

Sponsorship Prospectus

Words Matter: The Power of Language

CSAM-SMCA 2026 Scientific Conference and Annual Meeting

NOVEMBER 19-21, 2026 | Calgary, Alberta, Canada

CSAMCONFERENCE.ORG

CSAM-SMCA
2026 Scientific Conference
Conférence scientifique 2026

A Message From Our Conference Co-Chairs





Thank you for your interest in supporting CSAM-SMCA's 2026 Scientific Conference in Calgary, Alberta. This conference is Canada's leading accredited national addiction medicine conference, and attracts physicians, allied health practitioners, and researchers from within the province and nationwide as well as international attendees. Excitement was high at our sold out 2025 conference in Montreal, and we expect the same again this year as interest in the conference has consistently grown annually. We plan to create a virtual stream this year in order to support conference growth beyond the physical space limits at the Hyatt Regency in downtown Calgary.

The theme of this year's conference is: "*Words Matter: The Power of Language*." It speaks to the importance of accuracy of language in scientific research and medical practice. This year, we will be featuring a stream for frontline addiction medicine providers, all of whom could use your support. With the revitalization of our sponsorship program, there is flexibility to tailor your marketing in ways that ensure our attendees clearly understand your support for the work that they do. Thank you for considering supporting our nonprofit organization to tackle the addiction crisis nationwide.

Meera Grover
MD, CCFP(AM), CISAM | Conference Co-Chair
Member at Large, Canadian Society of Addiction Medicine
Addiction Medicine Physician, Calgary, AB

Spencer Krahn
MD CCFP(AM) ISAM Cert. | Conference Co-Chair
Interdepartmental Division of Addiction Medicine – Providence Health Care, Vancouver, BC

Meet The Conference Committee

Derek Chan, ***MD***
Family Medicine Resident, University of Alberta
Addiction Medicine Fellow (Incoming), University of British Columbia

Kate Colizza, ***MD, FRCPC, ISAM, DRCPSC***
Addiction Medicine and General Internal Medicine Physician, Calgary AB

Shawn Fisk
Education & Partnerships Lead, CAPSA Canada
Regional Co-Design Lead, AccessMHA Ontario
Clinical Director, Foundations To Wellness

Pier-Maude Lanteigne, ***MD, CCFP (AM)***
Family and Addiction Physician, Iqaluit, Nunavut

David Martell, ***BSc, MD, CCFP (AM), FCFP, CISAM, CCSAM***
Past President, Canadian Society of Addiction Medicine
Physician Lead, Addiction Medicine, Nova Scotia Health

Kirsty Muller, ***RN, BN***
Indigenous Health Lead – CSAM 2026 Conference
Addiction Services Program Manager, Four Arrows Regional Health Authority
Board of Directors – CSAM-SMCA

Charissa Patricelli, ***MD, CCFP (AM), FCFP, DABAM, FASAM***
Perinatal Addiction Service BCWH
Research Director Perinatal Substance Use BCWH
UBC Health Clinic

Martin Potter, ***MD (MT) M.Sc. CCMF, FCMF, CCSAM***
Family Physician

Sam Young, ***MD, FRCPC***
General Internal Medicine & Addiction Medicine
PhD Candidate, Clinical Epidemiology and Healthcare Research, IHPME

Patty Wilson, ***NP-PHC, DN***
Addiction Nurse Practitioner
Calgary, AB

Why We Matter to Your Business



The CSAM-SMCA Scientific Conference enables you to reach hundreds of leading professionals in the field of addiction medicine. The conference is Canada's premier education and networking event for addiction medicine health professionals. This year, the conference will be held in Calgary, Alberta.

As a sponsor, your organization will gain meaningful visibility with a highly engaged audience, while also having the opportunity to showcase your products or services to the broader addiction medicine community.

Sponsors benefit from direct engagement with a broad spectrum of healthcare professionals shaping the future of addiction medicine, from physicians and therapists to researchers, policy leaders, and allied health professionals.

About the Canadian Society of Addiction Medicine

We are a national society of medical professionals and scientists committed to helping Canadians understand and recover with dignity from substance use disorders.

We work to educate health professionals, government leaders, and everyday Canadians about the prevention, assessment, and treatment of substance use disorders in our communities. To this end, we host courses and conferences, encourage and publish Canadian research, and produce definitions and policy statements that support understanding and progress.

