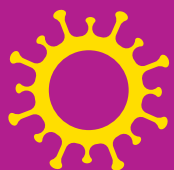




2021

April 25–30 / 25–30 avril

ANNUAL CONFERENCE
CONFÉRENCE ANNUELLE
AMMI Canada – CACMID



SPONSORSHIP & EXHIBITOR PROSPECTUS

Join us for the premiere national meeting in infectious diseases and diagnostic microbiology.



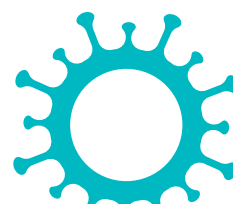
Association of Medical Microbiology
and Infectious Disease Canada
WWW.AMMI.CA



Canadian Association for Clinical
Microbiology and Infectious Diseases
WWW.CACMID.CA

April 25–30, 2021
Virtual Conference

Exhibitor Registration Deadline: April 1, 2021



WHO WE ARE?



Association of Medical Microbiology and Infectious Disease (AMMI) Canada

AMMI Canada is the national association that represents physicians, clinical microbiologists and researchers specializing in the fields of medical microbiology and infectious diseases. Through promotion of the diagnosis, prevention and treatment of human infectious diseases and by our involvement in education, research, clinical practice and advocacy, AMMI Canada aims to serve and educate the

public and also to enhance the career opportunities of its members through professional development and advocacy initiatives.

Mission Statement

AMMI Canada: We advance the prevention, diagnosis, and treatment of infections.

Canadian Association for Clinical Microbiology and Infectious Diseases (CACMID)

CACMID is an organization that began from a public health microbiology background and is now one of Canada's longest-standing microbiology associations. CACMID actively promotes cooperation, collaborative research, and education amongst microbiologists, and also the development and promotion of clinical standards and guidelines. CACMID is inclusive of all microbiology-related positions,

including technicians, clinicians, medical microbiologists, physicians, students, research scientists and laboratory managers.

Mission Statement

CACMID: We advance the fields of clinical microbiology and infectious diseases in Canada through education, scholarship, advocacy and the promotion of best practices.



ABOUT THE ANNUAL CONFERENCE

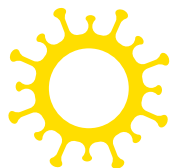
The AMMI Canada - CACMID Annual Conference provides an interactive venue where experts in the fields of diagnostic microbiology, antimicrobial stewardship, infectious diseases, infection prevention and control, and public health meet. The conference attracts attendees from across Canada and internationally. As in previous years, the 2021 conference will provide updates on a variety of topics to a diverse audience of clinicians, microbiologists, laboratory technologists, public health professionals, infection prevention and control practitioners, students and residents. The one difference this year is that the full conference will be virtual given COVID-19.

In addition to the pre-meeting Trainees' Day, the program will offer plenary sessions, state

of the art clinical lectures, integrated symposia, short oral presentations, poster presentations and workshops. The Interactive Clinical Vignettes and the Incubator will be on hiatus in 2021 and will return in 2022. The 2021 meeting will be a chance for attendees to showcase their research as well as get up to speed with the latest in the areas of microbiology, infection control, adult and paediatric infectious diseases and related subjects. Dynamic expert speakers will be invited from across North America to ensure another exciting meeting.

In addition to the scientific component, the meeting will provide ample opportunity for attendees to network, exchange ideas, and reconnect with colleagues!

COLLABORATING SOCIETIES



Canadian Association for
HIV Research
L'association canadienne de
recherche sur le VIH



CAIRE
Canadian Association for Immunization
Research, Evaluation and Education
Association Canadienne pour la recherche,
l'évaluation et l'éducation en immunisation

Canadian College of
Microbiologists



Collège Canadien des
Microbiologistes



Canadian Foundation
for Infectious Diseases
Fondation canadienne
des maladies infectieuses



Canadian Society of
Hospital Pharmacists



Société canadienne des
pharmaciens d'hôpitaux

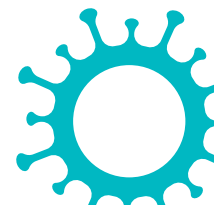
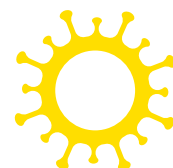
SOCIÉTÉ
CANADIENNE DE
THORACOLOGIE



CANADIAN
THORACIC
SOCIETY



**Critical Care-Infectious
Diseases Network (CCIDN)**



VIRTUAL EXHIBIT HALL FEATURES

As a sponsor or exhibitor, you will have the ability to build a booth in a 3D virtual environment that will provide you with branding opportunities, options to upload documents and videos, and link to webpages and social media sites.

In addition, you will have the opportunity to network and chat with attendees via the text

or video/audio feature (group or 1:1) in real time and participate in planned incentives and engagement via gamification.

