

2024 CASN Biennial Canadian Nursing Education Conference

Calgary, Alberta, Canada | May 27-28, 2024



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 Calgary, Alberta on May 27-28, 2024. Our main theme for the conference is **Transforming Nursing Education: Unlearning, Disrupting, & (Re)Learning**".

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 or institution to our 2024 conference.

Sincerely,



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 2024 conference will focus on the changing and ever-growing world of nursing education. The main theme will be "*Transforming Nursing Education: Unlearning, Disrupting, & (Re)Learning*".

The conference's program is expected to feature over 200 presentations, including oral presentations, poster presentations, panel/symposia, graduate students with thesis or project in progress presentations, and work in progress with facilitated discussion. Also, two keynote 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.

***Networking Evening Reception/Pre-Registration:** Sunday, May 26, 2023 (6-8 p.m.)

Dates: Monday, May 27 – Tuesday, May 28, 2024

Location: Calgary, Alberta

Venue: The Westin Calgary, 320 4 Ave SW, Calgary, Alberta, T2P 2S6

Conference webpage:

<https://www.casn.ca/2023/10/the-casn-biennial-canadian-nursing-education-conference-2024/>

Travel and Accommodations

Air Canada and West Jet are offering travel discounts for conference attendees. As well, a special guestroom rate starting at \$219.00 CDN per night (plus applicable taxes and fees)

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1683836682151&key=GRP&app=resvlink>

has been negotiated with the Westin for the duration of the conference. The negotiated rate is in effect until **Friday, May 3, 2024**, or subject to availability.

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

<https://www.casn.ca/2023/10/the-casn-biennial-canadian-nursing-education-conference-2024/>

For more information, please contact:

Roxanne Nizio

Events & Projects Coordinator/Coordonnatrice des événements et projets

Canadian Association of Schools of Nursing

E-mail: rnizio@casn.ca

Telephone: (613) 235-3150 ext.133

Jordan Potter

Events and Operations Assistant

Canadian Association of Schools of Nursing

E-mail: jpotter@casn.ca

Telephone: (613) 235-3150 ext.160



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:

2,327 Twitter Followers

2,100 Facebook Followers

531 LinkedIn Followers

369 Instagram Followers

452 YouTube Followers

[Click on the icons to follow CASN!](#)



Sponsor/Exhibitor information and benefits

Sponsors and exhibitors at the 2024 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.
- 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.



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

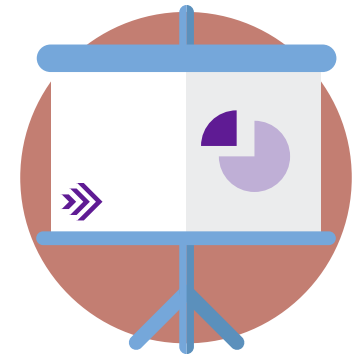
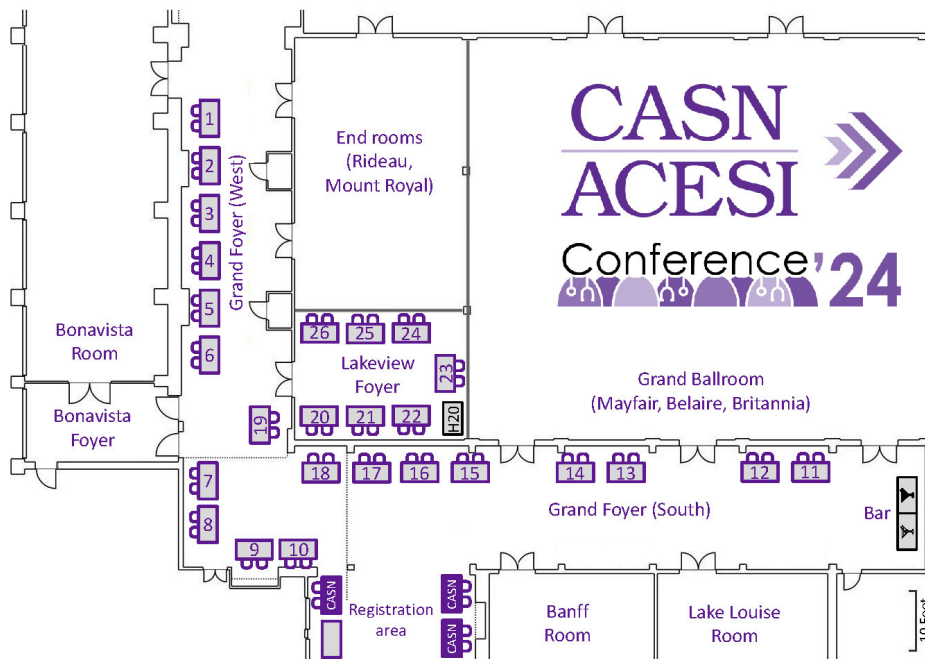
Exhibitor set-up information

