

**Annual Scientific Meeting and Conference  
April 7-8, 2022 (Hybrid Event)**

***Trauma 2022  
Inequity in Trauma Care: We are Not Immune***



**Trauma 2022  
Exhibitor &  
Sponsorship  
Prospectus  
(In person &  
virtual options  
available)**

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

**Hybrid Event  
April 7-8, 2022  
In person in  
Montreal, Quebec  
at the  
Hotel Bonaventure  
(Virtual options  
available)**

**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. The 2022 Program will be a hybrid event with both in-person and virtual exhibit booths & sponsorship opportunities available. We are pleased that the Canadian Society for Aerospace Medicine (CSAM) will be joining us this year with a variety of talks. The hybrid event will allow those who can travel to join us in person in Montreal, while the virtual option remains available for anyone who is unable to travel. We anticipate up to 300 people in person and 600 or more on-line. The program includes

- 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
- CSAM talks on aerospace medicine

**Additional benefits of your support include:**

- ✓ **Exposure** to over 900 delegates (300 in person) representing a large local, national, and international audience involved with Trauma Services – surgeons, anesthesiologists, intensivists, radiologists, internists, emergency physicians, nurses, paramedics, trauma coordinators, rehab specialists, hospital administrators and other allied health professionals involved in trauma care. **Note: if you purchase an in-person booth in Montreal we will also provide you with a virtual booth at no additional cost where you can avail of the features of this option for approximately 1 year.**
- ✓ **Opportunities** to raise your company's profile to a valuable target audience both in person and at the virtual exhibit hall where you have control to upload videos and links to your products, post downloadable PDF brochures, and reach out to virtual delegates to book a time to meet at your virtual 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 list, to create the footprint you want.
- ✓ **Recognition**, including acknowledgement and a clear demonstration of your organization's involvement, commitment and support to improve trauma care and support health care providers.
- ✓ **Access** to our complete delegate list
- ✓ **Advantages** of legitimate tax deductions in the areas of advertising and promotion of products.

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## EXHIBITION TIMES

**In-Person Booth:** Delegate breaks (food & beverage) are served in the Exhibit Hall. The Hall remains open at all times, but we ask you to be present during the following delegate break times:

Thurs April 7, 2022 0930-1000; 1200-1330; 1700-1900

Fri April 8, 2022, 0900-0930; 1240-1430 (Tear down after 1430)

**Virtual Booth:** Delegates can visit your virtual booth at any time when they sign into the platform & leave a message; you will know who has visited your booth in our analytics option.

## TAC 2022 EXHIBITOR & SPONSORSHIP OPPORTUNITIES

### LEVELS OF SPONSORSHIP for **In-Person Event**

(\*tax where included is 5% GST +9.975% PST in Quebec)

