

2023 CANADIAN CONFERENCE ON PHYSICIAN LEADERSHIP

THE HYATT REGENCY VANCOUVER, BC

MAY 26-27

HEALING OUR HEALTH SYSTEM: LEADERSHIP FOR RENEWAL



SPONSORSHIP PROSPECTUS



PHYSICIANLEADERSHIPCONFERENCE.COM



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About the Canadian Society of Physician Leaders

Since 1998, the Canadian Society of Physician Leaders (CSPL) has been the 'go to' organization for providing support and development opportunities for Canadian physicians to help them succeed in their leadership and management roles in health care.

The CSPL seeks out opportunities and partnerships to provide Canadian physician leaders with forums for education and networking, to expose them to quality leadership development programs, to recognize physicians in the health care system, and to provide membership-valued tools, such as the *Canadian Journal of Physician Leadership* and the internationally recognized annual Canadian Conference on Physician Leadership.

Our Conference

The annual two-day Canadian Conference on Physician Leadership (CCPL) offers physicians at all stages of their careers the opportunity to complement their clinical expertise with practical leadership and management skills, to network with colleagues and thought leaders, and to celebrate physician leadership.

Returning to fully in person, the theme of the 2023 conference is ***Healing our Health System: Leadership for Renewal***. Through keynote speakers, workshops, and a panel session, we will explore how physicians can influence and lead change to renew our ailing health system.

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 network and meet with physician leaders during coffee breaks, lunches and the welcome reception.

The CCPL 2022 was hybrid with keynote speakers and the panels session being delivered both in person and streamed live, with workshops being delivered in person only. The conference received a 97% net promoter score.

Why your organization should be part of this event:

- Recognition as a supporter of Canada's premier physician leadership event.
- Promote your organization and services to more than 300 delegates.
- Advance the development and nurturing of effective physician leadership.
- Realize the benefits that come from enhancing the leadership skills of physicians within your organization.
- Learn about current trends in physician leadership and health services management.

We invite you to become a sponsor of CCPL 2023 and join our participants as we advance 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. We would also be delighted to tailor a benefits package to meet your organization's needs.



SPONSORSHIP OPPORTUNITIES



Platinum (\$15,000)

- 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. At this level, you can choose to be associated with a breakfast, lunch, or the welcome reception. All sponsors will be acknowledged by senior representatives during the conference.
- 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 26 and continues through Saturday, May 27, 2023.
- Sponsor will receive three complimentary registrations.
- Sponsor will have preferred real estate space for booth display at the conference.



Gold (\$10,000)

- 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. 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 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 26 and continues through Saturday, May 27, 2023.
- Sponsor will receive two complimentary registrations.
- Sponsor will also have the opportunity to host an information booth at the conference.



Silver (\$5,000)

- 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. All sponsors will be acknowledged by senior representatives during the conference.
- 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 26 and continues through Saturday, May 27, 2023.
- Sponsor will receive one complimentary registration.
- Sponsor will also have the opportunity to host an information booth at the conference.



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. All sponsors will be acknowledged by senior representatives during the conference.



BENEFIT CHECKLIST

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 rotating PowerPoint slide during the event	✓	✓	✓	✓
Sponsor ribbons	✓	✓	✓	
Opportunity to exhibit a booth during event (space and numbers are limited)	✓	✓	✓	
Complimentary registration to the event (\$1,200 value)	✓✓✓ 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 reception)	✓			

Planning Committee

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

Dietrich Furstenburg, MBChB, MM, CCFP, CHE, PGY-2 Anesthesiology, McGill University, Faculty of Medicine, Montreal, QC (CSPL President-Elect)

Rollie Nichol, MD, MBA, FCFP, CEC, CCPE, Associate Chief Medical Officer, Alberta Health Services, Calgary, AB (CSPL Past President)

Constance LeBlanc, MD, CCFP(EM), MAEd, CCPE, Associate Dean, CPD, Professor, Department of Emergency Medicine, Dalhousie University, 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, PGY-3 Pediatrics, University of Toronto, ON (CSPL Board Member)

Nadia Salvaterra, MD, CCFP, CCPE, Indigenous Health Program, Zone Clinical Department Head Family Medicine, Alberta Health Services, Edmonton, AB (CSPL Board Member)

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

Ramneek Dosanjh, MD, CCFP, President, Doctors of BC, South Surrey, BC

Colleen Galasso, Executive Director, Canadian Society of Physician Leaders, Ottawa, ON

Interested in sponsoring our 2023 Conference?

For more information 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.