2019 CNSA National Conference
January 23rd—26th, 2019
Calgary, AB

Hosted By: University of Calgary

Presented By: Canadian Nursing Students’ Association

Sponsorship and Exhibitor Prospectus
# Table of Contents

- An Invitation to Support CNSA ........................................... 3
- About Canadian Nursing Students’ Association ............. 4
- About The University of Calgary ................................ 4
- 2019 CNSA National Conference ................................ 5
- Contribution ................................................................. 5
- Why Sponsor? .............................................................. 5
- Sponsorship Levels ....................................................... 6
- Other Event Sponsorships ............................................. 10
- Promotional Items Sponsorship/Donations ..................... 11
- Exhibitor Fair Information ............................................. 12
- Final Price Listings ....................................................... 13
- Sponsorship Order Forms ............................................. 14
- Sponsorship Contact Information ................................. 15
- Exhibit Space Order Form ............................................. 17
- Cancellation Policy ...................................................... 20
- More Information ........................................................ 20
Dear CNSA Supporter,

The University of Calgary is proud to be hosting the Canadian Nursing Student's Association (CNSA) 2019 Annual National Conference. Taking place in the heart of Calgary Stampede, the conference explores Promoting Students as Leaders and Advocates for themselves, their patients, and vulnerable populations. The annual National Conference will take place January 23rd - 26th, 2019.

On behalf of the National Conference Planning Committee, it is our honor to invite your organization to become a sponsor of this dynamic and educational event. We have developed six levels of sponsorship, as outlined in the enclosed package. Your generous sponsorship will not only allow us to attract high level keynote speakers, but will aid in the efforts to keep registration fees down to a rate affordable for students.

We are expecting over 400 nursing students and professionals from across the country to gather in Calgary for CNSA’s 2019 National Conference. As a sponsor or exhibitor, you will be given a great opportunity to showcase your products and services to a national audience and to interact with the attendees.

Sincerely,

Wesley Fabroa  
National Conference Committee Chair  
2019 CNSA National Conference  
Email: conference@cnsa.ca  
Phone: (416) 938-0924

Megan D'Souza  
Deputy Conference Coordinator  
2019 CNSA National Conference  
Email: ncdeputy@cnsa.ca
The Canadian Nursing Students’ Association (CNSA) is a not-for-profit, student run organization that acts as the national voice of Canadian nursing students. For over 40 years, CNSA has represented the interests of countless nursing students on the local, provincial, and national level. CNSA provides professional development and networking opportunities to nursing students from all across Canada. We facilitate the engagement of students in baccalaureate, psychiatric, and practical nursing programs in advocacy related to nursing and nursing programs.

CNSA is an important resource for nursing students, connecting our members with important educational and professional resources. CNSA is actively dedicated to the positive promotion of nurses and the nursing profession.

**CNSA is guided by the following underlying principles and objectives:**
1. To be the primary resource for Canadian nursing students
2. Influence and advance innovation and justice in the nursing curriculum and the nursing profession
3. To strengthen linkages and create new partnerships.

CNSA’s vision includes advocating for and facilitating professionalism, leadership, visibility, education, and advocacy. To learn more about CNSA, please visit www.cnsa.ca

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**University of Calgary**

In the sunniest city of Canada, and home to the Dinos, the University of Calgary has ranked several times as one of Canada’s #1 top young global university. On a clear day, while studying in the Taylor Family Digital Library, get a view of the panoramic skyline of the rocky mountains, or enjoy your lunch under the University’s famous art sculpture “Prairie Chicken”. Or spend your afternoon, skating on the fastest ice in the world, at the Olympic Oval. Visiting campus is a good mix of straddling the line of past and future. It was established in 1966, and is leading the way as Canada’s #6 top research university. There are many programs for you to choose from with over 250+ options from ancient and medieval history to international business strategy.

The University of Calgary pride spreads far and wide and has five different campuses from downtown Calgary all the way to a nursing campus in Doha, Qatar and represents our motto of "keeping our eyes high". At the Faculty of Nursing, you’re able to gain a bachelor’s degree as a Registered Nurse, and also complete your masters or doctoral program at UCalgary. The nursing faculty hones the world’s leading edge simulation learning to enhance the teaching of our future nurses and develop real life scenarios and promote research in health across the lifespan. Follow us on our Instagram page at Instagram.com/ucalgarynursing or visit nursing.ucalgary.ca.
2019 National Conference

Over 400 nursing students from across the country will gather in Calgary as the University of Calgary hosts the Canadian Nursing Students’ Association (CNSA) 2019 National Conference. From January 23rd-26th, 2019, Calgary will welcome the National Conference that is expected to provide attendees the opportunity to develop nursing knowledge and leadership skills by participating in various educational keynote speaker sessions, and workshops. Furthermore students will have the opportunity to meet and network with other students from across the country.