Sponsorship Opportunity	Level of Sponsorship	Recognition Provided
<b>PLATINUM</b> Sponsor	<i>Greater than \$15,000</i>	<ul style="list-style-type: none"> <li>• <i>To be negotiated with Sponsor-Contact Executive Director, Kate Mahon</i></li> </ul>
<b>GOLD</b> Sponsor	<i>\$15,000.00 CAD + tax on Exhibit booth only (\$673.88)  Total: \$15,673.88</i>	<ul style="list-style-type: none"> <li>• <i>Recognition of sponsorship featured prominently during conference</i></li> <li>• <i>Standard Booth package plus two (2) 10 x 10 trade booths (double booth size)</i></li> <li>• <i>Three (3) full conference registrations for representatives</i></li> <li>• <i>Recognition on TAC and conference website, mobile app</i></li> <li>• <i>Five (5) passes for Exhibit Hall</i></li> <li>• <i>Virtual booth included</i></li> </ul>
<b>SILVER</b> Sponsor	<i>\$10,000.00 CAD + tax on Exhibit booth only (\$374.38)  Total: \$10,374.38</i>	<ul style="list-style-type: none"> <li>• <i>Recognition of sponsorship featured prominently during conference</i></li> <li>• <i>One (1) 10 x10 trade booth</i></li> <li>• <i>Two (2) full conference registration for representatives</i></li> <li>• <i>Recognition on TAC and Conference Website, mobile app</i></li> <li>• <i>Four (4) passes for Exhibit Hall</i></li> <li>• <i>Virtual booth included</i></li> </ul>
<b>BRONZE</b> Sponsor	<i>\$6,000.00 CAD + tax on Exhibit booth only (\$374.38)  Total: \$6,374.38</i>	<ul style="list-style-type: none"> <li>• <i>Recognition of sponsorship featured prominently during conference</i></li> <li>• <i>One (1) 10 x10 trade booth</i></li> <li>• <i>One (1) full conference registration for representative</i></li> <li>• <i>Recognition on TAC and conference website, mobile app</i></li> <li>• <i>Three (3) passes for Exhibit Hall</i></li> <li>• <i>Virtual booth included</i></li> </ul>
<b>ANNUAL SOCIAL/WELCOME RECEPTION/ OPEN POSTER SESSION</b>	<i>\$1,000.00-\$5,000.00 CAD (No tax)</i>	<p><i>The posters are incorporated into the Exhibit Hall for viewing and judging and combined with our very popular Welcome Reception on Day 1 (April 7) from 5-7 pm. This creates an opportunity for you to "host" a food station or bar at or near your booth to draw in delegate traffic for informal networking. Various pricing depending on cost of food station/bar prices.</i></p> <p><i>If you are interested you may contact Executive Director, Kate Mahon.</i></p>

<b>One STANDARD EXHIBIT BOOTH</b>	<b>\$2,500.00 CAD + tax (\$374.38)</b>	<ul style="list-style-type: none"> <li>• One (1) trade booth – 10' x 10' with side and back wall draping</li> <li>• Two (2) passes for Exhibit Hall (if more are needed cost is an additional \$50.00 per person).</li> <li>• 1 x 15-amp power dual circuit if needed</li> <li>• 1x 6' table, 2 chairs</li> <li>• Free Wi-Fi access in Exhibit Hall &amp; guest rooms</li> <li>• Virtual booth included</li> </ul>
<b>Double EXHIBIT BOOTH</b>	<b>\$4500.00 (plus tax)</b>	
<b>ADVANCED PROMOTION OF PRODUCTS</b>	<b>\$1,000.00 + tax (\$140.98)</b>	<b>Should you wish to promote products that will be of interest to delegates we offer an opportunity to feature this in a special section on our conference website immediately upon payment, plus one email to be sent directly to registered delegates (1 month prior to conference)</b>
	<b>Total: \$2,874.38</b>	
	<b>Total: \$1,140.98.00</b>	

