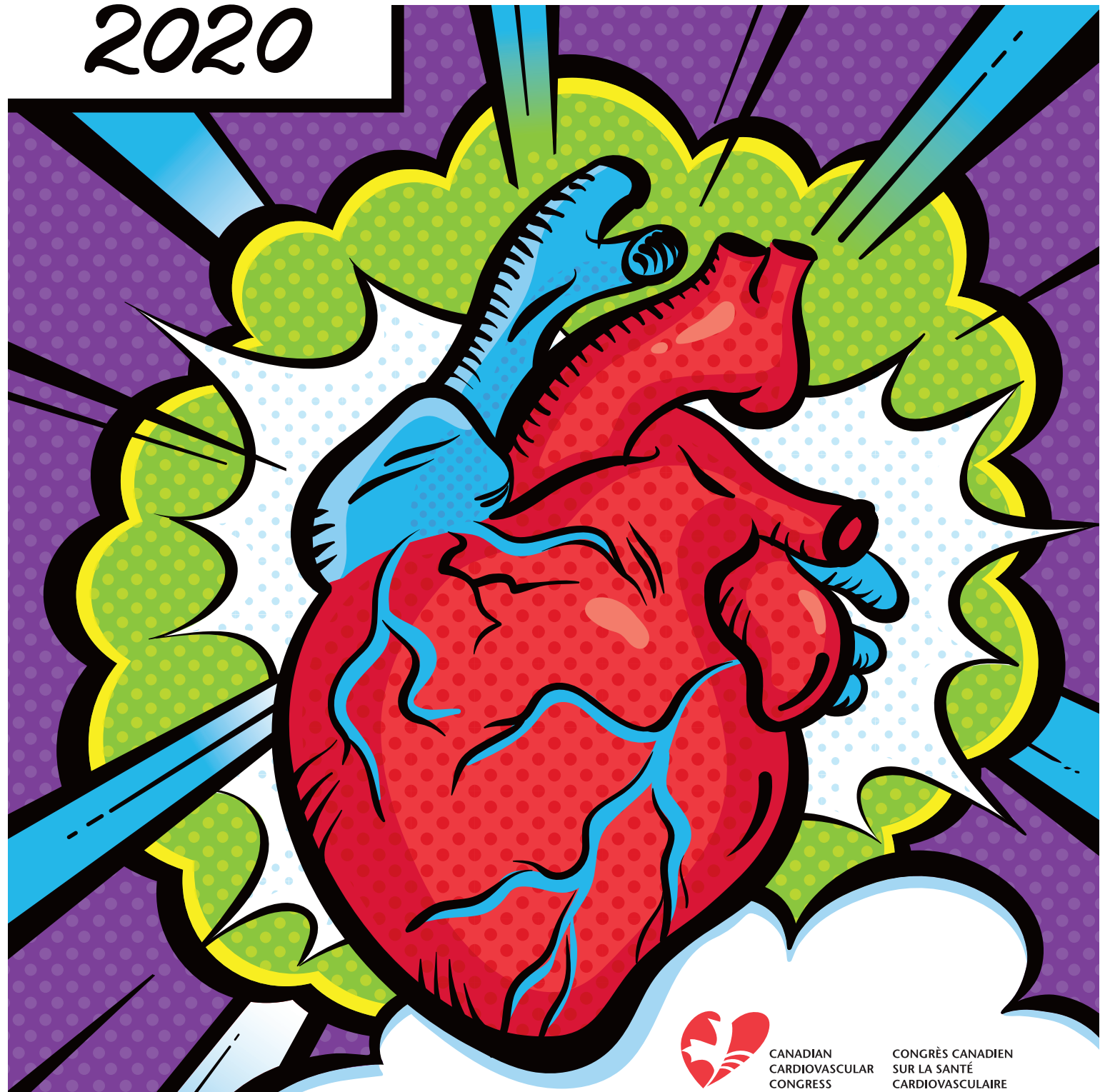


2020



CANADIAN
CARDIOVASCULAR
CONGRESS

CONGRÈS CANADIEN
SUR LA SANTÉ
CARDIOVASCULAIRE

INVESTOR GUIDE

GENERAL SPONSORSHIP & ADVERTISING

HOSTED BY / ORGANISATIONS D'ACCUEIL



Canadian
Cardiovascular
Society
Leadership. Knowledge. Community.

