

# CAHR Event Sponsorship

[www.cahr-acrss.ca](http://www.cahr-acrss.ca)



**CAHR  
ACRSS**

The Canadian  
Association for  
Healthcare  
Reimbursement

L'association  
canadienne pour  
le remboursement  
des soins de santé

# CAHR Sponsorship

## CAHR events by the numbers



**2,500+**

annual event attendees  
from across Canada,  
US, and beyond



**150+**

participants per  
event at new virtual  
conferences



**70%+**

attend CAHR  
events for  
networking



**100%**

would recommend  
CAHR events to  
colleagues



**100%**

say CAHR events  
meet or exceed  
their expectations

## Who attends CAHR events?



Pharma / Medical  
Device Delegates



Consultants



Representatives  
from Academia



Patient  
Groups



Delegates from  
Federal, Provincial,  
and Municipal  
Governments &  
Agencies



Private  
Payers

# CAHR Sponsorship

## CAHR Sponsorship Program

CAHR Sponsorship Program also offers the opportunity to become more involved in the association and to support education and information across the industry. Participation in the Sponsorship Program supports:

- CAHR's Five Annual Events & Webinars
- CAHR's Certified Market Access Professional (CMAP) program
- Bursaries for specific academic activities that lead to a career in market access in the Canadian healthcare industry
- Four annual scholarships (three CAHR Scholarships plus the Stephen Long Memorial Scholarship)

Sponsorship provides a high level of exposure at CAHR events including recognition through prominent logo association, social media communication, & verbal recognition (Market Access 101 - Market Access 201 - National Day - Western Day - Montréal Day - Webinars) and includes logo prominence in association communications distributed to the membership and beyond.

Exclusively available to Sponsors is the additional exposure of your brand, which will be highlighted on the CAHR website with a link to your own website; an opportunity that makes your company highly visible to CAHR members and other visitors to the site.

## CAHR Event Sponsorship

One-Time Event Sponsorships also available! If your company would like to be recognized for supporting a particular issue or theme related to a specific CAHR event, and want the potential to collaborate on the development of the program, event-specific sponsorships from \$5,000<sup>+tax</sup> to \$15,000<sup>+tax</sup> may be better suited to your corporate strategy.

To discuss CAHR sponsorship, please contact

**Marie Bordeleau**

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Visit our website at  
[www.cahr-acrss.ca](http://www.cahr-acrss.ca).

## Sponsorship Opportunities

		Gold	Silver	Bronze
GAIN ACCESS	Event passes for Employees <sup>1</sup>	15	10	5
	Event passes for Patient Groups, Students, and Government Officials <sup>1</sup>	5	5	5
GAIN BRAND EXPOSURE	Your logo displayed on CAHR website	✓	✓	✓
	Your logo featured on CAHR promotional materials	✓	✓	✓
<b>Investment<sup>2</sup></b>		<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

<sup>1</sup> For use at any CAHR event during the 12-month sponsorship. May be divided across any or all CAHR events during the 12-month sponsorship.

<sup>2</sup> Covers 12 consecutive months of sponsorship. Applicable taxes extra.



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