



NATIONAL CONFERENCE
CONFÉRENCE NATIONALE

TORONTO, ON
JUNE 4-6, 2023



Reunited!

IN PERSON

Sponsorship opportunities

CANADIAN COLLEGE OF
HEALTH LEADERS



COLLÈGE CANADIEN DES
LEADERS EN SANTÉ

DEAR PARTNER

The Canadian College of Health Leaders (CCHL) is pleased to present the inaugural CCHL National Conference to be held on June 4-6, 2023 in Toronto, Ontario. Our theme for 2023 will be **REUNITED!**

This conference will be a gathering of peers, mentors, team members, and other health leaders from across Canada and all walks of life. The conference will provide you with an engaging and compelling experience of world-class leadership development, mentorship, thoughtful discussions, and more, in an atmosphere of celebration, support, and community.

The CCHL National Conference will feature fewer but larger concurrent sessions, engaging and inventive plenary sessions, expanded networking spaces and times, and opportunities for collective learning. The program will include interactive concurrent sessions featuring presentations from collaborators such as Emerging Health Leaders, Pallium Canada, CHLNet, Leads Global, Healthcare Excellence Canada, Cascades, Peach & Canadian Coalition for Green Healthcare, and many more to be confirmed. There will also be a pre-conference workshop delivered by the American College of Health Executives! Highlights of the plenary program will be announced in the new year along with additional details.

We are pleased to welcome Sodexo as the title sponsor for the conference and thank them for their support.

Our Honouring Health Leadership event will be held in person on June 4 and feature the recipients of the 2023 CCHL National Awards.

It has been a long time since we have gathered in person as health leaders, and we are looking forward to hosting you as part of a **REUNITED!** community.

For more details and information, please visit <https://www.cchl-ccls.ca/site/events/cnc>.

Sincerely,



Alain Doucet, MBA
President & CEO
Canadian College of Health Leaders

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Program-at-a-glance (all times in EST)**SUNDAY, JUNE 4, 2023**

Time to be confirmed	ACHE Workshop
11:30 – 16:00	CCHL Leadership Integration Forum
17:30 – 23:00	Honouring Health Leadership Event (Awards Gala)

MONDAY, JUNE 5, 2023

08:30 – 09:00	Opening Kick Off
09:00 – 10:30	Plenary
10:30 – 11:45	Networking Break
11:45 – 13:15	Lunch
13:30 – 15:00	Concurrent Sessions
15:00 – 15:45	Networking Break
15:45 – 17:00	Plenary
17:00 – 18:30	CHE/Fellows Reception

TUESDAY, JUNE 6, 2023

08:30 – 09:45	Plenary
09:45 – 10:30	Networking Break
10:30 – 12:00	Concurrent Sessions
12:15 – 13:45	Lunch
13:45 – 15:15	Concurrent sessions
15:15 – 15:50	Networking Break
15:50 – 16:50	Plenary
16:50 – 17:00	Closing

**Program is subject to change without notice.*

**Hotel Accommodations**

The CCHL National Conference is being held at the Westin Harbour Castle.

Westin Harbour Castle

1 Harbour Square, Toronto, ON M5J 1A6

Toll-free: 1-888-236-2427 | Tel: 416-869-1600

There are two ways to sponsor this conference:

- 1) Become a general sponsor at the Platinum, Gold, Silver or Bronze level; or 2) Select a specific event(s) and/or item(s) detailed on page 6.

Sponsorship benefits

	PLATINUM	GOLD	SILVER	BRONZE	DIRECTED
Benefits	\$25,000	\$20,000	\$15,000	\$10,000	TBC
Acknowledgement by Conference Presiding Officer	✓	✓	✓	✓	✓
Recognition on conference website	✓	✓	✓	✓	✓
Recognition on conference signage	✓	✓	✓	✓	✓
Recognition in PowerPoint at all plenaries	✓	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓	✓
Recognition in the conference mobile app	✓	✓	✓	✓	✓
Recognition in the conference preview	✓	✓	✓	✓	✓
Recognition in the final program-at-a-glance – (logo)	✓	✓	✓	✓	✓
Sponsor ribbons	✓	✓	✓	✓	✓
Delegate list* provided on March 1; April 12; May 3; and May 31	✓	✓	✓	✓	✓
Complimentary registration(s) to the conference	four	three	two	one	one
Complimentary advertisement in the conference preview	full page	1/2 page	1/4 page		
Opportunity to exhibit (while space permits)	✓	✓			
Opportunity to introduce a session (subject to availability)	✓	✓			
Attendee lead retrieval and gamification within the conference app	✓	✓			
Hyperlink from conference web site to your corporate web site	✓	✓			
One promotional item to be distributed on-site (subject to approval by CCHL)	✓				

