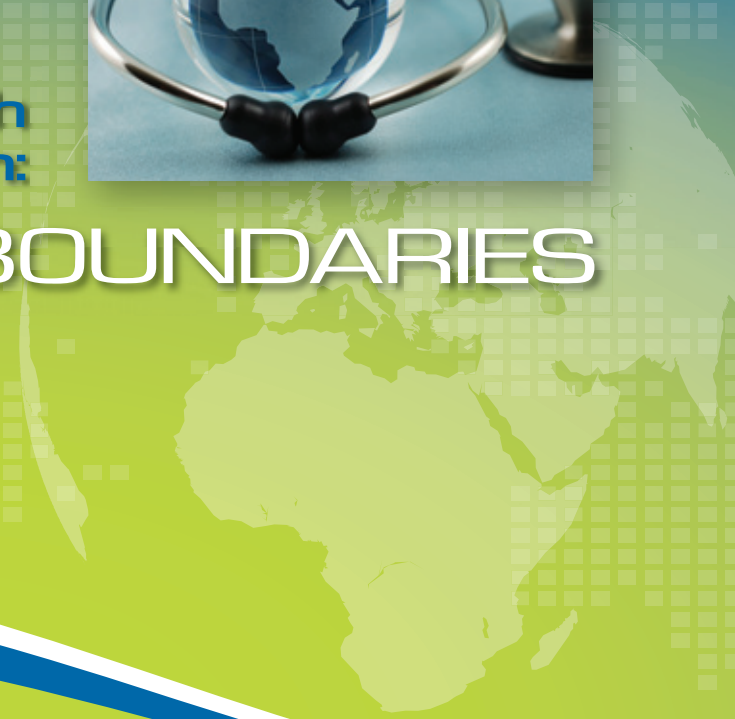


Global Health
and Medical Education:



BEYOND BOUNDARIES



APRIL 14 – 18, 2012
BANFF, ALBERTA

SPONSORSHIP AND EXHIBITOR PROSPECTUS



AFMC
The Association of Faculties
of Medicine of Canada
L'Association des facultés
de médecine du Canada



*Medical Council
of Canada*



*Le Conseil médical
du Canada*



ROYAL COLLEGE
OF PHYSICIANS AND SURGEONS OF CANADA
COLLÈGE ROYAL
DES MÉDECINS ET CHIRURGIENS DU CANADA



The College of
Family Physicians
of Canada

Le Collège des
médecins de famille
du Canada

AN INVITATION TO SUPPORT THE PREMIER ANNUAL MEDICAL EDUCATION EVENT IN CANADA

Be a part of the largest medical conference in Canada in 2012! CCME is the premier medical education event in Canada offering an excellent opportunity to participate and interact with delegates from medical faculties as well as with national and international health organizations.

The purpose of the CCME is to highlight and allow participants to benefit from developments in medical education and to promote academic medicine by establishing an annual forum for medical educators and their partners to meet and exchange ideas. CCME provides a forum to showcase Canada's best research in medical education and promote learning through scientific sessions and interactive workshops. The CCME is a place for active discussions on key issues with colleagues from across the country.

ABOUT THE HOSTS

CCME will be hosted by the University of Calgary in partnership with five of Canada's leading healthcare organizations – The Association of Faculties of Medicine of Canada (AFMC), the Canadian Association for Medical Education (CAME), The College of Family Physicians of Canada (CFPC), The Medical Council of Canada (MCC) and The Royal College of Physicians and Surgeons of Canada (RCPSC).

WHY SUPPORT CCME 2012?

- Sponsor a world-class medical education conference
- Promote your organization to over 1,200 influential leaders in medical education, health policy and medical practice
- Make contacts and exchange ideas with medical education decision-makers
- Gain access to an audience of health care professionals
- Network with colleagues and new acquaintances
- Be at the forefront of the future of medical education



THE CCME EXPERIENCE: Delegate feedback

"CCME provides the opportunity to exchange information and ideas among colleagues in all disciplines of medical education, to network and share best practices with other programs across Canada."

"CCME allows me to present my research to a medical education audience as well as hear of new initiatives and innovation in medical education across the continuum."

