

6th Annual Conference

May 5-7

2016

Sheraton Hotel, Hamilton, ON

Sponsorship Package

cacbt.ca/en/Hamilton2016



CANADIAN ASSOCIATION OF COGNITIVE AND
BEHAVIOURAL THERAPIES

ASSOCIATION CANADIENNE DES THÉRAPIES
COGNITIVES ET COMPORTEMENTALES

Invitation to Participate



On behalf of the Conference Planning Committee and the Canadian Association of Cognitive and Behavioural Therapies, it is our great pleasure to extend a warm invitation to join us for our 6th Annual Conference. The conference will be held in Hamilton, Ontario from May 5th-7th, 2016 at the Sheraton Hamilton Hotel.

Our expectation is that this conference will attract over 300 delegates from across Canada and internationally. We expect to draw more participants than ever this year, given Hamilton's unique location in the heart of southern Ontario with close proximity to numerous post-secondary institutions, health care organizations and international airports. Participants from a multitude of backgrounds are expected to attend, including academics, researchers, psychologists, physicians, nurses, psychotherapists, social workers and other allied health professionals as well as many students. There will also be members from the general public in attendance at one public session.

We are writing today to offer your organization a valuable opportunity to be involved in this unique event as a sponsoring partner. The CACBT 2016 Conference program will attract delegates that would appeal to sponsors and exhibitors from municipal government departments, universities and training institutions, graduate student organizations, professional associations, organizations providing software to the industry, pharmaceutical organizations, medical and healthcare organizations, private psychotherapy practices and local businesses and business owners that are interested in aligning themselves with a meaningful event aimed at improving evidence-based cognitive and behavioural treatments to help people in our community and elsewhere change their lives.

The extensive program will include workshops, panels, a keynote address as well as numerous social events and between-session breaks, providing your organization with various opportunities to align itself as a valued sponsor of the conference and providing multiple opportunities to engage with your target audience.

We would like to invite you to go over our detailed sponsorship and exhibitor opportunities in this document.

For further information, please contact Astrid Eberhart at executivedirector@cacbt.ca or 416-231-4087. Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Irena Milosevic'.

Dr. Irena Milosevic, Ph.D., C.Psych.
2016 Conference Chair

A handwritten signature in black ink, appearing to read 'Randi McCabe'.

Dr. Randi McCabe, Ph.D., C.Psych.
CACBT-ACTCC President

About CACBT-ACTCC



The Canadian Association of Cognitive and Behavioural Therapies / Association Canadienne des Thérapies Cognitives et Comportementales (CACBT-ACTCC) is a growing national organization focused on training, advancement of knowledge, advocacy, and credentialing of cognitive and behavioural therapies (CBT). CBT includes approaches to treating a wide range of health and mental health problems. CBT is based in the science of thought, behaviour, emotion, and physiology.

Specific goals of CACBT-ACTCC include:

Training:

We aim to disseminate information about and provide training for those interested in CBT by organizing conferences, courses, workshops and by organizing the printing, publication and circulation of a newsletter containing articles, information and news relating to CBT.

Advancing Knowledge:

We aim to promote scientific research in CBT and related concepts and to provide a forum for discussion of matters relevant to both the science and practice of CBT among members of all helping professions.

Advocating:

We aim to work to educate and inform the public about CBT and to advocate in relation to matters pertaining to CBT and to the Association.

Credentialing:

We aim to develop, maintain and apply standards for eligible practitioners of CBT by providing an opportunity for members who meet these standards to obtain an appropriate credential.

Further information about CACBT-ACTCC can be found on our website: www.cacbt.ca.

Sponsorship Opportunities

| Opportunity | Availability | Cost | |
|---|-------------------------|---------------|-----------|
| Partnership | | | |
| Platinum Sponsor | Exclusive Opportunity | \$10,000 | |
| Gold Sponsor | Limited Opportunities | \$5,000 | |
| Silver Sponsor | Limited Opportunities | \$3,000 | |
| Education | | | |
| Opening Keynote Sponsor | Exclusive Opportunity | \$1,000 | |
| Concurrent Session Sponsor | 4 Opportunities | \$500 | |
| Hospitality | | | |
| Beverage/Snack Breaks Sponsor | 3 Opportunities | \$750 | |
| Speaker and CACBT Board Dinner | Exclusive Opportunity | \$1,000 | |
| Technology | | | |
| Audio Visual Sponsor | Exclusive Opportunity | \$3,000 | |
| Students | | | |
| Student Poster Session Sponsor | Exclusive Opportunity | \$1,000 | |
| Student Discussion Panel Sponsor | Exclusive Opportunity | \$1,000 | |
| Advertising and Promotional Material | | | |
| Satchel Sponsor | Exclusive Opportunity | \$5,000 | |
| Name Badge and Lanyard Sponsor | Exclusive Opportunity | \$1,000 | |
| Raffle Sponsors | Unlimited Opportunities | Varying Costs | |
| | | Non-Profit | Corporate |
| Exhibitor | Limited Opportunities | \$500 | \$1,000 |

