

CCSA's National Conference



Canadian Centre
on Substance Use
and Addiction



2023

ISSUES of SUBSTANCE

Vancouver, BC

Sponsorship & Exhibitors Program

www.IssuesOfSubstance.ca

#CCSAConference





Mental Health
Commission
of Canada

Commission de
la santé mentale
du Canada

Mental Health Commission of Canada Returns as National Sponsor for Issues of Substance 2023

CCSA is once again pleased and honoured to have the [Mental Health Commission of Canada](#) as the national sponsor for Issues of Substance for the third consecutive conference. As part of their involvement, an entire morning of the conference program will have a focus on the interconnection between mental health and substance use.



BRITISH
COLUMBIA

Supported by the Province of British Columbia

Government of British Columbia Is the Provincial Sponsor for CCSA's Issues of Substance 2023

CCSA is pleased and honoured to have the Government of British Columbia's Ministry of Mental Health and Addictions as the provincial sponsor for our Issues of Substance conference in Vancouver. An entire morning in the conference program will focus on sharing knowledge, emerging responses and transformational activities. British Columbia is leading in program, practice and policy at the community, regional and provincial levels.

More details about these exciting initiatives will become available when the full conference program is released this summer.

Introducing CCSA's Issues of Substance 2023 Conference



I am thrilled to be attending my first Issues of Substance Conference as the new CEO of the Canadian Centre on Substance Use and Addiction (CCSA).

Issues of Substance has always been an important venue for people working to improve substance use health. It is a forum where so much vital information is exchanged about substance use and harm reduction.

I am delighted that the conference is returning to an in-person format for CCSA's 35th anniversary. While the virtual platform in 2021 was an overwhelming success, nothing can compare with having a face-to-face event. It's great to be able to interact, ask questions and learn from one another over coffee and in the hallways between sessions. Everyone who attends — whether attendee, sponsor or exhibitor — comes with a diversity of knowledge and experiences. The past three years have been unquestionably tragic and difficult for people who use drugs and the people who love them. By coming together to share stories and ideas, we will continue to bring about change, improvements and strive to make a positive impact. Constructive discussion and a collaboration of ideas inspire solutions to help people who use substances.

In returning to an in-person event, we have created sponsorship packages to meet the needs of our different partners and supporters across the country. These opportunities will allow you to connect with a wide range of professional communities and healthcare workers while affectively managing your budget. We have sponsorship packages beginning at \$500.

There are new sponsorship categories this year. Now you can help more individuals with lived or living experience with substance use attend the conference. You can also choose from popular sponsorship opportunities from past conferences, including supporting our conference app, our poster competition or providing complimentary Wi-Fi to the attendees.

Your support of our Issues of Substance Conference shows your passion and desire to help affect the health and safety of people in Canada dealing with substance use health Issues.

We look forward to having you as a partner at Issues of Substance and seeing you face-to-face in Vancouver this November!

Sincerely,
Dr. Alexander Caudarella, MDCM CCFP AM ABAM(d)
Chief Executive Officer, Canadian Centre on Substance Use and Addiction





Contact Information

For more information on sponsorship for CCSA's Issues of Substance 2023 or to discuss opportunities, please contact ios-sponsorship@ccsa.ca.



The Canadian Centre on Substance Use and Addiction

An act of Parliament with all-party support established CCSA in 1988. As an organization, we are committed to learning about colonization, racism and injustices experienced by Indigenous people, and taking action on reconciliation, accessibility, equity and inclusion.

CCSA prides itself on being an independent and trusted third-party expert on substance use and addiction. For 35 years, we have worked and built trust with partners and governments across the political spectrum.

We have a broad network of partners and have been working increasing to partner people with lived and living experience of substance use and their families and friends (LLEAFF). They are experts in the field of substance use health. Partnering with them ensures that our research is relevant to them and that services designed for them meet their needs.

With all our partners, we continue to advance projects to improve wellness for those experiencing the harms of substance use. We achieve this goal through accessible, inclusive, quality services and supports, and by providing evidence-informed responses to reduce substance use harms.

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

We are committed to fostering understanding and creating awareness of substance use health issues. That is what people in Canada expect of us. Our 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 2023?

