

Where  
Canada's  
experts in clinical  
microbiology  
and infectious  
diseases meet



Point de  
rencontre des  
experts canadiens  
en microbiologie  
médicale et  
infectiologie

# 2014 Victoria

AMMI Canada – CACMID ANNUAL CONFERENCE

## Sponsorship Prospectus



Victoria, BC  
April 2 – 5, 2014

[www.ammi.ca](http://www.ammi.ca)

Victoria Conference Centre and The Fairmont Empress

[www.cacmid.ca](http://www.cacmid.ca)

# Who We Are



Association of Medical Microbiology and Infectious Disease (AMMI) Canada

AMMI Canada is the national association that represents physicians, clinical microbiologists and researchers specializing in the fields of medical microbiology and infectious diseases.

Through promotion of the diagnosis, prevention and treatment of human infectious diseases and by our involvement in education, research, clinical practice and advocacy, AMMI Canada aims to serve and educate the public and also to enhance the career opportunities of its members through professional development and advocacy initiatives.

#### **Mission Statement**

AMMI Canada: We advance the prevention, diagnosis, and treatment of infections.



Canadian Association for Clinical Microbiology and Infectious Diseases (CACMID)

CACMID is an organization that began from a public health microbiology background and is now one of Canada's longest-standing microbiology associations. CACMID actively promotes cooperation, collaborative research, and education amongst microbiologists, and also the development and promotion clinical standards and guidelines. CACMID is inclusive of all microbiology-related positions, including technicians, clinicians, medical microbiologists, physicians, students, research scientists and laboratory managers.

#### **Mission Statement**

We advance the fields of clinical microbiology and infectious diseases in Canada through education, scholarship, advocacy and the promotion of best practices.

# About the Annual Conference

The only one of its kind in Canada, the AMMI Canada – CACMID Annual Conference is designed to address the needs of healthcare professionals specializing in the areas of clinical and medical microbiology and infectious diseases: laboratory, clinical (adult and paediatric), public health,

antimicrobial stewardship, and infection prevention and control issues. The conference is governed by the Central Planning Committee made of representatives from both AMMI Canada and CACMID.

## 2014 Program at a Glance

### **Thursday April 3**

- **Plenary** – A Practical Approach to Antimicrobial Stewardship Programs
- **State of the Art Clinical Lecture** – Middle East Respiratory Syndrome Coronavirus (MERS CoV)

### **Friday April 4**

- **Plenary** – Emerging Infections
- **State of the Art Clinical Lecture** – A Debate on the Value of Screening for Antibiotic Resistant Organisms

### **Saturday April 6**

- **Plenary** – What's Hot in Adult /Paediatric Infectious Diseases, Infection Control and Diagnostic Microbiology
- **State of the Art Clinical Lecture** – Microbiomes and How We Define Normal Flora (Sponsored by the Canadian Foundation for Infectious Diseases)

# Collaborating Societies



ASSOCIATION DES  
 MICROBIOLOGISTES DU  
 QUÉBEC



Canadian Association  
 of HIV Research (CAHR)

Canadian College of  
 Microbiologists



Collège Canadien des  
 Microbiologistes

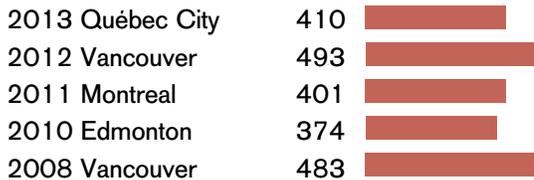


Pan American Society for  
 Clinical Virology (Clearwater)

## 2013 AMMI Canada – CACMID Annual Conference Data

At the AMMI Canada – CACMID Annual Conference, delegates have the opportunity to network with key industry partners, nurture existing relationships, build partnerships, discuss opportunities, and discover how to overcome obstacles in today's complex health and care environment. Delegates see firsthand what new tools, processes, and methods are available.