CSAM-SMCA's four strategic directions include:

- Educating health professionals
- Promoting and disseminating best practices
- Convening tables for dialogue and consensus-building
- Advocating for meaningful change

Our Mission is to advance the understanding and treatment of substance-related and behavioural addictions so that we can achieve our vision of hope and dignity for all impacted by addictions.

Our Audience

The CSAM-SMCA Scientific Conference brings together addiction physicians, medicine healthcare practitioners and researchers from across the country to discuss new research in the etiology, assessment, treatment and history of substance-use disorders.

An important professional networking event for addiction medicine practitioners, the conference encourages the sharing of diverse perspectives on addiction treatment and recovery. Attendees connect with new colleagues to collaborate and advocate for those living with addictive disorders.

Our Audience Consists of **650+** Frontline Clinicians in the Field of Addiction Medicine

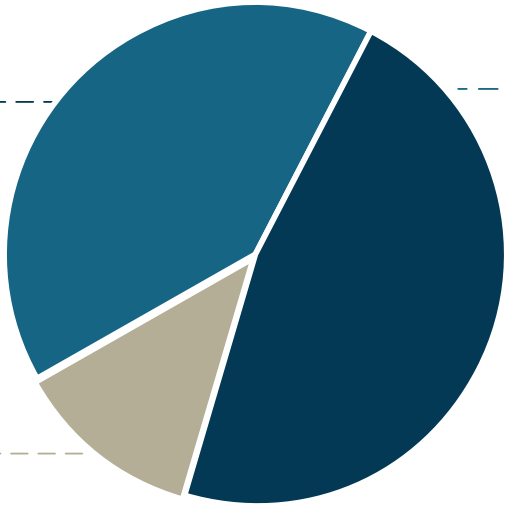
40.77%

Physicians and PhDs, Decision Makers

47.08%

Influential Allied Health Professionals including:

- Social Workers
- Counsellors and Therapists
- Nurses
- Pharmacists

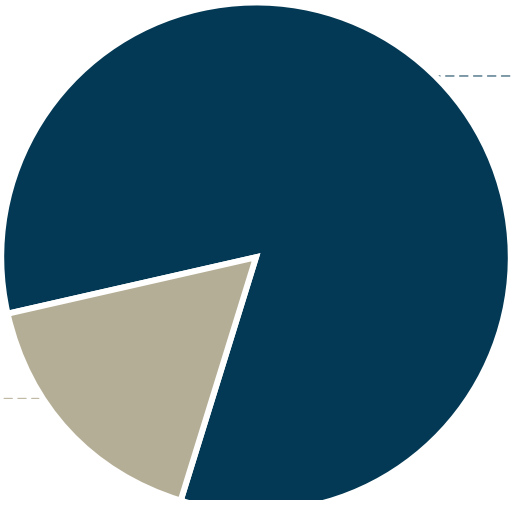


12.15%

Residents, Fellows, and Students

83.23%

Out of Province Attendees



16.77%

Hosting Province Attendees

*Data collected from the 2025 CSAM-SMCA Scientific Conference.

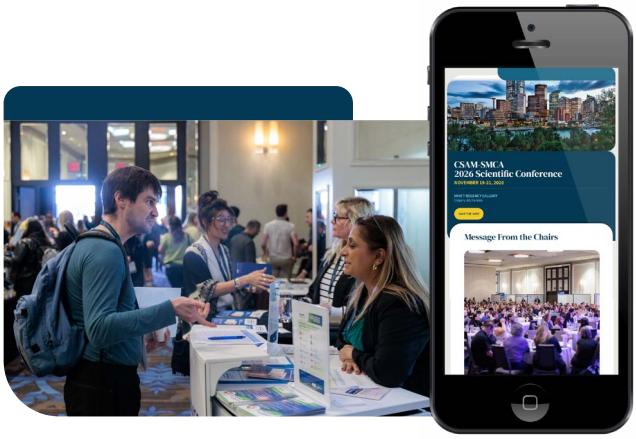
Marketing Opportunities

The CSAM-SMCA Scientific Conference is an in-person event with an anticipated online streaming component, held over three days, with an expected attendance of between 500 and 700 in-person participants.

As a sponsor or exhibitor, you will benefit from a wide range of opportunities to grow your visibility during the conference, to build meaningful relationships with key attendees through the content-filled conference app.

