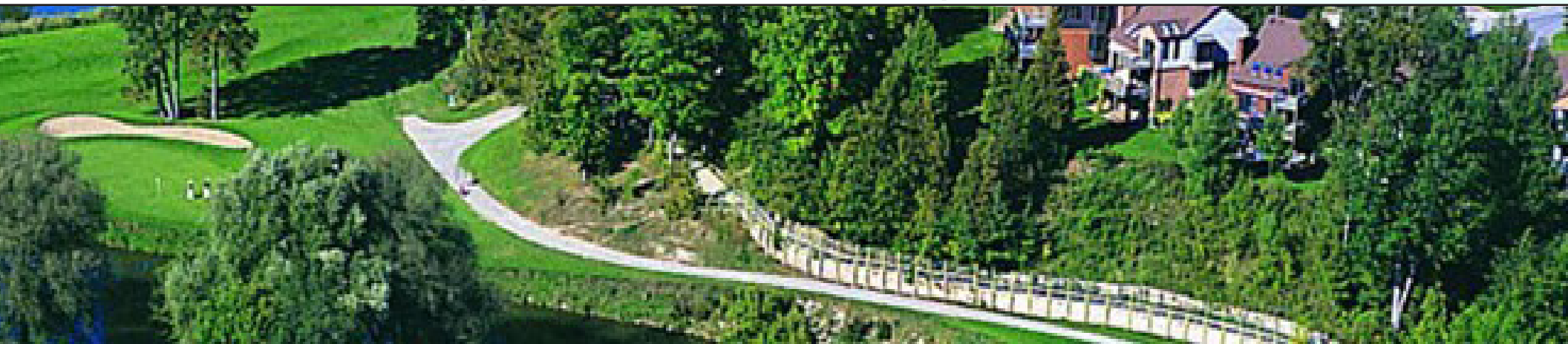




**81ST ANNUAL MEETING OF THE
ONTARIO ASSOCIATION OF PATHOLOGISTS
SEPTEMBER 20 – 21, 2019 | ALLISTON, ON**



[HTTP://C.PLANETREG.COM/OAP2019SE](http://c.planetreg.com/oap2019se)



81ST ANNUAL MEETING OF THE ONTARIO ASSOCIATION OF PATHOLOGISTS OAP

ALLISTON, ON
SEPT. 20-21, 2019



ABOUT THE ASSOCIATION

The Ontario Association of Pathologists (OAP) is a not-for-profit medical society organized for educational and scientific purposes. Its goal is to represent the interests of patients, the public, and pathologists by fostering excellence in the practice of pathology and laboratory medicine in Ontario. The OAP formally represents pathologists within agencies such as Cancer Care Ontario and the Ontario Breast Assessment Collaborative Group. It also represents pathologists in discussions with the Ministry of Community Safety and Correctional Services of Ontario concerning forensic autopsies and related forensic medicine issues.

The association consists of over 450 people connected to the pathology community in Ontario. The OAP represents the pathology community to provincial authorities and other national professional organizations such as Canadian Medical Association, the Ontario Medical Association and the Royal College of Physicians and Surgeons of Canada.

ANNUAL MEETING PROFILE

The OAP Annual Meeting will be held at Nottawasaga Resort, Alliston, ON from September 20-21, 2019. The practice of medicine in general and of pathology in particular has dramatically changed over the last three decades. New discoveries, techniques and technologies broadened the scope of our practice; subspecialization ensued and the types of pathology practice in Canada are increasingly distinct. At the same time, new educational principles and tools are being implemented, which has resulted in a dramatic change in academic curricula and accreditation requirements.

We anticipate over 150 pathologists, technicians and residents will be in attendance at Ontario's premier event for the pathology community. The conference includes a topical scientific program, Cancer Care Ontario/OAP Symposium, political and economic updates, engaging social events and activities, Exhibitors & Sponsors.

