

CANADIAN UNDERGRADUATE CONFERENCE ON HEALTHCARE

Queen's University



2024

Sponsorship
Package

WHAT IS CUCOH?

The Canadian Undergraduate Conference on Healthcare (CUCOH) is a three-day conference that gives undergraduate students the chance to engage in hands-on workshops, case challenges, discussions, and seminars that showcase the multidisciplinary nature of healthcare. CUCOH is not only the largest conference at Queen's University, but the largest student-run healthcare conference in Canada. In previous years, CUCOH has welcomed over 400 delegates from 22 universities across Canada who are interested in pursuing a career in healthcare.

CUCOH is committed to providing delegates with a rewarding experience that challenges their current perspectives on healthcare. The CUCOH team strives to select a diverse range of speakers, seminars, and discussion topics that are representative of the most current and complex healthcare issues. Delegates engage in a wide variety of interactive workshops, including: suturing, casting, imaging, and more!

Our 19th annual conference is centered on the theme "Building Tomorrow's Healthcare: Technology and Innovation in Resilient Systems," and will be held at Queen's University in Kingston, Ontario in January 2024. CUCOH's goal is for delegates to gain an understanding of what a profession in the healthcare industry involves – innovation, collaboration, and a constant pursuit of improvement. Additionally, this year we hope to highlight the ways in which technology has impacted and will continue to guide innovation in the healthcare sector, bringing light to novel professions, treatments, and approaches. I hope that tomorrow's healthcare professionals may begin fostering these qualities now, make a difference, and leave their personal legacy on the Canadian healthcare industry. It is in the spirit of collaboration and learning that the CUCOH team brings you the 19th annual Canadian Undergraduate Conference on Healthcare.

Join us for CUCOH 2024!



Nicole Vorko
CUCOH Chair, 2024





PROGRAM

CUCOH provides a variety of opportunities for a memorable delegate experience. Delegates will have the opportunity to meet and engage in discussions with 14 well-known healthcare professionals.

Keynotes

Keynote speakers are fundamental to the art and science part of healthcare. These speakers put forward important ideas, discuss personal experiences, as well as offer advice on how students can make an impact in Canadian healthcare.

We will be bringing in seminar speakers who are passionate experts ready to engage delegates in an in-depth exploration of specialized topics. Previous seminar topics have included artificial intelligence, healthcare quality and policy, sexual assault and health based services, atrial fibrillation management, and medicine in emergencies.

Seminar

Workshops

Interactive, hands-on workshops allow delegates to learn a new skill from experienced professionals in a low-pressure environment. Past successful workshops have included suturing, acupuncture demonstrations, laparoscopic surgery, and casting..

Teams of delegates are presented with a case challenge where they have the opportunity to tackle current healthcare problems and present feasible solutions. Collaboration between students in different disciplines of study is highly encouraged and supported.

Case Challenges

Research

Students have the opportunity to present their research projects to peers and notable individuals within the healthcare field.

BENEFITS OF PARTNERSHIP

Being the largest conference of its kind in the nation, CUCOH offers a unparalleled opportunity for your organization to reach a multitude of highly motivated students from across the country and internationally. In previous years we have welcomed over 400 delegates from 22 different universities. These students come from a variety of degree programs, but share a common interest in the field of healthcare and advanced post-secondary education. As a sponsor, you have the ability to connect with, and promote your organization to up-and-coming healthcare professionals.

1

MAKE AN IMPACT

Share your organization's unique perspectives, experience, and opportunities in a way that inspires students to take interest in your field. An amazing opportunity to open the eyes and minds of tomorrow's leaders in healthcare.

2

BUILD YOUR BRAND

Emphasize your organization's contribution to innovation in the healthcare field while demonstrating your commitment to community involvement. Showcase your organization via promotional materials, presentations, event associations, delegate handbook advertisements, and website acknowledgements.

3

RECRUIT LEADERS

Interact with student leaders from diverse backgrounds at the Information Fair. Witness students as they engage in workshops, discussions, and case challenges while tackling big issues in the healthcare industry.



PAST SPEAKERS



Dr. Kanika Harris

Dr. Harris is a behavioural health scientist with over 15 years of experience working in academic, non-profit, government, and philanthropic sectors. She has worked at the intersections of reproductive health, women's health, HIV/AIDS, and population health with a strong focus on health equity. Dr. Harris currently serves as the Director of Maternal Health for the Black Women's Health Imperative and the Maternal Health Equity advisor for the state of Maryland.

Dr. Jane Philpott

Jane Philpott is delighted to be the new Dean of the Faculty of Health Sciences at Queen's University and the CEO of SEAMO. She is a medical doctor and former Member of Parliament. From 2015 to 2019 she served as federal Minister of Health, Minister of Indigenous Services, President of the Treasury Board and Minister of Digital Government. She has been appointed as the Ministers' Special Advisor for the Ontario Health Data Platform.