Attendees will be given the opportunity to learn about the many different areas of focus in the field of Nursing, and will learn the importance of collaboration within the healthcare setting. They will also learn about CNSA governance, how parliamentary procedure works, how motions are passed, and more at the annual National Assembly. This is an amazing opportunity for students to learn about how organizations such as the CNSA function before they enter into the work force and become involved with their governing bodies and associations.

Why Sponsor?

1. **Increase awareness and recognition of your organization**: Calgary will attract over 400 nursing students, practicing nurses, nurse educators, and representatives from national nursing organizations (e.g. Canadian Nurses Association).

2. **Increase your corporate visibility**: Whether your corporation is large or small, local or national, there are various opportunities to involve your organization in the events and be seen and heard.

3. **Receive benefits only offered to sponsors**: Your logos could appear on promotional material and the CNSA website, promotional material for delegates and attendees, and tickets to conference activities.

4. **Enjoy a unique opportunity to interact with current and future nurses**: Over the four days of conference you will get many opportunities to network with future nursing professionals and nurses, while promoting your services and products.

5. **Support the local community**: As a component of our conference, we will be holding a charity auction on January 24th, 2019. 100% of the funds raised during the charity auction will be donated to the designated charity.

6. **Support the local economy**: The National Conference is expected to inject nearly $350,000 of direct visitor spending into the local Calgary, Alberta economy.
Levels of Sponsorship

We are pleased to offer six levels of sponsorship, as well as many opportunities for sponsorship of special functions and promotional items. Each opportunity provides different levels of benefits and visibility for your organization. Any contribution, large or small, will ensure the success of the conference and provide vital learning experiences and opportunities for students and attendees.

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>$10,000</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$7,500</td>
</tr>
<tr>
<td>GOLD</td>
<td>$5,000</td>
</tr>
<tr>
<td>SILVER</td>
<td>$3,000</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$2,000</td>
</tr>
<tr>
<td>CRYSTAL</td>
<td>$1,500</td>
</tr>
</tbody>
</table>
DIAMOND Sponsorship

- Verbal acknowledgment and thanks will be made at the opening and closing ceremonies
- Sponsor logo will be placed on the conference page of CNSA website
- Sponsor name will be shown in the conference promotional video
- Your representative(s) will have 2 minutes at the beginning of the Opening Ceremonies and during the Awards Banquet/ Closing Ceremonies to bring greetings from your organization (all attendees will be present)
- Presentation of sponsorship of the Awards Banquet and Dinner/ Closing ceremonies
- Sponsor logo will be prominent on/during: conference banner, registration desk, opening ceremonies, near the podium during guest speakers, and dinner banquet/ awards night
- Sponsor logo will be placed on conference poster
- Sponsor logo will be projected onto screen during conference, opening ceremonies reception, and dinner/awards banquet
- Sponsor information will be on Conference page of CNSA website (50 words)
- Promotional item inserts in the conference bags**
- Two complimentary four-day conference registrations
- Three tickets to the Opening Ceremonies and Charity Auction
- Three tickets to the Awards Banquet and Dinner/ Closing ceremonies
- Complimentary Exhibitor Fair booth in prime location for all three days
PLANTINUM Sponsorship

- Verbal acknowledgment and thanks will be made at the opening and closing ceremonies
- Sponsor logo will be placed on the conference page of CNSA website
- Sponsor name will be shown in the conference promotional video
- Your representative(s) will have 2 minutes at the beginning of the Opening Ceremonies and during the Awards Banquet/ Closing Ceremonies to bring greetings from your organization (all attendees will be present)
- Sponsor logo will be placed on conference poster
- Sponsor logo will be projected onto screen during conference, opening ceremonies reception, and dinner/awards banquet
- Sponsor information will be on Conference page of CNSA website (50 words)
- Signage, to include your company logo, will be placed near the podium during reception, keynote speaker sessions, and banquet/awards dinner
- Promotional item inserts in the conference bags**
- Two complimentary four-day conference registrations
- Two tickets to the Opening Ceremonies and Charity Auction
- Two tickets to the Awards Banquet and Dinner/ Closing ceremonies
- Complimentary Exhibitor Fair booth in prime location for all three days
GOLD Sponsorship

