



SPONSORSHIP OPPORTUNITIES

On behalf of Emergency Medicine Update's organizing committee, it is our pleasure to invite you to participate in our 25th annual conference being held Thursday, May 10 - Saturday, May 12, 2012 at the Fairmont Royal York Hotel in Toronto, Ontario. With attendance last year of over 700 delegates, it is the largest annual Emergency Medicine conference in Canada. Attendees from across Canada come to learn about recent advances in emergency medical practice, technology, products and services.

Your participation in this important event will provide you with an excellent opportunity to meet with many of the delegates. You will have opportunity to introduce products and services to emergency medicine professionals from across Canada, meet new customers authorized to make decisions and test new concepts - receiving immediate feedback.

From the past few years, delegate demographics have revealed that:

- 90% are physicians
- 80% are from Ontario (split 50:50 between GTA and rest of Ontario)
- 50% practice full time emergency medicine
- delegates came from over 200 different hospitals/health organizations last year

Your generous sponsorship allows us to attract the highest quality speakers and provide the most conducive of learning environment for our registrants and advance the discipline of Emergency Medicine in Canada. Last year's event sold out early and there was a waitlist of companies wanting who wanted to be part of EMU. Should you have any questions, please feel free to contact us.

We look forward to welcoming you to this special event.

Arun Sayal MD CCFP(EM)
Co-Director, Emergency Medicine Update
Staff Physician, Emergency Department
North York General Hospital
Assistant Professor, DFCM,
University of Toronto

Kuldeep Sidhu MD CCFP(EM)
Co-Director, Emergency Medicine Update
Chief, Program Medical Director
Emergency Medicine, North York General Hospital
Associate Professor, DFCM
University of Toronto

Sponsorship of Emergency Medicine Update 2012 is available as follows:

<u>Sponsorship Level</u>	<u>Financial Support</u>
Gold	\$10,000
Exhibitor	\$3,500

All levels of sponsorship include

- Single booth (8' x 10')
Includes: table, 2 chairs and 1-750 watt, 120 volt duplicate receptacle (upon request)
- Lunch for registered representatives
- Refreshments to be served in exhibit areas
- Acknowledgement of sponsorship level on all printed promotional materials if commitment is finalized prior to print date; and conference website,
- Brief description of products/services in conference syllabus
- A copy of the registration list
- Conference syllabus
- Listing of booth location in exhibit guide

GOLD SPONSORSHIP

- Includes all of the above PLUS
- Second Booth if needed
- 4 representatives per day
- Priority selection of booth location
- Sponsorship of one meal or break or seminar in the form of an unrestricted educational grant
- Inserts for the registrant's bags provided by your company, on approval by EMU Committee
- Prime placement of corporate name & logo in brochure, signage and syllabus
- Logo, banner and link on the EMU website
- Full page Advertisement in course syllabus (artwork to be provided)

EXHIBITOR SPONSORSHIP

Includes:
2 representatives per day

Terms of Payment

Confirmation of sponsorship commitment **must** be received in our Conference Office no later than **February 29, 2012** with a 50% deposit if you wish to be acknowledged in the programme brochure. Full payment is due by **April 10, 2012**. If the balance is not received by the deadline date, the Emergency Medicine Update Committee may reassign or cancel your company's space without notification.

If space is still available, applications will continue to be taken after the deadline. Payment will become due within two weeks of confirmation.

Cancellation Policy

Notification of cancellation must be submitted in writing. The following cancellation policy is in effect.

Date Written Notice Received Refund Policy

Prior to February 29, 2012	No penalty
March 1 - March 20, 2012	25% of total cost
March 21 - April 9, 2012	50% of total cost
After April 10, 2012	No refund

All sponsorship cheques are to be made payable to:

EMERGENCY MEDICINE UPDATE 2012

CONFERENCE WEBSITE

The EMU website will detail the conference program and acknowledge our sponsors.