Platinum Partner

\$10,000 – Exclusive opportunity

Exhibition:

- 1 exhibition table with floor space located in a premium location and floor space provided beside the registration table to display company logo or free standing banner for all conference dates (to be supplied by the sponsor)

Registration:

- 2 complimentary conference registrations

Conference Program:

Sponsorship of one concurrent session which includes:

- Acknowledgement as the session sponsor by the chairperson at the commencement and conclusion of the session
- Recognition of the company's sponsorship via the company's logo displayed on the title slides before the session

2017 CACBT Conference Prize:

- Recognition during the Opening Ceremony, throughout and following the conference as sponsor of a special prize consisting of free registration and travel expense allowance of up to \$1,000 to attend the 2017 conference. Opportunity for Platinum Sponsor representative to draw prize and present winner (with photo opportunity).

Company Promotion:

Company logo and acknowledgement as follows:

- On the conference page of the CACBT website and a link to the company's website
- One full-page coloured advertisement with prime positioning in the conference handbook (to be developed by sponsor)
- Opportunity to display one pull-up banner to be placed on the stage during the Opening Ceremony (to be supplied by the sponsor)
- Company logo on all sponsorship signage
- Company logo on all PowerPoint reels featured in the session rooms
- Opportunity to provide one delegate gift to be distributed to each delegate in welcome packages

NOTE: Sponsorship does not provide an opportunity for the sponsor to nominate their own speaker for the concurrent session, nor have an impact on the content for the session.

Gold Partner

\$5,000 – Limited opportunities

Exhibition

- 1 exhibition table in a designated exhibitor area and floor space provided beside the registration table to display company logo or free standing banner for all conference dates (to be supplied by the sponsor)

Registration

- 1 complimentary conference registration

Conference Program

Advanced option to purchase a sponsorship of one concurrent session which includes:

- Acknowledgement as the session sponsor by the chairperson at the commencement and conclusion of the session
- Recognition of the company's sponsorship via the company's logo displayed on the title slides before the session

Company Promotion

- Company logo and acknowledgement as follows:
 - On the conference page of the CACBT website and a link to the company's website
 - One half-page coloured advertisement in the conference handbook (to be developed by sponsor)
 - Opportunity to display one pull-up banner to be placed on the stage during the Opening Ceremony (to be supplied by the sponsor)
 - Company logo on all sponsorship signage
 - Company logo on all PowerPoint reels featured in the session rooms
 - Opportunity to provide one delegate gift to be distributed to each delegate in welcome packages
 - Recognition during the Opening Ceremony and throughout the conference

Silver Partner

\$3,000 – Limited opportunities

Exhibition

- 1 exhibition table in a designated exhibitor area and floor space provided beside the registration table to display company logo or free standing banner for all conference dates (to be supplied by the sponsor)

Company Promotion

- Company logo and acknowledgement as follows:
 - On the conference page of the CACBT website and a link to the company's website
 - One quarter-page coloured advertisement in the conference handbook (to be developed by sponsor)
 - Opportunity to display one pull-up banner to be placed on the stage during the Opening Ceremony (to be supplied by the sponsor)
 - Company logo on all sponsorship signage
 - Company logo on all PowerPoint reels featured in the session rooms
 - Opportunity to provide one delegate gift to be distributed to each delegate in welcome packages
 - Recognition during the Opening Ceremony and throughout the conference

Opening Keynote Sponsor

\$1,000 – Exclusive opportunity

Sponsored keynote session

- Acknowledgement as the session sponsor by the chairperson at the commencement and conclusion of the sponsored session
- Recognition of your sponsorship via the company's logo displayed on the title slides before the session
- Opportunity to provide one free standing banner to be placed in the session room for the duration of the sponsored key note session

Company Promotion

Company logo and acknowledgement as follows:

- Acknowledgment and logo in the conference handbook
- On all sponsor recognition signage

NOTE: Sponsorship does not provide an opportunity for the sponsor to nominate their own speaker for the session, nor have an impact on the content for the session.

Concurrent Session Sponsor

\$500 – 5 opportunities

Conference Program:

Sponsorship of one concurrent session which includes:

- Acknowledgement as the session sponsor by the chairperson at the commencement and conclusion of the session
- Recognition of the company's sponsorship via the company's logo displayed on the title slides before the session

Company Promotion

Company logo and acknowledgement as follows:

- Acknowledgment and logo in the conference handbook
- On all sponsor recognition signage
- Advanced option to purchase exhibition opportunity (see page #16)

NOTE: Sponsorship does not provide an opportunity for the sponsor to nominate their own speaker for the concurrent session, nor have an impact on the content for the session.

