



**BRAIN INJURY | LÉSION CÉRÉBRALE**  
CANADA CANADA

# **NATIONAL VIRTUAL CONFERENCE 2021**

**SPONSOR &  
EXHIBITOR  
PACKAGE**

**JUNE 2, 3 & 4 2021**

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



## A BRAIN INJURY CAN HAPPEN TO ANYONE

- TBI occurs at an annual rate of 500 out of 100,000 individuals. That is approximately 165,000 injuries. **This equals 456 people every day, or one person injured every 3 minutes in Canada.**
- When injuries due to stroke or other non-traumatic causes are included, close to 4% of the population lives with brain injury. **That equates to over 1.5 million Canadians living with acquired brain injury.**
- In the next year:
  - 4015 Canadians will be diagnosed with Multiple Sclerosis
  - An estimated 4,300 new cases of Spinal Cord Injury will occur
  - 26,900 Canadian women will be diagnosed with breast cancer
  - **165,000 Canadians will have a traumatic brain injury**

The mission of Brain Injury Canada is to advance awareness, education, opportunities, and support by:

- Advocating at a national level on issues important to the brain injury community
- Establishing meaningful connections and collaborations with stakeholders
- Educating and empowering people living with acquired brain injury, families/caregivers, healthcare workers, researchers, and the general public

## **We would like to invite you to join us for our 2021 national brain injury conference as a sponsor and/or exhibitor.**

This dynamic and unique conference is designed to meet the ever-changing needs of our audience. Our conference will be split into two streams:

### **Navigating the Landscape of Brain Injury**

**Wednesday June 2  
11:00 am - 4:15 pm  
&  
Thursday June 3  
11:00 am - 4:15 pm**

Targeted to healthcare and service providers such as:

- Case managers
- Legal professionals
- Occupational therapists
- Physicians and nurses
- Physiotherapists
- Psychologists
- Researchers
- Speech language pathologists

### **Healthy Brain and Well-Being**

**Friday June 4  
11:00 am - 2:45 pm**

Open to anyone with an interest in brain health

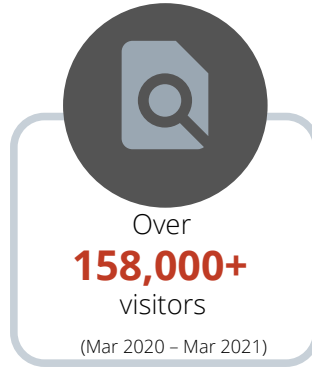
- Individuals living with the effects of brain injury
- Family members/caregivers
- Healthcare and service providers
- General public

We are pleased to present a variety of opportunities to help your organization showcase its products, services and solutions, and network with attendees and other exhibitors. Join us as we work together to mobilize knowledge, network and create a better web of support for those living with acquired brain injury.

# Brain Injury Canada Reach and Engagement

## Website

[www.braininjurycanada.ca](http://www.braininjurycanada.ca)  
continues to rank high in  
organic searches.

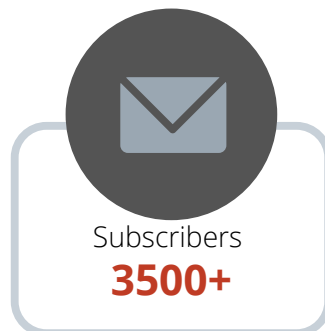


## Facebook (Mar 2020 – Mar 2021)

## Twitter (Mar 2020 – Mar 2021)



## Email List



## Why should you sponsor and exhibit with us?

We want you to be a part of our biggest conference yet. By going virtual, we can reach every part of Canada bringing together the brain injury community in one place.

When you sponsor with us, you will have the opportunity to:

Build brand awareness with a targeted audience

Network with colleagues and potential referral sources

Share your product and services with attendees, speakers and other sponsors/exhibitors

Support Brain Injury Canada in enhancing the lives of individuals and families/caregivers living with brain injury in Canada

We are delighted to be able to offer a variety of sponsorship opportunities to companies working in the area of acquired brain injury and we hope that you will be able to select a package to suit your needs.

