

Canadian Paediatric Society 2025 Sponsorship Opportunities

**Accredited
Professional
Education**

**Child
& Youth
Health**

**Reaching
Paediatricians**



Canadian
Paediatric
Society

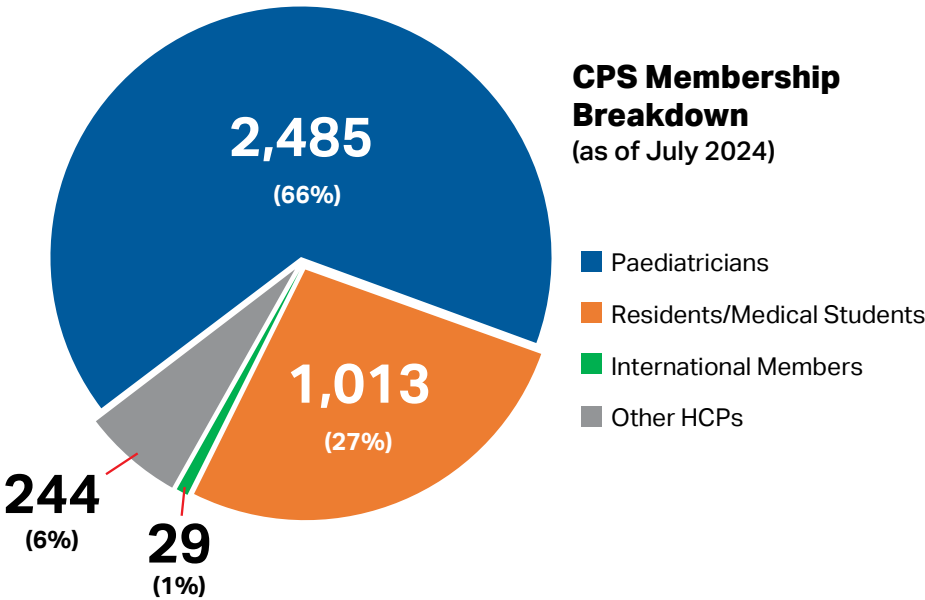


Why Support the Canadian Paediatric Society (CPS)?

