**Sponsor**

**and**

**Exhibitor Prospectus**

**WNRCASN 2017 ANNUAL CONFERENCE**

**February 15-17, 2017**

**Victoria, British Columbia**

# ABOUT THE CONFERENCE

The Western & North-Western Region Canadian Association of Schools of Nursing (WNRCASN) is hosting its annual conference in Victoria, BC, February 15 – 17, 2017. The Conference Planning Committee invites your company representatives to join us in providing participants with opportunities to become familiar with your organization and services.

WNRCASN is an organization of individual faculty members of CASN-affiliated schools of nursing in Western and North-Western Canada. It was founded in 1969 to provide a forum for members' expressions of beliefs, ideas, and concerns regarding nursing and nursing education and is the only forum in Western Canada devoted to address the concerns of nursing educators.

WNRCASN includes the four Western Provinces and one Territory: Manitoba, Saskatchewan, Alberta, British Columbia, and Northwest Territories.

Presented by the University of Victoria School of Nursing and Camosun College Nursing Department, this convention is Western and North Western Canada’s most important meeting of professional nurse educators, administrators, and students. This conference will attract attendance with dynamic speakers and opportunities for engaging discussions.

With a theme of **The Edge of Tomorrow**, the WNRCASN Conference 2017 is, by design, an excellent networking event. [Hotel Grand Pacific](http://www.hotelgrandpacific.com) offers a most attractive venue, including a [windowed environment](http://www.hotelgrandpacific.com/meetings/meeting-rooms/vancouver-island-ballroom.htm) for exhibitors’ booths and conference sessions.

We welcome your interest and look forward to meeting you in Victoria!



# SPONSORSHIP OPPORTUNITIES AND SPONSOR REGISTRATION

**Your sponsorship will**:

* Provide your organization with significant exposure in a positive environment
* Engage participants’ interest in innovative products and services
* Support student participation in the conference and provide educational opportunities

## Sponsorship Opportunities

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Visibility | Platinum $7,500 | Gold  $5,000 | Silver  $3,500 | Bronze $2,000 |
| **Website event page** | Logo and hyperlink | Logo and hyperlink | Text and hyperlink | Text |
| **Print collateral** | Full-page ad including logo | 1/2 page ad including logo | 1/4 page ad including logo | 1/8 page ad including logo |
| **Verbal recognition at podium** | ✓ | ✓ |  |  |
| **Social media announcements** | ✓ | ✓ |  |  |
| **Featured sponsorship article on website** | ✓ |  |  |  |
| **Credit in press release** | ✓ |  |  |  |
| **Hospitality** |  |  |  |  |
| **Complimentary attendee passes** | 3 | 2 | 1 | 1 |
| **Promotional Opportunities** |  |  |  |  |
| **Opportunity to include material in attendee bag** | ✓ | ✓ | ✓ | ✓ |
| **Complimentary exhibitor booth** | Premier placement | Prominent placement | ✓ | ✓ |

## Additional Sponsorship Opportunities

|  |  |  |
| --- | --- | --- |
|  | | |
| **TOTE BAG SPONSOR – $2,500**  **(1 AVAILABLE)**  Your organization’s name/logo printed on a custom label on the reusable conference tote bags given to every conference participant. Recognition in conference program and logo and hyperlink on event website and the opportunity to place promotional items inside the bags |  | **BADGE LANYARD SPONSOR - $1,500**  **(1 AVAILABLE)**  Your organization’s name/logo custom printed on name badge lanyards worn by every conference participant. Recognition in conference program and text recognition/hyperlink on event website |
| **LUNCH SPONSOR – $1,000**  **(2 AVAILABLE)**  During Thursday and Friday of the conference, participants will be invited to attend lunch in the Vancouver Island Ballroom, Grand Pacific Hotel.  Sponsorship recognition for this opportunity includes 1/4 page print recognition and text recognition on event website. Your organization’s logo will be displayed on signage at the food tables, for added recognition. |  | **BREAKFAST SPONSOR – $750**  **(2 AVAILABLE)**  During Thursday and Friday of the conference, participants will enjoy a buffet breakfast. Sponsorship recognition for this opportunity includes 1/8 page print recognition and text recognition on event website. Your organization’s logo will be displayed on signage at the food tables for added recognition. |
| **BREAK SPONSOR – $500**  **(4 AVAILABLE)**  During Thursday and Friday of the conference, participants will convene in the windowed Sponsor Exhibit Area to enjoy mid-morning/afternoon refreshment breaks. Sponsorship recognition for this opportunity includes 1/8 page print recognition and text recognition on event website. Your organization’s logo will be displayed on signage at the food tables, for added recognition. |  | **STUDENT AWARDS - $500**  Your organizations’ sponsorship of student awards will be recognized in press releases and hyperlink on event website. Sponsorship recognition for this opportunity includes 1/8 page print recognition and text recognition on event website |
| **Extra item in delegate bag – $500**  One additional piece of sponsor-supplied branded material – brochure, notepad, pen or other promotional item – included in the registration bag every delegate will receive. |  | **Program Back Page Cover Ad – $1,000**  **(1 available)**  Your organization’s name and logo printed in full-page format on the outside back cover of the program. |
| **Prizes**  Donation of your organization’s material to be used as prizes for fun events throughout the WRNCASN conference. Please contact us if you have material to donate. | | |

