



# 2025 CANADIAN INNOVATION CONFERENCE PROSPECTUS

PCMA Canada East Chapter  
2140A Queen Street East, #539 Toronto, ON M4E 3V7



# WHY PARTNER WITH THE CANADIAN INNOVATION CONFERENCE?

**INCREASE** your company's brand in-person and through promotional material (print and digital).

**FORGE** strategic connections with peers and industry leaders while networking at one of the year's premiere Canadian Meetings Industry Events.

**GAIN** visibility and cutting-edge industry knowledge that will help your organization gain a competitive edge.

**ALIGN** with PCMA Canada East Chapter to help keep your organization competitive and top of mind.





# CONTACT INFORMATION



**Filomena Picciano**  
Canadian Society  
of Nephrology



**Sarah Bartel**  
Fairmont Palliser



**Susan Saganski**  
Marriott International



**Elizabeth Raoult**  
Meeting Encore Ltd.

## **PCMA Canada East Chapter Secretariat**

2140A Queen Street East, #539 Toronto, ON M4E 3V7

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# Customize your partnership package to meet your organizational objectives at this year's CIC in two simple steps:

**STEP 1:** Determine your partnership contribution based on the level and points.

Level Dollar Value	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	PEWTER \$5,000	NICKEL \$3,500	COPPER \$2,500
# of Points	10	8	6	5	4	3	2

**STEP 2:** Select parts of the conference from the subsequent chart based on the number of points you have.

- Choose one item with all your points OR mix and match up to your point allotment.
  - *Ex. with 8 points you could select Wi-Fi Partner (2 points) with Name Badges (6 points) or one Plenary Surprise & Relaxation Lounge (4 points each).*
- Your selections may give you exclusivity on that conference activity, depending on how many opportunities are available.





# Additional Information

## **PRIVATE FUNCTIONS**

### **Approval Requirement:**

Partners are asked to inform PCMA Canada East Chapter by email of any private functions occurring during or prior to the Conference. Partners should notify the PCMA Canada East Chapter of any planned activities on Monday, November 17, 2025, during the free night.

### **Scheduling Restrictions:**

Private functions are not permitted during CIC hours, defined as Sunday, November 16, 2025, at 2:00 PM until Tuesday, November 18, 2025, at 11:59 PM.

### **Free Night:**

The free night will be on Monday, November 17, 2025.

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## **In-Kind Partners**

- In-kind partners are defined as those providing goods and services in exchange for valuable recognition at the CIC Conference.
- All deliverables will be evaluated on a case-by-case basis.





# Partnership Benefits





Partnership Benefits	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	PEWTER \$5,000	NICKEL \$3,500	COPPER \$2,500
# of points	10	8	6	5	4	3	2
Partners will receive the following benefits based on their level of Partnership in addition to the allocated points.							
Verbal Recognition: Stage time with video <i>Time is inclusive of any videos played</i>	X 5 minutes	X 3 minutes	X 2 minutes				
Verbal Recognition: Thank you in script with logo and representative's headshot on screen	X	X	X				
Recognition: Verbal thank you in script with logo on screen				X	X	X	Logo on screen only
Participation in Gamification Activation	X	X	X				
Registrations for the conference (does not include PCMA membership for non-members)	4	3	1	1 at 75% discount	1 at 50% discount	1 at 25% discount	1 at 15% discount
Social Media Mentions as it relates to the CIC conference	X	X	X	X	X	X	
Logo placement in biweekly e-newsletter, website (June - November 2024)	XX-Large	X-Large	Large	Medium	Small	X-Small	XX-Small



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# of points	10	8	6	5	4	3	2
Partners will receive the following benefits based on their level of Partnership in addition to the allocated points.							
Exclusive invitation to a virtual CIC Advisory & Feedback 1:1 calls with the PCMA Canada East Strategic Partnership Director (Date: TBD)	X	X	X	X	X	X	X
Introduce one concurrent session speaker	X	X					
Registered attendee list two weeks prior to conference and two weeks after the completion of the conference. (Only attendees who have opted in to share their contact information.)	X	X	X	X			
Sustainable Delegate bag insert if bag opportunity is secured (ex. Water bottle, pen, branded post-it notes, etc.)	X	X	X				
CIC In the News: CIC Partner promotion in newsletter (partner would provide a quote [with logo and/or headshot] as to why they support CIC)	X	X					



