

# PCDSC 8TH ANNUAL CONFERENCE

SPONSORSHIP & EXHIBITION PROSPECTUS



**SHERATON TORONTO AIRPORT  
HOTEL & CONFERENCE CENTRE**

TORONTO, ONTARIO

FRIDAY, OCTOBER 18 - SATURDAY, OCTOBER 19, 2024



## **PRESIDENT'S MESSAGE**

Dear Industry Partner,

On behalf of the Board of Directors, it is with great excitement that The Primary Care Dermatology Society of Canada (PCDSC) announces the forthcoming 8th Annual Conference, scheduled to take place from Friday, October 18 to Saturday, October 19, 2024. This premier event will be held at the Sheraton Toronto Airport Hotel & Conference Centre in the vibrant city of Toronto, Ontario.

The Annual Conference promises to unite a diverse spectrum of healthcare professionals, including family physicians with a special interest in dermatology, dermatologists, and esteemed members of allied health fields. It represents an unparalleled opportunity for our delegates to rejuvenate their knowledge, expand their professional networks, and engage directly with you, our valued industry partners, in a face-to-face setting.

Your collaboration with the PCDSC and your presence offers you renewed visibility, business exchanges and contacts, as well as sales and product launch opportunities.

We welcome and invite you to participate as a sponsor and/or exhibitor sharing knowledge and expertise in your field.

Our Annual Conference is meticulously curated to deliver a rich tapestry of presentations covering a wide array of topics, all presented by esteemed leaders in our field. Attendees can expect sessions that are both scientifically robust and engaging, fostering an environment that is both intellectually stimulating and collegial.

We extend our heartfelt gratitude for your thoughtful consideration and unwavering support of the PCDSC. Your partnership is integral to the success of our endeavors.

We look forward to welcoming you to Toronto!

Natalie Skinner, MD, CCFP, Dip of Practical Dermatology  
President





## ABOUT PCDSC

### WHO WE ARE

The Primary Care Dermatology Society of Canada (PCDSC) is a physician-based organization dedicated to elevating the awareness, treatment and support of dermatological issues encountered by primary care doctors.

We strive to be the essential resource for primary care dermatology in Canada. Our society is a forum where doctors can share ideas and insights, access the latest research, discover opportunities for further education, including meetings and conferences, and facilitate links to dermatology specialists and patient support groups.

Through this work, we will become a voice for primary care dermatology and encourage research by primary care physicians into dermatological issues.

