

2024 Canadian Conference on Physician Leadership

May 24-25, 2024

Le Centre Sheraton, Montreal



SHIFTING the PARADIGM

Sponsorship
Prospectus



Sponsorship Prospectus



Dear Valued Partner,

We are excited to share with you our sponsorship prospectus for the 2024 Canadian Conference on Physician Leadership.

In this prospectus you will discover who we are and what we do as well as explore exciting partnership opportunities that are available to you. By supporting the conference, you will not only inspire and empower our emerging and established community of physician leaders but also make a significant impact on improving our healthcare system.

We very much appreciate your interest in partnering with us. With your support we will foster an environment where connections are nurtured, ideas are exchanged, and transformation becomes possible.

With much thanks,

A handwritten signature in black ink that reads 'D. Fraser'.

Shannon Fraser, MD, FRCSC, FACS(C), CCPE
President

About the Canadian Society of Physician Leaders

For 25 years, the Canadian Society of Physician Leaders (CSPL) has provided support and development opportunities to Canadian physicians to help them succeed in their health care leadership and management roles.

The CSPL seeks out opportunities and partnerships to provide physician leaders with forums for education and networking, quality leadership development programs and member-valued tools, such as the *Canadian Journal of Physician Leadership* and the internationally recognized annual Canadian Conference on Physician Leadership (CCPL).

Our Conference

The annual two-day CCPL offers physicians at all stages in their careers the opportunity to grow as a leader, network with colleagues and thought leaders, and celebrate physician leadership.

The theme of the 2024 conference is **Shifting the Paradigm**. Through keynote presentations, panel discussions and workshops we will shift the focus away from addressing the symptoms of a system in crisis to starting a meaningful conversation on how to drive fundamental system reform that will have a lasting impact and will work for everyone.

One key aspect of this shift will be fostering leadership as a collaborative community. It is through the power of synergy, collaboration and collective leadership that meaningful transformation will occur.

An awards ceremony will celebrate the Chris Carruthers Excellence in Medical Leadership Award and our latest Canadian Certified Physician Executive (CCPE) recipients.

Sponsors of the conference will have the opportunity to meet and network with physician leaders from across Canada during breaks, lunches and the Welcome Reception.

The 2023 CCPL, held May 26-27, received a 97% net promoter score.



Why Sponsor this Conference

Enhanced Visibility - Sponsorship establishes your organization as a supporter of Canada's premier physician leadership event, providing prime visibility to a targeted audience. Your organization's logo will be prominently featured.

Strengthen Organizational Leadership - By investing in the development of physicians' leadership skills, your organization can cultivate a stronger, more effective leadership team. This translates into better decision-making, improved teamwork, and enhanced patient outcomes.

Networking - The conference attracts physicians, who are health care decision-makers. Sponsoring allows you to connect with these key stakeholders and potential partners forging valuable relationships.

Showcase Products & Services - Sponsoring provides you with the opportunity to promote and showcase your products and services to a captive audience of 300 physician leaders. Attendees can experience your offerings firsthand and inquire about them.

Supporting a Cause - Supporting the conference enables you to advance the development and nurturing of effective physician leadership that will lead to positive health system change.

Stay Informed - Sponsoring allows you to learn about current trends in physician leadership and health services management.

Lead Generation - The conference offers opportunities to generate high-quality leads. Engaging with attendees at your booth and during networking opportunities can lead to potential collaborators or clients.

We invite you to become a sponsor of CCPL2024 and join our participants in advancing leadership growth and celebrating our successes. Outlined are a number of sponsorship opportunities, whereby you can support this important leadership initiative as well as our current and future physician leaders. We would also be delighted to tailor a benefits package to meet your organization's needs.