*Based on privacy law restrictions

Sponsorship levels

PLATINUM

\$25,000

- Prime visibility
- Acknowledgement by the Conference Presiding Officer
- Prime recognition on the conference web site (logo), with a hyperlink to your website
- Prime recognition on conference signage – (logo)
- Prime recognition in PowerPoint at all plenaries – (logo)
- Prime recognition on social media
- Prime recognition in the conference mobile app
- Prime recognition in conference preview – (logo)
- Recognition in the final program-at-a-glance – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details.
- Complimentary registration(s) to the conference (four) value \$4,880
- Complimentary advertisement in the conference preview (full page)
- Opportunity to exhibit (while space permits). See page 7 for details.
- Opportunity to introduce a session (based on availability)
- Attendee lead retrieval and gamification within the conference app
- One promotional item to be distributed on-site (subject to approval by CCHL)

GOLD

\$20,000

- Prominent visibility
- Acknowledgement by the Conference Presiding Officer
- Prominent recognition on the conference web site (logo), with a hyperlink to your website
- Prominent recognition on conference signage – (logo)
- Prominent recognition in PowerPoint at all plenaries – (logo)
- Prominent recognition on social media
- Prominent recognition in the conference mobile app
- Prominent recognition in conference preview – (logo)
- Recognition in the final program-at-a-glance – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details
- Complimentary registration(s) to the conference (three) value \$3,660
- Complimentary advertisement in the conference preview (1/2 page)
- Opportunity to exhibit (while space permits). See page 7 for details
- Opportunity to introduce a session (based on availability)
- Attendee lead retrieval and gamification within the conference app



Sponsorship levels

SILVER

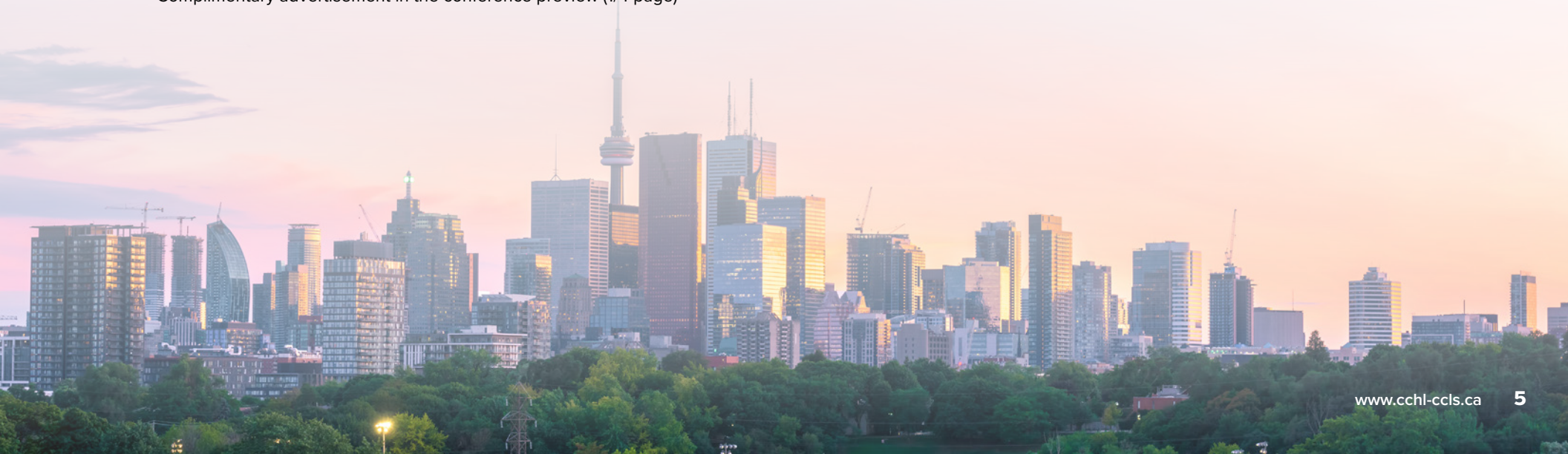
\$15,000

- Strong visibility
- Acknowledgement by the Conference Presiding Officer
- Strong recognition on the conference web site (logo)
- Strong recognition on conference signage – (logo)
- Strong recognition in PowerPoint at all plenaries – (logo)
- Strong recognition on social media
- Strong recognition in the conference mobile app
- Strong recognition in conference preview – (logo)
- Recognition in the final program-at-a-glance – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details
- Complimentary registration(s) to the conference (two) value \$2,440
- Complimentary advertisement in the conference preview (1/4 page)