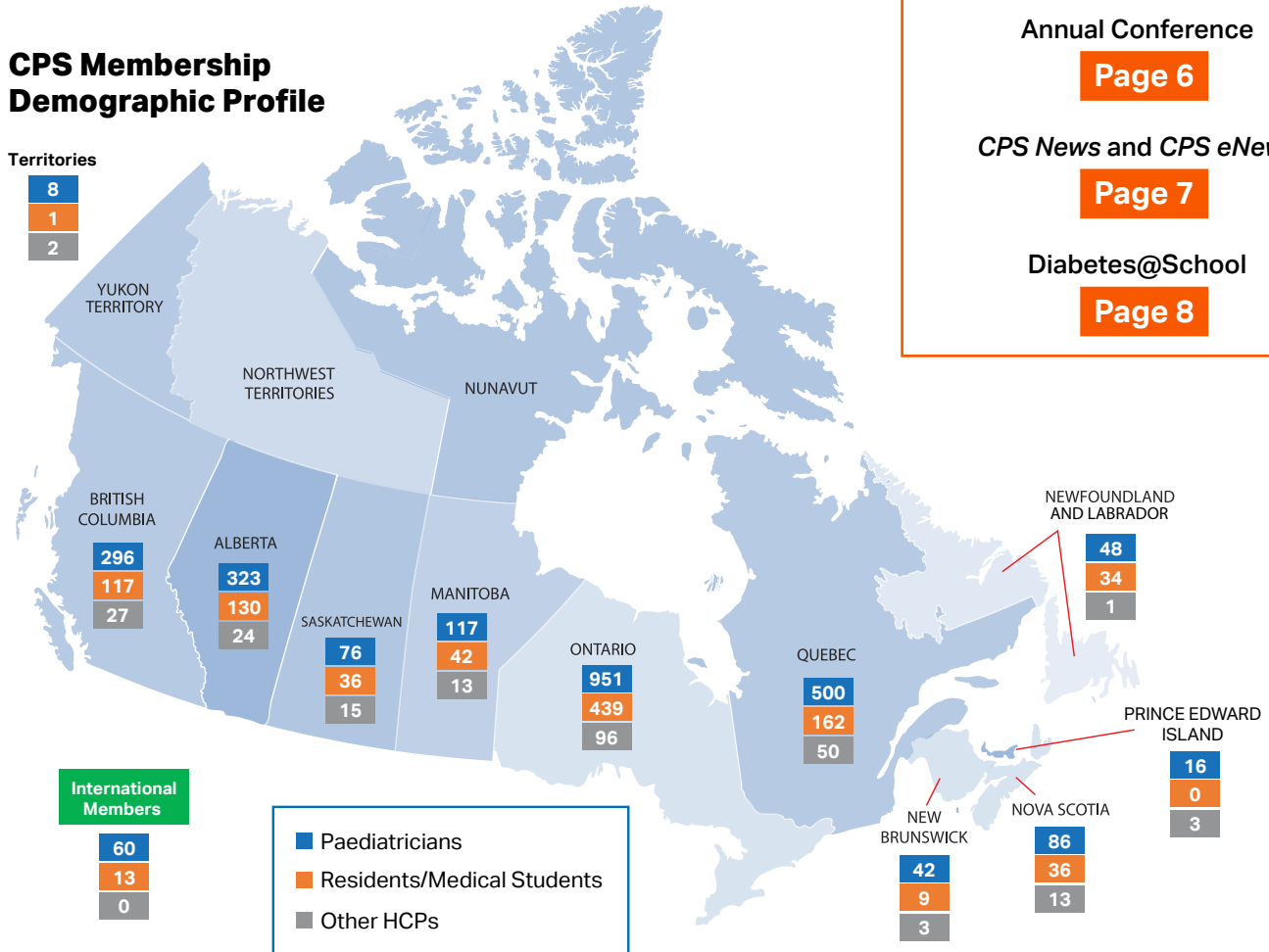
Founded in 1922, the Canadian Paediatric Society is a national association of almost **4,000** paediatricians, paediatric subspecialists, paediatric residents and other health care professionals.

For over a century, CPS members have worked tirelessly to position the CPS as a highly respected national leader

and champion in the advancement of the health and well-being of Canada's children and youth. Through the unwavering commitment of our membership and support from corporate Canada, the CPS continues to excel in nurturing excellence in health care, advocacy, education, and research.



CPS Membership Demographic Profile



Ways to Support the CPS

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Accredited

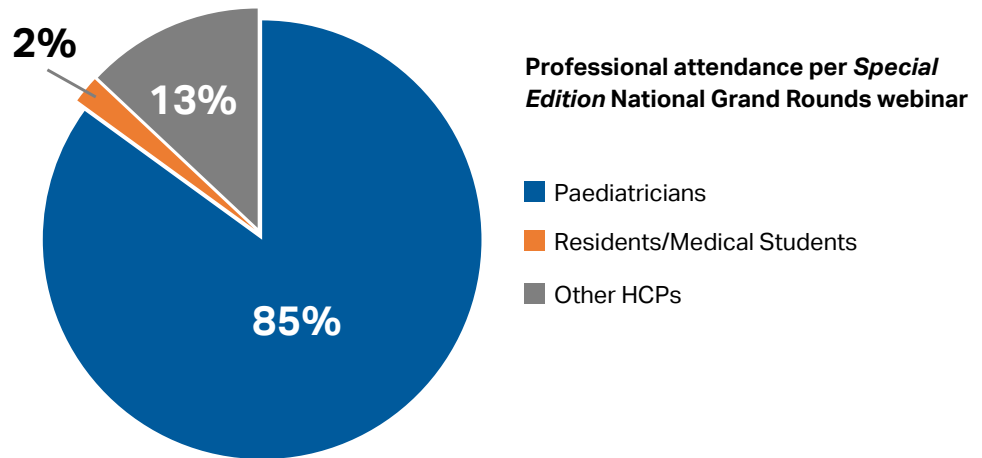
CPS
Special
Edition
National
Grand Rounds
Webinar
\$30,000

