

Pediatricians Alliance of Ontario (PAO): Conference Sponsorship

The Pediatricians Alliance of Ontario (PAO) aims to support and promote high-quality pediatric healthcare conferences in Ontario. By aligning with the PAO's mission and priorities, demonstrating potential impact on pediatric healthcare, and providing value to the pediatric healthcare community, successful conference organizers will receive sponsorship to support the success of their conferences.

Two \$1,500 conference sponsorships are available each year; application deadlines are April 1 and November 1 each calendar year. Each conference must take place and sponsorship funds must be spent within 12 months of awarding.

Members of the PAO Executive Committee are not eligible to apply.

Eligibility:

Applicants must be conference organizers planning an accredited healthcare related conference in Ontario whose audience would include pediatric healthcare professionals practicing in Ontario, including pediatricians, pediatric residents, and allied healthcare professionals.

Conference Sponsorship Proposal Requirements:

Applicants must submit a sponsorship proposal that includes the following components:

1. **Conference Details:** Provide information about the conference, including the name, date, location, theme, and target audience.
2. **Conference Objectives:** Clearly articulate the goals, objectives, and expected outcomes of the conference.
3. **Relevance and Alignment:** Explain how the conference aligns with one or more of the top five priorities of the PAO:
 - Mental health
 - Healthy, active living
 - Vaccinations
 - Literacy
 - Transition of care
4. **Budget:** Present a detailed budget outlining the planned use of the sponsorship funds and how they will contribute to the success of the conference.
5. **Sponsorship Benefits:** Describe the benefits and visibility that the PAO will receive as a sponsor, including promotional opportunities, recognition, and access to the conference.
6. **Supporting Documentation:** Include any supporting documentation, such as conference agendas, speaker lineup, or previous conference success.

Evaluation Criteria:

The PAO will evaluate sponsorship proposals based on the following criteria:

1. Alignment with the priorities of the PAO: the extent to which the conference aligns with one or more of the top five priorities of the PAO:
 - Mental health
 - Healthy, active living
 - Vaccinations
 - Literacy
 - Transition of care
2. Impact on Pediatric Healthcare: The potential impact of the conference on the improvement of pediatric healthcare practices, knowledge dissemination, and professional development of attendees.
3. Relevance and Value: The relevance of the conference topics, speakers and presentations, and the overall value it provides to the pediatric healthcare community in Ontario.
4. Budget Appropriateness: The reasonableness and appropriateness of the proposed budget in relation to the conference goals and expected outcomes.

Award Notification and Reporting:

- Successful conference organizers will be notified of their sponsorship awards after the evaluation process is completed at the next PAO Executive meeting following the application deadline.
- Conference organizers are expected to acknowledge the PAO's sponsorship and provide appropriate recognition during the conference.
- Following the conference, sponsorship recipients must provide a brief report summarizing the conference outcomes, attendance numbers, and the impact on the pediatric healthcare community.
- Sponsored conferences and outcomes will be highlighted in PAO communications.