



CCSA's **ISSUES** of  
**SUBSTANCE**  
CONFERENCE



CONGRÈS **QUESTIONS**  
de **SUBSTANCE**  
du CCDUS

November 25–27 | 25–27 novembre  
Ottawa | Ontario

# Sponsors, Exhibitors and Advertisers Guide

[www.ccsa.ca](http://www.ccsa.ca)





## Introducing CCSA's Issues of Substance 2019 Conference



**The Canadian Centre on Substance Use and Addiction's (CCSA) Issues of Substance** conference is Canada's premier learning event for the substance use and addiction field. Organized by CCSA, Issues of Substance is the only national conference to bring together addiction workers, healthcare professionals, researchers, policy makers, knowledge brokers, and people with lived or living experience and their families.

This three-day event provides an unparalleled opportunity to share new research and best practices, network with your peers and receive practical training related to substance use and addiction, prevention, treatment and recovery. First introduced in 2005, the conference has been held every two years in November to support National Addictions Awareness Week.

The theme for this year's conference is **Evidence and Perspectives, Compassion and Action**. This theme reflects the importance of relying on research and real-world experience as we identify sustainable solutions that meet the needs of Canadians suffering from substance use disorder. Substance use is a growing health concern in Canada. In 2018, CCSA released *Canadian Substance Use Cost and Harms (2007–2014)*, which calculated that substance use cost \$38.4 billion a year (in 2014 dollars).

Substance use is a significant contributor to chronic diseases. It can negatively impact lives and remove from our communities those who would otherwise be capable of caring for their children, working, volunteering and studying. The good news is that addiction is preventable and treatable. Recovery is an attainable reality for many.

As you review the Guide, you will see there are a number of ways you can partner with CCSA that will increase your visibility and opportunities for partnership and collaboration with a wide range of communities. At the same time, your support underscores the strategic value you place on the need for a national meeting place to listen, reflect, be inspired and act.

**We look forward to seeing you in Ottawa in 2019!**



Sincerely,  
Rita Notarandrea, M.H.Sc., C.H.E.  
Chief Executive Officer, CCSA



## Contact Information

### SPONSORSHIP

For more information on sponsorship, please contact **Glenn Brimacombe**, Vice-President, Strategic Partnerships and Priorities, at [gbrimacombe@ccsa.ca](mailto:gbrimacombe@ccsa.ca) or 1-833-235-4048, ext. 260, or **Lauren Levett**, Project Coordinator, at [llevett@ccsa.ca](mailto:llevett@ccsa.ca) or 1-833-235-4048, ext. 272.

### EXHIBITS AND ADVERTISING

For more information on exhibits and advertising, please contact **Lauren Levett**, Project Coordinator, at [llevett@ccsa.ca](mailto:llevett@ccsa.ca) or 1-833-235-4048, ext. 272.



## The Canadian Centre on Substance Use and Addiction

CCSA was created by an Act of Parliament in 1988 to provide national leadership to address substance use in Canada. The Centre changes lives by bringing people and knowledge together to reduce the harms of substance use (including, alcohol, cannabis and opioids) on society. We partner with public, private and non-governmental organizations to improve the health and safety of Canadians. Through collaboration, we commit to making a difference together. CCSA has four strategic core functions:

**Providing National Leadership** by creating a common focus and purpose to achieve collective impact.

**Building Strategic Partnerships** by bringing people and knowledge together to develop collective responses and coordinated action.

**Advancing Research** by synthesizing and generating timely evidence to inform practice and policies.

**Mobilizing Knowledge** by expanding the reach and adoption of new and emerging practices.

CCSA activities and products are made possible through a financial contribution from Health Canada. The views of CCSA do not necessarily represent the views of the Government of Canada.



## Who Will Be Attending CCSA's Issues of Substance 2019?

This year, CCSA expects to welcome more than 500 delegates to the conference, including more than 150 plenary and concurrent session speakers and 50 poster presentations from across Canada.

- Addiction specialists (e.g., health professionals, treatment providers, clinical staff, counsellors, social workers)
- Allied professionals (e.g., hospital staff, law enforcement personnel, correctional workers)
- Public health professionals (e.g., public health nurses, health promotion program staff)
- Policy and decision makers, program managers
- Researchers
- People with lived or living experience and their families
- Private sector professionals

Event registration is open to stakeholders and individuals who share a common interest in addressing the problems arising from alcohol, cannabis, opioids and other substances.



