



NATIONAL CONFERENCE  
CONFÉRENCE NATIONALE

HALIFAX, NS  
JUNE 2-4, 2024



*Come Together*

Sponsorship opportunities

CANADIAN COLLEGE OF  
HEALTH LEADERS



COLLÈGE CANADIEN DES  
LEADERS EN SANTÉ



The Canadian College of Health Leaders (CCHL) is pleased to present the CCHL National Conference to be held on June 2-4, 2024 in Halifax, Nova Scotia. Our theme for 2024 will be **Come Together!**

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Our national conference in 2023, the first in-person gathering since 2019, reunited 500 health leaders from across Canada and from all aspects of healthcare. As we collectively strive to address the ongoing healthcare challenges and opportunities we face in 2024, leadership has never been more important for our professional relationships, teams, and organizations for ALL healthcare and patient leaders and at all levels of the system.

Now is the time for all healthcare leaders to COME TOGETHER!

With unique networking venues, rigorous and interactive concurrent sessions, a diverse audience of health leaders from many professions and communities, and engagement with the corporate healthcare sector, the 2024 CCHL National Conference will connect you and your peers in a spirit of celebration, inspiration, and learning. The city of Halifax will provide a great atmosphere and the classic lighthouse image reminds us to be beacons of hope and to all work together.

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 2nd and feature the recipients of the 2024 CCHL National Awards.

We are looking forward to having our community Come Together! and gather in person in Halifax.

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





**Program-at-a-glance** (all times in EST)

**SUNDAY, JUNE 2, 2024**

12:00 – 19:00     **Registration**

08:30 – 11:30     **ACHE Workshop**

12:00 – 16:00     **CCHL Leadership  
Integration Forum**

17:30 – 23:00     **Honouring Health Leadership  
Event (Awards Gala)**

**MONDAY, JUNE 3, 2024**

06:45 – 07:30     **Morning run/walk or  
other fitness activity**

07:00 – 17:00     **Registration**

07:30 – 08:30     **Breakfast**

08:30 – 09:00     **Plenary – Opening ceremonies**

09:00 – 10:00     **Plenary session**

10:00 – 10:45     **Networking break and  
exhibit viewing**

10:45 – 12:15     **Concurrent Sessions**

12:15 – 13:45     **Lunch**

13:45 – 15:15     **Concurrent Sessions**

15:15 – 15:45     **Networking break and  
exhibit viewing**

15:45 – 16:30     **Plenary session**

16:30 – 17:15     **Plenary – CHE and Fellows  
Convocation**

**TUESDAY, JUNE 4, 2024**

06:45 – 07:00     **Morning run/walk or other  
fitness activity**

07:00 – 15:00     **Registration**

07:30 – 08:30     **Breakfast**

08:30 – 09:30     **Plenary session**

09:30 – 10:15     **Networking break and  
exhibit viewing**

10:15 – 11:45     **Concurrent sessions**

12:00 – 13:30     **Lunch**

13:30 – 14:30     **Ask Me Anything sessions**

14:30 – 15:00     **Networking break and  
exhibit viewing**

15:00 – 16:00     **Concurrent sessions**

16:00 – 16:15     **Plenary session**

16:00 – 16:15     **Closing**

*\*Program is subject to change without notice.*



**Venue**

The CCHL National Conference is being held at the Halifax Convention Centre.  
**Halifax Convention Centre**, 1650 Argyle Street, Halifax, NS, B3J 0E6 Canada



**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**

| Benefits   | PLATINUM | GOLD     | SILVER   | BRONZE   | DIRECTED |
|--|----------|----------|----------|----------|----------|
|  | \$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 final program   | ✓        | ✓        | ✓        | ✓        | ✓        |
| Delegate list* provided on March 1; April 12; May 3; and May 31              | ✓        | ✓        | ✓        | ✓        | ✓        |
| Complimentary registration(s) to the conference (value \$1,220)              | four     | three    | two      | one      | one      |
| 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

