



**VIRTUAL SPONSOR BROCHURE**

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**MARCH 26 - 28, 2021**

**[CanadianAestheticsExpo.com](http://CanadianAestheticsExpo.com)**



## Welcome to Canadian Aesthetics Expo Virtual Experience

As the Biggest Aesthetics Show in Canada, we provide the best virtual platform for all participants to boost and update their knowledge in dermatological science and technology through a variety of courses, workshops, lectures, and suppliers (sponsors). Over three days, this unique event brings current procedures, new products, innovative technologies, and top physicians together in one virtual space!



**Julie Horne**



## Why we are Virtual?

Due to recent restrictions from Covid-19, we wanted to ensure all our sponsors and attendees received the best possible experience from the comfort and safety of their own home/office.



**Dr. Shino Bay Aquilera**

## Why Exhibit?

You can still get in front of your customers in a virtual setting as expos, regardless of the space, is one of the most useful tools to attract new business, generate leads that will keep your staff busy for months post expo, network with existing customers and learn about the latest industry trends.

Our attendees include:

- Physician/Medical Director
- Managers/Director
- Nurse Practitioner
- Physician Assistant
- Registered Nurse
- Clinic Owners
- ...and more!



**Lori Robertson**



## Virtual Exhibit Booth Inclusions

### Canadian Aesthetics Expo Virtual Booth

Canadian Aesthetic Expo offers a Virtual Exhibit Hall where attendees can visit your booth to learn more about your products/services, request info, and/or book a one-on-one meeting with you.

The virtual experience focuses on the ability for sponsors to network with each attendee with the following opportunities:

- Proactively contact attendees with a dedicated chat directly located in the virtual booth
- Ability to schedule and conduct a virtual meeting during the conference
- You will know how many people have visited your booth throughout the conference

The virtual booth includes your corporate listing (alphabetical order), your own landing page offering a brief description of your products/services and a listing of two representatives with photo and contact information.

If you would like to have more representatives, an additional registration fee of \$200 p/person.

### What's included in your Virtual Booth?

Company Logo	✓
Company Name, Address & Website	✓
Company Description	✓
Social Media Uplinks	✓
PDF Uploads	1
Ability to Schedule Virtual Meetings throughout the Expo	✓
Company Representatives	2



## Sponsorship Packages & Benefits

Sponsoring at The Canadian Aesthetics Expo is the perfect way to take your marketing to the next level by delivering the ultimate in brand exposure and ensuring your message hits the right audience.

### Canadian Aesthetics Expo Sponsor Packages

	Platinum	Gold	Silver	Bronze
Virtual Booth	✓	✓	✓	✓
Sponsored Workshop	2	2	1	N/A
Email to Attendees	2	2	N/A	N/A
Virtual Show Bags	✓	✓	✓	✓
Virtual Show Bag Insert	✓	✓	✓	✓
Banner Ad	✓	N/A	N/A	N/A
Push Notifications	3	2	2	1
Embedded Welcome Video	✓	✓	✓	✓
Company Representatives	8	6	4	2

## Description of Inclusions in Sponsor Package

### **Virtual Booth**

In addition to the inclusions of the virtual booth, all sponsors will be positioned in Prominent positions on the exhibit hall stage

### **Sponsored Workshop**

Host a 20 minute workshop (live or pre-recorded) with a 10 minute live Q&A.

### **Email to Attendees**

Let Canadian Aesthetics Expo help in getting your brand out to our attendees. Create your own Eblast and we will deliver it to pre and/or post expo

### **Virtual Show Bag**

Insert a marketing piece, discount coupon into the virtual show bag that is sent out to Attendees. Virtual show bags will also be included on your event bio page.

### **Sponsored Ad on Main Attendee Page**

Include your logo to enhance your visibility

### **Banner Ad**

Include a banner ad in attendee marketing emails or mobile app

### **Branding of Presentation Video Border**

Branding of Presentation A great way to increase your visibility by including your corporate logo for attendees to see

### **Push Notifications**

Send a push notification within the event platform and mobile app

### **Embedded Welcome Video**

Add a little personalization to your page with a warm attendee welcome.





## Custom Sponsor Opportunities

Maximize your investment and visibility with one or more of the custom opportunities

Sponsor a Speaker (A great opportunity to sponsor a VIP Speaker)	\$5,000 <sup>.00</sup> p/day One Speaker \$9,000 <sup>.00</sup> p/day Two Speakers \$13,000 <sup>.00</sup> p/day Three Speakers
Exhibit Hall Stage (Showcase your products, services and/or techniques)	\$500 <sup>.00</sup> p/presentation
Virtual Bag Sponsor	\$5,000 <sup>.00</sup>
Email to Attendees	\$2,500 <sup>.00</sup>
Cocktail Reception Sponsor (Host your own themed lounge)	\$5,000 <sup>.00</sup>
Cocktail Reception Gift (Give attendees a branded wine or beer glass)	\$5,000 <sup>.00</sup>
Welcome Video (Welcome delegates to your page and event with a short video)	\$1,000 <sup>.00</sup>





## Canadian Aesthetics Expo Virtual Sponsor Agreement

### Virtual Sponsor Agreement & the Virtual Sponsor Terms & Conditions

The terms and conditions for virtual events between Canadian Association of Medical Aesthetics and the Client. The Sponsor acknowledges, by signing the Virtual Sponsor Agreement and the Virtual Sponsor Terms & Conditions, that they have read and understood this Virtual Sponsor Marketing Brochure, the Virtual Sponsor Agreement and the Virtual Sponsor Terms & Conditions. The person signing the Virtual Sponsor Agreement and the Virtual Sponsor Terms & Conditions has the authority and power to bind the Sponsor to the Virtual Sponsor Agreement and the Virtual Sponsor Terms & Conditions

I have read and understood, and I agree to be bound by, the Virtual Sponsor Agreement and the Virtual Sponsor Terms & Conditions.

**CONFIRM SPONSORSHIP**