To ensure your return on investment (ROI), you will be provided with access to analytics and reports that will keep you informed about your booth activity.

AMMI CANADA – CACMID ANNUAL CONFERENCE DATA*

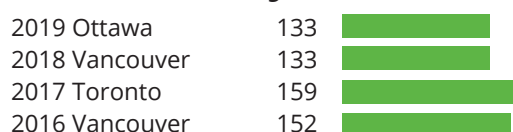
*Numbers reflect an in-person conference setting.

The 2020 Annual Conference in Vancouver was cancelled due to COVID-19.

Total Delegate Attendance by Year



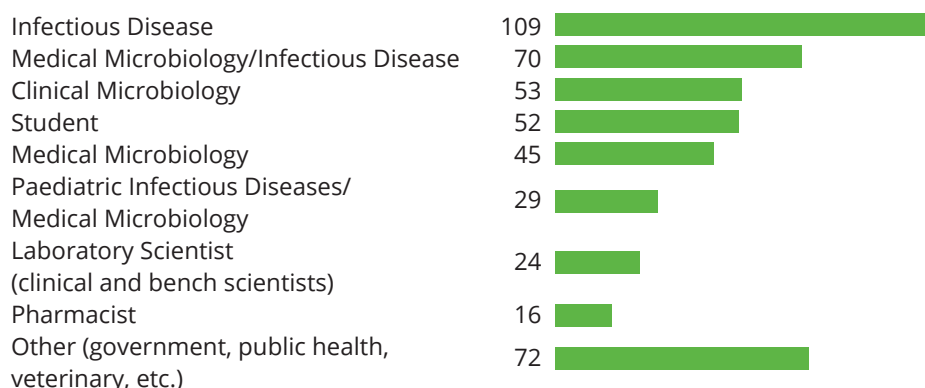
Total Industry Attendance by Year



2021 Virtual – We anticipate exceeding our usual audience of 450.

Attendance by Specialty

(based on the 2019 Conference)



WHY ATTEND – WHAT'S IN IT FOR YOU?

This year the AMMI Canada – CACMID Conference will be held virtually and hosted on the vFairs virtual platform. Connecting with attendees in person cannot be fully replicated in a virtual setting; however, we believe that with vFairs we can offer our sponsors and exhibitors a safe, new and innovative way to connect with our attendees.

Through the virtual platform, you will have the opportunity to:

- Network with attendees, our members, and key industry partners and decision makers
- Nurture existing relationships and build new partnerships
- Discuss opportunities and discover how to overcome obstacles in today's complex health and care environment
- Promote and showcase your company, brand, and new and existing products and services to the largest group of infectious disease, medical and clinical microbiologists and experts in Canada

PROGRAM AT A GLANCE

(all times indicated in Canadian Eastern time zone)

(available at time of publication - subject to change)

Posters viewing will be available on demand throughout the event, with specific times assigned for poster presenters to be available virtually to answer questions.

Sunday, April 25

On Demand Poster Viewing

On Demand Exhibit Hall

12:00 – 15:30 Trainees' Day

* each session will be followed by an interactive breakout

- **Session 1: It's a Game of Grantsmanship and Your Ship Just Came In**
(Robert Kozak, Toronto, ON)
- **Session 2: Navigating the Real World**
(Yoko Schreiber, Sioux Lookout, ON)
- **Session 3: You Can Do This! Prepping for Exams in Infectious Disease, Medical Microbiology, and Clinical Microbiology**
(Glenn Patriquin, Halifax, NS)

Monday, April 26

On Demand Poster Viewing

On Demand Exhibit Hall

11:30 – 14:00 Plenary: COVID-19 – What We Know, What We Don't Know

- **Where We Have Been and Where We Are Going, Lessons Learned**
(speaker to be confirmed)
- **What's Hot in COVID-19: Diagnostics**
(Mel Krajden, Vancouver, BC)
- **What's Hot in COVID-19: Transmission, Public Health and Infection Control**
(Dominic Mertz, Hamilton, ON)
- **What's Hot in COVID-19: Treatment**
(Srinivas Murthy, Vancouver, BC)

14:15 – 15:15 State of the Art Clinical Lecture: What's Hot in COVID-19: Vaccines and Immunity

(Joanne Langley, Halifax, NS)

Live Oral Presentations

Tuesday, April 27

On Demand Poster Viewing

On Demand Exhibit Hall

11:30 – 14:00 Plenary: Tuberculosis (TB) Update

- **Morphology, Resistance and Decolonizing TB**
(Kathleen McMullin, Saskatoon, SK)
- **Advances in TB Diagnostics**
(Marcel Behr, Montreal, QC)
- **Treatment of Latent TB: Recent Advances in New Shorter Regimens and New Recommendations - by the World Health Organization and the Centres for Disease Control**
(Dick Menzies, Montreal, QC)
- **Tuberculosis from Birth to Adolescence**
(Ian Kitai, Toronto, ON)

Live Oral Presentations

Wednesday, April 28

On Demand Poster Viewing

On Demand Exhibit Hall

12:00 – 13:00 State of the Art Clinical Lecture: Bacteriophages – Solution to Antimicrobial Resistance?