# Items Available for Partnership





8 Points		
<p><b>Monday AGM &amp; Awards Luncheon</b> <b>(1 opportunity)</b></p>	<p>Have your brand associated with the luncheon where we recognize those individuals who have given so much to PCMA and our industry.</p> <p>This event is open to all participants and includes:</p> <ul style="list-style-type: none"> <li>• stage presence (2-minute stage-time limit, could include speaking time and/or video),</li> <li>• table centerpieces or unique activity (at your own expense)</li> </ul> <p><b>*Note: All items above must be approved by the CIC Co-Chairs.</b></p>	
<p><b>Daily Host – Monday</b> <b>(1 opportunity)</b></p>	<p>Recognition throughout the day from the main stage and the mobile app. Partner to provide any graphics and collateral. Includes 2 minutes of stage time (speaking time and/or video).</p>	
<p><b>Daily Host – Tuesday</b> <b>(1 opportunity)</b></p>	<p>Recognition throughout the day from the main stage and the mobile app. Partner to provide any graphics and collateral. Includes 2 minutes of stage time (speaking time and/or video).</p>	



6 Points		
Mobile App Partner (1 opportunity)	<p><b>Elevate your brand visibility with a digital showcase!</b></p> <p>As a sponsor, your logo will be prominently featured on the homepage of our CIC mobile app, ensuring that your brand is the first thing our tech-savvy attendees see. This prime placement not only boosts exposure but also reinforces your commitment to innovation and industry leadership. Seize this opportunity to engage with a dynamic audience and leave a lasting impression throughout the event.</p>	
Name Badges (1 opportunity)	<p>Elevate your brand’s visibility throughout the event by featuring your logo on the <b>front</b> of every attendee name badge. These badges, provided by CIC, ensure that your brand is front and center, capturing the attention of every participant and reinforcing your commitment to excellence.</p>	



5 Points		
Monday Breakfast (1 opportunity)	Theme the breakfast area with your visual. Have your staff help serve food, increasing your face time with attendees! (Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)	
Tuesday Breakfast (1 opportunity)	Theme the breakfast area with your visual. Have your staff help serve food, increasing your face time with attendees! (Standard menu choice in consultation with Partners provided by CIC. Additional items at Partners cost.)	
Eblast Video produced by Partner (2 opportunities)	<p>Showcase your message to all <b>PCMA Canada East members and prospects</b> with a high–impact email blast video promoting the conference. This is your chance to stand out and connect with a highly engaged audience!</p> <p><b>Available Opportunities:</b>    • <b>October</b>    • <b>November</b></p> <p><b>Important:</b> Partners must provide or create the email content and video. When confirming your contract, please specify which month you are selecting.</p> <p>Secure your spot today and make a lasting impression!</p>	
Promoting You in the Loo (1 opportunity)	Make a lasting impression in the one place you know everyone will visit! Feature your brand with mirror clings, stall signage, or washroom amenities provided by the Partner. A unique, high-visibility opportunity to capture attention in an unexpected way.	



5 Points (cont'd)		
<p><b>Branded Photo Booth (1 opportunity)</b></p>	<p>Engage attendees with a fun, interactive branded photo booth in the Activation Area. Showcase your brand with customized backdrops, digital overlays, and social media integration. Booth to be provided by the partner.</p>	
<p><b>Sunday Branded Activation (2 opportunities)</b></p>	<p><b>Kick off the Conference with Your Own Exclusive Activity!</b></p> <p>Welcome attendees in style by hosting a unique experience before the Opening Ceremonies! This is your opportunity to create a memorable first impression and engage with guests in a meaningful way.</p> <p><b>Date &amp; Time:</b> Sunday, November 16th from 12:00 pm – 2:00 pm  <b>Location:</b> Offsite venue of your choice  <b>Cost:</b> Fully covered by the Partner</p> <p><b>Don't miss this chance to connect with attendees and set the tone for an unforgettable event!</b></p>	
<p><b>Name Badges (2 opportunities)</b></p>	<p>Put your brand in the hands of every attendee! Your logo will be prominently displayed on the <b>back</b> of the name badge, ensuring repeated visibility throughout the event. Badges provided by CIC.</p>	



