



SPONSORSHIP PROSPECTUS



2020 CANADIAN HYPERTENSION CONGRESS

September 24-26, 2020

Sheraton Montreal Airport Hotel
Montreal, Quebec

An Invitation to Support

Canada's largest national scientific and educational conference of its kind, the Canadian Hypertension Congress, is back for its 9th year **September 24 to 26, 2020**, in Montreal. The congress incorporates today's needs and expectations of scientists, researchers, and clinicians, we are delighted to invite you to be part of its success!

Over three days, through presentations, debates, and discussions, we showcase cutting-edge research abstracts, address knowledge gaps head-on, and inspire innovation through open exchange to drive improved health outcomes for people living with hypertension, and more. Responding to the needs of our primary care community, this year's theme is "Guidelines to Implementation". Our sessions will address the most-requested topics in hypertension among these adjacent conditions for whole patient treatment:

- **Atrial Fibrillation**
- **Cardiovascular Disease & Heart Failure**
- **Chronic Kidney Disease**
- **Dementia**
- **Diabetes**
- **Obesity**

This Congress brings together leading minds across disciplines and specialties: more than 300 of Canada's leading hypertension scientists and researchers, physicians, pharmacists, specialists, nurses, dieticians, health experts, and public health officials. Concurrently, our third Young Investigator Forum will provide 60 trainees with knowledge and skills development support to best equip them for a bright future in hypertension.

This Congress provides an excellent opportunity for sponsors to expose their brand, products and services to their stakeholders. In our intimate formats, you have the opportunity to meet face-to-face with rising and established hypertension experts. Most importantly, as a Congress sponsor you are a vital partner, enabling multidisciplinary sessions and educational initiatives, translating evidence into action, to maintain Canada's world-leading position in hypertension control rates and ensuring Canadians have the healthiest blood pressure in the world.

We hope you'll join us and be part of our collective success.



Alan Bell, MD, FCFP
Assistant Professor,
Department of Family and
Community Medicine,
University of Toronto
Canadian Hypertension
Congress Co-chair



**Stella Daskalopoulou, MD,
MSc, DIC, PhD**
Associate Professor -
Department of Medicine,
McGill University
Director - Vascular Health Unit
Associate Program Leader -
Cardiovascular Health across
the Lifespan, RI-MUHC
Canadian Hypertension
Congress Co-chair



**Ross T. Tsuyuki, BSc(Pharm),
PharmD, MSc, FCSHP, FACC,
FCAHS**
Professor & Chair, Department
of Pharmacology
Professor of Medicine
(Cardiology) & Director,
EPICORE Centre
Faculty of Medicine & Dentistry
University of Alberta
Scientific Program Chair, 2020



