



**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

*Nurse Practitioners' Association of Ontario  
in partnership with the  
RNAO Centre for Professional Nursing  
Excellence present:*  
**2009 Annual NPAO  
Conference**



*November 6-8, 2009  
Westin Ottawa,  
Ottawa, Ontario*

*Exhibitor and Sponsor Prospectus*

# Conference Sponsorship Opportunities

The Nurse Practitioner Association of Ontario (NPAO) is an expert group of the Registered Nurses Association of Ontario (RNAO) and represents over 1000 Nurse Practitioners currently practicing in Ontario. The NPAO Annual Conference is the largest NP conference Canada and attracts over 400 Nurse Practitioners from across Ontario as well as other provinces and gives you the maximum exposure to NP's in primary, secondary and tertiary care.

New this year! NPAO and RNAO are pleased to announce new levels of sponsorship to meet the needs of your organisation. Please review the sponsorship opportunities outlined below, complete the enclosed registration form and return it by fax or mail by the date specified.

The 2009 conference will be held on November 6 - 8, 2009 at the Ottawa Westin, Ottawa, Ontario.

## SPONSORSHIP PACKAGES

Conference sponsors receive benefits, by way of recognition and participation, throughout the Conference. Specific benefits will vary depending on the level of sponsorship selected.

### Corporate Sponsorship Opportunities!

#### Symposium Sponsor

*Total Package Cost - \$20,000*

*This level allows you to offer a targeted educational topic at a meal during the conference without having to organize all the logistics that it entails. You have the opportunity to showcase a speaker and topic of your choice, with the prior approval of the NPAO Conference Planning Committee. We will take care of arranging food, room and AV requirements as well as the following benefits.*

- o Priority selection of Symposium timeslot on a first come first serve basis
- o The sponsoring organization will get a copy of the list of people registered for symposium
- o The sponsoring organization will be responsible for speaker selection, topic and fee
- o Double Booth including selection of location in exhibit hall
- o Recognition from the podium at opening and closing events
- o 2 attendees at the event
- o Full page advertising spread featured in on-site program\*
- o All meals included
- o Your prominent logo on printed materials\*\*
- o Your logo in significantly large size, printed on reusable conference bag
- o Your logo throughout conference (*including conference signs, displays, promotional materials*)
- o Speaking opportunities during opening remarks (Very high attendance time)
- o 2 Promotional items in delegate bag\*\*\*

#### PLATINUM

*Total Package Cost - \$10,000*

*Play a major key role in the conference.*

*Reinforce your presence throughout the conference by speaking at the opening remarks while enjoying verbal recognition and undefeatable brand recognition with this premium package!*

- o Double Booth including selection of location in exhibit hall
- o Recognition from the podium at opening and closing events
- o 2 attendees at the event
- o Full page advertising spread featured in on-site program\*
- o All meals included
- o Your prominent logo on printed materials\*\*
- o Your logo in significantly large size, printed on reusable conference bag
- o Your logo throughout conference (*including conference signs, displays, promotional materials*)
- o Speaking opportunities during opening remarks (Very high attendance time)

- o 2 Promotional items in delegate bag\*\*\*

## **GOLD**

*Total Package Cost - \$7,500*

*Play an influential role in the conference*

*Present yourself as a key sponsor throughout the conference by speaking at the opening remarks while enjoying verbal acknowledgement and much desired brand recognition with this premium package!*

- o Full Booth
- o Bring greetings at opening of Conference (Very high attendance time)
- o 2 attendees at the event
- o All meals included
- o Half page advertising spread featured in on-site program\*
- o Your prominent logo on printed materials\*\*
- o Your logo in large size, printed on reusable conference kit (bag)
- o Your logo throughout conference (*including conference signs, displays, promotional materials*)
- o 2 Promotional items in delegate bag\*\*\*

## **SILVER**

*Total Package Cost - \$5,000*

*Be a distinct leader in the conference*

- o Full Booth
- o Bring greetings at lunch during Conference (Very high attendance time)
- o Quarterpage advertising spread featured in on-site program\*
- o Your logo on printed materials\*\*
- o Your logo in moderate size, printed on reusable conference bag
- o Your logo throughout conference (*including conference signs, displays, promotional materials*)
- o 1 Promotional items in delegate bag\*\*\*
- o 1 free attendee at the event
- o All meals included

## **BRONZE**

*Total Package Cost - \$3,500*

*Be a leader in the conference*

- o Full Booth
- o Your logo throughout conference (*including conference signs, displays, promotional materials*)
- o Your moderate logo featured in on-site program\*\*
- o 1 Promotional items in delegate bag\*\*\*
- o 1 free attendee at the event
- o All meals included

## **Plenary Session Sponsor**

*Total Package Cost - \$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.*

- o Speaking opportunity
- o Recognition from the podium at the Plenary Session
- o Your logo featured in on-site program\*\*
- o Your logo on conference sign at lunch session
- o 25% off exhibiting fees

## Pre-Conference Workshop/Concurrent Session Sponsor

Total Package Cost - \$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.