The Meeting is an Accredited Group Learning Activity (Section 1) as defined by the Maintenance of Certification program of the Royal College of Physicians and Surgeons of Canada. Through an agreement between the Royal College of Physicians and Surgeons of Canada and the American Medical Association, physicians may convert Royal College MOC credits to AMA PRA Category 1 Credits. Information on the process to convert Royal College MOC credit to AMA credit can be found at www.ama-assn.org/go/internationalcme.

81ST ANNUAL MEETING OF THE ONTARIO ASSOCIATION OF PATHOLOGISTS OAP

ALLISTON, ON
SEPT. 20-21, 2019



CONFERENCE MARKETING

The Conference is marketed by the Association through email blasts to our members on a monthly basis beginning in January each year. Save the Date cards will be distributed at the CAP-ACP Residents Review Course in January 2019, the CAP-ACP Annual Scientific Meeting in June 2019, Pathologyoutlines.com, and sent to each pathology laboratory in Ontario to be posted in a high traffic viewing location. The Association through its reciprocal arrangement with the CAP-ACP will be promoting the conference in their Canadian Journal of Pathology.

NETWORKING ENVIRONMENT

The exhibit hall will be open for 1 1/2 days. All breakfasts, refreshment breaks and Friday lunch are served in the exhibit area ensuring exhibitors have easy access to interact with all delegates. In addition our posters are on the exhibit floor both days allowing exhibitors to network over conversations regarding the scientific content.

In addition sponsors and exhibitors are welcome and encouraged to attend the Exhibitor's Welcome Reception on Thursday evening and the Banquet and Awards event on Saturday evening. Tear down is Saturday at noon.

EXHIBIT SPACE

Platinum, Gold and Silver sponsors have an exhibit space included in their sponsorship entitlements. Exhibit space is available to Bronze sponsors, and to other companies that wish to only exhibit for a fee of \$1,700 for each 10' x 8' space. Exhibit space is limited and expected to sell out quickly. Don't miss this opportunity to meet with our pathology community.

SPONSORSHIP OPPORTUNITIES & BENEFITS

We have created a variety of sponsorship options to fit the range of marketing objectives and level of investment of our corporate supporters. We are of course open to specifically designing a sponsorship package that fits your needs and may appropriately leverage other marketing initiatives you are undertaking in 2018.

**81ST ANNUAL
MEETING OF THE
ONTARIO
ASSOCIATION OF
PATHOLOGISTS
OAP**

**ALLISTON, ON
SEPT. 20-21, 2019**



PLATINUM SPONSORSHIPS – \$10,000

Entitlements	Diamond \$10,000
PLATINUM LEVEL	
• (2) Two end aisle booths in exhibit hall plus 4 additional exhibit hall representatives	✓
• Recognition in all conference materials by sponsorship category	✓
• Corporate logo on onsite sponsor recognition signage	✓
• Link between conference website and sponsor's website	✓
• 250-word company/product description on OAP meeting website	✓
• 3 Complimentary Full Registrations for company representatives	✓
• 1 e-blast to pre-conference attendance list	✓
• 3 Complimentary banquet tickets	✓

GOLD SPONSORSHIPS – \$7,500

Entitlements	Platinum \$7,500
GOLD LEVEL	
• 1 exhibit booth	✓
• Recognition in all conference materials by sponsorship category	✓
• Corporate logo on onsite sponsor recognition signage	✓
• Link between conference website and sponsor's website	✓
• 100-word company/product description on OAP meeting website	✓
• 3 Complimentary Full Registrations for company representatives	✓
• 1 e-blast to pre-conference attendance list	✓
• 3 Complimentary banquet tickets	✓
• Option to host a breakfast or lunch symposium (if available)	✓

81ST ANNUAL MEETING OF THE ONTARIO ASSOCIATION OF PATHOLOGISTS OAP

ALLISTON, ON
SEPT. 20-21, 2019



Breakfast Symposium (3 available)

There is an opportunity for sponsors to conduct breakfast Symposia on Friday or Saturday. Sponsors will receive an advance copy of the delegate list in order to invite delegates to attend their session. Sponsors are responsible for the cost of food & beverage and audio visual requirements for their Symposium.