Virtual



National Grand Rounds Séances scientifiques nationales

To enhance CPS-accredited learning opportunities and fulfill continued interest in virtual education, the CPS has developed a series of webinars: CPS National Grand Rounds. The CPS National Grand Rounds include accredited, 1-hour webinars focused on key topics in paediatrics. While the standard CPS National Grand Rounds series is available at no cost for the almost 4,000 CPS members, National Grand Rounds sponsors have the opportunity to co-develop a *Special Edition* webinar that is open to all interested health care providers. Recordings of these webinars are available for 1 year. **To date, there have been an average 250 participants for each of the Special Edition CPS National Grand Rounds webinars.**



Sponsor Benefits

- **Complimentary** registration for a sponsored National Grand Rounds webinar
- Recognition at sponsored Special Edition National Grand Rounds webinar
- Company name displayed on the CPS website
- Invitation to the Sponsor Recognition Event at the CPS Annual Conference 2025, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in one 2025 edition of *CPS News*

Pedagogy Online Education Module Sponsorship

- starting from
\$65,000
(depending on format)

Virtual

Accredited

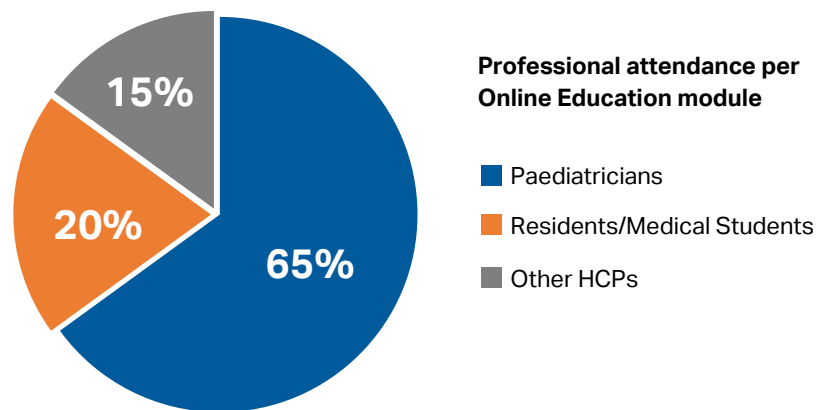


ONLINE EDUCATION FROM THE CPS

Online education modules are an essential way to help health care providers continue their professional development, while expanding their medical knowledge. To further assist learning, the CPS has designed and developed its own online portal and medical education management system: **Pedagogy**.

With the portal, learners can find accredited educational opportunities to suit their schedule and learning preferences and access learning resources and tools that are robust, reliable and competency-based. Our 1-hour **Pedagogy** online modules are freely available to almost 4,000 CPS members and remain 'live' for 1 year, which allows family physicians, paediatricians, subspecialists, nurses and pharmacists to learn at their own pace.

Through the support of an education grant, **Pedagogy Online Education Module Sponsors** allow CPS content experts and electronic instructional designers to develop a variety of online accredited courses that will highlight various topics focused on child and youth health. The courses will be current, evidence-based and balanced.



There are approximately 385 learners per module.

Sponsor Benefits

- Course remains online for 1 year
- 1 **complimentary** (individual) registration for a sponsored online education module
- Opportunity to renew course module(s) after 1 year
- Opportunity to reach:
 - 1,000 family physicians
 - 5,000 paediatricians and subspecialists
 - 9,500 HCPs (including nurses, pharmacists and other allied professionals)
- Company name displayed on the CPS website
- Invitation to the Sponsor Recognition Event at the CPS Annual Conference 2025, with the CPS Board of Directors and senior staff in attendance
- One-on-one meeting with CPS leadership and staff
- Corporate recognition in one 2025 edition of *CPS News*

In-person

Lifelong Learning in Paediatrics Courses

Accredited

Lifelong Learning in Paediatrics Courses (LLPS) provide paediatricians, family physicians, paediatric residents and health care professionals with an opportunity to update their knowledge and diagnostic skills in a relaxed and focused environment.

