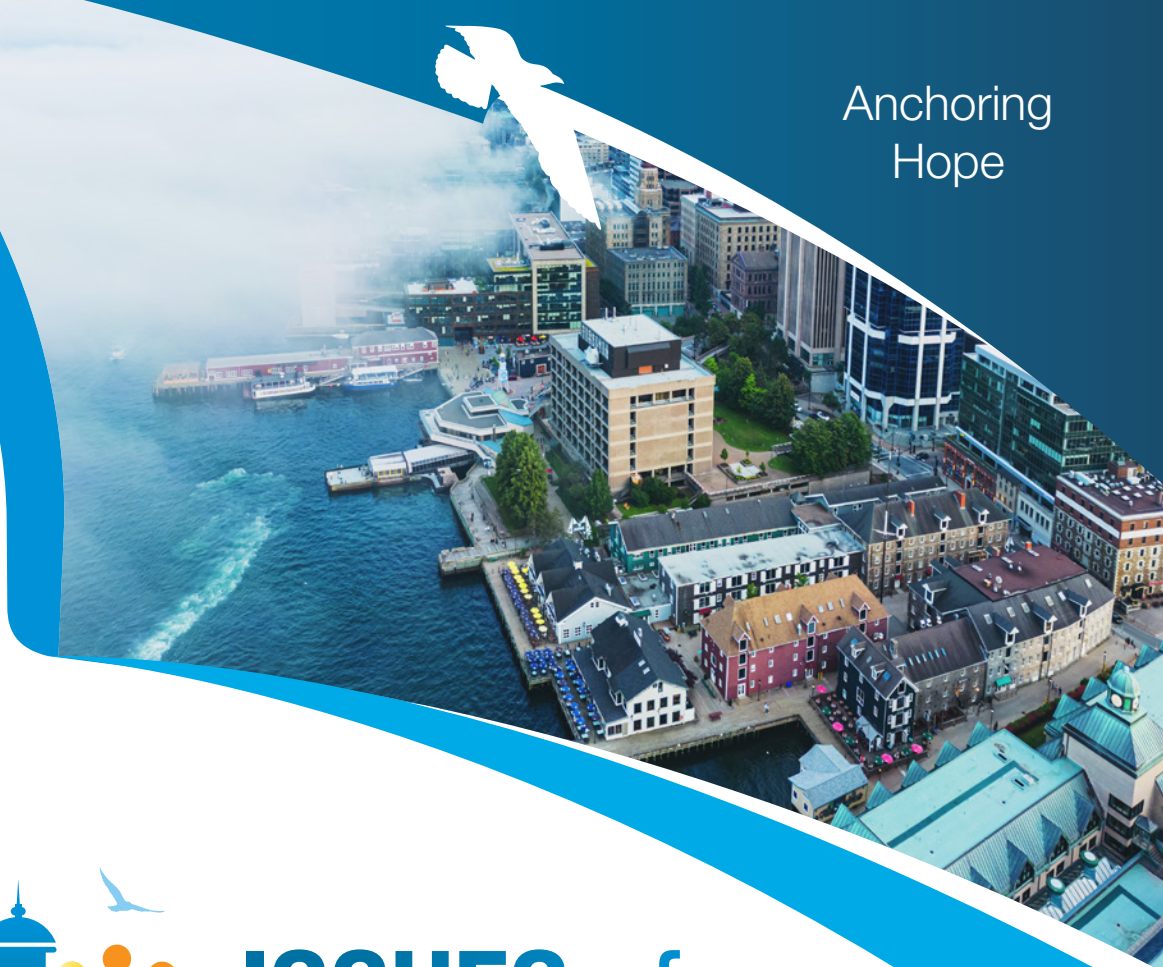


Anchoring  
Hope



# ISSUES of SUBSTANCE

CCSA's National Conference

.....  
*Halifax*

NOVEMBER 17-19, 2025  
NOVA SCOTIA

## Sponsorship & Exhibitors Program

[IssuesOfSubstance.ca](https://IssuesOfSubstance.ca)  
[#CCSAConference](https://twitter.com/CCSAConference)



Canadian Centre  
on Substance Use  
and Addiction

## Introducing CCSA's Issues of Substance 2025 Conference



I am so excited to be heading to the East Coast for the Canadian Centre on Substance Use and Addiction's (CCSA's) Issues of Substance conference in 2025.

