



# **F****OCUS** **WILD** ON YOUR **WILD** **SIDE**

Conference & AGM | **May 8-10, 2020**  
Hyatt Regency Hotel Calgary



**INVITATION TO SUPPORT**



## Dear Valued Partner,

Thank you for your interest in supporting Sonography Canada's 2020 Annual Conference in Calgary, Alberta, May 8 - 10, 2020. This is the only national educational conference on sonography in Canada.

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.

For 2020, we have re-branded our conference to SonoCon, to reflect the modern sonographer. Our 2020 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. 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 in 2019, and Alberta is not far behind!
- Eight new sonographer education programs have sought accreditation in the past two years.

- Other healthcare professions such as physicians (ER, Obstetrics, Internal Medicine and Vein specialists), nurses and midwives have incorporated limited scopes of sonography into their professional practice - many of whom seek guidance from Sonography Canada
- Technology is evolving to the point that the public and healthcare leaders are acknowledging that sonography has growing applications that are used in collaboration with many other facets of medicine in determining the best patient care and management.
- SonoCon in Calgary, Alberta will provide an exclusive opportunity for sonography equipment vendors and other affiliated businesses to network with sonographers, educators, managers, physicians and employers.

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 SonoCon 2020 a positive, rewarding experience.

Please come and join us in Calgary!

# Sponsorship Levels

Sponsoring SonoCon 2020 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 high-impact, pre-determined sponsorship levels as well as exclusive, à la carte options.

Benefits	Platinum \$15,000	Gold \$12,000	Silver \$7,500	Bronze \$5,000
<b>Complimentary booth</b> (exhibitors who will partake in the hands-on workshops by providing a machine will be in a pre-determined location for increased presence) - See Exhibiting Opportunities for more information	2	2	1	1
<b>Full conference registration</b> (allows access to Educational Program)	5	3	2	1
<b>Additional Exhibitor Pass</b> (Each booking includes 2 complimentary Exhibit Passes)	2	2	1	
<b>Delegate Bag Insert</b>	Up to 4 items	Up to 3 items	Up to 2 items	1 item
<b>NEW – Reduced fee for a-la-carte opportunities</b> (Extend your brand activation throughout the conference)	20%	15%	10%	5%
<b>Priority selection of a-la-carte sponsorship opportunities for 2020</b>	✓	✓	✓	
<b>Electronic participant list (authorized) pre- and post-conference</b> (delegates who have provided consent to share)	✓	✓	✓	✓
<b>E-blast to conference participants</b> (Content provided by sponsor, SC deploys)	1 pre and one post	1 only (pre or post)	1 only (pre or post)	
<b>Video clip advertising during plenary sessions</b> (events team will be in touch for timing) – up to 90 seconds	✓	✓	✓	
<b>Prominent signage at conference</b>	✓	✓	✓	✓
<b>Recognition in the conference program</b>	✓	✓	✓	
<b>Recognition on the conference website</b>	✓	✓	✓	✓
<b>Recognition in the Canadian Journal of Medical Sonography</b> (post conference)	✓	✓	✓	✓
<b>Recognition in SONOgramme newsletter</b> (pre- and post-conference)	✓	✓	✓	✓
<b>Push notification to attendees via mobile app</b>	5	3	2	1
<b>Recognition on Social Media and Mobile App</b> (Sonography Canada Facebook/Twitter/Instagram)	Premium	Enhanced	General	Basic
<b>Workshop Equipment</b> – Priority to provide equipment for Hands-On Workshops and have an application specialist present during the workshop. <b>NEW – Exclusive Exhibit space/Hands-on Workshop set-up.</b> See Exhibit information for more details.	✓	✓	✓	
<b>Invitation to Industry Focus Group</b> – to share positive and constructive feedback	✓	✓	✓	✓
<b>Use of Sonography Canada logo</b> on (approved) related advertising and print materials	✓	✓	✓	
<b>Sponsor ribbons for all staff</b>	✓	✓	✓	✓

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

# À la carte Opportunities

## Own a Breakout \$7,500 (3)

Bring your brand to life by being involved in customization of the function space in your breakout room; partner owns the breakout room for the duration of the conference program. Sponsor has opportunity to introduce/thank speaker for sessions that take place in that room.

