

NATIONAL VIRTUAL CONFERENCE 2022

SPONSOR & EXHIBITOR PACKAGE



MAY 25 & 26, 2022

A BRAIN INJURY CAN HAPPEN TO ANYONE

- Traumatic brain injury (TBI) occurs at an annual rate of 500 out of 100,000 individuals. **This equals 456 people every day, or one person injured every 3 minutes in Canada.**
- When brain 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**

ABOUT BRAIN INJURY CANADA

The statistics are staggering. Yet this devastating “invisible injury” is often not diagnosed; ignored and/or stigmatized; under- supported; under-researched; and under-funded. Those individuals living with brain injury experience insurmountable barriers and challenges that make every day a challenge.

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.

Our vision is a better quality of life for all Canadians affected by acquired brain injury

We are dedicated to facilitating post-trauma research, and providing education, awareness and advocacy in partnership with national, provincial/territorial and regional associations and other stakeholders to ensure individuals living with brain injury are supported, advocated for, heard, and understood.



Education



Awareness



Advocacy



Research



Support

Navigating the Landscape of Brain Injury - Our National Conference

Our first virtual conference, which took place in June 2021, was a resounding success. Attendees from across Canada joined us for the two-day event, interacting with exhibitors, attending sessions, and engaging in networking throughout the platform. Post-conference, we received a high percentage of positive feedback about the experience and the use of a digital platform to make the event more fiscally and geographically accessible.



270
Virtual Registrations



1,997
Exhibitor booth visits
(204 unique visits)



6,504
Individual page views
on Pheedloop



19,115
Reached on Twitter



6,980
Reached on Facebook



VERY organized and easy to navigate! Such innovation and relevant information for rehabilitation workers who support survivors.

I like that it covered a lot of diverse topics, that will help me aid my clients to be more independent.

Polished, professional, great speakers.

Well done. Difficult to offer something virtually but you have done it well. It is definitely more accessible to providers and people with ABI.

The speakers were excellent and the topics were very relevant.

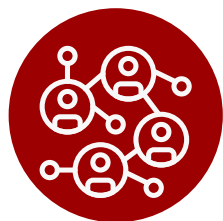
The platform you utilized is the best online conference platform that I have seen/ taken part in. I really appreciate the ease as well as the adaptations for different abilities.



Why should you sponsor and/or exhibit with us?

Our past experience and the feedback we have gathered demonstrated to us that we are providing an educational and collaborative event that health care and service professionals want. By going virtual, we can reach every part of Canada, bringing the multi-faceted brain injury community together. This year we are growing, bringing in new, exciting features. We want you to be a part of our biggest conference yet.

Expand your brand and demonstrate your commitment to the ABI community across Canada. Through a partnership with Brain Injury Canada, you will:



Reach your target audience through a multi-channel marketing strategy including social media, digital marketing and an online virtual conference platform with networking and gameification



Enhance your recognition as a leader in supporting those living with brain injury and their families



Be a key partner in driving change at the national, provincial, territorial, and local levels



Become a strong voice that advocates for changing the conversation about brain injury in Canada

Our conference is targeted to healthcare and service providers such as:

- Case managers
- Legal professionals
- Occupational therapists
- Physicians and nurses
- Personal support workers
- Physiotherapists
- Psychologists
- Academic researchers
- Speech language pathologists
- Rehabilitation therapists

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.

