

**Annual Scientific Meeting and Conference
Being held virtually the week of April 12-16, 2021**

***Trauma 2021
Flattening the Curve on Traumatic Injury***



**Trauma 2021
Exhibitor &
Sponsorship Virtual
Conference
Prospectus**

**Trauma Association of
Canada
Annual Scientific Meeting
& Conference**

**Virtual Event
April 12-16, 2021
Hosted by Co-Chairs from
Vancouver, BC**

The Trauma Association of Canada (TAC), Canada's only Interdisciplinary Association focused solely on the care of the injured patient, hosts Canada's premiere multi-disciplinary conference on trauma. TAC delegates represent every tertiary care trauma program and hospital in Canada. For the safety of our delegates and Exhibitors, the 2021 Program will be a virtual only event due to COVID-19 restrictions. In many ways this enables us to reach a greater audience nationally and globally, who can now access our virtual program which is a combination of live and pre-recorded (on-demand) talks including:

- Murray Girotti Injury Prevention Memorial Lecture
- Fraser Gurd Memorial Lecture
- International Lecture Speaker
- Discussion panels on controversial topics, special interest group meetings, clinical updates
- Plenary Session Speakers
- Focus on surgical treatment of the trauma patient
- Lectures on rural trauma care management & resuscitation
- Talks on current developments in pre-hospital & emergency trauma care and disaster preparedness
- Talks on current developments in Rehabilitation care
- Talks on responding to mass casualty incidents
- Managing trauma during a pandemic

Additional benefits of your support include:

- ✓ **Exposure** to over 700 delegates representing a large local, national, and international audience involved with Trauma Services – surgeons, anesthetists, intensivists, radiologists, internists, emergency physicians, nurses, paramedics, trauma coordinators, rehab specialists, hospital administrators and other allied health professionals involved in trauma care.
- ✓ **Opportunities** to raise your company's profile amongst a valuable target audience within our Virtual Exhibit Hall where you have control to upload videos and links to your products, post downloadable PDF brochures, and have a live chat from your booth at designated times. There will be opportunities for live product demos at your booth. In addition, our Virtual Exhibitor platform offers many other sponsorship opportunities that will raise your company's profile. You can purchase a package "level" of sponsorship or mix and match from our sponsorship opportunities to create the footprint you want.
- ✓ **Recognition**, including acknowledgement and a clear demonstration of your organization's involvement, commitment and support.
- ✓ **Access** to our complete delegate list and you will be able to insights, information, and exposure to the latest developments in trauma, as you are welcome to attend the scientific sessions- when not in Exhibit Hall
- ✓ **Advantages** of legitimate tax deductions in the areas of advertising and promotion of products.

EXHIBITION TIMES

Delegates can visit your virtual booth at any time during the conference (& after the conference) to view your products. We ask 1 member of your team to be present at your virtual booth on Mon-Wed-Friday at designated times (TBD), so delegates can visit your booth for a live chat. You may also choose to do this at any time as you have control of when to make an appointment with a delegate to meet in your exclusive and private "booth lounge."

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TAC 2021 EXHIBITOR SCHEDULE

DATE	EVENT	TIME (Eastern)
Monday April 12, 2021	Virtual Booths Open to Delegates for the week Meet delegates Live at your booth	0900 1300-1400
Wednesday April 14, 2021	Meet delegates Live at your booth	1300-1400
Friday April 16, 2020	Meet delegates Live at your booth Conference officially ends at 2000 today	1300-1400

TAC 2021 EXHIBITOR & SPONSORSHIP OPPORTUNITIES

LEVELS OF SPONSORSHIP

Sponsorship Opportunity	Details	What is Included
<p>LEVEL 1 SPONSOR</p> <p>ALL INCLUSIVE VIRTUAL EXHIBITOR BOOTH/SPONSOR PACKAGE</p> <p>(BEST DEAL! Worth \$3000+)</p>	<p>\$2,000.00 plus tax</p>	<ul style="list-style-type: none"> • Standard Virtual Exhibit Booth (\$950)- see description below for basic package plus the following add ons: • 3 Minimericals for targeted sessions of your choosing (\$600) • Main Lobby Banner Ad (\$200) • Live stream sponsorship of 1 Plenary session (\$500) • Discussion Board & Profile Vertical Banner (\$200) • 4 x On-Demand Feature Session Banner (\$200) • Sponsorship of 1 Social Networking Lounge (\$200) • Sponsored email (\$100) • Access for up to 4 staff members to be registered to your booth access. (\$50) • Unlimited promotional videos (in YouTube URL format) to your virtual booth • Unlimited PDF; product sheet attachments • Placed at the top of the Exhibitor Directory
<p>LEVEL 2 SPONSOR</p> <p>(Worth \$1525+)</p>	<p>\$1300.00 plus tax</p>	<ul style="list-style-type: none"> • Standard Virtual Exhibit Booth (\$950)-see description below • Rotating Main Lobby ad placement (\$200) • 1 Minimerical (\$250) • Additional 2 PDF attachments in virtual booth • Logo for Sponsored Attendee emails (\$100) • 1 additional staff registration for booth (\$25) • Placed at the second level of the Exhibitor Directory
<p>LEVEL 3 SPONSOR</p> <p>COMMERCIAL STANDARD VIRTUAL EXHIBIT BOOTH</p> <p>NOT-FOR-PROFIT RATE</p>	<p>\$950.00 plus tax</p> <p>\$500 plus tax</p>	<ul style="list-style-type: none"> • Provides a customizable private virtual booth within the Virtual Exhibit Hall with your own microsite where you choose what to load and display for delegates. You have analytic dashboard to view traffic to your booth. • You populate booth content, company information, website and social medial links, up to 2 product sheet PDFs and up to 2 promotional videos (videos must be YouTube URLs) • Access for 2 staff members to be registered to your booth; staff can upload “head shot” photos and their position/title at company. • Able to provide a “raffle” giveaway to entice people to view your booth. • Video chat room allows exhibitors to meet and talk face-to-face with prospects and delegates. • Provides basic booth analytics- accessible analytics dashboard to view outward engagement (you will be able to see who has viewed your booth). • Booth will remain “open” during conference week to all delegates until April 30.21 and will remain live until the next year’s conference for TAC members. • Provides opportunity for face-to-face chats/appointments with delegates at your private booth. • Placed at third level of Exhibitor Directory

