



**CHLA
ABSC**

**VIRTUAL CONFERENCE
2021**



**June 8-11
2021**

**Organized by the
Winnipeg Conference
Planning Committee**

**2021
PROSPECTUS**





**VIRTUAL CONFERENCE
2021**

Canadian Health Libraries Association (CHLA) Conference

The Canadian Health Libraries Association is a professional organization of 250 individuals in the health sciences library/information management field across the country. The Annual Conference is the main event in Canada for its members to convene and exchange information relevant to health information and library practice.

This year's conference will take place virtually from June 8-11, 2021. This four-day event, focused on the theme The Meeting Place, will offer an engaging, enriched opportunity in a safe and accessible format. While nothing can replace an in person conference in its entirety, we are confident that this year's conference will provide multiple levels of engagement with delegates before, during and after the conference.

Benefits of a Virtual Conference for Sponsors and Exhibitors

- Better Analytics and Data than an in-person Conference
- Access to Delegates in Before, During and After Conference
- Brand Exposure
- Greater Interaction with Delegates

SPONSORSHIP OPPORTUNITIES

PLATINUM

\$5,000

- Complimentary Exhibit virtual space
- Three conference registrations
- Logo included in prominent position at keynote introduction
- Logo placed in prominent location in Promotional materials
- Logo in prominent area of virtual platform
- Verbal recognition during keynote
- Recognition as sponsor of one concurrent session of your choice
- Recognition as conference sponsor at opening and closing ceremonies
- Logo on the CHLA/ABSC website linked to your website
- Product in mailed Delegate Package
- Promotional flyer in mailed Delegate Package
- Email blast sent week prior to conference to delegates that have opted in
- Video Commercial (60 seconds) to be played twice through conference and can be posted to exhibitor booth
- Recognition in CHLA/ABSC Journal
- Social Media Recognition

SPONSORSHIP OPPORTUNITIES

GOLD

\$2,500

- Complimentary Exhibit virtual space
- Two conference registrations
- Logo in Promotional materials
- Logo in virtual platform
- Logo on the CHLA/ABSC website linked to your website
- Recognition as conference sponsor at opening and closing ceremonies
- Email blast sent week prior to conference to delegates that have opted in
- Promotional flyer in mailed Delegate Package
- Recognition in CHLA/ABSC Journal
- Social Media Recognition



VIRTUAL CONFERENCE
2021

SPONSORSHIP OPPORTUNITIES

Silver

\$1,000

- Complimentary Exhibit virtual space
- One conference registrations
- Logo in Promotional materials
- Logo in virtual platform
- Logo on the CHLA/ABSC website linked to your website
- Recognition as conference sponsor at opening and closing ceremonies
- Recognition in CHLA/ABSC Journal
- Social Media Recognition

SPONSORSHIP OPPORTUNITIES

Bronze

\$500

- Logo in Promotional materials
- Logo in virtual platform
- Logo on the CHLA/ABSC website linked to your website
- Recognition as conference supporter at opening and closing ceremonies
- Social Media Recognition

Overall Sponsorship Benefits

- Access to delegates pre and post conference through the virtual platform
- Exclusive sponsorship of key elements of the conference aimed at leaders in the profession
- Demonstration of your commitment to strengthening the profession
- Opportunity to connect with your target audience

ADDITIONAL OPPORTUNITIES

MARKETING

Keynote Sponsorship	\$2,500
Delegate Mailed Kit Premiums	\$1,000
Choice of one of the following items: <ul style="list-style-type: none"> • Notepad / Post-it Notes • Pen • Hand Sanitizer • Face Mask Case • One page flyer inclusion • Recognition on the postage box label 	\$750
Continuing Education Session	\$500
Sponsor Video Ad	(per broadcast)
Vendor Updates (Lightning Talks)	\$350
Concurrent Session Sponsor	\$250
Delegate Kit Promotional Insert	\$250
Email Blast	\$250 (one email, \$400 for two emails)

ADDITIONAL OPPORTUNITIES

ADVERTISING

Conference Program

Available on the Conference website and viewed by all potential delegates

¼ page ad	\$200
½ page ad	\$300
Full page ad	\$500

For more information, please visit: https://www.chla-absc.ca/annual_conference.php

For assistance with registration, please contact:
Tammy White, email: twhite@associationsfirst.com

To Register: https://www.memberleap.com/members/evr/reg_event.php?orgcode=CHLA&evid=24597317