The courses, which attract an average of 100 participants each, concentrate on specific content areas. They are on an intimate scale, and popular because the daily plenaries and workshops allow for open discussion and hands-on learning. Sponsors have a unique opportunity to build brand awareness by networking one-on-one and promoting their products to a select audience.

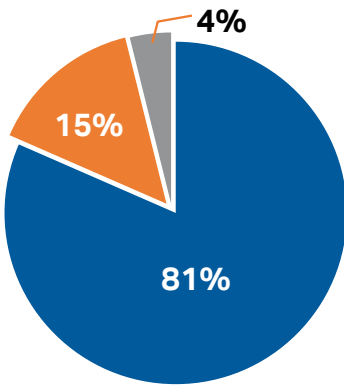
CPS – Fall 2025 Lifelong Learning in Paediatrics Course:

**Algonquin Resort in St. Andrews by-the-Sea
New Brunswick
October 24 - 26, 2025**

Content areas:
Complex care, Dermatology,
Emergency medicine and Neurology



Professional attendance per Lifelong Learning in Paediatrics course



- Paediatricians
- Residents/Medical Students
- Other HCPs

	SILVER \$30,000	BRONZE \$10,000	FRIEND OF THE LLP \$5,000
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Sponsorship Benefits

●	●	●	Co-develop an accredited, 75-minute education session (includes coverage of all expenses: accreditation fees, speaker costs, meeting room)
●	●	●	Verbal recognition at the start of the sponsored co-developed session
●	●	●	Logo displayed on daily introduction slide
●	●	●	Prominent recognition with logo displayed on LLP website
●	●	●	Recognition at Course Welcome
●	●	●	Recognition of sponsorship on your corporate representative's name badge
●	●	●	Individual complimentary registrations to the LLP
●	●	●	Tabletop display
●	●	●	Exhibitor registration
●	●	●	Invitation to Sponsor Recognition Event (held at the CPS Annual Conference 2025) with CPS Board of Directors and senior staff
●	●	●	Corporate recognition in one 2025 edition of <i>CPS News</i>

Annual Conference 2025

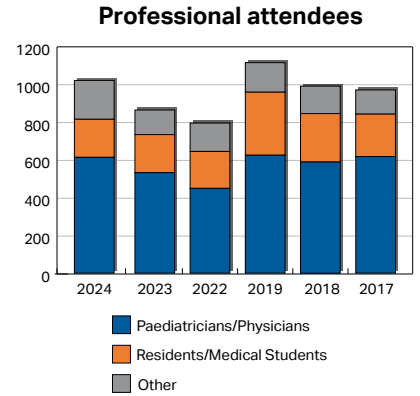
In-person

Accredited



On May 29 – 31, approximately 950 delegates from across Canada, including paediatricians, paediatric subspecialists, paediatric residents and other health care professionals, are expected to join together in Quebec City for the Annual Conference 2025.

This accredited, in-person educational event includes a wide range of learning forms and topics, with emphasis always on the latest research and practice developments in child and youth health. The CPS Annual Conference is the perfect opportunity for delegates to network with their peers, mentors and sponsors.



We welcome pharmaceutical, vaccine and health product manufacturers to work with the CPS in supporting the conference and physician education through sponsorship.

Sponsorship Benefits

	DIAMOND \$85,000	PLATINUM \$65,000	GOLD \$50,000	SILVER \$30,000	BRONZE \$15,000	FRIEND OF THE CPS \$7,000
Co-develop an accredited, 1-hour education session (includes coverage of all expenses: accreditation fees, speaker costs, meeting room rental, audio-visual service, catering and event promotion). Verbal recognition by session moderator and logo recognition as part of session	●	●				
Opportunity to co-develop an accredited online education module at a discounted rate. The module is hosted on Pedagogy for 1 year	●	●				
Opportunity to co-develop an accredited, 1-hour Special Edition webinar at a discounted rate. The webinar is held during the CPS National Grand Rounds series	●					
One-on-one meeting with CPS leadership and staff	●	●				
Individual complimentary registrations for the CPS Annual Conference	5	4	3	2		
Booth with lead retrieval (Trade Show 1-1/2 days)	Double	Double	Double	Single	Single	
Prominent recognition with logo displayed on conference signage, and the conference app and website (www.annualconference.cps.ca)	●	●	●	●	●	●
Use of the CPS Annual Conference logo (for up to 1 year) with sponsorship level for corporate promotion	●	●	●	●	●	●
Complimentary banner advertisement with link on the conference app (ad approval and linkage is at CPS discretion)	●	●				
Recognition at Opening Ceremonies	●	●	●	●	●	●
Invitation to the Sponsor Recognition Event at CPS Annual Conference with the CPS Board of Directors and senior staff in attendance	●	●	●	●	●	●
Corporate recognition in one 2025 edition of <i>CPS News</i>	●	●	●	●	●	●

