

OSTEOPOROSIS

CMC 2023

**A PROFESSIONAL EDUCATIONAL SYMPOSIUM FOCUSED
ON TREATMENT, MANAGEMENT AND PREVENTION**

VIRTUAL & IN-PERSON EVENT

CANADIAN MUSCULOSKELETAL CONFERENCE - Friday, November 24
YOUNG INVESTIGATORS DAY: PATIENT ENGAGEMENT - Thursday, November 23

In-Person Event Hosted At: Sheraton Centre | 123 Queen Street W. | Toronto, ON

Endorsed by



CMC 2023 ADDRESS



Dear Colleagues:

Osteoporosis Canada's Canadian Musculoskeletal Hybrid Conference 2023 will be led by national and international experts in osteoporosis and musculoskeletal health. This dynamic conference will offer an advanced medical education program and is intended for general physicians and specialists as well as allied health professionals. Attendees will have the opportunity to participate in a dialog of specialized issues relating to our newly released Clinical Practice Guideline on osteoporosis, thereby adding to their optimal management of this disease. We will also be offering a half day devoted to the Young Investigators with a focus on patient involvement with research.

As the President and CEO of Osteoporosis Canada, I would like to take this opportunity to welcome you to our hybrid presentation and hope that you will encourage your colleagues to attend either in person or virtually. This promises to be an important and exciting meeting for those working in the field of osteoporosis.

I look forward to "seeing" you on November 23rd and 24th.

Thank you for your time and consideration. We look forward to your support.

Sincerely,

Dr. Famida Jiwa
President and CEO
Osteoporosis Canada

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WHO WE ARE

 **OSTEOPOROSIS**

ABOUT OSTEOPOROSIS CANADA

Osteoporosis Canada is the only national organization serving people who have, or are at risk for, osteoporosis. The organization works to educate, empower and support individuals and communities in bone health and in the risk-reduction and treatment of osteoporosis.

We were the world's first organization dedicated to osteoporosis, the first to establish guidelines for long-term treatment and exercise, and the first to introduce fracture risk assessment.

With your help, we teach Canadians how to improve their bone health so osteoporosis can never take hold. We support those already diagnosed, and work to improve their quality of life. And we pursue research and treatment breakthroughs that keep more people healthy.

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The Canadian Musculoskeletal Conference 2023 is designed for family physicians, bone health specialists, as well as allied health professionals interested in bone health. The conference offers an advanced medical education program both in person and virtually.



KEYNOTE SPEAKER: Professor Nicholas C W Harvey
Advances in personalised fracture risk assessment: FRAXplus® and FRAX® 2

Nicholas Harvey, MA MB BChir PhD FRCP FAOP FASBMR, trained in medicine at the Universities of Oxford and Cambridge. He is Professor of Rheumatology and Clinical Epidemiology at the University of Southampton and Director of the University's MRC Lifecourse Epidemiology Centre, where he leads a programmatic structure investigating the lifecourse epidemiology, determinants and underlying mechanisms of common chronic noncommunicable musculoskeletal disorders of ageing, principally osteoporosis, sarcopenia and osteoarthritis, to inform novel preventive and therapeutic interventions.

He is Chair of the International Osteoporosis Foundation Committee of Scientific Advisors; a Board Member of the European Society for Clinical and Economic Aspects of Osteoporosis, Osteoarthritis and Musculoskeletal Diseases; a former Trustee of the UK Royal Osteoporosis Society (ROS) and was inaugural Vice-Chair of the ROS Osteoporosis and Bone Research Academy. He is a Fellow of the Association of Physicians of Great Britain and Northern Ireland and of the American Society for Bone and Mineral Research (ASBMR).

He has won many national/international prizes, most recently the International Osteoporosis Foundation Olof Johnell Science Award. He has published over 400 articles, has accrued >£50m grant funding and is a member of many national/ international committees, including as Musculoskeletal Lead for the UK Biobank Imaging Study, as a member of the UK National Osteoporosis Guideline Group Advisory Committee, as a past member of the ASBMR Professional Practice Committee, and as clinical co-chair of the 2021 ASBMR Annual Meeting.