# Sponsorship Registration Form

## YES, I WOULD LIKE TO BECOME A:

Platinum sponsor ($7,500)

Gold sponsor ($5,000)

Silver sponsor ($3,500)

Bronze sponsor ($2,000)

Tote bag sponsor ($2,500)

Badge lanyard sponsor ($1,500)

Lunch sponsor ($1,000)

Breakfast sponsor ($750)

Break sponsor ($500)

Program Back Page Cover Ad ($1,000)

Student Award(s) ($500)

|  |  |
| --- | --- |
| Total Amount Enclosed |  |
| Organization |  |
| Contact Name |  |
| Email Address |  |
| Primary Phone Number |  |
| Mailing Address |  |
| City |  |
| Province |  |
| Postal Code |  |
| Signature |  |
| Date |  |

**Deadline to submit registration form and full payment: December 1, 2016**

1. **Please provide completed sponsorship registration form to** [**wnrcasn2017@uvic.ca**](mailto:wnrcasn2017@uvic.ca)
2. **Followed** **with full payment** **made payable to University of Victoria**
3. **Mailed to the following address:**

**Attn: Jill Nichol, Administrative Officer**

**School of Nursing, University of Victoria**

**PO Box 1700 STN CSC**

**Victoria BC V8W 2Y2**

## IMPORTANT SPONSOR INFORMATION

* Sponsorship opportunities are available on a first-come, first-served basis.
* All delegate inserts and/or advertisements are due by **January 17, 2017** to ensure inclusion.
* *Any cancellation is required in writing by* ***January 1, 2017****, and is subject to a 25% cancellation fee.*
* *No refunds will be given after Program Booklet is finalized on January 17, 2017.*

# Exhibitor Opportunities

|  |
| --- |
|  |
| Because the Conference attracts industry leaders and business professionals as well as educators and students, commercial and non-profit sector exhibitors will:   * have significant networking opportunities at the WNRCASN Conference * be able to showcase the depth of your organization’s contributions and importance to nursing education and health care |
| **COMMERCIAL EXHIBITOR SPACE $750** |
| * Conference registration for one company representative with access to breakfast, lunch and breaks only. Tickets must be purchased to attend all other conference meals and activities. * company name in the printed program * 8 x 10 foot exhibitor space, 2 chairs * power is available, please bring your own extension cords |
| **NON-PROFIT EXHIBITOR SPACE $300** |
| * Conference registration for one company representative with access to breakfast, lunch and breaks only. Tickets must be purchased to attend all other conference meals and activities. * company name in the printed program * 8 x 10 foot exhibitor space, 2 chairs * power is available, please bring your own extension cords |
| **PROMOTIONAL SPONSOR $300** |
| * insertion of approved promotional material in delegate tote bags * corporate mention in conference booklet |
| **ADDITIONAL EXHIBITOR BADGES $200** |
| * Grants access to conference and includes meals at breakfast, lunch and breaks only. * Tickets must be purchased to attend all other conference meals and activities. |
| **EXHIBITOR INFORMATION** |
| * Exhibitor area set up/open:   + Thursday, February 16, 2017 (8AM through 5PM)   + Friday, February 17, 2017 (8AM through 3PM) * Exhibitor take down: Friday, February 17, 2017 by 3 pm |

# Exhibitor Registration Form

**YES, I WOULD LIKE TO PURCHASE A:**

Commercial exhibitor space ($750)

Non-profit exhibitor space ($300)

Promotional sponsor space ($300)

Additional exhibitor badges ($200)

|  |  |
| --- | --- |
| Total Amount Enclosed |  |
| Organization |  |
| Contact Name |  |
| Email Address |  |
| Primary Phone Number |  |
| Mailing Address |  |
| City |  |
| Province |  |
| Postal Code |  |
| Signature |  |
| Date |  |

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## IMPORTANT EXHIBITOR INFORMATION

* Exhibitor opportunities are available on a first-come, first-served basis.
* Exhibitor space includes one conference registration. Additional registrations can be purchased for $200.
* All delegate inserts and/or advertisements are due by **January 17, 2017** to ensure inclusion.
* *Any cancellation is required in writing by* ***January 1, 2017****, and is subject to a 25% cancellation fee.*
* *No refunds will be given after Program Booklet is finalized on January 17, 2017.*