With a return to an in-person event, CCSA hopes to welcome between 600 and 800 delegates to its Issues of Substance conference in November 2023. Participants typically include:

- Substance use specialists (e.g., health professionals, treatment providers, clinical staff, counsellors, social workers)
- Allied professionals (e.g., hospital staff, law enforcement personnel, correctional workers)
- Primary care and public health professionals (e.g., public health nurses, health promotion program staff)
- Medical professionals practising specialties (e.g., emergency medicine, cancer treatment, neurology, internal medicine)
- 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 substance use health and mental health.



What Is Happening at CCSA's Issues of Substance 2023?

During 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
- Plenary sessions
- 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 among a diverse audience.

Most importantly, you will be demonstrating your support for the wellness of all people living in Canada at a time when they most need it due to the concurrent public health emergencies: substance toxicity-related deaths and the COVID-19 pandemic.

Sponsor Advantages

- Establish and strengthen your contacts in the substance use health, addiction and mental health fields through promotion and networking opportunities.
- Raise your profile among health professionals, government officials, decision makers and individuals with lived or living experience of substance use.
- Introduce and promote your new products or services to a premier targeted 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.

“I found the balance among the wisdom from research, practice, policy and lived experience to work well ... a respect for all without an overemphasis on one... really well done.”

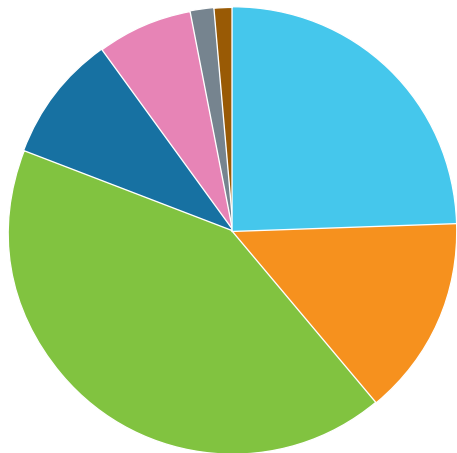
- *Issues of Substance 2021 attendee*





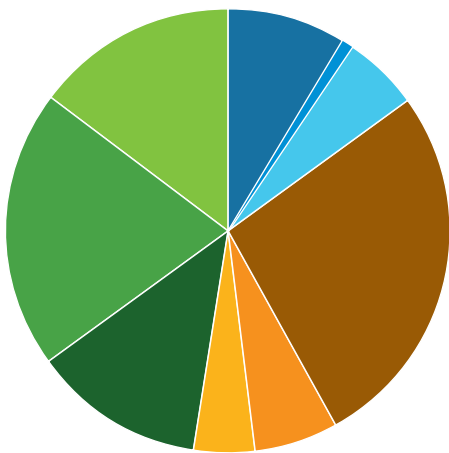
Who Attended CCSA's Issues of Substance 2021?

Held as virtual event due to the COVID-19 pandemic, conference delegates came to CCSA's Issues of Substance 2021 from across Canada. Additionally, we had participants attend the conference from the United States, England, Northern Ireland and Singapore.



Attendee Locations

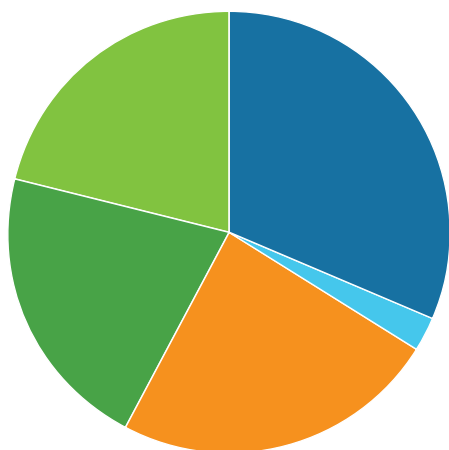
British Columbia	187	24.7%
The Prairies	108	14.2%
Ontario	320	42.2%
Quebec	69	9.1%
The Maritimes	53	7.0%
The Territories	11	1.5%
International	10	1.3%
Total	758	100%



Spheres of Activity

Advocacy	67	8.8%
Enforcement	5	0.7%
Health Promotion	42	5.5%
Other*	206	27.2%
Policy Development	46	6.1%
Prevention	32	4.2%
Public Health	96	12.7%
Research	153	20.2%
Treatment	111	14.6%

*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	238	31.4%
Industry/Private Sector	20	2.7%
Not-for-Profit	180	23.7%
Other	161	21.2%
University / Hospital	159	21.0%

SPONSORSHIP



Sponsorship Opportunities

CCSA's Issues of Substance returns as an in-person experience in 2023!

