



Sponsorship Prospectus

Shaping the Future Together

CSAM-SMCA 2024 Scientific Conference and Annual Meeting

NOVEMBER 14-16, 2024 | Hamilton, Ontario

CSAMCONFERENCE.ORG



CSAM-SMCA
2024 Scientific Conference

A Message From Our Conference Chair



This year, the theme of CSAM-SMCA's 2024 Annual Scientific Conference is "Shaping the Future Together". We want to explore the future of addiction medicine—what are the latest research findings and how are they influencing our understanding of addiction? What new treatments are in development and showing promise? How are economic, political and social trends affecting addiction in Canada? These are just some of the many questions we hope to explore at this year's conference. We expect that our well-respected annual research and educational event in addiction medicine will again bring together researchers, physician leaders, frontline workers and trainees from across Canada to learn and network. The CSAM-SMCA Scientific Conference is the largest addiction medicine conference in Canada with over 500 delegates annually.

This year's sponsorship and exhibitor packages provide many options to meet the needs of our partners. Through the range of available opportunities, you'll be able to share your organization, products or services with the addiction medicine community in Canada, gaining brand recognition and credibility within the addiction medicine community.

Dr. Jennifer Brasch

MD, FRCPC, FCPA, DRCPSC, CCSAM | Conference Chair

Associate Professor, Department of Psychiatry & Behavioural Neurosciences, McMaster University
Lead, Addiction Psychiatry, St. Joseph's Healthcare Hamilton

Meet The Conference Committee

Ron Fraser

BA (Hon), MD, CSPQ, FRCPC

Director, Personality Disorders Program,
McGill University Health Centre
Associate Professor, Department of Psychiatry, McGill University
Adjunct Professor, Department of Psychiatry, Dalhousie University

Dr. David Martell

BSc, MD, CCFP (AM), FCFP, CISAM, CCSAM

President, Canadian Society of Addiction Medicine
Physician Lead, Addiction Medicine, Nova Scotia Health

Tosh Mizzau

BSc, BEd, MD, CCFP

McMaster University Department of Family Medicine Assistant
Clinical Professor (Adjunct) Hamilton Health Sciences and St
Joseph's Healthcare Hamilton Department of Family Medicine –
Associate Appointment

Ainko Ramanathan

MPharm, PharmD, RPh

Community pharmacist (addictions) Hamilton, ON
University of Waterloo School of Pharmacy – Opioid use
disorder lecturer

Erin Knight

BSc (Hon), MD, CCFP(AM), CCSAM, CISAM

Assistant Professor, Departments of Psychiatry and Family
Medicine, University of Manitoba
Program Director, Addiction Medicine Enhanced Skills
Residency, Department of Family Medicine, University of
Manitoba
Medical Director, Addiction Services, Health Sciences Centre
Medical Lead, Rapid Access to Addiction Medicine (RAAM) Hub,
Shared Health Manitoba

Jean-Paul Michael

BA (Hon), MD, CSPQ, FRCPC

Addictions Case Manager, St. Michael's Hospital
Co-host, Capitan Hooked: The Addiction Project

Trevor Oleniuk

LLB, BSc

Medical Student, University of Saskatchewan, College of
Medicine

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 live conference will be held in Hamilton.

As a sponsor, not only will your organization gain visibility in front of this important audience of engaged health professionals, but you'll also have the opportunity to share your organization's product or service with the addiction medicine community as a whole.

Our sponsors have the chance to connect directly with the doctors, therapists, and other medical professionals who are influencing today's addiction medicine field, engaging in important dialogue, sharing in the promotion of evolving best practices and advocating for meaningful change.



About the Canadian Society of Addiction Medicine

The Canadian Society of Addiction Medicine is a national organization. Members include physicians, researchers, and regulated health professionals working in all aspects of addiction medicine in Canada from front-line clinicians to basic science researchers.

CSAM-SMCA works to educate health professionals, government leaders, and the public about the prevention, assessment, and treatment of addictive disorders in Canada. Our members form a strong, diverse community of professionals who support and care for people who have addictive disorders.