BRONZE

\$10,000

- Good visibility
- Acknowledgement by the Conference Presiding Officer
- Prominent recognition on the conference web site (logo)
- Good recognition on conference signage – (logo)
- Good recognition in PowerPoint at all plenaries – (logo)
- Good recognition on social media
- Good recognition in the conference mobile app
- Good recognition in conference preview – (logo)
- Recognition in the final program-at-a-glance – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details
- Complimentary registration to the conference (one) value \$1,220



Sponsorship levels

DIRECTED

- Good visibility
- Acknowledgement by the Conference Presiding Officer
- Prominent recognition on the conference web site (logo)
- Good recognition on conference signage – (logo)
- Good recognition in PowerPoint at all plenaries – (logo)
- Good recognition on social media
- Good recognition in the conference mobile app
- Good recognition in conference preview – (logo)
- Recognition in the final program-at-a-glance – (logo)
- Sponsor ribbons
- Access to the delegate list. See page 11 for details
- Complimentary registration to the conference (one) value \$1,220

Directed sponsorship options include:

• Sponsored Breakfast	\$10,000
• Sponsored Lunch	\$25,000
• Sponsored Break	\$10,000
• Concurrent Session	\$5,000
• Lanyards	\$10,000
• Conference Report	\$10,000
• Conference Graphic Recording	\$10,000
• Conference App	\$10,000
• Coaches Corner Sessions	\$10,000 (SOLD)
• CHE/Fellows Reception	\$10,000

To confirm the availability of directed sponsorship opportunities, please contact Brianna Lavoy at blavoy@cchl-ccls.ca.



Exhibit Details

Exhibitor Lounge Details for Platinum and Gold Sponsors

The CCHL National Conference exhibit will offer each exhibitor a lounge or communal style set up in lieu of the standard exhibit booth to encourage more engagement. Exhibit space is reserved exclusively for platinum and gold level sponsors.

Exhibiting at the CCHL's National Conference offers your organization excellent visibility within a hard-to-reach target market. Through your participation as an exhibitor, you will be able to:

- Generate leads;
- Promote your products and services; and
- Network directly with key decision-makers within the healthcare industry.

Our exhibits are located in high traffic areas for maximum visibility. Continental breakfast, networking breaks (offered twice daily) and the CHE/Fellows Reception are planned in and around the exhibit area to offer you direct access to the delegates.

Communal Style Exhibit Package

(10 available)

This exhibit space is 10' x 10' and includes the following items:

- 1 – 8' Harvest dining table
- 6 – Stools
- 1 – Carpet (10' x 10')
- 1 – Fabric backwall Display (branded graphics available at additional cost)
- 1 – Power package (120V 10A)

Lounge Style Exhibit Package

(9 available)

This exhibit space is 12' x 10' and includes the following items:

- 1 – Sofa (white or black)
- 2 – Accent chairs (white or black)
- 1 – Coffee table
- 1 – Carpet (10' x 10')
- 1 – Fabric backwall Display (branded graphics available at additional cost)
- 1 – Power package (120V 10A)

Exhibit times

Key exhibit times are during the continental breakfasts and networking breaks on June 5 and 6, and during the CHE/Fellows Reception on Monday afternoon, June 5.

Set-up is on Sunday, June 4 and tear down is during the closing plenary session on Tuesday, June 6. More detailed information will be provided to exhibitors upon confirmation of booking.

You will receive four complimentary badges for exhibit personnel (includes access to all meals for title, platinum and gold level sponsors only).

About your space

There are two types of exhibit packages available on a first-come, first-served basis.