Beverage / Snack Breaks Sponsor

\$750 – 3 opportunities

Catering Stations

Company logo displayed at each catering station

Company Promotion

Company logo and acknowledgements as follows:

- On sponsor page of conference website
- On sponsor recognition signage
- Acknowledgement by the chairperson in the sessions before sponsored beverage / snack break

Speaker and CACBT Board Dinner

\$1,000 – Exclusive opportunity

Speaker and CACBT Board Dinner

- Acknowledgement as the dinner's sponsor by the conference director at the commencement and conclusion of the sponsored dinner to the 35 guests
- Recognition of your sponsorship via the company's logo displayed on table tops during dinner
- Opportunity to provide one free standing banner to be placed at the dinner
- 2 complimentary tickets to attend the dinner

Company Promotion

Company logo and acknowledgement as follows:

- Acknowledgment and logo in the conference handbook
- On all sponsor recognition signage

NOTE: Dinner will be hosted at *The Hamilton Club (6 Main Street East, Hamilton, Ontario, L8N 1E8)* on Thursday May 5th, 2016. This historic and elegant event space offers extraordinary cuisine using the finest ingredients from the Niagara region. It is located within a short walking distance from the conference location.

<http://www.thehamiltonclub.com>

Technology

\$3,000 – Exclusive opportunity

Exhibition

- 1 exhibition table to display company logo or free standing banner for all conference dates (display to be supplied by the sponsor)

Company Promotion

Company logo and acknowledgement as follows:

- On Conference page of CACBT website.
- In the Conference program
- On PowerPoint reel featured in session rooms (to be shown before and after sessions)
- Include your promotional material in the delegate kits

Student Research Symposium

\$1,000 – Exclusive opportunity

Registration

- 1 complimentary conference registration

Sponsored student research symposium

- Acknowledgement as the symposium sponsor by the chairperson at the commencement and conclusion of the conference
- Opportunity to provide one free standing banner to be placed in the session room for the duration of the sponsored symposium

Company Promotion

Company logo and acknowledgement as follows:

- Acknowledgment and logo in the conference handbook
- On all sponsor recognition signage

Student Discussion Panel Sponsor

\$1,000 – Exclusive opportunity

Registration

- 1 complimentary conference registration

Sponsored student research symposium

- Acknowledgement as the panel sponsor by the chairperson at the commencement and conclusion of the discussion
- Opportunity to provide one free standing banner to be placed in the session room for the duration of the sponsored panel session

Company Promotion

Company logo and acknowledgement as follows:

- Acknowledgment and logo in the conference handbook
- On all sponsor recognition signage

Satchel Sponsor

\$5,000 – Exclusive opportunity

Satchels

- Company logo printed alongside conference branding on all satchels. The cost of the satchel is included in the sponsorship fee (max 300).

Registration

- 1 complimentary conference registration

Conference Program

Advanced option to purchase a sponsorship of one concurrent session which includes:

- Acknowledgement as the session sponsor by the chairperson at the commencement and conclusion of the session
- Recognition of the company's sponsorship via the company's logo displayed on the title slides before the session

Company Promotion

- Company logo and acknowledgement as follows:
 - On the sponsor page of conference website a link to the company's website
 - One half-page coloured advertisement in the conference handbook (to be developed by sponsor)
 - Opportunity to display one pull-up banner to be placed on the stage during the Opening Ceremony (to be supplied by the sponsor)
 - Company logo on all sponsorship signage
 - Company logo on all PowerPoint reels featured in the session rooms
 - Recognition during the Opening Ceremony and throughout the conference

Name Badge and Lanyard Sponsor

\$1,500 – Exclusive opportunity

Name Badges and Lanyards

- Company logo printed alongside conference branding on all registrant name badges (conference committee to print) and company logo on lanyards (company to provide)

Registration

- 1 complimentary conference registration

Sponsored student research symposium

- Acknowledgement as the panel sponsor by the chairperson at the commencement and conclusion of the discussion
- Opportunity to provide one free standing banner to be placed in the session room for the duration of the sponsored panel session

Company Promotion

Company logo and acknowledgement as follows:

- Acknowledgment and logo in the conference handbook
- On all sponsor recognition signage

Door Prizes or Satchel Gifts

Varying costs – Unlimited opportunities

Company Promotion

Company logo and acknowledgement as follows:

- Acknowledgment and logo in the conference handbook

Exhibitor

Corporate (\$1,000) and Non-Profit (\$500)

Exhibition

- 1 exhibition table to display company logo or free standing banner for all conference dates (to be supplied by the sponsor)

Registration

- 1 complimentary conference registration