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 touched 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 **450+** Front-line Clinicians in the Field of Addiction Medicine

38%

Physicians and PhDs,
Decision Makers
in the Field

35%

Influential Allied Health
Professionals including:

- Social Workers
- Counsellors and Therapists
- Nurses
- Pharmacists

27%

Residents, Fellows,
and Students

81%

Out of Province Attendees

19%

Hosting Province Attendees

*Data collected from past CSAM-SMCA Scientific Conferences

Marketing Opportunities

The CSAM-SMCA Scientific Conference is an in-person event, held over three days, with an expected attendance of between 500 and 600 participants.

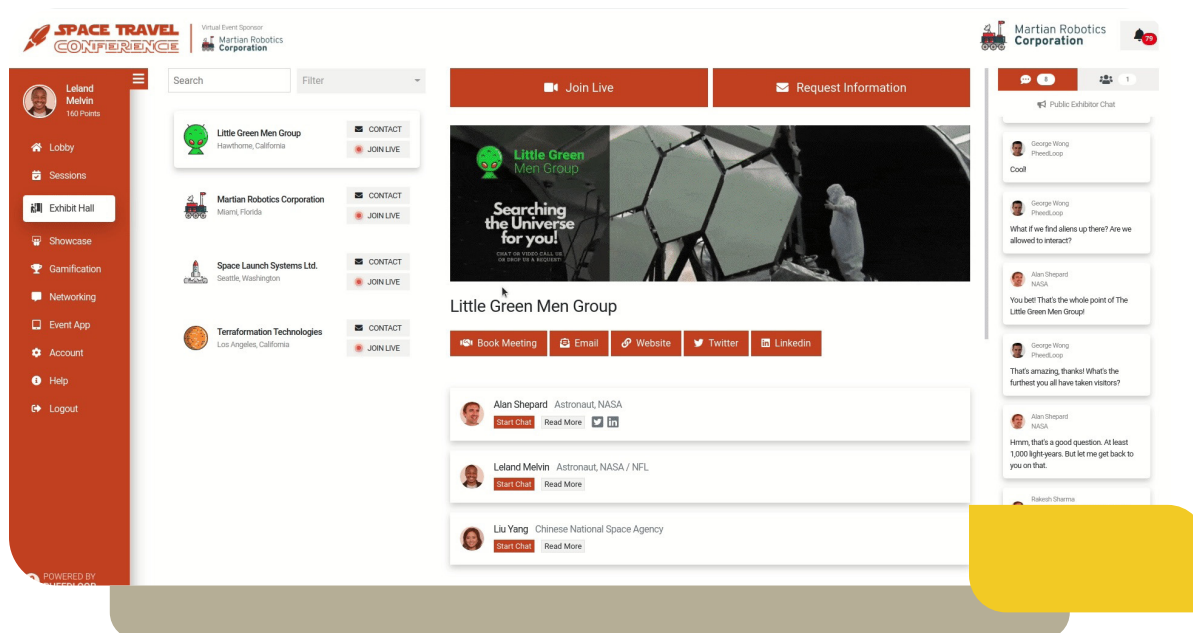
As a sponsor or exhibitor you'll benefit from a wide range of opportunities to grow your visibility during the conference, as well as additional marketing opportunities pre- and post-conference to build meaningful relationships with key attendees through the content-filled conference app. Select presentations will be uploaded to the app for on-demand viewing after the conference, providing an opportunity for those who could not attend in-person to participate.

Health Care Exhibit Hall

A trade show will be located on the third floor of the Hamilton Convention Centre over all three days of the live event, allowing exhibitors to build brand awareness and network with attendees.

Exhibitors and select sponsorship levels will also have a virtual booth on the conference app to enable attendees to learn more about your organization and connect to your website.

*Subject to Change





Program

The 2024 CSAM-SMCA Annual Scientific Conference brings Canada's addiction medicine community together to showcase new research, ideas and guidance on best practice.

The conference schedule includes an opening reception on Thursday afternoon, a well attended poster session, a gala dinner on Friday evening and opportunities for pre-conference tours.

Dedicated Educational Sessions

Platinum Sponsors will have the opportunity to present an industry-led Educational Session during one of the lunch hours. Sponsors will be able to present their unique products or services to capture the attention of potential clients.