### SCIENTIFIC PLANNING COMMITTEE

**Natalie Skinner**, MD, CCFP, Dip of Practical Dermatology

**Scientific Planning Committee Chair**

**Monica Bertolo**, MD, CCFP, FCFP, Dip of Practical Dermatology

**Mamdouh Andrawis**, MD, MSc Dermatology, CCFP, FCFP, Dip of Practical Dermatology

**Danielle Roy**, MD, BSc, CCFP, FCFP, Dip of Practical Dermatology

**Jennifer Uptis**, MD, CCFP, DipDerm Harvard

**Lana Wicentovich**, MD, BSc(Hons), CCFP, FCFP, Dip of Practical Dermatology

### BOARD OF DIRECTORS

**Natalie Skinner**, MD, CCFP, Dip of Practical Dermatology

**President**

**Yana Simice**, MD, BSc, CCFP (EM), FCFP, Dip of Practical Dermatology

**Past-President**

**Monica Bertolo**, MD, CCFP, FCFP, Dip of Practical Dermatology

**Treasurer**

**Mamdouh Andrawis**, MD, MSc Dermatology, CCFP, FCFP, Dip of Practical Dermatology

**Board Member**

**Danielle Roy**, MD, BSc, CCFP, FCFP, Dip of Practical Dermatology

**Board Member**

**Lana Wicentovich**, MD, BSc(Hons), CCFP, FCFP, Dip of Practical Dermatology

**Board Member**





## VENUE & ACCOMMODATION

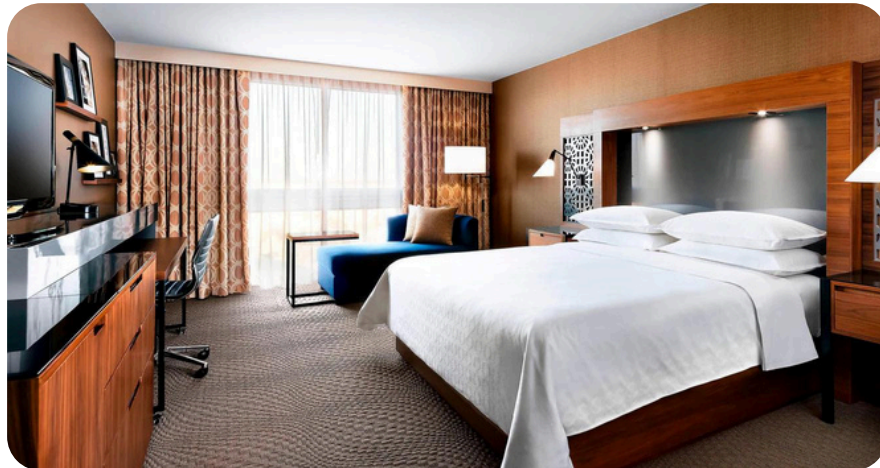


# SHERATON

EST. 1937

801 DIXON RD,  
TORONTO, ON,  
M9W 1J5

The Sheraton Toronto Airport Hotel & Conference Centre is located less than five minutes from the YYZ airport and close to both the International Centre and the Toronto Congress Centre. For easy business travel, the Sheraton Toronto Airport Hotel & Conference Centre offers a complimentary airport shuttle.



The Conference Room Rate for a Standard room at the Sheraton Toronto Airport Hotel & Conference Centre is:

**\$210.00 CAD plus taxes**

If you require accommodation please contact the hotel directly at  
1 (866) 932-7058 and quote:

**“Primary Care Dermatology Society of Canada Conference”**

to receive the Conference Room Rate.





## WHY SPONSOR?

This is your opportunity to capture the attention of physicians, allied health professionals and others who will attend the 2024 PCDSC. We are asking you to become a sponsor, exhibitor, or both through supporting our educational program.

Each of the sponsorship opportunities provides an avenue for your company to be recognized as a valuable leader in the provision of products and services for health care professionals and their patients. As a sponsor, your company will be profiled prominently in a variety of ways, as outlined below.

This is an exciting opportunity to display your products and services in front of the decision makers of the dermatology industry. This visibility is an excellent way to maximize your company's exposure.

**We invite you to join us, so that together we can enhance dermatological care for our communities.**

### AS A SPONSOR YOU CAN:

Support the Primary Care Dermatology Society of Canada in our goals to:

1. Provide a forum for family physicians with a focused practice or special interest in dermatology and skin surgery to share ideas, exchange knowledge and learn new skills.
2. Deliver quality dermatological educational activities for primary care physicians with a special interest in dermatology and family physicians in general.





# SPONSORSHIP OPPORTUNITIES

## DIAMOND

**\$15,450.00**

SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Two (2) Tabletop Exhibit Displays at the PCDSC conference in Exhibit Hall and Six (6) Representatives passes.
- Opportunity to host a 1 hour Breakfast Symposium Friday or Saturday, or a 1 Hour Dinner Symposium.
- Provide a 15 minute pre-recorded advertisement to be posted on PCDSC's website in the members only area, and on the PCDSC Private Facebook Group for one month.
- Ability to host a 'Company Profile' within our Event App, inclusive of two (2) banner ads and your six (6) in-person representatives to communicate with attendees via the app.
- Recognition on PCDSC marketing material.
- Company logo and 100 word description on Sponsorship page of PCDSC website.
- Signage representing your company name and level of sponsorship.
- List of final attendees who consent, with name and city (sent after the event).

## SAPPHIRE

**\$12,350.00**

SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- One (1) Tabletop Exhibit Display at the PCDSC conference in Exhibit Hall and Four (4) Representatives passes.
- Opportunity to sponsor a Refreshment Break
- Ability to host a 'Company Profile' within our Event App, inclusive of one (1) banner ad and your four (4) in-person representatives to communicate with attendees via the app.
- Recognition on PCDSC marketing material.
- Company logo and 50 word description on Sponsorship page of PCDSC website.
- Signage representing your company name and level of sponsorship.
- List of final attendees who consent, with name and city (sent after the event).





## SPONSORSHIP OPPORTUNITIES

### EMERALD

**\$7,725.00**

SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- One (1) Tabletop Exhibit Display at the PCDSC conference in Exhibit Hall and Three (3) Representatives passes.
- Ability to host a 'Company Profile' within our Event App, inclusive of one (1) banner ad and your three (3) in-person representatives to communicate with attendees via the app.
- Recognition on PCDSC marketing material.
- Company logo on Sponsorship page of PCDSC website.
- Signage representing your company name and level of sponsorship.
- List of final attendees who consent, with name and city (sent after the event).

