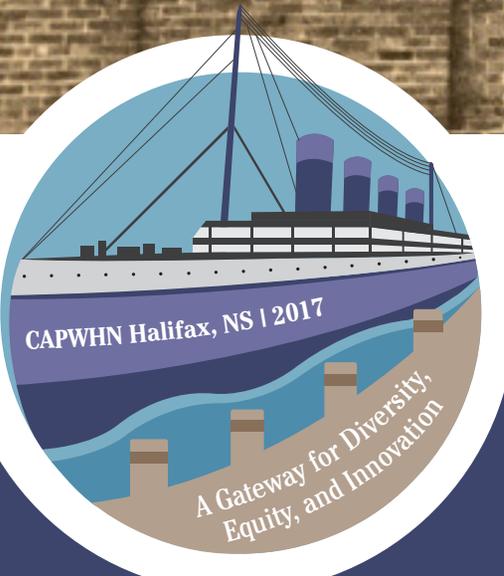




WELCOME HOME
TO CANADA

Photo Credit:
The Welcome Home to Canada sign outside Pier 21, October 30, 1950.
Canadian Museum of Immigration at Pier 21 [DI2013.839.32]

CAPWHN *Annual Clinical, Education, Research Conference*



CAPWHN Halifax, NS | 2017

*A Gateway for Diversity,
Equity, and Innovation*

HALIFAX
Nova Scotia



OCTOBER
12 - 14 | 2017



A MESSAGE TO OUR INDUSTRY PARTNERS AND EXHIBITORS

Become A CAPWHN EXHIBITOR / SPONSOR / PARTNER

I would like to invite you become an **Exhibitor** at the CAPWHN conference in Halifax, Nova Scotia, October 12-14, 2017. You will have the opportunity to meet with over 250+ obstetrical and women's health nurses, managers, directors, and educators from across the country. Planning is well under way for outstanding keynotes. A record number of abstracts were submitted last year and we anticipate a greater number this year. It is **the** place to be to demonstrate your products and services!

I would also ask you to consider being a CAPWHN **Sponsor**. As an industry sponsor you will work with CAPWHN through sponsorship opportunities at the Platinum, Gold, Silver and Bronze levels. The benefits to industry are commensurate with the sponsorship levels. Sponsor visibility is yearlong through our web page, newsletter and logos on educational materials that may be developed. As a sponsor, a variety of activities, specific to your products or services, are available.

CAPWHN **Partners** can be visible in various CAPWHN associated activities or support areas – we would welcome your involvement in any of the diverse opportunities available. CAPWHN has collaborated with partners in various ways including development of educational materials, specific events, insertion of information in the delegate bags and many things in between.

What does this mean for you?

All six previous national conferences have received highly positive feedback from participants and industry partners. The 2017 conference will continue to provide the forum for you to connect with participants so they may learn about the latest technology and innovations and increase their knowledge of your products and service. We anticipate the 7th CAPWHN Conference to feature our highest attendance to date, with 300+ delegates expected. This is your opportunity to showcase your quality products and services you have available. 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.

So, Who Exactly is CAPWHN?

The Canadian Association of Perinatal and Women's Nurses (CAPWHN) "*{ l'Association canadienne des infirmières et infirmiers en périnatalité et en santé des femmes }*" has over 400 nurse members from across Canada representing managers, clinical and academic educators, and other perinatal and women's health professionals. Our members work in hospitals, clinics, universities and colleges, and community. The focus is on clinical care, education, research and consultation.

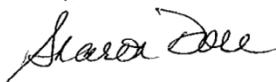
Why do we matter?

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 the 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 guideline development, promote patient safety and evidence informed practice through our newsletter, webinars, discussion forum and national conferences.

On behalf of all CAPWHN members, I wish to personally thank you for your anticipated support of our growing Canadian organization. I look forward to seeing you in Halifax - let us know how we can make it happen for you!