Dr. Manish K. Mishra

Dr. Manish K. Mishra is the Director of Professional Education at the Dartmouth Institute of Health Policy and Clinical Practice, and on the faculty at Geisel Medical School at Dartmouth. He earned his medical degree from Dartmouth Medical School in 2005 and a Master's in Public Health from the Dartmouth Institute in 2009. He served as a resident physician in Surgery, Preventative Medicine, and Psychiatry.



PAST DELEGATES

“CUCOH is more than just an event that stirs discussions on important topics, it creates a better sense of identity and leaves individuals with a stronger sense of the path they wish to take in their life. This event allows students to become aware of what is outside of the walls of their University, encouraging them to become engaged in important issues that surround us.”

TANYA BRKIC, UNIVERSITY OF
TORONTO AMBASSADOR

"CUCOH did an amazing job of navigating virtual struggles... I have never been to an online conference but you exceeded my expectations. Well done!"

ANONYMOUS DELEGATE, 2022
VIRTUAL CONFERENCE

“CUCOH opened up my eyes to the importance of collaboration amongst healthcare professionals. CUCOH is an amazing opportunity for undergraduate students to come together from all across Canada to share knowledge and innovate ideas with other students and healthcare professionals in an organized and exciting learning environment.”

HAILEY MACINNIS, UNIVERSITY OF
WINDSOR AMBASSADOR

“As a first-year student at Queen’s, CUCOH was my touchpoint with other like-minded students from across the nation. The conference itself delivers focused content and broad networking opportunities with the key players of the future - all under one roof.”

NATALIE KIM, QUEEN'S
UNIVERSITY DELEGATE



PAST PARTNERS



11th Annual
ICHAMS
INTERNATIONAL CONFERENCE FOR HEALTHCARE AND
MEDICAL STUDENTS



THE UNIVERSITY OF
SYDNEY



CurvHealth

Queen's
UNIVERSITY



CIHR IRSC
Canadian Institutes of Health Research
Instituts de recherche en santé du Canada



— *Tourism* —

KINGSTON

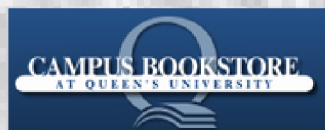


St. George's
University



BeMo






KAPLAN



UNIVERSITY OF OTTAWA
HEART INSTITUTE
INSTITUT DE CARDIOLOGIE
DE L'UNIVERSITÉ D'OTTAWA



SPONSORSHIP TIERS

	 TITLE	 PLATINUM	 GOLD	 SILVER	 BRONZE
Advertisement in Delegate's Package					
Promotion on CUCOH Website					
Pamphlet/Products in Delegate Bag					
Representative at Information Fair/Booth on Conference Platform					
Opportunity to Host Case Challenges					
Opportunity to Host Research Competition					
Opportunity to Host Keynote Speaker Events					
Opportunity to Host Delegate's Social					
Opening/Closing Remarks with Chair					
Naming Rights					
	\$10,000+	\$5,000	\$3,000	\$1,000	\$500

*Sponsorship tiers may be altered on an individual basis to specifically meet the needs of the donating organization.

**Non-monetary donation will also be considered and the promotion of your organization will be based on the relative value of your contribution. Examples of potential donations include items featured as event prizes (i.e. raffle), gift bag items, catering, accommodation & travel and staff wear.



OPPORTUNITIES

Advertisement in Delegate's Package

Delegates are provided with an itinerary and information package for their weekend at CUCOH 2024. Your organization's logo will be showcased on the sponsorship advertisement page within the Delegate's package.

Promotion on CUCOH Website

Your organization's logo will be displayed on the homepage of the official CUCOH website.

Pamphlet/Products in Delegate Bag

Your organization's products or informational content will be provided in each delegate's welcome bag.

Representatives at Information Fair/ Booth

A representative from your organization is invited to attend the information fair. A booth at the information fair gives the opportunity to interact with delegates and promote your organization.

Opportunity to Host Case Challenges

Each year, CUCOH hosts speaker-led activities where delegates are challenged to solve real-world healthcare problems in case challenges. Your organization has the opportunity to be acknowledged and your logo displayed at the beginning and end of a case challenge of your choice.

Opportunity to Host Research Competition

CUCOH is proud to offer a research competition that showcases the efforts of undergraduate researchers across Canada. Your organization will be acknowledged and your logo displayed at the beginning and end of the research competition.

Opportunity to Host Keynote Speaker Events

Each year CUCOH hosts panel discussions and keynote speeches from industry and medical professionals. Your organization has the opportunity to be acknowledged and have your logo displayed at the beginning and end of a specific keynote event of your choice.

