



**CANADIAN ASSOCIATION OF GENETIC COUNSELLORS (CAGC)  
35<sup>TH</sup> ANNUAL EDUCATION CONFERENCE (AEC)**

# SPONSORSHIP INFORMATION

Virtual conference dates: October 12<sup>th</sup> to 15<sup>th</sup>, 2022

Anticipated Attendance: 250-300 Genetic Counsellors  
from across Canada

<https://www.cagcconference.ca/>

Questions? Email [cagcconference@gmail.com](mailto:cagcconference@gmail.com)

Virtual Sponsorship Opportunities & Tiers	Whole genome (\$5,000)	Whole exome (\$3,000)	NGS Panel (\$1,500)
<b><u>Pre-Event Marketing</u></b>			
Listing on event website			

Promotion on social media			
Advanced access to registration list			
Early access to portal or entertainment features			
Complimentary attendee passes	x4	x2	x1
<b><u>Vendor Booth Options</u></b>			
Listing with logo in vendor directory			
Text and private video calling on portal (interaction with all attendees)			
Regular access to registration list			
Basic analytics (list of who clicked on vendor's booth or directory listing)			
Enhanced analytics (basic analytics PLUS a list of who clicked on all collateral e.g. videos, links)			
Visibility in chat area when attendee clicks into vendor's booth			
SMS or email notification when an attendee clicks on a vendor's booth			
Opportunity for a 60-minute pre-recorded on-demand presentation for educational credits			
Vendor booth design with customization of logo, website link, and accent colouring			
Vendor booth design with customization of logo and website link			
Link to branded brochure gallery (up to TEN downloadable PDFs)			
Link to up to FIVE downloadable PDF			
Link to ONE downloadable PDF			
Placement of TWO on-demand videos in virtual booth			
Placement of ONE on-demand videos in virtual booth			
Gamification incentives for attendees (CODEWORD)			

## Additional Sponsorship Opportunities\*

Item	Quantity	Price	Description
Full customization of vendor booth	No limit	\$2,500	Vendor designs booth from start to finish

Sponsored photobooth	1	\$2,000	Logo on the photobooth in the lobby, on the photobooth page, and as a watermark on the photo taken
Sponsored gamification	1	\$2,000	Prominent placement of sponsor's logo on gamification leadership, accessible from all pages of virtual platform
Sponsored after party	1	\$2,000	Networking session featuring sponsor's logo with opportunity for 2-minute introduction to attendees
Sponsored trivia	1	\$1,000	Prominent placement of sponsor's logo in trivia gameboard
Sponsored treasure hunt	10 items	\$1,000	Placement of sponsor's logo throughout conference associated with gamification leadership points
Push notification to vendor booth	1 per day	\$1,000	Pop-up on screen visible to all attendees with sponsor logo, and invitation and direct link to vendor booth
Sponsored prize giveaway	No limit	\$300	\$100 gift card giveaway on sponsor's behalf with sponsor recognition
Sponsor a genetic counsellor	No limit	Registration cost	Covers registration for one or more attendees as determined by sponsor; recognition during conference

\*Must be whole exome or whole genome tier to purchase additional opportunities