

executive
EDGE

Innovations in Laboratory
Management for Lab Leaders



The Most Important Conference in Canadian Laboratory Leadership & Management

Sponsor Information & Event Facts

WHY YOUR COMPANY SHOULD BE AT *executive EDGE*

Lab leaders and high level decision makers attend ***executive EDGE***. These are the first-mover and early-adopter types specifically looking for experiences, ideas, and solutions to take back and apply in their labs. They come specifically to network with their peers and vendors, and attendees share an interest in creating positive change to lab operations.

Most attendees do not regularly attend other lab industry meetings because executives know they'll meet the consultants and vendors with the expertise to help their lab achieve top clinical and financial excellence! It's a powerful reason why your company should participate in the upcoming year.

2013 SPONSORS

SIEMENS

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2015 executive EDGE Dates:

Sunday Oct 4

Pre-Registration
Meet & Greet

Monday Oct 5

Networking Breakfast
General Session
Networking Luncheon
Breakout Sessions
Founder's Reception

Tuesday Oct 6

Networking Breakfast
General Session
Networking Luncheon
Breakout Sessions

Hotel:

Toronto Marriott Bloor Yorkville Hotel
\$199 Single or Double Occupancy
30 Bloor Street E. Toronto, ON M4T 1S9

Sponsorship Opportunities:

GOLD	\$7500.00
SILVER	\$5000.00
BRONZE	\$3000.00

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The Most Important Conference in Canadian Laboratory Leadership & Management

Position your Company with Key Decision Makers
executive EDGE provides you with an unparalleled sponsorship opportunity

What our Sponsors & Attendees have to say about *executive EDGE*

"I have traveled to many, many conferences. This is hands-down the one that was the most useful to me in the past 9 years!"

Christine Collins, Manager, Medical Affairs, DynaLIFEDx, Edmonton, AB

"I congratulate you for making this a viable resource for the Canadian lab market. There are so many challenges in this industry, but with that comes opportunity and events such as yours provide clarity and options for labs to consider."

Pete Van Overwalle, Manager, Commercial Marketing Thermo Fisher Scientific, Indianapolis, IL

"The best lab leadership conference in Canada!"

"Relevant to Senior Executives responsible for lab services"

"Relevant to current environment in Lab Medicine, provided practical tools and examples."

"Excellent topics – relevant and timely."

"Great mix of current challenges with future vision for laboratories."



Most important to you:

- Being part of the **comprehensive resource** for the laboratory community across Canada
- Association with the **best and the brightest speakers** from across Canada, US and around the world
Our speakers share their **experiences** bringing **up-to-date information** on market trends, the **latest innovations** in clinical laboratory management, application of **new technologies** and effective **financial strategies** to our attendees
- **Raising your company profile** with **key decision makers** who are actively looking for new products and solutions to advance their labs. We deliver frank discussions, interactive debate and informative case studies.
- **Who attends** Attendees include: CEOs, VPs Operations, Business Development Laboratory & Diagnostic Services, Finance, IT & Procurement, Medical Directors, Technical & Administrative Directors, Pathologists, Clinical Biochemists, Medical Microbiologists, Laboratory Managers, Quality System Specialists, Government Program Managers & Consultants, and Educators
- Ample time for **one on one networking** with increasingly inaccessible Laboratory Executives responsible for decisions involving your products
- **Value** for your marketing dollar.

Most important to our Attendees are opportunities to:

- **Explore** effective ways to improve their operations and create value
- **Learn** about new technologies, process improvement, informatics and innovative financial strategies.
- **Share** experiences with industry leaders from across the nation and around the world
- **Network**

Planned sessions for this year's conference will focus on the **"game changers"** and the opportunities they present including: **disruptive technologies, genetics, informatics, appropriate utilization** and **working with government**.

Share the Vision and become a Sponsor. Contact us to reserve your place at ***executive EDGE*** as a Gold, Silver or Bronze Sponsor.



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2015 SPONSOR OPPORTUNITIES

GOLD LEVEL SPONSOR: \$7,500.00

Co-branding with executive Edge on Attendee Portfolios & Sponsorship of Founders' Reception

Attributed value to company - \$15,000.00

- Recognition as major conference sponsor throughout the conference
- Exclusive Reception signage
- Acknowledgement of sponsorship each day
- Logo on print and web based promotional material
- Display of promotional materials
- Photos with conference founders and key attendees to be used in post event coverage
- Three (3) complimentary registrations

Silver LEVEL SPONSOR: \$5,000.00

Sponsor a Speaker or Networking Luncheon

Attributed value to company - \$7,500.00

- Acknowledgement of sponsorship each day
- Acknowledgement of sponsor on speaker intro or prior to luncheon (as applicable)
- Recognition on Presenter's Power Point or signage on each luncheon table (as applicable)
- Logo on print and web based promotional material
- Display of promotional materials
- Photo of speaker with sponsor representative or key attendees (as applicable) to be used in post event coverage
- Two (2) complimentary registrations

BRONZE LEVEL SPONSOR: \$3,000.00

Sponsor a Networking Breakfast or Morning & Afternoon Breaks

Attributed value to company - \$4,500.00

- Acknowledgement of sponsorship each day
- Logo on print and web based promotional material
- Display of promotional materials
- Prominent display of sponsor name at your designated break(s)
- One (1) complimentary registration

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SPONSOR AGREEMENT 2015

Please indicate your selected level of sponsorship and complete the information below

OPPORTUNITY	Comp Registrations	AMOUNT	CHOICE
Gold Sponsor Delegate Portfolios and Founders' Reception	Three	\$7,500	
Silver Sponsor Speaker	Two	\$5,000	
Silver Sponsor Networking Luncheon	Two	\$5,000	
Bronze Sponsor Networking Breakfast	One	\$3,000	
Bronze Sponsor <i>Morning & Afternoon Break</i>	One	\$3,000	

Contact Name _____

Company _____

Address _____

City _____ Province/State _____ Postal Code _____

E-mail _____ Phone _____

Signature _____ Date _____

E-mail completed form with logo (min. 600 dpi) to: macecutti@exec-edge.com
Logos will be included in conference handbook, website, signage and pre and post event coverage

Mail cheques, payable to: **executive EDGE**
228 Heath Street East
Toronto, ON M4T 1S9