(Steffanie Strathdee, San Diego, CA)

13:15 – 14:15 State of the Art Clinical Lecture: Use of Artificial Intelligence to Detect and Control Epidemics

(Kamran Khan, Toronto, ON)

Live Oral Presentations

CONFERENCE DATES

Trainees' Day
Annual Conference
On Demand Access

Sunday, April 25
Monday, April 26 to Friday, April 30
Sunday, April 25 to Sunday, May 30



PROGRAM AT A GLANCE

(all times indicated in Canadian Eastern time zone)

(available at time of publication - subject to change)

Posters viewing will be available on demand throughout the event, with specific times assigned for poster presenters to be available virtually to answer questions.

Thursday, April 29

On Demand Poster Viewing

On Demand Exhibit Hall

11:30 – 14:30 Plenary: Clinical Controversies in Infectious Diseases and Diagnostic Microbiology

- **Mandatory Childhood Immunization: Should We Debate This Issue or Consider Our Options**
(Monika Naus, Vancouver, BC and Noni MacDonald, Halifax, NS)
(co-developed with CAIRE: Canadian Association for Immunization Research, Evaluation and Education)
- **To Screen or Not to Screen: VRE-Evaluating the Data**
(Jennie Johnstone, Toronto, ON and Stephanie Smith, Edmonton, AB)

Live Oral Presentations

Friday, April 30

On Demand Poster Viewing

On Demand Exhibit Hall

12:30 – 13:30 State of the Art Clinical Lecture: Zoonoses and Preparedness in the Anthropocene

(Craig Stephen, Saskatoon, SK)

13:45 – 15:45 Plenary: What's Hot in Adult and Paediatric Infectious Diseases, Infection Control and Diagnostic Microbiology

(co-developed with CFID: Canadian Foundation for Infectious Diseases)

- **What's Hot in Adult ID**
(Natasha Press, Vancouver, BC)
- **What's Hot in Paediatric ID**
(Joan Robinson, Edmonton, AB)
- **What's Hot in Diagnostic Microbiology**
(David Goldfarb, Vancouver, BC)
- **What's Hot in Infection Prevention and Control (IPAC)**
(Titus Wong, Vancouver, BC)

15:45 – 16:00 Closing Remarks

EXHIBIT HALL DATES

Sunday, April 25 to Friday, April 30 (On demand)

Exhibitors/sponsors must be present at their booth during the daily dedicated exhibit times (TBD). Delegates will be encouraged and invited to visit the exhibit hall to interact with you and to participate in gamification.

The exhibit hall will remain open for viewing until Sunday, May 30, 2021, providing prolonged visibility.

EXHIBIT HALL LOCATION

Annual Conference – Virtual Exhibit Hall
www.ammicanadacacmid2021.vfairs.com

Note: Sponsors and exhibitors will be provided with training and support in developing their booth and throughout the conference dates.

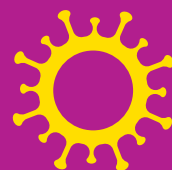
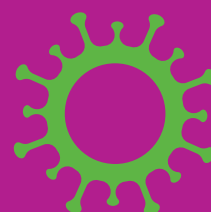
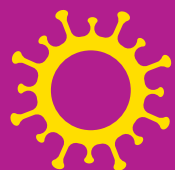
For all conference and program updates visit:

ammi.ca

<https://www.ammicanadacacmid2021.vfairs.com>

cacmid.ca

<https://www.cacmid.ca/2021/01/2021-ammi-canada-cacmid-annual-conference-virtual/>



SPONSORSHIP OPPORTUNITIES

The AMMI Canada - CACMID Annual Conference continues to be successful in accomplishing its objectives for delivering a high quality program. This is achieved, in part, through the continued support and collaboration from our industry partners, who acknowledge the value in being part of this one of a kind meeting. We strongly believe that open conversation leads to strong partnerships and we encourage your engagement and ideas as you consider your opportunities for the upcoming conference.

If you have a particular idea on how you would like to promote your company at the AMMI Canada - CACMID Annual Conference 2021, please contact:

Riccarda Galioto
Tel. (613) 260-3233 ext 102
Email: riccarda@ammi.ca

Times are listed in the Canadian Eastern time zone and are subject to change.

All pricing is listed in Canadian dollars.



