



Sponsorship with a Healthy Return on your Investment

The Canadian Orthopaedic Association

Annual Meeting Sponsorship Package

**Westin Hotel, Ottawa
June 15-18, 2017**

Exhibit dates: June 15-17, 2017

No orthopaedic event in Canada compares to the Canadian Orthopaedic Association (COA) Annual Meeting when it comes to fostering connections and innovations between surgeons and partners. Our event has grown continuously over the last 10 years, and as a Royal College accredited meeting, provides an exceptional return on investment for your education budget.

The COA Annual Meeting brings together hundreds of specialists from across Canada, including orthopaedic surgeons, nurses, researchers, residents, and other allied health care professionals. Attendees share expertise and ideas to enhance productivity and best practices in patient care. The conference offers hands-on workshops, hot-topic symposia, “fireside chats” with experts, subspecialty networking opportunities, as well as a President’s Welcome Reception and closing gala which are open to all exhibitors and attendees.

There are several levels of sponsorship available to help your organization meet budgetary needs and position your brand strategically to delegates. In addition, reserving exhibit space is an impactful way to raise your organizational profile.

We look forward to your participation in our meeting. It is thanks to partners like you that the COA is able to provide an innovative and highly educational conference.

COA meeting demographics - the numbers:

- Nearly 400 active Canadian surgeons
- Over 200 residents and fellows
- 200 researchers and other allied health professionals
- 45 exhibiting companies with a total of 400 representatives attending

Who is the Canadian Orthopaedic Association (COA)?

Mission statement: The COA will serve the profession and promote excellence in orthopaedic and musculoskeletal health for Canadians

The COA is a not-for-profit association representing orthopaedic surgeons across Canada. We are committed to maintaining the highest standards of orthopaedic care for Canadian patients, by providing our members with continuing medical education, subspecialty support, knowledge sharing, advocacy platforms, fellowship programs, leadership opportunities and collaboration with training centres and health care associations.

Since its inception in 1945, the COA has enjoyed an international reputation. The elected Executive members act as ambassadors with national and worldwide orthopaedic institutions. The COA also maintains close ties with the Royal College of Physicians and Surgeons of Canada. In the face of increasing sub specialization, the COA has avoided fragmentation by forming subspecialty committees within the parent organization.

Annual Meeting Objectives:

- To feature high quality Canadian research and clinical topics as a path for educational programming for COA members, affiliate groups, and the greater orthopaedic community.
- To augment opportunities for networking, and professional development and collaboration.
- To continue to showcase the COA as a central and credible voice in orthopaedic education.

Subspecialty and Affiliate groups:

Canadian Orthopaedic Foot and Ankle Society (COFAS)
Canadian Arthroplasty Society (CAS)
Canadian Paediatrics Orthopaedic Group (CPOG)
Canadian Orthopaedic Residents Association (CORA)
Canadian Orthopaedic Research Society (CORS)
Canadian Shoulder & Elbow Society (CSES)
Canadian Orthopaedic Oncology Society (CANOOS)
Canadian Orthopaedic Trauma Society (COTS)
Arthroscopy Association of Canada (AAC)

For more information on the COA and its affiliates, please visit

www.coa-aco.org

Sponsorship Levels 2017

Platinum

\$75,000 Commitment

Platinum level guarantees that your company will be one of a **maximum of two** supporters at this level, ensuring high visibility, prominence and recognition as an industry leader and a COA Industry Partner.

Benefits of becoming a Platinum Level Sponsor include:

- First choice of exhibit positioning for 2018 Annual Meeting of the COA in Victoria, BC
- Use of sponsorship commitment in your company's advertising during the 2017 year* (Wording subject to approval by the COA)
- Prominent identification and recognition at the sponsored event(s) and activities
- Recognition/thank you at the start of all Annual Meeting sessions
- One-time on-line survey of COA members (survey questions are subject to final approval by the Membership Committee)
- Corporate name and logo featured on exhibit hall and registration area signage during the 2017 Annual Meeting
- Banner advertising in the Sponsor section of the COA Annual Meeting website
- Opportunity to include a technical article related to your company's research and development in an edition of the COA Bulletin during the 2017 publication cycle (subject to editor's approval)
- Complimentary link from the COA website to your corporate website
- Unlimited no-cost registrations (badges) for company personnel at the 2017 Annual Meeting
- Recognition of partnership level in the Preliminary Program for 2017 (commitment must be finalized by end of January 2017)
- Recognition of partnership level in the on-site Final Program for 2017 (commitment must be finalized by April 2017)
- Opportunity for maximum four (4) company representatives attend the COA Members' Reception at the AAOS Annual Meeting March 16, 2017, San Diego, CA
- Opportunity for maximum two (2) company representatives to attend the Canadian Orthopaedic Residents' Association (CORA) Scientific Meeting and invitation to attend the CORA social night
- Inclusion of 2 full-page advertisements in the COA Bulletin (in addition to existing advertisement agreement)
- Delegate list provided prior to event (released 2 weeks before the event)
- Booth selection included

*note: The COA logo, or COA/CORS Annual Meeting logo cannot be used for product endorsement or as product approval

Support at the Gold level guarantees a high level of recognition and visibility as an industry leader.