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

Kick start this year's conference by welcoming attendees to the opening ceremonies at the SonoCon 2020 Welcome Reception. 2 minutes podium time to welcome delegates during the reception is included.

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

Focus on Your Wild Side is the theme for SonoCon 2020 and our participants will be invited to purchase tickets to join us at our social networking event at the Calgary Zoo. Your sponsorship will include 5 complimentary tickets to the event for your team. Our events team will work with you to ensure that branding opportunities are in line with the conference brand. 2 minutes podium time to welcome delegates to the social networking event is included.

## Conference Mobile App \$5,500 (1)

Put your company's brand and message right in the attendees' hands by sponsoring our mobile app. 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.

## Conference Lunch \$5,000 (2)

Signage and recognition will be applied to the day the lunch was provided, and we invite your creative brand activation ideas.



## Delegate Bag \$4,000 (1)

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).

## Private Breakfast \$3,500 (3) (by Invite only)

Be part of the educational program. Invite up to 100 delegates to join you for a hosted breakfast. Sonography Canada will assist you with the invitation and accreditation process; and provide signage, basic audio-visual, and room set up. Partners are responsible for costs related to ordering the private breakfast, speaker fees including travel and accommodation. One private sponsor breakfast opportunity available per day, on a first come, first serve basis.

## Clipboards \$3,500 (1)

Our conference delegates like to take notes - and new this year, we are looking to offer them clipboards to carry around with them! Useful during the conference and post-event back at work, your logo will be displayed prominently on the item. (clipboard to be supplied by Sonography Canada)

**Transportation Sponsor (Social Night) \$3,000 (1)**

Ensure the safe arrival and departure of participants who have purchased a ticket to our social networking event. Your partnership will include signage and verbal recognition; as well as two complimentary tickets to the social networking event.

**Conference Breakfast \$3,000 (3)**

For conference participants not included in a private sponsor breakfast. Signage and recognition will be applied to the day the breakfast was provided.

**Lanyards \$ 3,000 (1)**

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

**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](http://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

**Virtual Access Sponsor \$2,500 (1)**

SonoCon 2020 wants to reach as many participants as possible – face-to-face and virtually! This year we aim to deliver programming from the plenary room to sonographers who are not able to attend the conference in person.

**Program Sponsor \$2,500 (1)**

Your logo will be displayed on our printed program at a glance available to all registered delegates.

**Networking Breaks \$1,500 (4)**

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.

**Phone Charging Station \$1,500 (1)**

Your branded phone charging station will be placed in a prominent position during the course of the conference.

**Delegate Bag Inserts \$500 (Unlimited)**

Have material you want to ensure is shared with all delegates? Have them added to the delegate bags! Sponsor is responsible for the costs associated with ordering and shipping items (details on shipping will be provided to you).



# Exhibiting Opportunities

## Why Exhibit

SonoCon 2020 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 400 delegates expected to attend.

Technology-related 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 tradeshow traffic throughout the conference:

- ✓ Exhibitors Reception: a 2-hour cocktail reception with food and drinks and dedicated time for participants to mingle with exhibitors
- ✓ All breaks will be held in the exhibitor area; driving delegates to the tradeshow

### NEW THIS YEAR!

### Hands-On Workshops & Equipment Providers EXHIBITS in ONE SPACE!

We have re-designed our exhibit space to include a designated area for our Equipment Vendors and the delivery of our very popular Hands-on Workshops!

This will eliminate dual equipment set-ups for many of our partners. Our program will allow vendors to showcase their equipment during official exhibit hours where equipment features can be focused on, then utilizing equipment for instructional purposes of teaching scanning technique, protocols and anatomy. Note: Volunteer models will be provided for educational sessions only and the vendor's 'Apps' expert is requested to assist to ensure seamless delivery of content.

