



Nurse
Practitioners'
Association of
Ontario



RNAO

Registered Nurses' Association of Ontario
L'Association des infirmières et infirmiers
autorisés de l'Ontario

CENTRE FOR PROFESSIONAL NURSING EXCELLENCE

2010 Annual NPAO Conference *Sponsor and Exhibitor Prospectus*



**November 4-6, 2010
Doubletree by Hilton
Toronto, Ontario**

Sponsor and Exhibitor Prospectus - 2010 Annual NPAO Conference

November 4 - 6, 2010 at the Doubletree by Hilton, Toronto



**NURSE
PRACTITIONERS'
ASSOCIATION OF
ONTARIO**

The Nurse Practitioners' Association of Ontario (NPAO) is an interest group of the Registered Nurses' Association of Ontario (RNAO) and represents over 1,200 nurse practitioners currently practicing in Ontario. The NPAO Annual Conference is the largest nurse practitioner conference in Canada and attracts over **400 nurse practitioners** from across Ontario as well as other provinces, and gives you the maximum exposure to NPs in primary, secondary and tertiary care.

Please review the sponsorship and exhibitor opportunities outlined below. Complete the enclosed registration form, and return it by fax or mail by the date specified to:

Jessica Bowes, Conference Planning and Marketing Coordinator

RNAO Centre for Professional Nursing Excellence

Mail: 158 Pearl Street, Toronto, Ontario, M5H 1L3 Email: jbowes@RNAO.org Fax: 416-599-1926

Conference Sponsorship Opportunities

Sponsorship Level	Logo Recognition	Verbal Recognition	Speaking Opportunity	Exhibitor Booth	Material Insert	Program Advertising	Conference Attendees
Platinum Sponsor \$10,000 Play a major key role in the conference Reinforce your presence throughout the conference by speaking during the opening remarks while enjoying verbal recognition and unbeatable brand recognition with this premium package.	✓ • Printed materials • Prominent logo on conference bag • Visible throughout the conference (signs, displays, promotional materials)**	✓ • At opening & closing of conference	✓ • Conference opening remarks	✓ • Double booth Meals included	✓ • 2 items***	✓ • Full page ad in on-site program*	✓ • 2 attendees
Gold Sponsor \$7,500 Play an influential role in the conference Present yourself as a key sponsor throughout the conference by speaking during the opening remarks while enjoying verbal acknowledgement and much desired brand recognition with this premium package!	✓ • Printed materials • Large logo on conference bag • Visible throughout the conference (signs, displays, promotional materials)**		✓ • Greetings at conference opening	✓ • Full booth Meals included	✓ • 2 items***	✓ • Half page ad in on-site program*	✓ • 2 attendees
Silver \$5,000 Be a distinct leader in the conference	✓ • Printed materials • Moderate logo on conference bag • Visible throughout the conference (signs, displays, promotional materials)**		✓ • Greetings at lunch one day of the conference	✓ • Full booth Meals included	✓ • 1 item***	✓ • Quarter ad page in on-site program*	✓ • 1 attendee
Bronze \$3,500 Be a leader in the conference	✓ • Visible throughout the conference (signs, displays, promotional materials)**			✓ • Full booth Meals included	✓ • 1 item***	✓ • Moderate sized logo in program**	✓ • 1 attendee
Symposium Sponsor \$1,900 Sponsor a symposium and you will also be able to select the topic, speaker, and menu selection for your session!****	✓ • Logo included in program**			✓ • Full booth		✓ • Half page ad in on-site program*	

