

CANADIAN GERIATRICS SOCIETY CALGARY 2024



ANNUAL SCIENTIFIC MEETING **APRIL 25-27, 2024** THE WESTIN CALGARY **#CGS2024**

SPONSORSHIP OPPORTUNITIES

Canadian Geriatrics Society

WHO WE ARE

The Canadian Geriatrics Society (CGS) consists of over 500 members representing all fields of specialty in Geriatric Medicine: physicians, medical students, residents, and allied health professionals with an interest in the health care of older adults. For over 40 years, the CGS has hosted the Annual Scientific Meeting (ASM) to showcase cutting edge research and touch on topics important to Geriatrics.

WHY PARTNER WITH THE CGS?

PROMOTE & SHOWCASE your brand to an audience of major industry leaders while fostering opportunities with key physicians and healthcare professionals from across the country;

SHOW YOUR SUPPORT for the CGS by supporting our vision of a Canadian health care system that ensures older adults age with dignity and live life to the fullest;

BE RECOGNIZED within the medical community as a valued and trusted partner; and

PARTICIPATE IN SOCIAL MEDIA TAKEOVERS: the CGS team will work with you to develop messages for deployment on social media accounts during scheduled "takeovers" – a fantastic way to engage with more than 6000 members of the CGS community!

CGS has a Canada-wide membership of more than 500 physicians, trainees, students, academics, and allied health professionals, making them the influential gatekeepers to the market you are looking to tap into!

Please contact our Sponsorship Coordinator if you have any questions:
Chelsea Sinclair · partnerships@secretariatcentral.com · (905) 415-3917 ext. 230



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ORGANIZATIONAL BENEFITS

If the opportunities listed do not meet your needs, we are happy to customize a sponsorship opportunity with you!

PLATINUM \$30,000
SILVER \$10,000

GOLD \$20,000
EXHIBITOR \$4,000*

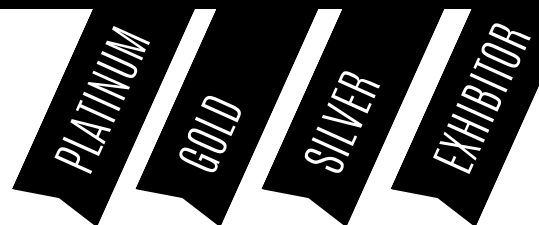


Exhibit space *(See Annual Scientific Meeting Benefits)*

• • • •

Corporate banner in monthly newsletter to members

12 6 1

Social media takeover *(Promote your brand to our 6,100+ followers during the conference!)*

3 1

Educational email to members throughout the calendar year *(No product ads)*

2 1

Company logo featured in CGS promotional video

• •

Subscribe button to your newsletter in our member newsletter

•

Opportunity to meet with CGS Executive Board Members

•

Survey opportunity to members

•



*Taxes apply.

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ANNUAL SCIENTIFIC MEETING BENEFITS

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See next page for additional opportunities to promote your presence and maximize networking time at the Annual Scientific Meeting!



	Premier	Preferred	Assigned	Assigned
Exhibit space (8 x 10 booth or tabletop)				
Complimentary conference registrations	4	3	2	1
Sponsor listing in conference program and website	•	•	•	•
Inclusion in CGS Exhibit Hall Passport Contest	•	•	•	•
On-site signage recognition	•	•	•	•
Acknowledgement in President's address	•	•	•	
Corporate ad in program	Full page	Half-page		
Platinum Sponsor Board recognition	•			
Lunch symposium*	\$			
Sponsored meal or break*	\$			

CLICK HERE TO REGISTER!

*Additional costs apply. Please contact our Sponsorship Coordinator for more information.

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EXTRA OPPORTUNITIES

Looking for something extra to set you apart? Interested in attending networking events? Consider the options below!

REGISTRATION PROMOTION - \$5,000

Include your logo in registration confirmation emails to delegates to get ahead with promoting your presence!

FUN RUN/WALK SPONSOR - \$5,000

As a sponsor for the Fun Run/Walk, t-shirts will be branded with your logo!

**Restricted to Platinum, Gold and Silver sponsors*

PHONE CHARGING STATION - \$5,000

Add a phone charging station next to your booth! This is a great way to attract attendees and initiate a conversation!

**Restricted to Platinum and Gold sponsors*

DECAL SIGNAGE - \$5,000

Opportunity to advertise your logo around the venue with decal stickers on high-top tables in casual conversation spaces or on the floor in high-traffic areas!

**Restricted to Platinum and Gold sponsors*

WELCOME RECEPTION (FREE)

The ASM Chair will welcome delegates to our Annual Scientific Meeting with a reception in the Exhibit Hall. You are invited to attend!

GALA DINNER - PRICE TBD

We invite you to attend an evening of fun and networking to celebrate this year's award winners!

FUN RUN/WALK - PRICE TBD

In support of the Canadian Geriatrics Society Scholarship Foundation, you are invited to run 5km or walk 3km alongside our members in beautiful Calgary!

**Additional registration fee applies*

Social event
dates and details
coming soon!

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YOU'RE IN GREAT COMPANY!

PREVIOUS SPONSORS & EXHIBITORS



THE UNIVERSITY OF BRITISH COLUMBIA
Edwin S.H. Leong Healthy Aging Program
Faculty of Medicine



CCSMPA
LA COALITION CANADIENNE
POUR LA SANTÉ MENTALE
DES PERSONNES ÂGÉES



CIHR
IRSC
Institute of Aging
Institut du vieillissement



BCGuidelines.ca



Home
Instead®
To us, it's personal

A M I C A

SENIOR LIFESTYLES



Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada



Canadian Institute
for Health Information
Institut canadien
d'information sur la santé



astellas



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



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