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AGENDA

 **OSTEOPOROSIS**

Friday, November 24, 2023

Preliminary Agenda - Hybrid Program

10:00 am	Introduction and Welcome – Dr. Rowena Ridout & Dr. Famida Jiwa
10:10 – 10:20 am	OC Clinical Practice Guideline (CPG) Overview – Dr. Suzanne Morin
10:20 – 10:30 am	Patient Engagement in Research – Mr. Larry Funnell
10:30 – 11:00 am	OC CPG Update Session 1 Fracture Risk Assessment – Dr. Sid Feldman
11:00 – 11:10 am	Stretch break
11:10 – 11:40 am	OC CPG Update Session 2 Pharmacotherapy – Dr. Sandra Kim
11:40 – 12:00 pm	OC CPG Update Session 3 Nutrition – Dr. Wendy Ward
12:00 – 12:20 pm	OC CPG Update Session 4 Exercise – Dr. Lora Giangregorio
12:20 – 1:00 pm	Lunch
1:00 – 2:00 pm	Virtual Keynote Presentation by Prof. Nicholas Harvey – Advances in Personalised Fracture Risk Assessment: FRAXplus and FRAX 2
2:00 – 2:15 pm	Young Investigator Award Presentation
2:15 – 2:35 pm	Break
2:35 – 4:00 pm	Clinical Case Presentations
4:00 – 4:30 pm	Ask the Expert Panel
Closing/Wrap-Up	

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*Sponsorship and Exhibitor benefits at all levels will be provided where permissible.
A total of 12 in-person booths and 10 virtual booths will be available.*

PRESENTING SPONSOR - \$175,000 (SOLD OUT)

In-Person Benefits

- One (1) double-size booth and display in the exhibit area for the duration of the program
- Four (4) representatives provided with full registration to attend all in-person educational sessions and networking breaks
- Six (6) representatives provided with full registration to attend all virtual educational sessions and networking breaks
- Company name prominently displayed on Power Point slide in opening remarks
- Signage in key locations throughout venue (as permitted)

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*Sponsorship and Exhibitor benefits at all levels will be provided where permissible.
A total of 12 in-person booths and 10 virtual booths will be available.*

PRESENTING SPONSOR – \$175,000 (SOLD OUT)

Virtual Benefits

- One (1) virtual exhibit on the Conference Platform including:
 - Dedicated location in Sponsors' Area with potential video content, downloadable materials & images
 - Display of logo, product and/or video link
 - Opportunity for informal chats with delegates
 - One 3-minute pre-recorded video or product demo during breaks
 - Highly visible location in sponsors' area on the conference platform
- Prominent display of logo on Landing Page and Lobby page
- Feature on dedicated CMC 2023 sponsor page on OC website with logo and link to sponsors website
- Logo on conference website
- Logo on holding & promotional slides during breaks
- Social media post thanking all CMC 2023 sponsors
- Dedicated conference update email including sponsor names in text only, in a font no larger than the body text

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*Sponsorship and Exhibitor benefits at all levels will be provided where permissible.
A total of 12 in-person booths and 10 virtual booths will be available.*

EVENT SPONSOR – \$50,000

In-Person Benefits

- One (1) single-size booth and display in the exhibit area throughout the duration of the program
- Two (2) representatives provided with full registration to attend all educational sessions and networking breaks
- Four (4) representatives provided with full hybrid registration to attend all virtual educational sessions and networking breaks
- Company name prominently displayed on Power Point slide in opening remarks
- Signage in key locations throughout venue (as permitted)

CMC 2023 SPONSORSHIP



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A total of 12 in-person booths and 10 virtual booths will be available.*

EVENT SPONSOR – \$50,000

Virtual Benefits

- One (1) virtual exhibit on the Conference Platform including:
 - Dedicated location in Sponsors' Area with potential video content, downloadable materials & images
 - Display of logo, product and/or video link
 - Opportunity for informal chats with delegates
 - One 2-minute pre-recorded video or product demo during breaks
 - Visible location in sponsors' area on the conference platform
- Display of logo on Landing Page and Lobby page
- Feature on dedicated CMC 2023 sponsor page on OC website with logo and link to sponsors website
- Level appropriate logo placement on conference website
- Level appropriate logo placement on holding & promotional slides during breaks
- Social media post thanking all CMC 2023 sponsors
- Dedicated conference update email including sponsor names in text only, in a font no larger than the body text

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*Sponsorship and Exhibitor benefits at all levels will be provided where permissible.
A total of 12 in-person booths and 10 virtual booths will be available.*

PARTNER SPONSOR – \$25,000

In-Person Benefits

- One (1) single-size booth and display in the exhibit area throughout the duration of the program
- One (1) representative provided with full registration to attend all educational sessions and networking breaks
- Three (3) representatives provided with full hybrid registration to attend all virtual educational sessions and networking breaks
- Company name prominently displayed on Power Point slide in opening remarks
- Signage in key locations throughout venue (as permitted)