### Total Delegate Attendance by Year

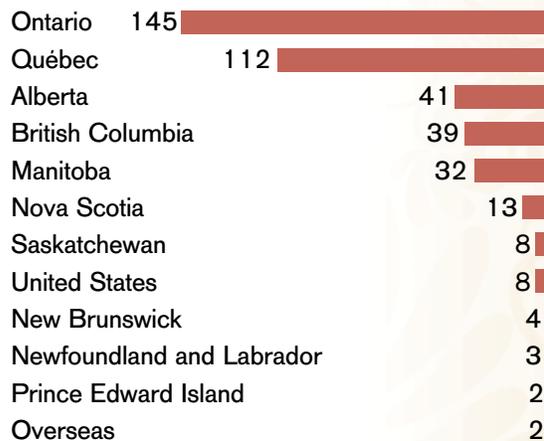


### Total Industry Attendance by Year

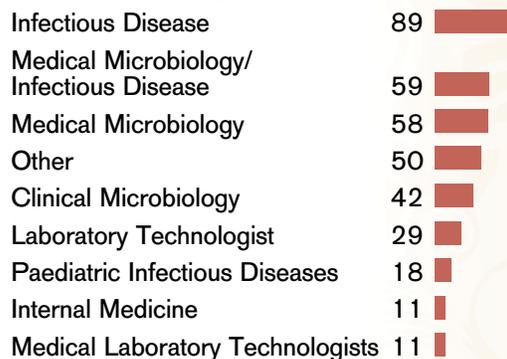


\*2009 statics not included because the 2009 annual meeting took part as part of the 26th International Congress of Chemotherapy and Infection (ICC).

### Attendance by Province



### Attendance by Specialty



# Sponsorship Opportunities

## PLATINUM SPONSOR \$75,000

**Exclusive to this level:** Conduct an AMMI Canada co-developed Integrated Symposium

### Possible Dates and Times

- Thursday April 3 (12:30 – 14:30)  
– 1.5 hours accredited
- Friday April 4 (12:30 – 14:30)  
– 1.5 hours accredited
- Saturday April 5 (12:30 – 14:30)  
– 1.5 hours accredited

**N.B.:** Times may be subject to change

### Benefits

- The symposium must be accredited and co-developed by AMMI Canada following Royal College of Physicians and Surgeons of Canada Maintenance of Certifications criteria and AMMI Canada guidelines.
- Only three exclusive spots available, one per day
- A dedicated meeting room is provided at no charge.
- The maximum number of attendees permitted is 150.
- Basic Audio Visual is supplied at no additional cost.
- Double corner or end booth in exhibit hall plus 3 additional exhibit hall representatives
- Six (6) full conference registrations
- Six (6) closing dinner tickets

### Additional Costs

(not included as part of the sponsorship)

- The sponsor is responsible for all expenses related to the speakers (honorarium, travel and accommodation) per the AMMI Canada accreditation guidelines and funding rules.
- The sponsor is responsible for all expenses related to food and beverage. The official supplier must be used.
- The sponsor is responsible for all audio-visual labour and equipment above and beyond the basic equipment provided.
- Signage related to the symposium.

## GOLD SPONSOR \$35,000

**Exclusive to this level:** Conduct an AMMI Canada co-developed Workshop (e.g. Meet the Experts)

### Event Date

- Thursday April 3 (08:00 – 09:00)  
– 1 hour accredited  
– Runs concurrently to the AMMI Canada AGM
- Friday April 4 (08:00 – 09:00)  
– 1 hour accredited  
– Runs concurrently to the CACMID AGM
- Saturday April 5 (08:00 – 09:00)  
– 1 hour accredited  
– Runs concurrently to the CCM AGM

**N.B.:** Times may be subject to change

### Benefits

- The Workshop must be accredited and co-developed by AMMI Canada following Royal College of Physicians and Surgeons of Canada Maintenance of Certifications criteria and AMMI Canada guidelines.
- Only three spots available, one per day – run concurrently to the various AGM's.
- A dedicated meeting room is provided at no charge.
- The maximum number of attendees permitted is 50.
- Basic Audio Visual is supplied at no additional cost.
- Double booth in exhibit hall plus 2 additional exhibit hall representatives
- Four (4) full conference registrations
- Four (4) closing dinner tickets

### Additional Costs

(not included as part of the sponsorship)

- The sponsor is responsible for all expenses related to the speakers (honorarium, travel and accommodation) per the AMMI Canada accreditation guidelines and funding rules.
- The sponsor is responsible for all expenses related to food and beverage and must be supplied by the host hotel.
- The sponsor is responsible for all audio-visual labour and equipment above and beyond the basic equipment provided.
- Signage related to the symposium.