Sponsorship Level	Logo Recognition	Verbal Recognition	Speaking Opportunity	Exhibitor Booth	Material Insert	Program Advertising	Conference Attendees
<p>Plenary Session Sponsor \$1,500 You select the topic and area that best fits with your organization's goals and mandate to achieve the best exposure for you and your organization.</p>	<p>✓ • Logo on conference sign at plenary session**</p>	<p>✓ • Recognition from podium at plenary session</p>	<p>✓ • plenary session</p>	<p>✓ • 25% off exhibitor fees</p>		<p>✓ • Logo featured in program**</p>	
<p>Pre-Conference Workshop/ Concurrent Session Sponsor \$1,500 With your sponsorship you will play a key role in the conference. You will also be able to select the topic and area that best fits with your organization's goals and mandate.</p>	<p>✓ • Logo on conference sign at pre-conference workshop or concurrent session**</p>	<p>✓ • Recognition from podium at pre-conference workshop or concurrent session</p>	<p>✓ • Workshop or Concurrent Session</p>	<p>✓ • 25% off exhibitor fees</p>		<p>✓ • Logo featured in program**</p>	
<p>Networking Refreshment Break Sponsor \$750 This networking session is open to all delegates and is a prime opportunity to reach participants</p>	<p>✓ • Logo on conference sign at refreshment break**</p>					<p>✓ • Logo featured in program**</p>	
<p>Onsite Conference Program Advertising Sponsor \$650 Enhance your exposure to our conference participants by placing your advertisement in the onsite program. Promote your products or services, pay tribute to a colleague, or advertise employment opportunities.</p>						<p>✓ • Logo featured in program** • Quarter page ad in on-site program*</p>	
<p>Insert in Delegate Package \$500 or \$250 for Not-for-Profits Showcase your organization, product or service by including a promotional item into the conference delegate kit. Proof of not-for-profit status required.</p>					<p>✓ • 1 item***</p>		
<p>Media Sponsor - CONTRA In exchange for advertising, RNAO Centre for Professional Nursing Excellence and NPAO will offer the following:</p>	<p>✓ • Logo on signs, and displays**</p>			<p>✓ • Full booth</p>	<p>✓ • 1 item***</p>	<p>✓ • Logo featured in on-site program**</p>	

*Ads will be included in the on-site version of the program. All ad submissions must be submitted in their respective sizes and must be supplied as PDF files. All ads will be printed in black and white; gray scale photos should have a distinct dot pattern, not a continuous tone. Ads must be submitted in the correctly sized dimensions as stated above and cannot bleed. To be received by September 27th, 2010.

Send to: Jessica Bowes, Conference Planning and Marketing Coordinator, jbowes@RNAO.org

**Company logo to be received by June 21, 2010. If logos are not received by this date, your logo will not be included in the printed brochure of the program, and will only be included in the on-site program. Send to: jbowes@RNAO.org

*** All material to be received by September 27, 2010 (please plan for quantities of 500)

Mail to: Registered Nurses' Association of Ontario, Attn: Jessica Bowes - Conference Planning and Marketing Coordinator
158 Pearl Street, Toronto, Ontario, M5H 1L3

**** Menu and A/V requirements are paid for by sponsor. Symposium attendance is determined by sponsor's budget and can attract as many as 200 attendees depending on the topic. Payment will be made directly to the Doubletree Hotel.

Exhibitor Opportunities

Exhibitor Option	Rate
Two Day Exhibitor	\$1,900
One Day Exhibitor	\$1,400
Two Day Not-For-Profit Exhibitor Proof of not-for-profit status required	\$800

The exhibit hall will be open from 7:30a.m. to 4:00p.m., November 5 & 6, 2010. Further details will be included in the exhibitor confirmation package.

Exhibit Booth Specifications:

- One 6' draped table, two chairs
- 8' X 10' Draped Booth
- Coffee, refreshments and lunch for exhibitors (maximum 2 per booth)
- Logo on conference signs, displays, promotional material and onsite conference program
- One registration kit per exhibit booth
- Special ribbons to identify exhibitors
- Company logo to be received by June 21, 2010

Mail to: Registered Nurses' Association of Ontario

Attn: Jessica Bowes - Conference Planning and Marketing Coordinator

158 Pearl Street, Toronto, Ontario, M5H 1L3

Additional Exhibitor Information

Lunch will be provided for exhibitors (maximum 2 per booth). Each organization will be provided with lunch tickets for two representatives only. Additional tickets may be purchased before the event at a cost of \$35.00 per ticket (including HST). The exhibit hall may be particularly busy during these times.