Société
canadienne
de cardiologie
Communauté. Connaissances. Leadership.



Heart & Stroke
Cœur + AVC

RULES & GUIDELINES

The policies, rules and guidelines contained in this guide should be read in conjunction with the [Terms & Conditions](#). They are part of the contract made between the applicant for sponsorship or advertising (hereinafter called the INVESTOR) and the Canadian Cardiovascular Congress (hereinafter called the Organizer).

The term “Congress” shall mean CCC 2020 Virtual.

CONTRACT

Completion of an application for general sponsorship or advertising, and full payment of the required opportunity cost(s) constitute a contract for general sponsorship or advertising of/at Congress.

INTERPRETATION OF RULES AND GUIDELINES

INVESTORS agree to abide by the conditions and deadlines published in this guide and, the Terms of Agreement – Rules and Regulations.

Innovative Medicines Canada members are responsible for ensuring that they adhere to the Code of Marketing Practices established by Innovative Medicines Canada.

CCC reserves the right to terminate the contract, if an Investor:

- Fails to observe and follow these policies, rules and regulations;
- Engages in unfair or deceptive trade practices;
- Behaves in a manner which is prejudicial to the proper management of Congress; and,
- Engages in acts of prohibited employment discrimination proscribed by their provincial Human Rights Code and the Labour Standards Act.

SALE OF PRODUCTS

A purpose of Congress is to educate and broaden the knowledge of the cardiovascular community through demonstrations, presentations, product and service displays.

Orders may be taken in the virtual exhibit provided that they are conducted in an appropriate and professional, business-like manner.

No sales of goods and services involving electronic payment, cheque or other means may be taken in the virtual exhibit. CCC reserves the right to restrict activities that it deems to be inappropriate or unprofessional.

It is the Investor’s responsibility to comply with all Canadian federal, provincial or municipal laws in force, and to collect and remit any taxes payable

PRODUCT DISPLAY

Health Canada, Food and Drugs Act and Regulations prohibit the importation of drugs or products not authorized for sale in Canada. The Act does not restrict the importation and use of packaging, labeling or advertising material for drugs and products, provided products not authorized for sale in Canada are clearly identified as such in their display, product information and brochures.

Only products and devices which have been authorized and approved for sale in Canada may be demonstrated in advertising. Medical devices and equipment which have not yet received authorization for sale in Canada may not be advertised.

For more information on medical devices regulations, please contact:

Medical Devices Bureau / Health Products and Food Branch
11 Holland Avenue, Tower A, 2nd Floor
Health Canada
Ottawa, ON K1A 0K9
Telephone: (613) 957-4786
Facsimile: (613) 957-6345
Email: MDB_Enquiries@hc-sc.gc.ca

Address Locator: 3002A

RULES & GUIDELINES

For more information on Promotional Activities Related to Marketed Health Products, please contact:

Health Products and Food Branch / Inspectorate Ottawa
Graham Spry Building
250 Lanark Avenue, 3rd Floor
Health Canada
Ottawa, ON K1A 0K9
Telephone: (613) 946-5095 / (800) 267-9675
Facsimile: (613) 952-9805
Email: insp-dgo_bdg-insp@hc-sc.gc.ca

Address Locator: 2003D

ADVERTISING AND PUBLICITY

CCC reserves the right to determine what is acceptable publicity and advertising at Congress. CCC reserves the right to restrict at any time, any display or activity which in CCC's judgement, does not conform to the educational or scientific purpose of Congress. In the event that CCC deems such displays or activities to be inappropriate or undesirable, CCC will issue an order to cease and desist. CCC will assume no liability for any losses, costs or other expenses incurred by the affected Investor.

Unless otherwise approved in writing by the CCC, INVESTORS may distribute promotional literature or other articles but only within their virtual exhibit. Product and service demonstrations, presentations, interviews or other activities are restricted to the virtual exhibit space allocated.

Visual products and promotional literature must be designed and produced to be in accordance with the professional nature, education and scientific purpose of Congress.

