

2023 CASN Biennial Canadian Nursing Education Conference

St. John's, Newfoundland, Canada | May 29-30, 2023



SPONSOR/EXHIBITOR PACKAGE

Website: www.CASN.ca

Over 300 delegates expected!

CASN
ACESI 

Dear CASN Sponsors/Exhibitors,

We are proud to announce that we will be hosting CASN's Canadian Nursing Education Conference in St. John's Newfoundland May 29-30, 2023. Our main theme for the conference is **Anti-discriminatory pedagogy in nursing education**.

On behalf of the National Conference Planning Committee, I invite your company and/or institution to become an exhibitor/sponsor at this event. We have created well-defined opportunities for your consideration in the enclosed exhibitor/sponsor package.



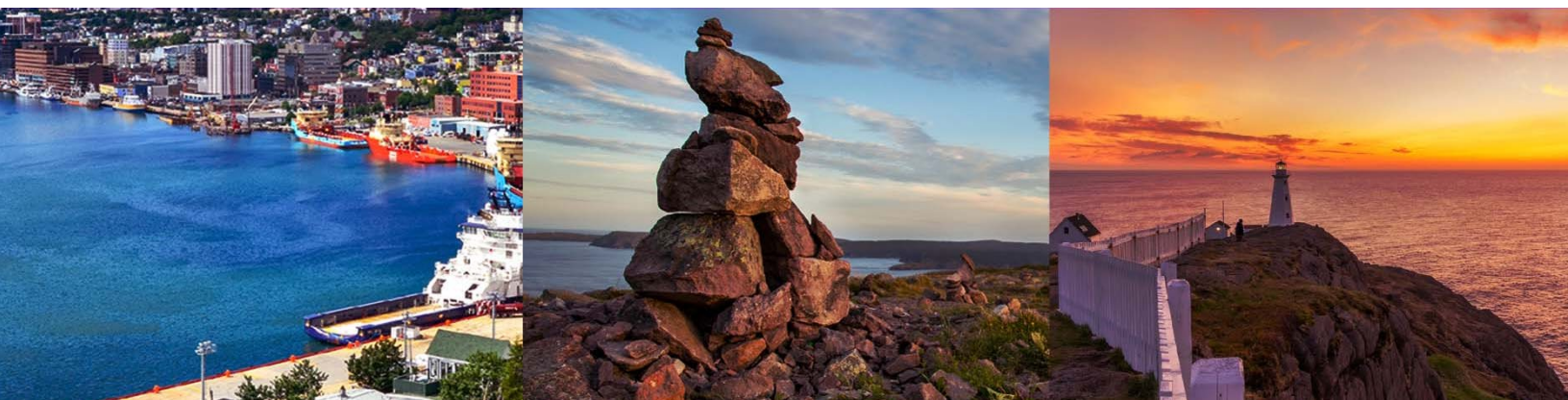
As an exhibitor, you will be given the opportunity to showcase your products and services to a national audience. For more information, please do not hesitate to contact Roxanne Nizio, CASN Event Coordinator, at rnizio@casn.ca.

I would like to thank you in advance for your generous support. We look forward to welcoming you, your company and/or institution to join our 2023 conference.

Sincerely,

A handwritten signature in black ink that reads "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 2023 conference will focus on the changing and ever-growing world of nursing education. The main theme will be ***Anti-discriminatory pedagogy in nursing education***. The conference's program is expected to feature over 250 presentations, including oral presentations, poster presentations, panel/symposia, and PhD students with thesis in progress presentations. As well, two keynote panel addresses will address the theme of the conference each day.

The CASN conference will provide your institution and/or company with a national 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.

