Celebrating 10 years of collaboration
Célébrons 10 années de collaboration!

Charlottetown 2015

Sponsorship Prospectus

AMMI Canada | CACMID Annual Conference/Conférence annuelle
April 15 – 18 avril 2015 | PEI Convention Centre

Where Canada’s experts in clinical microbiology and infectious diseases meet
Point de rencontre des experts canadiens en microbiologie médicale et infectiologie

www.ammi.ca    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 of 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.

Collaborating Societies

- **AMMI Canada**
  - Alberta Society for Infectious Diseases
  - Société des maladies infectieuses de l’Alberta

- **Canadian Association of Clinical Microbiology and Infectious Diseases (CACMID)**
  - Canadian Foundation for Infectious Diseases
  - Fédération canadienne des maladies infectieuses

- **Canadian Association of HIV Research (CAHR)**
  - IDSA
    - Infectious Diseases Society of America
  - Canadian College of Microbiologists
  - Collège Canadien des Microbiologistes

- **Canadian Society for Medical Laboratory Science (CSMLS)**
  - SCSLM
  - Canadian Society for Medical Laboratory Science
  - Société canadienne de science de laboratoire médical

- **Canadian Thoracic Society (CTS)**
  - Canadian Thoracic Society
  - Société canadienne de thoracologie

- **Shea**
  - The Society for Healthcare Epidemiology of America
About the Annual Conference

The only one of its kind 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 Central Planning Committee made of representatives from both AMMI Canada and CACMID governs the conference.

2015 Program at a Glance

<table>
<thead>
<tr>
<th>Thursday April 16</th>
<th>Friday April 17</th>
<th>Saturday April 18</th>
</tr>
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<tbody>
<tr>
<td>AMMI Canada AGM (0730 – 0845)</td>
<td>CACMID AGM (0730 – 0845)</td>
<td>CCM AGM (0730 – 0845)</td>
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<tr>
<td>Plenary (0900 – 1100)</td>
<td>Plenary (0900 – 1100)</td>
<td>Plenary (0900 – 1100)</td>
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<tr>
<td>Difficult to Treat Organisms</td>
<td>Device Related Infections</td>
<td>Hepatitis C Virus (HCV)</td>
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<tr>
<td>Anti-vaccine movement: understanding them, combating them</td>
<td>Appropriate Laboratory Utilization</td>
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2014 AMMI Canada – CACMID Annual Conference Data

Total Delegate Attendance by Year

<table>
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<tr>
<th>Year</th>
<th>Delegate Attendance</th>
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<tr>
<td>2014 Victoria</td>
<td>399</td>
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<tr>
<td>2013 Québec City</td>
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<td>2012 Vancouver</td>
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<tr>
<td>2011 Montreal</td>
<td>401</td>
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<tr>
<td>2010 Edmonton</td>
<td>374</td>
</tr>
<tr>
<td>2008 Vancouver</td>
<td>483</td>
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Total Industry Attendance by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>Delegate Attendance</th>
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</thead>
<tbody>
<tr>
<td>2014 Victoria</td>
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<tr>
<td>2013 Québec City</td>
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<tr>
<td>2012 Vancouver</td>
<td>169</td>
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<tr>
<td>2011 Montreal</td>
<td>175</td>
</tr>
<tr>
<td>2010 Edmonton</td>
<td>167</td>
</tr>
<tr>
<td>2008 Vancouver</td>
<td>179</td>
</tr>
</tbody>
</table>

Attendance by Province

British Columbia 105
Alberta 61
Saskatchewan 15
Manitoba 25
Ontario 125
Québec 37
Nova Scotia 6
New Brunswick 4
Newfoundland and Labrador 2
PEI 1
USA 8
Other 10

Attendance by Specialty

Infectious Disease 111
Microbiology 105
Other 74
Laboratory Technologist 39
Medical Microbiology/Infectious Disease 36
Internal Medicine 14
Paediatric Infectious Diseases 12

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 first hand what new tools, processes, and methods are available.

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

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.

PLATINUM SPONSOR $75,000

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

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 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.
- Creation and printing of an invitation to be distributed to all registered delegates. (Must be approved by CPC)

NOTE: The Scientific Planning Committee will be the Program Planning Committee for all accredited programs. Industry cannot be involved in the program development nor can third party planners.

GOLD SPONSOR $35,000

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

Event Date
Thursday April 16 (0730 – 0845)
- 1 hour accredited
- Runs concurrently to the AMMI Canada AGM
Friday April 17 (0730 – 0845)
- 1 hour accredited
- Runs concurrently to the CACMID AGM
Saturday April 18 (0730 – 0845)
- 1 hour accredited
- Runs concurrently to the CCM AGM

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 food and beverage and must be supplied by the host venue.
- The sponsor is responsible for all audio-visual labour and equipment above and beyond the basic equipment provided.
- Signage related to the symposium.
- Creation and printing of an invitation to be distributed to all registered delegates. (Must be approved by CPC)

NOTE: The Scientific Planning Committee will be the Program Planning Committee for all accredited programs. Industry cannot be involved in the program development nor can third party planners.
SILVER SPONSOR $20,000

*(NEW) Presentation Theatre
(Limited to 2 companies)
A company may provide an equipment demonstration to a designated number of guests, at specific times through out the annual conference.

