



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



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

November 23–25 | 23–25 novembre

# Sponsorship Guide



Canadian Centre  
on Substance Use  
and Addiction

[www.issuesofsubstance.ca](http://www.issuesofsubstance.ca) | [#CCSAConference](https://twitter.com/CCSAConference)





## **Mental Health Commission of Canada a National Partner for Issues of Substance 2021**

CCSA is once again pleased and honoured to have the [Mental Health Commission of Canada](#) as a national partner for our Issues of Substance conference. As part of their involvement, there will be a focus on the interconnection between mental health and substance use in the conference program.

Additional information can be found at  
[issuesofsubstance.ca](https://issuesofsubstance.ca).



## Introducing CCSA's Issues of Substance 2021 Conference



**Issues of Substance** is the flagship event of the **Canadian Centre on Substance Use and Addiction** (CCSA). It provides an unparalleled opportunity to share new research and emerging best practices in the field. Delegates can also receive practical training on substance use and addiction prevention, treatment and recovery, and have a chance to network with their peers.

**Focused on the Future: Strategic Plan 2021–2026** outlines how CCSA strives to advance knowledge by synthesizing research, driving collaboration efforts across Canada and bridging the gap between what we know and what we do.

Our conference embodies all three of these pursuits. Participants have told us that they take what they learn at CCSA's Issues of Substance conference and apply it in their everyday work. It has direct and immediate impacts in the substance use, addiction and mental health fields.

CCSA continues to adapt to the everchanging landscape brought on by the COVID-19 pandemic. We actively solicit input, guidance and counsel from partners and stakeholders from across the country about what more can be done individually and collectively. We continue to listen and learn. In fact, we listened to them about their needs for our conference.

This year, CCSA's Issues of Substance conference will be a virtual experience! We are thrilled to be moving forward with our marquee event on an online platform that will allow our delegates to experience many of the features they have come to expect from our conference as well as some exciting new ones.

CCSA has created sponsorship packages to take full advantage of our virtual platform. For the first time, conference delegates will not have to choose between presentations in the many concurrent sessions. They will have exclusive access for 30 days to all recorded presentations and sponsor materials. This provides a long-term window to educate, inform and collaborate. That means more choices for sponsors to reach out to delegates.

How we host Issues of Substance may have changed this year, but its importance and the impact it can make is still as powerful as ever. Addiction workers, mental health workers, healthcare professionals, researchers, policy makers, knowledge brokers, and people with lived and living experience of substance use and their families will come together from the comfort of their offices and homes to attend CCSA's Issues of Substance. They will bring their ideas and perspectives to the common goal of **Driving Change Together**.

As you review the Sponsorship Guide, you will find a dozen different ways you can partner with us. These opportunities will allow you to increase your visibility with a wide range of professional communities and healthcare workers while affectively managing your budget.

Most importantly, your support underscores the value you place on a national conference that helps Canadians dealing with substance use concerns and helps the healthcare field address substance use issues using the latest evidence.

**We look forward to seeing you virtually in November!**

A handwritten signature in black ink, appearing to read 'Rita Notarandrea'.

Sincerely,  
Rita Notarandrea, MHSc, CHE, ICD.D  
Chief Executive Officer, CCSA



## Contact Information

For more information on sponsorship for CCSA's issues of Substance 2021 or to discuss opportunities, please contact Lauren Levett, Project Coordinator, at [LLevett@ccsa.ca](mailto:LLevett@ccsa.ca).



## The Canadian Centre on Substance Use and Addiction

An Act of Parliament with all-party support established CCSA in 1988.

CCSA prides itself on being an independent and trusted third-party expert on substance use and addiction. For more than three decades, we have worked and built trust with partners and governments across the political spectrum. We have remained neutral and non-partisan. Together, we continue to advance initiatives in improving wellness for those experiencing the harms of substance use. We achieve this goal through creating accessible, inclusive, quality services and supports, and by providing evidence-informed responses to reduce substance use harms.

Our work is always firmly rooted in science and sound methodology. It is also driven by compassion.

We are committed to fostering understanding and creating awareness of substance use issues. That is what Canadians expect of us. Our current five-year strategic plan guides us through three strategic goals and their accompanying priorities:

- Advancing knowledge by synthesizing research;
- Driving collaboration efforts across Canada; and
- Bridging the gap between what we know and what we do.