In November 2025, we expect to welcome a record number of attendees in Halifax to learn, share and develop solutions to substance use health challenges. Participants come from a wide array of sectors and ideologies. Physicians, healthcare professionals, researchers, policy makers, Indigenous leaders and those with lived and living experience all will be in attendance to offer their expertise.

People with lived and living experience of substance use will be a key aspect of the conference. At our 2023 event, this group made up almost 25 per cent of the participants. This is what makes CCSA's Issues of Substance a great event and a productive environment. It is where people with different experiences and ideologies can come together and collaborate to help bring change and improve substance use health for people in Canada.

I invite you to be a part of our conference. Whether as a sponsor or an exhibitor, there is something within our sponsorship program that is beneficial to every organization. We are offering several new options this year, including sponsorships for our e-poster kiosks and the digital conference program. You can also sponsor prizes for the top three student abstracts, which will be presented for the first time in 2025.

The world needs action and forward momentum in addressing one of the most important issues of our time. We hope you will be part of CCSA's journey.

Sincerely,

A handwritten signature in black ink, appearing to read 'Alex Caudarella', with a long horizontal flourish extending to the right.

**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 2025 or to discuss opportunities, please email CCSA Event Planner Andrea Wagner at [AWagner@ccsa.ca](mailto:AWagner@ccsa.ca).

## ➤ The Canadian Centre on Substance Use and Addiction

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

The issues CCSA addresses are ones of national and local importance and represent the most significant public health and safety issues of our time.

We have a broad network of partners and have been working increasingly to partner with people with expertise, through lived experience or through abstinence, in the field of substance use health. Partnering ensures that our research is relevant to those it concerns and that services are designed to meet the needs of those accessing support.

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 championing 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.

CCSA is committed to equity, diversity and inclusion in all aspects of our work. As an organization, we are committed to ensuring that First Nations, Inuit and Métis people and all equity-deserving groups are fully represented, including women, people of colour, people with disabilities, and people who are members of the 2SLGBTQ+ community.

Much of CCSA's activities and products are 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 2025?

CCSA expects to welcome between 800 and 1,000 delegates to the Halifax Convention Centre from November 17 to 19. Participants typically include:

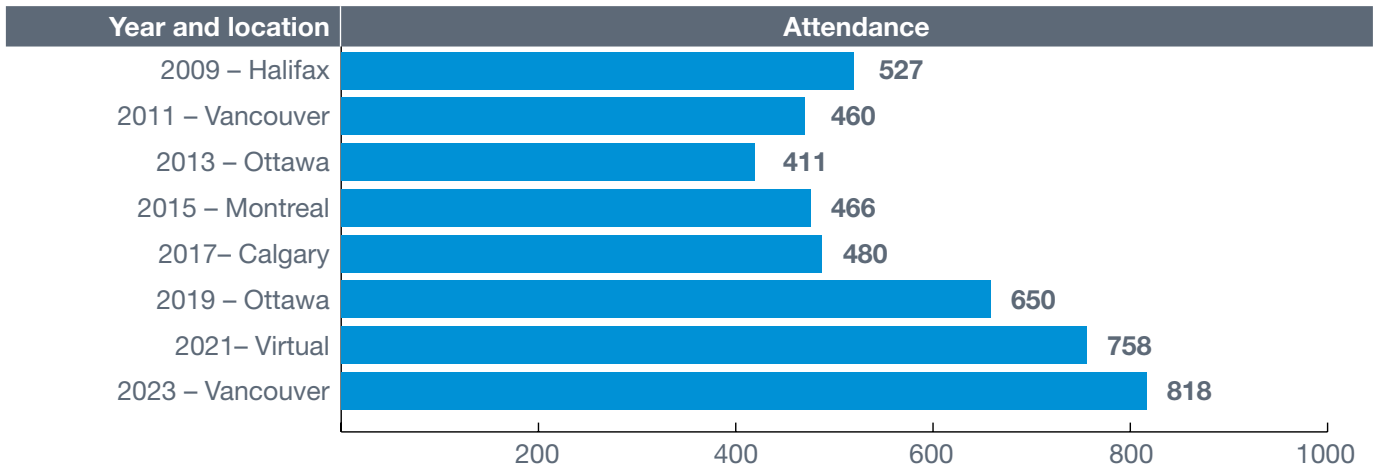
- Substance use health specialists (e.g., health professionals, treatment providers, clinicians, counsellors, social workers);
- Public health professionals (e.g., public health nurses, health promotion program staff);
- Physicians and nurses from various fields (e.g., addiction medicine, emergency medicine, harm reduction, psychiatry, neurology, internal medicine);
- Policy and decision makers, and program managers;
- Researchers;
- Students; and
- People with lived and living experience and their families and friends.

