

Sponsorship Prospectus



**Clinical
Trials
Ontario**

**CTO 2024
Clinical Trials
Conference**



**November 6 & 7, 2024
Toronto, Ontario**

ctoconference.ca



About Clinical Trials Ontario

Clinical Trials Ontario is a leading non-profit organization in the clinical trials community dedicated to strengthening, promoting and capitalizing on Ontario's competitive advantages for conducting high-quality clinical trials. We work collaboratively with industry, research institutes, patients and the public and other health innovation organizations to improve the clinical trials environment and attract investment to the province, while supporting the highest ethical and quality standards.

Why Sponsor Our Conference?

When you sponsor a CTO Clinical Trials Conference, you can have the satisfaction of knowing you are contributing to advancing efforts to enhance the environment for clinical trials in Ontario and beyond.

Your sponsorship unlocks the following benefits:

- **Network** with key members of Canada's clinical trials sector
- **Enhance** brand recognition within the community
- **Showcase** your innovation to prospective users/clients
- **Align** your organization with customizable sponsorship opportunities that support education and foster connections



About the Delegates

The Clinical Trials Ontario (CTO) Conference is a leading Canadian forum to drive innovation in clinical trials, including leaders from the **pharmaceutical and medical device industries, academic and healthcare leaders, representatives from patient groups, health charities, hospitals, research institutions, government and more.** This annual event provides a unique opportunity for members of our multi-stakeholder sector to collaborate, exchange knowledge and advance efforts to enhance the environment for clinical trials in Ontario and beyond.

**2022 CTO
In-person
Conference
Overview**



400+
REGISTRANTS



11
INNOVATION SHOWCASE
EXHIBITORS

**2023 CTO
In-person
Conference
Overview**



450+
REGISTRANTS



12
INNOVATION SHOWCASE
EXHIBITORS

Venue

Hilton Toronto

145 Richmond Street West
Toronto, ON, M5H 2L2
Tel: (416) 869-3456



CTO's 2024 Clinical Trials Conference will be held November 6th and 7th at the Hilton Toronto.

CTO 2024 at a glance

| Day | Program |
|--------------------------|---|
| Wednesday, November 6 | Welcome: Registration, breakfast, Innovation Showcase & networking Morning plenary sessions Break: Coffee bar, Innovation Showcase and networking Morning plenary sessions Break: Lunch, Innovation Showcase and networking Afternoon plenary sessions Break: Snack bar, Innovation Showcase and networking Afternoon plenary sessions Conference Reception, located in the Innovation Showcase space |
| Thursday, November 7 | Welcome: Registration, breakfast, Innovation Showcase & networking Morning plenary sessions Break: Coffee bar, Innovation Showcase and networking Morning plenary sessions Break: Lunch, Innovation Showcase and networking Afternoon plenary sessions Closing Remarks |

Gold Level Sponsorship Opportunities

Headshot Salon

\$12,000 (1 opportunity available)

This was CTO 2022's most popular activation! A free headshot is excellent swag; in today's online world, most people need a professional business headshot. By offering a complimentary headshot you are providing a take-away of real value to delegates from across the clinical trials community. CTO will provide the photographer and equipment.

Headshot Salon is inclusive of:

- Room branding – Pop-up banner in the room (supplied by sponsor); table for marketing materials
- Activation signage with your company logo
- Prominent listing on CTO Conference website and program
- 1-min ad (supplied by sponsor) promoted in CTO conference e-blasts and on social media
- One (1) conference registration (inclusive of 1 entrance to the Conference Reception)
- Recognition in conference opening remarks
- Logistics Management

Conference Reception

\$9,000 (1 opportunity available)

The annual Conference Reception, hosted at the end of the conference's first day, brings together individuals from across the clinical trials community to network and exchange knowledge. The reception is open to all conference delegates.

Conference Reception sponsorship is inclusive of:

- Room branding – Pop-up banner in prime location (supplied by sponsor)
- Prominent listing on CTO Conference website and program
- 1-min ad (supplied by sponsor) promoted in CTO conference e-blasts and on social media
- One (1) conference registration (inclusive of 1 entrance to the Conference Reception)
- Recognition in conference closing remarks on Day 1
- Logistical Management

Patient & Public Engagement Sponsor

\$6,500 (1 opportunity)

Demonstrate your organization's commitment to engaging patients and the public with clinical trials. This sponsorship opportunity will enable patients and trial participants to attend the CTO Clinical Trials Conference.

Patient Engagement Sponsor is inclusive of:

- Recognition in conference opening remarks
- One (1) conference registration (inclusive of 1 entrance to the Conference Reception)
- Listing on CTO conference website and program
- Promotion in CTO conference e-blasts and social media

Other Partnership Opportunities

Exhibit at the CTO Conference

Exhibit Table - \$3,000

Showcase your organization and network with delegates from across the clinical trials community! The conference exhibitors are located in a high traffic, networking area where breaks, lunch and the Day 1 Reception take place.

Space is limited! Table placement will be on a first come, first served basis!

Exhibit at the CTO Conference is inclusive of:

- Exhibit space throughout conference programming (Nov 6-7, 2024)
- One (1) exhibit table and tablecloth
- One (1) chair
- Fully secured exhibit hall for move-in/move-out
- One (1) conference registration (inclusive of 1 entrance to the Conference Reception)
- Listing and logo on CTO Conference website and program
- Promotion in CTO conference e-blasts and on social media

Snack and Coffee Bar

\$2,500 per opportunity (3 opportunities available)

Sponsor the Morning or Afternoon Snack and Coffee Bar on Day 1 or 2 of the conference. Help keep the CTO 2024 delegates caffeinated and well fed. This is guaranteed to be a popular station.

Snack and Coffee Bar Sponsorship is inclusive of:

- Sponsor of a coffee and snack station on Day 1 morning, Day 1 afternoon or Day 2 morning
- Activation Signage with your company logo (tent cards on all buffet tables)
- Listing on CTO Conference website and program
- Promotion in CTO conference e-blasts and on social media
- Recognition in conference remarks
- Logistical Management

Other Partnership Opportunities

Branded Tabletop Charging Stations

\$5,000 (1 opportunity available)

Keep the CTO 2024 delegates running on a full battery. You can ensure delegates never run out of charge by setting up charging stations at each table.

Branded Tabletop Charging Station is inclusive of:

- Placement of logo on wireless charging stations at each of the tables in the plenary conference hall (45 tables)
- Listing on CTO Conference website and program
- Promotion in CTO conference e-blasts and on social media
- Recognition in conference remarks
- Logistical Management



Meeting Space

Inquire for pricing

A selection of meeting rooms will be available to rent for:

- Affiliate Meetings
- Client Meetings
- Advisory Board Meetings
- Workshops

Contact Us

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