



# Sponsorship Prospectus

17<sup>th</sup> Annual Conference  
September 25 – 27, 2019  
Muskoka, ON

# Think B.I.G.



**B**uild Partnerships

**I**mprove Margins

**G**enerate Capacity

Hosted by:



**MUSKOKA ALGONQUIN**  
HEALTHCARE

For more information about the Network, please visit our website at [www.chbdn.org](http://www.chbdn.org)

Think B.I.G.



## CHBDN Influence

CHBDN represents business leaders from major Canadian academic, research intensive teaching hospitals, residential care facilities as well as administrators from regional health authorities. Collectively, our institutions are estimated to represent over \$25 billion in annual expenditures.

## Benefits of Sponsorship

Our annual conference provides your organization with a significant opportunity to promote its products and services in front of this captive audience by becoming a participating sponsor.

Some of the more significant benefits of sponsorship are:

- Key customers and prospects from across Canada brought to you
- Significant time for networking with current clients and new contacts
- Many opportunities for one-on-one contact with thought leaders and decision-makers
- Participation in a respected forum for ideas and issues affecting your customers
- Your message amplified in a setting of heightened receptiveness.

## Previous Supporters

CHBDN is sincerely thankful for all sponsorship it has received from a wide range of healthcare and related organizations. This support has ensured the continued success of the annual conference year over year!

Examples of previous conference supporters include:

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Private Outpatient Clinics</li><li>• Home Health Services</li><li>• Long Term Care partners</li><li>• Financial Service Providers</li><li>• Legal Counsel</li><li>• Strategy Advisors</li><li>• Insurance/Benefits Providers</li><li>• Real Property Development &amp; Management</li></ul> | <ul style="list-style-type: none"><li>• IT services &amp; solutions</li><li>• Security/Parking Operators</li><li>• Facility/Maintenance Firms</li><li>• Retail Partners</li><li>• Advertising &amp; Communications Firms</li><li>• Consulting Engineers &amp; Architects</li><li>• Capital Equipment providers</li><li>• Clinical Research Organizations</li></ul> |
|---|--|



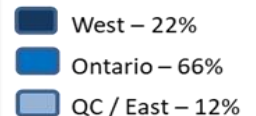
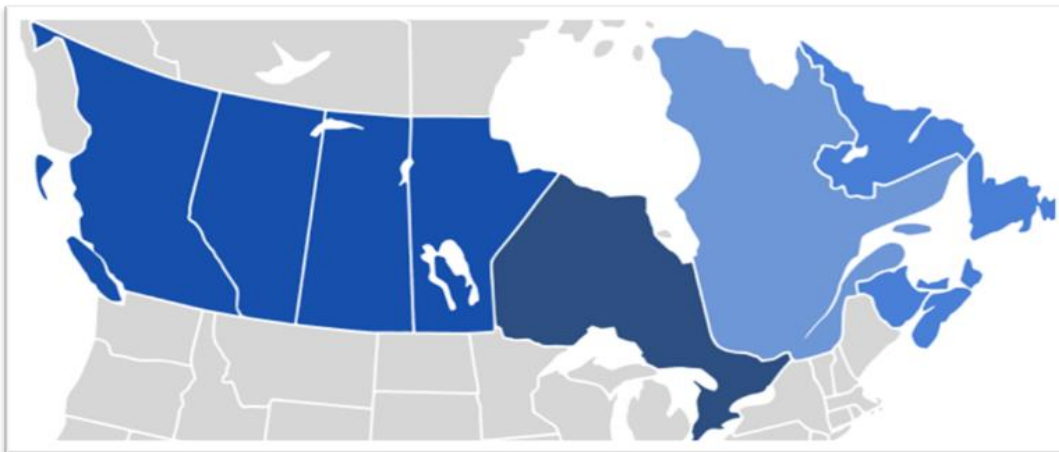
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HEALTHCARE



# Attendee Profile

CHBDN is known for its ability to bring together top executives and thought leaders to debate contemporary issues, collaborate on solutions, and define best practices. We are dedicated to building a sustainable healthcare system across Canada. Sponsorship of CHBDN’s annual conference offers you extensive reach into the decision-makers and influencers in the top Canadian healthcare organizations. Some of our representative delegates at past conference have included:

Decision Makers (President, C-Suite)	Influencers (Directors, Supervisors)	End-Users (Manager, Analyst)
<ul style="list-style-type: none"> <li>• President &amp; CEO</li> <li>• Chief Administrator</li> <li>• Chief Operating Officer</li> <li>• Chief Medical Officer</li> <li>• Chief Nursing Officer</li> <li>• Senior VP Finance &amp; BD</li> <li>• Senior VP Operations</li> <li>• Vice President, Clinical</li> <li>• Executive Director, Volunteer Services</li> </ul>	<ul style="list-style-type: none"> <li>• Director, Business Development</li> <li>• Director, Strategic Initiatives</li> <li>• Director, Ancillary Services</li> <li>• Director, Finance</li> <li>• Director, Corporate Services</li> <li>• Director, Operations</li> <li>• Director, Retail Food Services</li> <li>• Director, Decision Support</li> <li>• Director, Technology Services</li> <li>• Director, Diagnostic Imaging</li> </ul>	<ul style="list-style-type: none"> <li>• Manager, Retail Services</li> <li>• Manager, Retail Food</li> <li>• Manager, Staff Wellness</li> <li>• Manager, Pharmacy Services</li> <li>• Manager, Procurement</li> <li>• Manager, Capital &amp; Finance</li> <li>• Senior Business Analyst</li> <li>• Capital Project Manager</li> <li>• Business Development Specialist</li> </ul>



# Sponsorship Packages

All for-profit organizations must sponsor, at minimum, as a Bronze Level in order to be eligible to attend the conference.



## Platinum Sponsor (\$15,000)

### This level of sponsorship includes:

- Exclusivity related to product/service offered (first come, first served)
- Opportunity to participate in a panel presentation to participants
- Recognized as a Platinum sponsor at a Meal or Reception
- Exhibit table to display materials and information for the participants
- Complementary registrations for two (2) attendees to the conference
- Complementary registration for two (2) institutional delegates (of your choice)
- A full page advertisement in the conference program
- Recognition in the program as a platinum sponsor of the conference
- Table top advertisement in conference room
- Recognition on the website as a platinum sponsor of the conference
- Web page ~ FB, LinkedIn prominence / brochures
- Feature play video promotion of sponsor during breaks over 3 days;



## Gold Sponsor (\$10,000)

### This level of sponsorship includes:

- Opportunity to participate in a panel presentation to participants
- Recognized as a Gold sponsor at a breakfast and a coffee break
- Exhibit table to display materials and information for the participants
- Complementary registrations for two (2) attendees to the conference
- Complementary registration for one (1) institutional delegate (of your choice)
- A half page advertisement in the conference program
- Table top advertisement in conference room
- Recognition in the program as a gold sponsor of the conference
- Recognition on the website as a gold sponsor of the conference
- Web page ~ FB, LinkedIn prominence
- Feature play video promotion of sponsor during breaks



# Sponsorship Packages

(continued)



## Diamond Sponsor (\$6,500)

### This level of sponsorship includes:

- Opportunity to participate in a panel presentation to participants
- Recognized as Diamond sponsor of the “Boxed Lunch” and a coffee break
- Exhibit table to display materials and information for the participants
- Complementary registrations for two (2) attendees to the conference
- A quarter page advertisement in the conference program
- Recognition in the program as a diamond sponsor of the conference
- Recognition on the website as a diamond sponsor of the conference
- Web page ~ FB, LinkedIn prominence
- Feature play video promotion of sponsor during breaks



## Silver Sponsor (\$4,000)

### This level of sponsorship includes:

- Recognized as a sponsor of a coffee break at the conference
- Exhibit table to display materials and information for the participants
- Complementary registrations for two (2) attendees to the conference
- Recognition in the program as a silver sponsor of the conference
- Recognition on the website as a silver sponsor of the conference



## Bronze Sponsor (\$2,000)

### This level of sponsorship includes:

- Complementary registrations for one (1) attendee to the conference
- Exhibit table to display materials and information for the participants
- Recognition in the program as a bronze sponsor of the conference
- Recognition on the website as a bronze sponsor of the conference

## Custom Solutions

To discuss specific opportunities not outlined above, please contact Paul W. Truscott, Jr., c/o Medical Business Acumen (MBA)

[ptruscott@mbamgmt.ca](mailto:ptruscott@mbamgmt.ca) 416-268-3866



# Sponsor Confirmation

## Key Contact Information

(point of contact for confirmation of sponsorship details)

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

## Sponsorship Level

Platinum

Gold

Diamond

Silver

Bronze

Custom

## Attendee Information (Sponsor)

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

## Social Events: Please indicate all events you wish to attend. Guest tickets available

Sept. 26 Pre-conference Event

Yes  No  # \_\_\_\_\_

Sept. 26 Evening Reception and Networking

Yes  No  # \_\_\_\_\_

Sept. 26 Dinner and Evening Entertainment

Yes  No  # \_\_\_\_\_

If you or your guests have any special requirements (i.e. dietary) please indicate below:  
\_\_\_\_\_

## Complete form and return to:

Paul W. Truscott, Jr., c/o Medical Business Acumen (MBA)

84 Country Glen Rd, Markham, ON L6B 1B5 [ptruscott@mbamgmt.ca](mailto:ptruscott@mbamgmt.ca) 416-268-3866

