

ICRE 2021



SPONSOR INVITATION

A New World of Residency Education: Game Changers and Proven Practices

October 20-22, 2021



Virtual Conference

Table of Contents

INTRODUCTION

A New World of Residency Education	3
Virtual Program Highlights	4

BENEFITS AND AUDIENCE

Sponsorship Benefits	5
Audience	6

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor	7
Gold Sponsor	8
Silver Sponsor	9
Bronze Sponsor	10

SPONSORSHIP OVERVIEW

TERMS OF AGREEMENT	12
---------------------------	----

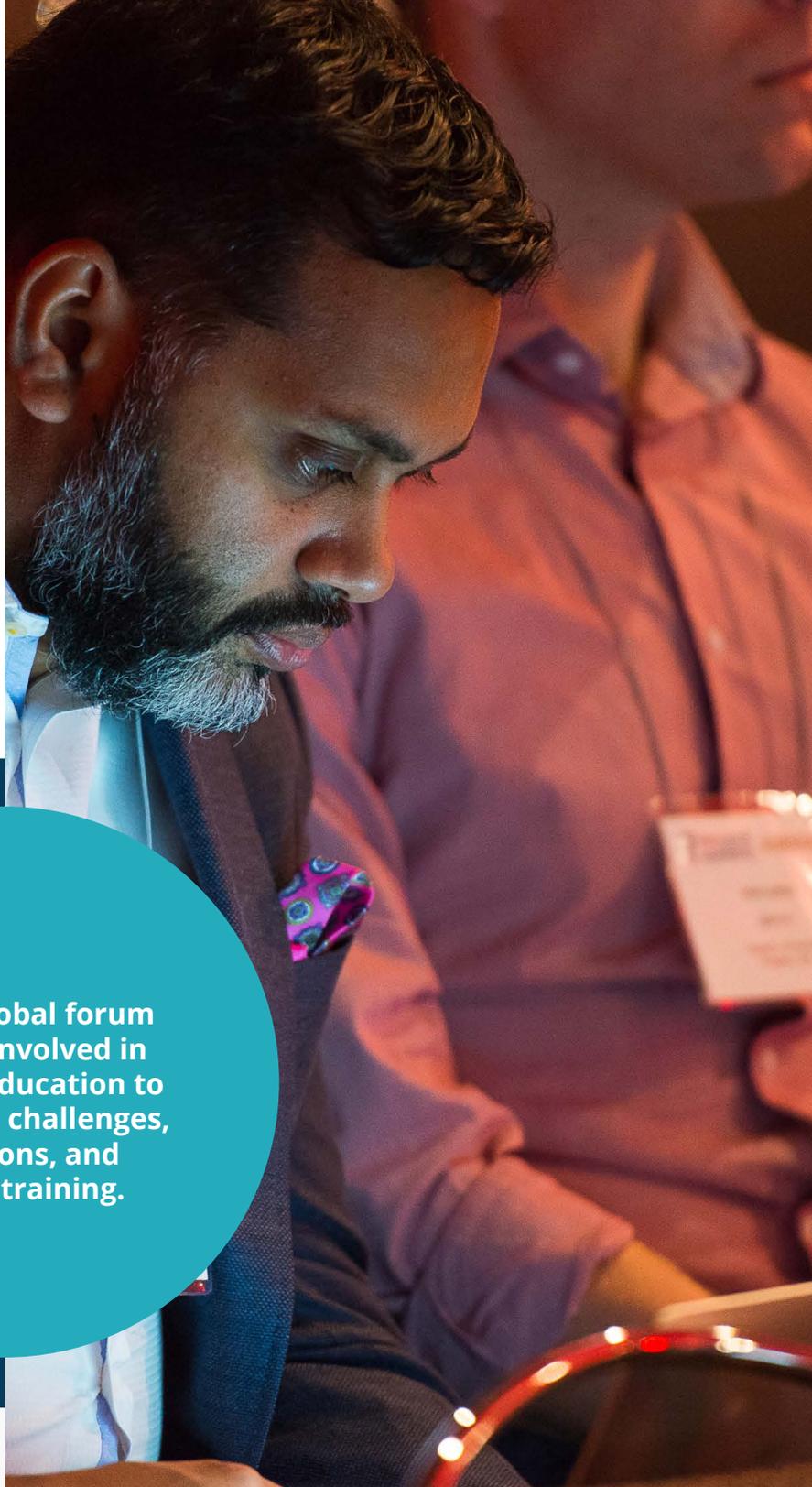
ICRE 2021

A New World of Residency Education: Game Changers and Proven Practices

Hosted by the Royal College of Physicians and Surgeons of Canada, the International Conference on Residency Education (ICRE) is the world's largest conference devoted exclusively to advancing residency education.

