

07 MAY 2025

# CALA Connects 2025



Where:  
Delta Hotels Montreal

Proposal For :  
All Interested Parties



**CALA**  
Trust, measured accurately



# About Event

CALA Connects 2025 is an in-person conference and exhibition at the Delta Hotels Montreal on Wednesday May 7, 2025! A unique gathering where like minded laboratory professionals come together to learn and collaborate on Quality and Lab Management topics.

At CALA Connects 2025, you'll have the opportunity to meet industry experts, network with professionals, and gain valuable insights, discover new perspectives, explore emerging trends, and get inspired by the diverse range of talents present. Don't miss this incredible opportunity to be part of a community that celebrates quality and fosters meaningful connections.





# Program Highlights

## 07 May 2025

8:30

Land Acknowledgement  
and Opening Remarks



09:00

Keynote Speaker - Noah  
Redler - Arche Innovation

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10:00

R. Douglas Leonard Jr - ANSI  
National Accreditation Board  
(ANAB), Executive Director

11:00

Dr. Terry Obal - SGS, Specialty  
Testing Practice Leader

15:00

Leana Van Der Vliet - ECCC,  
Senior Scientist

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18.30

GALA Dinner - Music by  
Jazz Bands Montreal

14:00

Harold Malle - Independent

16:00

Georgette Macdonald - NRC,  
Director General





# Event Venue

The Delta Hotels by Marriott Montreal, located in downtown Montreal, sits on traditional territory of the Kahnawake and Kanien'kehà:ka (Mohawk) people. The hotel is known for its modern rooms, spa, indoor pools, and proximity to attractions like the Underground City and Mont-Royal Park.



Limited accomodation is available at Delta Hotels, Downtown Montreal

FR: Réservez votre tarif de groupe | Marriott International

ENG : Reservation-Link



The Montreal Central Station is less than 1 km away from Delta Hotels. The Montréal-Pierre Elliott Trudeau International Airport (YUL) is only 25 minutes from Delta Hotels. STM 747 Express operates a bus from YUL Aéroport Montréal-Trudeau.



# Benefits for Sponsors

This year's CALA Connects 2025 event unites the CALA community through diverse engagements, including a dynamic public conference, insightful assessor training sessions, important board meetings, and the annual AGM fostering collaboration and shared expertise. Benefits of sponsorship are many, highlighting a few below.

## **Prime Brand Exposure**

Your logo prominently displayed in all conference materials, both print and digital, maximizing brand recognition.

## **Networking Excellence**

Exclusive access to key decision-makers and industry experts through dedicated networking sessions such as the Cocktail hour with the CALA Board.

## **Recognition Across Channels**

Continuous acknowledgement on our Pheedloop website and LinkedIn, showcasing your organization as a pivotal contributor to the conference's success.

**Unique opportunity to showcase your brand!**





# Sponsorship Packages

## Platinum Sponsor - \$15,000

- Main Sponsor of the event
- 15-minutes stage presentation
- Premium exhibit booth, four complementary conference passes and four complementary GALA tickets
- Top-tier Sponsor logo placement and 100-word profile on conference website with link to sponsor website
- Option to provide flyer, giveaway item (pens, flash drives, etc.) at the sponsor's expense, in the registration bags.

## Gold Sponsor - \$10,000

- GALA Sponsor
- 15-minutes stage presentation
- Exhibit booth, four complementary conference passes and four complementary GALA tickets
- Second-tier Sponsor logo placement and 50-word profile on conference website with link to sponsor website
- Option to provide flyer, giveaway item (pens, flash drives, etc.) at the sponsor's expense, in the registration bags.

[Contact us today to claim your spot!](#)



# Sponsorship Packages

## Silver Sponsor - \$5,000

- Lunch Sponsor
- 15-minutes stage presentation
- Exhibit booth, two complementary conference passes and two complementary GALA tickets
- Third-tier Sponsor logo placement and 25-word profile on conference website with link to sponsor website
- Option to provide flyer, giveaway item (pens, flash drives, etc.) at the sponsor's expense, in the registration bags.

## Bronze Sponsor - \$2,500

- Breakfast Sponsor
- Exhibit booth, and two complementary conference passes
- Sponsor logo featured on conference website
- Option to provide flyer, giveaway item (pens, flash drives, etc.) at the sponsor's expense, in the registration bags.

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# Sponsorship Packages

## Break Sponsor - \$1,000

- Break Sponsor
- Two complementary conference passes
- Sponsor logo featured on conference website
- Option to provide flyer, giveaway item (pens, flash drives, etc.) at the sponsor's expense, in the registration bags.

## Cocktail Sponsor - \$1,000

- Cocktail Sponsor
- Two complementary conference passes
- Sponsor logo featured on conference website
- Option to provide flyer, giveaway item (pens, flash drives, etc.) at the sponsor's expense, in the registration bags.

[Contact us today to claim your spot!](#)





# Ticket Packages

## Exhibitor booth - \$799

- Exhibitor booth, and two general admission conference tickets

## General Admission & GALA - \$399

- One general admission conference ticket
- One GALA ticket

## General Admission - \$299

- One general admission conference ticket

## GALA - \$199

- One GALA ticket

## Accredited Laboratory - General Admission \$199

- One general admission conference ticket

## Institutional Member - General Admission \$209

- One general admission conference ticket

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# Ticket Packages

Accredited Laboratory  
GALA - \$129

- One GALA ticket

Institutional Member GALA - \$139

- One GALA ticket

Cause Analysis Course in French -  
CALA Member - \$425

- Opportunity to attend a training course on site at special event rate
- Cause Analysis in French
- Training to be held on May 6, 2025 8:30am - 4:30pm Tchaïkovski Meeting room

Cause Analysis Course in French -  
Non-Member \$500

- Opportunity to attend a training course on site at special event rate
- Cause Analysis in French
- Training to be held on May 6, 2025 8:30am - 4:30pm Tchaïkovski Meeting room

[Register today to claim your spot!](#)