Event registration is open to people who share a common interest in further understanding substance use health and mental health, and recent trends and innovations in the field.

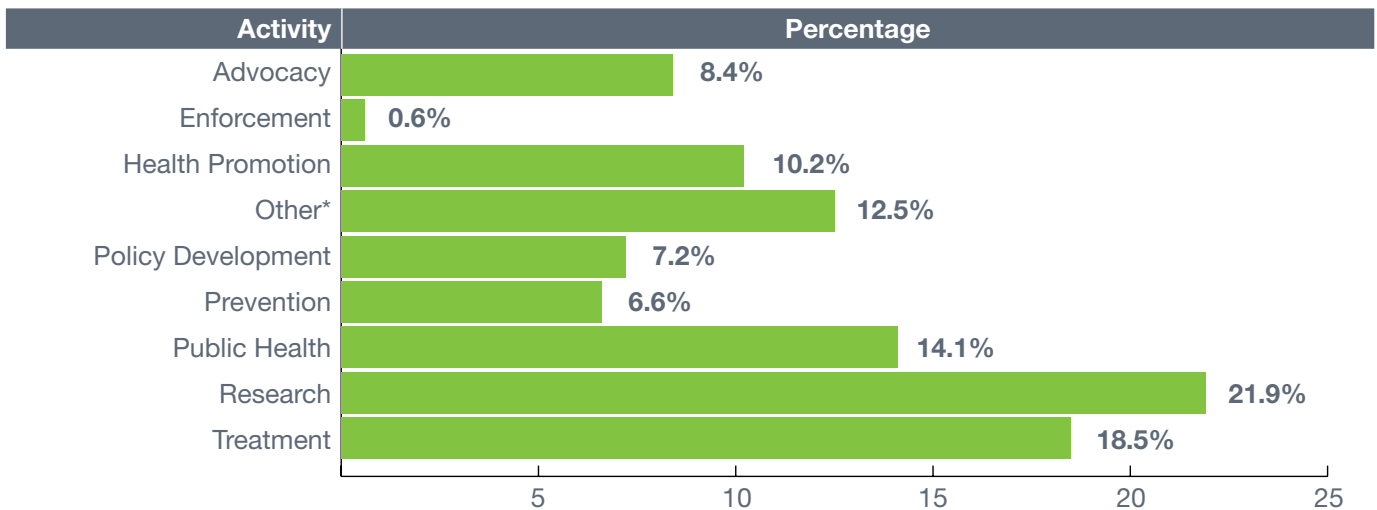
In 2023, more than 800 conference delegates from across Canada attended CCSA's Issues of Substance in Vancouver. There were representatives from every province and territory. Additionally, we had participants attend the conference from the United States, France and Australia.

Our attendance continues to grow. In six years (2017–2023) registration at CCSA's Issues of Substance conference increased by 70 per cent.

