



Leading excellence in perinatal and women's health nursing in Canada

2023 National Conference Prospectus

WINNIPEG, MB

April 27-28, 2023



A MESSAGE TO OUR INDUSTRY PARTNERS AND EXHIBITORS

Become a CAPWHN Exhibitor or Sponsor

I would like to invite you to become an **Exhibitor** at the CAPWHN conference in Winnipeg, Manitoba on April 27-28, 2023. You will have the opportunity to meet with obstetrical and women's health nurses, managers, researchers, directors, and educators from across the country. It is **the** place to demonstrate your products and services!

You should also consider being a CAPWHN **Sponsor**, working with CAPWHN at the Platinum, Gold, Silver and Bronze sponsorship levels. The benefits to industry are commensurate with the sponsorship levels. Year-long sponsor visibility can be through our web page, newsletter and logos on relevant educational materials. A variety of activities are available to be sponsored, depending on your products or services.

What does this mean for you?

All 9 previous in person national conferences have received highly positive feedback from participants and industry partners. The 2023 conference will continue to provide the forum for you to connect with participants so they may increase their knowledge of your products and service as well as learn about your latest technology and innovations. You will have opportunities to communicate and network with health care professionals from across the country, allowing you to explain how your products meet their workplace needs and impact their practice. You will also be able to receive real time feedback on your products so this is an ideal time to showcase new products and have meaningful discussions with people who understand your business.

Who is CAPWHN?

The Canadian Association of Perinatal and Women's Nurses (CAPWHN) has a reach of over 450 nurses and healthcare practitioners from across Canada representing managers, clinical and academic educators, and other perinatal and women's health professionals. Our members work in hospitals, clinics, universities, colleges and the community. Our focus is clinical care, quality and safety, education, research and consultation.

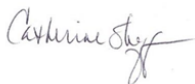
Why do we matter?

Our vision is simple: Leading Excellence in Perinatal and Women's Health Nursing.

- CAPWHN is a nursing specialty organization affiliated with the Canadian Nurses Association and represents the voice of Canadian obstetrical and women's health nurses in a variety of forums at provincial, national and international levels.
- We work closely with other health professional organizations, educational groups and industry partners who share an interest in perinatal and women's health.
- We participate in development, review and endorsement of clinical and professional guidelines, promote patient safety and evidence-informed practice through our newsletter, webinars, online discussion forum and national conferences.

The size and focus of CAPWHN allows us the flexibility to tailor our sponsorship opportunities to meet the diverse needs of our industry partners. The suggested partnerships detailed below are just the beginning. Please do not hesitate to reach out if you would like to discuss an opportunity to partner with us at admin@capwhn.ca or at 613-406-1678. On behalf of all CAPWHN members, I wish to personally thank you for your anticipated support of our continuously growing Canadian organization. It is greatly appreciated by all.