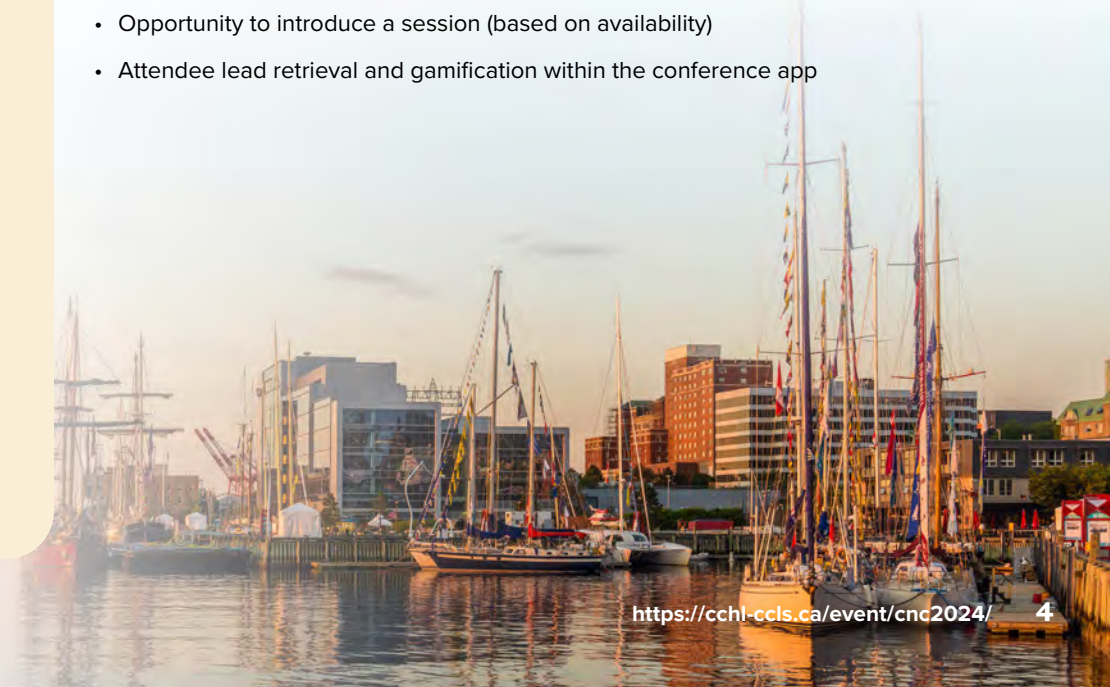
\$25,000

- 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
- Recognition in the final program – (logo)
- Access to the delegate list. See page 9 for details.
- Complimentary registrations to the conference (four) value \$4,880
- 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
- Recognition in the final program – (logo)
- Access to the delegate list. See page 9 for details
- Complimentary registrations to the conference (three) value \$3,660
- 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
- Recognition in the final program – (logo)
- Access to the delegate list. See page 9 for details
- Complimentary registrations to the conference (two) value \$2,440

### 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
- Recognition in the final program – (logo)
- Access to the delegate list. See page 9 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
- Recognition in the final program – (logo)
- Access to the delegate list. See page 9 for details
- Complimentary registrations to the conference (one) value \$1,220

#### Directed sponsorship options include:

|   |        |
|---|--------|
| Breakfast - \$10,000                    |        |
| Luncheon - \$25,000                     | (SOLD) |
| Networking Break - \$10,000             |        |
| Concurrent Session - \$5,000            |        |
| Lanyards - \$10,000                     |        |
| Conference Report - \$10,000            |        |
| Conference Graphic Recording - \$12,000 |        |
| Headshot Salon - \$12,000               |        |
| Conference App - \$10,000               |        |
| Coaches Corner Sessions - \$10,000      |        |
| CHE & Fellows Reception - \$12,000      |        |

*To confirm the availability of directed sponsorship opportunities, please contact Brianna Lavoy at [blavoy@cchl-ccls.ca](mailto:blavoy@cchl-ccls.ca).*



## Exhibit details

### Exhibitor Lounge Details for Platinum and Gold Sponsors

The CCHL National Conference will offer each exhibitor a lounge set up in lieu of the standard exhibit booth to encourage authentic and meaningful interactions with delegates. 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.

#### Exhibit times

Key exhibit times are during the continental breakfasts and networking breaks on June 3 and 4, and during the CHE/Fellows Reception on Monday afternoon, June 3.

Set-up is on Sunday, June 2 and tear down is during the closing plenary session on Tuesday, June 4. More detailed information will be provided to exhibitors upon confirmation of booking.

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

#### About your space

Exhibit packages available on a first-come, first-served basis.

##### Lounge Style Exhibit Package

Includes the following items:

- 1 – Sofa (white or black)
- 2 – Club chairs (white or black)
- 1 – Coffee table
- 1 – Hardwall Display (branded graphics available at additional cost)
- 1 – Power package (110 volt, 20 amp electrical outlet)