CCSA's 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 2021?

During an in-person Issues of Substance conference, CCSA welcomes from 600 to 800 delegates. This year, CCSA hopes to welcome more than 1,000 delegates from across Canada to the virtual conference. Participants typically include:

- 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
- Knowledge brokers
- Students
- People with lived or living experience and their families and friends
- Private sector professionals

Event registration is open to people who share a common interest in addressing problems related to the use of alcohol, cannabis, opioids and other substances.



## What Is Happening at CCSA's Issues of Substance 2021?

Over the three days CCSA's Issues of Substance takes place, the latest research, best and promising practices, and emerging policies, practices and programs are shared with conference delegates through:

- Keynote presentations
- Concurrent presentations
- Skill-developing interactive workshops
- Poster presentations
- Networking breaks

The conference also encourages delegates to discuss and identify opportunities for collaboration.



## Why Become a Sponsor?

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

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

Because the conference is being presented in a virtual environment, registered participants will have 30 days to access all recorded sessions from the conference. This period will provide you an extended opportunity to connect with those who attend.

Most importantly, you will be demonstrating your support for the wellness of all Canadians at a time when they most need it due to the COVID-19 pandemic.

### Sponsor Advantages

- Establish and strengthen your contacts in the substance use, addiction and mental health fields through promotion and networking opportunities.
- Expand your network by reaching professionals working in substance use and mental health.
- Raise your profile among health professionals, government officials, decision makers, and persons with lived or living experience of substance use.
- 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 physical and mental wellness.

“Loved every minute of every session.”

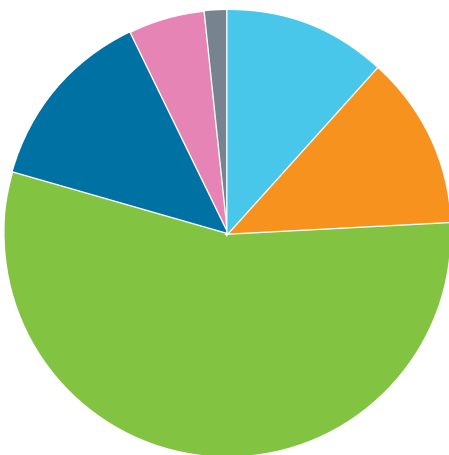
- Issues of Substance 2019 attendee





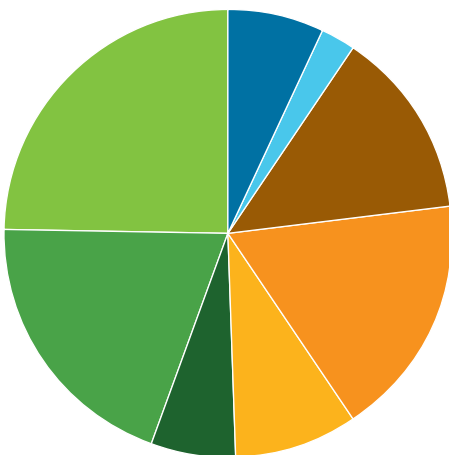
## Who Attended CCSA's Issues of Substance 2019?

Held in Ottawa, Ontario, conference delegates came to CCSA's Issues of Substance 2019 from across Canada. Additionally, we had participants attend the conference from the United States, Australia, France, Slovenia, South Korea, Sweden and Sri Lanka.



### Province/Territory Breakdown

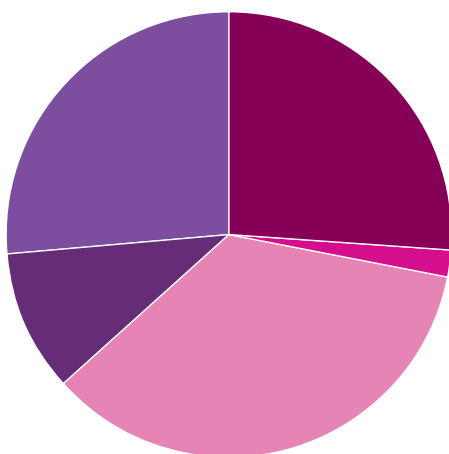
|                  |            |             |
|------------------|------------|-------------|
| British Columbia | 75         | 11.89%      |
| The Prairies     | 78         | 12.38%      |
| Ontario          | 350        | 55.47%      |
| Quebec           | 83         | 13.15%      |
| The Maritimes    | 35         | 5.55%       |
| The Territories  | 10         | 1.56%       |
| <b>Total</b>     | <b>631</b> | <b>100%</b> |



