

LEADING WITH  
**PURPOSE**  
TO BUILD A **BRIGHTER**  
**HEALTHCARE** FUTURE

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**Canadian Conference on  
Physician Leadership**  
May 23-24, 2025 Vancouver, BC

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# SPONSORSHIP PROSPECTUS

Dear Valued Partners and Exhibitors,

We warmly invite you to join us in supporting the **2025 Canadian Conference on Physician Leadership (CCPL)**. We're thrilled to share our sponsorship prospectus with you.

Inside, you'll learn more about our organization and the unique partnership opportunities available to you. By sponsoring this event, you'll be empowering physician leaders to make a **lasting impact in healthcare**, fostering an environment where connections are nurtured, ideas flourish, and a **brighter future for healthcare** takes shape.

We deeply value your commitment to partnering with us and look forward to collaborating with you to create a remarkable and memorable conference experience.

Kindest regards,



**Dietrich Furstenburg**, MD, MBChB, MM, CCFP(EM), CHE  
*President and Planning Committee Chair*



# ABOUT THE CANADIAN SOCIETY OF PHYSICIAN LEADERS

**For over 25 years, the Canadian Society of Physician Leaders (CSPL) has been supporting, developing, and connecting Canadian physicians to help them succeed in their leadership and management roles.**

CSPL actively pursues partnerships and opportunities to provide physician leaders with educational forums, networking opportunities, and high-quality leadership development programs. Key offerings include the *Canadian Journal of Physician Leadership* and the internationally recognized annual CCPL, both of which are highly-valued by our members.

## ABOUT THE CONFERENCE

**The annual two-day CCPL provides physicians at all stages of their careers with the opportunity to enhance their leadership skills, network with colleagues and thought leaders, and celebrate the achievements of physician leaders. Our conference attracts a diverse group of attendees, including medical students, residents, and early-career, mid-level, and senior leaders from various health delivery institutions, provincial and territorial medical organizations, and health authorities across Canada.**

The theme of the 2025 conference is ***Leading with Purpose to Build A Brighter Healthcare Future***. Through keynote presentations, panel discussions, and interactive workshops, attendees will develop the mindset and skills necessary to foster leadership that is driven by a strong sense of purpose and aligned with core values. This approach helps create sustainable, long-term solutions that contribute to a more resilient and optimistic future for healthcare.

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

The 2024 CCPL received a 95% net promoter score.

# WHY SPONSOR THIS CONFERENCE

When you sponsor the conference, you're not just supporting an event—you're contributing to the advancement of healthcare leadership in Canada. In return, your support unlocks valuable benefits such as:

- 1. 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, helping you stand out.
- 2. Showcase Products and Services**  
Sponsoring enables you to promote and showcase your products and services to a captive audience of approximately 300 physician leaders. Attendees can experience your offerings firsthand and inquire about them.
- 3. 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 and clients.
- 4. Networking**  
The conference attracts physicians, who are healthcare decision-makers. Sponsoring allows you to connect with these key stakeholders and potential partners forging valuable relationships.
- 5. Stay Informed**  
Sponsoring allows you to learn about current trends in physician leadership and healthcare delivery and management.
- 6. 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.
- 7. 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.

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. We invite you to explore the various sponsorship opportunities available to support CCPL and join us in advancing leadership growth and celebrating successes in physician leadership. If you do not see a package that meets your organization's needs, we would be delighted to tailor a package for you.

# SPONSORSHIP OPPORTUNITIES AT A GLANCE

Benefits	Title \$20,000	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$3,500	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	✓ 4 registrations	✓ 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)	✓	✓				
Opportunity to introduce a keynote speaker	✓					

# SPONSORSHIP LEVELS

## Title

**\$20,000**

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](http://www.physicianleadershipconference.com), with enhanced visibility.

Sponsor will receive four (4) complimentary registrations, a minimum \$5,000 value.

Sponsor will have preferred real estate space for booth display at the conference.

Sponsor has the opportunity to introduce a keynote speaker.

Sponsor will have first choice of being associated with the Welcome Reception, a breakfast, lunch or break.

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, Welcome Reception, networking opportunities), which begins on Friday, May 23 and continues through Saturday, May 24, 2025

## 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](http://www.physicianleadershipconference.com)

Sponsor will receive three (3) complimentary registrations, a minimum \$3,800 value.

Sponsor will have prime real estate space for booth display at the conference.

Sponsor can choose to be associated with the Welcome Reception, a breakfast, lunch or break.

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, Welcome Reception, networking opportunities), which begins on Friday, May 23 and continues through Saturday, May 24, 2025.

## 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](http://www.physicianleadershipconference.com)

Sponsor will receive two (2) complimentary registrations, a minimum \$2,500 value.

Sponsor will 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, Welcome Reception, networking opportunities), which begins on Friday, May 23 and continues through Saturday, May 24, 2025.

## 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](http://www.physicianleadershipconference.com)

Sponsor will receive one (1) complimentary registration, a minimum \$1,295 value.

Sponsor will 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, Welcome Reception, networking opportunities), which begins on Friday, May 23 and continues through Saturday, May 24, 2025.

## Bronze

**\$3,500**

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](http://www.physicianleadershipconference.com)

Sponsor will 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, Welcome Reception, networking opportunities), which begins on Friday, May 23 and continues through Saturday, May 24, 2025.

## Fellowship

**\$2,500**

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](http://www.physicianleadershipconference.com)

Sponsor will be acknowledged by senior representatives during the conference and through sponsor ribbons.

# PLANNING COMMITTEE

**Dietrich Furstenburg**, MD, MBChB, MM, CCFP(EM), CHE (Chair), Anesthesiology Resident, McGill University, Faculty of Medicine, Montreal, QC (CSPL President)

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

**Constance Leblanc**, MD, CCFP(EM), MAEd, CCPE, President and CEO, Association of Faculties of Medicine of Canada, Halifax, NS (CSPL President-Elect)

**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 Treasurer)

**Victor Do**, MD, FRCPC, MSc, Pediatrician, Stollery Children's Hospital and Glenrose Rehabilitation Hospital, Clinical Lecturer, University of Alberta, Edmonton, AB (CSPL Board Member)

**Michael Gardam**, MD, Toronto, ON (CSPL Board Member)

**Jennifer 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

**Mackenzie Heidel**, third-year medical student, University of Saskatchewan, Saskatoon, SK

## INTERESTED IN SPONSORING OUR 2025 CONFERENCE?

For more information, visit:

**[physicianleadershipconference.com](https://physicianleadershipconference.com)** or

email: **[colleen@physicianleaders.ca](mailto:colleen@physicianleaders.ca)**.

We'd love to discuss the opportunities listed in this prospectus or craft a custom sponsorship package tailored to meet your organization's specific needs.