

Tobacco and Vaping Control Forum

22-23 SEPTEMBER 2020
VIRTUAL



Forum sur le contrôle du tabac et du vapotage

LES 22 ET 23 SEPTEMBRE 2020
VIRTUEL

Sponsor, Advertiser and Exhibitor Guide

The Canadian Public Health Association (CPHA) is pleased to announce that the 2020 Tobacco and Vaping Control Forum will be held 22-23 September 2020 online.

The Forum is a key knowledge exchange event for public health and allied health professionals, researchers, policy-makers, academics, students and trainees committed to sharing best practices and policies to prevent, reduce, and control tobacco use and vaping.

cpa.ca

PROGRAM-AT-A-GLANCE

	TUESDAY 22 SEPTEMBER	WEDNESDAY 23 SEPTEMBER
11:55-12:00	Opening and Virtual Instructions	Opening and Virtual Instructions
12:00-12:55	Plenary I	Plenary III
12:55-13:00	Stretch Break	Stretch Break
13:00-14:00	Concurrent Sessions	Concurrent Sessions
14:00-14:15	Stretch Break	Stretch Break
14:15-15:15	Concurrent Sessions	Concurrent Sessions
15:15-15:25	Stretch Break	Stretch Break
15:25-16:30	Plenary II & Closing	Plenary IV & Closing

SPONSORSHIP OPPORTUNITIES

PLATINUM

Sponsorship Level: \$25,000

- ✦ 10 complimentary Forum registrations
- ✦ Complimentary virtual exhibit space **PLUS** 1 complimentary unaccredited webinar (60 minutes)
- ✦ 2-page advertisement in the program
- ✦ Logo with link in Final Program and on Forum website **PLUS** 7 complimentary Product Showcase advertisements in the *CPHA Weekly Update*
- ✦ Logo in communications to Forum listserv subscribers and Forum registrants

GOLD

Sponsorship Level: \$15,000

- ✦ 8 complimentary Forum registrations
- ✦ Complimentary virtual exhibit space **PLUS** 1 complimentary unaccredited webinar (60 minutes)
- ✦ 1-page advertisement in the program
- ✦ Logo with link in Final Program and on Forum website **PLUS** 4 complimentary Product Showcase advertisements in the *CPHA Weekly Update*
- ✦ Logo in communications to Forum listserv subscribers and Forum registrants

SILVER

Sponsorship Level: \$10,000

- ✦ 6 complimentary Forum registrations
- ✦ Complimentary virtual exhibit space
- ✦ Half-page advertisement in the program
- ✦ Logo with link in Final Program and on Forum website
- ✦ Logo in communications to Forum listserv subscribers and Forum registrants

BRONZE

Sponsorship Level: \$5,000

- ✦ 1 complimentary Forum registration
- ✦ Half-page advertisement in the program
- ✦ Logo with link in Final Program and on Forum website
- ✦ Logo in communications to Forum listserv subscribers and Forum registrants

VIRTUAL EXHIBIT OPPORTUNITIES

Virtual Exhibitor Benefits

- ✦ Two (2) complimentary exhibitor passes; exhibitor passes can be used by Presenters.
- ✦ Organizational profile, including contact information and unlimited documents/URLs
- ✦ Logo placement with link back to website
- ✦ “Live” interaction with conference delegates
- ✦ Virtual exhibit hall will open 1 September and remain open until 31 December
- ✦ Complimentary Product Showcase advertisement in the *CPHA Weekly Update* (6600+ impressions/week) for two (2) weeks

Cost (Cdn\$)

- Not-for-Profit Organization \$300
- Government/Corporate \$500

Cancellation policy

Cancellation of booking is accepted until 17:00 on 31 August 2020. After 31 August 2020, the full fee is forfeited.

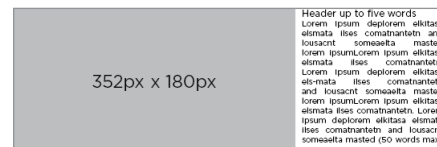
Quick Reference

Lison Pelletier exhibits@cpha.ca 613-725-3769 ext. 211

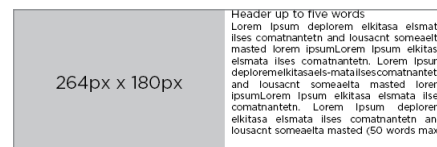
PRODUCT SHOWCASE ADVERTISEMENTS

- ✦ Graphic file format: PNG, JPG, or GIF
- ✦ File size: 1MB (max), 72 dpi
- ✦ Text file format: .doc, .txt
 - Headline:** 5 words (max) **Body text:** 50 words (max)
- ✦ Ads can be submitted in English, French, or bilingual.
- ✦ Option to hyperlink the graphic to one (1) URL and to embed hyperlinks in the text
- ✦ Three (3) size options:

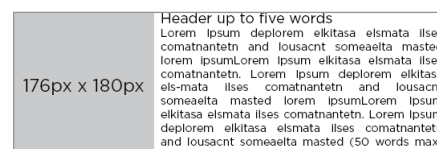
One third description (graphic size: 352px x 180px)



One half description (graphic size: 264px x 180px)



Two thirds description (graphic size: 176px x 180px)



Quick Reference

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ADVERTISING IN THE FINAL PROGRAM

Advertisers are invited to purchase space in the Forum final program.

Cost

Two pages: \$500
Single page: \$350
Half page: \$200

Closing Date

25 August 2020

Mechanical Requirements

- ✦ Colours: RGB; Bleeds allowed. Colour matching is not guaranteed for Pantone-to-RGB conversion for artwork supplied using PMS colours.
- ✦ Material must be submitted in electronic format.
- ✦ Line screen: 133 or 150 line. Photographs must be 300 dpi.
- ✦ All ads must be submitted in English, French or bilingual format.

Page Size

Ad Size	Trim	Bleed	Non-bleed	Live Area
Two-page	17" x 11"	17.25" x 11.25"	16" x 10"	16" x 10"
Single	8.5" x 11"	8.75" x 11.25"	7.5" x 10"	7.5" x 10"
Half	7.5" x 4.75"	n/a	n/a	7.5" x 4.75"

Digital Specifications

Digital data is required for all advertising. Digital file formats accepted are:

- ✦ PDF: press ready, 300 dpi, CMYK or greyscale
- ✦ PDF/X-1a

Sponsor Advertising

- ✦ Choice of location of advertisement in the program is on a first-come, first-served basis according to the level of sponsorship and the date of confirmation of the sponsorship commitment.

Copy and Contract Regulations

- ✦ Advertisers and advertising agencies assume liability for all content of advertising printed and also assume responsibility for any claims arising therefrom made against the publisher.
- ✦ Advertiser and advertising agencies agree that the publisher shall be under no liability for failure for any cause to insert any advertisement.
- ✦ Advertiser and advertising agencies are jointly responsible for payment of advertising published.
- ✦ All advertising material is subject to approval by CPHA.
- ✦ Cancellations cannot be accepted after 25 September 2020.
- ✦ The appearance of advertising in the conference programs does not constitute a guarantee or endorsement of the quality or value of such product or of claims made for it by its manufacturer.

Contact

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