

Canadian Nursing Virtual Education Conference 2021

Sponsors and Exhibitor Package

Dates: May 3-5, 2021

Location: Virtual

Website: www.casn.ca

Number of expected delegates: 350+

Presented By:



Canadian Association
of Schools of Nursing
Association canadienne des
écoles de sciences infirmières



Dear CASN Sponsors,

Due to the Covid-19 pandemic, CASN had to cancel its in-person Nursing Education Conference, which was to be held in Calgary, Alberta, Canada in May 2020. As a fierce and resilient team, we are proud to announce that we will be hosting our very first Canadian Nursing Virtual Education Conference, which will be held from May 3-5, 2021. Our main theme for the conference is **Responding to the Complexity of Nursing Education and Practice**.

On behalf of the National Conference Planning Committee, I would like to invite your company and/or organization to become a sponsor of this event. We have created four well-defined opportunities for your consideration in the enclosed sponsorship package.

As a sponsor, you will be given the opportunity to showcase your products and services to a national audience. For more information, please do not hesitate to contact Roxanne Nizio, CASN Event Coordinator, at rnizio@casn.ca. I would like to thank you in advance for your generous support. We look forward to welcoming you, your company and/or organization to join our 2021 virtual conference.

Sincerely,

A decorative graphic on the left side of the page shows several hands in white gloves holding a glowing lightbulb. The hands are arranged in a circle around the lightbulb, which is emitting a bright light. The background is a soft, light purple gradient.

Cynthia Baker

Cynthia Baker, RN, PhD - CASN Executive Director

About the CASN Nursing Education Conference

In 1986, the Canadian Association of Schools of Nursing (CASN) saw a need to showcase nursing education research and began hosting annual national conferences. From 1986 to 2013, CASN's conferences spotlighted one of three areas: research, education, or academic leadership.

In 2014, CASN launched the Canadian Nursing Education Conference, a biennial event that represents all aspects of nursing education and brings researchers, educators, and stakeholders together to discuss the hottest topics and issues facing nursing education today. This conference has long been the hallmark event for top nursing researchers and educators in Canada.

The 2021 conference will focus on the changing and ever-growing world of nursing education. The main theme will be ***Responding to the Complexity of Nursing Education and Practice***. The conference's program will feature over 270 presentations, including oral presentations, poster presentations, panel/symposia, and round-table moderated presentations for PhD students with thesis in progress. As well, two keynote addresses by highly renowned academics Dr. Bernie Garrett (Associate Professor, University of British Columbia School of Nursing) and Dr. Jacinthe Pepin (Professeur titulaire, Université de Montréal, Faculté des sciences infirmières) will address the theme of the conference.

New for 2021, CASN has partnered with FUTUR Team, who will hold a Scientific Forum on May 5 as part of the conference, titled "University Education Focused on Transformational Learning for Health Professionals: The Contribution of the Competency-based Approach". This Forum is attended by participants from nursing, education, and rehabilitation science from within Québec and other French speaking countries such as France, Lebanon, and Belgium.

The CASN conference will provide your organization/company with a national and potentially international stage to market and showcase your products, services and achievements to key decision makers and industry leaders. Additional details about CASN are found on the last page of this package.

With almost 300 abstracts received for the last conference and another 120 new abstracts for the 2021 conference, we are anticipating over 350 delegates to participate this year, representing education, research, and administration interests from across Canada. We are excited to offer a high caliber virtual conference in 2021.

Dates: Monday, May 3 – Wednesday, May 5, 2021

Website: www.casn.ca

Conference webpage: <https://www.casn.ca/2020/12/the-casn-biennial-canadian-nursing-virtual-education-conference-2021/>

For more information, please contact:

Roxanne Nizio

Administrative Officer-Event Coordinator/Agente des affaires administratives-
Coordonnatrice des événements

Canadian Association of Schools of Nursing

E-mail: rnizio@casn.ca

Telephone: (613) 235-3150 ext.133

Fax: (613) 235-4476

CASN Conference Sponsors Benefits

As a sponsor at the 2021 Canadian Nursing Virtual Education Conference, you will be a highly visible part of Canada's premier nursing education and research conference. Over 350 of Canada's top nurse educators, administrators, and researchers will be in attendance, and they will be presenting the most innovative nursing research currently being conducted across the country.