Angelique Berg
Chief Executive Officer
Hypertension Canada

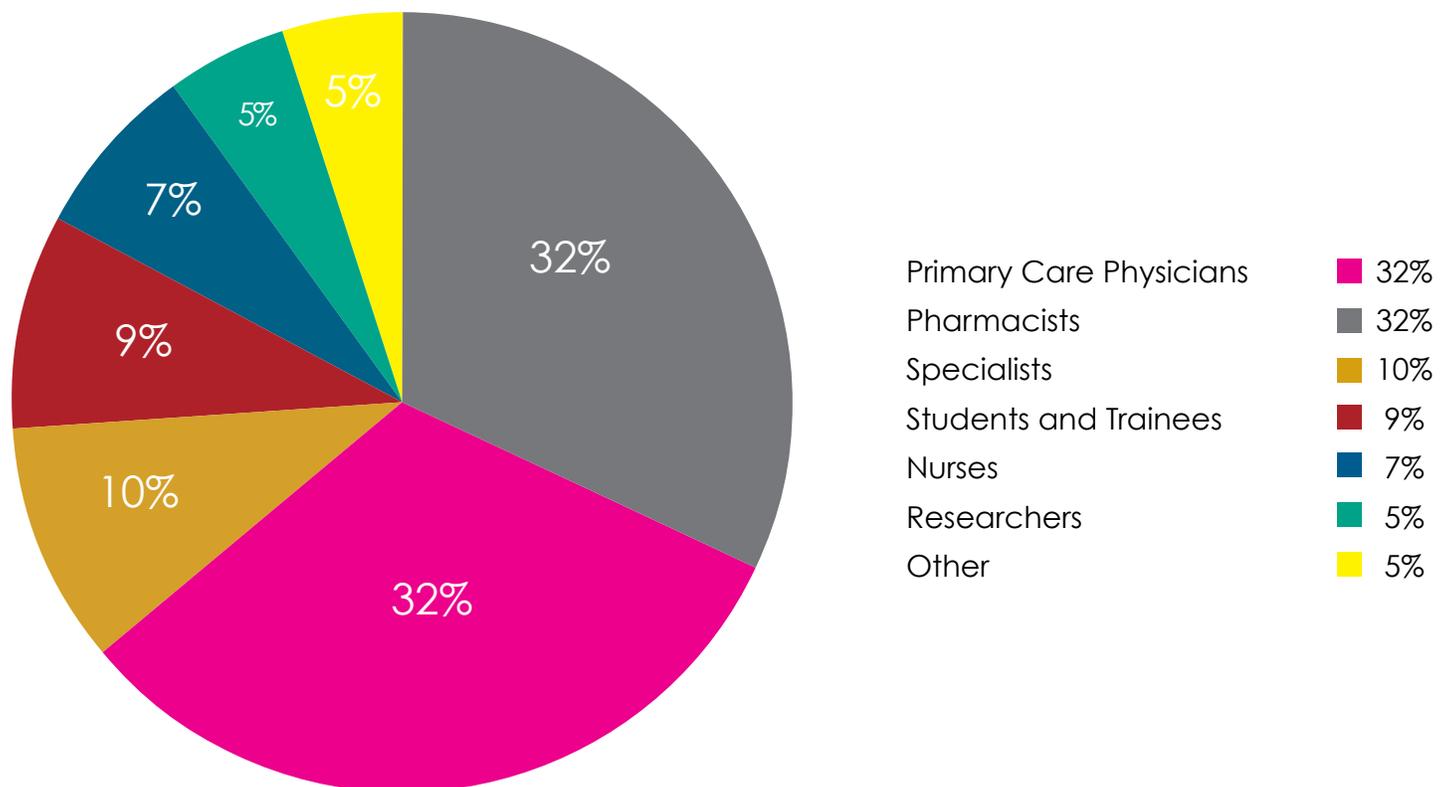
Congress Objectives + Attendees

CONGRESS OBJECTIVES

Deliver the highest quality scientific congress focusing on best practices in hypertension and related conditions.

- Enable collaboration and networking among health care professionals and providers to share their expertise, ideas, and experiences to accelerate innovation.
- Offer opportunities for industry, researchers and the broad health care community to showcase their innovative needs-based solutions, products and technology.
- Provide continuing education opportunities to clinicians, scientists, pharmacists, and other professionals in hypertension so they can practise at the leading edge of their fields.

2020 CANADIAN HYPERTENSION CONGRESS EXPECTED ATTENDEE BREAKDOWN



Program Overview

| Time | Wednesday Sept 23 | Time | Thursday Sept 24 | Time | Friday Sept 25 | Time | Saturday Sept 26 | | | | |
|---------------|--------------------------------|---------------|--|---------------------|---|---|---|--|--|---------------------|---------------------|
| 07:30 - 09:00 | | 07:30 - 09:00 | Breakfast Welcome Vancouver 2010 Keynote & Industry Tables | 07:45 - 8:45 | AGM Continental Breakfast & Industry Tables | 07:30 - 08:45 | Breakfast Symposium & Industry Tables | | | | |
| 09:00 - 10:00 | | 09:00 - 10:00 | Basic & Clinical Science | 09:00 - 10:00 | Basic & Clinical Science | 09:00 - 10:00 | Primary Care-Guidelines Implementation, Basic & Clinical Science | | | | |
| 10:00 - 10:30 | | 10:00 - 10:30 | Networking, Health Break & Industry Tables | 10:00 - 10:30 | Networking, Health Break & Industry Tables | 10:00 - 10:30 | Networking, Health Break & Industry Tables | | | | |
| 10:30 - 12:00 | | 10:30 - 12:00 | Awards Lectures | 10:30 - 11:30 | Basic Science | Clinical Science | 10:30 - 11:30 | Primary Care-Guidelines Implementation | Basic Science | Clinical Science | |
| 12:00 - 12:30 | | 12:00 - 12:30 | Rapid Fire Innovation Session | 11:30 - 12:30 | Rapid Fire Innovation Session | 11:30 - 12:30 | Rapid Fire Innovation Session | | | | |
| 12:00 - 13:30 | | 12:30 - 14:00 | Lunch Symposium/ Networking | 12:30 - 14:00 | Lunch Symposium/ Networking | 12:30 - 14:00 | Lunch Symposium/Networking | | | | |
| 13:30 - 14:30 | | 14:00 - 15:00 | Basic Science | Clinical Science | 14:00 - 15:00 | Basic Science | Clinical Science | 14:00 - 15:00 | Primary Care-Guidelines Implementation | Basic Science | Clinical Science |
| 14:30 - 15:30 | Young Investigator Forum | 15:00 - 15:30 | Networking, Health Break & Industry Tables | 15:00 - 15:30 | Networking, Health Break & Industry Tables | 15:00 - 15:30 | Networking, Health Break & Industry Tables | | | | |
| 15:30 - 16:00 | | 15:30 - 16:30 | Basic Science | Clinical Science | 15:30 - 16:30 | Basic Science | Clinical Science | 15:30 - 16:30 | Ask the Experts Session | | |
| 16:00 - 17:00 | | 16:30 - 17:30 | Basic Science | Clinical Science | 16:30 - 18:00 | Poster Session, Mix & Mingle & Industry Tables | | 16:30 | Congress Ends | | |
| 17:00 - 18:00 | | 17:30 - 19:30 | President's Reception, Poster Session & Industry Tables | | 20:00 - 22:00 | Gala Dinner | | | | | |
| | | | | | | | | | | | |

*This is a tentative overview. Please check our website for the detailed program.

