

CPA Congress 2023

WE ARE BACK!

Join the Canadian Physiotherapy Association in our first in person event since 2018. The conference will be held in Quebec City one of Canada's most historic cities, starting July 13th.

Sponsors will support the advancement of knowledge in physiotherapy, engage in networking opportunities with the CPA's delegates and the opportunity to increase visibility through promotional material and personal contact.

So what are you waiting for! Join us in July 2023!

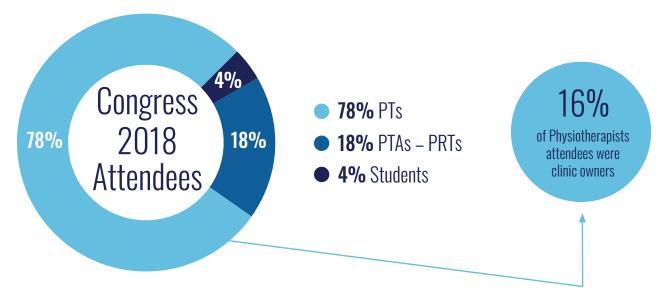


Your audience

Showcase your products or services, elevate your brand and collect new leads, in person or through our vast social reach. As a sponsor or exhibitor you will have access to:



Stats from our last in person Congress



Social Reach





8.9k Followers







"Outstanding exposure to the profession. Great event turn-out, wonderful connections with high interest leads, quality event with great layout."

- Congress 2018 Exhibitor

Exhibitor Options

Showcase your products or services and collect new leads by networking with physiotherapy professionals in our exhibit hall.



Terms & Conditions

Delegate Bag Insert - \$700

1. Exhibitors may select their preferred booth location, however it is not guaranteed. All booths will be awarded on a first come first served.

Add a marketing item into the CPA delegate bag.

- 2. Early Bird Discount will end Monday, November 24th 2022. To get the discounted rate you will have to sign and return your exhibitor contract before this deadline.
- 3. Exhibitors can purchase multiple booths, purchasing a larger space. This will still be allocated on a first come, first serve basis and the CPA offers no guarantees on availability of neighbouring booths.
- 4. The \$ sum is listed in CAD. The above price only includes the price of the renting the exhibitor space, excluding tax. The CPA will connect all exhibitors with our venue designers to help with personalization and our chosen hotel for any group discounts.
- 5. The booth will come with standard drapes, one table, 2 chairs, waste basket and access to the conference's wireless internet.
- 6. The CPA delegate list will not be included as part of the exhibitor booth but an be purchased as an extra, this will include the names and contact details of the CPA Congress 2023 delegates that have opted in for marketing only.
- 7. All delegate passes will have a scannable QR code, which if scanned will allow the exhibitors to access the delegates information.
- 8. Extra delegate passes are available at an extra cost to the exhibitor, listed on the next page.
- 9. All exhibitors will be entered into the CPA Congress 2023 gamification. Exhibitors are encouraged to offer other incentives to attract delegates to your booth. The CPA will encourage delegates to visit exhibitors through the official CPA Congress 2023 marketing.
- 10.The CPA reserve the right to deny exhibitor opportunities to organizations or products that do not meet the CPA's values listed in our advertising codes of practice.
- 11. Lunch and snacks will be included for all exhibitors in the exhibitor hall.

Exhibitor Options

Extra Exhibitor Passes

Purchase Date	Price per Extra Person
Super Early Bird Until November 24, 2022	\$598
Early Bird Until January 31, 2023	\$661
Regular Rate From February 1, 2023	\$955

All prices listed are exclusive of tax.

Exhibit Package Includes

10' x 10' booth	Pipes & Drapes		1 Table	e (6 feet)	2 Chairs	Waste Basket
1 Sign – Name & Boo	th#	Conference Wifi Access		CPA Congre	ess App Access	Lunch & Snacks
The CPA will connect each exhibitor to the conference venue designers for any upgrades.						