Additional Exhibit Opportunities

Should additional exhibit space be available, it will be offered at a cost of \$10,000 per lounge or communal style set up. If you would like to add your name to the exhibit waiting list, please contact:

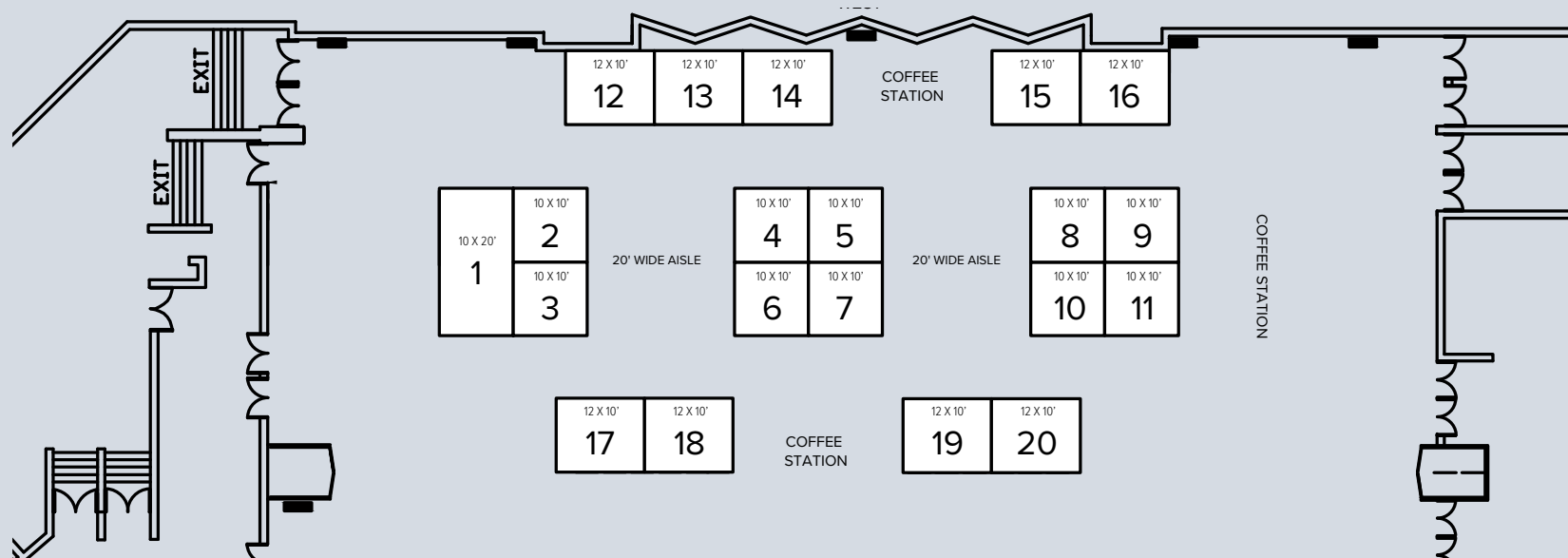
Brianna Lavoy

Manager, Conferences and Events
Canadian College of Health Leaders
blavoy@cchl-ccls.ca

Exhibitors will receive one complimentary registration to the National Conference and four complimentary badges for exhibit personnel (includes access to all meals, but not sessions). All exhibit sales are final. Payment must be made at the time of purchase.

Exhibit Floor Plan

Westin Harbour Castle – Metropolitan West Ballroom



The exhibit floorplan is for illustration purposes only and is subject to change without notice.

Advertising

Don't miss this opportunity to build awareness of your products and services to a national audience. Advertise in our conference preview! Your ad in our attractive conference preview will reach health system leaders across Canada, at a fraction of the cost of doing it yourself.

Rates

Size	Price
Full Page	\$2,000
1/2 Page	\$1,500
1/3 Page	\$1,000
1/4 Page	\$750

Ad Sizes *(width by depth in inches)*

Full page with bleeds 8.75" x 11.25" Trim 8.5" x 11" Live area 8" x 10.5"	Full page No bleeds 8" x 10.5"	1/2 page horizontal 8" x 5"
1/3 page horizontal 8" x 3.25"	1/4 page 3.75" x 5"	

Material Deadlines

Conference Preview: February 10, 2023

English/French Advertisements

Please provide your ad in both official languages. If you do not, your ad will appear in the language of submission in both English and French versions.

Technical Requirements

Ads may be submitted as bleed or non-bleed.

Electronic artwork for company logos and advertisements must be supplied by e-mail as a:

- 300 dpi CMYK postscript PDF (with fonts embedded) @ 100% (preferred format);

NOTE: Any adjustments or repairs (size, colour profiles and missing fonts) to supplied electronic artwork will be billed to advertiser. All artwork files submitted in formats other than the requirements herein will be returned to advertiser for repair or replacement.

Advertising Order Form

PLEASE PRINT OR TYPE. USE ONE FORM PER AD ORDER. ADVERTISING OPPORTUNITIES ARE AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.

