



# National Lymphedema Conference

Celebrating a decade of partnerships and engagement with the lymphedema community!

Toronto Marriott Airport Hotel • November 1–2, 2019



## 2019 National Lymphedema Conference Partnership and Exhibitor Opportunities

### Dear Lymphedema Community Supporters

The Canadian Lymphedema Framework (CLF) warmly invites you to the 2019 National Lymphedema Conference, to be held in Toronto, Ontario from November 1-2, 2019. Our venue is the Marriott Toronto Airport Hotel, conveniently located only 5 minutes from Toronto's international airport and a 20-minute train ride from downtown Toronto.

2019 is a special year for the CLF, as we celebrate our 10-year anniversary. Many industry supporters have been with us from the beginning; when we held our first stakeholder meeting (Toronto, 2009). We thank you for your continued support and hope we can count on you again to participate in our 10<sup>th</sup> anniversary celebration and conference.

Lymphedema remains under-recognized, under-treated and under-funded. Events to raise awareness and education for people living with lymphedema and the health professionals who treat them are essential to advance lymphedema care in Canada – while keeping the patient at the heart of everything we do.

There are many sponsorship and exhibitor opportunities available. It is an excellent opportunity to network with key lymphedema professionals, opinion leaders and decision makers, demonstrate your commitment to the advancement of lymphedema care in Canada and maintain a high profile among delegates before, during and after the conference.

Your 2019 National Conference Hosts:

*Anna Kennedy, Executive Director*

*Dr. David Keast and Margie McNeely, PhD; Scientific Committee Co-Chairs*

**Canadian Lymphedema Framework**

## Summary

The 2019 National Lymphedema Conference will be hosted by the **Canadian Lymphedema Framework (CLF)**.

Founded in 2009, the Canadian Lymphedema Framework (CLF) is an academic and patient stakeholder collaboration promoting lymphedema research, best practices and clinical development. The CLF is modeled on, and has a partnership with the International Lymphedema Framework, and links with other national lymphedema frameworks and provincial associations in order to contribute to the global advancement of lymphedema care. The CLF core mission is to improve the management of lymphedema and related disorders in Canada.

**10 Years Strong: Celebrating a decade of partnerships and engagement with the lymphedema community.**

## Agenda

This collaborative event will bring together an audience of health professionals, researchers, patients and community advocates from Ontario, Canada and worldwide to learn from experts in lymphedema research, diagnosis, treatment and self-care.

The Scientific Committee is planning a thought provoking and nationally relevant conference agenda with both **interactive and open discussion sessions to encourage** collaboration within the lymphedema community, to foster innovation and **promote positive change**.

Presenters will address current issues in research, surgery, exercise and self-care for lymphedema. We are confident this will promote further growth and education of both patients and professionals.

The program will include plenary sessions, workshops, poster presentations, a large Exhibit Hall, as well as a welcome reception on Friday evening.

The conference agenda will be updated on the CLF conference website as the Scientific Committee finalizes all the speakers and topics.

## Delegates

The delegates who will attend the conference include *both* patients and interdisciplinary health professionals from across Canada and abroad, with an interest in lymphedema.

- Targeted to all primary care as well as specialist health professionals and patients
- Patients with or at risk of lymphedema, their care givers and lymphedema advocates
- Physiotherapists, occupational therapists, registered massage therapists, therapist assistants, social workers, psychologists and nurses
- Oncologists, surgeons, radiologists and general medical practitioners
- Research scientists
- Graduate and medical students
- Compression garment fitters
- Health Ministry representatives and policy advisors

## Expected Numbers

Based on the history of the previous national lymphedema conferences, the organizing committee is expecting between 300 - 350 delegates. This number will be a combination of local, provincial, national and international participants. The selected venue, national collaboration, and related functions and activities planned will ensure that the conference is well promoted and attended.