Traditional sponsorship opportunities and the exhibit hall are back as part of our event. There are also several new sponsorship opportunities to select from for CCSA's Issues of Substance 2023.

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.

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



Sponsorship Packages

Platinum: \$20,000 (1 available)

Benefits:

- Opportunity to provide brief introductory remarks during the conference
- One exhibit booth space, including all meals and breaks for two exhibit staff
- Banner advertisement in conference app
- Logo placement on conference delegate bags (one colour only)
- Promotional insert in delegate bags (limit of two pieces, each no larger than letter size)
- Dedicated VIP table at plenary sessions
- Six complimentary conference registration passes
- Platinum sponsor 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

Diamond: \$17,500 (1 available)

Benefits:

- One exhibit booth space, including all meals and breaks for two exhibit staff
- Banner advertisement in conference app
- Logo placement on conference delegate bags (one colour only)
- Promotional insert in delegate bags (limit of two pieces, each no larger than letter size)
- Dedicated VIP table at plenary sessions
- Six complimentary conference registration passes
- Diamond sponsor 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

Gold: \$15,000 (1 SOLD, 1 available)

Benefits:

- One exhibit booth space, including all meals and breaks for two exhibit staff
- Banner advertisement in conference app
- Logo placement on conference delegate bags (one colour only)
- Promotional insert in delegate bags (limit of one piece, no larger than letter size)
- Four complimentary conference registration passes
- Gold sponsor 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 (2 SOLD, 2 available)

Benefits:

- One exhibit table space, including all meals and breaks for one exhibit staff
- Banner advertisement in conference app
- Promotional insert in conference delegate bags (limit of one piece, no larger than letter size)
- Two complimentary conference registration passes
- Silver sponsor 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

Bronze: \$5,000 (6 available)

Benefits:

- One complimentary conference registration pass
- Bronze sponsor 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



Dedicated Sponsorship Opportunities

Conference Wi-Fi Sponsor \$10,000 (1 available) **(NEW)**

Benefits:

- Prominent name and logo placement on virtual entrance sign for poster session
- Two complimentary conference registration passes
- Conference Wi-Fi sponsor 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

Mobile App Sponsor: \$10,000 (1 available)

Benefits:

- Logo placement and linked advertisement on conference app landing page
- Two complimentary conference registration passes
- Mobile app sponsor 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

SPONSORSHIP

Social Media Wall Sponsor: \$7,500 (1 available) **(NEW)**

Benefits:

- Prominent name and logo placement on social media wall (screens placed in exhibit hall and main hallway or other suitable high traffic areas)
- One complimentary conference registration pass
- Social media wall sponsor 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

Hotel Key Sponsor: \$7,500 (1 available) **(NEW)**

Benefits:

- Your logo exclusively on hotel key cards for all travelling conference attendees staying in CCSA contracted hotel blocks
- One complimentary conference registration pass
- Hotel key card sponsor 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

Lunch Sponsor: \$7,500 (1 available)

Benefits:

- Prominently displayed signage at lunch location
- One complimentary conference registration pass
- Lunch sponsor 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

Charging Station Sponsor: \$5,000 (2 available)

Benefits:

- Prominent name and logo placement on conference mobile charging stations
- One complimentary conference registration pass
- Charging Station sponsor 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

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

Benefits:

- Prominent name and logo placement on entrance sign for poster session
- One complimentary conference registration pass
- Poster session sponsor 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

Concurrent Session Sponsor: \$5,000 (6 available)

Benefits:

- One 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
- One complimentary conference registration pass
- Concurrent session sponsor 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

SPONSORSHIP

*** 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 CCSA's Issues of Substance 2023 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 Conference Program Committee Chair. The sessions are also subject to availability based on topics that relate to the potential sponsor.

Lived or Living Experience Sponsor: \$5,000 (6 available) **(NEW)**

Sponsorship will support the attendance of individuals with lived or living experience of substance use at the conference.[†] Sponsorship will help cover registration fees, travel and accommodation at the conference.

