



Sponsorship and Advertising

PROSPECTUS

Use this guide for more information on connecting with over 6,000 members.

Sonography Canada offers:

Corporate Partnerships for Year-Round Engagement	4
Event-Specific Partnerships	6
• Webinars	6
• Virtual Education Series	6
• 2022 CPD Crunch Week	6
• AGM & Education Day	7
• Scholarship Program Sponsorship for Annual Conference	9
• Annual Conference Overall Opportunities	10
• Annual Conference A La Carte Opportunities	11, 12
• Annual Conference Exhibitor Opportunities	13
• Virtual Conference Opportunities	15
Website and Newsletter Advertising Opportunities	17
Job Board Postings & E-Blasts	17
SonoTalk	18

About Sonography Canada

We are the single national voice for the Sonography profession in Canada, supporting sonographers through:

- Providing national credentials and entry-to-practice credentialing exams
- Supporting continuing medical education, through our national conference, online learning, and the Canadian Journal of Medical Sonography
- Supporting the profession through policies and professional practice guidelines, code of conduct
- Advocating on behalf of the profession.



For more information, we encourage you to reach out to Meagan Rockett, DES, Manager, Membership, Marketing & Communications at mrockett@sonographycanada.ca. We look forward working with you this year!



Corporate Partnerships

Corporate Partnership

\$35,000

(2 available)

- 4 months of web ads (2 months on home page and 2 months on account centre)
- Gold partner at conference (see conference section for benefits)
- Breakout sponsor at AGM (see AGM section for benefits)
- 4 newsletter ad placement (either banner or side bar)
- 3 webinars
- 3 job postings (premium)
- Sponsor 3 new sonographers to attend conference (criteria will be provided)
- Delegate box insert for virtual conference attendees*

\$25,000

(2 available)

- 3 months of web ads (split between home page and account centre)
- Silver partner at conference (see conference section for benefits)
- Breakout sponsor at AGM (see AGM section for benefits)
- 3 newsletter ad placements (either banner or side bar)
- 2 webinars
- 2 job postings (premium)
- Sponsor 3 new sonographers to attend conference (criteria will be provided)
- Delegate box insert for virtual conference attendees*

\$20,000

(2 available)

- 2 months of web ads (one month on home page and one month on account centre)
- Bronze partner at conference (see conference section for benefits)
- 2 newsletter ad placements (either banner or side bar)
- 2 webinars
- 2 job postings (premium)
- Sponsor 3 new sonographers to attend conference (criteria will be provided)
- Delegate box insert for virtual conference attendees*

* If virtual conference is held



Event-Specific Partnerships

Event-Specific Partnership

Webinars

\$2,500 each

(3 or more at \$2,000 each)

Webinars are recorded and hosted in the video library for future playback

- Logo on event landing page on website
- Logo on registration page online
- Logo prominently placed on all targeted email campaigns
- As the sponsor, introduce the presenter (Optional)
- Moderate the Q&A portion of the webinar (Optional)
- Thank the speaker
- Social Media Recognition

★ Premium Feature:

Play a 30-second video in advance of the start of the webinar for an additional \$500 per webinar

Virtual Education Series:

\$2,500 each

(3 or more at \$2,000 each)

Hosted on Friday afternoons, Sonography Canada has put together micro-educational opportunities for CPD

- Logo on event landing page on website
- Logo on registration page online
- Logo prominently placed on all targeted email campaigns
- Roll 30-second video when education day starts
- Opportunity to speak for 1 minute during break
- As the sponsor, introduce the presenter(s)
- Moderate Q&A
- Thank speakers
- Social Media Recognition

2022 CPD Crunch Week

\$5,000 (Exclusive Opportunity)

- December 2022
- Logo on landing page on website
- Logo on registration page(s) on website
- Roll 60-second video each day of the week in advance of the session
- Verbal recognition each day at the beginning and end of the session
- Logo prominently placed on all targeted email campaigns
- Social Media recognition

AGM & Education Day – Spring 2022

Virtual Platform Sponsor \$5,000 – EXCLUSIVE

- Logo prominently placed on public website page(s), virtual portal login page, registration page
- Logo prominently placed on all targeted email campaigns
- Opportunity to speak for 2 minutes during the break (between AGM & Keynote speaker)
- Roll 60-second video during break
- Four (4) passes to participate in Education Day
- Verbal recognition at the beginning and end of the day
- Social Media Recognition

Keynote Speaker Sponsor \$5,000 – EXCLUSIVE

- Logo placed on public website page(s), Session page in virtual portal
- Logo placed on all targeted email campaigns
- Opportunity to speak for 2 minutes during the break (between AGM & Keynote speaker)
- Introduce and thank keynote speaker
- Serve as moderator of the Q&A portion of the session
- Four (4) passes to participate in Education Day
- Verbal recognition at the beginning and end of the day
- Social Media Recognition