An exhibitor kit containing information and rates for electrical and internet hook ups will be provided by the Conference Planning and Marketing Coordinator three (3) weeks prior to the conference. Space is reserved on a first-come, first-served basis and with consideration for availability of requested area, amount of space requested, special needs and compatibility of exhibitors. Cancellations must be received in writing 30 days prior to the conference and or workshop. No refunds will be made for cancellations received after the 30 day deadline. Cancellations received before the 30 day deadline will incur a 30 per cent cancellation fee.

Nurse Practitioners' Association of Ontario (NPAO) Mission Statement

The Nurse Practitioners' Association of Ontario is the professional voice for nurse practitioners in Ontario. Our mission is to achieve full integration of Nurse Practitioners to ensure accessible high quality health care for Ontarians.

Registered Nurses' Association of Ontario (RNAO) Mission Statement

We represent the nursing profession in Ontario, speaking out for health and speaking out for nursing. Our mission is to pursue healthy public policy and to promote the full participation of registered nurses in shaping and delivering health services now and in the future. We believe health is a resource for everyday living and health care a universal human right. We cultivate knowledge-based nursing practices, we promote quality of worklife, and we promise excellence in professional development services. Respecting human dignity, we are a community committed to diversity, inclusivity, democracy and voluntarism. We make leadership our mandate, working with nurses, the public, health-care providers and governments to advance individual and collective health.

Sponsorship and Exhibitor Registration Form

2010 Annual Nurse Practitioners' Association of Ontario Conference

November 4 - 6, 2010 Showdates: November 5 & 6, 2010

Doubletree by Hilton, Toronto, ON, 655 Dixon Road, Toronto, Ontario, Canada M9W 1J3

Registration Details

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Home Phone: _____ Business Phone: _____

Fax: _____ Email: _____

I have read and understood the RNAO Sponsorship and Exhibitor policies at: www.RNAO.org/Exhibitorpolicies

Sponsorship and Exhibitor Options

Sponsorship Level

- | | |
|---|----------|
| <input type="checkbox"/> Platinum | \$10,000 |
| <input type="checkbox"/> Gold | \$7,500 |
| <input type="checkbox"/> Silver | \$5,000 |
| <input type="checkbox"/> Bronze | \$3,500 |
| <input type="checkbox"/> Symposium Sponsor | \$1,900 |
| <input type="checkbox"/> Pre-Conference Workshop/Concurrent Session Sponsor | \$1,500 |
| <input type="checkbox"/> Networking Refreshment Break Sponsor | \$750 |
| <input type="checkbox"/> Onsite Conference Program Advertising Sponsor | \$650 |
| <input type="checkbox"/> Delegate Insert Sponsor | \$500 |
| <input type="checkbox"/> Not-For-Profit Delegate Insert Sponsor | \$250 |
| <input type="checkbox"/> Media Sponsor | CONTRA |

**Please remit this registration
with payment to:**

Jessica Bowes
Conference Planning and Marketing
Coordinator

RNAO Centre for Professional
Nursing Excellence

Mail: 158 Pearl Street
Toronto, Ontario, M5H 1L3
Email: jbowes@RNAO.org
Fax: 416-599-1926

Exhibitor

- | | |
|---|---------|
| <input type="checkbox"/> Two Day | \$1,900 |
| <input type="checkbox"/> One Day | \$1,400 |
| <input type="checkbox"/> Friday, November 5th | |
| <input type="checkbox"/> Saturday, November 6th | |
| <input type="checkbox"/> Two Day Not-For Profit | \$800 |

Participation Type

- Sponsorship Exhibitor

Participation Level: _____

Fee: \$ _____ + 13% HST \$ _____ = Total Amount: \$ _____

Method of Payment

GST # 107883282

Payment must accompany the registration form in order to be processed.

- Cheque (Payable to RNAO) VISA MasterCard

Amount: \$ _____

Card Holder Name: _____

Card Number: _____ Expiry Date: _____