Opportunity to Host Delegate's Social

CUCOH hosts a Gala during one night of the conference weekend, where all delegates will gather for social events and networking opportunities. Your organization will be acknowledged at the beginning, end, and throughout the night.

Opening/Closing Remarks with Chair

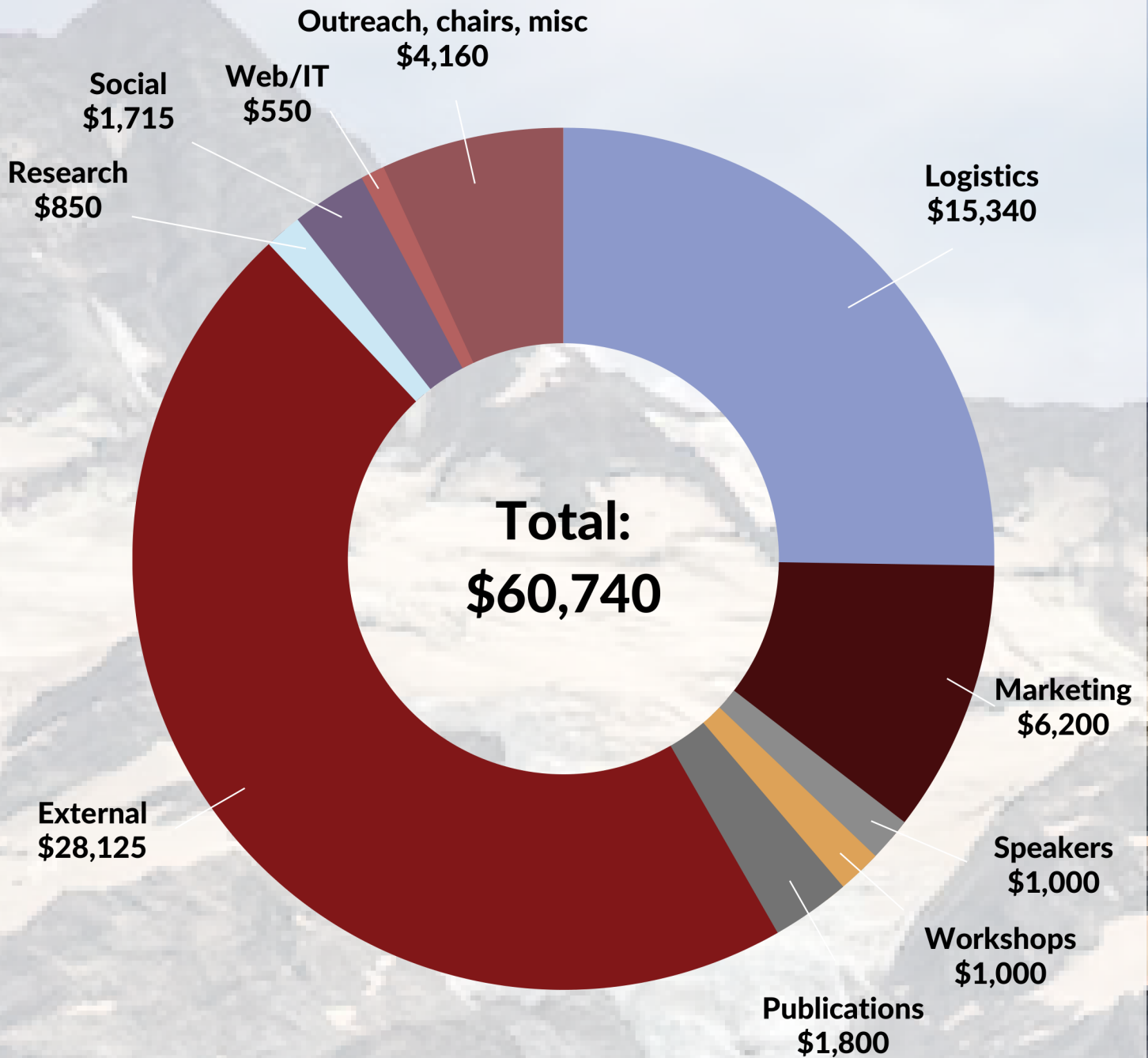
Your organization will be recognized during the CUCOH Chair's opening and closing address of the conference. A statement may be provided by your organization and presented by the Chair during this time.

Naming Rights

CUCOH offers the opportunity for your organization to be the title sponsor of the conference. Not only will your organization have naming rights to CUCOH, but your logo will be included in all CUCOH marketing materials. Your organization will also be promoted before, during and after the duration of the conference.



2024 BUDGET





CONTACT US

To contribute to CUCOH 2024, please contact:

Taylor Bird, Hannah Ferguson, Kevin Nguyen & Owen Sypher

CUCOH 2023/2024 Sponsorship Team

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Visit our website:

cucoh.com