In light of restrictions and safety measures in place due to COVID-19, ICRE 2021 will be offered entirely virtually.

Become a sponsor of ICRE and connect with the world's foremost leaders and decision makers in medical education.



ICRE is a global forum for those involved in residency education to share ideas, challenges, innovations, and advance training.

Virtual Program Highlights

The conference begins on Wednesday, October 20, with a plenary lecture highlighting women in leadership and game changing roles, followed by an exciting display of simulation, and an evening with Twitter and TikTok doctor/comedian, Dr. Glaucomflecken.

The following two days of the conference are packed with engaging concurrent workshops covering topics like coaching, advocacy, and wellness, and more plenaries discussing the future of assessment and showcasing top research in residency education.

The 2021 conference gives registrants the opportunity to connect and engage through a new and exciting virtual platform, including an interactive virtual poster hall.

Sponsorship Benefits

As a sponsor, you will have the opportunity to:

- Promote your organization to influential leaders in residency education, health policy and specialty practice;
- Display your brand and organization among key medical education decision makers;
- Gain access to an audience of health care professionals with an interest in residency education and the innovative use of technology in health care;
- Establish networks of like-minded colleagues by attending virtual conference sessions.



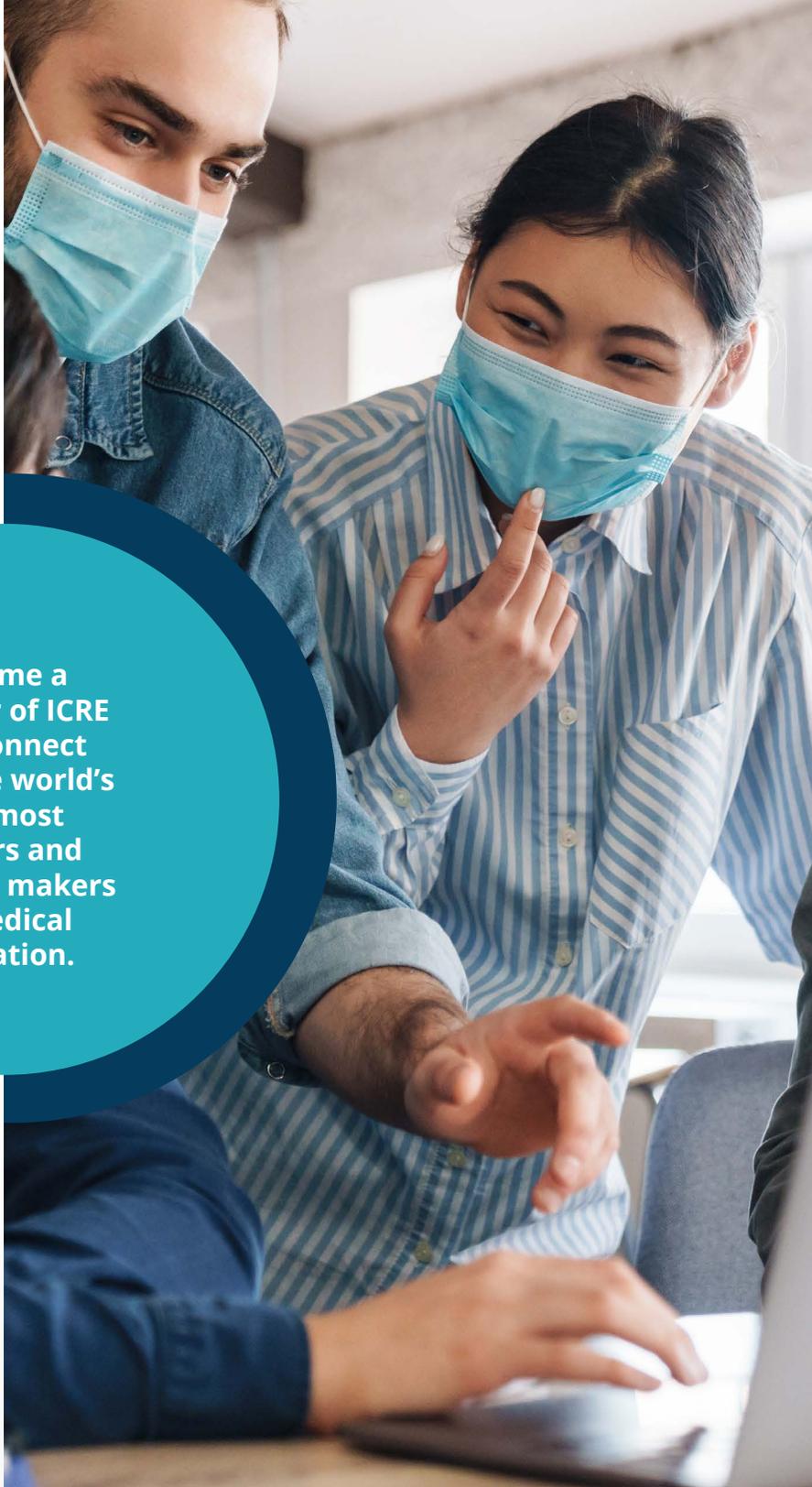
As a sponsor of ICRE 2021, you will have the chance to connect with like-minded individuals, and demonstrate your commitment to the field of medical education.