VIRTUAL WINE TASTING SOCIAL EVENT- "BATTLE OF THE VINEYARDS"	\$1,000.00 CAD (plus tax) <i>(2 sponsors-one from Canada and one from Australia)</i>	<i>On Wednesday April 14.21 we will be hosting a social event called "The Battle of the Vineyards" which will feature an Okanagan Valley Vineyard in BC & a Yara Valley Vineyard in Australia, leading delegates through a wine tasting social. As a sponsor for this event a targeted "minimercial" ad will run prior to the event's start. You will be listed in the Program as a sponsor.</i>
LIVE STREAM PLENARY SESSIONS SPONSORSHIP (including the International, Fraser Gurd & Murray Girotti IP Lectures)	\$500 (plus tax) 6 SESSION SLOTS AVAILABLE	<ul style="list-style-type: none"> • High prominence and visibility on live streamed sessions • Sponsor provides a high quality MP4 video that the delegate must watch prior to joining the live session. • Sponsor gets to choose which talk they wish to sponsor on a first come, first served basis. • After the live stream, if a delegate watches the recorded session later (on-demand), they will have to watch the sponsor video before gaining access.
MINIMERCIALS	\$250/minimercial 2 for \$400 3 for \$550	<i>These are 10-30-second, high resolution sponsor commercials to play before specific pre-recorded sessions of your choosing (first come first served). Delegates would have to view these before they access content.</i>
MAIN LOBBY BANNER AD	\$200 plus tax	<ul style="list-style-type: none"> • Rotating horizontal banner ad on main event Lobby page for maximum • Links to your virtual exhibit booth • Click through analytics
DISCUSSION BOARD AND PROFILE VERTICAL BANNER	\$200 plus tax	<ul style="list-style-type: none"> • Vertical banner appears on social discussion board feeds • Delegates will see your banner ad on any of the discussion boards
ON-DEMAND FEATURE SESSION BANNER	\$50 per session chosen plus tax	<ul style="list-style-type: none"> • Company banner will be displayed for specific (non-live streamed) sessions of your choosing. • Company artwork will be embedded in the session header and display during all on-demand material content or ongoing discussion
SPONSORED SOCIAL NETWORKING LOUNGE	\$200 plus tax	<ul style="list-style-type: none"> • Choose a "themed" lounge of your choice where attendees will gather over a virtual "coffee" to discuss interests and interact in a live zoom-like social lounge • Sponsor logo will be prominently displayed on the social lounge card for the attendee to see prior to entering the lounge. • Minimercial video can be played prior to a delegate entering the lounge.
SPONSORED EMAILS	\$100 plus tax	<ul style="list-style-type: none"> • Add your logo to any email communications going out to registered delegates
MOBILE APP	\$2000.00 plus tax	<ul style="list-style-type: none"> • Opportunity to co-sponsor the Mobile App used by all delegates • Your sponsorship remains on the year-round App used by TAC • One (1) banner add on the App in place until next conference
ADDITIONAL STAFF AT BOOTH	\$25 PER EACH STAFF (plus tax)	<ul style="list-style-type: none"> • If you wish to purchase additional staff access to the virtual booth beyond what your package includes
ADDITIONAL PDF ATTACHMENTS	\$25/attachment (plus tax)	<ul style="list-style-type: none"> • Need more PDFs beyond what is provided in your Level 2 or 3 sponsorship?