Sincerely,



Sharon Dore RN, PhD
President, CAPWHN

LOCATION OF THE 2017 CAPWHN ANNUAL CLINICAL, EDUCATION, RESEARCH CONFERENCE

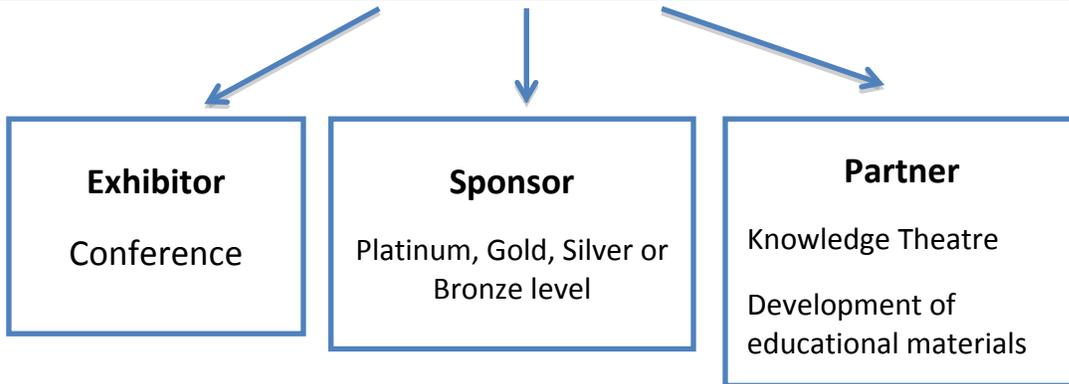
HALIFAX WORLD TRADE AND CONVENTION CENTRE

1800 Argyle St, Halifax, NS, B3J 2V9, Canada

CONFERENCE DATES

OCTOBER 12-14, 2017

CAPWHN SUPPORT OPPORTUNITIES AT A GLANCE



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 conference programs	Full Page	Half Page	Quarter page	
• Black and white advertisement in the conference programs				Quarter Page
• Recognition during the plenary sessions in an electronic format according to level	☑	☑	☑	☑
• Conference delegate bag inserts	2	2	1	1
• Recognition highlighted on conference banner	☑	☑	☑	☑
• Special recognition badges	☑	☑	☑	☑
• Special recognition during the opening reception	☑	☑	☑	☑
• 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
• Recognition as opening reception sponsor (1 available)	☑			
• Recognition as lunch sponsor (2 available)	☑	☑		
• Recognition as breakfast sponsor (3 available)			☑	
• Recognition as nutrition break sponsor (3 available)				☑

PARTNERSHIP OPPORTUNITIES

KNOWLEDGE THEATRE \$4,500 (1 AVAILABLE)

Each year, CAPWHN plans its conference content to reflect current issues and trends in perinatal and women's health. The Knowledge Theatre option allows our partner companies to highlight special programs or issues of interest to CAPWHN members. This session offers a fantastic opportunity to interface with our members at a designated time during 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 throughout the conference. 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 diverse partner companies to provide a range of education and promotional opportunities, including women's health issues (such as contraception and menopause), baby skin care, genetic testing, and fetal surveillance just to name a few.

Knowledge Theatre sessions represent an opportunity for our partner companies to receive extensive visibility with our members. The \$4,500 Knowledge Theatre session includes the following:

- A 30-45 minute presentation during part of one lunch break (as designated by CAPWHN)
- AV (laptop, projector, screen, laser pointer) in the plenary room at no extra charge
- Session open to all conference delegates
- Distribution of a "postcard" or other invitation to participants upon check-in at the CAPWHN registration desk. Note that the advertisement and copies must be provided by the partner company
- One complimentary exhibit booth and full conference registration

Note that applicable taxes must be added to the total cost. Additional requirements may incur an extra cost, including distribution of door knockers or room drops. Speaker travel, expenses and honoraria are the responsibility of the partner company.

DELEGATE BAG INSERTS

Delegate bag inserts include a paper promotional item inserted in the delegate bag prior to the conference. The cost for delegate bag inserts is \$100 per item for exhibiting companies and \$250 per piece for non-exhibitors plus applicable taxes

WEB EDUCATION / DEVELOPMENT OF EDUCATIONAL MATERIALS

CAPWHN also provides educational opportunities beyond the National Conference. We offer monthly webinars on topics relevant to our membership. Past conferences have featured milk banking, baby skin care, contraception, and newborn assessment. Partnership will allow us to expand our offerings and benefit a wider number of professionals in the field.

CAPWHN strives to enhance the availability of educational materials for perinatal and women's health nurses and would be open to partnerships to this end. These opportunities range from \$5,000 to \$10,000. Sound interesting? Call us to discuss further!

ALL INDUSTRY PARTNERS MUST COMPLY WITH THE FOLLOWING:

- World Health Organization's International Code of Marketing of Breast-milk Substitutes <http://www.who.int/nutrition/publications/infantfeeding/9241541601/en/index.html> and
- International Board of Lactation Consultant Examiners' *Minimizing Commercial Influence on Education Policy* (November 1, 2011) <http://www.iblce.org/upload/downloads/CommercialInfluenceOnEducation.pdf>

EXHIBITS PROGRAM

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

- ◆ Build rapport and expand existing partnerships with delegates
- ◆ Network with professionals in all areas of maternity, neonatal and women's health care
- ◆ Educate attendees on the products and services offered by exhibiting organizations
- ◆ Inform attendees of the recent innovations and product developments of each company
- ◆ Offer exhibiting companies to gain exposure by targeting specific audiences
- ◆ 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 8' x 10' 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
- ◆ Additional representative registration fee available (\$250 plus applicable taxes)
- ◆ Increased overall awareness of your company and its services
- ◆ Personalized company, products or services listing in Conference Program and on the CAPWHN website
- ◆ 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.

Booth Rental Fee

The cost of a piped and draped 8' (deep) x 10' (wide) booth space includes two (2) exhibitor registrations (valid for exhibit hall and general sessions), a table and two chairs and basic electrical. The complimentary registrations include meals provided during the conference and a drink ticket for the opening reception.

Corporate/Commercial/Company/Government/Hospital

Single (8' [deep] x 10' [wide]) \$2,100

Non-profit and small local businesses** \$1,100

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

The CAPWHN meeting is **not** open to the public; therefore, no person will be admitted to the 2017 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 \$250 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.

BOOTH ALLOCATION

Whenever possible CAPWHN will assign booth spaces based on the selected choices of exhibitors based on availability and full payment. Note that exhibit space will first be assigned to Industry Partners (Platinum, Gold, Silver and Bronze sponsors) and the remaining spaces will be allocated to exhibitors. **Exclusive booth allocation is provided to Platinum Partners and prime space is allocated to the Gold Partners.**

GRAPHIC REQUIREMENTS

Please submit your company logo at the same time as submitting your Exhibit Space Contract in an .eps as well as .jpg format to admin@capwhn.ca and your company description by August 1, 2017.

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 Halifax World Trade and Convention Centre 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 supplied to all attendees 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.

REGISTRATION

Register online at <https://capwhn.simplesignup.ca/2184>

CONFERENCE CONTACT INFORMATION

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