### Spheres of Activity

|                    |     |        |
|--------------------|-----|--------|
| Advocacy           | 40  | 6.21%  |
| Enforcement        | 15  | 2.33%  |
| Health Promotion   | 76  | 11.8%  |
| Other*             | 100 | 15.5 % |
| Policy Development | 51  | 7.92%  |
| Prevention         | 35  | 5.43%  |
| Public Health      | 111 | 17.24% |
| Research           | 140 | 21.7%  |
| Treatment          | 76  | 11.8%  |

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



### Type of Organization

|                         |     |        |
|-------------------------|-----|--------|
| Government              | 169 | 26.24% |
| Industry/Private Sector | 13  | 2.02%  |
| Not-for-Profit          | 226 | 35.1%  |
| Other                   | 67  | 10.4%  |
| University / Hospital   | 169 | 26.24% |

# SPONSORSHIP



## Sponsorship Opportunities

CCSA's Issues of Substance 2021 conference will be a virtual experience! With an exciting new platform on which to present the conference, our team has developed a series of new sponsorship packages to provide sponsors with the opportunity to maximize their presence. Traditional sponsorship opportunities that are optimal for in-person events, such as the exhibit hall, will return when CCSA is able to safely welcome attendees back to an in-person conference.

If you do not see a sponsorship package that suits your needs, 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 based on its Ethical Framework and Conflict of Interest Policy. As part of the sponsorship application process, potential sponsors must complete CCSA's [Conflict of Interest Disclosure Form](#) and submit it with their sponsorship request to [ios-sponsorship@ccsa.ca](mailto:ios-sponsorship@ccsa.ca).



## Sponsorship Levels

**Platinum: \$15,000** (1 available)

### Benefits:

- Opportunity to provide brief introductory remarks during the conference (pre-recorded, 5 minutes maximum)
- Clickable banner advertisement at the bottom of the Conference Welcome Message from CCSA's CEO
- 2 sponsored conference sessions\* that each includes a 30-second or less promotional video shown once before the start of the session and a promotional banner on the screen during the session
- Access to a sponsor-hosted chat room for delegates
- 1 banner advertisement displayed on the bottom of the screen during one keynote presentation (5 minutes)
- Company logo with link displayed on the virtual event space home screen
- PDF promotional insert in digital delegate bags (limit of two pieces, maximum size 8.5" x 11)
- 6 complimentary conference registration passes
- Verbal thanks and acknowledgements at the opening and closing plenary sessions
- Platinum partner recognition and logo placement on promotional materials, including conference web pages, event signage and banners, and mention in social media activities

“Wonderful conference. Very informative! Thank you for putting such a great collection of minds together. I am very much looking forward to attending in 2021.”

- Issues of Substance 2019 attendee

# SPONSORSHIP

## Gold \$10,000 (1 available)

### Benefits:

- 1 sponsored conference session\* that includes a 30-second or less promotional video shown once before the start of the sessions and a promotional banner on the screen during the session
- Access to a sponsor-hosted chat room for delegates
- 1 banner advertisement displayed on the bottom of the screen during one keynote presentation (5 minutes)
- Company logo with link displayed on the virtual event space home screen
- PDF promotional insert in digital delegate bags (limit of one-piece, maximum size 8.5" x 11)
- 4 complimentary conference registration passes
- Verbal thanks and acknowledgements at the opening and closing plenary sessions
- Gold partner recognition and logo placement on promotional materials, including conference web pages, event signage and banners, and mention in social media activities

## Silver \$5,000 (2 available)

### Benefits:

- 1 banner advertisement displayed on the bottom of the screen during one keynote presentation (5 minutes)
- 1 clickable banner ad in the conference virtual event space
- PDF promotional insert in digital delegate bags (limit of one-piece, maximum size 8.5" x 11)
- 2 complimentary conference registration passes
- Verbal thanks and acknowledgements at the opening and closing plenary sessions
- Silver partner recognition and logo placement on promotional materials, including conference web pages, event signage and banners, and mention in social media activities

## Bronze \$2,500 (2 available)

### Benefits:

- Verbal thanks and acknowledgements at the opening and closing plenary sessions
- 1 clickable banner ad in the conference virtual event space
- 1 complimentary conference registration pass
- Bronze partner recognition and logo placement on promotional materials, including conference web pages, event signage and banners, and mention in social media activities

“Overall, excellent conference as always. My favourite to attend.”