ADDITIONAL OPPORTUNITIES FOR SPONSORSHIP

[Have another idea for Sponsorship?](#)

If you have a unique sponsorship suggestion you would like to pursue at a sponsorship level of your discretion, please do not hesitate to contact the TAC office at 1-855-403-5463 or by emailing Kate Mahon at exec.director@traumacanada.org

TAC 2021 EXHIBITOR CANCELLATION POLICY

Cancellation of Virtual Exhibit Booth space for any reason will be subject to the following cancellation policy:

- Refunds **will not be issued** to exhibitors who do not upload their material prior to the conference if they have not contacted the TAC Executive Director by mail, email or telephone prior to the deadlines noted below. **Cancellation deadlines for prior notice:**

On or before March 12, 2021	Full refund.
Between March 13-April 11, 2021	30% of the amount paid plus tax will be withheld for administration fees.
After April 11th	No Refund will be provided if cancelled after this date.

- Cancellation notice provided by regular Canada Post mail must be received by the above dates at:
Trauma Association of Canada
PO Box 8862, Halifax, NS
B3K 5M5
Or by emailing Exec.director@traumacanada.org or by calling 1-855-403-5463

Primary Contact Person for Your Company

When registering on-line you will be asked to identify the primary contact person for your company to direct all correspondence to with regards to registration and payment for your booth or other sponsorship. This person will be the designated person to receive communication and pass it along to the appropriate company representatives.

Primary Contact Person for TAC

Kate Mahon, Executive Director for TAC will be your primary contact in Halifax, and is available to assist you anytime at: exec.director@traumacanada.org or by calling toll free (in North America) 1-855-403-5463

TAC 2021 EXHIBITOR REGISTRATON PROCESS

Registration is on-line only: <https://www.xcdsystem.com/trauma/exhibitor/index.cfm?ID=BpTjDcP>

TAC uses only an on-line self-service registration module. It will collect your registration information, generate an invoice, accept payment, and issue a receipt once payment is completed. You will be given immediate access to the Virtual Exhibit Hall platform once payment is received. Please note, for those who still wish to submit a manual cheque for payment there is an option that allows you to do so at check out by clicking on "payment by cheque" and mailing the payment directly to the TAC office at: **Trauma Association of Canada, PO Box 8862, Halifax, NS, B3K 5M5**. Once the cheque is received your registration will be completed and you will receive a notification and receipt, and provided with immediate access to the Virtual Exhibit Hall platform.

TAC 2021 EXHIBITOR TERMS OF AGREEMENT, PROCEDURES & GUIDELINES

The Trauma Association of Canada (TAC) National Annual Scientific Meeting and Conference provides continuing educational opportunities for delegates with the goal to *"improve the lives of all those affected by or at risk of traumatic injury."* TAC recognizes the contributions of exhibitors and sponsors in contributing to this learning experience for delegates by exposure to exhibitor products that enhance the care to trauma patients. To this end, the TAC will provide a "virtual" space for scientific and/or educational exhibits in accordance with the following procedures and guidelines:

1. Exhibitor directory placement is based on the level of sponsorship received.
2. Booths may be available to individuals, institutions and commercial companies and not-for-profit organizations relevant to trauma practice, education, research, or as deemed appropriate by the TAC National Board of Directors.
3. Exhibitors who have made full payment will receive immediate access to the virtual exhibit hall platform to populate your booth.
4. All Exhibitors and Sponsors must have their virtual booth set up by **Monday April 5, 2021**.
5. TAC reserves the right to review all applications for exhibits to ensure that it is in keeping with the philosophy of the Association.
6. All exhibitors must register their booth personnel **seven (7) days prior to the Conference start date**.
7. The TAC Scientific Planning Committee (SPC) cannot be required by an exhibitor or advertiser to accept advice concerning the educational programming development, delivery, or evaluation as a condition of their exhibit, sponsorship, or advertisement. Specific interests of any exhibitor or advertiser must have no direct or indirect influence on any aspect of the educational program development, delivery, or evaluation.
8. Any incentive provided by participants associated with and accredited continuing professional development activity must be approved by the TAC Scientific Planning Committee.
9. Refunds will only be issued in keeping with the established deadline above.
10. **YOU WILL BE REQUIRED TO ACKNOWLEDGE AND AGREE TO THESE TERMS AND CONDITIONS WHEN YOU REGISTER ON-LINE.**

THANK YOU FOR YOUR SUPPORT!

On behalf of the **Trauma Association of Canada (TAC)** President, Dr Tarek Razek and the Board of Directors, as well as the TAC 2021 Conference Co-Chairs, Dr David Evans & Ms Micheline Wiebe, I would like to thank you for your very generous support of the annual scientific meeting and conference of the TAC. We genuinely appreciate the time and effort we know you make in preparing to be a part of our event, creating a rewarding experience for our delegates to meet you virtually, as you share your product expertise and knowledge. Your sponsorship makes a difference to the quality of the education program we can provide. We are honoured that you have chosen TAC as a priority for your financial support.



Executive Director
Trauma Association of Canada

Note: In the Spring of 2022 (Date TBD and COVID-19 dependent), TAC plans to offer a hybrid conference with both a virtual and in-person meeting components in Montreal, over two days, when our trauma colleagues from the Australasian Trauma Society (ATS) are able to travel again to join us in person for a jointly sponsored event. We hope you will keep us on your planning calendars for next year too and we will reach out the moment we know the dates!