## What Is Happening at CCSA's Issues of Substance 2019?

There are a number of different ways in which the latest research and emerging policies, practices and programs are shared with conference delegates:

- Keynote presentations
- Concurrent presentations
- Late-breaking presentations
- Skill-developing workshops
- Poster presentations
- Exhibits

## Why Become a Sponsor, Exhibitor or Advertiser?

Your commitment to CCSA's Issues of Substance conference is a unique opportunity to reach, engage and support a broad cross-section of addiction workers, healthcare professionals, researchers, policy makers, knowledge brokers, and people with lived or living experience and their families.

As a sponsor, exhibitor or advertiser, you will be able to promote your organization's value as community-focused, collaborative and solutions-driven, while building positive awareness amongst a diverse, professional audience.

Most importantly, you will be demonstrating your support for the health and safety of all Canadians.

### Sponsor Advantages

- Establish and strengthen your contacts in the substance use and addiction field through promotion and networking opportunities.
- Raise your profile among health professionals, government officials, decision makers, and persons with lived or living experience.
- Introduce and promote your new products or services to a premier target market.
- Engage with a broad cross-section of dedicated professionals and organizations in Canada.
- Help reduce the impact of substance use and demonstrate your organization's commitment to sustainable and positive change.

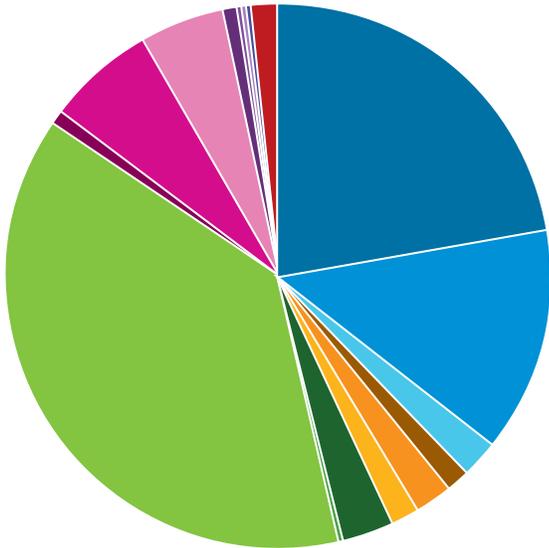
"I think this conference was really well-run and more than worth attending. Thank you so much for all of your hard work, dedication and passion."

- *Issues of Substance 2017 attendee*



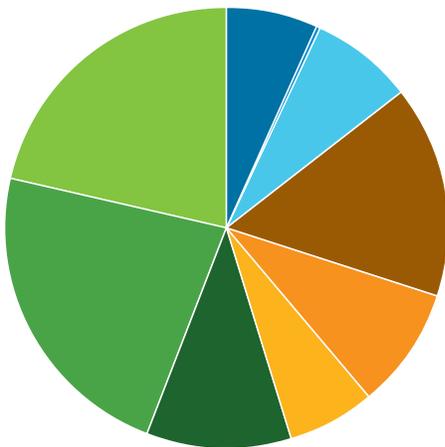
## Who Attended CCSA's Issues of Substance 2017?

Held in Calgary, Alberta, conference delegates came from across Canada, as well as the United States, France, the Dominican Republic and the United Kingdom.



### Country / Province Breakdown

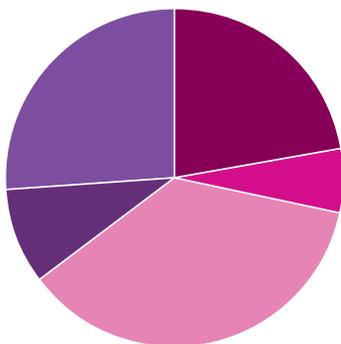
Alberta	108	(23%)
British Columbia	65	(14%)
Manitoba	10	(2%)
New Brunswick	7	(1%)
Newfoundland and Labrador	11	(2%)
Northwest Territories	8	(1%)
Nova Scotia	14	(3%)
Nunavut	2	(0.4%)
Ontario	184	(38%)
Prince Edward Island	3	(0.6%)
Quebec	31	(7%)
Saskatchewan	24	(5%)
Yukon	5	(1%)
Dominican Republic	1	(0.2%)
France	1	(0.2%)
United Kingdom	1	(0.2%)
United States	8	(1%)
<b>Total</b>	<b>483</b>	<b>(100%)</b>



### Spheres of Activity

Advocacy	33	(7%)
Enforcement	1	(0.2%)
Health Promotion	37	(8%)
Other*	74	(15%)
Policy Development	43	(9%)
Prevention	32	(7%)
Public Health	51	(10%)
Research	109	(22%)
Treatment	103	(21%)
<b>Total</b>	<b>483</b>	<b>(100%)</b>

\*When asked to specify their sphere of activity, participants indicated they worked in communications, knowledge exchange, management and education.



