

# Flip the Script

High Performing  
Health Systems  
for Kids

Children's Healthcare Canada  
Conference Sponsorship Prospectus

HYBRID | Vancouver, BC — Hyatt Regency  
December 3-5, 2023



Children's  
Healthcare  
Canada





## About Children's Healthcare Canada

Through purposeful partnerships, children's Healthcare Canada accelerates excellence and innovation in health systems caring for children and youth. Children's Healthcare Canada is the only association that convenes perspectives from across the entire continuum of care to improve children's health and health systems in Canada. Our members include regional health authorities, large tertiary/quaternary children's academic centres (children's hospitals) and rehabilitation hospitals, community hospitals, children's treatment centres and home/respite care agencies.

Each year, millions of children and youth rely on the essential services delivered by Children's Healthcare Canada member organizations.

As a national association, Children's Healthcare Canada:

- Takes a systemic approach to children's health: We work with stakeholders across the continuum of care to build integrated and innovative child health systems.
- Assembles diverse perspectives and expertise: We bring together stakeholders to share knowledge and insights that propel conversations forward and inform action.
- Has a strong and stable foundation: Over our 55 year history, we have built a strong and loyal membership base – having proven our value over time. The relationships and trust we have built provides a springboard for success.

## About Our Co-Host

BC Children's Hospital is a leader in general and specialized pediatric services, and is the province's foremost teaching and research facility for child health.



They provide expert health care, including mental health care, for the most seriously ill or injured children from across British Columbia. Child development and rehabilitation is provided by Sunny Hill Health Centre for Children, a program of BC Children's. In addition to providing specialized pediatric services – many of which are not available elsewhere in the province – BC Children's is the province's leading teaching and research facility for child health.



8,000+

Child and youth healthcare providers, administrators, policy makers and researchers in our network

250+

Individual health delivery organizations represented, including every major Canadian children's hospital



The global COVID-19 pandemic has had a measurable impact on the health and wellbeing of Canada's 8 million children and youth.

As the national association representing healthcare delivery organizations serving children, our focus and mandate has never been sharper. Collectively, we must relentlessly pursue a recovery strategy that puts children at the centre of policies and investments to ensure they do not suffer the longest tail of this pandemic, with irreversible impacts on long term health and wellbeing.

At the same time, we must not let up on innovative and ground breaking work taking place in children's healthcare delivery organizations and children's health research institutes which will measurably improve health outcomes for children. We must also double down on efforts to create more seamless systems of care for children, youth and their families.

# Annual Conference

Children's Healthcare Canada is thrilled to be hosting our annual conference from December 3-5, 2023, at the beautiful Hyatt Regency in downtown Vancouver! For those unable to meet in Vancouver, a real time virtual option will also be available.

This event is being closely planned with our local co-host, the BC Children's Hospital. Our conference focus will be on right-sizing children's health systems for the future with a theme of **Flip the Script: High Performing Health Systems for Kids!**

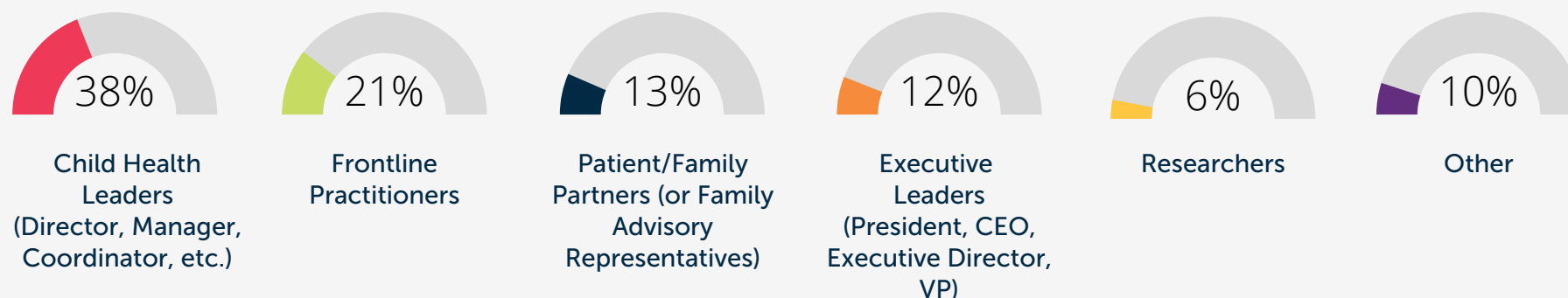
The three-day conference convenes the child health community to share and learn from colleagues and thought leaders on issues of the day. In 2023, we will focus on the action we can take as individuals, organizations, and collectively, as a pan-Canadian Association to create high performing health systems to measurably improve children's health outcomes. Invited speakers will share through a series of keynote, panel, and workshop presentations. We look forward to bringing back our Poster Hall and an awards ceremony to recognize and honour the leadership of children's health champions.