## Exhibit details & Floor plan

Halifax Convention Centre – Ballroom level – B1

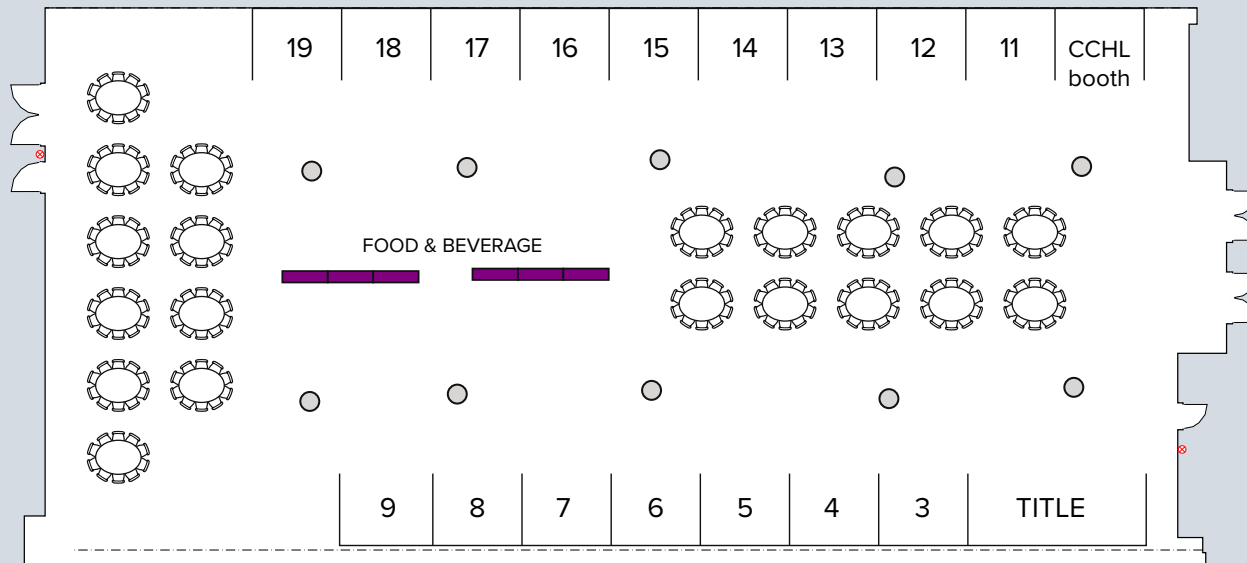
### Additional Exhibit Opportunities

Should additional exhibit space be available closer to the conference dates, it will be offered at a cost of \$10,000 per lounge 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 CCHL National Conference and access to the sessions. In addition, two 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.



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



## 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 2 from 17:30 – 23:00, Monday, June 3, from 08:30 – 18:30, and Tuesday, June 4, from 08:30 – 17:00.)
- 4. DELEGATE LIST** – The delegate list will be made available solely to sponsors and exhibitors of the CCHL National Conference, on the following dates: March 1; April 12; May 3; and May 31. 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  |

| DIRECTED SUPPORT                   | \$ AMOUNT |
|------------------------------------|-----------|
| Sponsored Breakfast                | \$10,000  |
| Sponsored Lunch                    | SOLD      |
| Sponsored Break                    | \$10,000  |
| Concurrent Session                 | \$5,000   |
| Lanyards                           | \$10,000  |
| Conference Report                  | \$10,000  |
| Conference Graphic Recording       | \$12,000  |
| Headshot Salon                     | \$12,000  |
| Conference App                     | \$10,000  |
| Coaches Corner Sessions            | \$10,000  |
| CHE/Fellows Reception              | \$12,000  |
| <b>Total Sponsorship Confirmed</b> | <b>\$</b> |



## Sponsorship application form (PART B)

### PAYMENT

We accept payment by:

Cheque  VISA  Master Card  American Express

Card # \_\_\_\_\_ Expiry Date \_\_\_\_\_ CW \_\_\_\_\_

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

**blavoy@cchl-ccls.ca**



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

X handle \_\_\_\_\_



## Sponsorship application form (PART C)

### 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 \_\_\_\_\_

Dietary restrictions \_\_\_\_\_

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

\_\_\_\_\_

#### 2 – Delegate name

\_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City / Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Dietary restrictions \_\_\_\_\_

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

\_\_\_\_\_

#### 3 – Delegate name

\_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City / Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Dietary restrictions \_\_\_\_\_

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

\_\_\_\_\_

#### 4 – Delegate name

\_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City / Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Dietary restrictions \_\_\_\_\_

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, [blavoy@cchl-ccls.ca](mailto:blavoy@cchl-ccls.ca)



## Canadian College of Health Leaders

The Canadian College of Health Leaders (CCHL), a national member-driven non-profit association, is the connected community that develops, supports, and inspires health leaders across Canada. 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](http://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

Canadian College of Health Leaders  
150 Isabella Street, Suite 1102, Ottawa, ON K1S 1V7  
[cchl-ccls.ca](http://cchl-ccls.ca)

*Come Together*