## Conference Details

**Location:** This year's conference will be held at the Toronto Airport Marriott Hotel. With easy accessibility to the airport and downtown Toronto, this location will be able to attract both local and out-of-province delegates. Toronto is Canada's largest city and so it can attract the largest number of conference delegates from Toronto, the surrounding area and across the country.

**Special physician workshop:** We expect 20 local physicians will attend a customized workshop, to help them diagnose and assess lymphedema, offer treatment options and identify local resources.

**Poster competition and reception:** We are now accepting abstract submissions for our fourth Canadian poster competition. All submitted poster abstracts will be judged by the Scientific Committee members and showcased at special presentation sessions. Abstracts are encouraged from new as well as experienced presenters and researchers, with topics on a variety of different studies and programs and in all stages of the research process. This is expected to increase the attendance of professional delegates

**Maximum exhibitor viewing opportunities:** Feedback from exhibitors and delegates of the 2013, 2015 and 2017 CLF national conferences indicated they were happy with the amount of exhibit time allotted. We will have even more exhibitor time in 2019 to allow delegates sufficient time to visit each exhibit table. To ensure maximum interaction, refreshments and the welcome reception will be available within the Exhibit Hall.

## Marketing and Advertising

The Marketing and Communications plan is strategically designed to create maximum awareness among the conference's target audiences and attract delegates throughout Ontario, and across Canada. It will combine offline and online communications networking, including:

**Website:** As the main source for conference information, the conference website will be the place to find everything delegates need to know about the event. Registration will be solely online; so all delegates will need to navigate through this marketing tool to sign up for the conference. [www.canadalymph.ca](http://www.canadalymph.ca)

**Pathways magazine:** We have already begun promotion of the conference in Pathways, Canada's national lymphedema magazine (Winter 2018/2019 issue). Additional advertisements will appear in the Spring, Summer and Fall 2019 issues as well. This national magazine has an estimated readership of 15,000 and is a significant branding opportunity for top-level sponsors (logo is included in advertising materials).

**Marketing e-blasts:** Regular e-blasts sent to CLF and all provincial association contacts will include conference updates. In addition, regular communications will be sent to past and current registered delegates and speakers - keeping target delegates abreast of the latest conference news.

**CLF Working Group networks:** Through the CLF education, research and partnership working groups, we will be able to reach a large network of health professionals, researchers, educators and students who may not have heard of this event before. This will allow us to promote the conference to a wider audience of health professionals.

**Promotional materials:** Branded promotional flyers and registration forms will be sent out regularly to CLF's distribution list. With two major mail-outs of flyers and posters (the first when registration begins, the second when the early bird deadline is passed) we can reach patients in lymphedema and oncology clinics across Canada. Ask us about opportunities for sponsors to have their logo included in all conference flyers.

**External marketing tools:** This year's conference will be advertised and promoted in press releases and publications such as *Rehab and Community Care* magazine (300,000 readership), Canadian Caregivers Solution and through community organizations such as the Canadian Association of Nurses in Oncology, Canadian Breast Cancer Network, Canadian Breast Cancer Foundation and various health related conferences.

**Press releases:** We will be promoting the event through local as well as national press releases in the weeks leading up to the event.

**Social networking:** Through Facebook and Twitter we will be able to pass on links and key facts about our conference to an already well-established network of lymphedema supporters and advocates across Canada.

## **Help Make this Year's Conference a Successful Event**

You can assist in increasing awareness of the conference by including conference information in your organization's communications. Consider putting the conference logo and link to our website on your organization's homepage, or attaching e-poster and brochures to emails to your website visitors.