For more information, contact: Marlene Murray, Manager of Development, CPS
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Reaching Paediatricians

CPS News Sponsor

\$35,000 per year
or **\$20,000**
per issue

2 issues
per year -
Spring 2025 -
Fall 2025

Sponsor Benefits

News and Publications

The CPS keeps its almost 4,000 members informed of the most current information on all aspects of child and youth health via two issues of a print newsletter, *CPS News*, and a monthly electronic newsletter, the *CPS eNews*.

CPS News is a full-colour printed newsletter produced in English and French and sent to almost 4,000 CPS members, including paediatricians, paediatric residents and allied health professionals. *CPS News* keeps members up-to-date on current child and youth health issues, while providing information on resources to use in practice settings, topics relating to CPS advocacy, and upcoming educational events.

- *CPS News* invites only one sponsor per issue and does not accept any other corporate advertising
- Placement of a one-page ad or other communications piece in the centre of the newsletter. Approval of the advertisement is at the CPS discretion
- Invitation to the Sponsor Recognition Event at the CPS Annual Conference 2025, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in one 2025 edition of *CPS News*

CPS eNews Sponsor

\$35,000 per year
or **\$6,000**
per issue

12 issues
per year -
January 2025
- December
2025

Sponsor Benefits

CPS eNews is a monthly, bilingual electronic newsletter sent by email to almost 4,000 CPS members, including paediatricians and allied health professionals. *CPS eNews* focuses on topics relevant to paediatricians and highlights CPS activities. It provides members with timely information on clinical issues, upcoming educational events, advocacy activities, and new statements and practice points. Member response rate to *CPS eNews* is high.

At least 60% of members open and refer to their monthly electronic newsletter, compared with an average of about 28% across the not-for-profit health sector.

A savings
of **\$37,000** for
a one year
exclusive
sponsorship of
CPS eNews

- *CPS eNews* invites and only one sponsor per issue, recognized with a banner advertisement with link. Approval of advertisement, placement and linkage are at the CPS discretion
- Sponsorship of a full year's subscription provides optimal exposure, keeping your company's brand top of mind among CPS members through 2025
- The full-year sponsor receives an invitation to the Sponsor Recognition Event at the CPS Annual Conference 2025, with the CPS Board of Directors and senior staff in attendance
- Corporate recognition in one 2025 edition of the *CPS News*

Reaching Educators and School Staff



Unrestricted Grant Support

Since 2016, Diabetes@School has been the only national, bilingual resource to help Canadian teachers and school staff support students with type 1 diabetes.

Diabetes@School—a partnership of the Canadian Paediatric Society, Canadian Pediatric Endocrine Group, and Diabetes Canada—includes a comprehensive website, a series of animated videos, and an online learning module for school staff.

With essential information on insulin, blood sugar, and hypo/hyperglycemia, Diabetes@School resources are accessed by thousands of educators and parents each year.

Your support with an unrestricted grant will allow the Canadian Paediatric Society to enhance, update and expand the resources and tools needed to ensure that students with type 1 diabetes are safe, supported and included at school.

Sponsor Benefits

- Written corporate recognition in the module and on promotional materials
- Invitation to the CPS Sponsor Recognition Event (at CPS Annual Conference) with the CPS Board of Directors and senior staff
- Corporate recognition in one 2025 edition of *CPS News*