Accredited Integrated Symposium Sponsor – \$60,000 (DIAMOND)

Exclusive to this level:

Conduct a live AMMI Canada co-developed accredited integrated symposium (1.5 hours)

Date and Time options:

Monday, April 26 15:30 – 17:00

Wednesday, April 28 16:00 – 17:30

- The symposium must be accredited and co-developed by AMMI Canada following Royal College of Physicians and Surgeons of Canada Maintenance of Certifications criteria and AMMI Canada guidelines
- The **maximum** number of attendees permitted at the symposium is unlimited – all registered conference attendees may participate
- The symposium will be promoted by the 2021 Annual Conference as a sanctioned event with dedicated messaging and no other sessions running concurrently
- The symposium will be recorded and available on-demand post conference

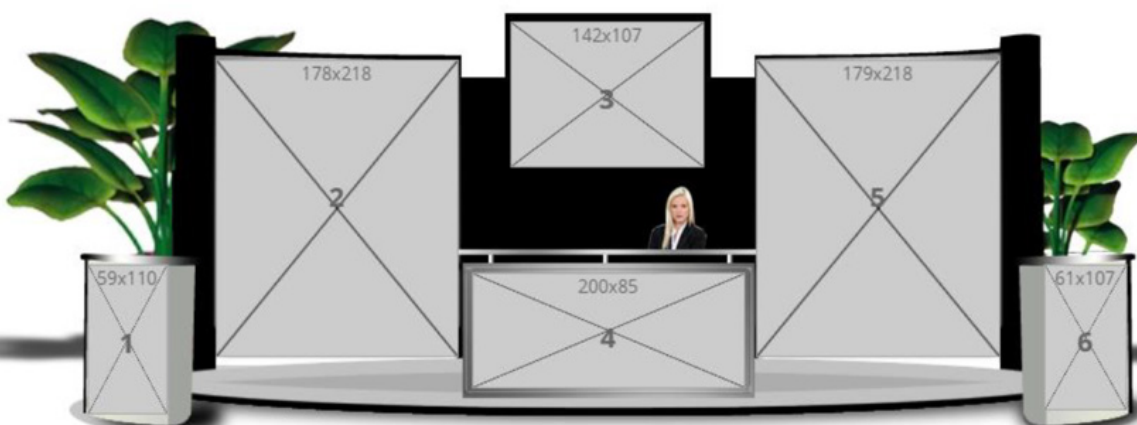
Virtual Exhibit Hall Booth includes:

- One 6-panel customizable booth inside the virtual exhibit hall (see example below)
- Upload company name, logo, profile, social media and web links
- 20 documents and 2 video uploads

- Text and audio/video chat functionality with attendees (group and 1:1)
- 8 booth representatives (includes full conference registration and access to the scientific program)
- Access to analytics and reports of booth activity (consent-only)
- Participation in gamification

Other Benefits

- Top tier logo placement in virtual lobby with link to booth or video message (sponsor to produce video)
- Top tier logo placement on virtual conference landing page
- Push notifications and email messages regarding the integrated symposium will be sent to all registered attendees
- The invitation to the integrated symposium will be automatically added to all delegate virtual swag bags
- Top tier logo placement in the conference and/or symposium marketing material (where applicable and/or permitted based on RCPSC and AMMI Canada guidelines)
- Dedicated chat room in the conference virtual networking lounge accessible to all attendees



(Example of a 6-panel booth provided for the Integrated Symposium Sponsors)

Accredited Workshop Sponsor – \$35,000 (PLATINUM)

Exclusive to this level:

Conduct a live AMMI Canada co-developed workshop 1 hour (Accredited)

Date and Time options:

Monday, April 26 10:15 – 11:15

Tuesday, April 27 10:30 – 11:30

Wednesday, April 28 11:00 – 12:00

Thursday, April 29 10:30 – 11:30

Friday, April 30 11:00 – 12:00

- The workshop must be accredited and co-developed by AMMI Canada following Royal College of Physicians and Surgeons of Canada Maintenance of Certifications criteria and AMMI Canada guidelines
- The **maximum** number of attendees permitted at the workshop is 60% of all registered attendees
- The workshop will be promoted by the 2021 Annual Conference as a sanctioned event with dedicated messaging and no other sessions running concurrently
- The workshop will be recorded and available on-demand post conference for 30 days

