

INVITATION TO SUPPORT

SONO IN THE CITY:
WHERE SONOGRAPHERS COME TO...

INNOVATE... INTEGRATE... INVIGORATE...

37th NATIONAL CONFERENCE & AGM
24-26 MAY, 2019

Westin Harbour Castle
Toronto, ON

HOSTED BY:

**Sonography
Canada**



**Échographie[®]
Canada**

Dear Valued Partner,

Thank you for your interest in supporting Sonography Canada's 2019 Annual Conference in Toronto, Ontario, May 24 – 26, 2019. This is the only national educational conference for all sonography specialties in Canada. With the concentration of professionals working in hospitals, clinics, and educational institutions in the Toronto area, this year's event, our 37th, is shaping up to be one of the biggest and most exciting ever.

Sonography Canada is the national professional association and credentialing body for sonographers. With over 5300 credentialed members across the country, we are dedicated to developing and promoting the highest level of professional practice for sonography in Canada. Our members are key influencers in the workplace and within the profession.

The Sonography Canada 2019 National Conference is where sonographers, managers, educators, allied health professionals, employers and decision makers will congregate to update their skills and knowledge, achieve their professional goals and to learn about new trends and developments that supports a high standard of patient care.

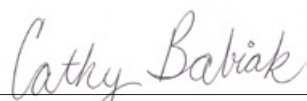
Sonographers are an integral part of the healthcare team, particularly within diagnostic medical imaging. The profession is expected to evolve and grow in the coming years in response to general healthcare trends, and because it is relatively low cost, accessible and does not use potentially harmful radiation. In the past year alone, these developments point to the potential growth of sonography as a profession:

- Regulation of sonographers became a reality in Ontario and most other provinces have taken steps towards regulation
- There are almost as many sonographers in the province of Ontario as there are medical radiation technologists
- Eight new sonographer education programs have sought accreditation
- Other healthcare professions such as Ontario midwives and emergency physicians have incorporated limited scopes of sonography practice into their professional lives – many of these professions seek guidance from Sonography Canada
- Technology is evolving to the point that the public and healthcare leaders are acknowledging that sonography has many applications that support medical decisions across medical disciplines

To our longstanding supporters – thank you. Your contributions have been invaluable to our ability to consistently offer a conference program that reflects the depth and breadth of the profession. To our new and prospective supporters—welcome. We look forward to connecting with you to make the Sonography Canada Conference a positive, rewarding experience.

Please come and join us in Toronto!

Sincerely,



Cathy Babiak
Chair
Sonography Canada



Susan Clarke
Executive Director
Sonography Canada

CONNECTING WITH YOUR TARGET AUDIENCE AT THE 37TH NATIONAL CONFERENCE & AGM

Sponsoring Sonography Canada's Conference aligns your company with one of the most reputable conferences in the diagnostic imaging sector in Canada and the only national conference for sonographers. Your support demonstrates your commitment to the sonography profession and the continuous delivery of high-quality products and services.

We understand that not all companies are alike. Our sponsorship program allows companies to choose from three high-impact, pre-determined sponsorship levels as well as exclusive, lower cost à-la-carte options.

NEW This year, there's one level higher (Platinum) which gives stronger visibility and recognition, which can be reached by adding sponsorship items to increase to total contribution to \$15,000+. And, if you're looking for something different, contact us and we can customize a sponsorship to align with your company goals or budget.

Contact us at conference@sonographycanada.ca for more information.



SPONSORSHIP LEVELS & BENEFITS

BENEFITS	GOLD LEVEL \$12,000	SILVER LEVEL \$7,500	BRONZE LEVEL \$2,500
Complimentary 10' x 10' exhibit booth	2	1	
Full conference registration	4	2	1
Exhibitor Pass	4	2	
Reduced fee for Hosted Breakfast, Lunch or Reception - 15% discount	√		
Option to add collateral in the Mobile App for download	√		
Priority selection of à-la-carte sponsorship opportunities for 2019 (see list on page 5)	√	√	
Electronic participant list (authorized) pre- and post-conference	√	√	
Recognition in the conference program	√	√	
Video clip advertising during plenary sessions	√	√	
Recognition on Social Media and Mobile App (Sonography Canada Facebook/Twitter/Instagram)	√	√	
Workshop Equipment - Priority to provide equipment for Hands-On Workshops and have an application specialist present during the workshop.*	√	√	
Use of Sonography Canada logo on (approved) related advertising and print materials	√	√	
Cumulative recognition program**	√	√	
Delegate Bag Insert	√	√	√
E-blast to conference participants	√	√	√
Prominent signage at conference	√	√	√
Recognition on the conference website	√	√	√
Recognition in the Canadian Journal of Medical Sonography (post conference)	√	√	√
Recognition in SONOgramme newsletter (pre- and post-conference)	√	√	√
Mobile App push notification to attendees	√	√	
Invitation to on-site Industry Focus Group meeting - to share positive and constructive feedback	√	√	√
Sponsor ribbons for all staff	√	√	√

*Sponsor assumes all responsibility for transportation, operation (application specialist) and security of the equipment. Please contact Sonography Canada (conferenceinfo@sonographycanada.ca) to confirm participation or interest.

