



#### PARTNERS:

Alliance for CME (ACME)  
Canadian Association for Continuing Health Education (CACHE)  
Society for Academic CME (SACME)  
Association for Hospital Medical Education (AHME)  
Office of Continuing Education and Professional Development, Faculty of Medicine, University of Toronto (CEPD)

#### CO-CHAIRS

Gabrielle M. Kane  
Ivan Silver

#### SCIENTIFIC COMMITTEE

Gabrielle M. Kane, Co-Chair  
Jocelyn Lockyer, Co-Chair  
Jann Balmer  
Bernard Marlow  
David Pieper  
Abi Sriharan  
Deborah Sutherland

#### ECONOMIC COMMITTEE

Suzanne Murray, Co-Chair  
Ivan Silver, Co-Chair  
Sue Ann Capizzi  
G. Robert D'Antuono  
Todd Dorman  
Maureen Doyle-Scharff  
Michele Gagnon

#### CONFERENCE SECRETARIAT

**CME Congress 2012**  
c/o Office of CEPD  
Faculty of Medicine  
University of Toronto  
500 University Avenue, Ste. 650  
Toronto, Ontario M5G 1V7  
Canada  
Tel: 1.416.978.2719  
Toll free: 1.888.512.8173  
Fax: 1.416.946.7028  
Email: info-INT1212@cepdtoronto.ca  
Website: [www.cmecongress.org](http://www.cmecongress.org)

Dear Potential Supporter:

We are pleased to announce that the planning for the **CME Congress 2012, to be held May 30 – June 2, in Toronto, Canada** is well underway!

For over 20 years, the CME Congress has been recognized as the pre-eminent international conference for researchers and practitioners in CME/CPD in the health professions. Attendance at this quadrennial meeting has grown consistently, with interest in studying the methods and effectiveness of CME/CPD coming from professionals across the Americas, Europe and Asia.

CME Congress 2012 is being sponsored by four major CME/CPD professional and academic associations:

- Alliance for Continuing Medical Education (ACME)
- Association for Hospital Medical Education (AHME)
- Canadian Association of Continuing Health Education (CACHE)
- Society for Academic Continuing Medical Education (SACME)

The CME Congress 2012 will be hosted by the University of Toronto and held at the state-of-the-art Allstream Centre overlooking beautiful Lake Ontario. The Congress is a critical networking conference for CME/CPD professionals and we anticipate over 400 international attendees for this event.

The University of Toronto, Faculty of Medicine, Office of Continuing Education and Professional Development (CEPD), the local host for the CME Congress 2012, is an accredited provider for The College of Family Physicians of Canada and the Royal College of Physicians and Surgeons of Canada. The Congress will adhere to Canadian and US accreditation criteria, including commercial support standards.

At this time the panel of CME/CPD experts assembled, as part of both the Steering and Scientific Committees for the CME Congress 2012, has identified key areas for the agenda:

- Learning & Assessment methods and innovations, to better demonstrate the effectiveness of CME, in terms of improving individual competence, performance, and patient care outcomes;
- The expanding use and value of simulation in medical education across the continuum for students, residents, faculty and the health care provider teams.
- Quality improvement and the increasing links with CPD/CME;
- Maintenance of Certification and how it relates to performance improvement CPD/CME;
- Interprofessional team based education in CPD/CME to promote the effective use of clinical teams.

Further information about the program and the Call for Papers will be available on the CME Congress 2012 website: [www.cmecongress.org](http://www.cmecongress.org)

Don't miss this opportunity to be a part of the leading event for CME/CPD professionals! See the reverse side of this letter for information about how your organization can contribute to the success of this unique international conference.

We look forward to working with you.

**Suzanne Murray**  
Economic Committee Co-Chair

**Ivan Silver, MD, MEd, FRCPC**  
Economic Committee Co-Chair  
2012 CME Congress Co-Chair



# CME CONGRESS PROSPECTUS

## Supporter Levels for Exhibitors

### “360” • \$25,000 + CAD

- Recognition of support in all sessions (logo displayed on screen, banners, etc)
- Company name and logo in promotional flyers, program book and on conference website
- One prominent 15 x 15 ft. trade booth placed in first tier exhibit area
- Five full registrations to the conference for all sessions
- Five additional tickets to the Welcome Reception & Gala Dinner
- One full page advertisement in the final program

### SKY POD • \$10,000 - \$25,000 CAD

- Company name and logo in promotional flyers, program book and on conference website
- One prominent 10 x 10 ft. trade booth placed in high traffic exhibit area
- Three full registrations to the conference for all sessions
- Three additional tickets to the Welcome Reception & Gala Dinner
- One ½ page advertisement in the final program • Logo

### LOOK OUT • \$5,500 - \$10,000 CAD

- Company name and logo in promotional flyers, program book and on conference website
- One 8 ft. floor pop-up display
- Two full registrations
- Two additional tickets to the Welcome Reception & Gala Dinner

### GLASS FLOOR • \$2,500 CAD

- Company name and logo in promotional flyers, program book and on conference website
- One 6 ft. table (table-top display only)
- Two full registrations
- Two additional tickets to the Welcome Reception & Gala Dinner

For more information or to confirm your commitment of support, please contact:

Name: Sandra Gauci

Phone: 416.946.7641

Email: [sandra.gauci@utoronto.ca](mailto:sandra.gauci@utoronto.ca)



# CME CONGRESS PROSPECTUS

## Supporter Levels for Exhibitors

### “360” • \$25,000 + CAD

- Recognition of support in all sessions (logo displayed on screen, banners, etc)
- Company name and logo in promotional flyers, program book and on conference website
- One prominent 15 x 15 ft. trade booth placed in first tier exhibit area
- Five full registrations to the conference for all sessions
- Five additional tickets to the Welcome Reception & Gala Dinner
- One full page advertisement in the final program

### SKY POD • \$10,000 - \$25,000 CAD

- Company name and logo in promotional flyers, program book and on conference website
- One prominent 10 x 10 ft. trade booth placed in high traffic exhibit area
- Three full registrations to the conference for all sessions
- Three additional tickets to the Welcome Reception & Gala Dinner
- One ½ page advertisement in the final program • Logo

### LOOK OUT • \$5,500 - \$10,000 CAD

- Company name and logo in promotional flyers, program book and on conference website
- One 8 ft. floor pop-up display
- Two full registrations
- Two additional tickets to the Welcome Reception & Gala Dinner

### GLASS FLOOR • \$2,500 CAD

- Company name and logo in promotional flyers, program book and on conference website
- One 6 ft. table (table-top display only)
- Two full registrations
- Two additional tickets to the Welcome Reception & Gala Dinner

For more information or to confirm your commitment of support, please contact:

Name: Sandra Gauci

Phone: 416.946.7641

Email: [sandra.gauci@utoronto.ca](mailto:sandra.gauci@utoronto.ca)