4 Points		
Quiet Room (1 opportunity)	Provide attendees with a peaceful retreat to relax, recharge, or focus away from the hustle and bustle of the event. Your brand will be featured in this serene space, offering a meaningful connection to well-being and mindfulness. (Partner is responsible for any additional activation costs.)	
Sustainability Sponsor (1 opportunity)	Show your commitment to sustainability by branding the event’s hydration stations. Your logo will be prominently displayed on signage near water stations, reinforcing your support for eco-friendly practices. Partners also have the opportunity to provide branded reusable water bottles at their own expense, further promoting sustainability.	
Plenary Surprises (3 opportunities)	<p>Create a memorable moment by surprising attendees with a special gift during a keynote session. Your team will have the opportunity to personally distribute your pre-approved item, ensuring direct engagement with the audience. The partner is responsible for producing and distributing the item during the plenary session.</p> <p><b>Available Opportunities:</b>      • Sunday   • Monday   • Tuesday</p>	

**Quiet Room  
(1 opportunity)**

Provide attendees with a peaceful retreat to relax, recharge, or focus away from the hustle and bustle of the event. Your brand will be featured in this serene space, offering a meaningful connection to well-being and mindfulness. (Partner is responsible for any additional activation costs.)

**Sustainability Sponsor  
(1 opportunity)**

Show your commitment to sustainability by branding the event's hydration stations. Your logo will be prominently displayed on signage near water stations, reinforcing your support for eco-friendly practices. Partners also have the opportunity to provide branded reusable water bottles at their own expense, further promoting sustainability.

**Plenary Surprises  
(3 opportunities)**

Create a memorable moment by surprising attendees with a special gift during a keynote session. Your team will have the opportunity to personally distribute your pre-approved item, ensuring direct engagement with the audience. The partner is responsible for producing and distributing the item during the plenary session.

**Available Opportunities:**      • **Sunday**   • **Monday**   • **Tuesday**

**Available Opportunities:**      · **Sunday**   · **Monday**   · **Tuesday**



3 Points		
Coffee Break (4 opportunities)	<p><b>Fuel Attendees &amp; Boost Your Brand!</b></p> <p>Show your support by keeping attendees refreshed during conference coffee breaks! Your logo will be prominently displayed on signage provided by CIC, ensuring visibility and recognition.</p> <p><b>Coffee Break Sponsorship Opportunities:</b></p> <ul style="list-style-type: none"><li>• Monday AM</li><li>• Monday PM</li><li>• Tuesday AM</li><li>• Tuesday PM</li></ul> <p>As a sponsor, you'll receive <b>logo placement on CIC-provided signage</b>, along with a <b>standard menu selection in consultation with CIC</b>. Want to make an even bigger impact? You have the option to <b>enhance offerings at your own expense</b> to create a more memorable experience for attendees. Plus, <b>your staff members are welcome to be present</b> during the break, providing a valuable opportunity to engage directly with attendees and boost brand awareness.</p> <p>Seize this opportunity to keep attendees energized while putting your brand front and center!</p>	



### 3 Points (cont'd)

**Sustainable Participant Bags  
(1 opportunity)**

Extend your brand’s visibility beyond the event with eco-friendly reusable bags carried by attendees. Your logo will be prominently displayed on bags used during and after the conference. Partner is responsible for producing and providing the bags, subject to CIC approval.