Sponsors of the annual conference will have the opportunity to network and meet with child health leaders face to face, and online via a dynamic web-based platform.

Children's Healthcare Canada is excited to host everyone in person again, safely. We will continue to follow the advice of Public Health Agency of Canada as well as standards set forth by the venue and Vancouver Coastal Health to ensure the highest standards for our delegates, speakers and sponsors.

## Delegate Profile

The Conference will engage a diverse representation of Canadian child health and healthcare stakeholders. Annually, this event attracts approximately:



# SPONSORSHIP OPPORTUNITIES AT A GLANCE: PLATINUM TIER

Please refer to next page for further details on the following platinum sponsorship opportunities.

	Breakfast Session	Poster Hall	Keynote/Plenary
Opportunities Available	2	1	6
Investment	\$20,000	\$20,000	\$15,000
Full Registration(s)	3 in-person	2 in-person	2 in-person
Gala Tickets	1	1	1
Logo/Name on Website	✓	✓	✓
Virtual Booth Page	✓	✓	✓
Pre or Post Event Email	✓	✓	✓
30 second video ad	✓		✓
Speaker/Session Intro	✓		✓



# DETAILED SPONSORSHIP OPPORTUNITIES: PLATINUM TIER

## Breakfast Sessions

- Develop and lead a 1-hour in-person session on December 4th or 5th (session will be livestreamed to virtual audience, and will be recorded and available on-demand for 3 months post-event).
- Content to be developed by sponsor, with a focus on rebuilding child health systems (Children's Healthcare Canada has final approval for content and speakers).
- 30-second ad to be played prior to your sponsored session.
- Branded pre or post-event email to delegates.
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 3 complimentary in-person conference registrations.
- 1 complimentary gala ticket on evening of December 4th.

## Keynote and Plenary Sessions

- 3 minutes of podium time prior to introducing speaker (sponsor introduces speaker).
- 30-second ad to be played prior to your sponsored session.
- Branded pre or post-event email to delegates.
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 2 complimentary in-person conference registrations.
- 1 complimentary gala ticket on evening of December 4th.

## Poster Hall

- Opportunity to brand the Poster Hall (ex. pop-up banner, handouts, table-top signs, etc.). Additional costs responsibility of sponsor.
- Branded pre or post-event email to delegates.
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 2 complimentary in-person conference registrations.
- 1 complimentary gala ticket on evening of December 4th.

# SPONSORSHIP OPPORTUNITIES AT A GLANCE: GOLD TIER

Please refer to next page for further details on the following gold sponsorship opportunities.

	Leadership on Tap	VIP Reception	Wi-Fi	Delegate Lounge
Opportunities Available	2	1	1	1
Investment	\$10,000	\$10,000	\$7,000	\$6,000
Full Registration(s)	2 in-person	1 in-person	1 in-person	1 in-person
Logo/Name on Website	✓	✓	✓	✓
Virtual Booth Page	✓	✓	✓	✓
Mobile App Push Notification	✓	✓	✓	✓
30 Second Video Ad	✓			



# DETAILED SPONSORSHIP OPPORTUNITIES: GOLD TIER

## Leadership on Tap

Leadership on Tap is an exclusive session that pairs emerging leaders and senior leaders in small group discussions to speak candidly about child health priorities and what the future of healthcare looks like.