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*Sponsorship and Exhibitor benefits at all levels will be provided where permissible.
A total of 12 in-person booths and 10 virtual booths will be available.*

PARTNER SPONSOR – \$25,000

Virtual Benefits

- One (1) virtual exhibit on the Conference Platform including:
 - Dedicated location in Sponsors' Area with potential video content, downloadable materials & images
 - Display of logo, product and/or video link
 - Opportunity for informal chats with delegates
 - One 1-minute pre-recorded video or product demo during breaks
 - Visible location in sponsors' area on the conference platform
- Display of logo on Landing Page and Lobby page
- Feature on dedicated CMC 2023 sponsor page on OC website with logo and link to sponsors website
- Level appropriate logo placement on conference website
- Level appropriate logo placement on holding & promotional slides during breaks
- Social media post thanking all CMC 2023 sponsors
- Dedicated conference update email including sponsor names in text only, in a font no larger than the body text

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*Sponsorship and Exhibitor benefits at all levels will be provided where permissible.
A total of 12 in-person booths and 10 virtual booths will be available.*

IN-PERSON EXHIBIT SPONSOR - \$5,000

- One (1) single-size booth and display in the exhibit area throughout the duration of the program
- One (1) representative provided with full registration to attend all educational sessions and networking breaks
- Company logo prominently displayed on individual Power Point slide in exhibit area and/or on signage in key locations throughout venue
- Feature on dedicated CMC 2023 sponsor page on OC website with logo and link to sponsors website
- Level appropriate logo placement on conference website
- Level appropriate logo placement on holding & promotional slides during breaks
- Social media post thanking all CMC 2023 sponsors
- Dedicated conference update email including sponsor names in text only, in a font no larger than the body text

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VIRTUAL EXHIBIT SPONSOR - \$5,000

- One (1) virtual exhibit on the Conference Platform including:
 - Dedicated location in Sponsors' Area with potential video content, downloadable materials & images
 - Display of logo, product and/or video link
 - Opportunity for informal chats with delegates
 - Level appropriate logo placement on conference website
- Level appropriate logo placement on holding & promotional slides during breaks
- Two (2) Complimentary Virtual Conference Registrations

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A total of 12 in-person booths and 10 virtual booths will be available.*

YOUNG INVESTIGATOR (YI) DAY - November 24th

PRESENTING SPONSOR - \$5,000 (SOLD OUT)

- Access to students and mentors during registration and coffee break with a tabletop booth
- Acknowledgement signage registration hall signage
- Acknowledgement in opening remarks
- Acknowledged on YI Day website with link to company's homepage

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A total of 12 in-person booths and 10 virtual booths will be available.*

YOUNG INVESTIGATOR (YI) DAY – November 24th

LUNCH BREAK SPONSOR \$3,000 (1 OPPORTUNITY)

- Acknowledgment of sponsorship in opening remarks
- Tabletop Display
- Opportunity to include one relevant food product into the lunch break. Tabletop signage will be provided on buffet tables, and you will have the opportunity to distribute related recipe cards. Requested product placement is subject to advance approval and may incur additional hotel service charges. Deadline is January 30, 2023.
- Will be acknowledged on YI Day website with link to company's homepage

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YOUNG INVESTIGATOR (YI) DAY – November 24th

COFFEE BREAK SPONSOR \$3,000 (1 OPPORTUNITY)

- Acknowledgment of sponsorship in opening remarks
- You will have the opportunity to include one pre-packaged food product at the coffee break. Tabletop signage will be provided on buffet tables. Requested product placement is subject to advance approval and may incur additional hotel service charges. Deadline is January 30, 2023
- Will be acknowledged on YI Day website with link to company's homepage

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CONFIRMATION



To ensure sponsor and exhibitor opportunities are available confirm by October 31, 2023:

Charlotte Ashton

Fundraising Coordinator

cashton@osteoporosis.ca

416-696-2663 | 1-800-463-6842 x 2231

Tracie Napoli

Director, Fund Development & MARCOM

tnapoli@osteoporosis.ca

416-696-2663 | 1-800-463-6842 x 2286

For questions or additional information on CMC 2023 speakers and content contact:

Kerry Grady MHS, RD

Senior Manager, Scientific and Clinical Programs

kgrady@osteoporosis.ca

Tel: 416-696-2663 | 1-800-463-6842 ext. 2264