Sincerely,



Catherine Sheffer
President, CAPWHN

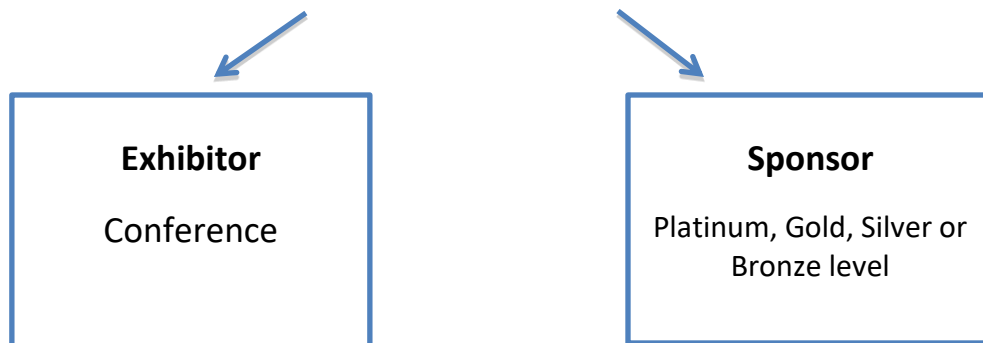
LOCATION OF THE 2023 CAPWHN ANNUAL CLINICAL, EDUCATION, RESEARCH CONFERENCE

DELTA HOTEL WINNIPEG
350 St Mary Ave, Winnipeg, MB R3C 3J2

CONFERENCE DATES

CAPWHN SUPPORT OPPORTUNITIES AT A GLANCE

APRIL 27-28, 2023



Sponsorship Levels and Recognition

	Platinum \$10,000	Gold \$8,500	Silver \$7,000	Bronze \$5,000
• Logo on the inside cover of the conference programs	☑	☑	☑	☑
• Logo on the industry partners and exhibitors page of the CAPWHN website	☑	☑	☑	☑
• Full colour advertisement in the digital conference programs	Full Page	½ Page	¼ Page	
• Recognition during the plenary sessions according to level	☑	☑	☑	☑
• Conference delegate kit inserts	2	2	1	1
• Recognition highlighted on conference banner	☑	☑	☑	☑
• Special recognition badges	☑	☑	☑	☑
• Special recognition during the opening reception/ceremonies	☑	☑	☑	☑
• Complimentary exhibit space(s) – selection of booth(s) based on sponsorship level	2	1	1	1
• Complimentary full conference registrations	4	3	2	1
• Additional exhibit hall registrations	2	2	1	1
• Social Media Promo according to level	☑	☑	☑	☑

SPECIALTY SESSIONS \$4,500 (4 AVAILABLE)

CAPWHN plans its conference content to reflect current issues and trends in perinatal and women's health. The Specialty Session option allows our partner companies to provide an educational session to highlight research advances, special programs or issues of interest to CAPWHN members. This session offers a fantastic opportunity to interface with our members before the conference. CAPWHN strives to provide customized options that best meet our partner organizations' needs for promotion while ensuring that CAPWHN's standards are met. CAPWHN reserves the right to review all educational content prior to dissemination to conference attendees.

CAPWHN's members cover a variety of specialty knowledge, allowing partner companies to consider a range of topics including women's health issues (e.g. menopause, urogynecology), newborn care (e.g. skin care, developmental issues, feeding), genetic issues (e.g. testing options), pregnancy care (education, nutrition, premature labour, assessment), care during labour (fetal surveillance, pain management) just to name a few.

The session will be held before the start of the conference on April 26th and will include the following:

- A one hour session on April 28th
- AV (laptop, projector, screen, laser pointer) in the plenary room at no extra charge
- Session open to all conference delegates
- One complimentary exhibit booth and full conference registration

Note that applicable taxes must be added to the total cost.

DELEGATE BAGS WITH SPONSOR LOGO (1 AVAILABLE)

Increase brand awareness and add your logo to delegate reusable bags. Investment is \$1,500

BADGE CLIPS WITH SPONSOR LOGO (1 AVAILABLE)

Increase brand awareness and add your logo to participant's reusable badge clips. Investment is \$1,500

ALL EXHIBITORS AND INDUSTRY PARTNERS MUST COMPLY WITH THE FOLLOWING:

- International Board of Lactation Consultant Examiners' *Minimizing Commercial Influence on Education Policy* (May 1, 2017) <https://iblce.org/wp-content/uploads/2017/05/minimising-commercial-influence-on-education-policy.pdf> and
- World Health Organization's International Code of Marketing of Breast-milk Substitutes <https://breastfeedingcanada.ca/wp-content/uploads/2020/03/TheCode-En.pdf>

What this means:

Exhibitors may not promote or display items including infant formula, toddler formulas, baby foods, gruels, teas and juices, bottles, teats/nipples, soothers and related equipment. (Related equipment includes: bottle warmers or any items that can have an artificial nipple attach as a method of infant feeding; however, we do encourage the use of any breastmilk storage items in which a nipple/teat cannot be attached when medically needed (ex: breastmilk storage bags, colostrum collection syringes or spoons).

Any information shared with conference attendees regarding products within the scope of the International Code of Marketing of Breastmilk Substitutes must be restricted to scientific and factual information and such information should not imply or create a belief that bottle feeding is equivalent or superior to breastfeeding.

