

Canadian Conference on Physician Leadership

The Queen Elizabeth Fairmont Hotel • Montreal, Quebec

Diversity, Inclusion & Engagement: The Leadership Challenge

April 26-27, 2019

Preconference courses (TBD) – April 24-25, 2019

Sponsorship Prospectus

Canadian Conference on Physician Leadership
Diversity, Inclusion & Engagement: The Leadership Challenge
Montreal, Quebec
April 26-27, 2019

This annual event is where the Canadian Society of Physician Leaders offer physicians at all stages in their careers the opportunity to complement their clinical expertise with practical leadership and management skills, to network and to celebrate physician leadership.

The 2018 leadership conference was held on April 20-21 in Vancouver. It proved to be a great success, with close to 400 physician leaders from across Canada in attendance, plus a few physicians from the United States, Israel, Australia and New Zealand. The conference had a 97% net promoter score.

Why should your organization be part of this event?

- Become a recognized sponsor of Canada's premier physician leadership event
- Promote your organization and services to more than 400 delegates
- Become involved in our mission to develop and nurture effective physician leadership
- Learn about current trends in physician leadership and health services management

We invite you to become a sponsor of CCPL 2019 and join our participants as we address the challenges in physician leadership and celebrate our successes. Outlined here are a number of sponsorship opportunities, whereby you can support this important leadership initiative, which is intended to engage both current and future physician leaders in Canada.

For more information

Please visit www.physicianleadershipconference.com or contact:

Carol Rochefort, CAE
Executive Director
Canadian Society of Physician Leaders
Tel: 613 369-8322 Email: carol@physicianleaders.ca

2019 Canadian Conference on Physician Leadership Benefit Check List

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 (approximately \$1,100 value)	 3 Registrations	 2 Registrations	 1 Registrations	
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 reception)	✓			

Sponsorship Opportunities



Platinum (\$15,000.00)

- Name and logo of your organization are included on the preliminary and final programs, signage at the event, sponsor section of the conference website – www.physicianleadershipconference.com. At this level, you can choose to be associated with a breakfast, lunch or welcome reception. All sponsors will be acknowledged by senior representatives during the conference.
- Sponsor (three complimentary registrations) will have full access to all events related to the conference (e.g., plenary sessions, workshops, welcome reception, networking opportunities), which begins on Friday, April 26, and continues through Saturday, April 27, 2019.
- Sponsor will have preferred real estate space for booth display at the conference.



Gold (\$10,000.00)

- Name and logo of your organization are included on the preliminary and final programs, signage at the event, sponsor section of the conference website – www.physicianleadershipconference.com. At this level, you can choose to be associated with one of the networking breaks. All sponsors will be acknowledged by senior representatives during the conference.
- Sponsor (two complimentary registrations) will have full access to all events related to the conference (e.g., plenary sessions, workshops, welcome reception, networking opportunities), which begins on Friday, April 26, and continues through Saturday, April 27, 2019.
- Sponsor will also have the opportunity to host an information booth at the conference.



Silver (\$5,000.00)

- Name and logo of your organization are included on the preliminary and final programs, signage at the event, sponsor section of the conference website – www.physicianleadershipconference.com. All sponsors will be acknowledged by senior representatives during the conference proceedings.
- Sponsor (one complimentary registration) will have full access to all events related to the conference (e.g., plenary sessions, workshops, welcome reception, networking opportunities), which begins on Friday, April 26, and continues through Saturday, April 27, 2019.
- Sponsor will also have the opportunity to host an information booth at the conference.



Fellowship (\$2,500.00)

- Name and logo of your organization are included on the preliminary and final programs, signage at the event, sponsor section of the conference website – www.physicianleadershipconference.com. All sponsors will be acknowledged by senior representatives during the conference proceedings.

N.B. The Conference secretariat reserves the right of final approval of all sponsorship and exhibits and the right to refuse or terminate any sponsorship or exhibits.

Conference Planning Committee

"Diversity, Inclusion & Engagement: The Leadership Challenge" is the theme of the 2019 Canadian Conference on Physician Leadership being held in Montreal on April 26-27. According to the results from our 2018 evaluation survey (response rate of 61.7%), 98.1% rated the conference from Good to Excellent with 67% rating Excellent. A number of the written comments suggested that this was our best event to-date and 98.1% of the participants would recommend this event to a colleague.

In listening to our members and conference participants, we will continue to host workshops that will not only provide current tools and techniques, but will also educate and expand leadership knowledge. Diversity, Inclusion & Engagement: The Leadership Challenge features four keynote speakers (national and international), thirty-two workshops, one plenary panel session, networking coffee breaks and meals, and a celebration of the Excellence in Medical Leadership Chris Carruthers Award, as well as a welcome wine-and-cheese reception. CCPL 2019 is a must-attend conference for physician leaders!

Becky Temple, MD, Chair

Medical Director, Northeast Health
Northern Health Authority
Fort St. John, BC
(CSPL President)

Johny Van Aerde, MD, PhD

Health Care System Consultant
Ladysmith, BC
(CSPL Past President)

Rollie Nichol, MD, President Elect

Associate Chief Medical Officer
Alberta Health Services
Calgary, AB
(CSPL President Elect)

Carol Rochefort, Executive Director

Canadian Society of Physician Leaders
Ottawa, ON

Shannon Fraser, MD, FRCSC, FACS

Chief General Surgery
Jewish General Hospital, CIUSSS CODI
Montreal, QC
(CSPL Treasurer)

Mamta Gautam, MD

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

Melanie Bechard, MD

Paediatrics Resident PGY3
The Hospital for Sick Children
Toronto, ON
(President - Resident Doctors of Canada)

Owen Adams, PhD

Chief Policy Advisor
Canadian Medical Association
Ottawa, ON

Dietrich Furstenburg, MD

Northern Interior Medical Director
Family Medicine
Northern Health Authority
Quesnel, BC

Exhibition & Booth Set-Up & Take-Down Times

Location

Parc Mont-Royal C Foyer.

Standard Set-up

Exhibition space may be allocated according to amount of sponsorship.

Booth space includes internet access and electrical.

Unless specified each booth will be provided the following:

- 1 6-foot table
- 2 Chairs
- Breakfast, lunch and breaks will be included

Booth set-up and take-down times

Friday April 26, 2019

Set-up: 6:30 – 7:15 a.m. (Breakfast begins at 7:30 a.m.)

Morning Break: 10:20 – 10:45 a.m.

Lunch: 12:15 – 1:20 p.m.

Afternoon Break: 3:00 – 3:25 p.m.

Welcome Reception: 5:30 – 7:00 p.m.

Booths may remain up overnight or be brought into the main plenary where doors can be locked. Do not leave any valuables such as computers, electronics, etc., unattended.

Saturday April 27, 2019

Set-up: 7:30 a.m.

Morning Break: 10:45 – 11:15 a.m.

Lunch: 12:45 – 2:00 p.m.

Booth take-down: Booths can be dismantled at your discretion during the lunch hour, after the lunch hour or after the conference at 3:30 p.m.