Sponsorships at a Glance

The annual Canadian Hypertension Congress is Canada's premier opportunity for pharmaceutical, medical device, health care and consumer product manufacturers to launch new products, technologies and solutions that improve hypertension outcomes. It also provides the opportunity to enhance relationships and communications with a well-defined demographic of key opinion leaders and influencers in the prevention, treatment, and management of hypertension and the related conditions it often accompanies. Varied levels of sponsorship support are outlined in this prospectus.

| BENEFITS AND RECOGNITION | Diamond \$50,000 | Platinum \$40,000 | Gold \$30,000 | Silver \$20,000 | Bronze \$10,000 | Patron \$5,000 |
|---|---|-----------------------------------|----------------------------------|----------------------------|----------------------------|---------------------------|
| Logo on Congress Lanyard | | | | | | |
| One room-drop communication to all delegates | | | | | | |
| Special mention at the President's Reception | | | | | | |
| Email blast sent to the Congress delegates pre-congress | | | | | | |
| Email blast sent to Congress delegates post-congress | | | | | | |
| On-site signage in select areas, or an exhibit space at a time to be determined by the organizers | 2 banners or double exhibit space <i>Prominent placement</i> | 2 banners or double exhibit space | 1 banner or single exhibit space | | | |
| Logo on Congress delegate bags | Prominent logo | Large logo | Medium logo | Small logo | | |
| Advertisement in colour at back of the CHC e-Program overview | 2 pages | 2 pages | 1 page | 1/2 page | 1/4 page | |
| Logo recognition in all media materials, Congress website and e-Program | Prominent logo | Large logo | Medium logo | Medium logo | Small logo | |
| Logo on subsequent Congress website page and prospectus | Prominent logo | Large logo | Medium logo | Medium logo | Small logo | |
| Priority selection of satellite symposium slots | 1st | 2nd | 3rd | 4th | 5th | 6th |
| Priority selection of sponsorship spots for the following Congress | 1st | 2nd | 3rd | 4th | 5th | 6th |
| Communication pieces in delegate bags | 2 pages | 2 pages | 1 page | 5.5 x 8.5" | 5 x 7" | 5 x 7" |
| Complimentary registrations to attend the full Congress | 6 | 5 | 4 | 3 | 2 | 1 |
| Invitation to the Opening Ceremony and President's Reception | 6 | 5 | 4 | 3 | 2 | 1 |
| Discount on Industry Sponsored Symposium and select à-la-carte opportunities | 50% | 40% | 30% | 20% | 10% | 5% |

Diamond | \$50,000 *Exclusive - 1 spot available*

RIGHTS AND BENEFITS

1. Designation as a “Diamond Sponsor” of the Canadian Hypertension Congress and recognition accordingly throughout the contract period.
2. One-time opportunity for an exclusive email blast sent to the Congress delegates pre-Congress.
3. One-time opportunity for an exclusive email blast sent to Congress delegates post-Congress.
4. Opportunity to provide one room-drop to all delegates (e.g. A special announcement that can be delivered directly to the delegate's hotel room). All associated costs must be covered by sponsor.
5. Corporate acknowledgment in all media materials and Canadian Hypertension Congress e-Program, as well as in social media.
6. Prominent Corporate logo placement in or on (Minimum Impressions: 20,000):
 - Congress Delegate Bag (Placement on bags).
 - Lanyards.
 - Canadian Hypertension Congress e-Program overview.
 - Congress website page and link to your corporate website.
 - eINFO Monthly Hypertension Canada newsletter and periodic CHC Bulletin.
 - Subsequent Congress website page and prospectus.
7. Two full-page ads (colour) at the back of the Canadian Hypertension Congress e-Program overview.
8. Six complimentary registrations to attend the full Congress sessions.
9. 50% discount on Industry Sponsored Symposium and select à la carte opportunities.
10. Up to two communication pieces in the Congress delegate bag (subject to approval).
11. First selection of Satellite Symposium, exhibit or signage location spots prior to other sponsors.
12. Six complimentary invitations to the President's Reception. Attendees include Hypertension Canada past-presidents, Guidelines committee members, and key opinion leaders and influencers.
13. Special mention by Hypertension Canada President at the President's Reception.
14. Exhibit space (double) at a time to be determined by Hypertension Canada, or two banner placements/digital signage at premium locations throughout the Congress (e.g. registration desk).
15. Right of first refusal on Diamond Sponsorship for the following year's Congress.