There are many sponsorship opportunities by which companies can support the AMMI Canada – CACMID Annual Conference. Sponsors can combine individual packages (notepads, badge holders, pens etc.) in order to reach the desired sponsorship level.

SILVER SPONSOR \$25,000

**\* Closing Dinner** (max 200 people)

This event closes the conference and offers a great opportunity for delegates and sponsors to network. Components may be available separately for sponsorship.

**Event Date and Location**

- Saturday April 5 – Royal BC Museum

**Benefits**

- One booth in exhibit hall
- Two (2) full conference registrations
- Two (3) closing dinner tickets

BRONZE SPONSOR \$15,000

**\* Exhibit Hall Welcome Reception**

(exclusive to one sponsor)

The AMMI Canada – CACMID Annual Conference Welcome Reception is a time to reconnect with friends, colleagues and industry in a relaxed networking atmosphere.

**Event Date**

- Thursday April 3 – time to be confirmed

**Benefits**

- One booth in exhibit hall
- One (1) full conference registrations
- Two (2) closing dinner tickets

**Abstracts on a USB Key**

(exclusive to one sponsor)

500 USB keys will be branded with a company logo. The Abstract USB will only be available for distribution at the sponsors booth.

**N.B.:** The abstracts will also be published online by the Canadian Journal of Medical Microbiology & Infectious Disease

COPPER SPONSOR \$10,000

**Benefits**

- One booth in exhibit hall
- One (1) closing dinner ticket

**\* Delegate Bags**

This is an opportunity to promote your company in a very prominent and visual way.

This sponsorship opportunity is available:

- to two pharmaceutical companies (per the Rx&D rules)
- one diagnostic company
- two diagnostic companies

**\* Morning Refreshment Break in Exhibit Hall**

Tea, coffee, assorted cold beverages and a light snack will be provided at the morning break in the exhibit hall for all delegates and exhibitors.

**Date Options**

- Thursday April 3 between 11:00 and 11:30
- Friday April 4 between 11:00 and 11:30

**\* Internet Café** (Exclusive)

The Internet Café is one of the most visited points by all conference participants. Four (4) work stations will be made available to conference participants. The sponsors' corporate logo will be set as the desktop wallpaper as well as the screen saver icon.

**\* Cell Phone Recharging Kiosk** (Exclusive)

Four cell phone charging kiosks, each able to charge 12 devices simultaneously and quickly. Each unit will be individually branded.

**Water Bottles** (Exclusive)

A water bottle will be provided to each registered delegate with the sponsor logo on it. The water bottle can be filled up throughout the conference centre at various water stations.

**NOTE:**

\* Opportunities available to non-pharmaceutical companies



(example only)

PATRON SPONSOR \$5,000  
and Under

### Conduct a Session in the Diagnostic Theatre

- (Two 30-minute sessions per hour with maximum 20 guests per session)
- Limit ONE session per company.
- This is not an accredited activity.

### Event Date

- Thursday April 3 (07:00 – 07:30)  
(runs concurrently to the AMMI Canada AGM)
- Thursday April 3 (07:30 – 08:00)  
(runs concurrently to the AMMI Canada AGM)
- Friday April 4 (07:00 – 07:30)
- Friday April 4 (07:30 – 08:00)  
(runs concurrently to the CACMID AGM)
- Saturday April 5 (07:00 – 07:30)
- Saturday April 5 (07:30 – 08:00)  
(runs concurrently to the CCM AGM)

### Benefits

- A dedicated meeting room is provided at no charge
- The maximum number of attendees permitted is 20.
- Basic Audio Visual (one screen, one projector, one podium and one microphone) and basic electricity is supplied at no additional cost.

