



## Canadian Professional Association for Transgender Health

### 2019 Conference Partnership Prospectus

The first – and largest – national professional association for transgender health in the world, the Canadian Professional Association for Transgender Health (CPATH) is known nationally and internationally to have a finger on the pulse of trans health, wellness and care. CPATH is an interdisciplinary professional organization which works to support and advocate for the health, well-being, and dignity of trans and gender diverse people by educating professionals and enabling knowledge exchange to develop and promote best practices; facilitating networks and fostering supportive environments for professionals working with and for trans people; and encouraging research to expand knowledge and deepen understanding about sex and gender diversity.

Health and wellness is a dynamic process of change and growth that involves the intersections of many factors. These include a knowledgeable and empowered community and access to health care that encompasses best practices and evidence based research across the lifespan. ***Advancing Trans Health and Well-being in Canada*** will showcase excellence in research, clinical practice, program development, policy and systems change.

The 2019 CPATH Pre-Conference Training and Conference is taking place Wednesday, October 30 to Sunday, November 3, 2019 at the Sheraton Montreal, 1201 Boulevard Rene-Levesque West, Montreal, **Quebec** H3B 2L7, Canada.

## **Designed to Appeal to a Wide Audience**

CPATH's conferences have consistently featured the latest evidence and approaches to innovative research findings, clinical practices, models of care, and community-based approaches to improving transgender health and wellness. Unique in Canada, the conference provides an opportunity for participants to meet face to face on topics specifically related to trans health.

CPATH's conferences attract a multidisciplinary group of health care providers, clinicians, health administrators and policy-makers, educators, lawyers, researchers, government and non-governmental organizations, change agents from within trans communities and students and others, with a shared interest in the health and well-being of trans and gender variant children, youth, adults, and older adults.

Building on CPATH's previous successes, the 2019 Montreal conference is poised to provide opportunities for learning and knowledge exchange, to enhance clinical practice and capacity and explore new and emerging research. The conference will also contribute to building and strengthening networks and supports for transgender and gender non-conforming people and those who are key to providing health and wellness programs and services for trans communities.

The 2015 Halifax Conference had over 220 participants. The 2017 Vancouver Conference had over 330 participants. CPATH anticipates that the 2019 Montreal Conference will attract over 450 participants.

## **Pre-Conference Training Wednesday, October 30 & Thursday, October 31**

A 2 day pre-conference training program is being offered for a variety of experience levels but will be particularly geared to new and experienced practitioners.

Expert trainers will offer sessions that will improve participant's knowledge, and develop skills to enhance their understanding of and work with trans and gender creative individuals, and increase their capacity to provide gender affirming and primary health care services to transgender patients.

All pre-conference training sessions will be CME/CEU accredited for Mainpro-M1 credits.

## Exceptional Opportunities

As a Conference Partner of ***Advancing Trans Health and Well-being in Canada***, you have an opportunity to align your organization's objectives with issues of critical importance to the health and well-being of transgender people, and to the sectors that support them. Each conference partner will be well positioned to demonstrate their leadership and commitment to the field.

## Benefits of Partnership

There are number of ways to partner with the Canadian Professional Association for Transgender Health on ***Advancing Trans Health and Well-being in Canada***. A range of partnership levels and opportunities are described below, as are ways to recognize your contributions. As a partner in the conference, we would be happy to discuss ways that your organization can be meaningfully involved.

### **Visionary – Pre-Conference Training: \$10,000**

- Complimentary conference registrations for four (4) members of your company OR opportunity to create bursaries and be recognized for supporting four individuals who would otherwise be unable to attend
- Verbal acknowledgement during Opening Plenary and all other plenary sessions, with pre-agreed promotional wording
- Three-minute speaking opportunity during Opening Plenary session
- Prominent visual recognition (with logo) on conference banners and directional signs
- Recognition in all promotional and advertising materials as a Pre-Conference Training Visionary
- Full-page, full colour recognition in online pre-conference program and on-site magazine format final conference program
- Logo on conference website with a link to your organization's website
- Organization name, website and 100-word description in online pre-conference program and on-site magazine format final conference program
- One (1) complimentary 8 x 10 foot display space during three days of the conference, includes skirted table and two chairs
- Opportunity to distribute a printed communication piece or promotional item on the chairs during the Pre-Conference Training sessions
- Mention in the conference final report

**Visionary – Conference:****\$10,000**

- Complimentary conference registrations for four (4) members of your company OR opportunity to create bursaries and be recognized for supporting four individuals who would otherwise be unable to attend
- Verbal acknowledgement during Opening Plenary and all other plenary sessions, with pre-agreed promotional wording
- Three-minute speaking opportunity during Opening Plenary session
- Prominent visual recognition (with logo) on conference banners and directional signs
- Recognition in all promotional and advertising materials as a Conference Visionary
- Full-page, full colour recognition in online pre-conference program and on-site magazine format final conference program
- Logo on conference website with a link to your organization's website
- Organization name, website and 100-word description in online pre-conference program and on-site magazine format final conference program
- One (1) complimentary 8 x 10 foot display space during three days of the conference, includes skirted table and two chairs
- Opportunity to distribute a printed communication piece or promotional item on the chairs during the Opening Plenary session
- Mention in the conference final report

