



# Sponsorship Prospectus

## Reconsidering Perspectives

### CSAM-SMCA 2025 Scientific Conference and Annual Meeting

OCTOBER 16-19, 2025 | Montreal, Quebec, Canada

[CSAMCONFERENCE.ORG](https://CSAMCONFERENCE.ORG)



**CSAM-SMCA**  
2025 Scientific Conference

# A Message From Our Conference Co-Chairs



CSAM-SMCA's 2025 Annual Scientific Conference in Montreal has a theme of "Reconsidering Perspectives." This is a well-established, longstanding national conference that brings together addiction medicine practitioners from across the country. This year, we hope to use the event to focus on finding common ground within the Addiction Medicine community. In reconsidering perspectives, we feel that the most important perspective to reconsider is one's own. We want to focus on participant reflection: Why do I believe what I believe? Science is messy but we all want the best outcomes. Truth gains focus slowly and incrementally.



We trust that the profile of this event will continue to attract the most passionate, engaged, and innovative researchers, leaders, clinicians, learners, and policymakers from across Canada and beyond to share knowledge and connect with each other. In the middle of a nation struck by addiction, this conference provides a place for people who are working hard to come together and learn from one another. This year's sponsorship and exhibitor packages will provide opportunities that meet the needs of partners who share our values. Should your organization participate, it will gain access to the national Addiction Medicine community. We look forward to partnering with organizations in a mutually beneficial way.

## David Robert Martell

*BSc, MD, CCFP(AM), FCFP, CISAM, CCSAM* | Conference Co-Chair

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

## Meera Grover

*MD CCFP(AM)* | Conference Co-Chair

Member at Large, Canadian Society of Addiction Medicine  
Addiction Medicine Physician, Calgary, AB

## Meet The Conference Committee

### Nicole Bootsman

*BSc(Hons), BSP*

Clinical Manager, Drug Programs  
Saskatchewan Regional Director, Canadian Society of Addiction Medicine  
College of Physicians and Surgeons of Saskatchewan

### Kate Colizza

*MD, FRCPC, ISAM, DRCPC*

Addiction Medicine and General Internal Medicine Physician, Calgary AB

### Kate Hardy

*MSW, RSW, MHSC*

Administrative Director, META: PHI Program

### Spencer Krahn

*MD CCFP (AM) ISAM Cert.*

Staff Physician – Addiction Recovery  
Community Health (ARCH) team – Royal Alexandra Hospital

### Jean-Paul Michael

*BA (Hon), CSPQ, FRCPC*

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

### Charissa Patricelli

*MD, CCFP (AM), FCFP, DABAM, FASAM*

Perinatal Addiction Service Physician FIR Square (Families In Recovery) BCWH  
Educational Co-Lead UBC Health Clinic, Faculty of Medicine UBC  
Clinical Associate Professor, Department of Family Practice

### Martin Potter

*MD (MT) M.Sc. CCFM, FCFM, CCSAM*

Family Physician

### Camille Roberge

*R3 Addiction Medicine Fellow UofC*

### Ainko Ramanathan

*MPharm, PharmD, RPh*

Clinical Pharmacist, Mental Health & Addictions Niagara Health System  
University of Waterloo School of Pharmacy  
– Opioid use disorder lecturer  
Pharmacy Advisor, META: PHI

### Sam Young

*MD, FRCPC*

General Internal Medicine & Addiction Medicine  
PhD Candidate, Clinical Epidemiology and Healthcare Research, IHPME

# 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 Montreal.

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 **600+** Frontline Clinicians in the Field of Addiction Medicine

**27.9%**

Physicians and PhDs,  
Decision Makers  
in the Field

**22.1%**

Influential Allied Health  
Professionals including:

- Social Workers
- Counsellors and Therapists
- Nurses
- Pharmacists

**50%**

Residents, Fellows,  
and Students

**49.7%**

Out of Province Attendees

**50.3%**

Hosting Province Attendees

\*Data collected from the 2024 CSAM-SMCA Scientific Conference.