There are three live 40-minute Education Sessions available, which will take place on day one, two or three of the conference. All attendees are welcome to attend the in-person sessions, and no registration will be required.



Sponsorship & Exhibitor Benefits

Program Access

Present your brand and message to participants in industry-led sessions. The CSAM-SMCA Scientific Conference gives you access to 500-600 participants onsite.

Enhanced Visibility

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

Customization

If you have a suggestion for a sponsorship opportunity you'd like to see, get in touch! We'd love to work with you to help meet your goals.

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.

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.



Sponsorship Benefits

We offer several options to market your products and services to leaders in addiction medicine in Canada before, during, and after the event. Please note, each sponsorship opportunity, except the Bronze level, includes the cost of a \$3,500 exhibitor package and its associated benefits.

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 30-minute presentation of your choice to be uploaded to the conference app for on-demand viewing.
- A table-top exhibit at the in-person conference and a virtual booth with custom background image within the conference app.
- The opportunity to send four (4) push notifications related to booth location at the in-person conference and (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 For Profit (\$8,000)

- A 15 minute (max.) presentation of your choice to be uploaded to the conference app for on-demand viewing.
- Four (4) in-person conference registrations For Profit.
- Two (2) in-person conference registrations for Non For Profit.
- A table-top exhibit at the in-person conference and a virtual booth with custom background image within the conference app.
- 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 For Profit (\$4,000)

- Two (2) in-person conference registrations.
- The opportunity to send one (1) push notification related to booth location at the in-person conference.
- A table-top exhibit at the in-person conference and a table top exhibit within the conference app.
- 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 (\$5,000) | Non For Profit (\$2,000)

- Your logo or name placement on the conference website's sponsor page.
- Your logo or name placement on the virtual platform's sponsor page.

We're also pleased to offer stand alone exhibitor opportunities for partners looking solely to participate on our trade show floor and in the conference app exhibit hall.

Exhibitor | \$3,500

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

Important Notes:

- Applicable to all sponsorship levels: logo sized to sponsorship level and in accordance with rules governing conference accreditation.
- All applicable taxes will be added to total during transaction.
- In accordance with the National Standard, complimentary exhibit hall passes may not be assigned to physicians or other health care professionals attending the conference. The only exception is if the physician or health care professional is an employee of the exhibiting company/organization.

A La Carte Sponsorship Opportunities

We're pleased to offer our sponsors a range of additional opportunities to further their visibility at the CSAM-SMCA Scientific Conference. An A 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:

TOUR OF YOUR TREATMENT FACILITY | \$1,000 + Organizing Costs

Connect with conference attendees by offering a tour of your facility or organization. Your tour will be described in the conference app, and in one email promoting the conference. Registrants will have the opportunity to indicate interest in the tour 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 all aspects of the tour. Half or full day tours available on November 13 and 17, 1-2 hour tours available on November 15 and 16.

MERCHANDISING SPONSOR | \$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 CSAM-SMCA conference logo. Design will need to be approved by CSAM-SMCA.

COFFEE BREAK SPONSORSHIP | \$2,000

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

LUNCH BREAK SPONSORSHIP | \$4,000

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

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.

GALA EVENT SPONSORSHIP | \$8,000

- Prominently displayed signage at gala location.
- Gala 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 13 at 5:00 pm*.

Take down for the trade show will be on Saturday, November 16 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 EST.

