

**Food Allergy Canada National Conference  
Sponsorship and exhibitor package**



# Creating a better future

**May 30, 2020  
Ontario Science Centre**

**#FoodAllergyFuture**





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Food Allergy Canada is a national non-profit charity and Canada's leading patient organization committed to educating, supporting, and advocating for the more than 2.6 million Canadians living with food allergy.

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We focus on improving the daily quality of life of individuals and families by providing education and support needed to effectively navigate food allergy, building informed and supportive communities, and acting as the national voice on key advocacy issues.

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## 2020 National Conference: Creating A Better Future

This conference is slated to be the largest food allergy patient conference in Canada. It is estimated to attract over 350 patients, educators, healthcare professionals, and food allergy stakeholders in-person from across the country, with hundreds more through the live-streaming of each session.

Sponsors and exhibitors will have maximum exposure to this niche group of influencers and advocates.

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**Showcase your brand  
and connect with this  
targeted audience.**



# Sponsorship Opportunities

		Platinum \$25,000	Gold \$15,000	Silver \$10,000	Bronze \$7,500	Youth workshop sponsor \$6,500	Pre-conference workshop \$5,000	Live-streaming sponsor \$5,000	Lunch sponsor \$3,500	Networking/refreshment sponsor \$1,000
<b>Logo placement</b>	Sponsor recognition in all electronic communications/ website/press release	●								
	Sponsor recognition on website page and selected electronic communications		●	●	●	●		●	●	●
	Sponsor recognition on printed agenda	●	●	●	●	●		●	●	●
	Sponsor recognition after each presentation	●	●	●	●					
	On-site recognition signage	●	●	●	●	●		●	●	●
	Attendee bag exterior	●								
	Session signage					●	●	●		
<b>Verbal recognition</b>	Lunch break signage								●	
	Refreshment break signage									●
	Opening	●	●	●	●					
	Closing	●	●	●	●					
	Live-stream acknowledgement							●		
<b>Speaking opportunity</b>	Youth workshop sponsor acknowledgment					●				
	Acknowledgment in morning session								●	
	Opening remarks	●								
	Pre-conference workshop	●								
<b>Exhibit booth</b>	Introduce a session	●	●	●						
	Conference booth	●	●	●	●					
	Insert in bag	●	●	●	●					
<b>Complimentary registration</b>	Receive complimentary registration and reserved seating for each session	4	3	2	1					



**Download Sponsorship Form**

Deadline for sponsorship applications:  
**February 28, 2020**

# Sponsorship Details

## \$25,000

### Platinum sponsor

Recognized as having a strong commitment to Food Allergy Canada and the food allergy community.

#### Benefits include:

- Prominent logo visibility with on-site signage at the conference
- Logo on sponsorship recognition page in all electronic communications and on website
- National exposure through logo placement after presentations, ensuring on-site and live-streaming attendees are exposed to your brand
- Recognition on printed agenda
- Logo on attendee bags
- Insert in attendee bags
- Opportunity to host a pre-conference workshop (focus group) with up to 10 individuals impacted by food allergy
- Greeting opportunity (up to 4 minutes) at the opening of the conference
- Opportunity to introduce a session
- Acknowledgement of support at the opening and closing of the conference
- Complimentary booth
- Four complimentary conference registrations (access to exhibition, conference sessions, refreshment breaks, and lunch) with reserved seating at all sessions

## \$15,000

### Gold sponsor

#### Benefits include:

- Logo visibility with on-site signage at the conference
- Logo on sponsorship recognition page on website and selected electronic communications
- Recognition on printed agenda
- National exposure through logo placement after presentations, ensuring on-site and live-streaming attendees are exposed to your brand
- Opportunity to introduce a session
- Acknowledgement of support at the opening and closing of the conference
- Complimentary booth
- Three complimentary conference registrations (access to exhibition, conference sessions, refreshment breaks, and lunch) with reserved seating at all sessions

## \$10,000

### Silver sponsor

#### Benefits include:

- Logo visibility with on-site signage at the conference
- Logo on sponsorship recognition page on website and selected electronic communications
- Recognition on printed agenda
- National exposure through logo placement after presentations, ensuring on-site and live-streaming attendees are exposed to your brand
- Opportunity to introduce a session
- Acknowledgement of support at the opening and closing of the conference
- Complimentary booth
- Two complimentary conference registrations (access to exhibition, conference sessions, refreshment breaks, and lunch) with reserved seating at all sessions

## \$7,500

### Bronze sponsor

#### Benefits include:

- Logo visibility with on-site signage at the conference
- Logo on sponsorship recognition on website and selected electronic communications
- Recognition on printed agenda
- National exposure through logo placement after presentations, ensuring on-site and live-streaming attendees are exposed to your brand
- Acknowledgement of support at the opening and closing of the conference
- Complimentary booth
- One complimentary conference registration (access to exhibition, conference sessions, refreshment breaks, and lunch) with reserved seating at all sessions



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## Youth workshop sponsor

**\$6,500**

Reach youth participants during a half-day interactive session as they learn how to manage food allergy more confidently.

**Benefits include:**

- Verbal recognition at the beginning and closing of the youth workshop
- Logo visibility with on-site signage throughout the conference
- Logo on signage displayed in the youth workshop
- Logo on sponsorship recognition page on website and selected electronic communications



## Pre-conference workshops

**\$5,000**

Host your workshop/ focus group.