### Year Over Year Attendance

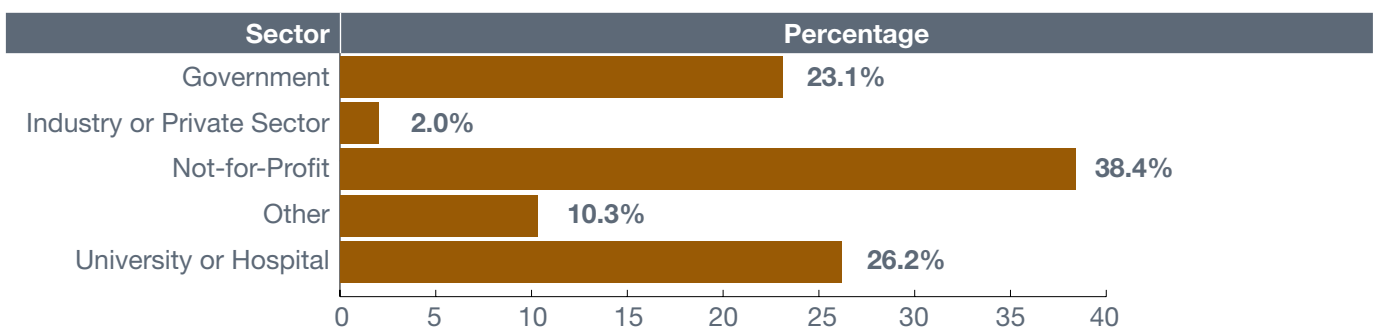


### Spheres of Activity



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

### Type of Organization



## ➤ What Is Happening at CCSA's Issues of Substance 2025?

Over three full days, 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 and
- Networking breaks.

The conference brings together delegates to form new partnerships and innovate real solutions.

## ➤ Why Become a Sponsor?

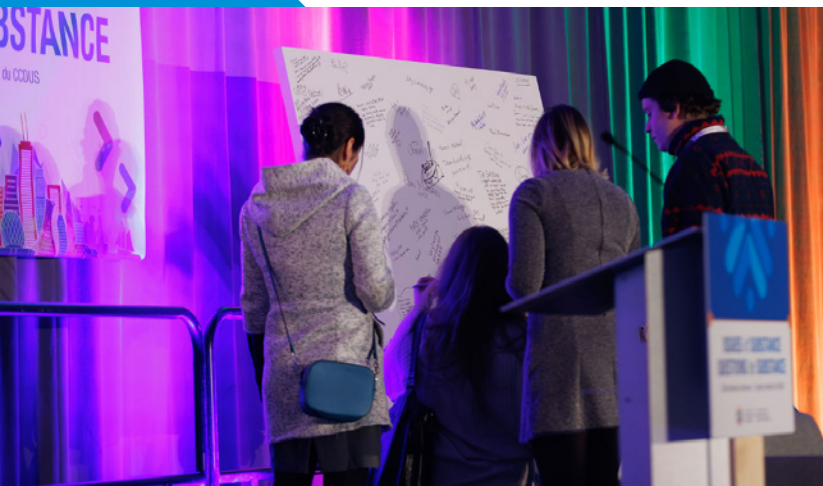
Your commitment to CCSA's Issues of Substance conference is a unique opportunity to reach, engage with and support a broad cross-section of substance use health workers, healthcare professionals, researchers, policy makers, knowledge brokers and people with lived and living experience of substance use 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, this is an opportunity to contribute to addressing one of the most significant issues of our time. You will be demonstrating your support for the wellness of all people living in Canada.

### Sponsor Advantages

- Establish and strengthen your contacts in the substance use health and mental health fields through promotion and networking opportunities.
- Raise your profile among health professionals, government officials, decision makers and individuals with lived and living experience of substance use health.
- 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 harms and demonstrate your organization's commitment to physical and mental wellness.



“I will apply this information to help me grow as a practitioner and to improve the work that I do with the clients in my recovery centre. The research I learned about will help me to advocate for policy change and better treatment of people who use substance.”

- Issues of Substance 2023 attendee

## ➤ Sponsorship Opportunities

Sponsorship opportunities and booths in the exhibit hall are available at CCSA's Issues of Substance conference. There are also several new sponsorship opportunities in this year's sponsorship program.