# Marketing Opportunities

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

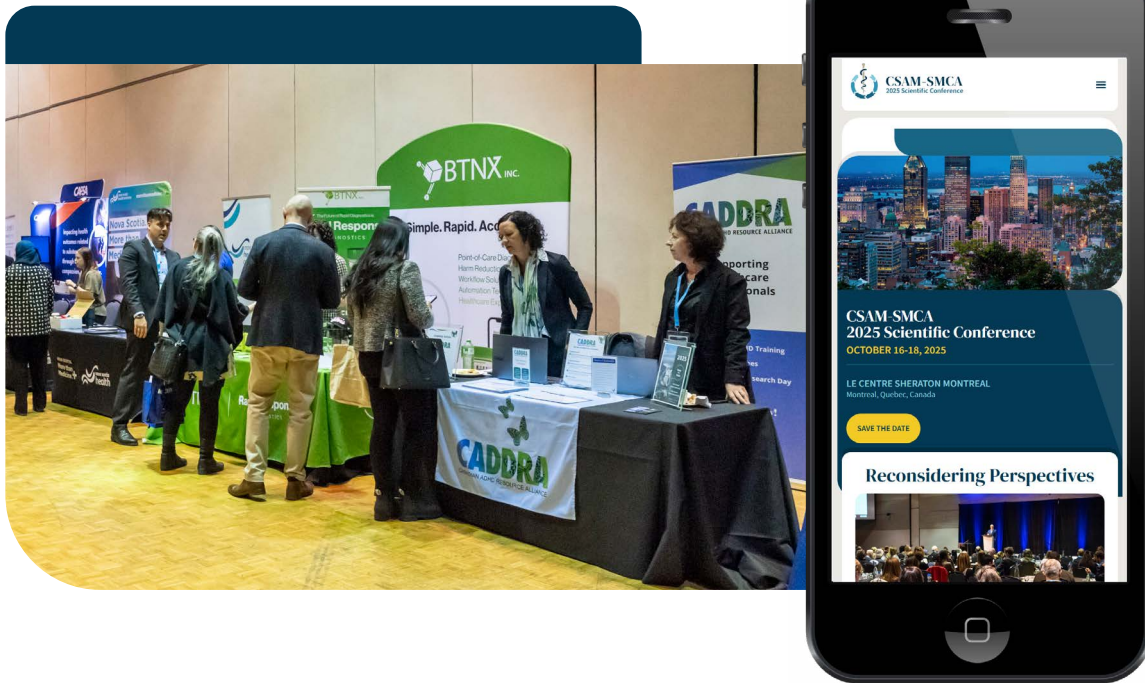
As a sponsor or exhibitor you'll benefit from a wide range of opportunities to grow your visibility during the conference, as well as additional marketing opportunities pre- and post-conference to build meaningful relationships with key attendees through the content-filled conference app. Select presentations 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 fourth floor of the Sheraton Hotel in the main ballroom 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.

\*Location of trade show is subject to change.





## Program

The 2025 CSAM-SMCA Annual Scientific Conference brings Canada's addiction medicine community together to showcase new research, ideas and guidance on best practice.

The conference features an opening reception on Thursday afternoon, a popular poster session, various social events throughout the event, and opportunities for pre-conference demonstrations.

## 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 500-700 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

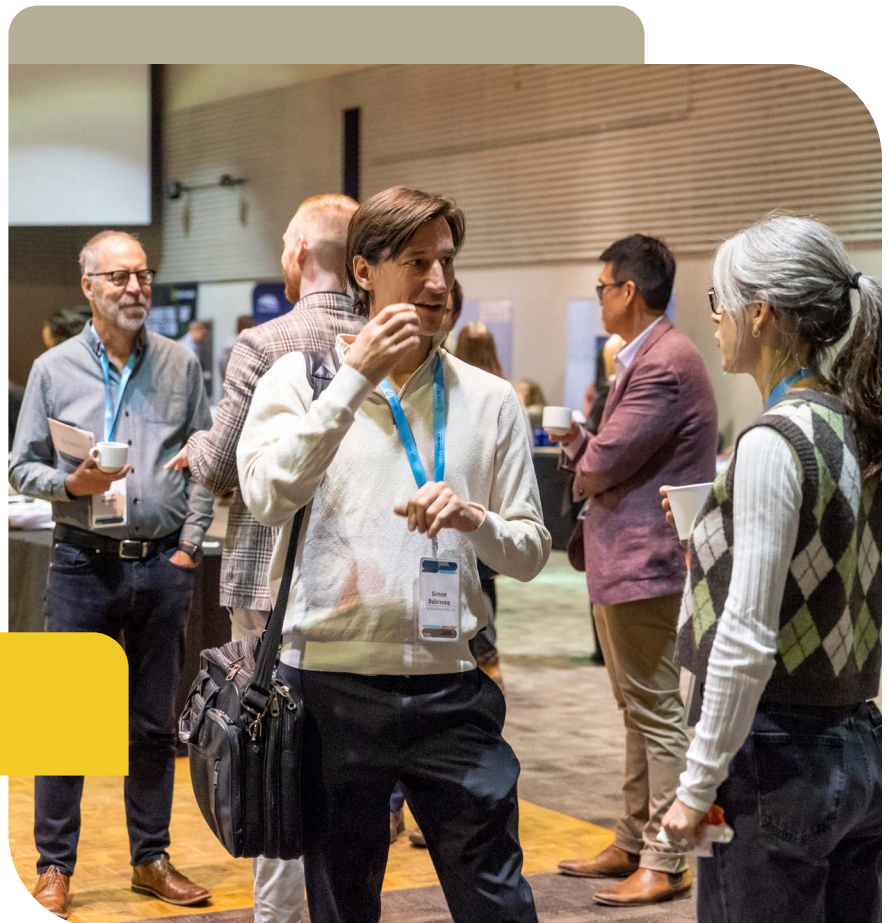
If you have a suggestion for a sponsorship opportunity you'd like to see, get in touch! We'd love to work with you to help meet your goals.