Sponsor Options

Sponsorship Package	QTY	Unit Price	Booth Incl.
Title Sponsor	1	\$20,000	Yes
Party with a Purpose Sponsor	1	\$15,000	Yes
Registration Sponsor	1	\$15,000	Yes
Keynote Sponsors (Including Enid Graham)	3	\$10,000	No
Student Event Sponsor	1	\$10,000	No
Welcome Event Sponsor	1	\$10,000	No
Headshot Sponsor	1	\$10,000	No
CPA Congress App Sponsor	1	\$6,000	No
Division Concurrent Session Sponsors	TBD	\$5,000	No
Lunch Sponsors	3	\$5,000	No
Hand Sanitization Sponsor	1	\$5,000	No
Mask Sponsor	1	\$5,000	No
Run for Research Sponsor	1	\$5,000	No
Exhibitor Hall Game Sponsors	3	\$1,000 + GIK	No
Delegate Step Challenge Sponsor	1	\$5,000 + GIK	No
Fitness Session Sponsors	1	\$1,000 + GIK	No
Insert in the CPA Delegate Bag	N/A	\$1,000	No
CPA Delegate List	1	\$5,000	No

All sponsorship packages come with a CPA website logo placement and at least one social post. The delegate list will be valid for lifetime.

$Title\ Sponsor-\$20k$

Stand out from the crowd at CPA Congress 2023 with the title sponsorship. Your brand will be visible throughout CPA Congress 2023 and be recognized as a major part of the event. Increasing your brand awareness with the CPA membership.

Values	Details
Event Title	 The event name will be changed to CPA Congress 2023 – Sponsored by (your Brand) We will use this title every time we verbally mention the event.
Branding	 Your brand will be displayed alongside the CPA's branding and will be the first brand any delegate will see when entering CPA Congress 2023. Your brand will also be displayed as part of the main plenary room for the opening and closing keynotes.
Logo	• Your logo will be displayed on the CPA Congress pages linking back to your brands website.
Opening Keynote	• Your opportunity to speak to our audience, either verbally or through a video presentation. (Maximum 2 minutes)
Closing Ceremony	Your brand will be thanked at the CPA Congress 2023 closing ceremony.
Delegate Bag Insert	• You will be able to add a promotional item for the CPA Congress 2023 delegate bag
10' x 10' Exhibitor Booth	 Your booth will be in a prime location near the CPA's booth. As part of your sponsorship you will have the chance to purchase a booth upgrade for an extra \$2,000. Includes x4 exhibitor passes.
Web & Social Promotions	 Your brand will get x3 social posts on the CPA's channels pre, during and post CPA Congress 2023. Your logo will be displayed as the title sponsors on the CPA website
Know Before You Go Email / What's Moving Eblast	 Your brand will be featured in the Know Before You Go email and featured in a pre-CPA Congress 2023 What's Moving eblast.
CPA Virtual Magazine / Website Advert	Your brand to have a full page ad in the July/August 2023 digital magazine. You will also get a square box advert for the CPA website homepage for June 2023
Delegate Passes	• You will have up to 4 complimentary delegate passes to CPA Congress 2023

Party with a Purpose Sponsor – \$15k

This event will be a fundraising celebration of the physiotherapy profession with great networking opportunities to build your professional network.

