Why Partner with CSCI-RA?

We are Canada’s Leading Spinal Cord Injury specialists (faculty, physiatrists, scientists, neurologists, biomedical engineers, physical therapists)
Dear Partners

Approximately 40,000 Canadians are currently living with a spinal cord injury and about 1,000 Canadians acquire a new spinal cord injury or disease each year. These individuals not only have to adjust to their new circumstance, but must also be cautious of many secondary complications including: pressure sores, osteoporosis, depression, etc. How can you assist their rehab process to allow for a smooth transition back into the community?

On November 16-18, 2021 join international research leaders in spinal cord injury, clinicians and consumers for the Canadian Spinal Cord Injury Rehabilitation Association (CSCI-RA) 9th National Conference: Innovations in Care. We hope to meet in person however the event may be held entirely virtual.

At the end of the conference, participants will be able to:
• Present innovations in SCI care delivery and telemedicine, including health monitoring and virtual care.
• Share resources and knowledge to support care activities for everyone in the circle of care.
• Highlight opportunities to advance equity, diversity and inclusion in care delivery.
• Provide an opportunity to see, hear and discuss the latest advances in knowledge, clinical application and policy change in the field of SCI rehabilitation.

The Conference organizing committee is putting together an exciting program featuring keynote addresses, podium and poster presentations, workshops, and breakout sessions. Additional highlights include a hands-on pre-course and a delegate reception. The 8th National Spinal Cord Injury conference was a huge success attracting over 300 delegates from across Canada and internationally. By sponsoring this conference, you will have an open gateway to over 400 healthcare professionals and decision-makers within the spinal cord injury field.

On behalf of the Organizing Committee we cordially invite you to actively participate in this Conference. Sponsorship of this event is an effective method of reaching your target audience. As an event sponsor/supporter, you will benefit from the marketing exposure from the event. Furthermore, your participation will allow you to network with key decision-makers, providing opportunities for one-on-one networking and communication with the key influencers in your industry.

This sponsor/supporter package provides you with numerous marketing opportunities. Whether you are interested in introducing a new service/product; increasing your number of contacts; or reinforcing your position as an industry leader, one of our options will help you find a marketing solution. Browse through these opportunities and see what works for you or contact us directly and we can tailor a package that addresses your unique marketing and business objectives.

For those of you who have participated as a sponsor/supporter in the past, thank you and we look forward to putting forth a successful event once again. As for our newcomers, we look forward to working with you and meeting you at the event. Browse through this package and let us find a marketing solution for you.

Sincerely,

Ms. Heather Dow, CEO
Dr. B. CathArine Craven, Chair
Dr. Kristin Musselman, Scientific Program Chair
Dr. Milos Popovic, Vice Chair
Connect with CSCI-RA

Gain maximum exposure of your company and products by hitting over 2,500 CSCI-RA contacts.

Sent out mid-monthly, the CSCI-RA eNews averages an open rate of 41% among its readership. eNews is also posted to CSCI-RA Twitter and Facebook pages for additional global exposure.

OPPORTUNITIES & ENTITLEMENTS

We have created a variety of sponsorship options to fit the range of marketing objectives and level of investment of our corporate supporters.

The educational program will encourage these delegates to share knowledge and experience as they research the new innovations within their fields. These professionals want to make the most informed decision possible. Your company should be there to ensure our attendees have all the facts they require for decision making. Take advantage of this opportunity to strengthen existing relationships and establish new ones!

Depending on the investment, recognition for the 2021 calendar year will be as follows:

- **Headline Banner Ad**: $1,000 per issue
  - Premium placement centered at the top of the CSCI-RA eNews

- **Secondary Banner Ad**: $900 per issue
  - Placement of ad within the body of the CSCI-RA eNews

- **Mobile App Sponsor**: $10,000
  - Features full screen splash ad following Conference launch page, rotating banner ad (shared with Conference banner ad), opportunity to send a push notification via the mobile app (1x per day), and the option to host a sponsored break session with a 10 minute promotional video. Your logo is featured on sponsor page of Conference website

- **Session Break Sponsor (Limited)**: $2,000
  - Scheduled in between key event and paper sessions, the breaks will offer conference updates and news followed by your 10 minute promotional video

- **Keynote Speaker Sponsorship**: $5,000
  - • Banner ad on virtual conference platform
  - • Three push notifications on conference app
  - • Recognition in at least one social media post regarding keynote with tag to your social account(s)

- **Commercial Sponsorship**: $5,000
  - 1 x 30-second commercial played at the close of an educational session

- **Virtual Focus Groups**: $2,000
  - CSCI-RA will work with you to convene a small group of participants (5-20), targeting your demographic, to help your company gauge interest in products or services or understand thoughts and opinions of CSCI-RA members

  You advise us the participants you would like to see present. CSCI-RA will provide a list of participants prior to the Focus Group

  CSCI-RA will facilitate and manage the focus groups using Zoom meeting platform

- **Lead Sponsor**: $30,000 +
- **Platinum Sponsor**: $20,000 - $29,999
- **Gold Sponsor**: $10,000 - $19,999
- **Silver Sponsor**: $5,000 - $9,999
- **Bronze Sponsor**: Under $5,000
Target Audience

Primary target audience: Spinal Cord Injury specialists (faculty, physiatrists, scientists, neurologists, biomedical engineers, physical therapists)

Secondary target audience: traumotologists, orthopaedic surgeons, psychologists, sports therapists, radiologic services, speech-language pathology and audiology, and respiratory therapists, urologists, nurses, admin leaders, clinical laboratory personnel, social workers, occupational therapists, dietetic services, medical record personnel.