You will have the opportunity to:

- Showcase your products and services directly to nurse educators, decision makers, researchers, and representatives from other national nursing organizations.
- Increase your company or organization's visibility: Whether you are large or small, local national or international, there are various virtual opportunities to involve your organization in the conference and be seen and heard.
- Virtual benefits opportunities (depending on sponsorship tier chosen): Sponsorship recognition on CASN's social media and conference webpage. On the virtual conference platform, you may choose to have a booth to post promotional videos, brochures, promotional documents, and include your company's representative contact information. Direct link to your email to answer any questions from the attendees, text chat, and/or live video chat with attendees.

As with all CASN events, we strive to provide our sponsors with excellent service and value.



Sponsorship Tiers

	Prestige	Platinum	Gold	Silver
Early bird sponsorship price (15% discount until March 5, 2021)	\$1,275.00 CAD	\$1,020.00 CAD	\$765.00 CAD	\$510.00 CAD
Regular sponsorship price (after March 5, 2021)	\$1,500.00 CAD	\$1,200.00 CAD	\$900.00 CAD	\$600.00 CAD
Conference webpage Sponsor logo with link to company website placed on conference page of CASN website	X	X	X	X
Sponsorship directory listing on virtual conference platform Logo and direct email contact in sponsorship directory	X	X	X	X
Attendee registration and basic analytics information Receive registration list (for those who consent) and basic analytics of who viewed your directory listing	X	X	X	
Advanced analytics information of who clicked on booth, documents, and videos	X	X		
Social media promotion Mention on CASN's social media accounts	X	X	X	X
2D/3D Standard Virtual Booth Vendor logo place (booth images provided in this package)	X	X	X	
Visibility in chat area When attendees click on vendor booth	X	X	X	
Vendor Booth Notification SMS or email notification when an attendee visits your booth	X	X		
Post PDF documents Promote your products, services, organization (zip file)	X (10 max)	X (5 max)	X (2 max)	
Post Videos Promote your products, services, organization	X (2 max)	X (1 max)		
Prize draw entries Gamification points awarded to encourage attendees to visit sponsor booths. More points earned gives attendees more chances to win.	X (4,500 points per visitor)	X (3,000 points per visitor)	X (1,500 points per visitor)	
LIVE Video Meeting LIVE Meeting platform embedded in vendor booth for live video meetings with attendees who visit the booth in real time (schedule to be provided by sponsor)	X			
Registration Complimentary attendee registration(s)	2	1	1	0



A la carte options that may be added only to Prestige, Platinum and Gold sponsorship tier price:

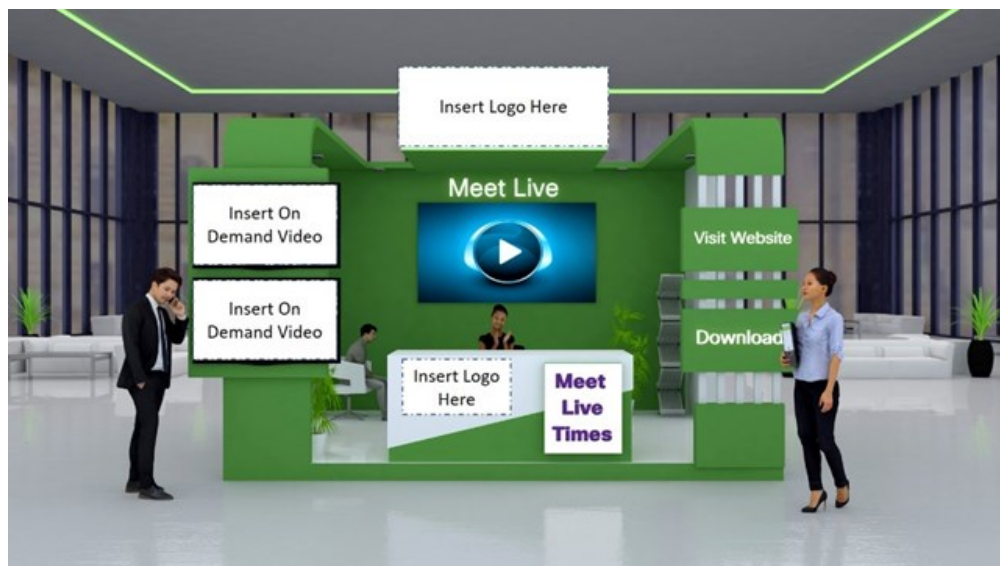
- Sponsorship branding logo on main lobby page (with other sponsors): additional \$500.00
- Sponsor keynote speakers (Monday, May 3, 2021 and Tuesday, May 4, 2021). Static logo during keynote presentation: additional \$250.00 for one day or \$350.00 for both days (with other sponsors)
- Sponsor poster presentations gallery: additional \$450.00 (One spot available on first come first serve basis)
- Sponsor oral presentations gallery: additional \$450.00 (One spot available on first come first serve basis)
- Site wide push notification with link directly to sponsor's exhibitor booth: additional \$150.00 for one, \$225.00 for two, or \$300.00 for three (times will be assigned on a first come first serve basis)
- Upgrade to Video Gallery- dedicated page with thumbnails for videos/descriptions, (max 9 videos): additional \$600.00
- Upgrade to PDF-link gallery- dedicated page with thumbnails and description for PDF downloads (max 20 PDFs): additional \$500.00
- ***Design your own company branded booth that will be customized to your specifications: An additional charge of \$2,100.00 will be added to the chosen sponsorship tier price.***