Benefits of becoming a Gold Level Sponsor include:

- First choice of exhibit positioning for 2018 Annual Meeting of the COA in Victoria, BC (after Platinum Level sponsors)
- Use of sponsorship commitment in your company's advertising during the 2017 year* (wording subject to approval by the COA)
- Prominent identification and recognition at the sponsored event(s) and activities
- Recognition/thank you at the start of all Annual Meeting sessions
- Corporate name and logo featured on exhibit hall and registration area signage during the 2017 Annual Meeting
- Banner advertising in the Sponsor section of the COA Annual Meeting website
- Complimentary link from the COA website to your corporate website
- Additional 10 no-cost registrations (badges) for company personnel at the 2017 Annual Meeting
- Recognition of partnership level in the Preliminary Program for 2017 (commitment must be finalized by end of January 2017)
- Recognition of partnership level in the on-site Final Program for 2017 (commitment must be finalized by April 2017)
- Opportunity for maximum two (2) company representatives attend the COA Members' Reception at the AAOS Annual Meeting March 16, 2017, San Diego, CA
- Opportunity for maximum one (1) company representatives to attend the Canadian Orthopaedic Residents' Association (CORA) Scientific Meeting and invitation to attend the CORA social night
- Inclusion of 1 full-page advertisement in the COA Bulletin (in addition to existing advertisement agreement)
- Delegate list provided prior to event (released 2 weeks before the event)
- Booth selection included

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Support at the Silver level guarantees a high level of recognition and visibility as an industry leader.

Benefits of becoming a Silver Level Sponsor include:

- First choice of exhibit positioning for 2018 Annual Meetings of the COA in Victoria, BC (after Platinum & Gold Level Sponsors)
- Use of sponsorship commitment in your company's advertising during the 2017 year* (wording subject to approval by the COA)
- Prominent identification and recognition at the sponsored event(s) and activities
- Corporate name and logo featured on exhibit hall and registration area signage during the 2017 Annual Meeting
- Recognition of partnership level in the Preliminary Program for 2017 (commitment must be finalized by end of January 2017)
- Recognition of partnership level in the on-site Final Program for 2017 (commitment must be finalized by April 2017)
- Opportunity for maximum one (1) company representatives attend the COA Members' Reception at the AAOS Annual Meeting March 16, 2017, San Diego, CA
- Complimentary link from the COA website to your corporate website
- Additional 5 no-cost registrations (badges) for company personnel at the 2015 Annual Meeting
- Delegate list provided prior to event (released 2 weeks before the event)
- Booth selection included

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Menu of à la Carte Partnership Opportunities

A Variety of high visibility opportunities exist to help increase your exposure. The opportunities below are on a first come first served basis - do not delay!

- Vertical High Visibility Self-standing Banner –Placed around the common areas of the meeting space – Maximum 3 companies (production costs extra) – \$5,000
- Exclusive sponsorship of the President’s Welcome Reception, held in the exhibit hall immediately following the Opening Ceremonies, Thursday, June 15 - Signage with logo at bars and food and beverage stations indicating sponsorship - \$10,000
- NEW THIS YEAR: Email Dispatch to registered delegates - Two email communiques will be sent to delegates prior to the meeting highlighting key conference activities. A 50-word message, company name, logo and weblink from your company will be included (all content must be approved by the COA) - \$1,500
- NEW THIS YEAR: Exclusive sponsorship of exhibit hall area information signs: Food and beverage area (3), Posters, High Scoring Posters - \$5,000
- Exclusive sponsorship of the COA App: Inclusion of your name/logo on the COA App (iPhone and Android), referenced by delegates throughout the meeting.
INLCUDES: Sponsored splash page, separate tab exclusive sponsor detail page (max. 250 words) - \$12,500
- Exclusive sponsorship of the at-a-glance program to be displayed on-site – \$4,000
- Guest Room Key Cards – Your company name and logo imprinted on hotel room key cards for the Westin hotel (production costs extra) – \$3,500
- Exclusive sponsorship of the outside back cover of the final printed program to be distributed on-site to all attendees (content subject to COA approval - cannot be product specific) – \$5,000
- Exclusive sponsorship of the inside back cover of the final printed program to be distributed on-site to all attendees (content subject to COA approval - cannot be product specific) – \$3,000

- Full page advertisement in the COA Bulletin - 4 colour, premium placement, 2 insertions – \$2,000 *–(other Bulletin advertising opportunities available)*
- Exhibit booth rental 10'x10', 2017 Annual Meeting – \$5,800 *per space*
- Banner advertisement COA website 1 year – \$1,000

PLEASE NOTE: All sponsorships are subject to 5% GST

COA GST number: R123341216

Got an idea? Email us!

For all sponsorship inquiries or ideas please contact Meghan Corbeil at Meghan@canorth.org, or Doug Thomson at Doug@canorth.org.