Audience

Each year, ICRE brings together an international group of medical educators, administrators and trainees, who engage in important conversations around residency teaching, learning, and assessment.

ICRE 2021 attendees will include:

- Clinical teachers and educators
- Program directors
- Residents and medical students
- Postgraduate and program administrators
- Government leaders and policy makers
- Educational researchers
- Medical education leaders



**Become a
sponsor of ICRE
and connect
with the world's
foremost
leaders and
decision makers
in medical
education.**

Platinum Sponsor

SOLD

\$10,000

There is only one platinum level sponsorship available.

Benefits and value proposition:

- Your organization's logo will be featured on the sponsorship page of the conference virtual platform, including a brief description (maximum of 40 words) and a hyperlink to your website;
- Your organization's logo (with hyperlink to your website) will be featured on the sponsorship page of the conference website;
- Recognition during the conference opening remarks on October 20, opening and closing remarks on Thursday, October 21, and opening and closing remarks on Friday, October 22;
- Recognition in e-bulletins, on the program outline, and on the registration confirmation email;
- Recognition with a medium sized logo in the lobby of the virtual event platform;
- Four (4) complimentary ICRE registrations;
- Inclusion in up to ten (10) acknowledgement tweets from the conference Twitter accounts (@ICREConf and @CIFRConf) before, during, and after the conference;
- One (1) pre-approved handout/promotional collateral/promotional video link to be uploaded to the sponsorship page of the conference virtual platform;
- Sponsorship of four (4) 15-minute breaks (two (2) each on Thursday, October 21 and Friday, October 22);
- Exclusive placement of logo and organization name in sponsorship banner during 30-minute yoga break on Thursday, October 21 and Friday, October 22.

Gold Sponsor



Benefits and value proposition:

- Your organization's logo will be featured on the sponsorship page of the conference virtual platform, including a brief description (maximum of 40 words) and a hyperlink to your website;
- Your organization's logo (with hyperlink to your website) will be featured on the sponsorship page of the conference website;
- Recognition during the opening and closing remarks on Thursday, October 21, and Friday, October 22;
- Recognition in e-bulletins, on the program outline, and on the registration confirmation email;
- Recognition with a small sized logo in the lobby of the virtual event platform;
- Three (3) complimentary ICRE registrations;
- Inclusion in up to seven (7) acknowledgement tweets from the conference Twitter accounts (@ICREConf and @CIFRConf) before, during, and after the conference;
- One (1) pre-approved handout/promotional collateral/promotional video link to be uploaded to the sponsorship page of the conference virtual platform;
- Sponsorship of three (3) 15-minute breaks (2 on Thursday, October 21 and 1 on Friday, October 22).