We will be producing a range of printed electronic marketing resources that you can easily include in your own promotional activities. Email the conference organizers for more information on available marketing materials: [canadalymph@live.ca](mailto:canadalymph@live.ca)

# 2019 Conference Sponsorship Opportunities

## DIAMOND SPONSOR - \$10,000 and up

- Exclusive listing in all advertisements and email marketing communications as Lead Sponsor
- One (1) **large** table (10-foot with tablecloth and skirting) in Exhibit Hall (including all exhibitor entitlements found on page 8)
- 1<sup>st</sup> Preferred placement of table (if contract and payment received by May 1)
- Visual recognition of logo in conference program, print material and website
- Small paragraph showcasing company profile
- Verbal acknowledgement and slide during opening of conference
- Logo prominently placed on banner at the front of the main session hall
- Promotion flyer or item inserted into tote bag
- Access to delegate list (subject to privacy laws)
- Prominent logo placement (black and white) on conference bags
- Four (4) Saturday lunch tickets and workshop options (for booth staff only)
- Four (4) complimentary Friday reception tickets (for booth staff only)

## PLATINUM SPONSOR - \$8,000

- One (1) **large** table (10-foot table with tablecloth and skirting) in the Exhibit Hall (including all exhibitor entitlements found on page 8)
- 2<sup>nd</sup> Preferred placement of table (if contract and payment received by May 1)
- Visual recognition of logo in conference program, print material and website
- Small paragraph showcasing company profile
- Verbal acknowledgement during opening of conference
- Logo prominently placed on banner at the front of the main session hall
- Promotion flyer or item inserted into tote bag
- Access to delegate list (subject to privacy laws)
- Three (3) Saturday lunch tickets and workshop options (for booth staff only)
- Three (3) complimentary Friday reception tickets for booth staff

## GOLD SPONSOR - \$5,000

- One (1) **single** 6-foot table with tablecloth and skirting in the Exhibit Hall (including all exhibitor entitlements found on page 8)
- 3<sup>rd</sup> Preferred placement of table (if contract and payment received by May 1)
- Ability to upgrade (extra fee) to larger display table
- Visual recognition of logo in conference program, print material and website
- Verbal acknowledgement during opening of conference
- Logo prominently placed on banner at the front of the main session hall
- Access to delegate list (subject to privacy laws)
- Two (2) Saturday lunch tickets and workshop options for booth staff
- Two (2) complimentary Friday reception tickets (for booth staff only)

### SILVER SPONSOR - \$4,000

- One (1) **single** 6-foot table with table cloth and skirting in the Exhibit Hall (including all Exhibitor Entitlements found on page 8)
- Preferred placement of table (if contract and payment received by May 1)
- Ability to upgrade (extra fee) to larger display table
- Visual recognition of logo in program and print material
- Verbal acknowledgement during opening of conference
- Access to delegate list (subject to privacy laws)
- Two (2) Saturday lunch tickets and workshop options (for booth staff only)
- Two (2) complimentary Friday reception tickets for booth staff

### BRONZE SPONSOR - \$3,000

- One (1) **single** 6-foot table with tablecloth and skirting in the Exhibit Hall (including all exhibitor entitlements found on page 8)
- Preferred placement of table (if contract and payment received by May 1)
- Ability to upgrade (extra fee) to larger display table
- Visual recognition of logo in program and print material
- Verbal acknowledgement during opening of conference
- Access to delegate list (subject to privacy laws)
- One (1) Saturday lunch ticket and workshop options (for booth staff only)
- One (1) complimentary Friday reception ticket for booth staff

### CORPORATE SPONSORS AND FRIENDS - \$1,000

- Visual recognition of logo in program and print material
- Verbal acknowledgement during opening of conference

*This category does **not** provide a complimentary exhibitor booth or registration tickets and is targeted at non-industry sponsors such as banks, insurance companies, and realtors etc. who wish to provide financial support with no participation in the event itself.*

Benefits can be tailored to suit your corporate goals. We will be glad to discuss alternate benefits if required.

In order to ensure inclusion in all applicable promotional materials, we require submission of all logo artwork in the appropriate format as soon as possible.

Sponsorship opportunities and exhibitor commitments are sold on a first-come, first-serve basis.

### Please contact

Shannon Moore, Conference Convener: [shannon@canadalymph.ca](mailto:shannon@canadalymph.ca)

Anna Kennedy, Canadian Lymphedema Framework Executive Director:  
[canadalymph@live.ca](mailto:canadalymph@live.ca)

# Additional Sponsorship Opportunities

## Lanyard/name badges - \$500

A lanyard will be supplied to each delegate along with his or her name badge. The sponsor will have exclusive logo placement on each lanyard and will be responsible for supplying the lanyards.