Benefits:

- Prominent name and logo placement on signage at CCSA exhibit booth, registration desk or both for duration of the conference
- Lived or Living Experience Sponsor 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

[†] Note: Individuals with lived or living experience will have an opportunity to apply for conference subsidies to help support registration fees, travel and accommodation at the conference

Community Lounge Sponsor \$2,500 (3 available) **or \$7,500** (1 available) **(NEW)**

Sponsorship will support a community lounge where we can recognize the impact and harms of the concurrent public health crises — drug toxicity deaths and the COVID-19 pandemic — and other issues are having. People can meet, collaborate and reflect. Conference attendees will have an opportunity to write words of encouragement to others or memorialize those who have died.

Benefits:

- Prominent name and logo placement on signage outside the community lounge
- Community Lounge Sponsor 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

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

Benefits:

- Prominent name and logo placement in virtual poster hall
- Poster prize sponsor 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

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

Benefits:

- Prominently displayed signage at prominent break location
- Nutrition Break sponsor 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

Conference Supporter: \$500

Benefits:

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

SPONSORSHIP



Become a Sponsor!

Contact us at ios-sponsorship@ccsa.ca to secure your sponsorship at CCSA's Issues of Substance.

Deadline

Final deadline for submitting sponsorship application form is **11:59 p.m. eastern on Fri., Sept. 29, 2023.**



Sponsorship Terms and Conditions

All sponsor organizations agree:

- To support CCSA's Issues of Substance 2023 conference in the amount specified above (sponsorship fee is due upon the signing of this agreement);
- To complete [CCSA's Conflict of Interest Disclosure Form](#), and submit it with their sponsorship request to ios-sponsorship@ccsa.ca;
- To register for complimentary CCSA's Issues of Substance 2023 registration passes (if applicable) by **Fri., Sept. 29, 2023**, or within 10 days of becoming sponsor after the registration deadline;
- To provide CCSA with your organization's colour logo in both a JPEG and a vector EPS file format for use on printed materials and on the conference website to 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 2023 event as approved by CCSA and not to indicate that it is a sponsor of CCSA itself.

Material Approval

All promotional material (e.g., banner ads, delegate bag inserts, videos, literature) must be approved by the Conference Program Committee 45 days before the conference. CCSA reserves the right to refuse the inclusion of materials that are not approved.

"I love and appreciate the diversity of speakers at the event. I have received many new perspectives from individuals who are so passionate about substance use and addiction. This has been a very educational conference."

- *Issues of Substance 2021 attendee*

EXHIBITOR

Exhibitor Opportunities

The Exhibit Hall returns!

CCSA's Issues of Substance 2023 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 2023 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 12)
- Daily exhibit hours during continental breakfast and networking breaks

Exhibitor Information and Fees

Exhibit booth (\$2,500)

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

A limited number of not-for-profit booths are available at \$1,500. All not-for-profit booths consist of all exhibit booth benefits listed above.

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

Book your exhibitor space today and join us in Vancouver!

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

Deadline

Final deadline for submitting the exhibitor application form is **Fri., Sept. 29, 2023.**

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

EXHIBITOR



Exhibit Hall Hours and Peak Times

Mon., Nov. 20

Breakfast:

Break:

Break:

7:30 a.m.–5 p.m.

7:30–8:30 a.m.

10–10:30 a.m.

2:30–3 p.m.

Tues., Nov. 21

Breakfast:

Break:

Break:

7:30 a.m. –5 p.m.

7:30–8:30 a.m.

10–10:30 a.m.

2:30–3 p.m.

Wed., Nov. 22

Breakfast:

Break:

7:30 a.m.–12 p.m.

7:30–8:30 a.m.

10–10:30 a.m.

Installation:

Sun., Nov. 19

6–8 p.m.

Removal:

Wed., Nov. 22

12–2 p.m.

Please note: All times are Pacific standard time and are subject to change at CCSA's sole discretion.

“It was refreshing to see a broader expression of substance use other than the evidence/research-based approach, meaning the practical tools and ‘live’ programming that is going on It is so nice to see how this conference has evolved. Keep it going. Thank you so much.”

