



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

CATA CONFERENCE 2012

QUEBEC CITY MAY 23-26, 2012



Quebec City
2012

2012 SPONSORSHIP & EXHIBITOR OPPORTUNITIES FOR THE CATA CONFERENCE

The Canadian Athletic Therapists Association (CATA) is pleased to offer sponsorship opportunities to your company for the upcoming CATA National Conference. This year's conference is being held May 23-26th, 2012 in historic Quebec City.

Over 350 Athletic Therapists and other sport medicine professionals will meet from across Canada, in Quebec City, for this exciting conference. Our sponsorship opportunities provide cost-effective ways to reach this market and to realize a higher profile amongst our delegates.

We have rearranged some of our sponsorship opportunities this year and are offering some exciting new options. We have options for any company at a range of price points. If you are interested in being involved with us as a sponsor but don't see a package that suits you, we would be happy to work with you in creating one that fits.

Being an Exhibitor is another great way to have your product seen by hundreds of professionals. We have received positive feedback from companies that have exhibited with us in the past. They are thrilled with the amount of one-on-one access they have to our delegates on a rotating basis throughout the day. We pride ourselves on the relationships we have built with our exhibitors and sponsors in the past and hope to build on those in 2012.

Sponsorship opportunities available include:

GOLD

SILVER

BRONZE

SOCIAL EVENT SPONSORSHIP

CONTENT SPONSORSHIP

EXHIBITOR HALL SPONSOR

DELEGATE PACKAGE SPONSOR

ADVERTISING OPPORTUNITIES

EXHIBITOR INFORMATION

GOLD LEVEL SPONSOR

“Title Sponsor for the CATA National Conference” \$8000

The Gold Sponsor category is open to a company who seeks an enhanced profile at the CATA conference. The GOLD sponsor will have their name alongside CATA as Title Sponsor on all conference letterhead, signage, CATA website, CATA Conference micro-site, emails, delegate information and anywhere else the CATA Conference is mentioned.

For Example:

Annual CATA “SPONSOR” Conference

Annual CATA Conference brought to you by COMPANY NAME Company Name...Proud Title Sponsor of the CATA National Conference



CREDIT / CREDIT: Yves Tessier, Tessima



CREDIT / CREDIT: Jean-François Bergeron

Conference Benefits:

- Single Booth space in Exhibitor Hall
- 3 complementary conference registrations
- A full page ad on the inside cover of the conference program
- A delegate package insert (1 page double sided)
- Corporate logo features on all conference material
- Prominent feature on conference website as Title Sponsor
- Unlimited mailings to conference delegates from time of sponsorship to 6 weeks following conference

SILVER

“Food Sponsor for the Day”
\$5500

The silver sponsorship category is open to three companies looking to increase the exposure of their brand and products to our delegates. The SILVER sponsors will be named as the sponsor of all food throughout one of the three full conference days. Sponsors are invited to set up a table during the nutritional breaks and will have 10 minutes to speak directly to our delegates during the lunch hour.

Conference Benefits:

- Single Booth space in Exhibitor Hall
- 1 Complementary conference registration
- 1 full page ad in conference program
- A delegate package insert (1 page double sided)
- Corporate logo on conference promotional material
- Logo on conference website as Silver sponsor (Linked)
- Table set up during each nutritional break
- 10 minutes of time during lunch to speak to delegates or do a presentation



BRONZE

“Room Sponsor for the Weekend”
\$4000

The bronze sponsorship category is open to six companies looking for increased exposure at the CATA conference. The BRONZE sponsors will have a conference workshop room named after them, and will have an opportunity to have a representative at the entrance of that room as delegates enter and leave.

Conference Benefits:

- Single Booth space in Exhibitor Hall
- ½ page ad in conference program
- A delegate package insert (1page double sided)
- Corporate logo in conference promotional material
- Logo on conference website as Bronze sponsor
- Signage labeling room as Company room
- Option to give promotional material to delegates at the door



SOCIAL EVENT SPONSORSHIP

Social event sponsorship is your company's opportunity to have its name associated with a high profile event. It also allows expanded face time with our delegates in an informal atmosphere. As a social event sponsor, you have the opportunity to be as involved as you would like with the planning along side our conference planners. Social events are historically well attended by our delegates.

All social event sponsorships include:

- Corporate logo and link on conference website
 - Signage at the event
 - 1 conference registration
 - 1/4 page ad in conference program
 - A delegate package insert (1 page double sided)
-

GOLF TOURNAMENT \$2200

“Title Sponsor for the CATA Annual Golf Tournament”

Our 2012 Golf Tournament will be taking place at the beautifully located Club de Golf St-Laurent on Wednesday May 23, 2012. Sponsorship of this event allows early contact with delegates on an individual basis. Event sponsor is asked to provide prizes for the event.

Additional Benefits:

- Invitation for 2 guests to golf
- Event covered in the CATA newsletter
- Time to speak at dinner following the tournament

SPONSOR A HOLE \$550

WELCOMING SOCIAL

\$2200

The 2012 Welcoming Social will take place on Wednesday evening at Hotel Pur. It is an exciting opportunity for a company interested in increasing their visibility with our membership in a fun, informal environment.

Additional Benefits:

- Opportunity to run events and speak to delegates about company and/or product

THURSDAY NIGHT EVENT

\$2200

Thursday is the 2nd night of the CATA Conference and it is available for sponsorship by a company who is interested in increased visibility within our membership at an event that you may make your own.