## Speaker's gifts - \$1,500

Gifts will be given to all guest speakers on behalf of the CLF and LAQ with recognition given to the sponsor on the card attached to the gift.

## \*Speaker's dinner - \$3,000

All invited speakers will be invited to attend a dinner on Friday evening, after the networking reception. The sponsor of the dinner will be recognized at the event, have the opportunity to place a card on the speaker's dinner table, and will be given two dinner tickets for company representatives to attend.

## WIFI - \$3,000

Opportunity to brand WiFi for all participants. WiFi will be offered complimentary and sponsor's brand will be included in the splash page, which participants will be directed to upon sign in for the WiFi.

## \*Sponsored symposiums – \$2,000 (morning) or \$3,000 (lunch session)

Pre-conference symposium 75-minute workshops are available for purchase. A room including basic audiovisuals will be provided that can seat up to 75 people. The workshop topic and speaker are to be organized (and paid for) by the purchaser, with the presentation topic to be cleared by the Conference Scientific Committee. Food and beverage choices will be coordinated with you – and will be at the expense of your organization.

## Options

- Friday morning breakfast session or mid morning session: \$2,000
- Friday or Saturday luncheon: \$3,000
- Saturday morning breakfast: \$2,000

## \*Friday evening welcome reception - \$5,000

On Friday evening we will be hosting a reception for all Friday attendees, where appetizers and alcohol will be served and delegates will have the opportunity to view and vote on poster submissions. This is a great opportunity for health professionals and industry members to meet and network in a social environment. The sponsor will be recognized verbally at the event, have print recognition at the event, and be included in all promotion of the event to conference delegates.

\*These exclusive additions are first available for Sponsors. Please contact us for details on pricing and availability.



## Exhibitor Opportunities

Type	Includes	Early-Bird Price (until May 01)	Regular Price (Oct 01 deadline)
<b>Standard</b> table	ONE skirted 6-foot table TWO chairs ONE complimentary full conference registration (for booth staff only)	<b>\$950</b>	<b>\$1,050</b>
<b>Large</b> table	ONE skirted 10-foot table (vertical or corner, based on availability) TWO chairs TWO complimentary full conference registrations (for booth staff only)	<b>\$1,650</b>	<b>\$1,750</b>
<b>Discounted</b> pricing for charitable organizations	ONE skirted 6-foot table TWO chairs ONE complimentary full conference registration (for 1 booth staff only and cannot be shared)	<b>\$450</b>	<b>\$500</b>