As part of the sponsorship application process, potential sponsors must complete and submit [CCSA's online registration form](#), which includes a [conflict-of-interest disclosure section](#). CCSA reviews and approves every sponsorship application based on its [Ethical Framework and Conflict of Interest Policy: Partners and Sponsors](#).

### Build Your Own Sponsorship Package

If you do not find a sponsorship package that suits your needs, we are happy to collaborate with you to create a custom package that meets the needs of your organization. Contact our conference Event Planner Andrea Wagner at [AWagner@ccsa.ca](mailto:AWagner@ccsa.ca).

## ➤ Sponsorship Packages

**Platinum Sponsor: \$25,000** (1 available)

### Benefits:

- Opportunity to provide brief introductory remarks during the conference;
- One premium exhibit booth space designated for sponsors;
- Banner advertisement with link in conference app;
- The opportunity to send two push notifications related to booth location during the conference;
- Company logo placement on conference tote bags (one colour only);
- Company logo and description with link in conference app;
- Two pieces of promotional material (in PDF) included in our digital delegate bag;
- Dedicated VIP table at plenary sessions;
- Six complimentary conference registration passes (includes exhibit booth staff);
- Platinum Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities; and
- Verbal thanks and acknowledgements at the opening and closing plenary sessions.

**Diamond Sponsor: \$20,000** (1 available)

### Benefits:

- One premium exhibit booth space, designated for sponsors;
- Banner advertisement with link in conference app;
- The opportunity to send two push notifications related to booth location during the conference;
- Company logo placement on conference tote bags (one colour only);
- Company logo and description with link in conference app;
- Two pieces of promotional material (in PDF) included in our digital delegate bag;
- Dedicated VIP table at plenary sessions;
- Four complimentary conference registration passes (includes exhibit booth staff);
- Diamond Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities; and
- Verbal thanks and acknowledgements at the opening and closing plenary sessions.

### Gold Sponsor: \$15,000 (2 available)

#### Benefits:

- One premium exhibit booth space, designated for sponsors;
- Banner advertisement with link in conference app;
- The opportunity to send two push notification related to booth location during the conference;
- Company logo placement on conference tote bags (one colour only);
- Company logo and description with link in conference app;
- One piece of promotional material (in PDF) included in our digital delegate bag;
- Three complimentary conference registration passes (includes exhibit booth staff);
- Gold Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities; and
- Verbal thanks and acknowledgements at the opening and closing plenary sessions.

### Silver Sponsor: \$10,000 (6 available)

#### Benefits:

- One premium exhibit table space, designated for sponsors;
- Banner advertisement with link in conference app;
- Company logo and description with link in conference app;
- One piece of promotional material (in PDF) included in our digital delegate bag;
- Two complimentary conference registration passes (includes exhibit booth staff);
- Silver Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities; and
- Verbal thanks and acknowledgements at the opening and closing plenary sessions.

### Bronze Sponsor: \$5,000 (6 available)

#### Benefits:

- One complimentary conference registration pass; and
- Bronze Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities.



## ➤ Dedicated Sponsorship Opportunities

**East Coast Kitchen Party Sponsor: \$15,000** (1 available) **NEW**

**Be the exclusive sponsor to the conference's welcome social event.** CCSA kicks off its conference with a folk tradition deeply rooted in Atlantic Canada. Join us for this warm welcome to the East Coast with tasty food, friends, camaraderie and live music.

### Benefits:

- One premium exhibit booth space, designated for sponsors;
- Banner advertisement with link in conference app;
- Four complimentary conference registration passes (includes exhibit booth staff);
- Company logo and description with link in conference app;
- The opportunity to send one push notification as a reminder to attend the East Coast Kitchen Party;
- Prominently displayed sponsor signage at the East Coast Kitchen Party;
- East Coast Kitchen Party Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities; and
- Verbal thanks and acknowledgements at the opening and closing plenary sessions.

**National Awareness Week Sponsor \$15,000** (1 available) **NEW**

**Be the exclusive sponsor of our national awareness week from November 16 to 22, 2025.** Our national awareness week on substance use health highlights solutions to help address the harms related to alcohol and other drugs. It provides an opportunity for people in Canada to learn and reassess the way they think about substance use health.