Silver Sponsor



\$5,000

Benefits and value proposition:

- Your organization's logo will be featured on the sponsorship page of the conference virtual platform, including a brief description (maximum of 40 words) and a hyperlink to your website;
- Your organization's logo (with hyperlink to your website) will be featured on the sponsorship page of the conference website;
- Recognition during the closing remarks on Thursday, October 21, and Friday, October 22;
- Recognition in e-bulletins, on the program outline, and on the registration confirmation email;
- Inclusion in conference sponsor acknowledgment banner in the lobby of the virtual event platform;
- Two (2) complimentary ICRE registrations;
- Inclusion in up to four (4) acknowledgement tweets from the conference Twitter accounts (@ICREConf and @CIFRConf) before, during, and after the conference;
- One (1) pre-approved handout/promotional collateral/promotional video link to be uploaded to the sponsorship page of the conference virtual platform;
- Sponsorship of two (2) 15-minute breaks (1 on Thursday, October 21 and 1 on Friday, October 22).

Bronze Sponsor



Benefits and value proposition:

- Your organization's logo will be featured on the sponsorship page of the conference virtual platform, including a brief description (maximum of 40 words) and a hyperlink to your website;
- Your organization's logo (with hyperlink to your website) will be featured on the sponsorship page of the conference website;
- Recognition during the closing remarks on Friday, October 22;
- Recognition in e-bulletins, on the program outline, and on the registration confirmation email;
- Inclusion in conference sponsor acknowledgment banner in the lobby of the virtual event platform;
- One (1) complimentary ICRE registration;
- Inclusion in up to two (2) acknowledgement tweets from the conference Twitter accounts (@ICREConf and @CIFRConf) before, during, and after the conference;
- One (1) pre-approved handout/promotional collateral/promotional video link to be uploaded to the sponsorship page of the conference virtual platform;
- Sponsorship of one (1) 15-minute break on Thursday, October 21 OR Friday, October 22).

Sponsorship Overview

Benefits and Value Proposition:	SOLD			
	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$3,000
Organization's logo featured on the sponsorship page of the conference virtual platform, including a brief description (maximum 40 words) and a hyperlink to organization's website	✓	✓	✓	✓
Organization's logo (with hyperlink to your website) featured on the sponsorship page of the conference website	✓	✓	✓	✓
Recognition in e-bulletins, on the program page of website, and on the registration confirmation page	✓	✓	✓	✓
One (1) pre-approved promotional handout/promotional video link to be uploaded to the sponsorship page of the conference virtual platform	✓	✓	✓	✓
Complimentary ICRE registrations	4	3	2	1
Inclusion in acknowledgement tweets from the conference Twitter accounts (@ICREConf and @CIFRConf) before, during and after the conference	10	7	4	2
Sponsorship of the 15-minute break(s)	4	3	2	1
Yoga session recognition	✓			
Recognition by name during the conference opening remarks on Wednesday, October 20	✓			
Recognition by name during the conference opening remarks on Thursday, October 21	✓	✓		
Recognition by name during the conference closing remarks on Thursday, October 21	✓	✓		
Recognition by name during the conference opening remarks on Friday, October 22	✓	✓	✓	
Recognition by name during the conference closing remarks on Friday, October 22	✓	✓	✓	✓
Virtual lobby recognition	Med. Logo	Sml. Logo	Name	Name

Terms of Agreement

The ICRE planning team, in its sole discretion, will determine the eligibility of any applicant to participate at the 2021 conference. The ICRE planning team cannot be required to accept advice from a sponsor as a condition of receiving financial support. The specific interests of any sponsor must have no direct or indirect influence on any aspect of the development, delivery or evaluation of an accredited CPD activity. ICRE is not available for pharmaceutical participation.

Cancellations are not permitted.

Please note that sponsors will be asked to provide high resolution artwork/logos for use in the virtual platform.

Contact Information

For more information about conference sponsorship, please email icre@royalcollege.ca

Interested in sponsoring ICRE 2021? Please email the included application form to ICRE@royalcollege.ca