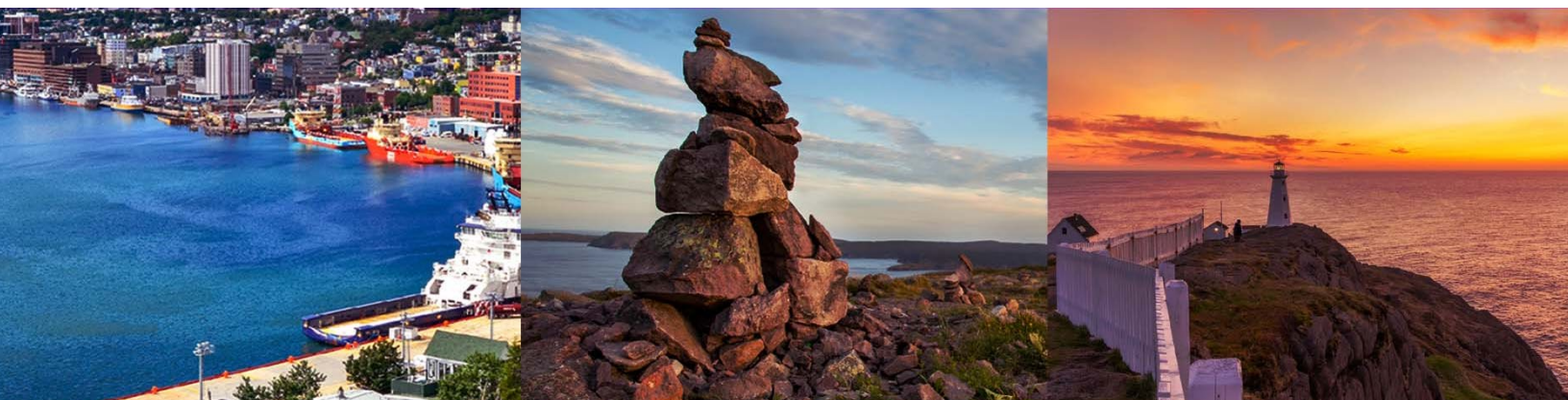
We are anticipating over 300 delegates to participate this year, representing education, research, and administration interests from across Canada. We are excited to offer a high caliber conference in 2023.

Dates: Monday, May 29 – Tuesday, May 30, 2023

Location: St. John's, Newfoundland

Venue: Delta Hotels by Marriott St. John's Conference Centre

Conference webpage: <https://www.casn.ca/2022/05/he-casn-biennial-canadian-nursing-education-conference-2023/>



Travel and Accommodations

Air Canada and West Jet are offering travel discounts for conference attendees. As well, a special guestroom rate starting at \$214.00 CDN per night (plus applicable taxes and fees) has been negotiated with the Delta for the duration of the conference. The negotiated rate is in effect until **Friday, May 5, 2023.**

See conference webpage (Travel and Accommodation section) for details:

<https://www.casn.ca/2022/05/he-casn-biennial-canadian-nursing-education-conference-2023/>

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



QUICK FACTS ABOUT CASN'S SOCIAL MEDIA NETWORKS

CASN maintains a dedicated social media network following that include CASN members, project partners, deans, directors, chairs, faculty members of nursing programs, and government policy makers from across Canada. Through sponsored content on CASN's networks, you can present your nurse education solutions or services to 4,000+ followers.

Quick facts:

2,126 Twitter Followers

1,900 Facebook Followers

366 LinkedIn Followers

285 Instagram Followers

Click on the icons to follow CASN!



Sponsor/Exhibitor information and benefits

Sponsors and exhibitors at the 2023 Canadian Nursing Education Conference will be a highly visible part of CASN's Canadian Nursing Education Conference.

Over 300 of Canada's top nurse educators, administrators, and researchers are expected to 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 in person 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 opportunities to involve your organization in the conference and be both seen and heard. Your company or organization's information will be added to the virtual platform.
- Sponsors and exhibitors will be recognized on CASN's social media.
- Sponsors' and exhibitors' website and contact information will be listed on the conference webpage and virtual conference platform.



As with **all CASN events**, we strive to provide our exhibitors with **excellent service** and **value!**