- Issues of Substance 2021 attendee



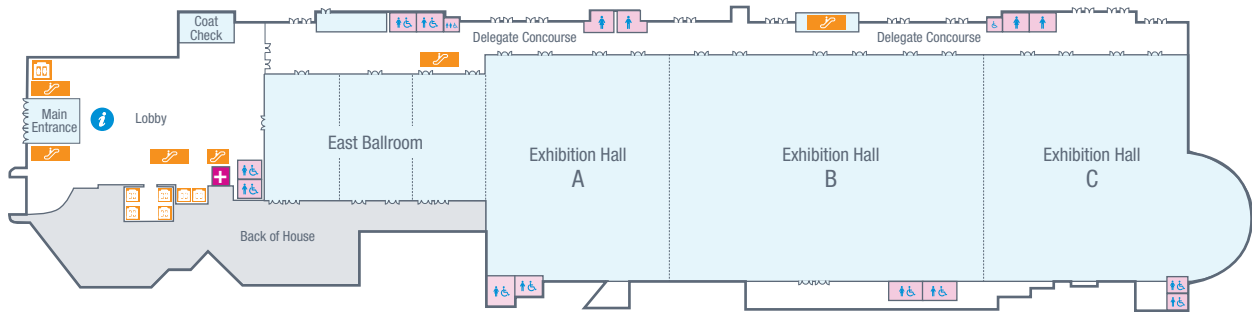
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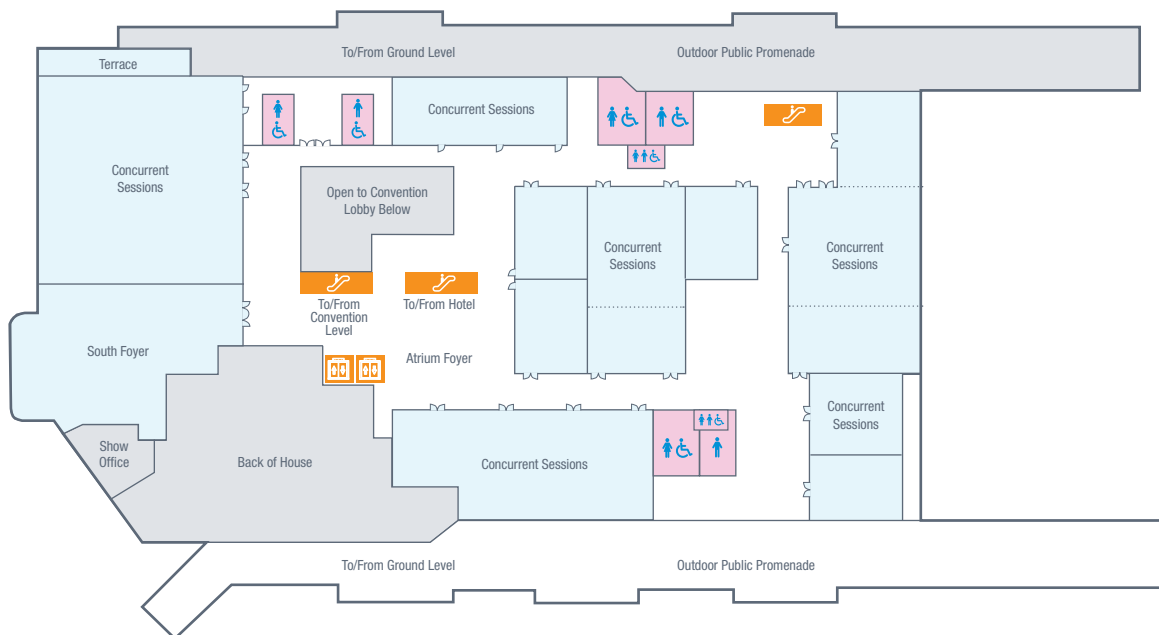
Conference Floor Plan

Vancouver Convention Centre

East Convention Level



East Meeting Level



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 and proximity to conference activities.

- Plenary sessions (including lunches) occur in the East Ballroom
- Concurrent session take place in east second floor meeting rooms
- Exhibits and posters are in East Exhibition Hall A
- Food and beverage service for breakfasts and breaks are strategically located throughout the exhibit and poster areas