**Champion:****\$7,500**

- Complimentary conference registrations for two (2) members of your company OR opportunity to create bursaries and be recognized for supporting two individuals who would otherwise be unable to attend
- Verbal acknowledgement during Opening Plenary and all other plenary sessions, with pre-agreed promotional wording
- Prominent visual recognition (with logo) on conference banners and directional signs
- Recognition in all promotional and advertising materials as a Champion
- Half-page, full colour recognition in online pre-conference program and on-site magazine format final conference program
- Logo on conference website with a link to your organization's website
- Organization name, website and 100-word description in online pre-conference program and on-site magazine format final conference program
- One (1) complimentary 8 x 10 foot display space during three days of the conference, includes skirted table and two chairs
- Opportunity to distribute a printed communication piece or promotional item on the chairs during the Opening Plenary session
- Mention in the conference final report

**Leader:****\$5,000**

- Complimentary conference registration for one (1) member of your company OR opportunity to create a bursary and be recognized for supporting one individual who would otherwise be unable to attend
- Verbal acknowledgement during Opening Plenary and all other plenary sessions, with pre-agreed promotional wording
- Prominent visual recognition (with logo) on conference banners and directional signs
- Recognition in all promotional and advertising materials as a Visionary
- Quarter-page, full colour recognition in online pre-conference program and on-site magazine format final conference program
- Logo on conference website with a link to your organization's website
- Organization name, website and 50-word description in online pre-conference program and on-site magazine format final conference program
- One (1) complimentary 8 x 10 foot display space during three days of the conference, includes skirted table and two chairs
- Mention in the conference final report

**Plenary Sponsor:****\$2,500**

- Complimentary conference registration for one (1) member of your company OR opportunity to create a bursary and be recognized for supporting one individual who would otherwise be unable to attend
- Verbal acknowledgement during sponsored Plenary session, with pre-agreed promotional wording
- Three-minute speaking opportunity during sponsored Plenary session
- Prominent visual recognition (with logo) on conference banners and directional signs
- Recognition in all promotional and advertising materials as a Plenary Sponsor
- Quarter-page, full colour recognition in online pre-conference program and on-site magazine format final conference program
- Logo on conference website with a link to your organization's website
- Organization name, website and 50-word description in online pre-conference program and on-site magazine format final conference program
- One (1) complimentary 8 x 10 foot display space during three days of the conference, includes skirted table and two chairs
- Mention in the conference final report

## Exclusive Partnership Opportunities

### Gala Dinner (Exclusivity – one only):

**\$10,000**

- Complimentary conference registrations for two (2) members of your company OR opportunity to create bursaries and be recognized for supporting two individuals who would otherwise be unable to attend
- Logo on conference website with a link to your organization's website
- Organization name, website and 100-word description in online pre-conference program and on-site magazine format final conference program
- Recognition as the Gala Dinner Partner in online pre-conference program and on-site magazine format final conference program
- Prominent visual recognition (with logo) on Gala Dinner signage
- Three-minute speaking opportunity during Gala Dinner
- Opportunity to distribute a printed communication piece or promotional item on the chairs at the Gala Dinner
- Recognition (with logo) on all conference materials and signage as the Gala Dinner Partner
- Mention in the conference final report
- Branded activity enhancements available at additional cost (e.g. napkins, tent cards, dessert buffet, give-aways, DJ and entertainment, refreshment tickets, table and room décor, etc.)

### Welcome Reception (Exclusivity – one only):

**\$2,500**

- Complimentary conference registrations for one (1) member of your company OR opportunity to create a bursary and be recognized for supporting one individual who would otherwise be unable to attend
- Logo on conference website with a link to your organization's website
- Organization name, website and 50-word description in online pre-conference program and on-site magazine format final conference program
- Recognition as the Welcome Reception Partner in online pre-conference program and on-site magazine format final conference program
- Prominent visual recognition (with logo) on Welcome Reception signage
- Three-minute speaking opportunity during Welcome Reception
- Opportunity to distribute a printed communication piece or promotional item on the chairs at the Welcome Reception
- Recognition (with logo) on all conference materials and signage as the Welcome Reception Partner
- Mention in the conference final report

## Program Advertising Opportunities

A limited number of ads will be included in the online Pre-Conference Program and in the magazine format on-site Final Conference Program (posted to CPATH's website and distributed throughout Canada).

### Online Pre-Conference and onsite Final Magazine-Format Conference Program

Size (width x height, in inches)	Dimensions	Cost
Full Page	7 x 9	\$1,250
Half Page	7 x 4.5	\$ 500
Quarter Page	3.5 x 4.5	\$ 275

### Advertisement Specifications

Resolution should be 300 dpi.

Please submit your ad using any of the following formats:

- PDF
- JPEG
- TIFF
- EPS

## Exhibit at the CPATH 2019 Conference, showcase new products and services and build new relationships.

### Private Sector (for profit) **\$600**

- 10 x 10 space includes draped table and two chairs
- Your company's website link posted on conference website

### Government/Large Not-for-Profits/Small Businesses **\$350**

- 10 x 10 space includes draped table and two chairs
- Your company's website link posted on conference website

### Small Not-for-Profit Agencies **\$250**

- 10 x 10 space includes draped table and two chairs
- Your company's website link posted on conference website

**Includes:**

- Draped and skirted 6' table and two chairs
- Your company's website link posted on the conference website
- Name recognition in on-line pre-conference program and on-site magazine format final conference program

**Please complete the Exhibit and Advertiser Application & Registration form and email to [cpath2019planning@gmail.com](mailto:cpath2019planning@gmail.com) or mail with payment to address below.**

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**Questions? Email [cpath2019planning@gmail.com](mailto:cpath2019planning@gmail.com).**