PLATINUM SPONSOR - \$5000

Limited to 2

- A full page advertisement in the digital conference program
- Prime logo placement and a website link on the conference website homepage and the virtual conference platform login page
- A landing page on the conference website www.braininjurycanadaconference.ca, with the option to include a brief description, a do-follow website link, a banner image or short video, social media links and an embedded contact form to send leads directly to your email. The page will remain on the website until Dec 31, 2022
- The opportunity to develop and deliver a pre-recorded webinar (March - June) in 2022 on a topic in agreement with Brain Injury Canada. Includes promotion, editing, and posting on the conference website and promotion to conference attendees via email
- A landing page on the PheedLoop virtual conference platform
- A 3D exhibit space in the virtual exhibit hall on May 25 & 26, 2022. [See exhibit benefits on page 7 for further details]
- 4 free conference registrations (unused registrations can be donated to our conference registration lottery for those who are unable to afford the cost)
- The option to provide a short company video promo to be played during the conference. Video placement to be determined by Brain Injury Canada
- The opportunity to pre-record a speaker introduction to be played on May 25 or 26 during the conference. Video placement to be determined by Brain Injury Canada
- A dedicated company profile/ special company mention through Brain Injury Canada's social media channels prior to the conference
- Recognition and logo placement & website hyperlink in all conference promotional emails
- An acknowledgment in the opening remarks on both days of the conference
- Your corporate logo on the conference pre-roll video and break videos
- Recognition after the event in Brain Injury Canada's social media
- Recognition after the event in Brain Injury Canada's newsletter
- Recognition of your company's sponsorship level recognized in the conference section on www.braininjurycanada.ca/en/about-us until Dec 31, 2022 and in the 2023 Annual Report

Limited to 4

- A 3/4 page advertisement in the digital conference program
- Your logo placement and website link on the conference website homepage and the virtual conference platform landing page
- A landing page on the conference website www.braininjurycanadaconference.ca, with the option to include a brief description, contact information, a banner image or short video, social media links, and an embedded contact form to send leads directly to your email. The page will remain on the website until Dec 31, 2022
- A sponsor landing page on the PheedLoop virtual conference platform
- A 3D exhibit space in the virtual exhibit hall on May 25 & 26, 2022 [See exhibit benefits on page 7 for further detail]
- 3 free conference registrations (unused registrations can be donated to our conference registration lottery for those who are unable to afford the cost)
- The option to provide a short company video promo to be played on May 25 or May 26 during the conference. Video placement to be determined by Brain Injury Canada
- The opportunity to pre-record a speaker introduction to be played during the conference. Speaker to be determined by Brain Injury Canada
- Recognition and logo placement & website hyperlink in all conference promotional emails
- Acknowledgment in the opening remarks on both days of the conference
- Your corporate logo on the conference pre-roll video and break videos
- Recognition after the event on Brain Injury Canada's social media
- Recognition after the event in Brain Injury Canada's newsletter
- Your company's sponsorship level recognized in the 2023 Annual Report

SILVER - \$1500*

- A 1/2 page advertisement in the conference program
- Your logo placement and website link on the conference website homepage and the virtual conference platform landing page
- A sponsor landing page on the PheedLoop conference platform
- 2 free conference registrations (unused registrations can be donated to our conference registration lottery for those who are unable to afford the cost)
- Recognition and logo placement in all conference promotional emails
- Acknowledgment in the opening remarks on both days of the conference
- Your corporate logo on the conference pre-roll video and break videos
- Recognition after the event on Brain Injury Canada's social media
- Recognition after the event in Brain Injury Canada's newsletter
- Company sponsorship level recognized in the 2023 Annual Report

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

EXHIBITOR - \$800

Exhibitor opportunities are limited – please secure your spot early! The package includes one exhibit space in the virtual exhibit hall on May 25 & 26 including:

- A streamlined exhibitor portal to build your booth and upload contact information, a description, social media, promotional multimedia, and supporting documents
- Live lead retrieval which collects contact information from the attendees who request more information at your booth
- Inclusion in the 3D interactive exhibitor hall & in the searchable exhibitor listings
- Inclusion in gamification during conference, increasing engagement and incentivizing attendees to visit exhibitor booths
- Giveaway opportunities from your booth
- Interact and communicate via direct messages to attendees
- The ability to host live video presentations/information calls with up to 25 attendees at any time
- Complimentary access to a live webinar in May 2022 on exhibitor best practices and tips to maximize attendee traffic to your booth and business
- Your company name and website link listed on the conference website
- Your company name listed in the digital conference program
- One conference registration and access to all the conference sessions (additional booth attendees are available for \$99)



Please contact **Michelle McDonald** at mmcdonald@braininjurycanada.ca or **613-762-1222** to secure your sponsorship/exhibitor booth



BRAIN INJURY
CANADA

LÉSION CÉRÉBRALE
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