



# NATIONAL VIRTUAL CONFERENCE 2023

SPONSOR & EXHIBITOR PACKAGE

MAY 17 & 18, 2023



BRAIN INJURY  
CANADA

LÉSION CÉRÉBRALE  
CANADA

# 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 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 last two virtual conferences have been resounding successes. Attendees from across Canada joined us for the two-day events, interacting with exhibitors, attending sessions, and engaging in networking throughout the platform. Post-conference, we received highly positive feedback about the experience and the use of a digital platform to make the event more fiscally and geographically accessible.



### Conference 2022

- **12 speakers**
- **1234 exhibitor booth visits**
- **Almost 5000 page views across the platform**
- **272 gamification codes found**
- **1700 private messages exchanged**
- **4100 visitors and 10,000 page views to conference website**



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Love that it's virtual, creating an opportunity for me to attend when in-person would not be an option for this program.

I enjoyed the variety and caliber of presenters - every session was unique and excellent.

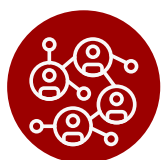
The virtual booths are a great way to connect. The game encouraged engagement in a fun way. The speakers were exceptional.

It was very well organized. The price was reasonable. The evidence-based presentations, innovative practice discussions, indigenous and diversity presentations.

## 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 gamification



Enhance your recognition as a leader provincially and nationally 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



Showcase your services and your organization to delegates across Canada specifically related to the field of brain injury



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
- Social workers
- 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 - \$3000 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 with the option to include a brief description, a 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, 2023
- A prime 3D exhibit space in the virtual exhibit hall on May 17 & 18, 2023. [See exhibitor benefits on page 8 for further details]
- Inclusion in gamification during conference, increasing engagement and incentivizing attendees to visit sponsor pages and videos
- Opportunity to record a lobby thank you video played each day of the conference
- The opportunity to pre-record a speaker introduction to be played on May 17 or 18 during the conference. Video placement to be determined by Brain Injury Canada
- 4 free conference registrations (unused registrations can be donated to our conference registration lottery for those who are unable to afford the cost)
- A dedicated company profile/ special company mention through Brain Injury Canada's social media channels prior to the conference
- Recognition, 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
- Complimentary one year listing on [www.braininjurycanadaconnect.ca](http://www.braininjurycanadaconnect.ca)
- Recognition of your company's sponsorship level recognized in the conference section on [www.braininjurycanada.ca/en/about-us](http://www.braininjurycanada.ca/en/about-us) until Dec 31, 2023 and in the 2024 Annual Report

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



## **GOLD SPONSOR - \$2000 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 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, 2023
- A 3D exhibit space in the virtual exhibit hall on May 17 & 18, 2023 [See exhibit benefits on page 8 for further detail]
- Inclusion in gamification during conference, increasing engagement and incentivizing attendees to visit sponsor pages and videos
- 3 free conference registrations (unused registrations can be donated to our conference registration lottery for those who are unable to afford the cost)
- Recognition, 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
- Complimentary one year listing on [www.braininjurycanadaconnect.ca](http://www.braininjurycanadaconnect.ca)
- Your company's sponsorship level recognized in the 2023 Annual Report

## **SILVER - \$1000\***

- 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
- 2 free conference registrations (unused registrations can be donated to our conference registration lottery for those who are unable to afford the cost)
- Recognition, link 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
- Complimentary one year listing on [www.braininjurycanadaconnect.ca](http://www.braininjurycanadaconnect.ca)
- Company sponsorship level recognized in the 2023 Annual Report

## Sponsorship Benefits

	Platinum	Gold	Silver
Advertisement in the digital conference program	full page	3/4 page	1/2 page
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 with embedded contact form to send leads directly to your email.			
3D exhibit space in the virtual exhibit hall on May 17 & 18, 2023.			
Inclusion in gamification during conference, increasing engagement and incentivizing attendees to visit sponsor pages and videos			
Opportunity to record a pre-conference welcome to be played on BIC social media prior to the conference			
Opportunity to record a lobby thank you video played each day of the conference			
Opportunity to pre-record a speaker introduction to be played on May 17 or 18 during the conference.			
Recognition and logo placement & website hyperlink in all conference promotional emails			
A dedicated company profile/ special company mention through Brain Injury Canada's social media channels prior to the conference			
Your corporate logo on the conference pre-roll video and break videos			
An acknowledgment in the opening remarks on both days of the conference			
Recognition after the event in Brain Injury Canada's social media, newsletter and Annual Report			
Complimentary one year listing on <a href="http://www.braininjurycanadaconnect.ca">www.braininjurycanadaconnect.ca</a>			

## **WORKSHOP SPONSOR - \$2000 (Limited to 3)**

**New this year** - We will be holding 3 workshops on Tuesday May 16. with 40-50 attendees each

- A 1/2 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 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, 2023
- A 3D exhibit space in the virtual exhibit hall on May 17 & 18, 2023 [See exhibit benefits on page 8 for further detail]
- 2 free conference registrations
- Recognition, 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 identifying your workshop sponsorship
- Recognition after the event on Brain Injury Canada's social media
- Recognition after the event in Brain Injury Canada's newsletter
- Complimentary one year listing on [www.braininjurycanadaconnect.ca](http://www.braininjurycanadaconnect.ca)
- Your company's sponsorship level recognized in the 2023 Annual Report

## **EXHIBITOR - \$500** Exhibitor opportunities are limited – please secure your spot early!

The package is for one exhibit space in the virtual exhibit hall on May 17 & 18, 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
- The ability to interact and communicate via direct messages to attendees
- The ability to host live video presentations/information sessions with up to 25 attendees
- Complimentary access to a live webinar in April 2023 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 and in the digital conference program
- Recognition after the event in Brain Injury Canada's newsletter
- Complimentary one year listing on [www.braininjurycanadaconnect.ca](http://www.braininjurycanadaconnect.ca)
- 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](mailto:mmcdonald@braininjurycanada.ca) or **613-762-1222** to secure your sponsorship/exhibitor booth



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