****Every Dollar Counts!** The Cumulative Recognition Program provides recognition to Gold & Silver Levels based on their total support. In addition to your Gold & Silver sponsorship, all exhibit and supporter opportunities will be used to calculate your cumulative recognition to a **Platinum Level**, the following year.

À-LA-CARTE OPPORTUNITIES

Welcome Reception **\$5,500 (1)**

Kick start this year's conference by welcoming attendees to the opening ceremonies at Sonography Canada's Welcome Reception.

Social Networking Event **\$5,500 (1)**

A Yo-Ho-Ho Pirate Adventure aboard the Northern Spirit for a fun and interactive dinner cruise around the Toronto Harbourfront.

Conference Mobile App **NEW** **\$5,500 (1)**

Put your company's brand and message right in the attendees' hands by sponsoring our new mobile app sponsorship opportunity. Your Logo will appear on the main page of the app. Attendees will use the app to access session content, a schedule of events, speaker information, exhibitor listings and a map of exhibit hall floor plan using their mobile devices.

Industry Hosted Educational Breakfast, Lunch, Reception **NEW** **\$3,500 each**

Be part of the educational program. Gold and Silver sponsors of the 2019 National Conference are eligible to host a breakfast, lunch or reception session (CPD application, meeting room and audio-visual fees waived, if applicable).

Email conferenceinfo@sonographycanada.ca for details.

Delegate Bag **\$4,000**

Delegate bags will be given to all conference attendees. Your company name and/or logo will be printed on the outside of the bag (bag to be supplied by Sonography Canada).

Lanyards **\$3,000**

Have your logo displayed on lanyards worn by all conference attendees (lanyards supplied by Sonography Canada).

Breakfast (2 available) **\$3,000**

Your company name and/or logo will be listed in the conference app and materials and displayed on signage at breakfast.

Lunch (2 available) **\$5,000**

Your company name and/or logo will be listed in the conference app and materials and displayed on signage at lunch.

Networking Breaks (2 available) **\$3,000**

Networking breaks take place in the exhibit hall and atrium areas between sessions. Your company name and/or logo will be displayed on the signage at all networking breaks.

Award Sponsorship **\$2,000 per award**

As an award sponsor you are given the opportunity to present the award to the recipient at the Award Ceremony. For information on all awards please visit sonographycanada.ca.

- Fellowship Award
- Award for Outstanding Article
- Award for Outstanding Case Study
- Award for Outstanding Mentorship
- Early Professional Achievement Award
- Student Achievement Award
- Award for Outstanding submission to the Canadian Journal of Medical Sonography



Click here for the
SPONSOR APPLICATION FORM

EXHIBITING OPPORTUNITIES IN THE EXHIBIT HALL

Why Exhibit

This conference is the only national educational conference for all sonography specialties in Canada. It is the must attend meeting for sonographers, managers, educators, students and allied health professionals with over 450 delegates expected to attend.

Technology related to sonography is on an evolutionary track. This is your opportunity to showcase your company's latest product developments to a highly engaged audience. It gives you the opportunity to meet users of your products to get to know their needs and concerns. Typically, over 90% of delegates attend the entire event, with an even 50-50 split between networking and education as key motivators. The conference schedule has been designed to provide multiple opportunities for delegates to visit the exhibits.

Sonography Canada encourages trade show traffic

- Exhibitors reception – a 2-hour cocktail reception with food and drinks and dedicated time for participants to mingle with exhibitors
- A la carte Sponsorship Options (see page 5) we are happy to customize based on your suggestions
- All breaks will be held in the exhibit hall, driving delegates to the trade show floor
- Coffee stations and snacks are on the exhibit floor throughout the conference

Investing your marketing dollars as an Exhibitor at the 37th National Conference and AGM in Toronto offers:

- Gold & Silver Sponsors the first opportunity to provide equipment for hands-on workshops
- Opportunity to host an industry-focused breakfast, lunch or reception for delegates
- Recognition and signage during the Welcome Reception and Social Networking Event
- New opportunity this year to sponsor the Conference Mobile App

Click here for the
BOOTH APPLICATION FORM

Exhibitor Benefits

Exhibitors enjoy the following benefits:

- Two complimentary exhibitor staff badges per 10' x 10' booth
- Your product/service description and contact information in the Meeting App and on the Conference website
- One beverage ticket per person, per booth for the Exhibitor Reception
- Early move-out on Saturday
- Recognition on designated signage
- 10' wide by 10' deep booth space
- One 6' table and waste basket
- Two chairs
- One electrical outlet(*)
- 8' high back & 3' high side draping
- Complimentary WiFi in the Exhibit Hall
- Dedicated seating areas for networking
- Aisle cleaning
- 24-hour professional perimeter security (if required)
- Exhibitor Reception, Breakfast, Lunch & Networking Breaks

All additional requirements, including material handling, additional electrical service, and furniture are the responsibility of the exhibitor.

**By opting out, booth price remains the same.*

Why You Should Participate

- Build relationships and generate leads
- Increase industry exposure & enhance your image
- Create awareness about your products, services & company – on a national scale
- Keep up with trends and explore new technologies and practices

Contact us at conference@sonographycanada.ca for more information.

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