



# **VIRTUAL CONFERENCE PROSPECTUS**

**Dates:**

September 30-  
October 2, 2022



## SonoCon 2022 - now in virtual format

Like many organizations, Sonography Canada has closely monitored the feasibility of hosting a successful in person event.

We reached out to Sonography Canada members to request feedback and to gauge the interest. Member feedback clearly showed a strong preference to hold the event virtually.

We have decided to transform the Conference into a fully virtual event for 2022. We believe that shifting the Conference to an all virtual event will bring you the most value and more accessible for everyone where pandemic related logistics and travel expenses are still obstacles.



## By the Numbers...

We have seen **MORE** sonographers attend virtually!

- 530 in 2020
- 575 in 2021

Compared to 400 in 2019 when we were live in Toronto!



## Own A Breakout \$6,000 each (4 available)

Over the course of three days, we will offer up to 36 CPD opportunities - and your company can own a breakout room on the virtual conference platform!

Your Benefits Include:

- Logo featured on the conference website & registration pages
- Logo featured on each session hosted in your breakout room
- Logo featured in all marketing emails
- Opportunity to moderate each session (introduce speaker, moderate Q&A, thank speaker)
- Opportunity to provide an item for all delegates in our 'WOW' box
- Five (5) passes to participate in the conference for your sales team
- 1 virtual exhibit booth
- 60-second video played during the conference - Timing TBD

## Want MORE Brand Recognition?

- +\$1,500 and you can also provide content for one of our breakout sessions (speaker and session to be reviewed by Sonography Canada)
- +\$1,500 and you can host a live demo product pitch during one of our breaks

OR

- +\$2,500 and you can do both!







## Keynote Speaker \$5,000 each (2 available)

Showcase your leadership by sponsoring one of our two professional keynote speakers!

Your Benefits Include:

- Logo featured on the conference website
- Logo featured in all marketing emails
- Opportunity to moderate each session (introduce speaker, moderate Q&A, thank speaker)
- Opportunity to provide an item for all delegates in our 'WOW' box
- Four (4) passes to participate in the conference for your sales team
- 1 virtual exhibit booth
- 60-second video played during the conference - Timing TBD

## Virtual Platform Sponsor \$5,000 (EXCLUSIVE)

Our virtual conference will be hosted via an event platform, and you can ensure sonographers across the country can access timely education in a convenient way by sponsoring the virtual platform!

Your Benefits Include:

- Logo featured on the conference website & registration pages
- Logo featured on virtual portal login page
- Logo featured in all marketing emails
- Opportunity to speak for 2 minutes during the event
- Opportunity to provide item for all delegates in our 'WOW' box
- Four (4) passes to participate in the conference for your sales team
- 1 virtual exhibit booth
- 60-second video played during the conference - Timing TBD





## Scholarship Program \$5,000 each (2 available)

Covers registration fees for 10 sonographers to participate in the entire virtual conference.

Your Scholarship Benefits Include:

- Logo featured on the conference website & application form
- Logo featured in all marketing emails
- Opportunity to join task force to review applications, and determine recipients
- Opportunity to provide item for all delegates in our 'WOW' box
- Opportunity to provide special insert in 'WOW' box for your specific recipients
- 60-second video played during the conference - Timing TBD
- 1 virtual exhibit booth
- Four (4) passes to participate in the conference for your sales team.

## Own The 'WOW' Box (Delegate Box) \$4,000 (EXCLUSIVE)

The first 350 sonographers to register for the event will receive a delegate box in the mail - filled with goodies to enjoy over the course of the conference, and supplemented with marketing material from our partners.

Your Benefits Include:

- Logo featured on the conference website & registration pages
- Logo featured in all marketing emails
- Brand placement on the inside cover of the box (box to be supplied by Sonography Canada)
- Opportunity to include special welcome message to all recipients
- Opportunity to provide item for all delegates in our 'WOW' box
- Three (3) passes to participate in the conference for your sales team
- 1 virtual exhibit booth





## **Delegate Box Inserts \$500 each (Unlimited)**

Want to add a little extra, or just have some material included to the first 350 people who register? Add items to our delegate box!

## **Virtual Exhibit Booth \$1,000 each**

Showcase your product or service online with our virtual exhibit hall! Purchasing a virtual booth includes one (1) conference registration.







# Elevate Your Brand in 2022!



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