

# SPONSORSHIP OPPORTUNITIES

# CBA HEALTH LAW ONLINE SYMPOSIUM

APRIL 6, 2022

## [Navigating the Changing Landscape of Canadian Health Law – through the Pandemic and Beyond](#)

Presented by the [CBA Health Law Section](#)

Wednesday, April 6, 2022 | 11:00 AM–6:00 PM ET

Sponsor *the* Health Law event of the year, the CBA's Health Law Online Symposium, and reach hundreds of legal professionals and health experts from across the country as they connect for a day of accredited learning and exciting (but safe) networking. Attendees will hear from esteemed panelists who are at the forefront of health technology, decision making and legal developments in the healthcare sector.

Some topics to be covered include:

- The emergent roles of Artificial Intelligence and Big Data
- Pandemic related issues in labour and employment
- Developments and trends in health law through a pan-Canadian lens, while drawing on the various responses to pandemic-related challenges

Sponsorship is limited, and will be based upon a first-come, first-served basis. Book now to avoid being left out!

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### **LEAD SPONSOR** (EXCLUSIVE SPONSORSHIP)

**\$5,000**

*Taking a leadership role, your organization will receive regular acknowledgement throughout all three (3) days of the online symposium. Your name will be continually in the spotlight, as your brand will be mentioned throughout, including at all PD sessions.*

#### **Lead Sponsorship will provide the sponsoring company with the following:**

- 2-3 minute speaking opportunity or pre-recorded video at the conference opening remarks (must be in line with conference theme and subject to approval by CBA)
- Recognition of the sponsor during introductory platform instructions at **all 3** PD webinars
- Sponsor message preserved as part of the on-demand recording available for review and resale following the live webcast
- Corporate logo displayed prominently during all introductory platform instructions
- Verbal recognition of the sponsors by the CBA or Program Chair during both the opening and closing remarks
- Branding on online symposium website acknowledging company as the Lead Sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

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### **VIRTUAL NETWORKING ACTIVITY** (EXCLUSIVE SPONSORSHIP)

**\$2,500**

*At the core of any conference is the desire to connect with other delegates. The sponsor of the virtual networking activity will support registrants connecting with colleagues in free-flowing conversation in a moderated setting, via the safety of their computer. The virtual social event is included in the cost of registration.*

**Sponsorship will provide the sponsoring company with the following:**

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the Networking session (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Recognition by the Moderator at beginning and end of the Networking session
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants
- This is your opportunity to enhance your sponsorship with a virtual takeaway! A virtual takeaway could include an online promotion via a link to your website or a contest.

### **PD SESSION SPONSOR** (3 SPONSORSHIPS AVAILABLE)

**\$2,000**

*Professional development sessions are the core of any online symposium. Your participation as a PD session sponsor will showcase your support of this program, while giving you an interactive opportunity to promote your company and services during an exclusive PD session.*

**Sponsorship will provide the sponsoring company with the following:**

- 2-3 minute speaking opportunity or pre-recorded video at the beginning of the selected PD session (must be in line with theme and subject to approval by CBA)
- Corporate logo displayed prominently during sponsor message
- Sponsor message preserved as part of the on-demand recording available for review and resale following the live webcast
- Recognition by the Moderator at beginning and end of the session
- Branding on online symposium website acknowledging company as a sponsor
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### **BREAK SPONSOR** (2 SPONSORSHIPS AVAILABLE)

**\$1,500**

*At the conclusion of each session, this Sponsor will have the opportunity to openly communicate with delegates at the start of each break before they prepare to connect to the next session. Sponsorship engagement may include video, slides, polls, links and/or audio.*

#### **Sponsorship will provide the sponsoring company with the following:**

- 1-2 minute speaking opportunity or pre-recorded video at the beginning of the break (must be in line with theme and subject to approval by CBA)
- Sponsor message preserved as part of the on-demand recording available for review and resale following the live webcast
- Corporate logo displayed prominently during sponsor message
- Recognition by the Online Coordinator before and after sponsor message
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

### **REMINDER/ACCESS EMAIL** (EXCLUSIVE SPONSORSHIP)

**\$500**

*A much-anticipated roadmap email delivered right to each registrant's inbox 1-2 business days prior to each webcast date. This email will serve as an event reminder and include instructions on how registrants can access the programs.*

#### **Sponsorship of one of these emails will provide the sponsoring company with the following:**

- Full colour digital banner advertisement inserted into the email, with the option to include a trackable URL. Digital artwork size for sponsor to supply is 600x125 pixels, in high-res PNG or JPEG file. All banners are subject to CBA approval.
- Branding on online symposium website acknowledging company as a sponsor
- Branding on email registration confirmation
- Branding on post-session survey email sent to all session registrants

## **TO SECURE YOUR SPONSORSHIP OR FOR MORE INFORMATION, PLEASE CONTACT:**

**Dana Platias**

Director, Business Development / Directrice, prospection

The Canadian Bar Association / L'Association du Barreau Canadien

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