### Type of Organization

Government	108	(22%)
Industry/Private Sector	30	(6%)
Not-for-Profit	175	(36%)
Other	45	(9%)
University / Hospital	125	(26%)
<b>Total</b>	<b>483</b>	<b>(100%)</b>

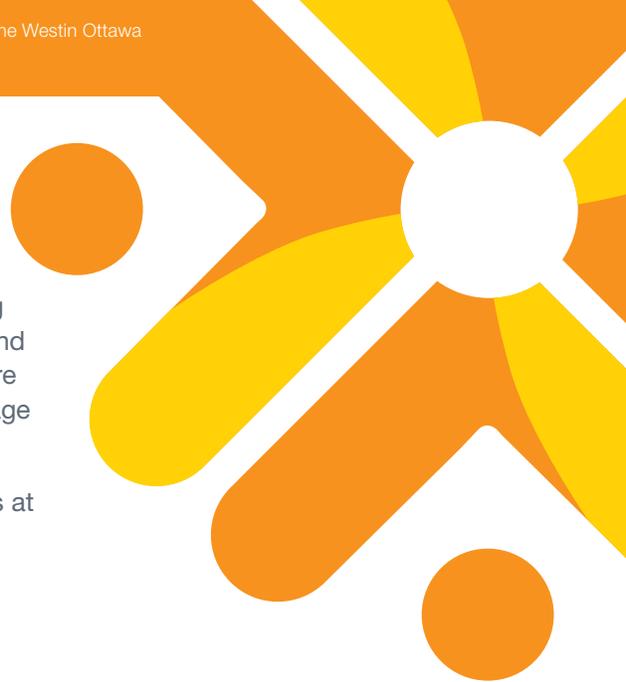
# SPONSORSHIP



## Sponsorship Opportunities

CCSA's Issues of Substance conference offers a variety of rewarding sponsorship opportunities to meet your strategic marketing needs and desired level of participant engagement. If you don't see what you are looking for, we are happy to work with you to create a custom package that is right for you. Contact us today at [ios-sponsorship@ccsa.ca](mailto:ios-sponsorship@ccsa.ca)!

CCSA reserves the right to accept or reject sponsorship applications at its sole discretion.



## Sponsorship Levels

### Platinum: \$25,000

#### Benefits:

- Opportunity to provide brief introductory remarks during the conference
- One exhibit booth space, including all meals and breaks for two exhibit staff
- Advertisement in conference program guide (full-page, colour)
- Logo placement on conference delegate bags (one colour only)
- Invitation to VIP reception
- Dedicated VIP table at plenary sessions
- Promotional insert in delegate bags (limit of two pieces, each no larger than letter size)
- Four complimentary conference registration passes
- Platinum partner recognition and logo placement on promotional materials, including conference web pages, program guide, conference app, event signage and banners, and mention in social media activities
- Verbal thanks and acknowledgements at the opening and closing plenary sessions

### Gold \$15,000

#### Benefits:

- One exhibit booth space, including all meals and breaks for two exhibit staff
- Advertisement in conference program guide (half-page, colour)
- Logo placement on conference delegate bags (one colour only)
- Promotional insert in delegate bags (limit of one piece, no larger than letter size)
- Two complimentary conference registration passes
- Gold partner recognition and logo placement on promotional materials, including conference web pages, program guide, conference app, event signage and banners, and mention in social media activities
- Verbal thanks and acknowledgements at the opening and closing plenary sessions

### Silver \$10,000

#### Benefits:

- One exhibit table space, including all meals and breaks for one exhibit staff
- Advertisement in conference program guide (quarter-page, colour)
- Promotional insert in conference delegate bags (limit of one piece, no larger than letter size)
- One complimentary conference registration pass
- Silver partner recognition and logo placement on promotional materials, including conference web pages, program guide, conference app, event signage and banners, and mention in social media activities
- Verbal thanks and acknowledgements at the opening and closing plenary sessions

# SPONSORSHIP

## Bronze \$5,000

### Benefits:

- One complimentary conference registration pass
- Bronze partner recognition and logo placement on promotional materials, including conference web pages, program guide, conference app, event signage and banners, and mention in social media activities
- Verbal thanks and acknowledgements at the opening and closing plenary sessions

