
CSRT Corporate Partnership Opportunities



The Canadian Society of Respiratory Therapists (CSRT) is the national professional association for respiratory therapists. Founded in 1964, the CSRT currently represents over 4400 members and continues to grow. The CSRT provides leadership that advances the profession, practice and understanding of respiratory therapy nationally and internationally by supporting environments that foster innovation and knowledge translation, and by promoting excellence in evidence-based care.

The CSRT regularly partners with other organizations to help respiratory therapists provide world class leadership and care. Here is an overview of some of the current opportunities for corporate partnership with the CSRT.

Corporate Membership in the CSRT:

This membership has an annual fee and begins the day you join. A wide range of benefits is available to all organizations who become corporate members. These include:

- Your logo on the CSRT website (1,200+ hits weekly) with a direct link to your homepage
- Discount on an exhibit booth at the CSRT Annual Education Conference
- Discount on CSRT webinars
- One complimentary e-blast (4,400 members, 56% open rate)
- Discounted rates to have your courses assessed by the CSRT for CE/CPD credits.

Corporate membership can be particularly beneficial to organizations who plan to take advantage of at least two or more benefits.

Sponsoring/Exhibiting at the CSRT Annual Education Conference:

- Whether you'd like to be a sponsor or an exhibitor or maybe both, the CSRT Annual Education Conference welcomes over 500 RTs and delegates from across Canada and around the globe each spring.
- Most sponsorship packages include booths; however, we do have the option for organizations to sponsor without taking a booth.
- The conference exhibit hall normally hosts 50-65 booths and typically sells out every year!
- Both sponsorship and exhibitor opportunities are available for purchase in the fall of every year.

Direct Messaging to CSRT Members through E-blast:

- The CSRT has found that e-blasting its membership is one of the most effective ways to get a direct message out to more than 4000 RTs across Canada.
 - We have an impressive open rate of 56%.
 - E-blasts usually include one primary message and can either be sent out to our entire membership, or to target a particular demographic of interest.
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Supporting the Continuing Professional Development of CSRT Members:

- **Webinars** can be broadcast anytime of the year; however, the CSRT aims to provide one webinar per month with additional webinars offered during RT Week (the last full week of October). While there may be some promotion of an industry product, webinars should primarily be focused on education for RTs and not be a “sales pitch”.
- **Workshops** typically take place during the CSRT Annual Education Conference, which occurs annually every May. The CSRT can assist our corporate partner in selecting a workshop that would fit well within the focus of the educational program. There is limited space for workshops and we ask if you are interested in this opportunity to please advise the CSRT in early August.
- **Roadshows** are an opportunity to provide outreach that connects with RTs in person. We host a half or full day of education events in various cities across Canada. The CSRT is interested in bringing one or multiple industry partners together to support this initiative by providing an unrestricted education grant to help fund this education. The company or companies that support a roadshow would have the opportunity to support discussion of topics of interest, would be identified as a sponsor on all electronic promotional communication, as well as have the opportunity to display promotional material (e.g., pens, notebooks, one-page flyer or pamphlet highlighting a product or the company, etc.)

Assessment of Educational Offerings for CSRT CE/CPD Credits:

- Your continuing professional development offerings (e.g. online courses, workshops, seminars, etc.) can be assessed and awarded CSRT CE/CPD credits.
- RTs are always looking for new education and ways to fulfill their continuing education needs. Once your CE/CPD offerings have been assessed and granted credit, the CSRT will announce this through social media platforms and on our online news feed. Your offerings will also be included on the External Education Opportunity page on our website, a frequent destination for RTs looking for continuing education.

Sponsoring of Scholarships/Research Grants for CSRT Members:

- The CSRT actively seeks ways to support enhancements in the capacity for knowledge translation activities and the sustainable development of knowledge that informs the practice of respiratory therapists.
- We are interested in collaborating to establish grants that support targeted research implementation across the profession and scholarships that support research capacity development in the profession.

Advertising on CSRT and CJRT Websites:

- The CSRT homepage web banner is front and center for visitors to our site and can be found at www.csrt.com. The option exists to include an advertisement for your company within the rotating banner!
- Advertising is also available on the web banner of the Canadian Journal of Respiratory Therapy (CJRT) www.cjrt.ca. The CJRT is a quarterly, peer-reviewed publication. It is emailed to all CSRT members and other organizations who have requested a copy.
- For these advertisements your image must be between 1900 pixels wide and 900 pixels high. Space is limited, your image/advertisement will be posted for 30 days.
- Additional CJRT advertisement options can be found in the CJRT media kit under the journal section of the CSRT website www.cjrt.ca.

To take advantage of any of these opportunities, or to discuss other partnership proposals, please contact Lindsey Naddaf, Manager of Business & Events Development
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CANADIAN SOCIETY OF RESPIRATORY THERAPISTS

SOCIÉTÉ CANADIENNE DES THÉRAPEUTES RESPIRATOIRES