- Sponsor logo will be placed on the conference page of CNSA website
- Sponsor name will be shown in the conference promotional video
- Sponsor logo will be projected onto screen during conference, opening ceremonies reception, and dinner/awards banquet
- Sponsor information will be on Conference page of CNSA website (50 words)
- Signage, to include your company logo, will be placed near the podium during reception, key note speaker sessions, and banquet/awards dinner
- Promotional item inserts in the conference bags**
- One complimentary four-day conference registrations
- One tickets to the Opening Ceremonies and Charity Auction
- Two tickets to the Awards Banquet and Dinner/ Closing ceremonies
- Complimentary Exhibitor Fair booth for two days

SILVER Sponsorship

- Acknowledgment given in 2019 CNSA National Conference Manual as Silver Sponsor
- Sponsor logo will be placed on the conference page of CNSA website
- Sponsor name will be shown in the conference promotional video
- Sponsor logo will be projected onto screen during conference, opening ceremonies reception, and dinner/awards banquet
- Sponsor information will be on Conference page of CNSA website (30 words)
- Promotional item inserts in the conference bags**
- One complimentary four-day conference registrations
- One ticket to the Opening Ceremonies and Charity Auction
- One ticket to the Awards Banquet and Dinner/ Closing ceremonies
- Complimentary Exhibitor Fair booth for one day
BRONZE Sponsorship

- Acknowledgment given in 2019 CNSA National Conference Manual as Bronze Sponsor
- Sponsor logo will be placed on the conference page of CNSA website
- Sponsor logo will be projected onto screen during conference, opening ceremonies reception, and dinner/awards banquet
- Sponsor information will be on Conference page of CNSA website (30 words)
- Promotional item inserts in the conference bags**
- Two complimentary one-day conference registrations
- One ticket to the Opening Ceremonies and Charity Auction
- One ticket to the Awards Banquet and Dinner/ Closing ceremonies
- Complimentary Exhibitor Fair booth for one day

CRYSTAL Sponsorship

- Acknowledgment given in 2019 CNSA National Conference Manual as General Sponsor
- Sponsor logo will be placed on the conference page of CNSA website
- Sponsor logo will be projected onto screen during conference, opening ceremonies reception, and dinner/awards banquet
- Sponsor information will be on Conference page of CNSA website (30 words)
- Promotional item inserts in the conference bags**
- One complimentary one-day conference registrations
- One ticket to the Opening Ceremonies and Charity Auction
- One ticket to the Awards Banquet and Dinner/ Closing ceremonies
- Complimentary Exhibitor Fair booth for one day
Other Event Sponsorship

In addition to various sponsorship levels, we are pleased to provide sponsorship opportunities for breaks, lunches, dinners, and tables at the closing banquet.

<table>
<thead>
<tr>
<th>Recognition</th>
<th>Afternoon Health Break &amp; Banquet Dinner</th>
<th>Health Breaks &amp; Lunch</th>
<th>Pre-Conference Breakfast, Health Breaks, &amp; Lunch</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1000</td>
<td>$750</td>
<td>$650</td>
</tr>
<tr>
<td>Acknowledgement in conference Program</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Signage in Health Break area</td>
<td>During the course of the afternoon break and banquet dinner (on all banquet tables)</td>
<td>During the course of the morning break and lunch</td>
<td>During the course of breakfast, breaks, and lunch</td>
</tr>
<tr>
<td>Complimentary promotional items placed in conference bag**</td>
<td>*</td>
<td>*</td>
<td>*</td>
</tr>
<tr>
<td>Groups Present</td>
<td>All Attendees present</td>
<td>All Attendees present</td>
<td>Only OD/AD/CNSA Board of Directors Present</td>
</tr>
<tr>
<td>Logo on CNSA Website</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal recognition of your organization/ company during Banquet</td>
<td>*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One ticket to the Award Banquet and Dinner/ Closing ceremonies</td>
<td>*</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Promotional Items Sponsorship/Donation

CNSA is proud to offer these additional options to give your company greater visibility at the 2019 CNSA National Conference.