Location of Exhibits

Exhibit space will be available on the main conference level. Once a floor plan is confirmed, a copy will be sent to you.

Exhibitor booth requests will be confirmed based on level of sponsorship on the first come, first served basis.

Refreshments will be served in the Exhibit areas to maximize our sponsors' exposure to our registrants.

Exhibit Hours

Designated exhibit hours have been scheduled into the programme to maximize traffic flow.

Booths should be occupied during the hours listed below. Many of our attendees are from small communities and rarely have an opportunity to visit with so many exhibitors at one time.

Exhibit hours are:

Thursday, May 10

08:00 - 08:30 / 09:45 - 10:15 / 12:15 - 13:30(lunch)/
15:00 - 15:30

Friday, May 11

07:30 - 08:10 / 09:30 - 10:00 / 12:10 - 13:10 (lunch)
14:20 - 14:50

Company representatives will be allowed access to the exhibit no earlier than 7:00 a.m. each day.

Exhibit Area Security

A security guard will be on duty in the exhibit areas from 10:00pm on Wednesday, May 9 until exhibits tear down on May 11.

North York General Hospital will not be responsible for any loss or damage to materials or equipment left in the exhibit areas during the Conference.

Exhibit Registration

Exhibitor Kits and Name Badges will be available on Thursday, May 10, 2012. Please remember to wear your badge at all times during the Conference.

Booth Set-Up

Equipment and materials may be shipped directly to the hotel. Due to limited storage space, shipments will not be accepted before May 8, 2012. All boxes must be marked clearly with your **name, company and contact information**, and directed to:

Fairmont Royal York Hotel for:

100 Front Street

Toronto, ON M5J 1E3

North York General Hospital

Emergency Medicine Update

Exhibit Booth Dismantling

Dismantling of booths may begin on Friday, May 11 following afternoon break at 3:00 pm

IMPORTANT DATES

February 29, 2012	50% deposit required for promotion
February 29, 2012	Last day to cancel with no penalty
March 20, 2012	Last day to cancel with 25% penalty
March 31, 2012	Deadline for submitting description of corporate products/services
April 6, 2012	Last day to cancel with 50% penalty
April 10, 2012	Full payment required
May 8, 2012	Royal York Hotel will begin accepting freight
May 9, 2012	Exhibitor Set-up time to be confirmed.
May 10, 2012	Emergency Medicine Update begins with exhibits
May 11, 2012	Dismantling of exhibits may begin at 3:00 pm

Should you have questions concerning sponsorship, please contact:

Allison Ho or Dr. Arun Sayal
Conference Services
North York General Hospital
4001 Leslie Street,
Room GSE-115
Toronto, ON M2K 1E1

Phone: (416) 756-6442

Fax: (416) 756-6482

E-mail: info@emupdate.ca



SPONSORSHIP FORM

COMPANY NAME: _____

Indicate how you would like your company name to appear in promotional literature

CONTACT PERSON: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

BUSINESS: _____ CELL: _____ FAX: _____

EMAIL ADDRESS: _____

REPRESENTATIVE(S) ATTENDING (*see Sponsor Information Sheet*):

_____	_____
_____	_____
_____	_____

SPONSORSHIP LEVELS

Gold \$10,000 Exhibitor \$3,500

EXHIBIT TYPE: *Table Top* *Free standing Display*

Sponsorship Level & Amount \$ _____

Additional Representatives: _____ x \$100.00 per person/day \$ _____

(see allotment in guidelines)

Total Amount of Cheque Enclosed: \$ _____

(made payable to *Emergency Medicine Update 2012*)

WEBSITE

For all levels, please email us your company's website address if you would like us linked to it.

Please Return Completed Form to:
Conference Services
North York General Hospital
Attn: Allison Ho
4001 Leslie Street, Room GSE-115
Toronto, ON M2K 1E1

Phone: (416) 756-6442
Fax: (416) 756-6482
E-mail: info@emupdate.ca