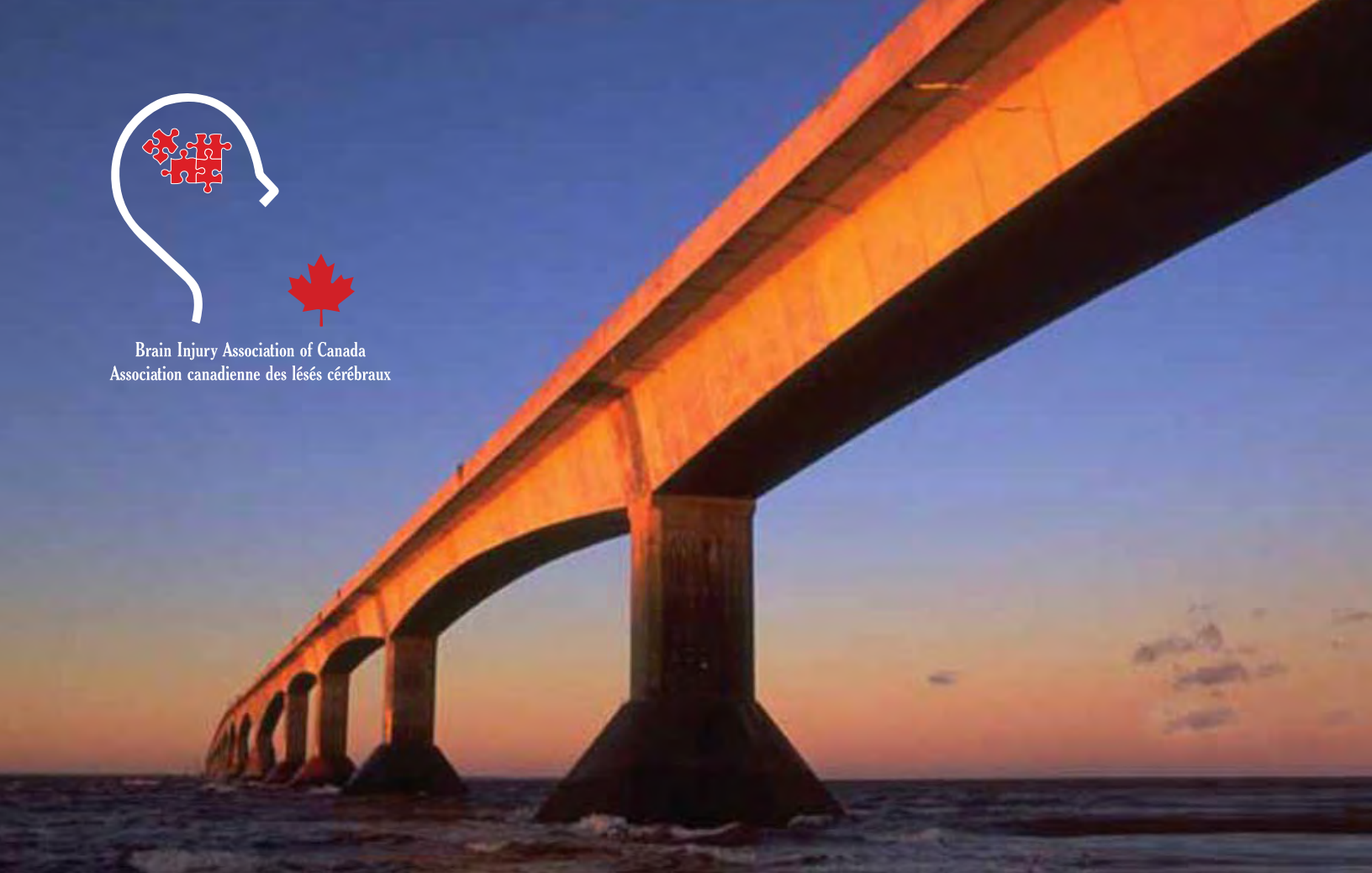


Brain Injury Association of Canada  
Association canadienne des lésés cérébraux



# 2011 BIAC CONFERENCE BUILDING BRIDGES TOGETHER

## CORPORATE SUPPORT INVITATION

UNIVERSITY OF PRINCE EDWARD ISLAND  
& CHARLOTTETOWN BEST WESTERN

AUGUST 24<sup>TH</sup> TO 26<sup>TH</sup>, 2011



## INTRODUCTION

We have chosen Charlottetown the capital of Prince Edward Island as the host city for our 8<sup>th</sup> BIAC Annual Conference. Our expectation is that over 200 researchers, professionals involved in prevention, caregivers and survivors will take advantage of this opportunity to advance the cause of assisting individuals with an acquired brain injury.

## ABOUT THE 2011 BIAC CONFERENCE

The Brain Injury Association of Canada is partnering with the Government of Prince Edward Island and the Prince Edward Island Brain injury Association to produce an outstanding event for all who attend. The Conference program includes three days of educational and professional sessions focusing on three main themes:

- Scientific & Healthcare Professional Research
- Prevention
- Survivor & Caregiver Case Studies

Our conference goal is to ensure that all who attend have the opportunity to reflect on best practices and the latest innovations and research results.

## ABOUT BIAC

In 1993 brain injury associations from across Canada representing professionals, survivors and families identified the need to create a national organization that would bring together the various sectors concerned with brain injury.

Our mandate is to improve the quality of life for all Canadians affected by brain injury and promote its prevention. As well, BIAC is dedicated to facilitating post trauma research, education and advocacy in conjunction with the federal and provincial governments and Brain Canada.