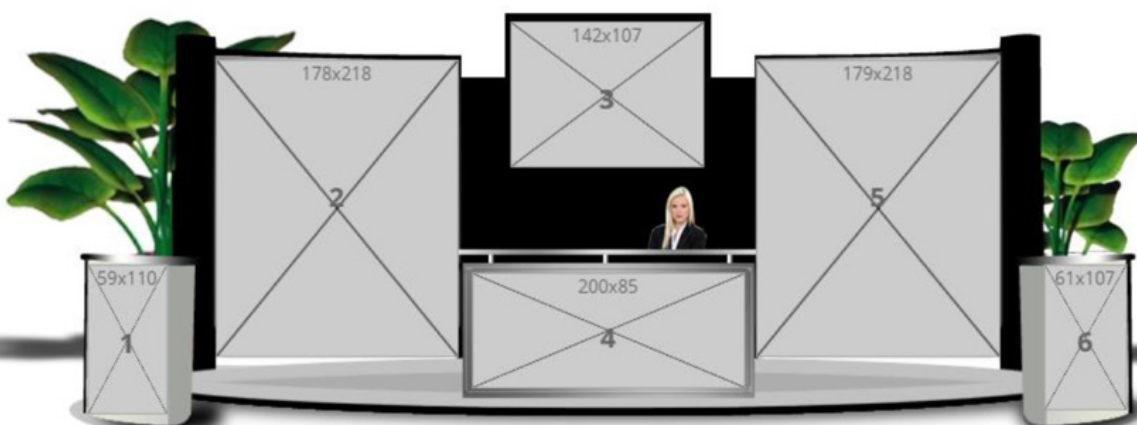
Virtual Exhibit Hall Booth includes:

- One 6-panel customizable booth inside the virtual exhibit hall (see example below)
- Upload company name, logo, profile, social media and web links

- 10 documents and 2 video uploads
- Text and audio/video chat functionality with attendees (group and 1:1)
- 6 booth representatives (includes full conference registration and access to the scientific program)
- Access to analytics and reports of booth activity (consent-only)
- Participation in gamification

Other Benefits

- Top tier logo placement in virtual lobby with link to booth
- Top tier logo placement on virtual conference landing page
- Push notifications and email messages regarding the workshop will be sent to all registered attendees
- The invitation to the workshop will be automatically added to all delegate virtual swag bags
- Top tier logo placement in the conference and/or workshop marketing material (where applicable and/or permitted based on RCPSC and AMMI Canada guidelines)
- Dedicated chat room in the conference virtual networking lounge accessible to all attendees



(Example of a 6-panel booth provided for the Workshop Sponsors)

Unaccredited Workshop Sponsor – \$20,000 (GOLD)

Exclusive to this level:

Conduct a live unaccredited learning activity/
event (1 hour)

Date and Time options:

Monday, April 26 17:00 – 18:00

Tuesday, April 27 16:00 – 17:00

Thursday, April 29 15:30 – 16:30
17:00 – 18:00

**Please note that sessions may run concurrently
to other sessions.*

- The **maximum** number of attendees permitted at this workshop is 50 registered attendees
- The workshop will be advertised (or promoted) by the 2021 Annual Conference as a sanctioned event and a special conference graphic will be provided to be used when sending invitations

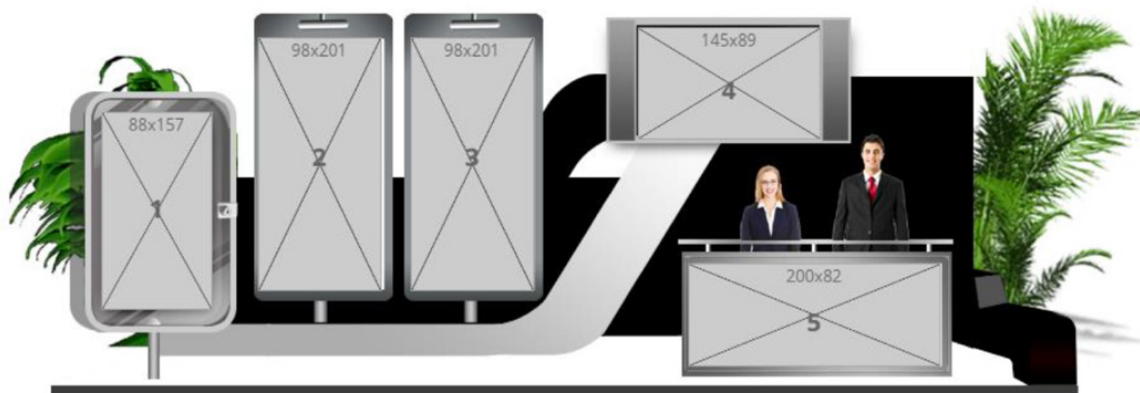
Virtual Exhibit Hall Booth includes:

- One customized by sponsor 5-panel booth inside the virtual exhibit hall (see example below)
- Upload company name, logo, profile, social media and web links

- 6 documents and 1 video uploads
- Text and audio/video chat functionality with attendees (group and 1:1)
- 4 booth representatives (includes full conference registration and access to the scientific program)
- Access to analytics and reports of booth activity (consent-only)
- Participation in gamification