## Conference Supporter: \$500

### Benefits:

- Conference supporter recognition and logo placement on conference web pages and app, and program guide
- 10% discount on one registration fee



## Dedicated Sponsorship Opportunities

### Mobile App Sponsor: \$7,500 (1 available) (NEW)

#### Benefits:

- Logo placement on app cover page
- Partner recognition and logo placement on conference webpages
- Verbal thanks and acknowledgments during conference

### Poster Session: \$5,000 (1 available)

#### Benefits:

- Prominent name and logo placement on entrance sign for poster session
- Advertisement in conference program guide (quarter-page, colour)
- Poster partner recognition and logo placement on promotional materials, including the conference web pages, program guide, conference app, event signage and banners, and mention in social media activities
- Verbal thanks and acknowledgements at the opening and closing plenary sessions

### Lunch Sponsor: \$5,000 (2 available) (NEW)

#### Benefits:

- Prominently displayed signage at lunch location (Monday or Tuesday)
- Verbal thanks and acknowledgment during conference

### Charging Stations: \$4,500 (1 available) (NEW)

#### Benefits:

- Prominently displayed signage at charging station
- Charging station placed in high traffic area
- Verbal thanks and acknowledgement during conference

### Nutrition Break Sponsor: \$2,500 (5 available) (NEW)

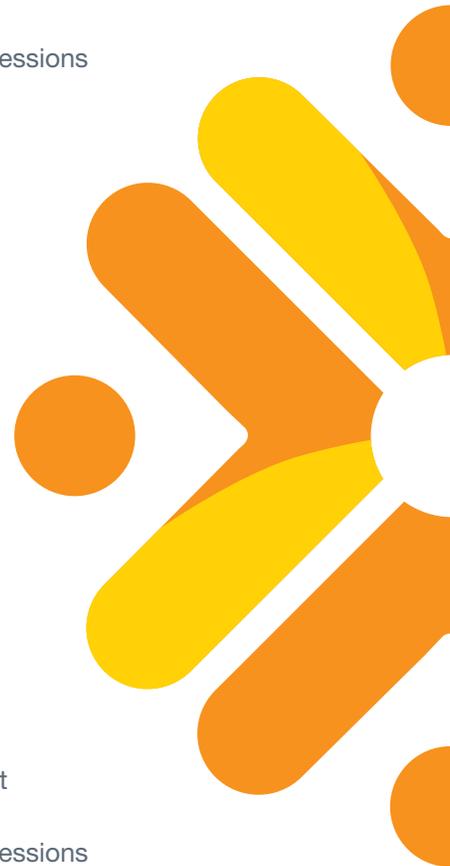
#### Benefits:

- Prominently displayed signage at a morning or afternoon break location
- Verbal thanks and acknowledgement during conference



## Become a Sponsor!

Complete [the online application form](#) to become a CCSA Issues of Substance 2019 sponsor or contact us at [ios-sponsorship@ccsa.ca](mailto:ios-sponsorship@ccsa.ca) to learn more.



# SPONSORSHIP



## Deadline

Final deadline for submitting [sponsorship application form](#): **Friday, August 30, 2019.**

## Sponsorship Terms and Conditions

All the sponsor organizations agree:

- To support CCSA's Issues of Substance event in the amount specified above (sponsorship fee is due upon the execution of this agreement);
- To register for complimentary CCSA's Issues of Substance 2019 registration pass (or passes);
- To provide the organization logo in a vector EPS file format (in colour) for use on printed materials and on the conference website to [ios-sponsorship@ccsa.ca](mailto:ios-sponsorship@ccsa.ca);
- To meet all deadlines, rules and regulations as supplied by CCSA; and
- To only reference its sponsorship of CCSA's Issues of Substance 2019 event as approved by CCSA and not to indicate that it is a sponsor of CCSA itself.

**Please note:** In addition to the advertising space you receive as part of your sponsorship agreement, you are welcome to purchase additional advertising.

“Great conference and a wonderful experience as always!”

- *Issues of Substance 2017 attendee*

# EXHIBITORS



## Exhibitor Opportunities

CCSA's Issues of Substance 2019 offers exhibit space that is open to participants during the whole event. Dedicated exhibit hours offer prime opportunities for participants to interact with exhibitors and poster presenters. Choose the booth format that best suits your needs and budget.