If you wish to donate a virtual giveaway or prize for the draw and be recognized as an in-kind sponsor, please indicate on the sponsor form and Event Coordinator Roxanne Nizio will contact you.

For additional information or questions, please contact Event Coordinator Roxanne Nizio at rnizio@casn.ca

Standard Sponsorship Exhibitor Booth Designs

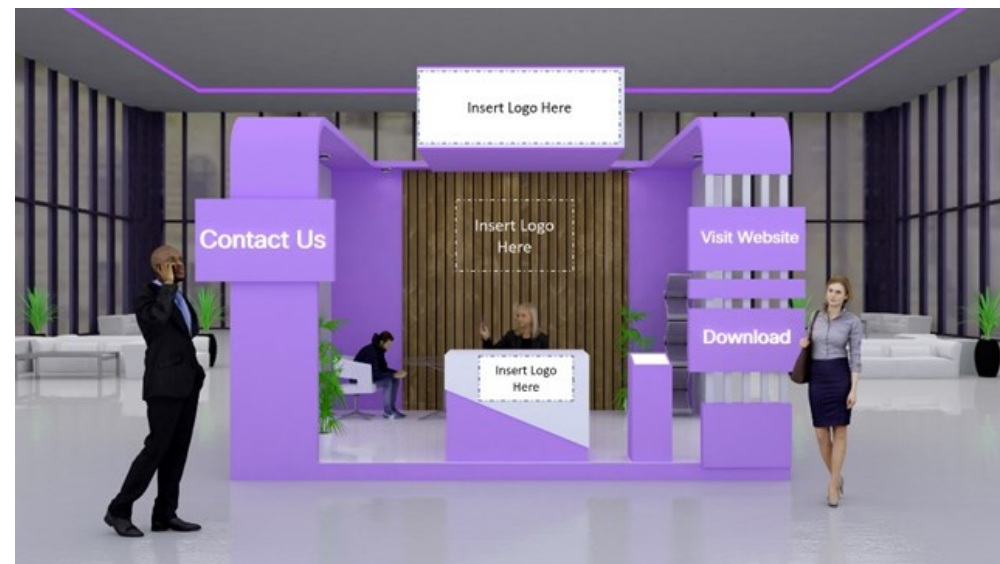
Prestige booth



Platinum booth



Gold booth





**2021 CASN Virtual Nursing Education Conference
Virtual Sponsor Registration Form**

May 3-5, 2021

We would like to be:

- Prestige Sponsor** (\$1,500.00 CAD)- **Early Bird** rate applicable until March 5, 2021: **\$1,275.00**
- Platinum Sponsor** (\$1,200.00 CAD) - **Early Bird** rate applicable until March 5, 2021: **\$1,020.00**
- Gold Sponsor** (\$900.00 CAD) - **Early Bird** rate applicable until March 5, 2021: **\$765.00**
- Silver Sponsor** (\$600.00 CAD)- **Early Bird** rate applicable until March 5, 2021 **\$510.00**

**Sponsorship form and payment must be received by Friday, March 5, 2021 to qualify for Early Bird rate.*

We would like to add the following à la carte options (only available to Prestige, Platinum and Gold sponsors):