Name of Company _____ Contact Person _____

Title _____ Address _____

City / Prov _____ Postal Code _____ E-mail _____

Telephone _____

I am an authorized representative of the above-named company with the full power and authority to sign and deliver this application. I have read and understand the above stated policies. I hereby agree to the terms and conditions.

Name of Authorized Officer _____ Title _____

Signature of Authorized Officer _____ Date _____

FEE CALCULATION

PREVIEW

Ad size	Quantity	X \$	rate = \$
TAX 13% HST# R106844442			\$
TOTAL			\$

PAYMENT

We accept payment by: ☐ Cheque ☐ VISA

☐ Master Card ☐ American Express

Card # _____

Expiry Date _____

Name on the card _____

Signature _____

Payment may be made by credit card by completing the information above or by cheque. Please make cheque payable to the **Canadian College of Health Leaders**.

PAYMENT MUST BE MADE IN FULL PRIOR TO THE EVENT.

Send completed form with payment to:

Brianna Lavoy, Manager, Conferences and Events
Canadian College of Health Leaders
Suite 1102- 150 Isabella Street, Ottawa ON K1S 1V7
Phone: 1-800-363-9056 ext. 232 | blavoy@cchl-ccls.ca

Sponsorship terms and conditions

These terms and conditions are an essential part of the sponsorship agreement. Please retain this page for your records and appropriate follow up.

1. MANAGEMENT – The Canadian College of Health Leaders (“CCHL”) reserves the right to render all interpretations and to establish further or to amend regulations as it may be deemed necessary for the proper conduct and general success of the conference.

2. SALES – All sponsorship, advertising, and exhibit sales are final. Refunds will not be issued. Payment must be made in full prior to the event.

3. COMPETING EVENTS CLAUSE – Sponsors, exhibitors, and advertisers shall not host, sponsor, education seminars, outings, group activities, or similar events during the conference program without prior approval of CCHL. (The conference program hours include: Sunday, June 4 from 17:30 – 23:00, Monday, June 5, from 08:30 – 18:30, and Tuesday, June 6, from 08:30 – 17:00.)

4. DELEGATE LIST – The delegate list will be made available solely to sponsors and exhibitors of the National Conference, on the following dates: March 1; April 12; May 3; and May 31. Advertisers are not eligible to receive the delegate list. The list provided to sponsors and exhibitors will comply with current privacy laws.

5. DEADLINES – Sponsors must provide information and deliverables to CCHL by deadlines in order to receive specified benefits. If information and other materials do not arrive by the deadline, sponsors waive their rights to those benefits. CCHL is under no obligation to issue reminders.

6. CONTACT PERSON – Companies are urged to assign one person to communicate with CCHL on all matters pertaining to their participation as sponsors. CCHL will send information and materials to the contact person listed on the Application Form. CCHL is not responsible for relaying information among different branches/departments of sponsoring companies.

7. SPONSORSHIP AND EXHIBIT – CCHL partners are committed to healthy lives and healthy Canadians. Sponsorship and exhibits from organizations whose primary business is manufacturing or promoting products or services such as tobacco products, weapons, gambling or pornography, sourcing from slave or child labour or other products that violate the CCHL policy, are not eligible. CCHL reserves the right of final approval of all sponsorship and exhibits and the right to refuse or terminate any sponsorships and exhibits.

8. TERMINATION OF CONTRACT – This contract will terminate without liability to either party if substantial performance of either party's obligations is prevented by an unforeseeable cause reasonably beyond that party's control. Such causes include but are not limited to the following: acts of God; global pandemics; regulations or orders of governmental authorities; fire, flood or explosion; war, disaster, curtailment of transportation facilities; or other emergency making it illegal, or otherwise impossible to provide the services to hold the meeting; any delay in necessary and essential construction or preparation for the meeting, strike, lockout or work stoppage or other restraint of labour, either partial or general, from whatever cause. CCHL will, in the event of impossibility of performance for any of the above, reimburse the sponsor on a pro-rata basis on any amount paid, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries and operating costs.

Sponsorship Application Form (PART A)

Name of Company _____ Contact Person _____

Title _____ Address _____

City / Prov _____ Postal Code _____ E-mail _____

Telephone _____

Web site (to be linked from conference web site for Title and General sponsors only) _____

I am an authorized representative of the above-named company with the full power and authority to sign and deliver this application. I have read and understand the above stated policies. I hereby agree to the sponsorship terms and conditions.