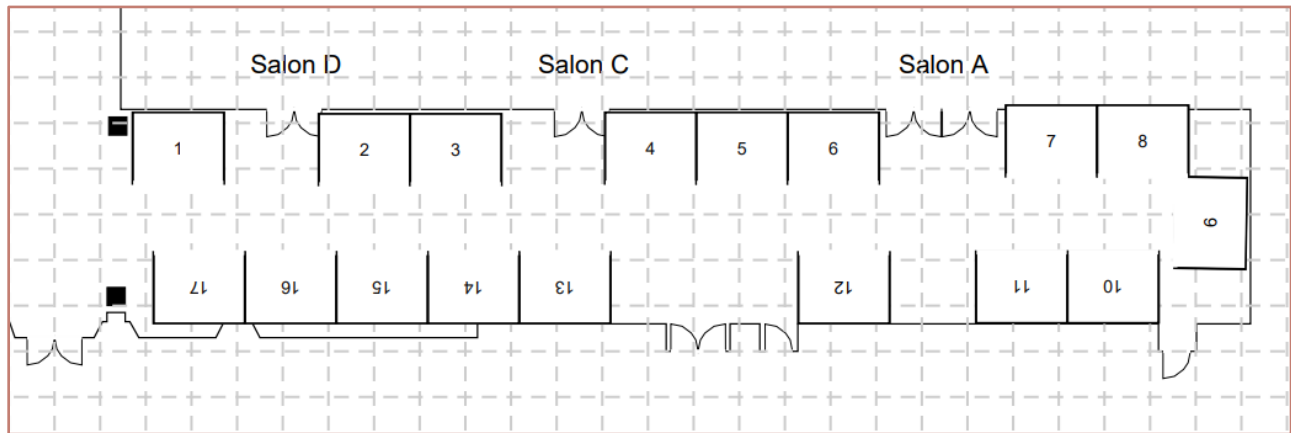
Exhibitor set-up information

- Exhibitor set-up: Monday, May 29, 6:30 – 7:30 am
- Exhibit area open: Monday, May 29 - Tuesday, May 30, 2023
- Exhibitors take-down: Tuesday, May 29, 2023, 4:30 – 5:45 pm

To maximize traffic and allow ample time for conference attendees to visit with exhibitors, the exhibit space is in the main lobby where breakfast, lunch and breaks will be served. Exhibitor spaces will be allotted on a first come, first serve basis.



Proposed layout (single exhibit spaces)



Exhibitor fees

- Single exhibit space – \$1,600 CAD
- Double exhibit space - \$2,600 CAD

Additional exhibitor information

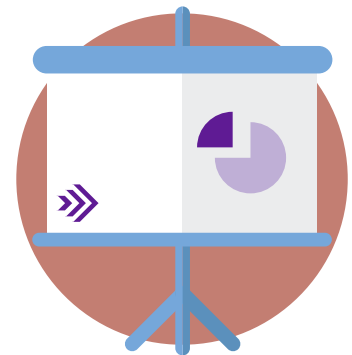
Each exhibit space includes:

- One 6' table (two 6' tables for a double space)
- Two chairs (four for a double space)
- Complimentary Wi-Fi
- Standard electrical outlet (bring your own extension cord). Additional power requirements must be requested in advance and will be arranged with the conference AV supplier. Exhibitors are responsible for any costs for additional power requirements.
- Complimentary registration for one person.
- Additional exhibitor registrations are \$825.00 CAD.

The exhibit space does not need to be torn down daily; however, please do not leave any valuables at the space when unattended. CASN is not responsible for any lost or stolen items.

NCLEX exam related promotional materials / items are not permitted to be posted / promoted / distributed.

All demonstrations must be confined to the limits of the exhibit space. Material and signs may not be distributed or displayed outside the exhibitor's space. Sound equipment must be regulated and directed into the exhibit space so that it does not disturb neighbouring exhibitors. We reserve the right to require the exhibitor to discontinue any activity due to noise or music volumes that are deemed unacceptable.



Choose from 5 Levels of Sponsorship

Sponsorship Level	Diamond 2 available on first-come, first-serve basis	Prestige 3 available on first-come, first-serve basis	Platinum 2 available on first-come, first-serve basis	Gold 2 available on first-come, first-serve basis	Silver
Price Please note: 2022 Council sponsors will receive a 15% discount	\$8,500.00 CAD	\$7,000.00 CAD	\$6,000.00 CAD	\$4,000.00 CAD	\$2,500.00 CAD
Sponsor for the entire conference	✓				
Complimentary single exhibit space. For double exhibit space, you will pay an additional \$1,000.	✓	✓	✓		
Introduce one of the keynote addresses	✓				
Lanyards for nametags purchased with company/organization logo	✓				
Sponsor one lunch, one breakfast, one refreshment break, or high tea networking reception		One lunch or high tea networking reception	One breakfast	One refreshment break	
Presentation slot scheduled by CASN	One (1) hour	Half (1/2) hour			

Sponsorship Level	Diamond 2 available on first-come, first-serve basis	Prestige 3 available on first-come, first-serve basis	Platinum 2 available on first-come, first-serve basis	Gold 2 available on first-come, first-serve basis	Silver
Colour or black and white ad space in conference program	Full Page	Full Page	Half Page (1/2 page)	Quarter page (1/4 page)	
Company/organization name posted on the CASN conference webpage, virtual conference platform and hyperlinked to your website	✓	✓	✓	✓	✓
Social media posting advertising your company/organization as a confirmed sponsor	✓	✓	✓	✓	✓
Verbal recognition in the opening remarks	✓	✓	✓	✓	✓
Recognition in conference program with logo	✓	✓	✓	✓	✓
Insertion of pre-approved promotional material/items in registration packages	✓	✓	✓	✓	
Total complimentary conference registrations	2	2	1	1	0