### Benefits:

- One premium exhibit booth space, designated for sponsors with exclusive national awareness week sponsorship signage provide for the booth;
- Company logo present on all national awareness week promotional material at the conference;
- Company logo present on all national awareness week promotional material available for download and use on the CCSA website;
- Company logo and description with link in conference app;
- The opportunity to send one push notification related to booth location during the conference;
- Two complimentary conference registration passes (includes exhibit booth staff);
- National Awareness Week Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities; and
- Verbal thanks and acknowledgements at the opening and closing plenary sessions.



“The conference made me reflect on some of the stigma and negative perceptions I’ve been holding on to. I will apply a lens of openness going forward.”

- *Issues of Substance 2023 attendee*



**Lived and Living Experience Sponsor: \$5,000** (Unlimited)

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

**Benefits:**

- Prominent logo placement on signage at registration desk for duration of the conference;
- Banner advertisement with link in conference app; and
- Lived and Living Experience Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities.

**DEADLINE**

**Lived and Living Experience Sponsorship is January 31, 2025, to allow sufficient time for travel bookings to be made.**

Note: CCSA will select the recipient of each Lived and Living Experience Sponsorship from those individuals who have applied for a conference subsidy.

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

- Company logo placement and linked advertisement on conference app landing page;
- Banner advertisement with link in conference app;
- Company logo and description with link in conference app;
- One complimentary conference registration pass; and
- Mobile App Sponsor recognition and logo placement on promotional materials, including conference web pages, program guide

**Lunch Sponsor: \$7,500** (3 available)**Benefits:**

- One complimentary conference registration pass; and
- Lunch Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities.

**Breakfast Sponsor: \$5,000** (3 available) **NEW****Benefits:**

- One complimentary conference registration pass; and
- Breakfast Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities.

**Conference Schedule Sponsor: \$5,000** (1 available) **NEW**

To help conference attendees stay informed and easily find their way, CCSA will be posting large schedules on pillars throughout the Halifax Convention Centre. We will also provide each attendee with a printed schedule-at-a-glance. Be the exclusive sponsor of this valuable resource that will be used throughout the conference.

**Benefits:**

- One complimentary conference registration pass;
- Banner advertisement with link in conference app; and
- Conference Schedule Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities

**E-Poster Kiosk Sponsor: \$4,000** (12 available) **or 3 for \$10,000** **NEW**

For the first time, conference attendees will present their posters electronically. Have your company logo prominently displayed near one of our e-poster display kiosks.

**Benefits:**

- Prominent company logo placement near e-poster display terminals, located in a high-traffic area of the Halifax Convention Centre;
- E-poster Kiosk Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities; and
- One complimentary registration pass for a sponsor who purchases all three stations.

**Charging Station Sponsor: \$3,000** (4 available) **or All 4 for \$10,000****Benefits:**

- Prominent company logo placement on mobile charging station, located in a high-traffic area of the Halifax Convention Centre;
- Charging Station Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities; and
- One complimentary registration pass for a sponsor who purchases all four stations.

**Digital Conference Program Sponsor: \$2,500** (2 available) **NEW**

Be one of two exclusive sponsors of the digital conference program containing all the conference information.

**Benefits:**

- Full page (inside front cover or inside back cover) full-colour ad in digital conference program, which will be emailed to all registrants the week before the conference; and
- Digital Conference Program Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities.

“I now have greater awareness of the human resources available to consult with and the research that is being done related to addictions.”

- *Issues of Substance 2023 attendee*



### ➤ **Top Poster Prizes Sponsor: \$3,000** (1 available)

Sponsor the prizes for the top four posters presented at the conference.

#### **Benefits:**

- Prominent poster prize sponsor signage featuring company logo near e-poster display; and
- Top Poster Prizes Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities.

### **Top Student Abstracts Prizes Sponsor: \$2,500** (1 available) **NEW**

Sponsor the prizes for the top three student abstracts presented at the conference.

#### **Benefits:**

- Prominent Top Student Abstracts Prizes Sponsor signage featuring company logo near e-poster display; and
- Top Student Abstracts Prizes Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities.