Platinum | \$40,000 *2 spots available*

RIGHTS AND BENEFITS

1. Designation as a “Platinum Sponsor” of the Canadian Hypertension Congress and recognition accordingly throughout the contract period.
2. One-time opportunity for an exclusive email blast sent to the Congress delegates pre-Congress.
3. One-time opportunity for an exclusive email blast sent to Congress delegates post-Congress.
4. Corporate acknowledgment in all media materials and Canadian Hypertension Congress e-Program, as well as in social media.
5. Large Corporate logo placement in or on (Minimum Impressions: 20,000):
 - Congress Delegate Bag (Placement on bags).
 - Canadian Hypertension Congress e-Program overview.
 - Congress website page and link to your corporate website.
 - eINFO Monthly Hypertension Canada newsletter and periodic CHC Bulletin.
 - Subsequent Congress website page and prospectus.
6. Two full-page ads (colour) at the back of the Canadian Hypertension Congress e-Program overview.
7. Five complimentary registrations to attend the full Congress sessions.
8. 40% discount on Industry Sponsored Symposium and select a la carte opportunities.
9. Up to two communication pieces in the Congress delegate bag (subject to approval).
10. Second priority selection of Satellite Symposium, exhibit space or signage location spots.
11. Five complimentary invitations to the President's Reception. Attendees include Hypertension Canada past-presidents, Guidelines committee members, and key opinion leaders and influencers.
12. Exhibit space (double) at a time to be determined by Hypertension Canada, or two banner placements/ digital signage to be placed throughout the Congress (e.g. registration desk).
13. Right of first refusal on Platinum Sponsorship for the following year's Congress.

Gold | \$30,000 *4 spots available*

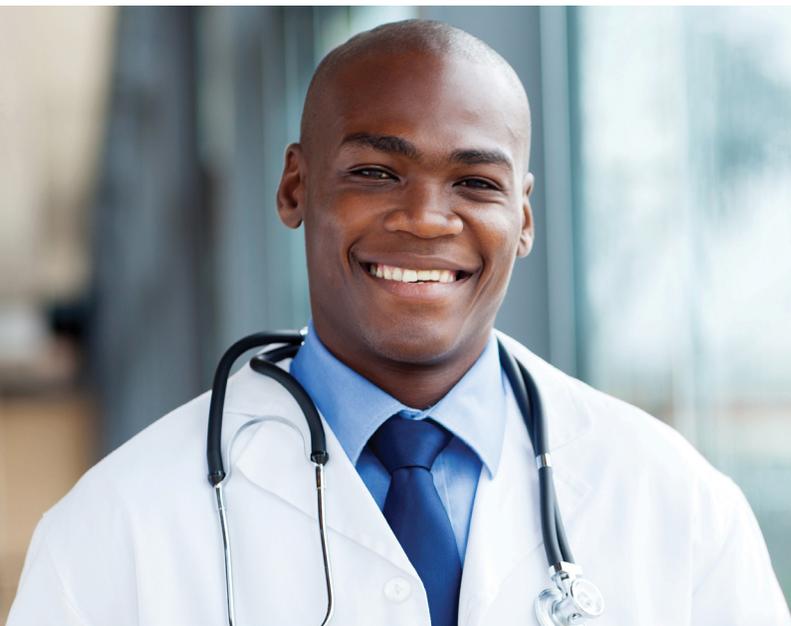
RIGHTS AND BENEFITS

1. Designation as a “Gold Sponsor” of the Canadian Hypertension Congress and recognition accordingly throughout the contract period.
2. One-time opportunity for an exclusive email blast sent to Congress delegates post-Congress.
3. Corporate acknowledgment in all media materials and Canadian Hypertension Congress e-Program, as well as in social media.
4. Medium Corporate logo placement in or on (Minimum Impressions: 20,000):
 - Congress Delegate Bag (Placement on bags).
 - Canadian Hypertension Congress e-Program overview.
 - Congress website page and link to your corporate website.
 - eINFO Monthly Hypertension Canada newsletter and periodic CHC Bulletin.
 - Subsequent Congress website page and prospectus.
5. One full-page ad (colour) at the back of the Canadian Hypertension Congress e-Program overview.
6. Four complimentary registrations to attend the full Congress sessions.
7. 30% discount on Industry Sponsored Symposium and select à la carte opportunities.
8. One communication piece in the Congress delegate bag (subject to approval).
9. Third priority selection of Satellite Symposium, exhibit space or signage location spots.
10. Four complimentary invitations to the President's Reception. Attendees include Hypertension Canada past-presidents, Guidelines committee members, and key opinion leaders and influencers.
11. Exhibit space at a time to be determined by Hypertension Canada, or one banner placement/digital signage to be placed throughout the Congress (e.g. registration desk).
12. Right of first refusal on Gold Sponsorship for the following year's Congress.

Silver | \$20,000 *8 spots available*

RIGHTS AND BENEFITS

1. Designation as a "Silver Sponsor" of the Canadian Hypertension Congress and recognition accordingly throughout the contract period.
2. Corporate acknowledgment in all media materials and Canadian Hypertension Congress e-Program, as well as in social media.
3. Medium Corporate logo placement in or on (Minimum Impressions: 20,000):
 - Congress Delegate Bag (Placement on bags).
 - Canadian Hypertension Congress e-Program overview.
 - Congress website page and link to your corporate website.
 - eINFO Monthly Hypertension Canada newsletter and periodic CHC Bulletin.
 - Subsequent Congress website page and prospectus.
4. Half page ad (colour) at the back of the Canadian Hypertension Congress e-Program overview.
5. Three complimentary registrations to attend the full Congress sessions.
6. 20% discount on Industry Sponsored Symposium and select à la carte opportunities.
7. One communication piece (5.5" x 8.5") in the Congress delegate bag (subject to approval).
8. Fourth priority selection of Satellite Symposium and other sponsorship opportunities.
9. Three complimentary invitations to the President's Reception. Attendees include Hypertension Canada past-presidents, Guidelines committee members, and key opinion leaders and influencers.
10. Right of first refusal on Silver Sponsorship for the following year's Congress.