BIAC is incorporated as a national charitable organization under the Canada Corporations Act and Canada Revenue Agency.



## UNIVERSITY OF PRINCE EDWARD ISLAND

The University of PEI will be the host site for our Conference. The campus is located in close proximity to the airport, Charlottetown Harbour and the major tourist attractions of the City. Our keynote and plenary sessions will take place on campus in the academic and residence facilities that operate specifically for conferences in the summer. This will be an ideal setting to facilitate networking by all who attend.

## BEST WESTERN CHARLOTTETOWN

Our accommodation partner for the Conference, the Best Western is situated in the heart of downtown Charlottetown just a few minutes from the campus. This 144 room property has been recently renovated. Shopping, the historical landmarks, waterfront and restaurants are all easily accessed from the Best Western.

## DELEGATE & MEETING PROFILE

This is Canada's premier event for medical professionals and suppliers to interact with leading brain injury professionals and survivors. The Conference will engage a broad stakeholder group of over 200 delegates featuring;

- Research scientists
- Prevention project leaders
- Rehabilitation specialists
- Therapists
- Survivors

The 2011 Conference will showcase the latest developments in research, quality of care and prevention. All of our sessions will afford delegates the opportunity to engage in open discussion and share learning in a highly collaborative setting.

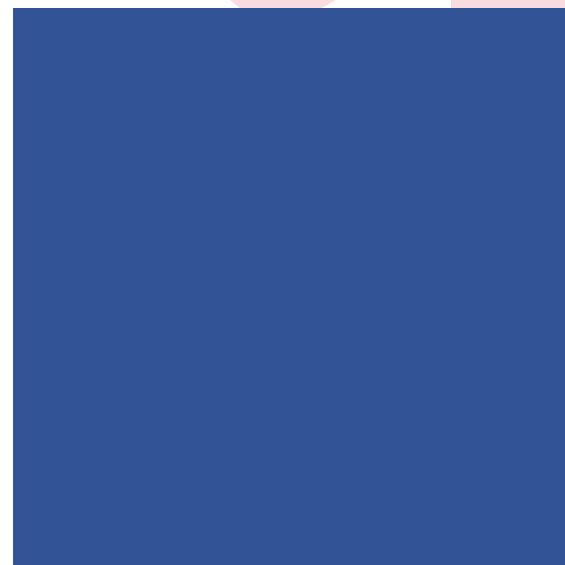
## SPONSOR/DELEGATE NETWORKING ENVIRONMENT

Our goal is to present an outstanding networking environment for our corporate supporters and delegates. Our networking breaks and continental breakfasts will be held in the exhibit area to allow ample time for exhibitors and sponsors to engage with participants.