- Sponsorship branding logo on main lobby page (with other sponsors): additional \$500.00
- Sponsor keynote speakers (Monday, May 3, 2021 and/or Tuesday, May 4, 2021.) Static logo during key note presentation
 - One day: additional \$250.00
 - Two day: additional \$350.00
- Sponsor poster presentations gallery: additional \$450.00 (One spot available on first come first serve basis)
- Sponsor oral presentations gallery: additional \$450.00 (One spot available on first come first serve basis)
- Site wide push notification with link directly to sponsor's exhibitor booth (times will be as signed on a first come first served basis)
 - One notification: additional \$150.00
 - Two notifications: additional \$225.00
 - Three notifications: additional \$300.00
- Upgrade to Video Gallery- dedicated page with thumbnails for videos/descriptions (max 9 videos): additional \$600.00
- Upgrade to PDF-link gallery- dedicated page with thumbnails and description for PDF downloads (max 20 PDFs): additional \$500.00
- We would like to design a branded booth customized to our company specifications: additional charge to chosen sponsorship tier: \$2,100.00

In-kind Prize Donation:

- We would like to donate a virtual giveaway or prize for the draw and be recognized as an in-kind sponsor. Event Coordinator Roxanne Nizio will contact you for details.



**2021 CASN Virtual Education Conference
Virtual Sponsor Registration Form**

May 3-5, 2021

Organization name to be used for sponsor recognition purposes:

Contact person name: _____

Address: _____

City: _____ Province/State: _____ Postal Code/ZIP: _____

Telephone: () _____ Fax: () _____

Email: _____

Authorizing Signature: _____ Date (yy/mm/dd): _____

Please provide the following credit card information:

Name on credit card*: _____ Type of card (check one): MasterCard Visa

Credit Card number: _____ Expiry date (mm/yy): _____ CVS #: _____

****Please note: we do not accept American Express***

Please remit this completed form with payment by ***Friday, March 5, 2021 for early bird sponsor price or by Thursday, April 1, 2021 at regular rate to:***

Roxanne Nizio

Email: rnizio@casn.ca

SPONSOR POLICIES/TERMS AND CONDITIONS:

- ◆ Sponsorship opportunities are granted on a first come first-served basis.
- ◆ Sponsorship early bird price will end on March 5, 2021. Completed form and full payment must be submitted via email by this date to receive the early bird price.
- ◆ Regular sponsorship price: Completed sponsorship registration form must be received via email with full payment by Thursday, April 1, 2021.
- ◆ Cancellations must be received in writing (via email) to Roxanne Nizio.
- ◆ Cancellations received before Thursday; April 1, 2021 are subject to a \$75.00 cancellation fee.
- ◆ No refunds will be given for cancellations received on or after Thursday, April 1, 2021.
- ◆ ***NCLEX exam related promotional materials are not permitted to be posted/promoted/distributed.***

About CASN

CASN's mission is to lead nursing education and nursing scholarship in the interest of healthier Canadians.

Founded in 1942, the Canadian Association of Schools of Nursing (CASN) is the national voice for nursing education and nursing research and represents nursing programs in Canada. With 91 member schools, CASN speaks for Canadian nursing education and scholarship. CASN works to establish and promote national standards of excellence for nursing education; promote the advancement of nursing knowledge; facilitate the integration of theory, research, and practice; contribute to public policy; and provide a national forum for issues in nursing education and research.

CASN prides itself on being a bilingual, voluntary organization; representative of universities and colleges in Canada that offer part or all of an undergraduate or graduate degree in nursing; and a registered charitable organization. CASN maintains relationships with several national nursing, health, and research organizations.

As the national accrediting agency for baccalaureate programs in nursing, CASN is now also accrediting domestic practical nurse diploma, internationally educated nurse bridging and master's level nurse practitioner programs, as well as baccalaureate programs leading to the registered nurse designation internationally.

The CASN Council is composed of heads of member nursing schools, chairpersons of standing committees, and members of the Board of Directors.

CASN's programs and services include:

- Representation and advocacy: CASN represents academic nursing and member schools to governments, funding agencies, international agencies and other nursing and health organizations. CASN advocates support for quality nursing education and research.
- Liaison and collaboration: CASN liaises with other national nursing and health organizations to promote the interests of academic nursing and member schools.
- Education, research, and scholarship: CASN offers continuing education courses and certifications, projects, workshops, and conferences for nursing educators and researchers.
- Accreditation: CASN grants accreditation to qualified nursing education programs at member institutions. The CASN accreditation program is recognized provincially, nationally, and internationally.
- Leadership: CASN is the premier source of information for current, quality nursing education and research. CASN facilitates leadership through committees and task forces.
- Information exchange: CASN produces a monthly newsletter, posts information and resources on our website and social media, and offers forums, courses, and conferences for nurse educators.