Breakout Session Sponsor (\$2,000) 4 available

- Logo placed on public website page(s), Session page in virtual portal
- Logo placed on all targeted email campaigns
- Introduce and thank speaker
- Serve as moderator of the Q&A portion of the session
- One (1) pass to participate in Education Day
- Verbal recognition at the beginning and end of the day
- Social Media Recognition



Annual Conference

September 2022

Partnerships

Scholarship Program for Conference

\$12,000

2 opportunities available

*Covers base registration fees for 15 new sonographers. Optional networking activity, travel and accommodation is the responsibility of the recipient.

- Logo on conference landing page on website
- Logo on application form online
- Logo prominently placed on all targeted email campaigns about scholarship program
- Opportunity to join ad-hoc task force to review applications, and determine recipients
- Hosted table at all breakfasts during conference
- Join private welcome session for recipients at conference (opportunity to speak)
- 60-second video played during conference – Timing TBD
- Opportunity to speak for 2 minutes during conference – Timing TBD
- Connect with recipients in advance of conference to plan ad-hoc meetings throughout the duration of the conference



Conference (Live)

Benefits

	Gold \$12,000	Silver \$7,500	Bronze \$5,000
Complimentary Booth (10x10)	2	1	0
Complimentary virtual booth (if virtual conference is held)	1	1	1
Discounted Booth Purchase	n/a	n/a	50%
Full Conference Registration (allows access to educational programs)	5	2	1
Discounted Additional Conference Registrations (discount code provided)	50%	30%	15%
Exhibitor Passes Included (no access to education)	5	3	2
Delegate Bag Insert	Up to 3 items	Up to 2 items	1 item
Delegate Box Insert (for virtual conference attendees – if virtual conference is held)	x	x	x
Reduced Fee for Additional Opportunities (see a-la-carte to extend your brand activation throughout the conference)	40%	20%	10%
Participant List (Post Conference)	x	x	x
Video Clip Advertising during conference (event team will be in touch for length and timing)	x	x	x
Signage at conference	x	x	x
Logo placement on conference website; recognition during live event	x	x	x
Recognition in the Canadian Journal of Medical Sonography (post conference)	x	x	x
Recognition in SONOgramme newsletter	x	x	x
Push notifications in event app	5	2	n/a
Hands-On Workshop Equipment (provide equipment for workshops and have an application specialist present during the workshop)	x	x	n/a

A La Carte Opportunities – September 2022

Purchase stand-alone brand activations, or enhance your overall partnership experience

Own a Breakout

\$7,500 each (4 available)

Bring your brand to life by being involved in the customization of the function space in your breakout room; partner owns the breakout room for the duration of the conference program. Sponsor had opportunity to introduce / thank speaker for sessions that take place in that room. Any custom décor arrangements and cost is the responsibility of the sponsor.

Welcome Reception

\$5,000 EXCLUSIVE

Kick start the conference by welcoming attendees to the conference at the 2022 Welcome Reception. Opportunity to speak for 2 minutes during the reception is included. Sonography Canada responsible for ordering Food & Beverage and two drink tickets, custom décor will be the responsibility of the sponsor. Additional drink tickets may be purchased by the sponsor, or attendees can pay own.

Networking Event

\$6,000 EXCLUSIVE (1 available)

Your sponsorship will include 5 complimentary tickets to the event for you and 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 networking event is included.

Conference Mobile App

\$5,500 EXCLUSIVE

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 information and more through their mobile devices.

Conference Lunch

\$5,000 (2 available)

Signage and recognition will be applied to the day the lunch was provided. We invite you to get creative with additional brand activation ideas.

Delegate Bag

\$4,000 EXCLUSIVE

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).

Continued...

A La Carte Opportunities – September 2022

Private Educational Breakfast

\$3,500 (3 available)

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. Partner is responsible for costs related to ordering the private breakfast, speaker fees including travel and accommodation. One private sponsor breakfast opportunity is available per day, on a first come, first serve basis.

Transportation Sponsor (Social Night)

\$3,000 (EXCLUSIVE)

Ensure the safe arrival and departure of participants attending our 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 available)

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

Lanyards

\$3,000 (EXCLUSIVE)

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

Networking Breaks

\$1,500 (4 available)

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

Phone Charging Station

\$1,500 (EXCLUSIVE)

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

Delegate Bag Inserts

\$500 (Unlimited)

Do you have material you want to ensure are shared with all delegates? Have them added to the delegate bags! Sponsor is responsible for the costs associated with the ordering and shipping of the item(s). Details on the shipping will be provided to you.