Values	Details
Gala Event Title	• The event name will be changed to Party with a Purpose – Sponsored by (your Brand) • We will use this title every time we verbally mention the event.
Branding	Your branding to be displayed at the Party with a Purpose
Party with a Purpose Contributors	• The CPA will keep you up to speed on our plans for the Party with a Purpose.
Logo	• Your logo to be displayed on the CPA Congress pages on the CPA website as the CPA Congress Gala sponsors
Gala Opening	• You will get the chance to welcome the Party with a Purpose audience. This will be 2 minutes of your time either verbally or through video
10' x 10' Exhibitor Booth	• Your booth will be in a prime exhibitor location. As part of your sponsorship you will have the chance to purchase a booth upgrade for an extra \$2,000. Includes x4 exhibitor passes.
Delegate Bag Insert	• You will be able to add a promotional item for the CPA Congress 2023 delegate bag
Web & Social Promotions	 Your brand will get x2 social posts on the CPA's channels pre, during and post CPA Congress 2023. Your logo will be displayed as the title sponsors on the CPA website
Know Before You Go Email	• Your brand will be featured in the Know Before You Go email and featured in a pre-CPA Congress 2023 What's Moving eblast.
CPA What's Moving Advert	Your brand will get a promotional opportunity in one of the 2023 CPA What's Moving emails through a square box advert
Delegate Passes	• You will have up to 4 complimentary passes to CPA Congress 2023 and additional 4 complimentary passes to the Gala

Registration Sponsor – \$15k

Create a lasting impression for CPA Congress 2023 delegates by sponsoring the event registration. Your brand will be heavily present during the exhibitor times and your branding will be something delegates take home.

Values	Details
Registration Sponsor Title	Your brand will be listed as the official registration sponsors on the CPA website and all comms.
Branding	 Your branding to be displayed at the CPA Congress 2023 registration desk, on the official registration site and on the official CPA Congress bag alongside the title sponsors and CPA logos. Delegates badges with your logo will be produced to help identify clinic owners.
Logo	 Your logo to be displayed on the CPA Congress pages on the CPA website as the CPA Congress Registration sponsors
10' x 10' Exhibitor Booth	• Your booth will be in a prime exhibitor location. As part of your sponsorship you will have the chance to purchase a booth upgrade for an extra \$2,000. Includes x4 exhibitor passes.
Delegate Bag Insert	• You will be able to add a promotional item for the CPA Congress 2023 delegate bag
Web & Social Promotions	 Your brand will get x1 social mention before CPA Congress 2023 and x1 social mention during CPA Congress 2023. Your logo will be displayed as the title sponsors on the CPA website
Know Before You Go Email	• Your brand will be featured in the Know Before You Go email and featured in a pre-CPA Congress 2023 What's Moving eblast.
CPA What's Moving Advert	Your brand will get a promotional opportunity in one of the 2023 CPA What's Moving emails through a square box advert
Delegate Passes	You will have up to 4 complimentary passes to CPA Congress 2023



Keynote Sponsor – \$10k

Present to our CPA Congress 2023 audience before one of our keynotes or Enid Graham sessions. Either speak in person or through a video. Session will be made available to view online after the event for further exposure.

Values	Details
# of Keynote Sponsors Available	• There are 3 keynote sponsors available
Speaking Time	• Up to 2 minutes before a keynote
Keynote Title	• The keynote title will be followed on the website and official schedule as sponsored by your brand
Branding	Your branding will be displayed either physically or virtually during the purchased keynote session.
Recording	 Your brand will be seen by our national audience, who will have the chance to purchase the session recording for up to a year after the event.
Discount on Exhibitor Booth	• As a keynote sponsor you can purchase an exhibitor booth for a discounted rate of \$2,000

Student Event Sponsor – \$10k

Grow your brand with the next generation of Physiotherapy leaders by sponsoring the CPA Congress 2023 student event.

Values	Details
# of Student Event Sponsors Available	• There is only 1 Student Event Sponsor available.
Speaking Time	• Up to 2 minutes before a keynote
Event Title	• The event title will be followed on the website and official schedule as sponsored by your brand
Branding	Your branding will be displayed either physically or virtually during the purchased student session.
Discount on Exhibitor Booth	• As a keynote sponsor you can purchase an exhibitor booth for a discounted rate of \$2,000

Welcome Event Sponsor – \$10k

Present to our CPA Congress 2023 at the official Welcome event. Either speak in person or through a video.