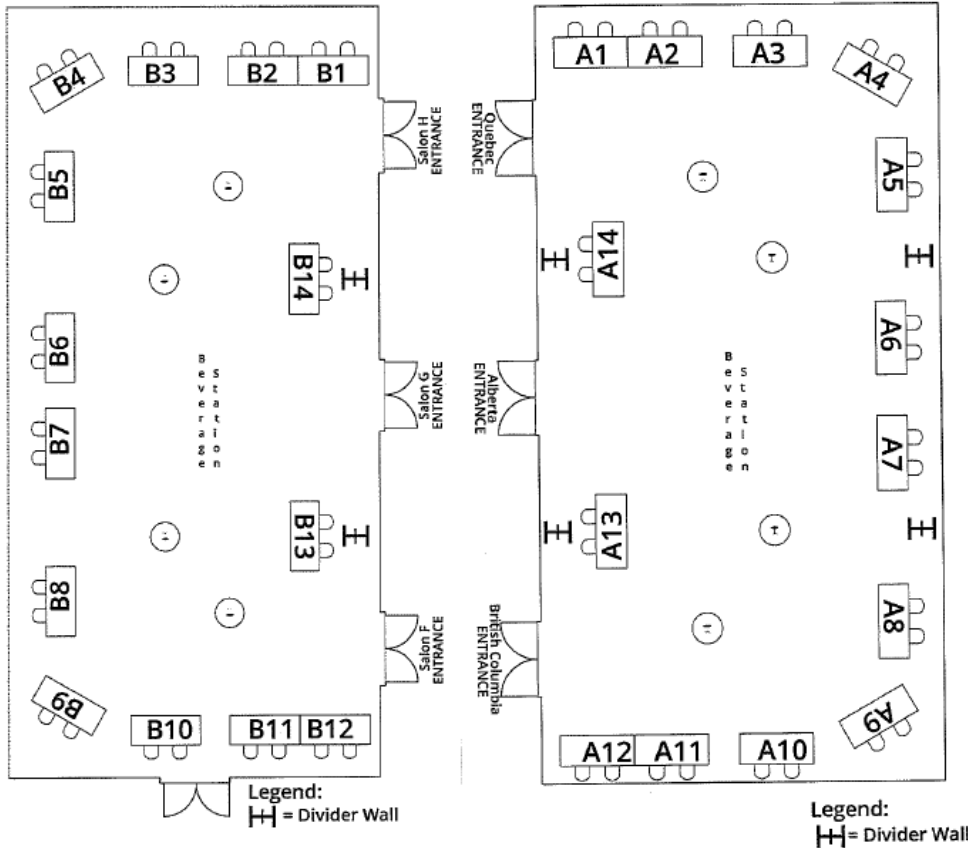
### Entitlements

- Skirted table (standard or large, depending on prices listed above)
- 2 chairs per exhibit table
- Refreshment breaks, lunch and welcome networking reception
- Listing in conference program handbook, including company name, phone number and website
- Listing on conference website, including company contact information (hyperlink to website, phone number, contact name)
- Corporate recognition at registration desk
- Participant list (dependent on approval of participants)

*It is possible to purchase extra exhibitor badges for a fee of \$75 per person, per day (\$150.00 if attending booth both days). The maximum total number of exhibitor badges per company (free and paid) may not exceed 4 badges. Excess personnel must be registered as participants.*



# Preliminary Floor Plan – Exhibit Hall



\*Tables A1+A2m  
A11+A12, B1+B2  
and B11+B12 are  
LARGE tables. All  
others are  
Standard Tables

## Preliminary Exhibition Hours

Subject to change until the final agenda has been confirmed.

<b>Thursday:</b>	<b>Set up after 6:00pm</b>
<b>Friday:</b>	<b>Set up after 6:30am</b>
9:45-10:15am	Health break/open exhibit
12:00-12:45pm	Open exhibit
3:00-3:30am	Health break/open exhibit
5:00-5:45pm	Health break/open exhibit
<b>Saturday:</b>	<b>Setup before 7am</b>
7:30-8:30am	Registration/open exhibit
9:45-10:30am	Health break/open exhibit
12:00-12:45pm	Lunch 1 and open exhibit
12:45-1:30pm	Lunch 2 and open exhibit
3:00-3:30pm	Health break/open exhibit

**Tear down starts Saturday at 3:30pm to finish by 5:00pm**

### Setup and Timing

**Thursday night and Friday morning:** Exhibitors will have an opportunity to set up on Thursday after 6:00pm, so that the Exhibit Hall can be open Friday and Saturday. The Exhibit Hall will be locked on Thursday and Friday evening; tables can remain set up until Saturday.

**Friday and Saturday:** Conference delegates will start arriving at 7:30am for badge/bag pick-up and will expect to see the Exhibit Hall ready.

## Exhibitor Details

**Exhibitor table placement:** Full payment is required before tables are confirmed and assigned. We encourage you to commit as soon as possible as assignment of table location is on a first-come, first-served basis with priority preference given to our prestige sponsors. Please advise your 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> choices.

**Approval of vendors:** Vendors interested in purchasing an Exhibitors table must be providing products or services specifically for lymphedema and related disorders. The planning committee will provide final approval and maintains full discretion.