Bronze | \$10,000 *10 spots available*

RIGHTS AND BENEFITS

1. Designation as a “Bronze Sponsor” of the Canadian Hypertension Congress and recognition accordingly throughout the contract period.
2. Corporate acknowledgment in all media materials and Canadian Hypertension Congress e-Program, as well as in social media.
3. Small Corporate logo placement in or on (Minimum Impressions: 20,000):
 - Canadian Hypertension Congress e-Program overview.
 - Congress website page and link to your corporate website.
 - eINFO Monthly Hypertension Canada newsletter and periodic CHC Bulletin.
 - Subsequent Congress website page and prospectus.
4. Quarter page ad (colour) at the back of the Canadian Hypertension Congress e-Program overview.
5. Two complimentary registrations to attend the full Congress sessions.
6. 10% discount on Industry Sponsored Symposium and select à la carte opportunities.
7. One communication piece (5" x 7") in the Congress delegate bag (subject to approval).
8. Fifth priority selection of Satellite Symposium and other sponsorship opportunities.
9. Two complimentary invitations to the President's Reception. Attendees include Hypertension Canada past-presidents, Guidelines committee members, and key opinion leaders and influencers.
10. Right of first refusal on Bronze Sponsorship for the following year's Congress.

Patron | \$5,000

20 spots available

RIGHTS AND BENEFITS

1. Designation as a “Patron Sponsor” of the Canadian Hypertension Congress and recognition accordingly throughout the contract period.
2. Small Corporate logo placement in or on (Minimum Impressions: 20,000):
 - Canadian Hypertension Congress e-Program overview.
 - Congress website page and link to your corporate website.
3. One complimentary registration to attend the full Congress sessions.
4. 5% discount on Industry Sponsored Symposium and select à la carte opportunities.
5. One communication piece (¼ page) in the Congress delegate bag (subject to approval).
6. Priority selection of Satellite Symposium and other sponsorship opportunities after other sponsors.
7. One complimentary invitation to the President’s Reception. Attendees include Hypertension Canada past-presidents, Guidelines committee members, and key opinion leaders and influencers.
8. Right of first refusal on Patron Sponsorship for the following year’s Congress.



À la carte Add Ons

The sponsorship opportunities below can be sold à la carte to allow you to customize a package that best fits your needs, or as part of your sponsorship level to increase your visibility.

| SPONSORSHIP OPPORTUNITY | FEES |
|---|--|
| Young Investigator Forum Sponsor | \$25,000 Trainee Network Champion \$15,000 Trainee Network Promoter \$10,000 Trainee Network Supporter |
| Host A Satellite Symposium | \$20,000 |
| Exhibit Space | \$2,500 (Single space) \$3,500 (Double space) |
| Rapid Fire Innovation Presenter | \$2,500 for small organizations \$3,500 for large organizations |
| Mobile Device Charging Kiosk Sponsor | \$5,000 |
| Professional Headshot Photo Booth | \$5,000 |
| On-Site Signage (1 Banner Or Digital Signage) | \$2,000 |
| Hotel Room Drops (1 Item) | \$1,500 |
| Hotel Key Cards | \$2,000 |
| Exclusive Wi-Fi Sponsor | \$2,500 |
| Host A Lunch | \$10,000 |
| Exclusive All Day Coffee And Tea Sponsor | \$5,000 |

*All prices are in Canadian Dollars.



YOUNG INVESTIGATOR FORUM SPONSOR

First piloted in 2017 to excellent acclaim, the Young Investigator Forum builds on Hypertension Canada's history of supporting trainees through travel grants and showcasing their research. Expected to attract more than 60 attendees, the Young Investigator Forum objectives are to:

- Introduce varied career paths open to trainees.
- Enable the exchange of ideas between trainees and mentors in the hypertension field.

Benefits and Recognition:

- Recognition according to the level of support throughout the contract period.
- Corporate acknowledgment in all media materials and social media where the Young Investigator Forum is promoted.
- Opportunity for an exclusive email blast, which will be sent to trainees prior to the event.
- Opportunity to address the audience.
- Corporate logo placement included on:
 - On-site signage.
 - Young Investigator Forum Program.
 - Young Investigator Forum's webpage, with link to your corporate website.
 - eINFO Monthly Hypertension Canada newsletter.

Support:

\$25,000 for Trainee Network Champion - 1 spot available

\$15,000 for Trainee Network Promoter - 2 spots available

\$10,000 for Trainee Network Supporter - 3 spots available

HOST A SATELLITE SYMPOSIUM

3 Breakfast Spots Available / 3 Lunch Spots Available

This forum provides an opportunity for your company to host a separate educational session for Congress delegates. A good symposium will add value for delegates by introducing interesting topics and engaging speakers. It is also an opportunity for a sponsor to create a customized experience that reflects the company's strengths and values, and provides exclusive brand awareness among key opinion leaders.