## CCSA's Issues of Substance 2019 Exhibitor Benefits

- Profile your organization with conference participants
- Listing in the conference program guide
- Listing on the conference website
- Listing on the conference app
- Centralized exhibit location (map on [page 9](#))
- Daily exhibit hours during continental breakfast and networking breaks



## Exhibitor Information and Fees

### Exhibit booth (\$2,000)

- 8' x 10' booth space in Confederation/Provinces Ballroom Foyer
- 8' high draping on the back wall
- 3' draping on both sides
- Waste basket
- Two chairs and one table
- Continental breakfast and snacks and refreshments during networking breaks

### Exhibit table – not-for-profit (\$1,200)

- 6' X 10' booth space on the 4<sup>th</sup> floor foyer near the escalators
- 3' high draping on the back wall
- 3' draping on both sides
- Waste basket
- Two chairs and one table
- Continental breakfast and snacks and refreshments during networking breaks

**Please note:** Access to concurrent sessions and lunch is not included.



## Book your exhibitor space today and join us in Ottawa!

To apply for an exhibit space, please complete [the online application form](#) or contact us at [ios-sponsorship@ccsa.ca](mailto:ios-sponsorship@ccsa.ca) to learn more.

## Exhibit Hall Hours and Peak Times

### Monday, November 25

Breakfast:

Break:

Break:

**7:30 a.m. – 5:00 p.m.**

7:30–8:30 a.m.

10:00–10:30 a.m.

2:45–3:45 p.m.

### Tuesday, November 26

Breakfast:

Break:

Break:

**7:30 a.m. – 5:00 p.m.**

7:30–8:30 a.m.

10:00–10:30 a.m.

2:45–3:45 p.m.

### Wednesday, November 27

Breakfast:

Break:

**7:30 a.m. – 12:00 p.m.**

7:30–8:30 a.m.

10:00–10:30 a.m.

### Installation:

Sunday, November 24

6:00–8:00 p.m.

### Removal:

Wednesday, November 27

12:30–2:00 p.m.

**Please note:** All times are subject to change at CCSA's sole discretion.

## Deadline

Final deadline for submitting the [exhibitor application form](#): **Friday, August 30, 2019.**

A detailed Exhibitor Service Guide and Exhibitor Rules and Regulations will be sent to those organizations that apply for an exhibit booth.

# EXHIBITORS

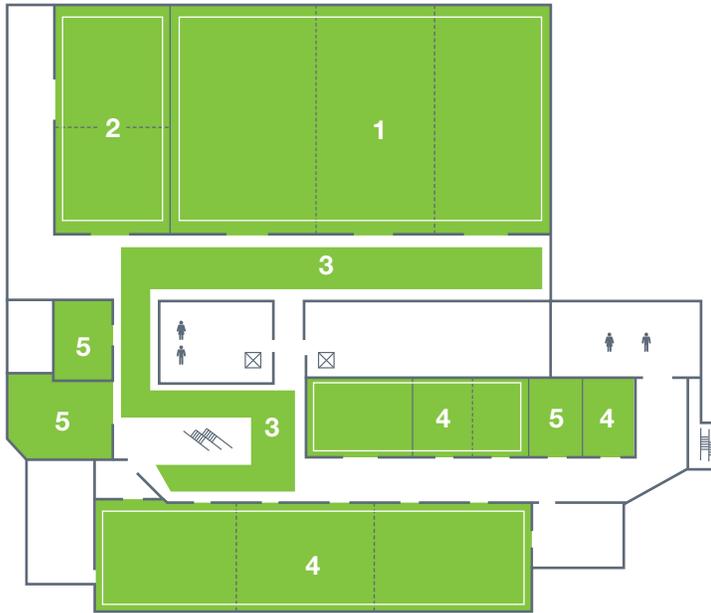
## Exhibitor Conference Access upgrade

There is an additional charge of \$500 per person if exhibit staff would like full access to the event, including concurrent sessions and keynote addresses. A maximum of two people per exhibit booth or table can purchase the upgrade.

## Conference Floor Plan

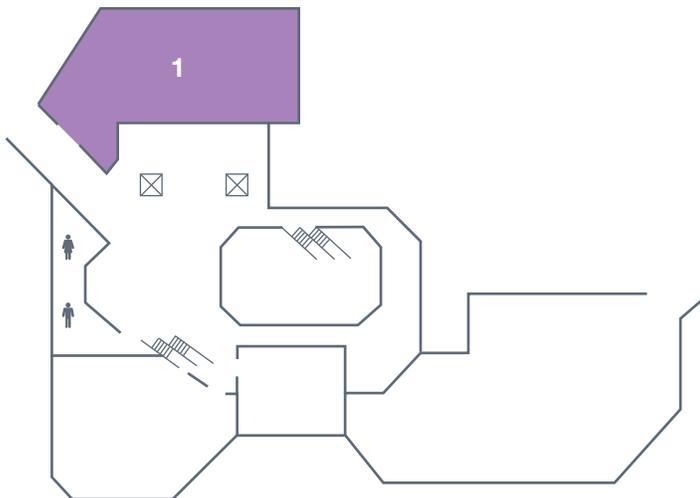
The floor plan will accommodate up to 96 posters, 21 8x10 exhibit booths, and 10 6x10 booths.