Sponsorship Opportunities at a Glance

Benefits	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Fellowship \$2,500
Recognition of logo on Preliminary and Final Program	✓	✓	✓	✓
Recognition of logo and hyperlink on conference website	✓	✓	✓	✓
Recognition of logo on conference signage at the event	✓	✓	✓	✓
Recognition of logo on PowerPoint slide during event	✓	✓	✓	✓
Sponsor Ribbons	✓	✓	✓	
Opportunity to exhibit a booth during event (space and numbers are limited)	✓	✓	✓	
Complimentary registration to the event	✓✓✓ 3 Registrations	✓✓ 2 Registrations	✓ 1 Registration	
Option to associate your sponsorship with morning or afternoon breaks	✓	✓		
Option to associate your sponsorship with a social event of your choosing (breakfast, lunch or Welcome Reception)	✓			



Sponsorship Levels



Platinum (\$15,000)

- Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com.
- Sponsor will receive three (3) complimentary registrations, a minimum \$3,800 value.
- Sponsor will have preferred real estate space for booth display at the conference.
- Sponsor can choose to be associated with a breakfast, lunch or the Welcome Reception.
- Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.
- Sponsor will have full access to all events related to the conference (e.g., plenary sessions, workshops, Welcome Reception, networking opportunities), which begins on Friday, May 24 and continues through Saturday, May 25, 2024.



Gold (\$10,000)

- Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com.
- Sponsor will receive two (2) complimentary registrations, a minimum \$2,500 value.
- Sponsor will also have the opportunity to host an information booth at the conference.
- Sponsor can choose to be associated with one of the networking breaks.
- Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.
- Sponsor will have full access to all events related to the conference (e.g., plenary sessions, workshops, Welcome Reception, networking opportunities), which begins on Friday, May 24 and continues through Saturday, May 25, 2024.



Silver (\$5,000)

- Your organization's name, logo and profile included in conference programs, signage at the event and on the sponsor section of the conference website - www.physicianleadershipconference.com.
- Sponsor will receive one (1) complimentary registration, a minimum \$1,275 value.
- Sponsor will also have the opportunity to host an information booth at the conference.
- Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.
- Sponsor will have full access to all events related to the conference (e.g., plenary sessions, workshops, Welcome Reception, networking opportunities), which begins on Friday, May 24 and continues through Saturday, May 25, 2024.



Fellowship (\$2,500)

- Your organization's name, logo and profile included on the preliminary and final programs, signage at the event and on the conference website - www.physicianleadershipconference.com.
- Sponsor will be acknowledged by senior representatives during the conference.



Planning Committee

Shannon Fraser, MD, FRCSC, FACS(C), CCPE (Chair), Chief General Surgery, Jewish General Hospital, CIUSSS CODI Montreal, QC , (CSPL President)

Dietrich Furstenburg, MBChB, MM, CCFP, CHE, Anesthesiology Resident, McGill University, Faculty of Medicine, Montreal, QC (CSPL President-Elect)

Rollie Nichol, MD, MBA, FCFP, CEC, CCPE, Calgary, AB (CSPL Past President)

Connie LeBlanc, MD, CCFP(EM), MAEd, CCPE, President and CEO, Association of Faculties of Medicine of Canada, Halifax, NS (CSPL Treasurer)

Mamta Gautam, MD, MBA, FRCPC, CCPE, CPE, Dept of Psychiatry, University of Ottawa Psychiatrist, Psychosocial Oncology Program, The Ottawa Hospital, President and CEO, PEAK MD Inc., Ottawa, ON (CSPL Board Member)

Victor Do, MD, Pediatrics Resident, University of Toronto, Toronto, ON (CSPL Board Member)

Nadia Salvaterra, MD, CCFP, CCPE, Family Physician, Kaye Edmonton Family Medicine Clinic and Indigenous Health Program, Associate Zone Medical Director, Community, Continuing & Primary Care and Suburban Hospitals, Edmonton Zone, Alberta Health Services, Edmonton, AB (CSPL Board Member)

Johny Van Aerde, MD, MA, PhD, FRCPC, Health Care System Consultant, Ladysmith, BC

Jennifer J. Williams, MD, FRCPC, Gastroenterologist, Island Health, Founding member, Empowering H.O.P.E (Humanizing and Optimizing the Person Experience in Healthcare, together), co-created and facilitator, S.A.F.E.R leadership

Interested in sponsoring our 2024 Conference?

For more information visit physicianleadershipconference.com or email us at colleen@physicianleaders.ca. We'd love to discuss the opportunities listed above or build a custom sponsorship package geared towards your organization's sponsorship needs.



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