Surveys

- CSCI-RA will survey the membership on your behalf
- Take advantage of this opportunity to gain insight from our global or national contacts
- Your company will provide survey questions (subject to approval by CSCI-RA). The survey should be developed to be completed in 15 to 20 minutes
- CSCI-RA will send all aggregate responses to surveyor in electronic format
- $3,000 limited to two per month

Exclusive Marketing

- Reach all members in CSCI-RA’s membership database with a sponsored email blast
- Ad subject to CSCI-RA approval: 5-day turnaround
- E-Blasts will be sent the last Tuesday & Thursday of each month
- $2,000 limited to two per month
Sponsorship Benefits

The 9th National Spinal Cord Injury Conference provides a number of benefits to enhance the experience for sponsors and attendees.

Enhancements include

**Pre-Conference Exposure**
- Pre-conference microsites on conference web-page – informational/promotional material on what sponsors will present at the meeting
- Advance attendee list provided for pre-conference engagement
- Social media with conference and supporter updates
- Pre-conference e-blast with sponsor information and schedule of events to all SCI member lists, not just conference attendees
- Logo on home page of conference website
- Logo in all email communications

**At the Conference**
- Conference app including links to sponsor websites
- Social Media with sponsor information/updates and contact information
- Delegate List
- Sponsored or Co-Developed Sessions

**Post-Conference Exposure and Feedback**
- Post conference e-blast to all attendees with sponsor information and highlights
- Sponsor microsites remain on conference website for 2 months post-conference
- Sponsors will be provided with all attendee feedback related to the exhibits
- Opportunity to receive feedback and suggestions

Target Audiences
- Faculty
- Physiatrists
- Scientists
- Neurologists
- Biomedical Engineers
- Physical Therapists
Co-Developed Virtual Accredited Continuing Professional Development (CPD) for RCPSC MOC Section 1 or 3 Activities

Due to the postponement of the face-to-face conferences CSCI-RA is offering online learning opportunities. Benefit from this exceptional opportunity to gain widespread exposure, to our entire CSCI-RA membership, and bring education right to their workspace.

The online series sponsorship provides high-visibility support for evidence-informed health system improvement. Sponsors are acknowledged for support on the CSCI-RA webinar webpage, all webinar communications, the online registration platform, during the webinar, and the follow up attendee email with the certificate of participation.

Virtually bringing together teams, from across Canada, will help us improve our ability to conduct research regarding the importance of this collaborative care and to enhance the professional camaraderie to help improve outcomes in the treatment of patients.

We have 2500+ contacts in our database who are receiving our communications. The list continues to grow as there are no significant barriers to participants from joining (travel, time off and funding) yet there is an increase in need for education.

Our members are asking for learning opportunities. This is your invitation to fill this need and be a leader for our members.

- Activities are co-developed with CSCI-RA and planned to achieve scientific integrity, objectivity and balance. Communication plan prepared by CSCI-RA with input from the Industry partner
- Section 1 or 3 MOC credits
- Speaker honoraria included in cost of activity
- List of participants is provided
- Delivery platform (Zoom Client) can host up to 500 participants for a webinar or 3,000 for a video conference
- Logo on program, graphics and certificate of participation
- Needs assessments are provided at the close of each activity
- CPD Activity administrative support provided by CSCI-RA
- $5,000 per activity (90 mins max)
Self Assessment Program or Modules: Section 3 Co-Developed Activity

Self-assessment programs (SAPs) are tools that enable physicians to assess aspects of their knowledge or practice and identify opportunities to enhance their competence with additional learning. SAPs are not tests — they are assessment strategies to help physicians develop an effective continuing professional development plan linked to their professional roles and responsibilities.

Accredited self-assessment programs (SAPs) must:

- Be co-developed by CSCI-RA as defined by the Royal College. CSCI-RA is responsible to ensure that all accreditation standards are met and to submit the application to an accredited CPD provider.
- Be planned to address the identified needs of the target audience with a specific subject area, topic or problem(s).
- Be based on a needs assessment of the target audience that must be performed to identify areas of knowledge, skills, performance, and/or health outcomes that the CPD activity intends to address or improve. The needs assessments can identify either perceived or unperceived needs and should be used to inform:
  - The development of learning objectives
  - The identification of appropriate educational or delivery methods
  - The selection of relevant educational content
  - The development of evaluation strategies
- Provide participants with a process to record their answers to the assessment questions.
- Provide participants with a strategy to assess their knowledge, skills, clinical judgment and/or attitudes in comparison to an established scientific evidence base (clinical practice guidelines, meta-analysis or systematic review, etc.).
- Use methods that enable participants to demonstrate these abilities across the key areas of the subject area, topic, or problem(s). The selected format must also enable participants to review their current knowledge or skills in relation to current scientific evidence.
- Provide detailed feedback to participants on their performance to enable the identification of any areas requiring improvement through the development of a future learning plan.
- Provide specific feedback on correct and incorrect answers (with references) which enables specialists to determine if there are important aspects of their knowledge, skills, clinical judgment, or attitudes that need to be addressed through engaging in further learning activities.

Credits can only be claimed under Section 3 of the Maintenance of Certification (MOC) Program if the self-assessment program has been approved by a Royal College-accredited continuing professional development (CPD) provider.

- Accreditation is valid for 3 years.
- CPD Activity administrative support provided by CSCI-RA.
- Activities are co-developed with CSCI-RA and planned to achieve scientific integrity, objectivity and balance.
- Communication plan prepared by the CSCI-RA with input from the Industry partner.
- Hosted on the CSCI-RA website (example https://CANOSC.com/courses/ipsen-course).
- Speaker honoraria included in cost of development.
- Needs assessments are provided at the close of each activity.
- List of participants is provided.
- Logo on website, graphics and certificate of participation.
- Section 3 MOC credits.
- $10,000 per SAP (maximum 5 modules).
# CSCI-RA International Board of Directors

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