Optional add-ons

Main lobby listing on virtual conference platform: **\$500**

- You get logo branding on main virtual lobby page (with other sponsors)

Photo booth sponsor at High Tea networking reception: **\$900**

- One photo booth opportunity available on a first-come, first-serve basis
- Allows attendees to have fun and share their conference experience.
- Attendees are given the opportunity to take photos of themselves or with colleagues using fun props and have photos printed and/or emailed.
- Sponsor logo branding in pictures and at the photo booth.



2023 CASN Canadian Nursing Education Conference

St. John's, Newfoundland, Canada | May 29-30, 2023

SPONSOR/EXHIBITOR REGISTRATION FORM

Indicate desired **Sponsor Level**

- ☐ **Diamond Sponsor** (\$8,500.00 CAD) - Includes a single exhibit space.
☐ Double exhibit space – add \$1,000 ☐ Additional power needed – cost TBD once details finalized
- ☐ **Prestige Sponsor** (\$7,000.00 CAD) - Includes a single exhibit space.
☐ Double exhibit space – add \$1,000 ☐ Additional power needed – cost TBD once details finalized
- ☐ **Platinum Sponsor** (\$6,000.00 CAD) - Includes a single exhibit space.
☐ Double exhibit space – add \$1,000 ☐ Additional power needed – cost TBD once details finalized
- ☐ **Gold Sponsor** (\$4,000.00 CAD)
- ☐ **Silver Sponsor** (\$2,500.00 CAD)

Exhibitor options

- ☐ **Single exhibit space** (\$1,600.00 CAD) - includes one complimentary registration
- ☐ **Double exhibit space** (\$2,600.00 CAD) - includes one complimentary registration
- ☐ **Additional power needed.** Exhibitors are responsible for any costs for additional power requirements, and this will be arranged via Roxanne Nizio.

Add-ons

- ☐ We would like to add additional registration(s) (\$825.00 CAD each)
Enter number of additional registrations needed _____
- ☐ Main lobby listing- Virtual platform (\$500.00)
- ☐ Photo booth sponsor (\$900.00)
- ☐ We would like to donate a giveaway or prize for a draw and be recognized as an in-kind sponsor.
Roxanne Nizio CASN's Event Coordinator will contact you for details.

Total: \$ _____

Form continues on Page 2 of 2. Click the 'Reset Form' button to clear entered data from all form fields.

[Reset Form](#)

2023 CASN Canadian Nursing Education Conference

St. John's, Newfoundland, Canada | May 29-30, 2023

SPONSOR/EXHIBITOR REGISTRATION FORM

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): _____

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, April 14, 2023**, to:

Roxanne Nizio - email : rnizio@casn.ca

SPONSOR/EXHIBITOR TERMS AND CONDITIONS:

- Sponsorship opportunities are granted on a first come first-served basis.
- Exhibit space is granted on a first-come first served basis. Includes one complimentary registration. Additional registrations are \$825.00 CAD.
- Sponsorship and exhibitors: Completed sponsorship/exhibit registration form must be received via email with full payment by Friday, April 14, 2023, to secure your space.
- All sponsorship ads must be submitted for approval by Friday, April 14, 2023.
- Promotional material/items for registration packages must be sent to CASN by Friday, April 14, 2023. Please contact Roxanne Nizio for mailing address (rnizio@casn.ca).
- Cancellations must be received in writing (via email) to Roxanne Nizio.
- Cancellations received on or before Friday; April 14, 2023, are subject to a \$100.00 cancellation fee.
- No refunds will be given for cancellations received after Friday April 14, 2023.
- **NCLEX exam related promotional materials/items are not permitted to be posted/promoted/distributed**

Click the 'Reset Form' button to clear entered data from all form fields.

Click 'Submit Form' button to return completed form to CASN. Note: This function won't work in web browser.

Reset Form

Submit Form

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 95 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 programs, internationally educated nurse bridging programs, master's level nurse practitioner programs, as well as international baccalaureate programs leading to the registered nurse designation.

The CASN Council is composed of Deans, Directors, and Chairs of member nursing schools.

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.