Values	Details
# of Welcome Event Sponsors Available	• There is 1 Welcome Event Sponsor available
Speaking Time	• Up to 2 minutes at the start of the welcome event
Event Title	• The event title will be followed on the website and official schedule as sponsored by your brand
Branding	Your branding will be displayed either physically or virtually during the purchased student session and on the CPA website.
Discount on Exhibitor Booth	• As a keynote sponsor you can purchase an exhibitor booth for a discounted rate of \$2,000

Headshot Sponsor – \$10k

Your logo to be included on all professional headshots at CPA Congress 2023. The headshot sponsors enables incredible engagement opportunities, creating a lasting impression on CPA Congress 2023 delegates.

Values	Details
# of Headshot Sponsors Available	• Only 1 Headshot Sponsor
Branding	 Your logo to be included on the official CPA Congress 2023 headshot photographs. Your brand listed as the official headshot sponsor on the CPA Congress 2023 schedule and your booth will be placed next to the headshot booth to maximize on delegate traffic.



App Sponsor – \$6k

Welcome attendees as the sponsor of the Congress 2023 mobile app! As the exclusive sponsor of the mobile app, your brand will be displayed on the opening splash screen before the mobile app opens.

Values	Details
# of App Sponsors Available	• There is only 1 App Sponsor available.
Branding	• Your logo to be displayed on the official CPA Congress App with a link back to your website

Division Concurrent Session Sponsors – \$5k

Speak to our delegates attending one of our divisional sessions. We will match your organization to the session to increase value to your organization.

Values	Details
# of Division Concurrent Session Sponsors Available	• Please contact Amit Acharya, aacharya@physiotherapy.ca
Speaking Opportunity	• A 2 minute speaking opportunity before the chosen Division session. Opportunity to advertise and distribute leaflets to the session attendees.



Lunch Sponsor – \$5k

Advertise your brand close to the food area, where all the CPA Congress 2023 delegates will be heading for lunch.

Values	Details
# of Lunch Sponsors Available	• There are 3 Lunch Sponsorships available.
Branding	• Your branding will be set up around the CPA Congress 2023 lunch area.

Hand Sanitization Sponsor – \$5k

Your brand name in the hands of every attendee at Congress! Personal-sized hand sanitizers will help promote health and your brand for delegates!

Values	Details
# of Hand Sanitization Sponsors Available	• There is only 1 Hand Sanitization Sponsor available.
Branding	• Your brand to provide 1000 branded hand sanitizer bottles

Mask Sponsor – \$5k

Provide branded masks to advertise your brand at CPA Congress 2023 and beyond.

Values	Details		
# of Mask Sponsors Available	• There is only 1 Mask Sponsor available.		
Branding	• Your brand to provide 500 branded masks added to the CP Delegate Bag.		

Run for Research Sponsor – \$5k

Sponsor our Run for Research event and have your branding around the race course, through the streets of Quebec City.

Values	Details
# of Run for Research Sponsors Available	• There is only 1 Run for Research Sponsor available.
Branding	• Your brand to provide branded running bibs for up to 100 runners in various sizes.

Exhibit Hall Game Sponsors – \$1k + GIK

Attract delegates to your booth daily by sponsoring the CPA Exhibitor Game. As the sponsors we will incentivize visiting your booth the most, helping you grow your leads.

Values	Details			
# of Exhibit Hall Game Sponsors Available	• There are only 3 Exhibit Hall Game Sponsors available. (One sponsor per day)			
Exhibitor Hall Game	 Increase footfall to the exhibitor areas by sponsoring the daily exhibitor hall game. This is your chance to boost footfall to the exhibitor area and your booth. Your logo to be added to the CPA Congress app with a link to your website and your brand promoted with the exhibitor game instructions pre-CPA Congress 2023. Your booth will also become one of the key interaction points for any delegate wanting to participate in the daily game. As a sponsor, you will provide Visa gift cards for the top three daily winners each day. 1st place: \$500 2nd place: \$100 3rd place: \$50 Exhibitor Hall Game actions will be developed and integrated into our CPA Congress 2023 plans. Sponsors can purchase more than one day of this sponsorship to increase footfall on each day of the event. 			