Name of Authorized Officer _____ Title _____

Signature of Authorized Officer _____ Date _____

GENERAL CONFERENCE SUPPORT**\$ AMOUNT**

Platinum	\$25,000	
Gold	\$20,000	
Silver	\$15,000	
Bronze	\$10,000	

For Platinum and Gold level sponsors, please indicate your preferred exhibit package based on the two exhibit styles. Note that there are limited amounts of each exhibit package type, therefore exhibit styles are available on a first-come, first-served basis (see page 7 for details).

Communal Style Exhibit Package

Lounge Style Exhibit Package

DIRECTED SUPPORT**\$ AMOUNT**

Sponsored Breakfast	\$10,000	
Sponsored Lunch	\$25,000	
Sponsored Breaks	\$10,000	
Concurrent Session	\$5,000	
Lanyards	\$10,000	
Conference Report	\$10,000	
Conference Graphic Recording	\$10,000	
Conference App	\$10,000	
Coaches Corner Sessions	\$10,000	(SOLD)
CHE/Fellows Reception	\$10,000	
Total Sponsorship Confirmed	\$	



Sponsorship Application Form (PART B)

PAYMENT

We accept payment by:

☐ Cheque ☐ VISA ☐ Master Card ☐ American Express

Card #

Expiry Date

Name on the card

Signature

Payment may be made by credit card by completing the information above or by cheque. Please make cheque payable to the **Canadian College of Health Leaders. PAYMENT MUST BE MADE IN FULL PRIOR TO THE EVENT.**

Send completed form with payment to:

Brianna Lavoy

Manager, Conferences and Events

Canadian College of Health Leaders

150 Isabella Street, Suite 1102, Ottawa, Ontario K1S 1V7

1-800-363-9056 ext. 232 | blavoy@cchl-ccls.ca



Would you like us to acknowledge your support on Twitter?
If so, please provide your organization's

Twitter handle



Sponsorship application form (Part B)

Complimentary registration details

Applicable ONLY to the following:

Platinum (4)

Gold (3)

Silver (2)

Bronze (1)

Directed (1)

Indicate the details of the individual(s) to reserve complimentary conference registration(s).

Company name: _____

1 – Delegate name

Title _____

Address _____

City / Prov _____ Postal Code _____

Telephone _____

E-mail _____

Would you like to be included on the delegate list? ☐ Yes ☐ No

2 – Delegate name

Title _____

Address _____

City / Prov _____ Postal Code _____

Telephone _____

E-mail _____

Would you like to be included on the delegate list? ☐ Yes ☐ No

3 – Delegate name

Title _____

Address _____

City / Prov _____ Postal Code _____

Telephone _____

E-mail _____

Would you like to be included on the delegate list? ☐ Yes ☐ No

4 – Delegate name

Title _____

Address _____

City / Prov _____ Postal Code _____

Telephone _____

E-mail _____

Would you like to be included on the delegate list? ☐ Yes ☐ No

Send completed form with payment to:

Brianna Lavoy, Manager, Conferences and Events, Canadian College of Health Leaders

150 Isabella Street, Suite 1102, Ottawa, Ontario K1S 1V7 | 1-800-363-9056 ext. 232 | blavoy@cchl-ccls.ca



NATIONAL CONFERENCE
CONFÉRENCE NATIONALE

Canadian College of Health Leaders

The Canadian College of Health Leaders (CCHL) is a national, member-driven, non-profit association. The College strives to provide the leadership development, tools, knowledge and networks that members need to become high impact leaders in Canadian healthcare.

As defined by the LEADS in a Caring Environment framework, a leader is anyone with the capacity to influence others to work together constructively. The College's LEADS Canada team provides LEADS-based leadership development services, and partners with organizations, authorities and regions to facilitate not only the adoption of the framework, but a cultural shift required to fully imbed LEADS throughout an organization.

Through LEADS, the CHE designation, credentialing, training, conferences, mentoring and a nationwide careers network, we support health leaders in every sector and region, from every professional background and at any stage of their career.

Located in Ottawa, the College collaborates with 20 chapters across the country and engages with its 4,500 members and 80 corporate members to promote lifelong learning and professional development while recognizing leadership excellence.

Visit www.cchl-ccls.ca for more details. Follow us on Twitter @CCHL_CCLS and on Facebook at <https://www.facebook.com/CCHL.National/>.

For more information, please contact

Brianna Lavoy, Manager, Conferences & Events
blavoy@cchl-ccls.ca | 1-800-363-9056 ext. 232

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CANADIAN COLLEGE OF
HEALTH LEADERS



COLLÈGE CANADIEN DES
LEADERS EN SANTÉ