Other Benefits

- Logo placement in virtual lobby with link to booth
- Top tier logo placement on virtual conference landing page
- Push notifications and email messages regarding the workshop will be sent to all registered attendees
- Top tier logo in the conference and/or activity/workshop marketing material (where applicable and/or permitted based on RCPSC and AMMI Canada guidelines)



(Example of a 5-panel booth provided for Unaccredited Workshop Activity Sponsors)

Awards Ceremony Sponsor – \$20,000 (GOLD)

Date and Time:

Tuesday, April 27 17:30 – 19:30

- Company name and logo recognition as the Awards Ceremony sponsor at the event and on conference marketing material (where applicable)
- A two (2) minute (maximum) pre-recorded sponsor video during the Awards Ceremony (produced by sponsor and subject to approval)

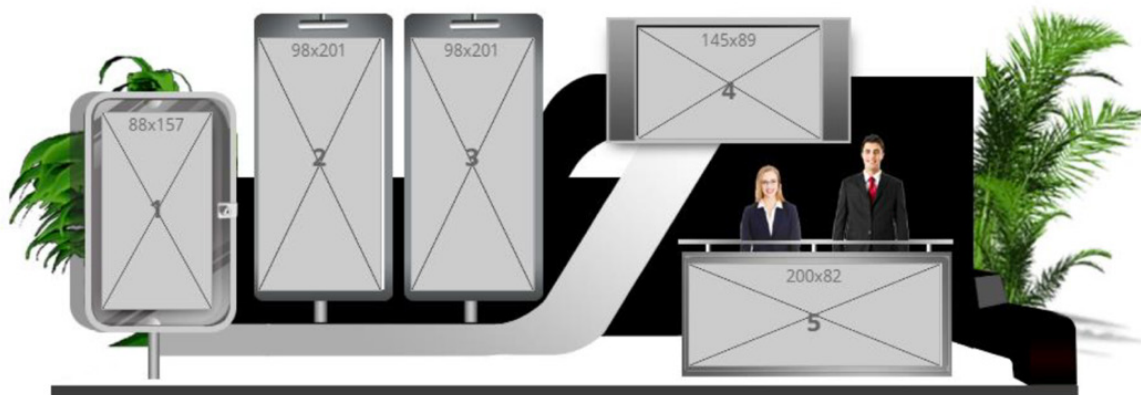
Virtual Exhibit Hall Booth includes:

- One customized by sponsor 5-panel booth inside the virtual exhibit hall (see example below)
- Upload company name, logo, profile, social media and web links
- 6 documents and 1 video uploads
- Text and audio/video chat functionality with attendees (group and 1:1)

- 4 booth representatives (includes full conference registration and access to the scientific program)
- Access to analytics and reports of booth activity (consent-only)
- Participation in gamification

Other Benefits

- Logo placement in virtual lobby with link to booth
- Top tier logo placement on virtual conference landing page
- Push notifications and email messages regarding the Awards Ceremony will be sent to all registered attendees
- Top tier logo in the conference marketing material (where applicable and/or permitted based on RCPSC and AMMI Canada guidelines)



(Example of a 5-panel booth provided for Awards Ceremony Sponsor)

Presentation Theatre Sponsor – \$10,000 (SILVER)

Exclusive to this level:

Conduct a live unaccredited 30-minute presentation theatre

Date and Time options:

Thursday, April 29 16:30 – 17:00

Friday, April 30 12:00 – 12:30

**Please note that there are several opportunities during these times slots - multiple sessions will run concurrently.*

- The **maximum** number of attendees permitted at a Presentation Theatre is 25 registered attendees
- The workshop will be promoted by the 2021 Annual Conference as a sanctioned event and a special conference graphic will be provided to be used when sending invitations

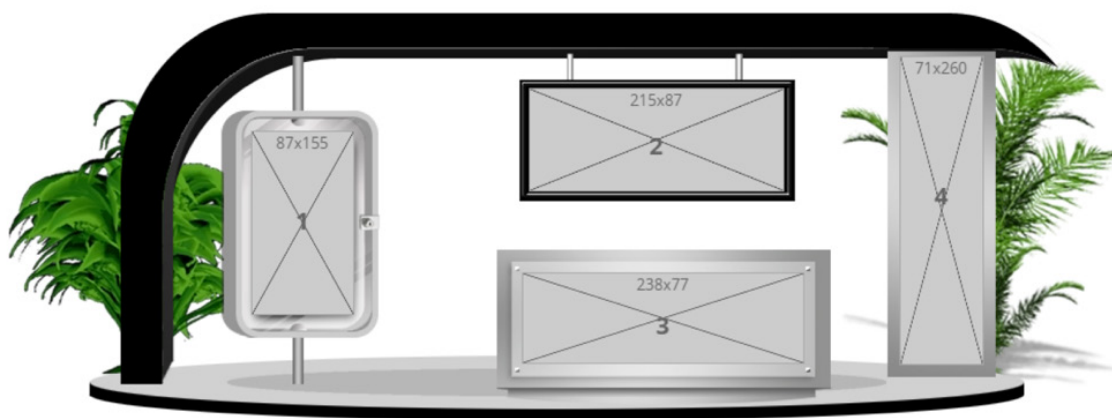
Virtual Exhibit Hall Booth including:

- One customized by sponsor 4-panel booth inside the virtual exhibit hall (see example below)

- Upload company name, logo, profile, social media and web links
- 6 documents and 1 video uploads
- Text and audio/video chat functionality with attendees (group and 1:1)
- 3 booth representatives (includes full conference registration and access to the scientific program)
- Access to analytics and reports of booth activity (consent-only)
- Participation in gamification

Other Benefits

- Logo placement in virtual lobby
- Push notifications and email messages regarding the awards ceremony will be sent to all registered attendees
- Logo in the conference marketing material (where applicable and/or permitted based on RCPSC and AMMI Canada guidelines)



(Example of a 4-panel booth provided for the Presentation Theatre Sponsors)

Health or Networking Break Sponsor – \$5,000 (BRONZE)

Exclusive to this level:

Plan a 15 minute Health or Networking Break with an activity such as: entertainment, yoga, Pilates or a mindfulness activity (sponsor is responsible for planning and fees associated with the activity).

Date and time:

Several options are available daily beginning Monday, April 26 to Friday, April 30.

- Company name and logo recognition as the activity sponsor at the event and on conference marketing material (where applicable)
- A one (1) minute (maximum) pre-recorded sponsor video during the activity (produced by sponsor and subject to approval)

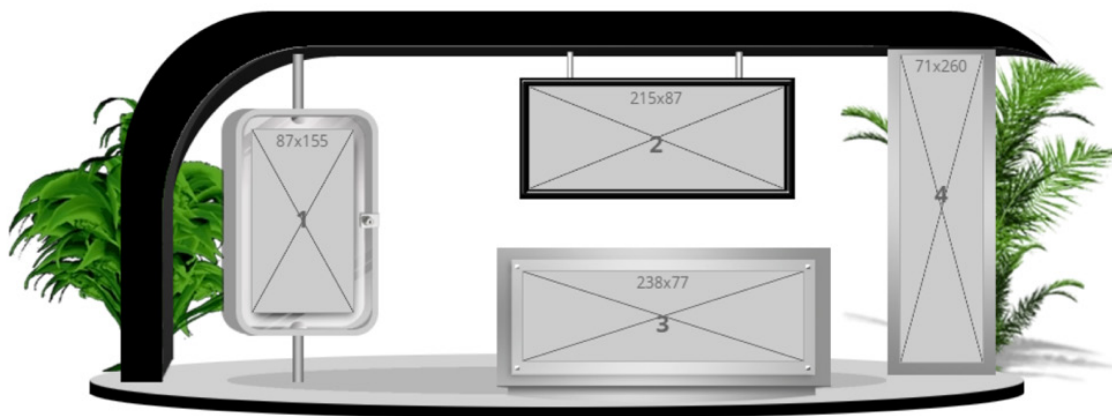
Virtual Exhibit Hall Booth including:

- One 4-panel customizable booth inside the virtual exhibit hall (see example below)

- Upload company name, logo, profile, social media and web links
- 6 documents and 1 video uploads
- Text and audio/video chat functionality with attendees (group and 1:1)
- 2 booth representatives (includes full conference registration and access to the scientific program)
- Access to analytics and reports of booth activity (consent-only)
- Participation in gamification

Other Benefits

- Logo placement in virtual lobby
- Push notifications and email messages regarding the activity will be sent to all registered attendees



(Example of a 4-panel booth provided for the Health or Networking Break Sponsors)

EXHIBITOR OPPORTUNITIES

All pricing below is listed in Canadian dollars and is subject to taxes based on company location as indicated upon registration.