### Conference Lanyard or Conference Bag Sponsor—$1200
- Verbal recognition of your organization/company at Opening Ceremonies
- Acknowledgment in conference program (Logo)
- Logo on CNSA Website
- Complimentary promotional items placed in conference bag**
- Company/Organization information on CNSA website (30 words)
- **Sponsoring organization to provide lanyard or bags**

### Round Pin Button—$750
- Verbal recognition of your organization/company at Awards Banquet/Dinner
- Acknowledgement in conference program
- Complimentary promotional items placed in conference bag**
- **Sponsoring organization to provide pins**

### Live Auction Item(s) Donation*—Any Denomination
- Logo and/or company items placed with auction item
- Complimentary promotional items placed in conference bag**
- Verbal recognition of your organization/company during the live auction or conference draws events
- Great exposure for your organization

*Live auction items can include items such as: clothing, electronics, books, etc.
Exhibitor Fair Information

Exhibitor will take place on January 23rd—January 26th, 2019

Table Top Exhibition Space

For the Exhibitor Fair, you will be provided with:
- One table: 6ft in length
- All tables will be skirted and have a table cloth
- 1 complimentary conference registration—Any additional exhibitors will be subject to registration fees

Booth Rental Fees

<table>
<thead>
<tr>
<th>Pack Size</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Day</td>
<td>$1000 + GST</td>
</tr>
<tr>
<td>Two Days</td>
<td>$1,400+ GST</td>
</tr>
<tr>
<td>Three Days</td>
<td>$2,000+ GST</td>
</tr>
</tbody>
</table>

Power at Booth: Please contact the conference centre for more information (Limited Availability)

Registration Deadline: December 15th, 2018
Late Booth Rental Fee: Standard fee + $250

Benefits & Visibility

- Acknowledgment in conference program (Name)
- Complimentary promotional items placed in conference bag**
- One lunch and refreshments included
- Sponsor highlighted during conference
- Great exposure for your organization
Final Price Listing

Please check your desired sponsorship level and activities

Sponsorship Levels A

- **Diamond** $10,000
- **Platinum** $7,500
- **Gold** $5,000
- **Silver** $3,000
- **Bronze** $2,000
- **Crystal** $1,500

Sponsorship Level B

- **Wednesday, January 24: Breakfast, Health Breaks, and Lunch** $650
- **Thursday, January 25: Health Breaks, and Lunch** $750
- **Friday, January 26: Health Breaks, and Lunch** $750
- **Saturday, January 27: Breakfast, Health Breaks, and Lunch** $650
- **Saturday, January 27: Afternoon Health Break and Banquet Dinner** $1,000

- **Conference Lanyard or Conference Bag Sponsor** $1,200
- **Round Pin Button Sponsor** $750
- **Live Auction Item(s) or Conference Draws Donation** n/c

Registration

- **Early Bird registration**: $300.00
- **Regular registration**: $310.00

Registration Number: 80234 5678 RT0001

*If you are only registering for exhibit space please see form on page 20.*
Order Form—Sponsorship

Please complete this form and return it to the CNSA Office
Payment must accompany contract - please make cheque payable to CNSA

Address: email: ncsponsorship@cnsa.ca
CNSA National Conference
1145 Hunt Club Road Suite 450
Ottawa, ON  K1V 0Y3

Company Email

Address City

Province Postal Code

Contact Person Position

Telephone Fax

(*Diamond, Platinum, Gold, Silver and Bronze Sponsors: you will receive a complimentary exhibitor booth with your registration. Please see page 14 of this sponsorship package for fair information.)

Sponsorship Level A:

Sponsorship Level B:

Total Cost:

Sponsors also interested in becoming an Exhibitor, please complete and submit an Exhibitor Form.

Agreement:
We agree to abide by the Terms and Conditions of this Sponsorship package set out by the CNSA.

Signature: Date:

This contract is null and void unless signed. Payment must accompany this contract.
Sponsorship Contact

Guests attending the conference: Please refer to your sponsorship/exhibitor level to indicate how many guests are pre-paid for.

Guest 1
Name: ____________________________  Address: ____________________________
Company/Organization/School: ____________________________  City: ____________________________  Province: ____________________________
Contact Person: ____________________________  Postal Code: ____________________________
Position: ____________________________  Telephone: ____________________________
Email: ____________________________  Fax: ____________________________

Dietary Restrictions and/or Allergies please list:

Please check the events Guest 1 will be attending:

☐ One-day Conference  Date: ________________  ☐ Opening Ceremonies
☐ Four-Day Conference  ☐ Exhibitor Fair
☐ Awards, Banquet, & Dinner

Guest 2 (Extra Registration fees may apply)
Name: ____________________________  Address: ____________________________
Company/Organization/School: ____________________________  City: ____________________________  Province: ____________________________
Contact Person: ____________________________  Postal Code: ____________________________
Position: ____________________________  Telephone: ____________________________
Email: ____________________________  Fax: ____________________________

Dietary Restrictions and/or Allergies please list:

Please check the events Guest 2 will be attending:

☐ One-day Conference  Date: ________________  ☐ Opening Ceremonies
☐ Four-Day Conference  ☐ Exhibitor Fair
☐ Awards, Banquet, & Dinner
Sponsorship Contact

Guests attending the conference: Please refer to your sponsorship/exhibitor level to indicate how many guests are pre-paid for.