- 3 minutes of podium time prior to introducing mentors (sponsor introduces mentors).
- 30-second ad to be played prior to your sponsored session.
- 1 conference mobile app push notification sent to all delegates during live event.
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 2 complimentary in-person conference registrations.

## VIP Reception

- Opportunity to speak at the VIP Reception (3 minutes)
- Opportunity to brand the VIP Reception (ex. pop-up banner, napkins, etc.). Additional costs responsibility of sponsor.
- 1 conference mobile app push notification sent to all delegates during live event.
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary in-person conference registration.

## Wi-Fi

- Signage at registration and on ballroom tables with sponsor logo/name and connection details.
- Custom Wi-Fi password unique to sponsor.
- 1 conference mobile app push notification sent to all delegates during live event.
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary in-person conference registrations.

## Delegate Lounge

- Opportunity to brand delegate lounge (ex. pop-up banner, handouts, table-top signs, etc.). Additional costs responsibility of sponsor.
- 1 conference mobile app push notification sent to all delegates during live event.
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary in-person conference registration.

# SPONSORSHIP OPPORTUNITIES AT A GLANCE: SILVER TIER

Please refer to next page for further details on the following silver sponsorship opportunities.

	Lanyards	Mobile App	Concurrent Session	Charging Station
Opportunities Available	1	1	10	1
Investment	\$5,000	\$5,000	\$5,000	\$4,000
Full Registration(s)	1 virtual	1 virtual	1 in-person	1 virtual
Logo/Name on Website	✓	✓	✓	✓
Virtual Booth Page	✓	✓	✓	✓
Speaker/Session Intro			✓	
Mobile App Push Notification		✓		✓



# DETAILED SPONSORSHIP OPPORTUNITIES: SILVER TIER

## Lanyards

- Co-branded lanyards, supplied by Children's Healthcare Canada, and included in price.
- Logo and organization name displayed on front page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary virtual conference registration.

## Mobile App

- Conference mobile app branded for sponsor.
- Signage at registration and on ballroom tables with sponsor logo/name and mobile app login details.
- 1 conference mobile app push notification sent to all delegates during live event.
- Logo and organization name displayed on front page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary virtual conference registration.

## Concurrent Session

- 3 minutes of podium time prior to introducing speaker (sponsor introduces speaker).
- Opportunity to brand the room/space during session (swag, handouts, etc. provided by sponsor)
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary in-person conference registration.

## Charging Station

- Choice of either two (2) tabletop or one (1) floor standing branded charging station, supplied by Children's Healthcare Canada, and included in price (to be placed near registration desk in main foyer).
- 1 conference mobile app push notification sent to all delegates during live event.
- Logo and organization name displayed on front page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary virtual conference registration.

# SPONSORSHIP OPPORTUNITIES AT A GLANCE: BRONZE TIER

Please refer to next page for further details on the following bronze sponsorship opportunities.

	Table-Top Display	Hotel Keycards	Tweet Up	News Desk
Opportunities Available	5	1	1	1
Investment	\$3,500	\$3,000	\$2,500	\$2,000
Full Registration(s)	1 in-person	1 virtual	1 virtual	1 virtual
Logo/Name on Website	✓	✓	✓	✓
Virtual Booth Page	✓	✓	✓	✓



# DETAILED SPONSORSHIP OPPORTUNITIES: BRONZE TIER

## Table-Top Display

- Exhibit table in main foyer
- Logo and organization name displayed on front page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary in-person conference registration.

## Hotel Keycards

- Branded hotel keycards, supplied by Children's Healthcare Canada, and included in price.
- Logo and organization name displayed on front page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary virtual conference registration.

## Tweet Up

This informal networking event brings together some of Twitter's most prominent figures in the child health community allows those with similar interests to share ideas, make friends, and strengthen personal networks.

- Branded Twitter Handle name tags, to be worn by event attendees (supplied by Children's Healthcare Canada)
- Opportunity to provide branded materials to be placed on tables during event.
- Logo and organization name displayed on front page and session page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary virtual conference registration.