EXHIBITOR – \$2,400

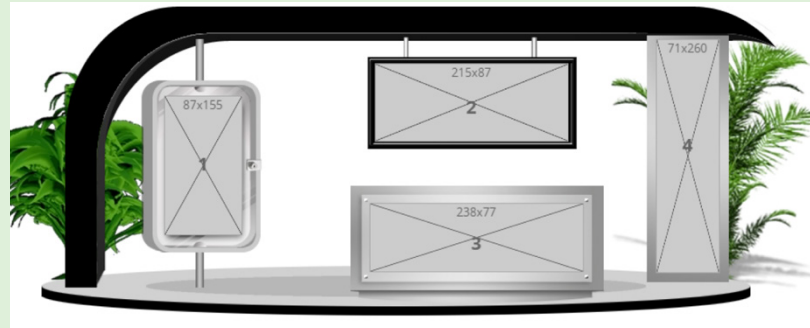
Virtual Exhibit Hall Booth includes:

- One customized by exhibitor 4-panel booth inside the virtual exhibit hall (see example)
- Upload company name, logo, profile, social media and web links
- 6 documents and 1 video uploads
- Text and audio/video chat functionality with attendees (group and 1:1)
- 2 booth representatives (**includes full conference registration and access to the scientific program**)
- Access to analytics and reports of booth activity (consent-only)
- Participation in gamification

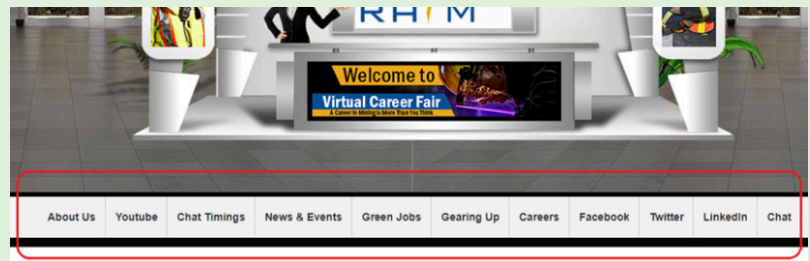
Booth Add-Ons

- Extra video upload: \$250 (each)
- Extra document upload: \$75 (each)
- Extra representatives (**includes full conference registration and access to the scientific program**): \$400 (each)

CLICK HERE TO REGISTER



(Example of a 4-panel booth)



(Example of content links)



(Example of video and document links)



(Example of lobby design)

APPLICATION AND CONFIRMATION

SPONSORS

To become a SPONSOR of the AMMI Canada – CACMID Annual Conference, please contact:

Riccarda Galieto

Executive Director, AMMI Canada

Phone: 613-260-3233 ext. 102

Email: riccarda@ammi.ca

Upon your commitment to become a sponsor of the AMMI Canada – CACMID Annual Conference, a contract will be issued by the conference secretariat. Your sponsorship will become effective when a copy of the contract is signed by an authorized representative of your organization, and when a confirmation is issued by the conference secretariat.

Once the contract is accepted, it will constitute a binding agreement and is subject to the terms, rules and regulations set forth in the contract. An email confirmation and invoice will follow.

of the sponsorship opportunity or exhibit booth beyond this date.

Sponsors and exhibitors with an outstanding balance prior to April 23, 2021 may be prohibited from participation.

If such debts remain unpaid at the time of the Conference, the AMMI Canada – CACMID Annual Conference reserves the right to exclude the sponsor or exhibitor and its subcontractor(s) from the Conference without liability and without forgoing right to full collection.

Please note that all booths in the virtual exhibit hall must be completed and approved by the conference secretariat by April 1, 2021.

Cancellation Policy

Cancellation by the sponsor or exhibitor must be received in writing. Cancellations made by exhibitors on or before April 1st, 2021 will be provided a full refund minus a \$100 administrative fee. Cancellations received after April 1st, 2021 cannot be refunded.

EXHIBITORS

To become an EXHIBITOR of the AMMI Canada – CACMID Annual Conference, please register online using the Exhibitor Registration.

To register as an Exhibitor: [CLICK HERE](#)

An automated email confirmation will be sent once the exhibit registration has been submitted online.

For additional Conference and Exhibit information, please contact:

Unconventional Planning

Phone: 613-721-7061 / 888-625-8455

Email: Exhibits@UnconventionalPlanning.com

Liabilities and Restrictions

Sponsors and exhibitors assume full responsibility for the acts, omissions and conduct of its representatives, agents and contractors, and agrees to indemnify, hold harmless and defend the AMMI Canada – CACMID Annual Conference, its officers and directors, employees, and agents from and against any and all claims, losses, damages, governmental fines or penalties, and costs or expenses (including court costs, interest and attorney fees) of any kind whatsoever arising from such acts, omissions and conduct except to the extent that such claims, losses and damages are the direct result of the AMMI Canada – CACMID Annual Conference's gross negligence or intentional acts. In any event, the AMMI Canada – CACMID Annual Conference's liability to the sponsor or exhibitor under this contract shall be limited to and not exceed the amount of the fees paid by the sponsor or exhibitor.

Fees and Payments

Payment can be made by cheque or credit card (Visa and Mastercard).

Full payment is due within 30 days of the issue date of the invoice. If payment is not received within 30 days, the conference secretariat will not guarantee the availability