- o Speaking opportunity
- o Recognition from the podium at the workshop or concurrent session
- o Your logo featured in on-site program\*\*
- o Your logo on conference sign at pre-conference workshop or concurrent session
- o 25% off exhibiting fees

## Networking Refreshment Break Sponsor

Total Package Cost - \$750

This networking session is open to all delegates and is a prime opportunity to reach participants during refreshment break.

- o Your logo featured in on-site program\*\*
- o Your logo on conference sign at during refreshment break

## Onsite Conference Program Advertising Sponsor

Total Package Cost - \$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.

- o Your logo featured in on-site program\*\*
- o Your logo at conference
- o 1/4 page advertisement in onsite program

## Insertion into Delegate Package

Total Package Cost - \$300

- o Showcase your organization, product or service by including a promotional item into the conference delegate kit.
- o Logo on conference signs, promotional material and onsite conference program.

## Media Sponsor CONTRA

In exchange for advertising, RNAO Centre for Professional Nursing Excellence and NPAO will offer the following:

- o Logo on conference signs, displays, promotional material and onsite conference program.
- o 1 promotional item in delegate kit.
- o 1 complimentary exhibit booth

**\*All Ad Submissions must be submitted in their respective size**

All ads 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 29, 2009.**

**Send to:** RNAO Centre for Professional Excellence  
Marketing Coordinator, marketing@RNAO.org

**\*\*Company logo to be received by July 14, 2009**

**Send to:** RNAO Centre for Professional Excellence  
Marketing Coordinator, marketing@RNAO.org

**\*\*\*All material to be received by September 29, 2009 (please plan for quantities of 500)**

**Mail to:** RNAO Centre for Professional Excellence  
Marketing Coordinator  
158 Pearl Street, Toronto, Ontario, M5H 1L3

# EXHIBITOR PACKAGES

**Two Day Exhibitor \$1,900**

**One Day Exhibitor \$1,400**

**Not-for-Profit Exhibitor \$800**

The exhibit hall will be open from 7:30am to 4:00pm, November 7 & 8, 2009. Further details will be included in the exhibitor confirmation package.

Exhibit Booth Specifications:

- o One 6' draped table, two chairs
- o 8' X 10' Draped Booth
- o Coffee, refreshments and lunch for exhibitors (maximum 2 per booth)
- o Logo on conference signs, displays, promotional material and onsite conference program.

***Company logo to be received by June 4, 2009***

**Send to:** RNAO Centre for Professional Excellence  
Marketing Coordinator, [marketing@RNAO.org](mailto:marketing@RNAO.org)

- o One registration kit per exhibit booth
- o Special ribbons to identify exhibitors

## **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 \$25.00 per ticket (including GST). Please see attached conference brochure for breaks in the program, 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 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 not received before the 30 day deadline will face a 30% cancellation fee.

Please visit [www.RNAO.org/Exhibitorpolicies](http://www.RNAO.org/Exhibitorpolicies) to access the RNAO Sponsorship and Exhibitor policies

### **\*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.

**2009 Annual Nurse Practitioner Conference**  
November 6 - 8, 2009 Showdates: November 7 & 8, 2009  
The Westin Ottawa, 11 Colonel By Drive Ottawa Ontario  
**Sponsorship and Exhibitor Registration Form**

**Registration Details**

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**Sponsorship Option:**

My organization would like to participate as (please check):

- Symposium Sponsor \$20,000
- Platinum \$10,000
- Gold \$7,500
- Silver \$5,000
- Bronze \$3,500
- Plenary Session Sponsor \$1,500
- Pre-Conference Workshop/  
Concurrent Session Sponsor \$1,500
- Networking Refreshment Break Sponsor \$750
- Onsite Conference Program Advertising Sponsor \$650
- Delegate Insert Sponsor \$300
- Media Sponsor CONTRA

**ExhibitorOption:**

My organization would like to participate as an exhibitor:

- Two day \$1,900
- One day \$1,400 (O Saturday or O Sunday)
- Not-for-Profit \$800 (Please include proof of status)

**Please remit this registration with payment to:**  
Marketing Department  
RNAO Centre for Professional Nursing Excellence  
**Mail:** 158 Pearl Street, Toronto, Ontario, M5H 1L3  
**Email:** marketing@RNAO.org  
**Fax:** 416-599-1926 (ATTN: Marketing)

**Participation Type:**

Cost: \$ \_\_\_\_\_  
+ 5% GST: \$ \_\_\_\_\_  
Total Amount: \$ \_\_\_\_\_  
GST # 107883282

**Method of Payment**

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

- Cheque (Payable to RNAO)
- VISA     Mastercard

Amount: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiry Date: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

I have read, and agree to the RNAO Sponsorship and Exhibitor policies [www.RNAO.org/Exhibitorpolicies](http://www.RNAO.org/Exhibitorpolicies)

**Would you like information on other Sponsorship & Exhibiting Opportunities?**

Contact Marketing at 416-599-1925 x.235

**Upcoming opportunities available at these events:**

- RNAO 2009 Annual General Meeting - April 2009
- RNAO/RPNAO Health Care Expo & Nursing Career Fair - May 2009
- 8th International Elder Care Conference - September 2009