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

## PLATINUM SPONSOR - \$5000 SOLD OUT

Limited to 2

- Full page advertisement in the digital conference program
- Prime logo placement and website link on conference website homepage and virtual conference platform landing page
- Prime placement full page sponsor landing page on conference website with option to include brief description, contact info, short video, social media links and an embedded contact form to send leads directly to your email. Page will remain on the website until Dec 31, 2021
- Full page sponsor landing page on virtual conference platform
- Prime 3D exhibit space in virtual exhibit hall on June 2 & 3. [See exhibit benefits below for further detail]
- Opportunity to provide a short company video promo to be played on June 2 and 3 during the conference. Video placement determined by BIC
- Opportunity to pre-record speaker introduction to be played during the conference. Video placement determined by BIC
- Dedicated company profile/ special company mention through BIC social media channels prior to conference
- Recognition and logo placement in all conference promotional emails
- Opportunity to develop and deliver one live or pre-recorded webinar in 2021 on a topic in agreement with Brain Injury Canada. Includes promotion, editing, and posting on the conference website and conference emails.
- Acknowledgment in Daily Introduction on all three days of conference event
- Corporate logo on event video pre-roll and during video roll during breaks
- Prominent placement and opportunity to provide company promo/offer in virtual delegate bag
- Company sponsorship level recognized on website until Dec 31, 2021 and in 2022 Annual Report
- 5 free conference registrations (unused registrations can be donated to our conference registration lottery for those who are unable to afford the cost)

## GOLD SPONSOR - \$3500

Limited to 4 - 3 remaining

- 3/4 page advertisement in the digital conference program
- Logo placement and website link on the conference website homepage and virtual conference platform landing page
- Premium placement full page sponsor landing page on conference website with option to include brief description, contact info, short video, social media links and an embedded contact form to send leads directly to your email. Page will remain on the website until Dec 31, 2021

- Full page sponsor landing page on virtual conference platform
- Premium 3D exhibit space in virtual exhibit hall on June 2 & 3. [See exhibit benefits below for further detail]
- Opportunity to provide short company video promo to be played on June 2 or 3 during the conference.
- Video placement determined by BIC
- Opportunity to pre-record a speaker introduction to be played during the conference. Video placement determined by BIC
- Dedicated company profile/ special company mention through BIC social media channels prior to conference
- Recognition and logo placement in all conference promotional emails
- Acknowledgment in Daily Introduction on all three days of conference event
- Corporate logo on event video pre-roll and during video roll during breaks
- Opportunity to provide company promo and offer in virtual delegate bag
- Company sponsorship level recognized on website until Dec 31, 2021 and in 2022 Annual Report
- 3 free conference registrations (unused sponsorships can be donated to our conference registration lottery for those who are unable to afford the cost)

## SILVER - \$1500

### Unlimited

- 1/2 page advertisement in the conference program
- Logo placement and website link on conference website homepage and virtual conference platform landing page
- Full page sponsor landing page on the conference website with the option to include a brief description, contact info, short video, social media links and an embedded contact form to send leads directly to your email. Page will remain on the website until Dec 31, 2021.
- Full page sponsor landing page on virtual conference platform
- Recognition and logo placement in all conference promotional emails
- Acknowledgment in Daily Introduction on all three days of conference event
- Corporate logo on event video pre-roll and during video roll during breaks
- Company logo and link in virtual delegate bag
- Company sponsorship level recognized on website until Dec 31, 2021 and in 2022 Annual Report
- 2 free conference registrations

\*Exhibitor space can be added to your sponsorship for an additional \$500

## EXHIBITOR - \$800 60% SOLD

### Exhibitor opportunities are limited


- 1 exhibit space in the virtual exhibit hall on June 2 & 3 including:
  - An easy to use exhibitor portal to build your booth and upload a promotional video
  - Inclusion in the searchable exhibitor listing
  - Giveaway opportunities from your booth
  - Interact and communicate via direct messages to attendees - be proactive!
  - Lead Retrieval & a 3D floor plan. Lead retrieval automatically collects contact information of the people who visit your booth and interact with you. You will be able to host a live video that potential leads can join, allowing face-to-face interaction opportunities.
- Company name and website link listed on both the conference website and the virtual conference platform exhibitor page
- Full page exhibitor landing page on conference website with option to include brief description, contact info, short video, social media links and embedded contact form to send leads directly to your email. Page will remain on the website until Dec 31, 2021.
- Full page exhibitor listing on the virtual conference platform in the Exhibit Hall, including brief description, contact info, short video and social media links
- Company name listed in digital conference program
- 2 full conference registrations and access to all conference sessions

Build your brand  
Become a sponsor

Please contact **Michelle McDonald** at **613-762-1222** or **[mmcdonald@braininjurycanada.ca](mailto:mmcdonald@braininjurycanada.ca)** to secure your sponsorship now.



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