Lanyards

The Lanyards are the most visible promotional sponsorship property at the Conference. Delegates will receive their Lanyard at registration beginning on Friday along with their badge. The lanyards will be required at each event each day through to the Gala Banquet on Tuesday night.

SILVER SPONSORSHIPS – \$5,000

Entitlements	Silver \$5,000
SILVER LEVEL	
• 1 exhibit booth	✓
• Recognition in all conference materials by sponsorship category	✓
• Corporate logo on onsite sponsor recognition signage	✓
• Link between conference website and sponsor's website	✓
• 75-word company/product description on OAP meeting website	✓
• 1 Complimentary Full Registration for company representatives	✓
• 1 e-blast to pre-conference attendance list	✓

Welcome Reception

The Welcome Reception is an exclusive sponsorship opportunity to be recognized as supporting a very important gathering of the key influencers in pathology in Ontario. The Sponsor will be recognized through on site signage at the Reception.

Banquet

This is a great evening of delegates celebrating their learning at the Conference and the award winners for the year. The sponsor will provide introductory remarks concerning the importance of pathology to their company and their involvement in the Conference and Banquet.

**81ST ANNUAL
MEETING OF THE
ONTARIO
ASSOCIATION OF
PATHOLOGISTS
OAP**

**ALLISTON, ON
SEPT. 20-21, 2019**



BRONZE SPONSORSHIPS – \$2,500

Entitlements	Bronze \$2,500
BRONZE LEVEL	
• Recognition in all conference materials by sponsorship category	✓
• Corporate logo on onsite sponsor recognition signage	✓
• Link between conference website and sponsor's website	✓
• 1 Complimentary Full Registration for company representative	✓
• 50-word company/product description on OAP meeting website	✓

Friday Lunch

This is a high profile branding opportunity for a company to be associated with this highly attended event. The sponsor will be recognized with entrance and on floor signage at the buffet stations.

Exhibit Floor Reception

At the end of a long day of exhilarating scientific sessions delegates tend to tarrying on the exhibit hall floor and network extensively into the early evening. The sponsor will be recognized with entrance and on floor signage at the buffet and bar station.

Delegate Notepads & Pens

This is one of the Conference's best sponsorship option for maintaining a brand presence with delegates after the event. The sponsor's logo can be on the outside of the pad and include a tag line. Similarly, at the option of the sponsor the delegate pen can have the sponsor logo and tag line. The cost of the pad and pen are the responsibility of the sponsor.

Delegate Bag

This is another great sponsorship option for maintaining a brand presence with delegates after the event. The sponsor's logo can be on the outside of the bag. The cost of the bags are the responsibility of the sponsor.

**81ST ANNUAL
MEETING OF THE
ONTARIO
ASSOCIATION OF
PATHOLOGISTS
OAP**

**ALLISTON, ON
SEPT. 20-21, 2019**



EXHIBITOR – \$1,700

Entitlements	Exhibitor \$1,700
EXHIBITOR ONLY	
• Recognition in all conference materials by sponsorship category	✓
• Corporate logo on onsite sponsor recognition signage	✓
• Link between conference website and sponsor's website	✓
• 1 Exhibit table	✓

WIFI

WIFI will be available for delegates on the exhibit floor and in all meeting rooms. The sponsor has the option to integrate their name into the password for the WiFi.

Charging Station

When the exhibit hall is open a Charging Station for laptops and mobile phones will be available adjacent to the sponsor's booth. This represents a substantial branding opportunity for the right sponsor.

Exclusive Refreshment Break Sponsorships (4 available)

There are four Refreshment Breaks available to be sponsored beginning on Sunday and ending on Tuesday afternoon. Sponsors will have exclusive recognition at their respective Refreshment Break.

CONTACT

Conference Secretariat, Heather Dow or Meredith Slack

E. Heather Dow - info@ontariopathologists.org

T. 613-507-7663

ONLINE APPLICATION FOR SPONSORSHIP

All sponsors and exhibitors are asked to register online. Payment can be by credit card or cheque. Invoices can be issued on request. All sponsorships and exhibit fees are subject to HST. <http://c.planetreg.com/OAP2019SE>