The name and logotype of the Canadian Cardiovascular Congress, the Canadian Cardiovascular Society (CCS) and Heart and Stroke (HSF) may not be printed, used or displayed for any purpose without the express written permission of the Canadian Cardiovascular Congress. Such permission will not be granted for purely promotional purposes, or in any way to imply endorsement by CCS of an Investor, product, service or activity.

► Please Note

To prevent misunderstandings, Investor's promotional materials may not be phrased "in conjunction with the Canadian Cardiovascular Congress" or use similar language.

PHOTOGRAPHING AND VIDEOTAPING BY INVESTORS

INVESTORS may not screen capture other Investor's advertisements or virtual exhibit without the permission of that Investor.

INVESTORS may screen capture their own advertisements or virtual exhibits.

PHOTO / VIDEO REPRODUCTION BY THE CCC OR THE CANADIAN CARDIOVASCULAR SOCIETY

The Canadian Cardiovascular Society (CCS) reserves the right to use any screen capture, photo or video image recorded at the Canadian Cardiovascular Congress. By registering for the Canadian Cardiovascular Congress, you hereby acknowledge and agree that CCS may screen capture, photograph and/or videotape you at this event, as well as use the screen captures, photographs and/or videotapes in any publication or media for future educational and promotional activities/materials, without further notification or any compensation to you. For example, the selected images will assist in the promotion of future CCS events and may be used in professional displays, advertisements, printed publications, and/or on the CCS website. You also acknowledge and agree to waive any right to inspect or approve any future educational and promotional activities/ materials that may include photographs and/or videos of you.

CONTRACT FOR GENERAL SPONSORSHIP AND ADVERTISING

Click here to view the [Terms & Conditions](#).

RULES & GUIDELINES

PROVINCIAL SALES TAX

Provincial sales tax is charged as applicable in accordance with provincial laws and regulations.

SALES TAX

The Goods and Service Tax (GST) is a five percent (5%) tax charged on most goods and services sold or provided by Canadian companies. Please visit www.cra.gc.ca for the most current rules and regulations regarding this program. Once on the site, click "Forms and Publications". For a complete guide to the program, search for form [rc4160](#) and, for the GST refund application form, search for form [GST386](#).

For more information, please contact:

Federal Tax Centre

Foreign Conventions and Tourism Incentive Program (FCTIP)

275 Pope Road

Summerside, PE

Canada C1N 6A2

Telephone: (613) 940-8497

Toll free: (800) 959-5525

TERMINATION OF THE CONTRACT

This agreement may be terminated by the Organizer at any time on the breach of any of the conditions by the Investor, and thereupon all its right hereunder shall cease and terminate, and any payments made by the Investor on account hereof prior to said termination shall be retained by the Organizer as liquidated damages for such breach.

INVESTMENT TIMELINES & OPERATIONS

GENERAL SPONSORSHIP & ADVERTISING KEY DATES

Task	Deadline
▶ Payment for virtual exhibit	Before October 21, 2020
▶ Completion of required tasks	As outlined in the Investor Service Centre
▶ Production and collection of opportunity materials	Until October 04, 2020
▶ Submission of advertising opportunity materials	On or before October 04, 2020 in the Investor Service Centre
▶ Virtual Congress platform opens	October 11, 2020
▶ CCC 2020 Virtual	October 21 – 24, 2020

▶ Please Note

Individual investment opportunities may have alternate submission dates outlined in the following sections.

LEAD RETRIEVAL

As part of your general sponsorship or advertising package, you will have access to a complete [metrics package](#). Attendee information collected will be provided to you after the conclusion of CCC 2020 Virtual.

REGISTRATION

ALL company representatives MUST be registered for CCC. Each person must register individually.

If you are a supporter, refer to the personalized email containing instructions on how to redeem complimentary registration.

[CLICK HERE to register](#)

Complimentary Registration

Please refer to your individual General Sponsorship or Advertising package for complimentary registration information.

Additional Exhibitor Registrations

To purchase additional registrations: <http://cardiocongress.org/en/registration.html>

Payment Policy, Cancellations, Refunds and Substitutions

To view information regarding:

- Payment Policy
- Cancellations and Refunds
- Substitutions

Go to: www.cardiocongress.org/en/registration.html and scroll mid-page.

