

TOPHC 2024 SPONSORSHIP BROCHURE

WHAT IS TOPHC?

The Ontario Public Health Convention (TOPHC) is an annual educational and networking event, hosted by Public Health Ontario (PHO), the Ontario Public Health Association (OPHA) and the Association of Local Public Health Agencies (alPHA). TOPHC brings together a multi-disciplinary community of public health professionals to prevent illness and improve health, by sharing the latest research and information, promoting best practices, and advancing evidence-based public health initiatives and policies.

Over the last few years, public health has been at the forefront of global discussions. This annual event generally attracts over 1,000 government stakeholders and front-line public health professionals, including health promoters, epidemiologists, public health nurses, physicians, researchers, opinion leaders, public health executives, and students, shaping the future of public health in Ontario. With 33% of attendees being decision makers and influencers, sponsors have the opportunity to maximize exposure and demonstrate offerings while engaging with Ontario's most expansive and diverse network of public health professionals.

THE VALUE OF SPONSORING

BOOST BRAND VISIBILITY

Showcase your organization, products and services on multiple platforms, including TOPHC's website, Twitter account and virtual event platform.

GENERATE LEADS

Provide engagement opportunities online and gain access to registrant contact information to boost your return on investment.

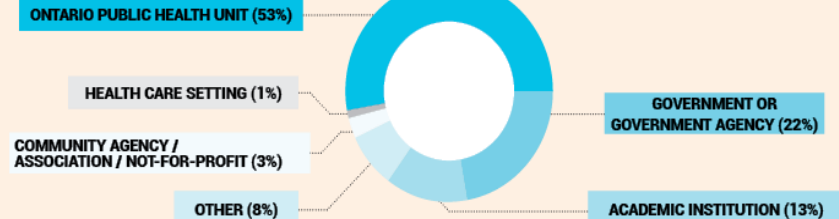
BUILD RELATIONSHIPS

Learn about the current state of public health in Ontario from a variety of public health professionals from different settings.

EXPAND YOUR NETWORK

Establish a professional network with key stakeholders, influencers and decision makers in the Ontario public health sector.

TOPHC ATTENDEES PRIMARY PLACE OF EMPLOYMENT



CONTACT TOPHC@OAHPP.CA

SPONSORSHIP LEVELS & FEATURES		PLATINUM \$18,000 1 AVAIL.	GOLD \$13,000 2 AVAIL.	SILVER \$8,000 4 AVAIL.	BRONZE \$5,000 6 AVAIL.	EXHIBITOR \$2,000 20 AVAIL.
TICKETS	Complimentary Convention Passes	10	8	6	4	1
PRE-EVENT PROMOTION	Linked logo on topha.ca 'Sponsorship' page with a 250 word description	x	x	x	x	x
	Logo visible in the rotating carousel at the top on the Virtual Event Platform	x	x	x	x	x
	Dedicated acknowledgement with logo on TOPHC Twitter account	x	x	x	x	x
	Linked logo on pre-event e-blasts (sent to 37,000 + contacts)	x	x	x	-	-
PROMOTION DURING THE EVENT	Acknowledgement during the virtual convention by the event host	x	x	x	x	-
	Recognized as a Sponsor of TOPHC 2024 in the lobby video reel on the Virtual Event Platform	x	x	x	x	-
	One (1) Complimentary Virtual Exhibitor space in the exhibitor hall on the Virtual Event Platform	x	x	x	x	-
ATTENDEE LIST	Receive contact information for attendees who have consented to being contacted	x	x	x	x	-
EXCLUSIVE PRIVILEGES	One (1) push notification announcement sent to attendees through the Virtual Event Platform*	x	x	x	-	-
	One (1) 5-minute lightning talk/presentation that will be posted in the virtual library on the Virtual Event Platform for attendees to access*	x	x	-	-	-
	Acknowledgment in the post roll video aired following select live virtual sessions on the Virtual Event Platform**	x	x	-	-	-
	Customizable lobby banner on the Virtual Event Platform for 6 months post live convention*	x	-	-	-	-
	Recognized as the Exclusive Sponsor of the Virtual Event Platform and the Virtual Library	x	-	-	-	-
	Featured as the Virtual Event Platform sponsor in the 'Welcome' email sent to all registered virtual convention attendees	x	-	-	-	-
Featured as the Virtual Library sponsor in the 'Thank you' email sent to all registered virtual convention attendees	x	-	-	-	-	

*some restrictions may apply

**excludes plenary/keynote sessions