### Additional Costs

(This activity is not included as part of the sponsorship)

- This is a non-accredited activity; therefore it will NOT appear in the final program and will NOT be advertised by the conference.
- The sponsor is responsible for all expenses related to the speakers.
- The sponsor is responsible for all expenses related to food and beverage. The official supplier must be used.
- The sponsor is responsible for all audio-visual labour and equipment above and beyond the basic equipment provided.
- Signage related to the symposium.

### \* \$5,000 Early Bird Refreshments (before daily plenary)

Tea, coffee and pitchers of juice will be provided each morning prior to the start of the plenary. Sponsor will receive signage recognition.

### Date Options

- Thursday April 3 (08:30 - 09:00)
- Friday April 4 (08:30 and 09:00)
- Saturday April 5 (08:30 and 09:00)

### \* \$5,000 Customized Hotel Keycards (Exclusive)

Corporate branded keycards will replace the standard hotel keycards for all guests staying at the Fairmont Empress.

**N.B.:** Products CANNOT be promoted

### \* \$3,500 Name Badge Holder – Lanyards (Exclusive)

A name badge holder will be provided to each registrant, exhibitor and speaker at the conference. The sponsor's name and logo will appear on each lanyard.

### \* \$3,000 Notepads (quantity 500)

One notepad will be included in each conference delegate bag. The Sponsor logo will appear on the notepads.

### \* \$3,000 Floor Stickers (each aisle is exclusive to one sponsor)

Include your booth number, logo and company name on a floor sticker at both ends of the aisle – drive traffic to you. One opportunity per aisle.

### \* \$3,000 Aisle Signage (each aisle is exclusive to one sponsor)

Include logo and company name on aisle signs at the ends of the aisle – drive traffic to you. One opportunity per aisle.

### \* \$2,000 Pens (quantity 500)

Corporate branded pens to be supplied by the sponsor for inclusion in each of the conference delegate bags.

**N.B.:** Products CANNOT be promoted

### \* \$1,000 Delegate Bag Inserts (quantity 500)

Corporate branded promotional piece to be inserted in each delegate bag. This sponsorship opportunity is available to both pharmaceutical and diagnostic companies.

- Maximum size of insert one piece of 8½ x 11 paper
- Insert can be double sided
- Insert CANNOT promote a product
- All inserts must be approved by the organizers before printing

### NOTE:

\* Opportunities available to non-pharmaceutical companies

### SPECIAL REQUESTS

If you have a particular idea on how you would like to promote your company at the AMMI Canada – CACMID Annual Conference 2014 please contact **Riccarda Galioto** (613) 260-3233 ext 102 or [manager@ammi.ca](mailto:manager@ammi.ca).

# Sponsorship Program

## ACTIVITIES:

1. Delegate Bag Insert	\$1,000
2. Pens	\$2,000
3. Floor Plan Signage	\$3,000
4. Aisle Signage	\$3,000
5. Floor Stickers	\$3,000
6. Notepads	\$3,000
7. Name Badge Holder - Lanyards	\$3,500
8. Customized Key Card Holders	\$5,000
9. Early Bird Refreshments (before daily plenary)	\$5,000
10. Water Bottles	\$10,000
11. Water Cooler Stations	\$10,000
12. Cell Phone Recharging Kiosk	\$10,000
13. Internet Café	\$10,000
14. Morning Refreshment Break	\$10,000
15. Delegate Bags	\$10,000
16. Exhibit Hall Reception	\$15,000
17. Abstracts on USB	\$15,000
18. Closing Dinner	\$25,000

BENEFITS AND REWARDS	Platinum \$75,000	Gold \$35,000	Silver \$25,000	Bronze \$15,000	Copper \$10,000	Patron <\$5,000
Booth Space	Double	Double	Single	Single	Single	-
Conduct a Co-Developed Accredited Integrated Symposium	X	X	-	-	-	-
Conduct a Co-Developed Workshop	-	X	-	-	-	-
Conduct a Diagnostic Theatre	-	-	-	-	-	X
Conference Registrations	6	4	2	1	0	0
Extra Exhibit Hall Representatives	3	2	0	0	0	0
Closing Dinner Tickets	6	4	3	2	1	0