## 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 \$4,500 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 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 Profits (\$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 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 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 Profits (\$4,000)

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

## Bronze Sponsors | For Profit (\$5,000) | Non For Profits (\$2,000)

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

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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 | \$4,500

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

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### 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 the 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:

## **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 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, October 15 at 5:00 pm\*.

Take down for the trade show will be on Friday, October 17 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

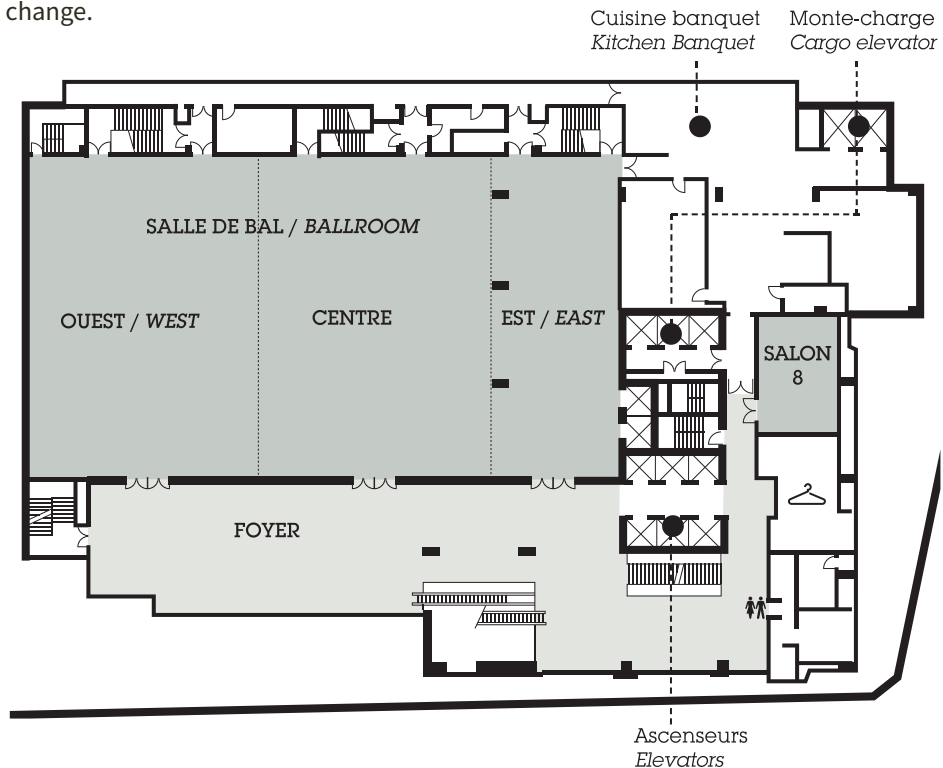
*Schedule is subject to change.*

**October 16-18, 2025**

<b>8:30 AM</b>	Exhibit Hall Opens
<b>10:00 AM</b>	Morning Break
<b>2:00 PM</b>	Afternoon Break
<b>5:00 PM</b>	Exhibit Hall Closes
<b>5:00 PM</b>	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](mailto:conference@csam-smca.org). Cancellation fees are as follows:
  - 50% until August 31, 2025
  - 100% after September 15, 2025
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 Hebert**

Sponsorship Relations

E: [conference@csam-smca.org](mailto:conference@csam-smca.org)

## Sponsorship Order Form

[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
- 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:**

- \$4,500

### A La Carte Sponsorship Opportunities

**Social Events:**

- \$8,000

**Merchandising Sponsor:**

- \$1,000

**Networking Reception:**

- \$5,000

**Software Demonstration:**

- \$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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