- Issues of Substance 2019 attendee



# SPONSORSHIP



## Dedicated Sponsorship Opportunities

**Poster Session: \$2,500** (2 available)

### Benefits:

- Prominent name and logo placement on virtual entrance sign for poster session
- Verbal thanks and acknowledgements at the opening and closing plenary sessions
- Poster session sponsor recognition and logo placement on promotional materials, including the conference web pages, virtual event signage and banners, and mention in social media activities

**Poster Prize Sponsor: \$2,500** (1 available)

### Benefits:

- Prominent name and logo placement in virtual poster hall
- Verbal thanks and acknowledgements at the opening and closing plenary sessions
- Poster prize sponsor recognition and logo placement on promotional materials, including the conference web pages, virtual event signage and banners, and mention in social media activities

**Social Media Wall Sponsor: \$2,500** (1 available)

### Benefits:

- Prominent name and logo placement on social media wallpaper skin
- Social media wall sponsor recognition and logo placement on promotional materials, including the conference web pages, virtual event signage and banners, and mention in social media activities

**Private Networking Session Sponsor: \$2,500** (2 available)

### Benefits:

- Access to a sponsor-hosted private networking chat room for delegates after day one or two of the conference
- Private networking session sponsor recognition and logo placement on promotional materials, including the conference web pages, virtual event signage and banners, and mention in social media activities

**Concurrent Session Sponsor: \$2,500** (6 available)

### Benefits:

- 1 sponsored conference session\* that includes a 30-second or less promotional video shown once before the start of the sessions and promotional banner on the screen during the session
- Concurrent session sponsor recognition and logo placement on promotional materials, including the conference web pages, event signage and banners, and mention in social media activities

**Profile Wall Sponsor: \$1,500**

### Benefits:

- Company logo, description and web link on sponsor profile wall within the online virtual platform
- Profile wall sponsor recognition and logo placement on promotional materials, including the conference web pages, virtual event signage and banners, and mention in social media activities

**Virtual Banner Sponsor: \$1,500** (3 available)

### Benefits:

- 1 banner advertisement on bottom of screen during one keynote presentation (5 minutes)
- Virtual banner sponsor recognition and logo placement on promotional materials, including the conference web pages, event signage and banners, and mention in social media activities

# SPONSORSHIP

## Conference Supporter: \$500

### Benefits:

- Conference supporter recognition and logo placement on conference web page.
- 10% discount on one registration fee

**\* Important note on conference sponsored sessions:** The conference sessions that are to be sponsored will consist of presentations from the Call for Submissions selected at the recommendation of the Conference Program Committee. The selection of the sponsored sessions will take place after the release of the final program and must be agreed on by both the sponsor and the CCSA Issues of Substance 2021 Conference Program Committee Chair.



## Become a Sponsor!

Contact us at [ios-sponsorship@ccsa.ca](mailto:ios-sponsorship@ccsa.ca) to secure your sponsorship at CCSA's Issues of Substance.



## Deadline

Final deadline for submitting sponsorship application form:

**FRIDAY, OCTOBER 1, 2021**



## Sponsorship Terms and Conditions

All sponsor organizations agree:

- To support CCSA's Issues of Substance 2021 virtual conference in the amount specified above (sponsorship fee is due upon the execution of this agreement);
- To complete CCSA's [Conflict of Interest Disclosure Form](#), and submit it with their sponsorship request to [ios-sponsorship@ccsa.ca](mailto:ios-sponsorship@ccsa.ca);
- To register for complimentary CCSA's Issues of Substance 2021 registration passes (if applicable);
- To provide the organization logo in both a JPEG and 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 2021 event as approved by CCSA and not to indicate that it is a sponsor of CCSA itself.

## Material Approval

All promotional material (banner ads, delegate bag inserts, videos, literature, etc.) must be approved 30 days prior to the conference by the Conference Program Committee. CCSA reserves the right to refuse the inclusion of materials that are not approved.

**“It is a good conference when I am repeatedly frustrated in having to choose between concurrent sessions.”**

*- Issues of Substance 2019 attendee*