VIRTUAL ADVERTISING & GENERAL SPONSORSHIP OPPORTUNITIES

GENERAL SPONSORSHIP OPPORTUNITIES

This section outlines any specifications related to your general sponsorship opportunities.

▶ Please Note

Not all general sponsorship opportunities may apply to your company or product.

Items noted with ▶ indicate required specifications.

Company Logo

Your company logo must be submitted via the [Investor Services Centre](#).

- ▶ Logo must be provided as a high-resolution **vector** (.eps, .ai) and **image** (.jpg, .png) file

Product Logo

Your product logo must be submitted via the [Investor Services Centre](#).

- ▶ Logo must be provided as a high-resolution **vector** (.eps, .ai) and **image** (.jpg, .png) file

One(1) 5 second ad spot (still image and/or video) to be played before all live CCC 2020 virtual content

Still image specifications:

- ▶ Logo dimensions: 1950 x 500px
- ▶ No Maximum file size
- ▶ Artwork must be provided as a high-resolution **image** (.jpg, .png) file

Video specifications:

- ▶ Video Quality: 1080p
- ▶ Aspect Ratio: 16:9
- ▶ No Maximum file size
- ▶ File Type: .avi, .flv, .mov, .mp4, .wmv

One (1) 5 second ad spot (still image and/or video) to be played before all On-Demand CCC 2020 virtual content

Still image specifications:

- ▶ Logo dimensions: 1950 x 500px
- ▶ No Maximum file size
- ▶ Artwork must be provided as a high-resolution **image** (.jpg, .png) file

Video specifications:

- ▶ Video Quality: 1080p
- ▶ Aspect Ratio: 16:9
- ▶ No Maximum file size
- ▶ File Type: .avi, .flv, .mov, .mp4, .wmv

Use of CCC 2020 Virtual delegate list (once before and once after)

2 Standalone, dedicated emails per sponsor, sent by the CCS on behalf of the sponsor, to all registered delegates of CCC 2020 Virtual at the time of sending

- ▶ Use of the CCC delegate list will be subject to a 2-week blackout period before Congress and a 1-week

VIRTUAL ADVERTISING & GENERAL SPONSORSHIP OPPORTUNITIES

blackout period after Congress and may only be used for activities related to Industry's activities at CCC 2020 Virtual

- ▶ Respecting the blackout periods, the sponsor may choose one date prior to congress, and one date post congress, for the email to be sent
- ▶ Individual English and French sends available. Translated content must be provided
- ▶ Content can include product or corporate branding
- ▶ Content can include text, images, and/or links to external sites
- ▶ Images to be provided in JPG, PDF or HTML file formats
- ▶ For content that is Image Only: 600-650 pixels in width
- ▶ For content that includes text and a thumbnail, 250-350 pixels wide
- ▶ The CCS must review and approve all content
- ▶ Sponsor must provide content fully formatted 10 business day prior to send dates

Exclusive recognition in one (1) CCC eBulletin – an informational email sent to all CCC 2020 Virtual delegates prior to the meeting.

- ▶ Banner dimensions: 650 x 160px
- ▶ Final artwork must be submitted by September 18, 2020

VIRTUAL ADVERTISING OPPORTUNITIES

This section outlines any specifications related to your virtual advertising opportunities.

Items noted with ▶ indicate required specifications.

CCC 2020 Virtual Run

- ▶ E-mail banner dimensions: 650 x 160px
- ▶ Final e-mail banner artwork must be submitted by August 31, 2020
- ▶ Final postcard (Qty 500) must shipped to:

*Gunn Media
22 Antares Drive, Unit B,
Nepean, ON
K2E 7Z6
Attn: Rhonda Cartier-Blackwell*

And arrive by Sept 25, Qty 500

Virtual Delegate Bag Insert

- ▶ Documents (no maximum file size): .pdf, .doc, .xls, .ppt
- ▶ Images (no maximum file size): .swf, .jpg, .gif
- ▶ Videos (maximum file size: 10 MB; maximum dimensions (330 x 196px): .avi, .flv, .mov, .mp4, .wmv

Help Desk

- ▶ Banner dimensions: TBC
- ▶ Image must include the text "Help Desk"
- ▶ Artwork must be provided as a high-resolution **image** (.jpg, .png) file