Benefits and Recognition:

- Opportunity to address the audience.
- Corporate Logo included on:
 - Signage at entrance.
 - Signage at each table or as permissible by accreditation guidelines.
 - Symposium Program or as permissible by accreditation guidelines.
- Complimentary exhibit space (single) at the symposium
- Opportunity to include a communication piece in the Congress delegate bag.

Symposium contents and speaker selection are subject to Hypertension Canada approval.

All costs are assumed by the hosting company, including room rental, audio-visual materials, signage (at entrance & on each table), food and/or refreshments.

Fees:

\$20,000



RAPID FIRE INNOVATION PRESENTER

This is an opportunity for new and established organizations to present their latest innovations in the field of hypertension and associated conditions. This can be a new approach, product or device that addresses current gaps and lead to improved health outcomes of Canadians.

A good presentation will add value for delegates by introducing innovative topics and engaging attendees. It is also an opportunity for a sponsor to create a customized experience that reflects the company's strengths and values, and provides exclusive brand awareness among key opinion leaders.

Presentation content and speaker selection are subject to Hypertension Canada approval.

Benefits and Recognition:

- Opportunity to present to the audience (7-10 mins).
- Corporate Logo included on Signage at entrance and [Congress web page](#).
- Exhibit space at a time to be determined by Hypertension Canada.

Fees:

\$2,500 for small organizations (annual budget of \$1 Million or less)

\$3,500 for large organizations (annual budget of more than \$1 Million)

MOBILE DEVICE CHARGING KIOSK

Support the Canadian Hypertension Congress by sponsoring a Mobile Device Charging Kiosk that provides delegates a convenient and secure service for recharging their cellular phones while attending the conference sessions or networking.

Benefits and Recognition:

- Exclusive signage acknowledging sponsorship on kiosk.
- Corporate Logo on [Congress web page](#).
- Opportunity to include one communication piece in the Congress delegate bag.

Fees:

\$5,000

EXHIBIT SPACE

Promote your company and offerings, and add to the delegates' education and experience, through hosting an exhibit table during the president's reception, poster sessions, lunch and health breaks. Exact hours to be determined by Hypertension Canada.

Fees:

\$2,500 Single space

\$3,500 Double space



PROFESSIONAL HEADSHOT PHOTO BOOTH

Improve your brand visibility by sponsoring a Professional Headshot Photo Booth. Delegates appreciate the opportunity to update their photo. This is a popular attraction at conferences.

Benefits and Recognition:

- Corporate Logo included on:
 - Photo booth backdrop.
 - [Congress web page.](#)
- Opportunity to include one communication piece in the Congress delegate bag.

Fees:

\$5,000

ON-SITE SIGNAGE

Improve your brand visibility by including one standard pull up banner or digital signage in areas where advertising is permissible by accreditation guidelines.

Fees:

\$2,000 (per one banner or digital sign)

HOTEL ROOM DROPS

Opportunity to provide one room-drop to all delegates (e.g. a sample product, or special announcement that can be delivered directly to the delegate's hotel room). All associated costs must be covered by sponsor.

Fees:

\$1,500

HOTEL KEY CARDS

Increase your visibility by branding the host hotel key cards that attendees will be using throughout the congress to enter and exit their rooms. All associated costs must be covered by sponsor.

Fees:

\$2,000

EXCLUSIVE WI-FI SPONSOR

Support the Canadian Hypertension Congress by sponsoring complimentary Wi-Fi during the congress.

Benefits and Recognition:

- Corporate Logo included on:
 - Wi-Fi code cards provided to all registrants.
 - [Congress web page.](#)

Fees:

\$2,500

HOST A LUNCH

This sponsorship includes exclusive presenting rights for one lunch event hosted as part of the Canadian Hypertension Congress.

Benefits and Recognition:

- Opportunity to deliver welcome remarks.
- Corporate Logo included on:
 - Signage at entrance.
 - Signage at table.
 - Congress e-Program.
 - [Congress web page.](#)
- Complimentary display space at the sponsored lunch.
- Opportunity to include a communication piece in the Congress delegate bag.

All costs are assumed by the sponsor, including room rental, audio-visual materials, signage (at entrance & on each table), food and/or refreshments.

Fees:

\$10,000

EXCLUSIVE ALL DAY COFFEE AND TEA SPONSOR

Much-appreciated by conference delegates, and considered a "fringe" for cost-conscious planners; all day coffee and tea sponsors reap the gratitude of both delegates and planners.

Benefits and Recognition:

- Corporate Logo included on:
 - Exclusive tent cards on coffee stations.
 - [Congress web page.](#)
- Opportunity to include a communication piece in the Congress delegate bag.

Fees:

\$5,000

Registration + Accommodation

REGISTRATION FEES

Early Bird Full Registration up to July 31

| | |
|------------|-------|
| Member | \$490 |
| Non-Member | \$625 |
| Trainee | \$295 |
| Industry | \$625 |

Full Registration starting August 1

| | |
|------------|-------|
| Member | \$560 |
| Non-Member | \$695 |
| Trainee | \$365 |
| Industry | \$695 |

Early Bird One Day Registration up to July 31

| | |
|------------|-------|
| Member | \$195 |
| Non-Member | \$195 |
| Industry | \$195 |

One Day Registration starting August 1

| | |
|------------|-------|
| Member | \$245 |
| Non-Member | \$245 |
| Industry | \$245 |

ACCOMMODATION INFORMATION

The 2020 Canadian Hypertension Congress will be hosted at the [Sheraton Montreal Airport Hotel](#). Please check our website www.hypertension.ca for updates on reservation information and group rates.