**Benefits include:**

- Host a one-hour workshop with up to 10 individuals impacted by food allergy
- Opportunity to choose your segment - parents of children with food allergy, adults with food allergy, teens with food allergy, etc.
- Workshop is to be held at 8am on the day of the conference (timing may be subject to change)



## Lunch sponsor

**\$3,500**

Reach participants during lunch as they network and head to the exhibition area.

**Benefits include:**

- Verbal recognition in the morning session prior to lunch
- Logo visibility with on-site signage throughout the conference
- Logo on signage displayed on main lunch table
- Logo on sponsorship recognition page on website and selected electronic communications



## Networking/refreshment sponsor

**\$1,000**

Reach participants during morning and afternoon networking/ refreshment breaks as they head to the exhibition between sessions.

**Benefits include:**

- Logo visibility with on-site signage
- Logo on signage displayed on main refreshment break table
- Logo on sponsorship recognition page on website and selected electronic communications



## Live-streaming sponsor

**\$5,000**

Ensure no one misses out on this conference, even if they can't be there in person. As the live-streaming sponsor, your brand will reach hundreds of additional consumers, food allergy stakeholders, educators, and healthcare professionals from across the country.

**Benefits include:**

- Verbal recognition at the beginning and closing of the conference
- Logo visibility throughout the live-stream
- Logo visibility with on-site signage throughout the conference
- Logo on sponsorship recognition page on website and selected electronic communications



## Attendee bag inserts

**\$1,000**

Attendee bags will be distributed to all conference attendees.

All insert material must be delivered directly to Food Allergy Canada by May 19, 2020. Please indicate "attendee bag inserts" and the quantity of boxes. Please plan for a quantity of 400.

To reserve your space in the attendee bags, contact Tammy White at [twhite@foodallergycanada.ca](mailto:twhite@foodallergycanada.ca). Non-profit rates are also available.

Please label the boxes as below:  
Tammy White – Food Allergy Canada Conference  
Food Allergy Canada  
505 Consumers Road, Suite 507  
Toronto, ON M2J 4V8  
Box X of X



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Deadline for sponsorship applications:  
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# Exhibitor overview

## Exhibitor schedule

Saturday May 30	
7:00am - 7:45am	Exhibitor set-up
7:45am - 6:00pm	Exhibitor hall open*
6:00pm - 6:30pm	Dismantle exhibit

For exhibitor rates, contact Tammy White at [twhite@foodallergyca.ca](mailto:twhite@foodallergyca.ca)  
Bonus: Exhibitors can place a complimentary insert in the attendee bags (value \$1,000)  
Deadline for exhibitor submissions: February 28, 2020

\*Almost five hours of time outside of sessions available for attendees to visit the exhibitor hall.

## Exhibitor information

- 8' x 10' draped booth – one 6' draped and skirted table (white), two chairs, 2 complimentary conference registrations per booth, additional representatives may register at a rate of \$75 each. Lunch and refreshments are included with registration.
- Exhibitor badge will be ready at the registration table located on the second floor, follow the escalators. All exhibitors must wear their badges.
- One attendee bag per booth.
- Exhibits must always be staffed during the Exhibit Hall hours. No packing of materials or dismantling of booth is allowed prior to 6:00pm.
- Security – Food Allergy Canada shall take precautionary steps to protect the interests of the exhibitors. However, exhibitors are responsible for their display and materials. Food Allergy Canada and the Ontario Science Centre assume no responsibility for losses or damages. Exhibitors should take precautions, including insurance, to protect their property.

## Venue

The conference is located at the Ontario Science Centre, 770 Don Mills Road (at the corner of Eglinton Avenue East).

The exhibitors are located on the 2nd floor, follow Food Allergy Canada signage. Loading docks are located at the Ontario Science Centre, north entrance. Minimal carts will be available upon arrival.



## Cancellation of space

Cancellation requests must be submitted in writing to Food Allergy Canada. Cancellations made prior to April 3, 2020 will be eligible for a refund of 50% of the total exhibit fee. No refund will be given on cancellations received after April 3, 2020.

## Selling of products

Selling of products is permitted; all exhibitors must provide Food Allergy Canada with a list of their products for sale. Exhibitors can display products at their booth. Samples can be given out to adult conference delegates only (not children, anyone under the age of 18).

**Food products must be prepackaged and clearly labelled with the full ingredient list as per Health Canada's regulations.** Every company must comply with these guidelines.

## Exhibit material handling

Ontario Science Centre will accept shipment for the conference from May 25 until May 29, 2020. If delivering materials to Ontario Science Centre, please clearly label your box(es) as follows:

Ontario Science Centre  
Shipping & Receiving  
770 Don Mills Road  
Toronto, Ontario M3C 1T3  
Attn: Angel St. Pierre  
Re: Food Allergy Canada Conference - May 30, 2020

Each box must include your company's name and contact person.

## Exhibitor application form

All exhibitors must complete an application form for exhibit space. Completion of the application indicates the applicant's willingness to abide by the guidelines and rules. No subletting of exhibit booth is permitted. The exact location of exhibit space will be given on the day of event.

For the application form, or for any other questions relating to exhibit space, please contact Tammy White at [twhite@foodallergycanada.ca](mailto:twhite@foodallergycanada.ca)