## ADDITIONAL LEVELS OF SPONSORSHIP

Sponsorship Opportunity	Number Available	Level of Sponsorship	Recognition Provided
INTERNATIONAL SPEAKER	1	\$2,000.00 (No tax)	<ul style="list-style-type: none"> <li>• Corporate logo included on all conference literature, signage, website, and e-newsletter.</li> <li>• Recognition on TAC and conference websites, mobile app</li> <li>• One (1) ticket to Welcome Reception</li> </ul>
MURRAY GIROTTI INJURY PREVENTION LECTURE SPEAKER	1	\$2,000.00 (No tax)	<ul style="list-style-type: none"> <li>• Corporate Logo included on all conference literature, signage, website, mobile app and e-newsletter</li> <li>• One (1) ticket to Welcome Reception</li> </ul>
FRASER GURD LECTURE SPEAKER	1	\$2,000.00 (No tax)	<ul style="list-style-type: none"> <li>• Corporate Logo included on all conference literature, signage, website, mobile app and e-newsletter</li> <li>• One (1) ticket to Welcome Reception</li> </ul>
PLENARY SESSION SPEAKER	1	\$2,000.00 (No tax)	<ul style="list-style-type: none"> <li>• Corporate Logo included on all conference literature, signage, website, mobile app and e-newsletter</li> <li>• One (1) ticket to Welcome Reception</li> </ul>
WRITING PADS/PENS	1	\$1,000.00 (No Tax)	<ul style="list-style-type: none"> <li>• Company branded writing pads/pens for every delegate (to be provided by sponsoring company)</li> </ul>
PRODUCT BROCHURE FOR EVERY DELEGATE	# As requested	\$350.00/per brochure (taxable)	<ul style="list-style-type: none"> <li>• Product brochure provided to every delegate. (Must be provided by Sponsor minimally 7 days prior to the conference)</li> </ul>
MOBILE PROGRAM WEB APP	2	\$3000.00 (No tax)	<ul style="list-style-type: none"> <li>• Opportunity to sponsor the Mobile web app that would be used by every conference attendee &amp; housed for 1 year on the TAC year-round App</li> </ul>
HOTEL ROOM KEY ADVERTISING	1	\$3,000.00 (taxable)	<ul style="list-style-type: none"> <li>• Put your company name and logo in the hand of every delegate on the electronic hotel room key</li> </ul>
*AWARDS SPONSORSHIP	Numerous Levels & Awards to be given out	\$500.00 \$750.00 \$1,000.00 (No tax)	<ul style="list-style-type: none"> <li>• Sponsors would be invited to be present during the awards ceremony to be recognized for their sponsorship.</li> <li>• Photographs of winners and sponsor recognition will be posted on the TAC website and in the e-newsletter post conference</li> </ul>
Breakfast or Luncheon Symposium	4	Meal cost for attendees	<ul style="list-style-type: none"> <li>• Should you wish to host a dedicated education symposium (separate from the conference) you may contact Kate Mahon for further information. Level of sponsorship = # of attendees at symposium x total cost of meal per attendee. Planning for the session is independent of the conference. Speaker provided by Sponsor.</li> </ul>
Exhibit Hall Stage Time	4 x 15 min slots	\$500 each slot (taxable)	<ul style="list-style-type: none"> <li>• There is opportunity on Friday April 8, over the extended lunch hour, to have 15 minutes on stage in the Exhibit Hall to speak to delegates and demo/showcase your products. Other times may be available at other break times.</li> </ul>

\*Note re: Awards Sponsorship- Awards are based on a judging of presentations and posters done by a Judging Panel during the conference in several categories for Medical Trainees and Interdisciplinary Health Professionals. Sponsors are not involved in the selection of winners.

**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](mailto:exec.director@traumacanada.org)

## TAC 2022 Montreal EXHIBIT BOOTH RATES

Booth Size, Quantity, Layout	Regular Price	5% GST & 9.975 % PST	Total Payable	Included in each Booth Purchased
1 Booth 10' x 10'	\$2,500.00	\$374.38	\$2,874.38	<ul style="list-style-type: none"> <li>➤ 8 ft high back wall</li> <li>➤ 3 ft high draped side rails                             <ul style="list-style-type: none"> <li>➤ 1 x 6 ft table with 2 chairs</li> </ul> </li> <li>➤ one 15-amp circuit (dual outlet)</li> <li>➤ Free Wifi in Exhibit Hall &amp; guest room</li> <li>➤ Name Badges – 2 per booth</li> </ul> Additional items/services for booth space will be available for rental directly from the service show provider. Information kit and forms will be provided by Show Service Provider once registered.
2 Booths 10' x 20'	\$4,500.00	\$673.88	\$5,173.88	

DEPOSIT REQUIRED: \$1,000.00 (plus tax) PER BOOTH BOOKED= \$1,149.75 due by Feb 1, 2022

FINAL PAYMENT DUE: March 7, 2022

## 2022 Virtual Program-LEVELS OF SPONSORSHIP

(Tax rate is 5% GST & 9.1475% PST in Quebec)