GENERAL SPONSORSHIP GUIDELINES

The following sponsorship guidelines seek to optimize industry participation while maintaining professional impartiality. These guidelines are formulated with consideration to existing guidelines of the Canadian Medical Association and Canada's Research-Based Pharmaceutical Companies, as well as Hypertension Canada's guidelines for relationships with supporters of continuing professional development activities, as described below.

- Logos, marks and/or corporate identifiers used for recognizing Congress Sponsors are limited to 'corporate' marks. That is, 'parent brands' will only be accepted. No product logos or marks will be used for recognition. Individual advertising, as permitted, may use brand names or product names, marks or identifiers.
- The Congress program agenda and contents are determined by Hypertension Canada's Scientific Program Planning Committee, independent of influence from previous and prospective sponsors or their agents.
- Sponsorship of medical students, residents and fellows is acceptable, if an academic institution makes the selection.
- Industry may not organize any functions involving Congress delegates that will conflict with educational sessions or global social events. Industry promotions should enhance the activities of the Congress and never interfere with the official program. Penalties, including the loss of first right of refusal for sponsorship, will be applied at the discretion of Hypertension Canada.
- The name and/or logo of Hypertension Canada and/or 2020 Canadian Hypertension Congress may not be used in conjunction with advertising or promotion of any kind without expressed written permission from Hypertension Canada.
- A "right of first refusal" has been offered to sponsors of the previous Canadian Hypertension Congress. However, returning sponsors must confirm their level selection, IN WRITING, by February 28, 2020. If such confirmation is not received by the deadline, the "right of first refusal" is considered forfeited. The remaining opportunities will be sold on a first come, first served basis to other interested parties.
- A signed contract agreement for sponsorship will be subject to a 20% cancellation fee. Details of our cancellation policy will be outlined in your sponsorship contract.

For shared sponsorship levels, benefits and hosting elements are divided among the number of sponsors. See the additional sponsorship rights and opportunities available to supplement sponsorship packages.

About Hypertension Canada

MISSION

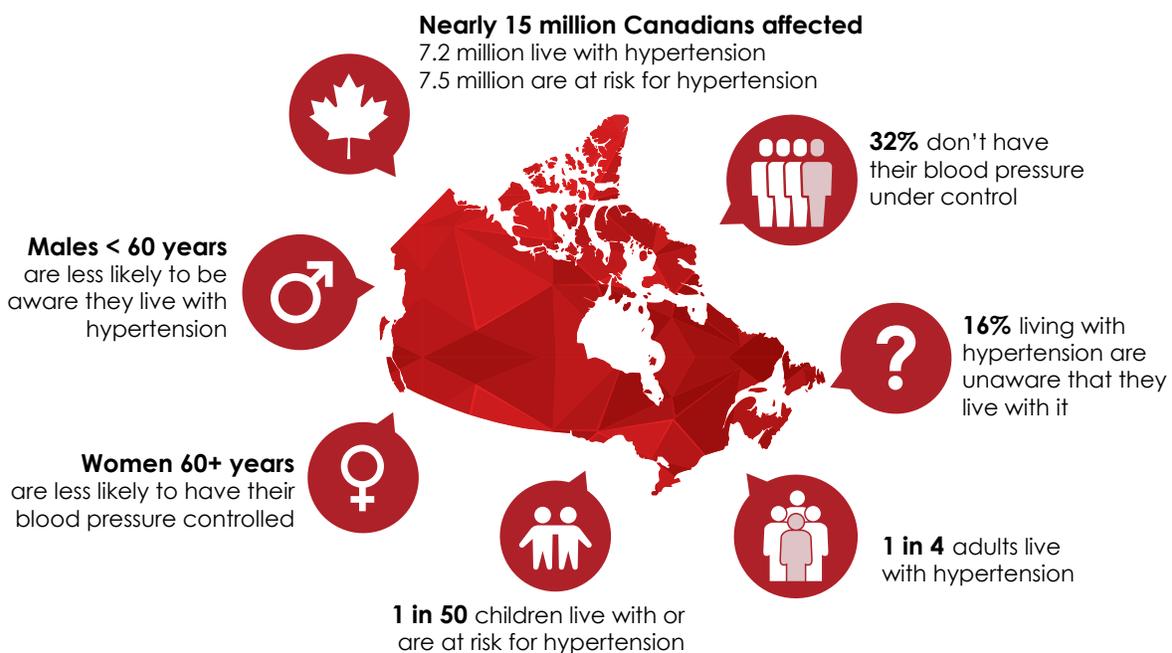
Advancing health through the prevention and control of high blood pressure and its complications.