## News Desk

A "news desk" will be set up on-site where members of the audience or panelists will be interviewed by one of our team members between sessions. Roughly 5 interviews will take place throughout the 3-day conference. Interviews will last anywhere from 5-10 minutes each. The news desk will have a green screen behind it allowing us to display any backdrop we choose. These news desk interviews will be broadcast to tv screens in the main conference hallway to allow on-site participants to see and listen and will be livestreamed to our virtual audience as well.

- Logo displayed on green screen at all times during "news desk" interviews.
- Logo and organization name displayed on front page on conference website.
- Virtual booth page on virtual event platform (to be populated by sponsor).
- 1 complimentary virtual conference registration.

## ADDITIONAL OPPORTUNITIES

### Patient & Family Grant Sponsor | \$3,750

Each Patient & Family Grant sponsorship pays for one patient or family member's conference costs. This money goes directly to the grant awardee and covers the costs of their conference registration, accommodation, travel, and miscellaneous conference expenses. Sponsors will be recognized on the conference website, program, and mobile app.

### Venue Branding

There are a number of excellent branding opportunities within our venue during our in-person event at the Hyatt Regency Vancouver. Click the 'CONTACT US' button below to learn more about the available options and pricing!

### Pre-Conference Leadership Hives

Our pre-conference Leadership Hives will take place on December 3, 2023 prior to the official start of the Annual Conference in the afternoon. Leadership Hives provide delegates the opportunity to join discussions with peers who share common interests, areas of practice or expertise. Discussions will be solutions-focused, enable knowledge sharing and support child health leaders grow their professional networks. Content will be designed by subject matter experts to engage system leaders in generative dialogue, problem solving and knowledge sharing. Click the 'CONTACT US' button below to learn more about this opportunity!

### Multi-Year Commitment

Is your organization passionate about Child Health and in harmony with Children's Healthcare Canada's mission, and looking to build a long-standing relationship? Consider a multi-year conference sponsorship commitment! Children's Healthcare Canada would be happy to discuss how we can provide you with opportunities to further develop a relationship with your target audience and help advance your brand year-after-year. Click the 'CONTACT US' button below to discuss this opportunity!

### Customized Sponsorship

Don't see a package that fits your sponsorship vision? Our team would be happy to create a customized sponsorship package just for you! To discuss a customized package, or for any questions about our sponsorship opportunities, please click the 'CONTACT US' button below.

Have  
questions or  
want to learn  
more?

Click the 'CONTACT US'  
button below to connect.

**CONTACT US**

# TERMS

## General

Sponsorship opportunities are granted on a first come, first served basis. Children's Healthcare Canada reserves the right to decline any sponsorship, which in its judgment does not reflect the character of the Annual Conference. Sponsoring Children's Healthcare Canada does not constitute an endorsement of any product or service.

## Payment & Fulfillment

An invoice will be forwarded upon receipt of a signed Sponsorship Agreement. Full payment will be due, payable to Children's Healthcare Canada, within 30 days of the invoice date. Children's Healthcare Canada reserves the right to place a hold on further fulfillment of the sponsor's benefits until payment is received.

## Cancellation/Refunds

If sponsorship is cancelled prior to June 1, 2023, sponsor will be eligible for a 50% refund. No refunds will be provided for cancellation of a sponsorship on or after June 2, 2023, unless the event is cancelled. Should Children's Healthcare Canada require a shift to a fully virtual conference at any time, sponsors will receive a 15% reimbursement of their total sponsorship contribution.

## Liability

Children's Healthcare Canada shall not be responsible 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, from 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.

Interested in  
sponsoring  
our 2023  
Hybrid  
Conference?

Click the 'SPONSOR NOW'  
button below to book  
your package.

**SPONSOR NOW**

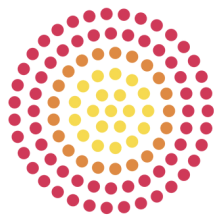
# UPCOMING CONFERENCES



**Join us in St. John's, Newfoundland  
in October 2024!**

**Join us in Ottawa, Ontario  
in Spring 2025!**





**Children's  
Healthcare  
Canada**

# Stay in touch



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