Sponsorship Opportunity	Level of Sponsorship	What is Included
<b>LEVEL 1 SPONSOR</b>  <b>ALL INCLUSIVE VIRTUAL EXHIBITOR BOOTH/SPONSOR PACKAGE</b> <b>(BEST DEAL! Worth \$2400+)</b>	<b>\$2,000.00 plus tax</b>	<ul style="list-style-type: none"> <li>• <i>Standard Virtual Exhibit Booth (\$950)- see description below for basic package plus the following add ons:</i></li> <li>• <i>3 Minimericals (\$750) for targeted sessions of your choosing-this can only appear at the end of, separate from and after the CPD session presentation is finished.</i></li> <li>• <i>Main Lobby Banner Ad (\$200)</i></li> <li>• <i>4 x On-Demand Feature Session Banner (\$200)</i></li> <li>• <i>Sponsored email (\$100)</i></li> <li>• <i>Access for up to an additional 4 staff members to be registered to your booth access. (\$100)</i></li> <li>• <i>Unlimited promotional videos (in YouTube URL format) to your virtual booth</i></li> <li>• <i>Unlimited PDF; product sheet attachments (\$100+)</i></li> <li>• <i>Placement at the top of the Exhibitor Directory</i></li> </ul>
<b>LEVEL 2 SPONSOR</b>	<b>\$1300.00 plus tax</b>	<ul style="list-style-type: none"> <li>• <i>Standard Virtual Exhibit Booth (\$950)-see description below</i></li> <li>• <i>Main Lobby Banner Ad (\$200)</i></li> </ul>

<p><b>ALL INCLUSIVE VIRTUAL EXHIBITOR BOOTH/SPONSOR PACKAGE</b> (Worth \$1575+)</p>		<ul style="list-style-type: none"> <li>• 1 Minimerical (\$250) this can only appear at the end of, separate from and after the CPD session presentation is finished</li> <li>• Additional 2 PDF attachments in virtual booth (\$50)</li> <li>• Sponsored Attendee emails (\$100)</li> <li>• 1 additional staff registration for booth (\$25)</li> <li>• Placement at the second level of the Exhibitor Directory</li> </ul>
<p><b>LEVEL 3 SPONSOR VIRTUAL EXHIBIT BOOTH COMMERCIAL RATE NOT-FOR-PROFIT RATE</b></p>	<p>\$950.00 plus tax  \$500 plus tax</p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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)</li> <li>• Access for 2 staff members to be registered to your booth; staff can upload “head shot” photos and their position/title at company.</li> <li>• Able to provide a “raffle” giveaway to entice people to view your booth.</li> <li>• Video chat room allows exhibitors to meet and talk face-to-face with prospects and delegates.</li> <li>• Provides basic booth analytics- accessible analytics dashboard to view outward engagement (you will be able to see who has viewed your booth).</li> <li>• 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.</li> <li>• Provides opportunity for face-to-face chats/appointments with delegates at your private booth.</li> <li>• Placement at third level of Exhibitor Directory</li> </ul>
<p><b>MINIMERCIALS</b></p>	<p>\$250/minimerical 2 for \$400 3 for \$550 (taxable)</p>	<p>These are 10-30-second, high resolution sponsor commercials to play at the end of, separate from, and after the CPD session presentation is finished. You may choose a specific pre-recorded session of your choosing (first come first served).</p>
<p><b>MAIN LOBBY BANNER AD</b></p>	<p>\$200 plus tax</p>	<ul style="list-style-type: none"> <li>• Rotating horizontal banner ad on main event Lobby page for maximum exposure</li> <li>• Links to your virtual exhibit booth</li> </ul>
<p><b>ON-DEMAND FEATURE SESSION BANNER</b></p>	<p>\$50 per session chosen plus tax</p>	<ul style="list-style-type: none"> <li>• Company banner will be displayed for specific pre-recorded sessions of your choosing, separate from and after the CPD session presentation is finished</li> </ul>
<p><b>SPONSORED EMAILS</b></p>	<p>\$100 plus tax</p>	<p>Add your logo to any email communications going out to registered delegates (will appear on the last page of message)</p>
<p><b>MOBILE APP</b></p>	<p>\$3000.00 plus tax (2 sponsors)</p>	<ul style="list-style-type: none"> <li>• Opportunity to co-sponsor the Mobile App used by all delegates</li> <li>• Your sponsorship remains on the year-round App used by TAC</li> <li>• One (1) banner ad on the App in place until next conference</li> </ul>