Event Dates and Times
Thursday April 16
(0730 – 0900 and 1100 – 1430)
• Runs concurrently to AMMI Canada AGM

Friday April 17
(0730 – 0900 and 1100 – 1430 and after 1700)
• Runs concurrently to CACMID AGM

Saturday April 18
(0730 – 0900 and 1100 – 1430)
• Runs concurrently to CCM AGM

Benefits
• A dedicated room will be provided at no charge.
• The room will be made available Wednesday April 15 for set up at no charge.
• A maximum of 6 attendees are permitted at each demonstration.

Food and beverage may be served in the room during the demonstration times.
• An exhibit booth in the exhibit hall plus 2 additional exhibit hall representatives.
• Two (2) full conference registrations.
• Two (2) closing dinner tickets.

Additional Costs
(not included as part of the sponsorship)
• The sponsor is responsible for all expenses related to the shipping, set up and dismantling of the equipment.
• The sponsor is responsible for all electrical expenses.
• The sponsor is responsible for the costs related to any food and beverage and must be supplied by the host venue.
• The sponsor is responsible for all signage related to the Presentation Theatre.
• 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 may create and print an invitation to be distributed to all registered delegates. (Must be approved by CPC).

* 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.

BRONZE SPONSOR $15,000

* Welcome Reception and Dinner in Exhibit Hall (Exclusive)
The AMMI Canada – CACMID Annual Conference Welcome Reception and Dinner is a time to reconnect with friends, colleagues and industry in a relaxed networking atmosphere.

Event Date
Thursday April 16 (1835 – 2030)

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

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

* Internet Café (Exclusive)
The Internet Café is one of the most visited points by all conference participants. Four (4) working 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.

NOTE: * Opportunities available to non-pharmaceutical companies only

Celebrating 10 years of collaboration
Célébrons 10 années de collaboration
SPECIAL REQUESTS

If you have a particular idea on how you would like to promote your company at the AMMI Canada – CACMID Annual Conference 2015 please contact Riccarda Galioto (613) 260-3233 ext 102 or manager@ammi.ca.

PATRON SPONSOR $5,000 and Under

$5,000 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 16 (0700 – 0730)
Thursday April 16 (0730 – 0800)
Friday April 17 (0700 – 0730)
Friday April 17 (0730 – 0800)
Saturday April 18 (0700 – 0730)
Saturday April 18 (0730 – 0800)

BENEFITS
• The Session will take place in a dedicated meeting room for a maximum of 20 guests, at no extra charge
• Basic Audio Visual (one screen, one projector, one podium and one microphone) and basic electricity is supplied at no additional cost.

ADDITIONAL COSTS
(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 audio visual equipment and electricity above and beyond the basic equipment provided.
• The sponsor is responsible for audio visual labor to run the event.
• The sponsor is responsible for the costs related to any food and beverage and must be supplied by the host venue
• Signage related to the symposium.
• NEW - Creation and printing of an invitation to be distributed to all registered delegates. (Must be approved by CPC)

• $5,000 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.

• $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 16 (0830 and 0900)
Friday April 17 (0830 and 0900)
Saturday April 18 (0830 and 0900)

• $5,000 Customized Hotel Keycards (Exclusive)
Corporate branded keycards will replace the standard hotel keycards for all guests staying at the Delta Prince Edward. (NOTE: 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. (NOTE: 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 only
**Sponsorship Program**

**ACTIVITIES:**

1. Delegate Bag Insert  $1,000
2. Pens  $2,000
3. Aisle Signage  $3,000
4. Floor Stickers  $3,000
5. Notepads  $3,000
6. Name Badge Holder - Lanyards  $3,500
7. Water bottles  $5,000
8. Customized Key Card Holders  $5,000
9. Early Bird Refreshments (before daily plenary)  $5,000
10. Cell Phone Recharging Kiosk  $10,000
11. Internet Café  $10,000
12. Morning Refreshment Break (Exhibit hall)  $10,000
13. Delegate Bags  $10,000
14. Welcome Reception and Dinner (Exhibit Hall)  $15,000
15. Closing Dinner  $20,000

**BENEFITS AND REWARDS**

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<th></th>
<th>Platinum</th>
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<td>$20,000</td>
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<td>-</td>
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<td>X</td>
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<td>Conduct a Presentation Theatre</td>
<td>-</td>
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<td>X</td>
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<tr>
<td>Conduct a Diagnostic Theatre</td>
<td>-</td>
<td>-</td>
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<td>4</td>
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