Sponsors of our featured events will be exclusively identified at their event as a means to assist in building the relationships that are a dedicated outcome of their objectives.

## EXHIBIT HOURS

Exhibitors will be able to set up from noon to 7pm on August 23rd in McDougall Hall, Schurman Market Square. Exhibits will be open from 8am to 4pm on August 24<sup>th</sup> and 25<sup>th</sup>.



## CORPORATE SUPPORTER BENEFITS

Your organization can contribute to the continued success and advancement of BIAC's initiatives in research, quality of life support, survivor advocacy and prevention. Your organization's contribution will also enable us to extend the reach of the national platform of the Conference to ensure we are engaging with all appropriate sectors of those involved in supporting the research and impacts of acquired brain injury.

## EXHIBIT AREA

We will be using Schurman Market Square in McDougall Hall as our table top exhibit area. Exhibit space allows for a back drop and table top display. Continental breakfasts and all refreshment breaks will be served in Schurman Market Square.

## 2012 PRIORITY

Supporters and Exhibitors in 2011 will have first priority to select Supporter Properties and exhibit locations at the 2012 Conference.

## COMPLIMENTARY REGISTRATIONS

Organizations will have access to complimentary Conference Registrations. The number of complimentary registrations will depend on the organization's level of support.



## CORPORATE SUPPORT OPPORTUNITIES

We have provided a guideline of what entitlements and opportunities apply to each Corporate Supporter category. Corporate Supporters are welcome to suggest entitlements and opportunities from the various categories that would best meet your company marketing objectives. We will be pleased to evaluate individual requests and create “tailor made” packages.

All corporate supporters will have the first option on available exhibit space.

### PLATINUM OPPORTUNITIES

(Please choose from the following 3 opportunities)

\$5,000 each

#### Golf Tournament – Title

The Brain Injury Awareness Golf Tournament will be held at the Fox Meadows Golf & Country Club on Monday August 22nd. This will be a “shotgun” event with 4 players per team. The Supporter is welcome to supply a combination of fees and “branded” player gifts equivalent to a \$5000 total value.

Entitlements include:

- 2 complimentary golf registrations
- Selection of your foursome from golf registrations
- Recognition in on site signage at Country Club and Conference
- 1 exhibit table
- 2 conference registrations
- Recognition on the BIAAC Conference website page
- Recognition in Final Program for the Conference
- Verbal thank you at post tournament reception

#### Educational Support - Facilities Rental & Audio Visual Equipment

Educational support is required to offset the cost of conference facilities rental and audio visual equipment. This type of Conference support may fit with the mandate of organizations that are not necessarily corporate enterprises.

The Entitlements will be tailored to the mandate and objectives of the Supporter.

#### Educational Support - After the Crash: a play about brain injury

The RUCKUS ENSEMBLE in association with TORONTO REHABILITATION INSTITUTE will be presenting the production “After the Crash; a play about brain injury” August 25th and 26th during the Conference.

The Annual BIAAC/ACLC National Awards ceremony will take place recognizing the significant contribution of individuals, groups and organizations that have advanced the cause of acquired brain injury in Canada in the last year. The awards will be presented in advance of the start of the production.

The Corporate Supporter will be identified as the exclusive Supporter of this event. The Entitlements and recognition will be tailored to the mandate and objectives of the Supporter.