Health Care Exhibit Hall

A trade show will be located at the Hyatt Regency Hotel over all two and a half days of the live event, allowing exhibitors to build brand awareness and network with attendees.





Program

The 2026 CSAM-SMCA Annual Scientific Conference brings together Canada's addiction medicine community to highlight emerging research, innovative ideas, and evidence-informed best practices shaping the field.

The conference program includes a welcoming opening reception on Thursday afternoon, a highly attended poster session, and a range of networking and social events throughout the conference, providing sponsors with meaningful opportunities to connect with delegates throughout the program.

Sponsorship & Exhibitor Benefits

Program Access

Present your brand and message to participants in an industry-led session. The CSAM-SMCA Scientific Conference gives you access to 500-700 in-person participants onsite.

Audience Engagement

Engage with conference attendees and build valuable business connections with emails, educational materials, swag, etc. Register your staff for the conference to connect directly with attendees and provide educational opportunities.

Enhanced Visibility

Increase your brand visibility among decision-makers nationwide with sponsorship recognition and brand placement throughout our platform and promotional materials.

Health Care Exhibit Hall

Speak directly with conference goers and generate leads through a presence at our in-person and virtual trade shows. Attendees can book meetings, request additional information, and more.

Customization

If you have a suggestion for a sponsorship opportunity you would like to see, please contact us. We would love to discuss further to help meet your goals.





Sponsorship Benefits

We offer a variety of sponsorship and support opportunities to engage with leaders in addiction medicine across Canada before, during, and after the event. Each sponsorship level, except for the Friend of CSAM-SMCA, includes a table-top exhibit at the in-person conference and a set number of in-person registrations, with additional benefits varying by tier.

Platinum Sponsors | $30,000 (2 available)

- The opportunity to deliver a 40-minute, non- accredited presentation during the lunch break on Day 1, 2 or 3 of the conference.
- Six (6) in-person conference registrations.
- A table-top exhibit at the in-person conference.
- The opportunity to send four (4) push notifications related to booth location at the in-person conference and two (2) push notifications related to the industry-led session.
- Designated seating in the Keynote lecture hall.
- Your logo or name placement on the conference website sponsor page.
- Your logo or name placement on the virtual platform's sponsor page.
- Verbal acknowledgment during opening remarks each day at the conference.
- Inclusion on a slide with sponsors shown between presentations in all conference presentation rooms.

Gold Sponsors | For Profit ($20,000) | Non Profit ($8,000)

- Four (4) in-person conference registrations For Profit.
- Two (2) in-person conference registrations for Non Profit.
- A table-top exhibit at the in-person conference.
- The opportunity to send two (2) push notifications related to booth location at the in-person conference.
- Your logo or name placement on the conference website's sponsor page.
- Your logo or name placement on the virtual platform's sponsor page.
- Verbal acknowledgment during opening remarks each day at the conference.
- Inclusion on a slide with sponsors shown between presentations in all conference presentation rooms.

Silver Sponsors | For Profit ($10,000) | Non Profit ($4,000)

- Two (2) in-person conference registrations.
- A table-top exhibit at the in-person conference.
- The opportunity to send one (1) push notification related to booth location at the in-person conference.
- Your logo or name placement on the conference website's sponsor page.
- Your logo or name placement on the virtual platform's sponsor page.

Bronze Sponsors | For Profit ($4,500) | Non Profit ($3,500)

- One (1) in-person conference registration.
- A table-top exhibit at the in-person conference.
- Your logo or name placement on the conference website's sponsor page.
- Your logo or name placement on the virtual platform's sponsor page.

Friend of CSAM-SMCA | min. $500 tax-deductible donation

- Your logo or name placement on the conference website's sponsor page.
- Your logo or name placement on the virtual platform's sponsor page.
- Within this category, donors will be recognized within the following categories:
  - Premier – $2,000+
  - Distinguished – $1,000 to $1,999
  - Valued – $500 to $999

Important Notes:

- Applicable to all sponsorship levels: Logos will be sized according to sponsorship level and displayed in accordance with the rules governing conference accreditation.
- All applicable taxes will be added to the total at the time of transaction.
- In accordance with the National Standard, complimentary exhibit hall passes may not be assigned to physicians or other healthcare professionals attending the conference. The only exception is when the physician or healthcare professional is an employee of the exhibiting company or organization.
- Sponsorship benefits are non-transferable and subject to availability.
- All sponsorship opportunities are confirmed upon receipt of full payment and a signed sponsorship agreement, where applicable.
- CSAM-SMCA reserves the right to review and approve all sponsors and sponsor materials to ensure suitability and compliance with accreditation standards and conference policies.
- Due to printing turn-around, the last date of guarantee for printed sponsor materials is October 16, 2026.