## EXHIBITION OPPORTUNITIES

### SINGLE TABLETOP EXHIBIT

**\$3,000.00**

WILL RECEIVE THE FOLLOWING BENEFITS:

- One (1) Tabletop Exhibit Display at the PCDSC Conference in Exhibit Hall and Two (2) Representative passes.
- Ability to host a 'Company Profile' within our Event App, and your two (2) in-person representatives to communicate with attendees via the app.
- List of final attendees who consent, with name and city (sent after the event).

### NON-PROFIT ORGANISATIONS

**\$775.00**

- We have a limited number of exhibit spaces available for Non-Profit Organizations. Table top exhibits will be available for one day only i.e. first day of Conference or second day of Conference.
- Exhibit booths will be allocated on a first come first serve basis.





# MARKETING & PROMOTIONAL OPPORTUNITIES

## ADDITIONAL EXHIBITOR PASS

**\$285.00**

- Each Exhibitor Pass includes representative name-badge and food and beverage for the conference.

## WELCOME RECEPTION SPONSOR

**\$1050.00**

- Friday Evening Reception will feature company name as the support sponsor. Company name to appear on signage.

## LUNCH BREAK SPONSOR

**\$2100.00**

- Friday or Saturday Lunch will feature company name as the support sponsor. Company name to appear on signage.







# PCDSC EXHIBITOR/SPONSOR GUIDELINES

The guidelines outlined in this brochure are applicable to every exhibitor/sponsor. The PCDSC retains full authority in the interpretation and enforcement of all rules and regulations governing exhibitors/sponsors. These regulations may be amended at any time by the PCDSC. Exhibitors/sponsors agree to abide by all conditions in this document and by all conditions under which space has been leased to the PCDSC, and further accept responsibility for informing all their employees, suppliers, agents, staff and volunteers involved with their exhibit of these conditions and agree that these individuals will also abide by these conditions. Exhibitors/sponsors and their representatives hereby agree to indemnify and hold the PCDSC harmless, and all its official suppliers, employees, agents and affiliates against all claims for loss, damage, theft, or injury. Indemnification includes the move in and move out period prior to and following PCDSC.

Requirements related to exhibits and the types of materials that can and cannot be displayed:

- Product-specific advertising, promotional materials or branding strategies cannot be included on, appear within, or be adjacent to: • any educational materials, slides, abstracts and handouts used as part of an accredited Continuing Professional Development (CPD) activity; • activity agendas, programs or calendars of events (preliminary and final); • any webpages or electronic media containing educational material.
- Product-specific advertising, promotional materials or branding strategies cannot be included on/appear within locations where accredited CPD sessions are occurring (e.g. lecture halls, small group discussion rooms) immediately before, during or immediately after an accredited CPD activity.
- The Scientific Planning Committee cannot be required by an exhibitor to accept advice concerning the CPD activity development, delivery or evaluation as a condition of their exhibit. Specific interests of any exhibitor must have no direct or indirect influence on any aspect of the CPD activity development, delivery or evaluation.
- Any incentive provided to participants associated with an accredited CPD activity must be approved by the CPD provider organization.
- Commercial exhibits or advertisements must be arranged in a location that is clearly and completely separated from the accredited CPD activity.

Requirements related to sponsorship:

- Any sponsorship received for PCDSC must be documented in a written agreement and signed by an authorized representative of the sponsoring organization.
- All sponsorship of PCDSC must meet professional and legal standards including the protection of privacy, confidentiality and copyright and contractual law regulations.
- Sponsors are prohibited to have any direct or indirect influence of any aspect of the development, delivery or evaluation of any certified CPD activity.
- Sponsorship requests from commercial interests are subject to enhanced vetting guidelines





# EXHIBITOR|SPONSOR CODE OF CONDUCT

Exhibitors and sponsors agree to abide by all the conditions set forth here:

- Your organization and all representatives agree to strictly follow PCDSC Guidelines, and all amendments as required.
- All guidelines will be monitored and strictly enforced in a live or virtual setting.
- The Primary Care Dermatology Society of Canada retains full authority in the interpretation and enforcement of all rules and regulations and these regulations may be amended at any time by the PCDSC.
- The PCDSC reserves the right, even after an application to exhibit or sponsor has been approved, to restrict and/or to cancel any booked exhibit or sponsor which it deems to be undesirable or objectionable.
- The PCDSC continue to monitor the ongoing situation. The PCDSC may be required to alter many aspects of the Exhibit Hall, booth or sponsor inclusions.
- In certain instances, it may be necessary for the PCDSC to request additional information from the exhibitor or sponsor regarding their corporate affiliations and practices.
- Exhibitors and sponsors may be required to supply some of the following materials upon request: a listing of all products being promoted at PCDSC, copies of all print materials, signage and/or displays, details of any contests, incentives or samples, key messaging and all disclosure statements.
- From time to time the PCDSC may restrict certain categories of exhibitors and sponsors.
- During the event exhibitors and sponsors are expected to conduct themselves in a professional manner.
- Exhibitors and sponsors accept full responsibility for informing all employees, contractors, and onsite staff of all conditions and agree that their employees, suppliers or agents will also abide by these conditions.
- The expected code of conduct as outlined will be observed and enforced. Any infractions or inappropriate conduct may result in immediate removal, without remuneration, and exclusion from future opportunities.
- New Email Guidelines - Exhibitors, sponsors and all representatives may only send 1-2 direct messages to:
  - Attendees who connect via chat message or visit your booth
  - Attendees who reach out or ask questions in your symposium
- Exhibitors, sponsors and all representatives may freely send direct messages to:
  - Attendees with whom they have an existing relationship (ie. Existing clients)
  - Attendees who specifically request info and/or leave their card and direct contact info
  - Attendees who reach out to you and/or send you a direct message
- Other messaging and/or push notifications requires express consent from PCDSC

**AGREED TO AND ACCEPTED BY:**

-----  
COMPANY NAME

-----  
SIGNATURE

-----  
PRINT NAME

-----  
TITLE

-----  
DATE





# SPONSORSHIP & EXHIBITION INVOICE

Company:	Contact:
Address:	City, Prov/State, Postal/Zip:
Telephone:	Fax:
Email:	Website:
Products/equipment to be displayed at the PCDSC Conference:	

## SPONSORSHIP CATEGORIES

<input type="checkbox"/> DIAMOND: \$15,450.00 CAD	<input type="checkbox"/> SAPPHIRE: \$12,350.00 CAD
<input type="checkbox"/> EMERALD: \$7,725.00 CAD	

## EXHIBITION CATEGORIES

<input type="checkbox"/> SINGLE TABLETOP EXHIBIT	# of Tabletop Exhibits___ @ \$3,000.00 CAD
<input type="checkbox"/> NON-PROFIT ORGANISATION	# of Tabletop Exhibits___ @ \$775.00 CAD

## MARKETING AND PROMOTIONAL OPPORTUNITIES

<input type="checkbox"/> WELCOME RECEPTION SPONSOR: \$1,050.00 CAD  <input type="checkbox"/> LUNCH BREAK SPONSOR: \$2,100.00 CAD (Please specify which day) _____  <input type="checkbox"/> ADDITIONAL EXHIBITOR PASSES: \$285.00 CAD # of Passes_____	Subtotal of all fees: \$_____.  HST @ 13% (87018 2607 RT0001): \$_____.  Total: \$_____
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# SPONSORSHIP & EXHIBITION AGREEMENT

**Terms of Agreement:**

Full payment must be submitted with the application to confirm conference sponsorship. Fees are non-refundable and all cancellations must be received in writing at the PCDSC Office. 50% of your payment will be allocated to the PCDSC Conference the following year if you decide to cancel.

**Signature:**

By signing this agreement, we understand that we must submit our completed agreement form along with full payment to participate at the PCDSC 8th Annual Conference. We understand that our company will not be allowed to participate if full payment is not received.

\_\_\_\_\_

DATE                      SIGNATURE                      TITLE

**Method of Payment:**

Send a cheque made payable to "PCDSC" to the PCDSC Office, 1087 Roosevelt Crescent, North Vancouver, BC, V7P 1M4. Please include a copy of this agreement with payment. Or complete the following to pay by credit card and send to fax 604.929.0871  
Credit card charges will appear as 'CongressWorld'

NAME ON CARD \_\_\_\_\_

SIGNATURE \_\_\_\_\_

VISA     MASTERCARD

CVD \_\_\_\_\_    EXPIRY DATE \_\_\_\_ / \_\_\_\_





# PCDSC

Primary Care Dermatology  
Society of Canada

Primary Care Dermatology Society of Canada  
c/o CongressWorld Conferences Inc.

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North Vancouver, BC, Canada V7P 1M4

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e: [info@pcdsc.ca](mailto:info@pcdsc.ca)  
w: [www.pcdsc.ca](http://www.pcdsc.ca)

**THANK YOU FOR YOUR  
SUPPORT OF PCDSC!**