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

#### **Benefits:**

- Prominently displayed signage featuring company logo at high-traffic break location; and
- Nutrition Break Sponsor recognition and logo placement on promotional materials, including conference web pages, final program guide, event signage and banners, and mention in social media activities.

### **Conference Supporter: \$500** (Unlimited)

#### **Benefits:**

- Conference Supporter Sponsor recognition and logo placement on conference web page.

## **Become a Sponsor!**

Complete and submit [CCSA's online registration form](#), which includes [a conflict-of-interest disclosure section](#) to secure your sponsorship at CCSA's Issues of Substance. If you have any questions, email our event planner, Andrea Wagner, at [AWagner@ccsa.ca](mailto:AWagner@ccsa.ca). She will be happy to assist you.

## **DEADLINE**

Final deadline for submitting your sponsorship application form is  
**11:59 p.m. eastern on Friday, September 26, 2025.**



“I loved being in the same place with so many people who care about those impacted by substance use health, gambling and mental health issues. It inspires me and energizes me to do better.”

- *Issues of Substance 2023 attendee*

## Sponsorship Terms and Conditions

All sponsor organizations agree:

- To support CCSA's Issues of Substance 2025 conference in the amount specified (sponsorship fee is due upon the signing of this agreement);
- To complete and submit the CCSA's online registration form, which includes a conflict-of-interest disclosure section;
- To provide CCSA with the names of individuals using complimentary Issues of Substance 2025 registration passes (if applicable) by **Friday, September 26, 2025**, or within 10 days of becoming a sponsor after that date.
- To provide CCSA with its organization's colour logo in both a JPG and a vector EPS file format for use on printed materials and on the conference website;
- To meet all deadlines, rules and regulations as supplied by CCSA; and
- To only reference its sponsorship of CCSA's Issues of Substance 2025 conference 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) requires approval by the Conference Program Committee 45 days before the conference. CCSA reserves the right to refuse the inclusion of non-approved materials.

## Exhibitor Opportunities

CCSA's Issues of Substance 2025 offers exhibit space that is open to participants during the whole event. Dedicated exhibit hours offer prime opportunities for participants to interact with exhibitors.

### CCSA's Issues of Substance 2025 Exhibitor Benefits

- Profile your organization with conference participants
- Listing in the final conference program
- Listing on the conference website
- Listing on the conference app
- Daily exhibit hours during breakfast, lunch and networking breaks

### Exhibitor Information and Fees

#### Exhibit Booth Sizes:

10 ft x 10 ft Early-Bird Rate: \$2,750 Regular Rate: \$3,500

20 ft x 10 ft Early-Bird Rate: \$5,000 Regular Rate: \$6,500

### Exhibit Booth

#### Benefits:

- Two complimentary registrations for booth staff with access to all conference sessions and meals
- 10 ft x 10 ft booth space
- 8 ft high draping on the back wall
- 3 ft draping on both sides
- Waste basket
- Two chairs and one six-foot table

Choose the booth format that best suits your needs and budget.

### Book Your Exhibitor Space Today and Join Us in Halifax

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

## Deadline

The early-bird deadline for securing an exhibitor booth is **Friday, June 27, 2025**.

The final day to register for a booth at the conference is **Friday, September 26, 2025**.

**CCSA will send a detailed Exhibitor Service Guide and Exhibitor Rules and Regulations via email to approved organizations that have signed a contract for an exhibit booth.**