4<sup>th</sup> FLOOR



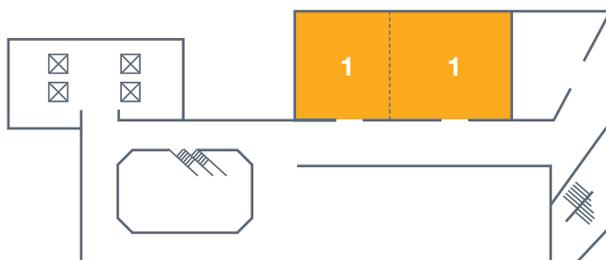
- 1. Plenary
- 2. Posters
- 3. Exhibits
- 4. Concurrent Sessions
- 5. Operations (registration, office and speaker rooms)

3<sup>rd</sup> FLOOR



- 1. Concurrent Sessions

2<sup>nd</sup> FLOOR



- 1. Concurrent Sessions

# EXHIBITORS

In consultation with exhibitors, all spaces are assigned in advance by CCSA. This map is provided to give potential exhibitors an overview of the exhibit hall set-up and proximity. Plenary sessions will occur in Confederation Ballrooms I, II & III and concurrent session will take place in the Governor General Ballroom, Quebec and Alberta Rooms, Les Saisons (3<sup>rd</sup> floor), and the Manitoba/British Columbia Room (2<sup>nd</sup> floor).

Exhibits will be located in the Confederation Ballroom and Provinces I foyer, and the Governor-General Ballroom foyer. Food and beverage service for meals and breaks will be strategically located throughout the exhibit and poster areas.

“Thank you for another great event and I look forward to the next Issues of Substance conference!”

- *Issues of Substance 2017 attendee*



# ADVERTISING

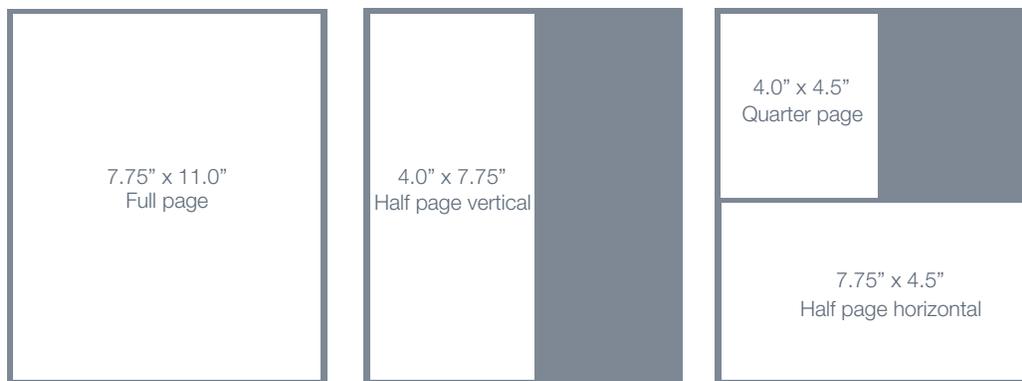


## Advertising Opportunities

You can advertise in the official program guide, which in 2017 was **viewed over 1,000 times** through pre- and post-event downloads and distribution at the conference.

Advertising Rates		
Ad size	Cost	Width by height
Full-page	\$1,200	7.75" x 11.0"
Half-page horizontal	\$800	7.75" x 4.5"
Half-page vertical	\$800	4.0" x 7.75"
Quarter-page	\$500	4.0" x 4.5"

**Please note:** size specifications subject to change.



## How to Advertise?

To advertise in the official conference program, please complete [the online application form](#) or contact us at [ios-sponsorship@ccsa.ca](mailto:ios-sponsorship@ccsa.ca) to learn more.



## Deadlines

Final deadline for booking ads: **Friday, September 20, 2019**

Final deadline for artwork submission: **Friday, September 27, 2019**