**Eblast produced  
by partner  
(2 opportunities)**

**Boost Your Brand with an Exclusive Email Blast!**

Take center stage with a **dedicated email blast** featuring your custom video message, reaching **all PCMA Canada East members and prospects**. This is a prime opportunity to promote the conference while showcasing your brand’s expertise, services, or special offers in a dynamic way.

**Limited opportunities available:**      •**August**      •**September**

**Act fast!** Spots are limited—secure yours today and make a lasting impression

**Sustainable Coffee Cups  
(1 opportunity)**

Promote sustainability while keeping attendees fueled throughout the event! Your brand will be featured on reusable coffee cups provided to participants. CIC will cover the cost of the coffee, while the partner supplies the sustainable cups. A great way to leave a lasting impression beyond the event!

**New Member and First Timers  
Meet & Greet  
(1 opportunity)**

Gain exclusive visibility with an engaged audience of new PCMA members, first-time CIC attendees, Chapter’s Pick a Planner participants, and Bursary recipients. As a partner, you’ll have a speaking opportunity at the Meet & Greet on Sunday, allowing you to introduce your brand and connect directly with these key attendees.



2 Points

Wellness Activity Partner  
(2 opportunities)

Become the official Wellness Partner for CIC 2025! Host your own wellness activity to boost delegate energy at the beginning of each conference day. Promotion for the activity will be done by CIC.

Opportunities are:                      •Monday AM      •Tuesday AM

Music Partner  
(2 opportunities)

Music is a universal language that brings people together, setting the perfect tone for an engaging event. As a Music Partner, you'll create a branded Spotify playlist, becoming the official soundtrack of CIC25! Your brand will be showcased as attendees enjoy your curated beats, enhancing the energy and atmosphere.

Available Opportunities:                      •Monday      •Tuesday

Wi-Fi Partner  
(1 opportunity)

Boost Your Brand with a custom Wi-Fi Splash Page!

Ensure high visibility by featuring your brand on the conference **Wi-Fi network splash page**. Every attendee connecting to the network will see your logo and message, reinforcing your presence throughout the event. **Signage will also be provided by CIC** to further promote your sponsorship



1 Point		
<p><b>Grab &amp; Go Snack (1 opportunity)</b></p>	<p><b>Send Attendees Off with a Snack to Fuel Their Journey!</b></p> <p>Provide participants with a convenient snack as they head out to catch their flight, ensuring they leave the conference on a positive, energized note.</p> <p>Please note, the snack item must be pre-approved by CIC to ensure it aligns with event standards. <b>This offering is at the partner’s expense.</b></p> <p>A thoughtful gesture to make a lasting impression as attendees depart!</p>	
<p><b>Coat Check Partner (1 opportunity)</b></p>	<p>Be a part of one of the most visible and valued services at CIC! As the Coat Check Partner, your brand will be prominently displayed at the entrance where attendees drop off their belongings. CIC will provide signage at the Coat Check, while partners have the opportunity to pre-print and customize coat check tickets at their own expense, ensuring continued brand visibility.</p>	
<p><b>***Any opportunity not listed in this prospectus can be evaluated on a case-by-case basis. Please reach out to Filomena Picciano, Director of the Strategic Partnership Committee at <a href="mailto:admin@csnscn.ca">admin@csnscn.ca</a> for review.***</b></p>		





# CIC25

## The Power of Collaboration

At the heart of every great event lies the strength of its community. **CIC25** is more than just a conference, it's a celebration of innovation, partnership, and the collective passion that drives our industry forward. Your support and collaboration are what make this event possible, and we are incredibly grateful for your commitment to shaping an unforgettable experience.

By coming together, we create opportunities, spark new ideas, and set the stage for meaningful connections that last well beyond the event. With your partnership, we will not only elevate CIC25 but redefine what's possible for the future of our industry.

Thank you for your trust, your enthusiasm, and your support. Let's work together to make **CIC25 the most impactful, inspiring, and unforgettable conference yet!**





**THANK YOU!**  
**CANADIAN INNOVATION CONFERENCE**  
**MISSISSAUGA, ON**  
**November 16-18, 2025**