Additional Benefits:

- Opportunity to run events and speak to delegates about company and/or product

WORKOUTS

\$1100

Workouts are held in the morning to get our delegates blood flowing before a day of learning. Workout sponsorship is a great opportunity for companies looking to give delegates hands on work with their equipment.

Additional Benefits:

- Option to run workout of choice
- Set up promotional material at workout



EXHIBITOR HALL SPONSORSHIP

\$3000

Exhibitor hall sponsorship is available for a company who would like to have additional exposure during the exhibitor hall times. This includes additional promotional time over the PA system.

Conference Benefits

- 1 Exhibitor Hall Booth
- 1 conference registration
- Signage outside and within the exhibitor hall
- ½ page ad in the conference program
- Company logo and link from conference website
- Advertising on exhibitor hall passport

CONTENT SPONSORSHIP

Conference lectures and workshops cover a variety of industry topics and themes. Content sponsorship is a great opportunity to have your company aligned with a specific workshop or speakers topic. Sponsors will be announced at the beginning and end of every session and there will be on-site signage identifying the sponsors.

All content sponsorship includes:

- Corporate logo and link on conference website
- Signage at the event
- 1 conference registration
- 1/4 page ad in conference program
- A delegate package insert (1 page double sided)
- Opportunity to have a company representative introduce speaker

Note: this sponsorship agreement is at the discretion of the presenters acceptance

Keynote Speaker ... \$3000

Lecture Sponsor ... \$1750

Workshop Sponsor ... \$2000

ADVERTISING OPPORTUNITIES

If you are not interested in conference sponsorship, there are still many options to increase your exposure to our delegates.

DELEGATE PACKAGE INSERT

Options Include:

- A single page double sided **\$550**
- Product of choice **\$550**
- We would also like to encourage you to put your logo on a product we know our delegates will use.
 - Messenger Bag/ Fanny Pak
 - Pen Light
 - Flashlight
 - Water Bottle
 - **\$550 + cost of production** (if not supplied)

PROGRAM GUIDE ADVERTISING

Inside Front Cover (if available): **\$775**

Inside Back Cover: **\$600**

1/2 page on a tab: **\$450**

Full page: **\$400**

1/2 page: **\$300**

1/4 page: **\$200**

EMAIL OUR DELEGATES

\$200 + \$0.15 per address

An opportunity to get your message directly to our delegates Inbox. You design the content of the email and we'll send it to all registered delegates.



CATA CONFERENCE 2012 SPONSORSHIP/ EXHIBITOR CONFIRMATION FORM

COMPANY/ ORGANIZATION NAME: _____

PRIMARY CONTACT PERSON: _____

Email: _____ Phone: _____

Signature: _____

**PLEASE FILL IN THE APPROPRIATE CHECK BOXES AND RETURN COMPLETED FORM TO
CATA NATIONAL OFFICE**

SPONSORSHIP LEVEL	EVENT	INVESTMENT	SPECIAL REQUESTS/ NOTES/ INVOICING INSTRUCTIONS
GOLD	TITLE SPONSOR	\$8000 <input type="checkbox"/>	
SILVER	FOOD FOR THE DAY	\$5500 <input type="checkbox"/>	
BRONZE	ROOM SPONSOR	\$4000 <input type="checkbox"/>	
SOCIAL EVENT SPONSORSHIP	WELCOMING SOCIAL	\$2200 <input type="checkbox"/>	
	THURSDAY NIGHT	\$2200 <input type="checkbox"/>	
	MORNING WORKOUT	\$1100 <input type="checkbox"/>	
GOLF TOURNAMENT	GOLF TOURNAMENT	\$2200 <input type="checkbox"/>	
SPONSOR A HOLE	SELECT HOLE	\$550 <input type="checkbox"/>	
CONTENT SPONSORSHIP	KEYNOTE SPEAKER	\$3000 <input type="checkbox"/>	
	LECTURE SPONSOR	\$2000 <input type="checkbox"/>	
	WORKSHOP SPONSOR	\$1750 <input type="checkbox"/>	
EXHIBITOR HALL		\$3000 <input type="checkbox"/>	
DELEGATE PKG INSERT	SINGLE PAGE	\$550 <input type="checkbox"/>	
	PRODUCT	\$550 <input type="checkbox"/>	
	PRODUCT CREATED BY US	\$550 + Cost of Production <input type="checkbox"/>	
PROGRAM GUIDE ADVERTISING	INSIDE COVER	\$775 <input type="checkbox"/>	
	INSIDE BACK COVER	\$600 <input type="checkbox"/>	
	½ PAGE ON TAB	\$450 <input type="checkbox"/>	
	FULL PAGE	\$400 <input type="checkbox"/>	
	½ PAGE	\$300 <input type="checkbox"/>	
	¼ PAGE	\$200 <input type="checkbox"/>	
EMAIL OUR DELEGATES	DATE:	\$200 + ___ addresses <input type="checkbox"/>	

**EXHIBITOR OPPORTUNITIES
EARLY BIRD BEFORE JAN. 15, 2012**

EXHIBITOR PACKAGE	SINGLE	\$1200 <input type="checkbox"/> (\$1100 <input type="checkbox"/>)	
	2 SIDES OPEN	\$1400 <input type="checkbox"/> (\$1300 <input type="checkbox"/>)	
	3 SIDES OPEN	\$1600 <input type="checkbox"/> (\$1500 <input type="checkbox"/>)	
	DOUBLE	\$2000 <input type="checkbox"/> (\$1850 <input type="checkbox"/>)	
	TRIPLE	\$2800 <input type="checkbox"/> (\$2500 <input type="checkbox"/>)	

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