"CCME is hugely valuable – it is a chance to see and listen to many of the individuals in all organizations that have cross involvements. Realizing that others involved in medical education from other disciplines, schools and organizations is inspirational!"

"Sharing technology with other universities, learning from colleagues, learning what's new in medical education, and how to prepare for the future."

"Sharing our vision and challenges as they relate to medical education today. Enriching and opens new horizons!"

WHO WILL ATTEND

CCME 2012 will attract more than 1,200 influential leaders in medical education, health policy and medical practice from Canada and around the world including:

- Medical school deans
- University undergraduate and postgraduate deans
- Faculty of Medicine department heads
- Medical education program directors and program administrators
- Medical residents and students
- Clinical educators and clinical teachers
- Medical education accreditation surveyors
- Medical licensing and credentialing authorities
- Healthcare decision makers
- Government decision makers
- Leaders of international organizations focused on undergraduate and postgraduate medical education
- Representatives from national medical specialty societies

SPONSORSHIP OPPORTUNITIES

PLATINUM – \$50,000 Cdn

only 1 available

The Platinum sponsor will be recognized as the major supporter of the CCME 2012 and will receive the highest degree of visibility and prominence. The Platinum sponsor will receive the following benefits:

GOLD – \$30,000 Cdn

only 1 available

The Gold sponsor will be recognized as an important contributor to the success of CCME 2012. The Gold sponsor will receive the following benefits:

SILVER – \$20,000 Cdn

only 1 available

The Silver sponsor will be recognized as an important contributor to the success of CCME 2012. The Silver sponsor will receive the following benefits:

Recognized as a major contributor	Recognized as an important contributor	Recognized as an important contributor
Use of CCME logo	Use of CCME logo	Use of CCME logo
Sponsor sign in exhibit area	Sponsor sign in exhibit area	Sponsor sign in exhibit area
1 complimentary booth space with first selection	1 complimentary space with priority selection	1 complimentary booth space
Promotion in preliminary program	Promotion in preliminary program	Promotion in preliminary program
One full page ad in final program	One full page ad in final program	1/2 page ad in final program
Corporate name and logo on sponsor page	Corporate name and logo on sponsor page	Corporate name and logo on sponsor page
Opening plenary acknowledgement of support	Opening plenary acknowledgement of support	Opening plenary acknowledgement of support
Extensive branding and top visibility on signage	Prominent recognition on signage	Prominent recognition on signage
Hyperlink to sponsor website	Hyperlink to sponsor website	Hyperlink to sponsor website
2 complimentary conference registrations	2 complimentary conference registrations	2 complimentary conference registrations
8 tickets at CCME Social Night	6 tickets at CCME Social Night	
1 insert in conference delegate package	1 insert in conference delegate package	1 insert in conference delegate package
Sponsor of boxed lunches (value \$30,000)		Sponsor of Welcome Reception (value \$10,000)
Refreshment break sponsor (value \$2,500)	Refreshment break sponsor (value \$2,500)	Refreshment break sponsor (value \$2,500)

ADVERTISING OPPORTUNITIES IN CCME FINAL PROGRAM

Full page ad (b&w) – \$1,500

Half page ad (b&w) – \$1,000

1/4 page ad (b&w) – \$500

BRONZE – \$10,000 Cdn

only 8 available

Bronze sponsors of CCME 2012 receive the following benefits:

FRIENDS OF CCME – \$7,500 Cdn

For not for profit organizations

The Friends of CCME 2012 will receive the following benefits:

Recognized as a contributor	Recognized as a friend
Sponsor sign in exhibit area	Sponsor sign in exhibit area
1 booth space at 50% discount	1 booth space at 50% discount
Promotion in preliminary program	Promotion in preliminary program
1/4 page ad in final program	
Corporate name and logo on sponsor page	
Opening plenary acknowledgement of support	
Prominent recognition on signage	
Hyperlink to sponsor website	
1 complimentary conference registration	4 complimentary conference registrations
1 insert in conference delegate package	1 insert in conference delegate package
Refreshment break sponsor (value \$2,500)	