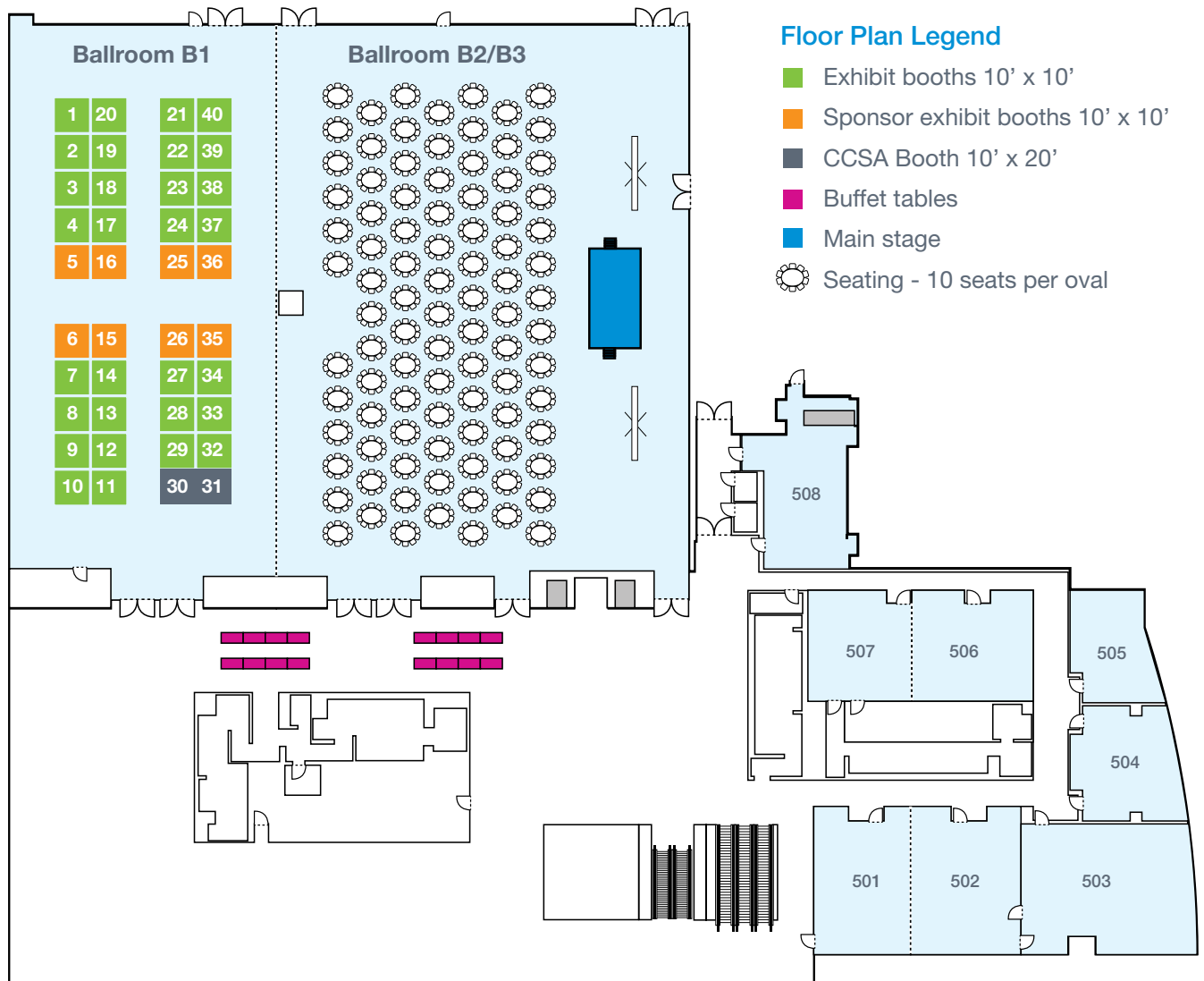
## Exhibit Hall Floor Plan

Many sponsorship packages include one premium exhibit booth space, designated for sponsors. When completing [the online registration form](#), sponsors are asked to select their top three booths from the designated sponsor booths on the floor plan.

Those buying a regular booth are asked to select their top three choices from the remaining booths on the floor plan. If purchasing a double booth, CCSA will reach out to you directly to discuss your booth location.

Booth selection is based on a first come, first serve basis.

### Ballroom Level



## Conference Floor Plans

This map provides potential exhibitors an overview of the exhibit hall and proximity to conference activities.

- Plenary sessions (including lunches) occur in Ballrooms 2 and 3.
- Concurrent sessions take place on the Summit and Ballroom levels.
- Exhibits are in Ballroom 1.

### Summit Level Floor Plan