## Exhibitor Benefits

Exhibitors enjoy the following benefits:

- ✓ Two complimentary exhibitor staff badges per bootking (includes breakfasts, lunches and other networking opportunities). Note: Exhibit pass does not provide access to the educational program.
- ✓ Your product/service description and contact information in the mobile app
- ✓ One beverage ticket per person, per booth for the Exhibitor Reception
- ✓ Recognition on designated signage
- ✓ One 6' table (or highboy table), two chairs and waste basket per booth space (exhibitor may opt out - no change in booth price)
- ✓ Complimentary WiFi
- ✓ Education Passes available for Exhibitors to access SonoCon educational program

All additional requirements, including electrical, shipping & material handling, furniture rentals, are the responsibility of the exhibitor.

## Exhibitor Fees

- ✓ \$2,500 Single booking
- ✓ \$4,500 Double booking

Add: \$1,500 for preferred placement in Ballroom/Educational space (equipment providers only)

## For More Information

**Contact: Meagan Rockett, SC Event Planner**  
conferenceinfo@sonographycanada.ca  
1-613-330-8925

**Complete contract an return to:**  
conferenceinfo@sonographycanada.ca

# Sponsorship/Exhibitor Contract



COMPANY/ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

WEBSITE \_\_\_\_\_

PRODUCT OR SERVICE TYPE \_\_\_\_\_

PRIMARY CONTACT \_\_\_\_\_ TITLE \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE, EXT. \_\_\_\_\_ CELL \_\_\_\_\_

Sponsorship	Fee
<input type="checkbox"/> <b>Platinum</b>	<b>\$15,000</b>
<input type="checkbox"/> <b>Gold</b>	<b>\$12,000</b>
<input type="checkbox"/> <b>Silver</b>	<b>\$7,500</b>
<input type="checkbox"/> <b>Bronze</b>	<b>\$5,000</b>
Add A-La-Carte Option(s):	
<input type="checkbox"/> Own a Breakout	\$7,500
<input type="checkbox"/> Welcome Reception	\$5,500
<input type="checkbox"/> Social Network Event	\$5,500
<input type="checkbox"/> Mobile App	\$5,500

Sponsorship	Fee
<input type="checkbox"/> Conference Lunch	\$5,000
<input type="checkbox"/> Delegate Bag	\$4,000
<input type="checkbox"/> Private Breakfast	\$3,500
<input type="checkbox"/> Clipboards	\$3,500
<input type="checkbox"/> Transportation Sponsor	\$3,000
<input type="checkbox"/> Conference Breakfast	\$3,000
<input type="checkbox"/> Lanyards	\$3,000
<input type="checkbox"/> Virtual Access Sponsor	\$2,500
<input type="checkbox"/> Program Sponsor	\$2,500
<input type="checkbox"/> Award Sponsor	\$2,000
<input type="checkbox"/> Networking Break	\$1,500
<input type="checkbox"/> Phone Charging Station	\$1,500
<input type="checkbox"/> Delegate Bag Insert	\$500

Exhibit Space	Fee*
<input type="checkbox"/> Single - 8' x 10' defined space with 6' draped table/highboy	\$2,500
<input type="checkbox"/> Double - 8' x 20' defined space with 2 x 6' draped tables/highboys	\$4,500
<input type="checkbox"/> Premium Placement in Ballroom (Equipment Vendors only)	\$1,500
<input type="checkbox"/> Additional Exhibit Staff (Qty: _____)	\$250

Exhibit Space is assigned on a first-come/first-served basis and will be confirmed. \*Cross out fee if exhibit space is included in your sponsorship level.

Credit Card #: \_\_\_\_\_  
 Name on Card: \_\_\_\_\_  
 Expiry Date: \_\_\_\_\_ CVV: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

Selected Sponsorship: \$ \_\_\_\_\_  
 Less - Any Discounts: \$ \_\_\_\_\_  
 Total Sponsorship: \$ \_\_\_\_\_  
 Total Exhibit Fees: \$ \_\_\_\_\_  
**\*Total To Be Charged: \$ \_\_\_\_\_**

\*5% Alberta GST added to all fees.

**Complete and return form to:**  
 Meagan Rockett, Greenfield Services,  
 conferenceinfo@sonographycanada.ca

Submit Form