**Shipping, receiving and storage:** Exhibitors are responsible for their own arrangements for shipping, storing and receiving of materials in and out of the hotel. Packages may be delivered to the hotel within 72 hours of the date of the conference. Packages or materials of excessive weight or value must be approved for receipt by the Hotel prior to shipping. Please ensure all arrivals are pre-paid. Any C.O.D arrivals will be returned to sender.

Toronto Airport Marriott Hotel will accept arrivals throughout the day. If special arrangements for delivery be necessary, please contact the Senior Event Manager: Shanna Cule. Phone 416-679-7733 or email [Shanna.cule@marriott.com](mailto:Shanna.cule@marriott.com)

The following information must be on all packages to ensure proper delivery:

ATTENTION: Anna Kennedy, Executive Director  
Contact Phone: 647-282-1518  
**Group: Canadian Lymphedema Framework (CLF)**  
**Arrival: Thursday, October 31, 2019**  
Toronto Airport Marriott Hotel  
901 Dixon Rd  
Etobicoke, ON M9W 1J5  
Senior Event Manager: Shanna Cule  
Phone: 416-679-7733 or Email:  
[shanna.cule@marriott.com](mailto:shanna.cule@marriott.com)  
**Number of boxes:**

*Please note that the hotel and conference organizers are NOT responsible for lost or stolen items.*

# 2019 Conference Exhibitor/Sponsorship Contract

CONTACT INFORMATION		
Company Name		
Contact Name and Title		
Address		
City	Postal Code	Prov/State
Telephone	Fax	
Email		
<b>Sponsorship Package</b>	<input type="checkbox"/> <b>Diamond \$10,000 and up</b> <input type="checkbox"/> <b>Platinum \$8,000</b> <input type="checkbox"/> <b>Gold \$5,000</b> <input type="checkbox"/> <b>Silver \$4,000</b> <input type="checkbox"/> <b>Bronze \$3,000</b> <input type="checkbox"/> <b>Corporate/Friend Sponsor \$1,000</b>	
<b>Additional Sponsorship Options</b>	<input type="checkbox"/> <b>Name badge lanyards \$500</b> <input type="checkbox"/> <b>WiFi \$1000</b> <input type="checkbox"/> <b>Speaker gifts \$1500</b> <input type="checkbox"/> <b>Conf sponsored symposium \$2000 or \$3000</b> <input type="checkbox"/> <b>Speaker dinner sponsorship \$2000</b> <input type="checkbox"/> <b>Welcome reception \$5000</b>	
<b>Conference Selection</b>	<b>Early Bird</b> (until May 01)	<b>Regular Pricing</b> (deadline Oct 01)
<b>Standard</b> Exhibitor Table	<input type="checkbox"/> <b>\$950</b>	<input type="checkbox"/> <b>\$1,050</b>
<b>Large</b> Exhibitor Table	<input type="checkbox"/> <b>\$1,650</b>	<input type="checkbox"/> <b>\$1,750</b>
<b>Discounted Standard</b> Exhibitor Table - charitable organizations	<input type="checkbox"/> <b>\$450</b>	<input type="checkbox"/> <b>\$500</b>

## My choice of Exhibitor Table

1<sup>st</sup> Choice – Table # \_\_\_\_\_ 2<sup>nd</sup> Choice – Table # \_\_\_\_\_ 3<sup>rd</sup> Choice – Table # \_\_\_\_\_

## Payment Terms

All payments must be submitted in **Canadian funds** by cheque, money order, or bank transfer and in advance of confirmation. Contract cannot be cancelled after payment has been received – no refunds or credits will be provided.

Funds payable to Canadian Lymphedema Framework (**Canadian Funds only**). Fax this contract to **416-234-9056**. Mail your cheque or payment to:

CANADIAN LYMPHEDEMA FRAMEWORK

4800 Dundas Street West, Suite 204, Toronto, Ontario M9A 1B1

Date: \_\_\_\_\_ Signature: \_\_\_\_\_