À La Carte Sponsorship Opportunities

We are pleased to offer our sponsors a range of additional opportunities to further their visibility at the CSAM-SMCA Scientific Conference. An À La Carte opportunity can be added to any exhibitor or sponsor package, but cannot be purchased alone. Consider expanding your impact by sponsoring one of the following:

DEMONSTRATION OF SOFTWARE | $1,000 + Organizing Costs

Connect with conference attendees by having a sit-down demonstration of your software. Your demonstration will be described in the conference app, and in one email promoting the conference. Registrants will have the opportunity to indicate interest in the demo when registering, and your organization will receive the name and contact information of these individuals. It will be up to your organization to contact interested registrants and organize a local promotional gathering.

MERCHANDISING SPONSORSHIP | $1,000

- Logo on sponsor-provided materials that attendees will receive during the conference.
- Name and logo placement on the item (item examples: water bottles, pens, notepads, reusable bags).
- Branding will also include the CSAM-SMCA conference logo. Design will need to be approved by CSAM-SMCA.

NETWORKING RECEPTION SPONSORSHIP | $5,000

- Prominently displayed signage at reception location.
- Welcome sponsor recognition and logo placement on promotional materials, including conference web pages, conference app, and mention in social media activities.

SOCIAL EVENTS SPONSORSHIP | $8,000

- Prominently displayed signage at CSAM-SMCA planned social events.
- Social Events sponsor recognition and logo placement on promotional materials, including conference web pages, conference app, and mention in social media activities.

Exhibitor Information

Exhibitors can begin setting up their trade show booth on Wednesday, November 18 between 5:00 pm and 9:00 pm*.

Take down for the trade show will be no earlier than Saturday, November 21 at 5:00 pm*.

Please note: Once you have registered for your sponsorship package you will receive more detailed information on specifications and deadlines.

**All times are in MST.*

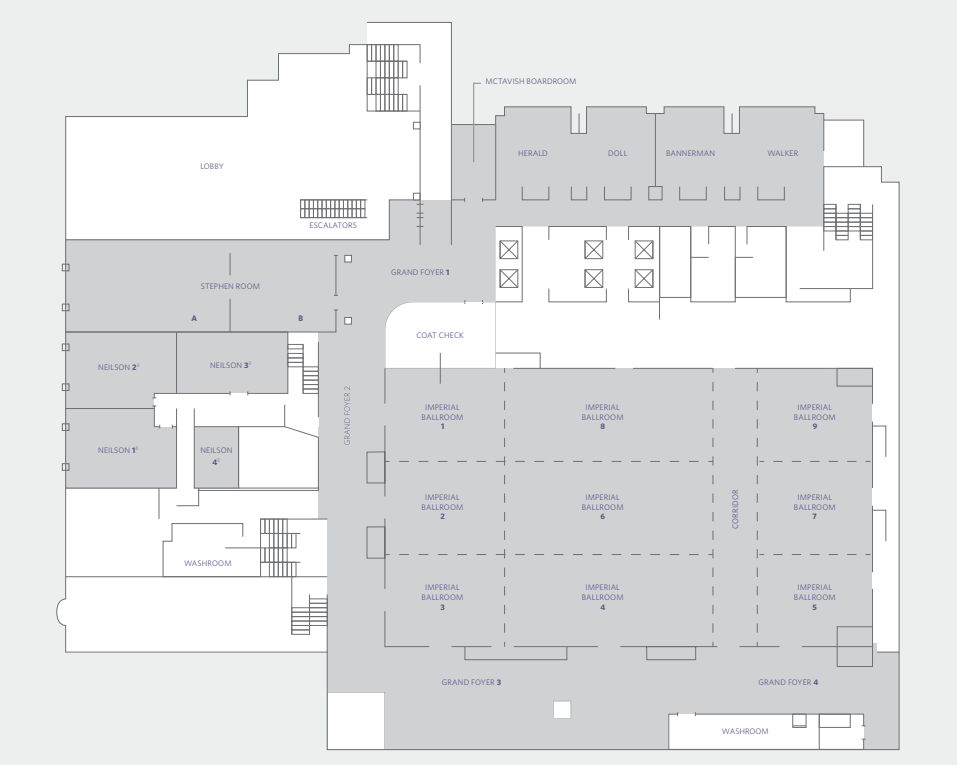
Exhibit Hall Hours

The schedule is subject to change.