Guest 3 (Extra Registration fees may apply)

Name: ____________________________  Address: ____________________________

Company/Organization/School: ____________________________  City: ____________________________  Province: ____________________________

Contact Person: ____________________________  Postal Code: ____________________________

Position: ____________________________  Telephone: ____________________________

Email: ____________________________  Fax: ____________________________

Dietary Restrictions and/or Allergies please list:

Please check the events Guest 3 will be attending:

☐ One-day Conference  Date: ________________  ☐ Opening Ceremonies
☐ Four-Day Conference  ☐ Exhibitor Fair
☐ Awards, Banquet, & Dinner

Guest 4 (Extra Registration fees may apply)

Name: ____________________________  Address: ____________________________

Company/Organization/School: ____________________________  City: ____________________________  Province: ____________________________

Contact Person: ____________________________  Postal Code: ____________________________

Position: ____________________________  Telephone: ____________________________

Email: ____________________________  Fax: ____________________________

Dietary Restrictions and/or Allergies please list:

Please check the events Guest 4 will be attending:

☐ One-day Conference  Date: ________________  ☐ Opening Ceremonies
☐ Four-Day Conference  ☐ Exhibitor Fair
☐ Awards, Banquet, & Dinner
Order Form—Exhibit Fair Space i.

Please complete this form and return it to the CNSA Office
Payment must accompany contract - please make cheque payable to CNSA

Address:  
CNSA National Conference  
1145 Hunt Club Road Suite 450  
Ottawa, ON  K1V 0Y3

Company

Email

Address

City

Province

Postal Code

Contact Person

Position

Telephone

Fax

Please indicate the names of the person(s) who will be attending the booth:

Person 1:  
Position:

Telephone:  
Email:

Person 2:  
Position:

Telephone:  
Email:
Order Form—Exhibit Fair Space ii.

Exhibitor space availability is limited. Booth locations will be allocated by sponsorship level on a first come first served basis, based on the date the signed contract is received by the CNSA Conference Office.

Booth fees (please select applicable fees)

- Exhibitor Booth (1 day – select date) $1000 + GST
  - Thursday January 24, 2019
  - Friday January 25, 2019
  - Saturday January 26, 2019

- Exhibitor Booth (2 days – select dates) $1,400 + GST
  - Thursday January 24, 2019
  - Friday January 25, 2019
  - Saturday January 26, 2019

- Exhibitor Booth (All 3 days) $2,000+ GST
  - Thursday January 24, 2019
  - Friday January 25, 2019
  - Saturday January 26, 2019

- Please list the product/service your company will be promoting (select one of the following):
  - Recruitment and Career Services
  - Educational programs, and resources
  - NCLEX preparation and other NCLEX material
  - Direct selling products (scrubs)
  - Other: ____________________________________________________

*Complementary Internet; power access at booth (to be determined)
** Late Booth Registration Charge (after December 15, 2018): Standard fees + $250

Exhibitor/Booth Registration fee: _____________
Order Form—Exhibit Space iii.

Registration Number: 80234 5678 RT0001

Agreement:
We agree to abide by the Terms and Conditions of this Sponsorship package set out by the CNSA. Please see page 21 of this sponsorship package for Terms and Conditions

Signature: ____________________________ Date: _____________________________

This contract is null and void unless signed. Payment must accompany this contract.

** Please note Diamond sponsors and Platinum sponsors receive 3 complimentary days, Gold sponsors receive 2 complimentary days, and all other levels receive one complimentary day. Please select preferred days.
Terms and Conditions

Cancellation Policy

Notification of cancellation must be submitted in writing to the CNSA. The following cancellation policy is in effect:

- Before January 1st, 2019: 25% of total cost will be refunded
- After January 1st, 2019: No refund

Table Top Exhibition Space

For more information about the CNSA and the 2019 CNSA National Conference, or how to become a sponsor, please contact:

Josephine Lee & Aisha Shuaib
National Conference Sponsorship and Exhibitor Team

Email: ncsponsorship@cnsa.ca
Email: ncexhibit@cnsa.ca
2019 CNSA National Conference
University of Calgary

Wesley Fabroa
National Conference Committee Chair

Email: conference@cnsa.ca
2019 CNSA National Conference
University of Calgary
Cell: (416) 938-0924