Exhibit Opportunities – September 2022

Why Exhibit

SonoCon is the only national educational conference for all sonography specialties in Canada. It gives you the opportunity to meet the users of your products or services to get their input and feedback.

This is your opportunity to showcase your company's latest product or service developments to a highly engaged audience. It gives you the opportunity to meet the users of your products or services 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 & drinks and dedicated time for participants to mingle with exhibitors.
- All breaks will be held in the exhibitor area; driving delegates to the tradeshow for food and beverage.

Exhibitor Fees:

- **\$2,750 Single Booking**
- **\$5,000 Double Booking**

Did you exhibit with us during our virtual conferences? Those who did for one year will receive a 15% rebate on their exhibit booth, those who exhibited during both virtual events will receive a 25% rebate on their exhibit booth. Plus applicable taxes. Rebate only valid for 2022 conference.

Exhibitor Benefits

– exhibitors enjoy the following benefits:

- Two complimentary exhibitor staff badges per booking (includes breakfasts, lunches and other networking opportunities). NOTE: Exhibitor pass does not include 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, two chairs and waste basket per booth (exhibitor may opt out – no change in booth price)
- Complimentary WiFi
- Education passes available for Exhibitors to access the educational program at 50% off the posted rate

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



Virtual Conference

Virtual Conference



Virtual Platform Sponsor

\$5,000 – EXCLUSIVE

- Logo prominently placed on public website page(s), virtual portal login page
- Logo prominently placed on all targeted email campaigns
- Opportunity to speak for 2 minutes during the event
- Roll 60-second video during break
- Four (4) passes to participate in Education Day
- Verbal recognition at the beginning and end of the conference

Delegate Box

\$4,000 (EXCLUSIVE)

- Delegate boxes will be mailed to all virtual conference attendees. Your company name and/or logo will be placed on the inside cover of the box (box to be supplied by Sonography Canada)

Virtual Exhibit Opportunities

Showcase your product or service online with our virtual exhibit hall! Opportunities are \$1,000 per virtual booth



Advertising Opportunities

Job Postings and E-Blasts

Sonography Canada is dedicated to promoting and advancing the ultrasound profession by helping employers find qualified sonographers for their organizations. Find the perfect candidate with a job posting to our members located across Canada and abroad.

Standard Job Board Posting (\$400)

Standard jobs are online for 60 days and appear in job search results. The listing will be featured with a linkable ad, based on the job title submitted. Jobs listed in this category will be placed on our newly re-designed job board, and as a general listing in our weekly summary to members.

Featured Job Board Posting (\$600)

As an enhancement to our Standard Job Board Posting, your listing will be featured jobs as a box ad in our weekly summary to members, using your organization logo as well.

★ Premium: Featured Job Posting & E-Blast (\$1,200)

The greatest reach. In addition to your Featured Job Board Posting, we will work with your submission to create and send your job posting via email to our membership base. This message will focus specifically on your need(s), and not feature any other positions available across the country.

Website & Newsletter Ads

Banner Ad

(728 x 90)

- Homepage (\$750/mo)
- Calendar (\$500/mo)
- Account Centre (\$750/mo)
- Upload Credits (\$500/mo)

Medium Rectangle

(300 x 250) - \$500/mo each

- Account Centre
- Member Directory
- Video Library (Main)
- Video Library (Specific)

Newsletter

- Banner (468 x 60) - \$500/mo
- Sidebar Wide Skyscraper (168 x 600) - \$500/mo
- Vertical Banner (120 x 240) - \$250/mo

SonoTalk (Community)



SonoTalk is Sonography Canada's secure, password protected online community for our members only. Our new, private social platform is a place where our members can connect to the Canadian sonographer community and interact with their peers and mentors, share information, post and chat.

Communities are all around us and can be made up of family, friends, or shared interests. SonoTalk is taking the principles from in-person communities and making them virtual – it's where our members go to explore, connect and engage.

- SonoTalk is a professional network: Members can interact with others who share their challenges and concerns and who understand their reality.
- SonoTalk is a resource centre: Members can access existing policies, strategies, guidelines, research and other resource materials to support their practice, operations and decision-making processes.
- SonoTalk is a collaboration platform: Members can generate new discussions, projects or initiatives in one secure, shared space.

Banner Ad Rates:

\$500/month for 6 months (pages available are Home Page, Interior Pages, Discussion Threads)

Vendor Directory:

Designed to help members connect with vendors, this online directory features companies looking to market their products and services to over 6,000 members.

Each listing will include your logo, link to your website and a brief description of your company (255 characters).

\$250 per listing, annually.

Sponsored Articles / Posts:

Feature your thoughts and industry expertise by providing an article to have placed in one of our discussion groups.

\$500/post