November 19-21, 2026

8:30 AM	Exhibit Hall Opens
10:00 AM	Morning Break
2:00 PM	Afternoon Break
5:00 PM	Exhibit Hall Closes

Exhibitor Floor Plan



We will confirm the specific exhibitor placement closer to the event date.

Rules and Regulations for Exhibits

1. **Cancellations**
   All cancellation requests must be submitted in writing to the Exhibits Coordinator at conference@csam-smca.org. Cancellation fees are as follows:

   • **50%** of the total exhibit fee for cancellations received on or before **September 30, 2026**
   • **100%** of the total exhibit fee for cancellations received after **October 1, 2026**

2. **Unauthorized Activities**
   Individuals, companies, or organizations that have not contracted exhibit space or sponsorship may not engage in selling, displaying, or promoting products or services within the exhibit area or anywhere at the conference venue. Any organization found in violation of this policy will be required to cease such activities and may be escorted from the premises.

3. **Exhibit Staffing and Hours**
   Exhibitors are required to keep their exhibit open and adequately staffed during all official exhibit hours. Exhibits may not be dismantled or removed prior to the official closure of the exhibit hall.

4. **Complimentary Exhibit Hall Passes**
   Complimentary exhibit hall passes are non-transferable once assigned. In accordance with the National Standard, these passes may not be issued to physicians or other healthcare professionals attending the conference unless they are employees of the exhibiting or sponsoring organization.

5. **Right to Restrict or Remove**
   CSAM-SMCA reserves the right to restrict, prohibit, or remove any exhibit, activity, or individual that, in its sole discretion, is deemed objectionable, inappropriate, or disruptive to the overall character of the conference. This includes, but is not limited to, materials, displays, conduct, noise, or methods of operation. In such cases, CSAM-SMCA shall not be responsible for any refund of exhibit fees or related expenses.

6. **National Standard for Support of Accredited CPD Activity**
   The sponsor's will agree to comply with the National Standard;
   a) The Scientific Planning Committee (SPC) cannot be required to accept advice from a sponsor as a condition of receiving financial or in-kind support;
   b) The specific interests of any sponsor must have no direct or indirect influence on any aspect of the development, delivery, or evaluation of an accredited CPD activity.



Sponsorship Order Form

Becca Hebert

Sponsorship Relations

E: conference@csam-smca.org

Want to Tailor Your Package?

Customized packages are available to meet your needs.

Download the Fillable Form »

Organization Information

Company Name: _____

Address: _____

City, Province: _____ Postal Code: _____

Primary Contact: _____ Title: _____

Email: _____ Telephone: _____

Choose Sponsorship Level

Gold:

- ☐ For Profit: $20,000
- ☐ Non Profit: $8,000

Silver:

- ☐ For Profit: $10,000
- ☐ Non Profit: $4,000

Bronze:

- ☐ For Profit: $4,500
- ☐ Non Profit: $3,500

☐ **Platinum:**
$30,000

☐ **Friend of CSMA-SMCA ($500+):**
$ _____ *(Please indicate the amount you would like to donate.)*

À La Carte Sponsorship Opportunities

☐ **Social Events:**
$8,000

☐ **Networking Reception:**
$5,000

☐ **Merchandising Sponsor:**
$1,000

☐ **Software Demonstration:**
$1,000 + Operating Costs

Extra Booth Staff:

- ☐ One additional person: $350
- ☐ Two additional people: $700

By submitting a sponsorship or exhibitor application, the organization agrees to comply with all Rules and Regulations governing exhibits and sponsorships at the CSAM-SMCA Scientific Conference.

Printed Name: _____ Signature: _____

Payment

Choose Method of Payment: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Cheque ☐ EFT

Card Number: _____ Expiry Date: ____ / ____ (MM / YY) CSV: _____

Cardholder Name: (Please Print) _____ Signature: _____