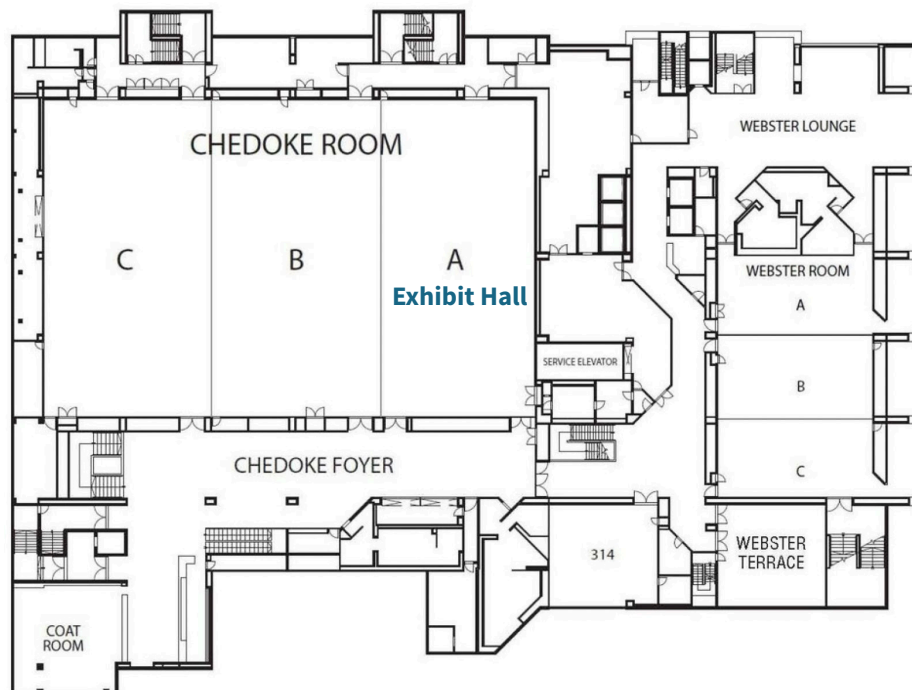
Exhibit Hall Hours and Peak Times

Schedule is subject to change.

November 14 - 16, 2024

8:30 AM	Exhibit Hall Opens
10:00 AM	Morning Break
12:00 - 1:00 PM	Lunch Break
2:00 PM	Afternoon Break
6:00 PM	Exhibit Hall Closes

Exhibitor Floor Plan



*Floor plan is subject to change.

Rules and Regulations for Exhibits

1. Cancellations should be sent to the Exhibits Coordinator at conference@csam-smca.org. Cancellation fees are as follows:
 - 50% until Sept. 15
 - 100% after Sept. 15
2. Persons, companies or organizations that have not contracted exhibit space may not engage in any type of selling, display or advertisement of products or services in the exhibit space or at the conference venue. Violators of this rule will be escorted from the premises.
3. Exhibitors are required to keep their exhibit open and appropriately staffed during the specified exhibit hours. Exhibits may not be closed or removed until the official closure of the exhibit area.
4. Once assigned, complimentary exhibit hall passes are non-transferrable. In accordance with the National Standard, complimentary exhibit hall passes may not be assigned to physicians or other health care professionals attending the conference. The only exception is if the physician or health care professional is an employee of the sponsoring organization.
5. CSAM-SMCA reserves the right to prohibit any activity and/or evict any exhibitor that, in CSAM-SMCA's opinion, is objectionable and/or detracts from the general character of the exhibits area. This includes but is not limited to persons, things, conduct, printed matter, noise, material or method of operation. In the event of such restriction or eviction, the CSAM-SMCA is not liable for any refund of rental fees or other exhibit expenses.



Want to Tailor Your Package?

Customized packages are available to meet your needs.

Becca Herbert

Sponsorship Relations

E: conference@csam-smca.org

Sponsorship Order Form

Organization Information

[Download the Fillable Form »](#)

Company Name: _____

Address: _____

City, Province: _____

Postal Code: _____

Primary Contact: _____

Title: _____

Email: _____

Telephone: _____

Choose Sponsorship Level

Gold:

- For Profit: \$20,000
- Not for Profit: \$8,000

Silver:

- For Profit: \$10,000
- Not for Profit: \$4,000

Bronze:

- For Profit: \$5,000
- Not for Profit: \$2,000

- Platinum:**
\$30,000

- Exhibit Only:**
\$3,500

A La Carte Sponsorship Opportunities

- Lunch Break:**
\$4,000

- Coffee Break:**
\$2,000

- Networking Reception:**
\$5,000

- Gala Event:**
\$8,000

- Merchandising Sponsor:**
\$1,000

- Treatment Facility Tour:**
\$1,000 + Operating Costs

Payment

Choose Method of Payment: Visa MasterCard AMEX Cheque EFT

Card Number: _____

Expiry Date: _____ / _____

CSV: _____

Cardholder Name:
(Please Print) _____

Signature: _____

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