



SEPTEMBER 29-OCTOBER 1, 2023
HALIFAX CONVENTION CENTRE



SONOCON 2023 will be held **September 29-October 1, 2023, at the Halifax Convention Centre** (Halifax, NS) for in-person attendees. A portion of the program will be offered virtually for those who cannot attend in person. Hosted by Sonography Canada, it is **the** national conference for diagnostic medical sonographers and the meeting place for professionals, stakeholders, and senior volunteer leadership.



The conference will draw Sonographers from across Canada and will feature two keynote speakers, three breakout streams, and 1.5 days of hands-on workshops. The conference also includes social networking opportunities, and our awards presentations.



Why Sponsor?

Investments in **SONOCON 2023** will enable us to offer leading-edge educational programming and will provide you with valuable exposure to our members.

Historical Attendance:

2019 > 450 people > In-Person

2020 > 530 People > Virtual

2021 > 573 People > Virtual

2022 > 750 people > Virtual

As 2023 brings us back in person for the first time since the CoVID-19 pandemic, we are **conservatively** expecting 300 attendees to participate in person. Sponsoring **SONOCON 2023** will enable you to:

- Position your brand and products/services with our sonographer community
- Demonstrate leadership in the sector
- Build and reinforce business relationships

Conference At-A-Glance:

The details of the virtual component of the conference are still being finalized, however, the following is a snapshot of the draft 2023 in-person program:

Time Block	Friday, September 29		Saturday, September 30		Sunday, October 1
9:00-10:00			Keynote Presentation		Keynote Presentation
10:15-12:15			Hand-On Workshops	Breakout Sessions	Breakout Sessions
1:15-3:15	Hand-On Workshops	Didactic Workshop	Hand-On Workshops	Breakout Sessions	
3:30-5:30	Hands-On Workshops	Didactic Workshop	Hand-On Workshops	Breakout Sessions	
6:00-Onwards	Welcome & Exhibitor Reception		Social Night (Offsite Venue)		

Opportunities At-A-Glance

	Title Sponsor	Keynote	Hands-On Workshop	Saturday Social	Event App	Conference Bag	Virtual Conference Delegate Box	Lanyards	Exhibitor	Breakout Session	Conference Bag OR Virtual Box Item
# Opportunities Available	1		4	1	1		1	1	15	6	10
Investment	\$10,000	\$7,000	\$6,500	\$6,000	\$5,000	\$4,000	\$4,000	\$3,000	\$2,500	\$750	\$500
Sponsor Recognition Throughout Conference	Yes	Yes	Yes	Yes	Yes		1	1	15	6	10
Full Conference Registrations Included	3	2	2	1	1		1	1	1		
Social Night Tickets Included	3	2	2	1	1		1		1		
Extra Conference Registrations	50% off	50% off	50% off	50% off	50% off	25% off	25% off	25% off	25% off	15% off	
Conference Bag Swag Item	1		1	1	1		1	1			1
Virtual Conference Box Swag Item	1		1	1	1		1	1			
Logo on Conference Website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Exhibit Booth Included	10 x 20	10 x 10	10 x 10	10 x 10	10 x 10	50% off	50% off	50% off	Yes		
Virtual Exhibit Booth Page	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
Speaking Opportunity	Yes	Yes	Yes	Yes						Yes	
Special Branding Area	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		Yes	
Logo placement on all marketing & communications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			
Recognition in Canadian Journal of Medical Sonography	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes			
Post-Conference Registration List	Yes	Yes	Yes	Yes	Yes						

Package Details:

Please refer to the Opportunities At-A-Glance for a summary of inclusions. Combine multiple opportunities for a discounted rate (contact Meagan Rockett, DES; Manager, Membership, Marketing & Communications for details at mrockett@sonographycanada.ca)



Title Sponsor \$10,000

One (1) Opportunity Available

- Prominent branding (logo placement)
 - Conference Website, Sponsor Loop, All Marketing & Communications
 - Recognition from the podium each morning (Saturday and Sunday)
 - Recognition in the Canadian Journal of Medical Sonography (post conference)
- 3 Full Conference Registrations (social night tickets included)
- Additional full conference passes can be purchased at a 50% discount; social event passes at full purchase price
- Opportunity to include one (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense
- Opportunity to include one (1) item in the virtual delegate box – item provided by the sponsor at their expense
- 10 x 20 exhibit space (including pipe & drape) included – branding, set up, and furniture provided by the sponsor at their expense
- Virtual Exhibit Booth Page Included
- **Speaking Opportunity** – each morning (Saturday & Sunday)
- **Special Branding Area** – Registration Desk
- Post Conference Registration List provided

Keynote Sponsor \$7,000

One (1) Opportunity Available

- Branding (logo placement)
 - Conference Website, Sponsor Loop, All Marketing & Communications
 - Recognition during Opening Keynote Presentation
 - Recognition in the Canadian Journal of Medical Sonography (post conference)
- 2 Full Conference Registrations (social night tickets included)
- Additional full conference passes can be purchased at a 50% discount; social event passes at full purchase price
- Opportunity to include one (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense
- 10 x 20 exhibit space (including pipe & drape) included – branding, set up, and furniture provided by the sponsor at their expense
- Virtual Exhibit Booth Page Included
- Speaking Opportunity – during keynote speaker presentation (Saturday morning)
- Special Branding Area – on stage for keynote presentation (Saturday morning)
- Post Conference Registration List provided

Package Details:

Hands-On Workshop Sponsor**

\$6,500

Four (4) Opportunities Available

***For those looking sponsor the hands-on workshop, 2 scanning machines will be required to feature your product while conducting these hands-on workshops. Taking place on Friday afternoon and all day on Saturday, these workshops will feature didactic presentations and scanning time for our participants.*