<b>ADDITIONAL STAFF AT BOOTH</b>	<b>\$25 PER EACH STAFF</b>	<i>If you wish to purchase additional staff access to the virtual booth beyond what your package includes</i>
<b>ADDITIONAL PDF ATTACHMENTS</b>	<b>\$25/attachment (plus tax)</b>	<i>Need more PDFs beyond what is provided in your Level 2 or 3 sponsorship?</i>

## 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 (located in Halifax), and is available to assist you anytime at: [exec.director@traumacanada.org](mailto:exec.director@traumacanada.org) or by calling toll free (in North America) 1-855-403-5463

## TAC 2022 EXHIBITOR REGISTRATON PROCESS

Registration is on-line only at: [CLICK HERE](#)

TAC uses only an on-line self-service registration module. It will collect your registration information, have you upload your company logo, 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 so you can begin to populate the materials for your booth. 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 2022 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 space (either in person or virtually) 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 March 28, 2022**. 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. 11. Exhibitors will not have access to the either the rooms at the hotel or the virtual platform where the CPD education sessions are being shown.

## Cancellation Policy

*TAC acknowledges that there is some uncertainty to proceed with holding the in-person conference in 2022 due to potential COVID-19 restrictions. This will be reassessed by March 1, 2022. For any Exhibitors who register to attend in person and then TAC determines the conference must transition to a virtual event only, they will be given the following options:*

1. Full refund
2. TAC will hold the monies paid to be used towards the following year's conference.
3. Partial refund minus the cost of the virtual exhibit booth if the vendor wishes to continue to participate virtually in 2022.

**Notwithstanding the above, if the Exhibitor/Sponsor cancels for either the In-person or virtual Exhibit Booth space for any non-COVID reason, cancellation fees will apply and will be subject to the following:**

- Refunds **will not be issued** to exhibitors who do not show up in-person or fail to upload their material to the virtual platform, 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 Refunds require prior notice:**

<b>On or before Feb 1, 2022</b>	<b>Full refund.</b>
<b>Between Feb 2-March 7, 2022</b>	<b>30%</b> of the amount paid plus tax will be withheld for administration fees.
<b>After March 7, 2022</b>	<b>No Refund</b> will be provided if cancelled after this date.

Cancellation notice will be accepted by emailing [Exec.director@traumacanada.org](mailto:Exec.director@traumacanada.org) or calling 1-855-403-5463 or via regular mail:  
 Trauma Association of Canada  
 PO Box 8862, Halifax, NS  
 B3K 5M5

## THANK YOU FOR YOUR SUPPORT!

On behalf of the members of the **Trauma Association of Canada (TAC)** and the **Board of Directors, Scientific Program Chair- Dr Kelly Vogt**, as well as the **TAC 2022 Conference Co-Chairs, Dr Jeremy Grushka & Ms Nancy Branco**, I would like to thank you for your very generous support of the TAC annual scientific meeting and conference. We genuinely appreciate the time and effort we know you make in preparing to be a part of our event. Sharing your product knowledge and expertise creates a rewarding and valuable learning experience for delegates. It is a great opportunity for them to meet you either in person or virtually to better understand how your products can enhance the clinical care they can deliver when they return to their workplaces. Your sponsorship truly makes a difference to the quality of the education program we can provide each year. We are honoured that you have chosen TAC as a priority for your financial support.

Sincerely,



Dr Tarek Razek  
President, Trauma Association of Canada