EXHIBITS PROGRAM

WHY EXHIBIT AT THE CAPWHN NATIONAL CONFERENCE? AS AN EXHIBITOR YOU WILL:

- ♦ Build rapport and expand existing partnerships with delegates; and gain exposure for your company by targeting specific audiences
- ♦ Network with professionals in all areas of maternity, neonatal and women's health care
- ♦ Educate attendees on the products and services offered by your company/organization
- ♦ Inform attendees of the recent innovations and product developments of your company/organization
- ♦ Develop networks with nurse leaders from across Canada
- ♦ Give attendees an opportunity for "hands on" time with various products, technology and equipment

BENEFITS FOR EXHIBITORS

- ♦ One table top booth space
- ♦ One skirted table (2' x 6') and two chairs
- ♦ Traffic in the exhibit area during refreshments/breakfast/lunch/poster-viewing sessions and the opening reception
- ♦ Two complimentary exhibitor registrations per exhibit space (valid for plenary sessions and exhibit hall)
- ♦ Additional representative registration fee available (\$300 plus applicable taxes)
- ♦ Increased overall awareness of your company and its services
- ♦ Personalized company, products or services listing in Conference Program
- ♦ Opportunity to connect with CAPWHN members from across the country
- ♦ Opportunity to expose members to products, technology and services that make your company unique and different.
- ♦ To receive feedback on your products/services from nurses from across Canada
- ♦ All meals, refreshment breaks and the opening reception are included in the booth fee.

Booth Rental Fee

Corporate/Commercial/Company/Government/Hospital/Health Authority

Single (8' [deep] x 10' [wide]) \$2,800

Non-profit and small local businesses**

Table top display (single booth provided if available) \$1,500

Early booking bonus: Book your exhibit space by October 1st, 2022 and save \$200!

All of the above opportunities are subject to applicable taxes.

***Subject to approval by CAPWHN and based on availability. Contact admin@capwhn.ca for further information and details on associated costs for non-profit and local businesses and availability. If space permits these spots (including one 2' x 6' skirted table) are allocated on a first come first served basis.*

EXHIBIT GUIDELINES

REGISTRATION POLICY AND DETAILS

The CAPWHN meeting is **not** open to the public; therefore, no person will be admitted to the 2023 CAPWHN Conference without proper CAPWHN identification obtained only through registration. Companies purchasing a booth space will receive two (2) complimentary registrations. Exhibit representatives and sponsors are required to pay \$300 per person plus taxes for each additional registration and admission to the Exhibit Hall and Conference general sessions. It is essential that exhibitors pre-register their representatives who will be staffing their booth(s) to avoid on-site delays and to ensure that exhibitor badges are prepared in advance. Please find attached the **Exhibit Space Contract** for pre-registering representatives. Exhibit personnel are required to wear their CAPWHN identification badge at all times. We strongly suggest exhibit personnel remain at their booth during exhibit hours.

BOOTH ALLOCATION

Exhibit space will be assigned first to Industry Partners (Platinum, Gold, Silver and Bronze sponsors). All remaining space will be allotted to exhibitors based on availability and receipt of full payment. In addition, every effort will be made to ensure exhibitors are not placed near competitors as identified on the Exhibitor registration form.

GRAPHIC REQUIREMENTS

Please submit your company logo in .eps as well as .jpg format to admin@capwhn.ca and your company description by December 15, 2022.

DAMAGES

Damage to the facility caused by the exhibitor, their employee or agent is the sole responsibility of the exhibitor.

LIABILITY

Exhibitors shall assume all responsibilities for damage to or any claims arising out of their own negligence or that of their employees or agents to the exhibit area. Neither CAPWHN and its employees, nor the Delta Vancouver and its employees will assume any liability for damage, loss of any nature or personal injury in connection with the showing or viewing of exhibits whatsoever. CAPWHN **does not** supply security personnel during the conference. Whenever possible, CAPWHN will ensure that space not in use remains locked and secure and access is limited to the conference planner.

BOOTH ACTIVITIES

At no time should music or videos be played at a level that interferes with a neighbouring booth's exhibiting activities. We request that there be **no latex** balloons at any displays due to latex allergies. We do encourage you to hold draws at your booth to promote traffic. We suggest that you list the item(s) to be drawn in with your company description which is included as part of the conference Final Program.

EXHIBITOR FLOOR SALES

To help companies maximize their exhibiting opportunity, floor sales will be allowed, provided that transactions are conducted in a manner consistent with the professional nature of the meeting. Exhibitors are encouraged to provide information about items they might sell and accepted methods of payment.

CONFERENCE CONTACT INFORMATION

Carolina Moore
Executive Director, CAPWHN
2781 Lancaster Rd, Suite 200, Ottawa ON K1S 2G8

Tel.: 613-406-1678
Fax: 613-730-4314
admin@capwhn.ca