OTHER SPONSORSHIP OPPORTUNITIES**Welcome Reception sponsor** –\$10,000**Refreshment break sponsor** – \$2,500 per break**Insert in Conference Delegate Package**Not for profit organizations – \$500
Corporate/Government – \$1,000**Luncheon sponsor** – \$10,000

EXHIBITOR

EXHIBIT DATES AND LOCATION:
Sunday, April 15 to Tuesday, April 17, 2012
Fairmont Banff Spring Hotel
Banff, Alberta, Canada

CCME 2012 – THE BEST EXHIBITING CHOICE

The CCME exhibit show is a practical, education adjunct to the professional meetings and educational sessions held during the CCME and provides delegates with the various types of products, services and information available to them.

The CCME provides the opportunity to interact face-to-face with your target audience and begin to build a lasting relationship or strengthen an existing one. Showcase your organization's products and services, as well as your commitment to medical education, at this premier event in academic medicine in Canada.

The CCME draws an estimated 1,200 delegates including deans of Canadian medical schools, medical school faculty, faculty administrators, medical residents and students and health policy makers.



EXHIBITOR BENEFITS

- Complimentary registration for commercial and not for profit exhibitors to CCME
- Listing in the final program – distributed to all attendees on site – to include your company name, description and web site
- Admission to the plenary sessions and all other educational sessions throughout the meeting
- Delegate mailing labels to be used for the purpose of this meeting only – (one pre-conference and one post-conference)
- Delegate traffic guaranteed – refreshment breaks, lunches and welcome reception set up in the exhibit area

EXHIBIT BOOTH

Commercial Exhibit Booth

Fee: \$3,000 Cdn

Cost includes:

- carpeted 10 x 10 booth space
- 8'-high drapery back wall, a 3'-high drapery side wall
- 6' skirted table and two chairs
- two complimentary conference registrations
- listing in the final program.

Not-for-Profit Exhibit Booth

Fee: \$1,000 Cdn

Cost includes:

- carpeted 10 x 10 booth space
- 8'-high drapery back wall, a 3'-high drapery side wall
- 6' skirted table and two chairs
- one complimentary conference registrations
- listing in the final program

Notes: All additional requirements including material handling, shipping, electrical service, internet, furniture are the responsibility of the exhibitor.

EXHIBIT SCHEDULE

Exhibitor Set-Up

Sunday, April 15, 2012
7:00 to 11:00 hours

Exhibits Hours

Sunday, April 15, 2012
13:00 to 18:30 hours

Monday, April 16, 2012
09:00 to 17:00 hours

Tuesday, April 17, 2012
09:00 to 14:00 hours

Dismantle and Move-out

Tuesday, April 17, 2012
after 14:00 hours





APPLICATION PROCESS AND PAYMENT

To apply for a booth at CCME 2012, please read the guidelines and complete the application form (a PDF can be downloaded from the CCME website: www.mededconference.ca). Full payment of the exhibit fee is due with your application to secure exhibit space.

BOOTH ASSIGNMENT

The CCME Conference Secretariat will be responsible for assigning booth spaces. Exhibitors will be advised of their booth allocation by email. Exhibitors may not assign, sublet, or apportion the whole or any part of the space allotted to them or exhibit therein any goods other than those manufactured or sold in the regular course of business by the exhibitor.

The CCME Conference Secretariat reserves the right to determine the eligibility of any exhibit at the CCME.

QUESTIONS?

If you have any questions on how you can be involved in CCME 2012, please contact:

Stéphanie Mutschler, Development Officer

CCME 2010 Conference Secretariat
c/o AFMC
800 – 265 Carling Av, Ottawa ON K1S 2E1

Tel: 613 730-0687 ext 238

Fax: 613 730-1196

Email: smutschler@afmc.ca

www.mededconference.ca

CANCELLATIONS

Written notice of cancellations or space reductions received before December 31, 2011 will be refunded less 50% of the contracted booth space. No refunds for cancellations or space reductions received after December 31, 2011.

**Mail, email
or fax your
completed
application
for exhibit
space today!**

**CCME 2011
exhibit space
was a SELL-OUT!**