## GOLD OPPORTUNITIES

(Please choose from the following 3 opportunities)

\$2,500 each

### Welcome Reception

The Welcome Reception takes place on Tuesday August 23rd. This is the opening event for networking between our delegate and corporate communities. The Gold Supporter recognition includes:

- On site event signage
- Tent card signage on all bars and food locations
- Conference page website identification
- 1 complimentary Conference registration
- 1 exhibit table
- Logo and tag line identification in Final Program Supporters page
- Logo identification with the listing of the Welcome Reception

### Conference Delegate Bag

This is an exclusive opportunity for a Supporter to have their logo and tag line included on the Delegate Bag. The Brain Industry Association of Canada logo will also appear on the bag offering the Supporter a clear and direct connection of support for the Conference on a constant basis throughout each day. Other Entitlements include:

- Conference page website identification
- 1 complimentary Conference registration
- 1 exhibit table
- Logo and tag line identification in Final Program Supporters page

### Conference Delegate Lanyard

This is an exclusive opportunity for a Supporter to have their logo on each Delegate Lanyard. All delegates will see the Supporter name on a constant basis during the Conference.

- Other Entitlements include:
- Conference page website identification
- 1 complimentary Conference registration
- 1 exhibit table
- Logo and tag line identification in Final Program Supporters page

## SILVER OPPORTUNITIES

(Please choose from the following 10 opportunities)

\$2,000 each

### Keynote Speakers

There are 5 Keynote Speaker Sessions during the Conference. Each Keynote is available to support at a fee of \$2,000. In addition to the opportunity to introduce the Keynote Speaker, the following Entitlements are included:

- On site event signage
- Conference page website identification
- 1 complimentary Conference registration
- 1 exhibit table
- Logo and tag line identification in Final Program Supporters page
- Logo identification with the listing of the Keynote Session

### Conference Lunch

There are two Conference Lunches August 24th and August 26th. Each Luncheon is available to support at a fee of \$2,000.

The following Entitlements are included:

- On site event signage
- Tent card signage at all tables
- Conference page website identification
- 1 complimentary Conference registration
- 1 exhibit table
- Logo and tag line identification in Final Program Supporters page
- Logo identification with the listing of the Luncheon

### Conference Track/Streams

The Conference provides educational presentations in three distinct tracks or themes: Survivors & Caregivers, Prevention and Scientific & Health Professional Research. Each Track is available to support at a fee of \$2,000.

The following Entitlements are included:

- On site event signage
- Tent card signage at all tables
- Conference page website identification
- 1 complimentary Conference registration
- 1 exhibit table
- Logo and tag line identification in Final Program Supporters page
- Logo identification with the listing of the Track

## BRONZE OPPORTUNITIES (Please choose from the following 8 opportunities)

\$1,000 each

### Conference Breakfasts (3 available)

Breakfast is provided to attendees on August 24th, 25th and 26th. Each Breakfast is available to support at a fee of \$1,000.

The following Entitlements are included:

- On site event signage
- Tent card signage at all tables
- Conference page website identification
- 1 complimentary Conference registration
- Logo and tag line identification in Final Program Supporters page
- Logo identification with the listing of the Breakfast

### Conference Refreshment Breaks

Refreshment Breaks are provided each day of the Conference. Each of the five (5) Refreshment Breaks is available to support at a fee of \$1,000.

The following Entitlements are included:

- On site event signage
- Tent card signage at all tables
- Conference page website identification
- 1 complimentary Conference registration
- Logo and tag line identification in Final Program Supporters page
- Logo identification with the listing of the Breakfast

## EXHIBITING

Corporate Supporters have the first right to the available exhibit space in Schurman Market Square. Should our Supporters not take all of the exhibit spaces available then companies who want only to exhibit will be offered the opportunity at a fee of **\$750** for each exhibit table.

Each company that agrees to support and/or exhibit at the Conference will be sent our "Supporter and Exhibitor Terms and Conditions Document, and the Supporter and Exhibitor Agreement to complete the relationship with the Brain Injury Association of Canada for the 2011 Conference.