Hypertension Canada is Canada's only national non-profit organization dedicated solely to saving lives through the prevention and control of hypertension and its complications. Powered by a professional volunteer network of hypertension's leading multidisciplinary experts, we pursue our mission through the advancement of research, professional and public education, and advocacy for healthy environments. We foster new careers for a bright future in hypertension research, and we publish the clinical practice guidelines for the diagnosis, treatment, and control of hypertension. We also provide educational materials for health care professionals to share with their patients. Hypertension Canada is dedicated to raising public and government awareness of the importance of hypertension prevention, detection, and treatment. These services measurably improve health outcomes, toward our vision.

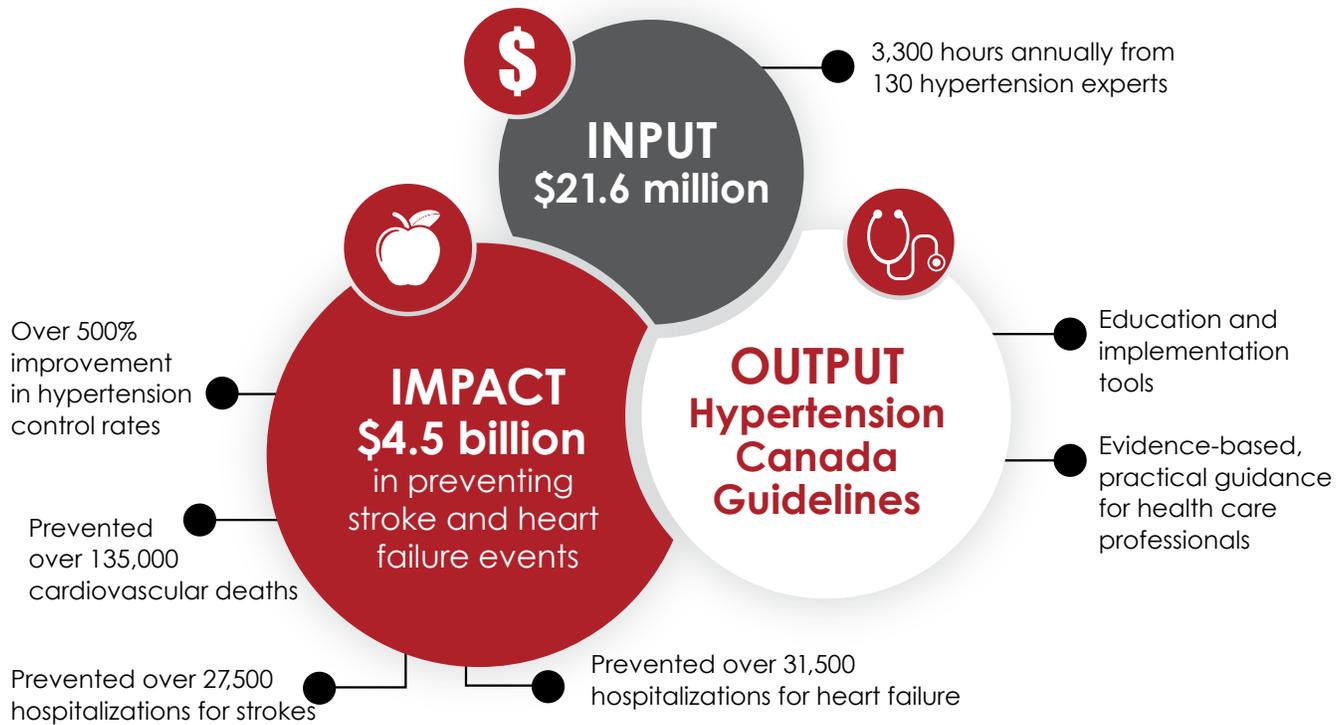
VISION

Canadians will have the healthiest and best managed blood pressure in the world.

HYPERTENSION FACTS



Guidelines: 20 Year Impact



BOARD OF DIRECTORS

Dr. Nadia Khan, President

Dr. Alan Bell

Dr. Swapnil Hiremath

Ms. Dorothy Morris

Dr. Ross Tsuyuki, Vice-President

Mr. Glen Doucet

Dr. Janusz Kaczorowski

Dr. Raj Padwal

Mr. Trevor Hudson, Treasurer

Dr. Rob Gros

Mr. David Lui

STAFF

Angelique Berg, Chief Executive Officer

Kimberly Brathwaite, Administrative Coordinator

Paul Landers, Meetings and Events Manager

Nancy Beshay, Business Development Director

Crystal Ceres, Communications Manager

Rebecca Sedore, Education Manager

Thank You

TO OUR 2019 SPONSORS!

Thank you to our 2019 sponsors that made the Canadian Hypertension Congress a huge success.

Platinum Sponsor



Young Investigator Forum Sponsor



NOTES



3780 14th Avenue, Suite 211 | Markham, ON L3R 9Y5

Tel (905) 943-9400 | Fax (905) 943-9401

 /Hypertension Canada  @HTNCanada

HOW TO RESERVE YOUR SPONSORSHIP

Sponsorships are limited and available on a first-come, first-served basis.

To reserve your sponsorship, please contact: Nancy Beshay, Director – Business Development at nancy.beshay@hypertension.ca or call 1-844-943-9400 ext. 260.

hypertension.ca