Delegate Step Challenge Sponsor – \$5k + GIK

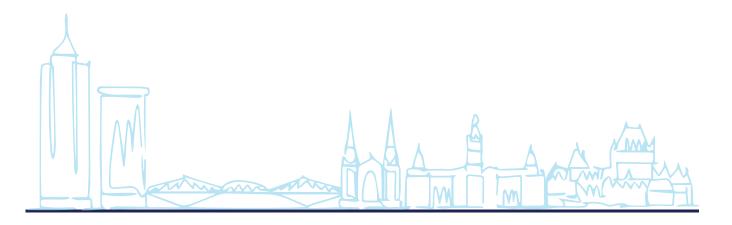
Get the CPA Congress 2023 delegates moving by sponsoring the step challenge. All delegates will be encouraged to download the app and the delegate with the highest step count will win a prize donated by the sponsor.

Values	Details
# of Delegate Step Challenge Sponsors Available	• There is only 1 Delegate Step Challenge Sponsor available.
Delegate Step Challenge	• Your logo to be added to the CPA website and your brand promoted in the Know Before You Go email. Your organization to provide a prize worth over \$1000.

Fitness Session Sponsor – \$1k + GIK

Get the CPA Congress 2023 delegates up and moving at the start of each day. Create a daily buzz with delegates and get them comfortable with your fitness equipment.

Values	Details
# of Fitness Session Sponsors Available	There is only 1 Fitness Session Sponsor available.
Fitness Session Sponsors	• Sponsor will provide fitness equipment and an instructor in return for promotion on the CPA website.



CPA Delegate List – \$5k

Grow your leads with the CPA Congress delegate list. This will be the names and contact details of all our delegates who have opted in for marketing.

Values	Details
CPA Delegate List	• This will be emailed to you after the completion of CPA Congress 2023

CPA Delegate Bag Insert – \$1k

Add a marketing item into the CPA delegate bag. The CPA will need your items sent to us in advance of the event.

Values	Details
CPA Delegate Bag Insert	• We will need the inserts mailed to the venue location prior to the week of the event.



Booking Form

Please complete and submit the below booking form and return this to aacharya@physiotherapy.ca

Contact Details	Address
Contact Name:	
Company Name:	
Email:	
Website:	

Selected Package

Please select your chosen sponsorship and exhibitor opportunities by checking the box. Note: If you are selecting the Title, Gala or Registration packages only select the booth option under the package.

X	QTY	Unit Price CAD
	_	\$3,600
	_	\$4,000
	N/A	\$20,000
	N/A	\$15,000
	N/A	\$15,000
	N/A	\$10,000
	N/A	\$10,000
	N/A	\$10,000
	N/A	\$6,000
	N/A	\$10,000
	N/A	\$5,000
	N/A	\$5,000
	N/A	\$5,000
	X	

Booking Form Continued

Sponsorship Package	X	QTY	Unit Price CAD
Mask Sponsor		N/A	\$5,000
Run for Research Sponsor		N/A	\$5,000
Exhibitor Hall Game Sponsors Day 1		N/A	\$1,000 + GIK
Exhibitor Hall Game Sponsors Day 2		N/A	\$1,000 + GIK
Exhibitor Hall Game Sponsors Day 3		N/A	\$1,000 + GIK
Delegate Step Challenge Sponsor		N/A	\$5,000 + GIK
Fitness Session Sponsors		N/A	\$1,000 + GIK
Insert in the CPA Delegate Bag			\$1,000
CPA Delegate List		N/A	\$5,000
Auction Donation		_	GIK
		1	Total
Signature	CPA	Signature	

Please submit this form to Amit Acharya at aacharya@physiotherapy.ca