As the sponsor of this workshop room, you are in charge of providing the program content and support. For further details, please reach out to Meagan Rockett, DES; Manager, Manager, Membership, Marketing & Communications (mrockett@sonographycanada.ca)

- Branding (logo placement)
 - Conference Website, Sponsor Loop, All Marketing & Communications
 - Recognition in the Canadian Journal of Medical Sonography (post conference)
- 2 Full Conference Registrations (social night tickets included)
- Additional full conference passes can be purchased at a 50% discount; social event passes at full purchase price
- Opportunity to include one (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense
- 10 x 10 exhibit space (including pipe & drape) included – branding, set up, and furniture provided by the sponsor at their expense
- Virtual Exhibit Booth Page Included
- Speaking Opportunity – in their assigned hands-on workshop room
- Special Branding Area – in assigned hands-on workshop room
- Post Conference Registration List provided

Saturday Social Event **\$6,000**

One (1) Opportunity Available

- Branding (logo placement)
 - Conference Website, Sponsor Loop, All Marketing & Communications
 - Recognition in the Canadian Journal of Medical Sonography (post conference)
- 2 Full Conference Registrations (social night tickets included)
- Additional full conference passes can be purchased at a 50% discount; social event passes at 50% discount
- Opportunity to include one (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense
- 10 x 10 exhibit space (including pipe & drape) included – branding, set up, and furniture provided by the sponsor at their expense
- Virtual Exhibit Booth Page Included
- Speaking Opportunity – at Saturday Social event
- Special Branding Area – at Saturday Social event
- Post Conference Registration List provided



Package Details:

Event App \$5,000

One (1) Opportunity Available

- Branding (logo placement)
 - Conference Website, Sponsor Loop, All Marketing & Communications
 - Recognition in the Canadian Journal of Medical Sonography (post conference)
- 1 Full Conference Registration (social night ticket included)
- Additional full conference passes can be purchased at a 50% discount; social event passes at full purchase price
- Opportunity to include one (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense
- 10 x 10 exhibit space (including pipe & drape) included – branding, set up, and furniture provided by the sponsor at their expense
- Virtual Exhibit Booth Page Included
- Special Branding Area – in Event app
- Post Conference Registration List provided

Conference Swag Bag \$4,000

One (1) Opportunity Available

- Branding (logo placement)
 - Conference Website, Sponsor Loop, All Marketing & Communications
 - Recognition in the Canadian Journal of Medical Sonography (post conference)
- 1 Full Conference Registration (social night ticket included)
- Additional full conference passes can be purchased at a 25% discount; social event passes at full purchase price
- Opportunity to include one (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense
- Purchase a 10 x 10 exhibit space at 50% off the purchase price
- Virtual Exhibit Booth Page Included
- Special Branding Area – on Conference Swag Bag

Virtual Conference Box \$4,000

One (1) Opportunity Available

- Branding (logo placement)
 - Conference Website, Sponsor Loop, All Marketing & Communications
 - Recognition in the Canadian Journal of Medical Sonography (post conference)
- 1 Full Conference Registration (social night ticket included)
- Additional full conference passes can be purchased at a 25% discount; social event passes at full purchase price
- Opportunity to include one (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense
- Purchase a 10 x 10 exhibit space at 50% off the purchase price
- Virtual Exhibit Booth Page Included
- Special Branding Area – on Conference Swag Bag



Package Details:

Lanyards

\$3,000

One (1) Opportunity Available

- Branding (logo placement)
 - Conference Website
 - Sponsor Loop
 - All Marketing & Communications
 - Recognition in the Canadian Journal of Medical Sonography (post conference)
- 1 Full Conference Registration; social event passes at full purchase price
- Additional full conference passes can be purchased at a 25% discount; social event passes at full purchase price
- Opportunity to include one (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense
- Purchase a 10 x 10 exhibit space at 50% off the purchase price
- Virtual Exhibit Booth Page Included
- Special Branding Area – on Lanyard

Exhibitor (In-Person)

\$2,500

Fifteen (15) Opportunities Available

- Branding (logo placement)
 - Conference Website
- 1 Full Conference Registration (social night ticket included)
- Additional full conference passes can be purchased at a 25% discount; social event passes at full purchase price
- Virtual Exhibit Booth Page Included

Breakout Session

\$750

Six (6) Opportunities Available

- Branding – banner placement in meeting room during breakout session sponsored
- Opportunity to introduce and thank the speaker
- Conference passes can be purchased at a 15% discount; social event passes at full purchase price

Conference Bag OR Virtual Box Item

\$500

Ten (10) Opportunities Available

- One (1) item in the conference bag (item or brochure) – item provided by the sponsor at their expense

Terms:

Payment & Fulfillment Terms

Your status as a sponsor with Sonography Canada for SONOCON 2023 will be activated are active upon receipt of payment, OR the provision of by providing a PO number for our records. An invoice will be forwarded upon confirmation. No recognition of partnership will be made prior to this being completed.

General Terms

Endorsements of Products & Services: Partnering with Sonography Canada does not constitute an endorsement of any product or service.

Liability

Sonography Canada shall not be responsible for any for any bodily injury or other damages, or losses suffered by the sponsor, its employees or agents or for loss or damage to property owned, leased or used by the sponsor, either while in transit to or from the conference venue or while at the conference venue, for any cause whatsoever. The sponsor agrees to safeguard its own materials or goods from the time they are placed in the venue until they are removed.