- Exhibitor set-up: Sunday, May 26, 4:00 pm – 6:00 pm
- Exhibit area open:
 - Sunday, May 26 6:00 pm – 8:00 pm (Networking Reception)
 - Monday, May 27, 7:00 am – 5:00 pm
 - Tuesday, May 28, 7:00 am – 1:00 pm
- Exhibitors take-down: Tuesday, May 28, 2024, 1:00 – 3:00 pm



To maximize traffic and allow ample time for conference attendees to visit with exhibitors, the exhibit space is in the Grand Foyer South where lunches and breaks will be served. Additional exhibit spaces are located in the Grand Foyer West and Lakeview Foyer. Exhibitor spaces will be allotted on a first come, first serve basis.

Proposed layout (single exhibit spaces)



Exhibitor fees

- Single exhibit space – \$1,850 CAD
- Double exhibit space - \$2,850 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 \$890.00 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.

NEW: NCLEX exam related promotional materials and items available in both official languages (French and English) are now permitted to be posted / promoted and 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	Prestige	Platinum	Gold	Silver
	2 available on first-come, first-serve basis	2 available on first-come, first-serve basis	2 available on first-come, first-serve basis	4 available on first-come, first-serve basis	
Price Please note: 2023 Council sponsors will receive a 10% discount	\$9,000.00 CAD	\$7,500.00 CAD	\$6,500.00 CAD	\$4,500.00 CAD	\$3,000.00 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 or one refreshment break		One lunch	One breakfast	One refreshment break	
Colour or black and white ad space in conference program	Full Page	Full Page	Half Page (1/2 page)	Quarter page (1/4 page)	

Sponsorship Level	Diamond 2 available on first-come, first-serve basis	Prestige 2 available on first-come, first-serve basis	Platinum 2 available on first-come, first-serve basis	Gold 4 available on first-come, first-serve basis	Silver
Company/organization name posted on CASN conference webpage 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

2024 CASN Canadian Nursing Education Conference

Calgary, Alberta, Canada | May 27-28, 2024

SPONSOR/EXHIBITOR REGISTRATION FORM

Indicate desired **Sponsor Level**

- Diamond Sponsor** (\$9,000.00 CAD) - Includes a single exhibit space.
 - Double exhibit space – add \$1,000
 - Additional power needed – cost TBD once details finalized
- Prestige Sponsor** (\$7,500.00 CAD) - Includes a single exhibit space.
 - Double exhibit space – add \$1,000
 - Additional power needed – cost TBD once details finalized
- Platinum Sponsor** (\$6,500.00 CAD) - Includes a single exhibit space.
 - Double exhibit space – add \$1,000
 - Additional power needed – cost TBD once details finalized
- Gold Sponsor** (\$4,500.00 CAD)
- Silver Sponsor** (\$3,000.00 CAD)

Exhibitor options

- Single exhibit space** (\$1,850.00 CAD) - includes one complimentary registration
- Double exhibit space** (\$2,850.00 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) (\$890.00 CAD each)
 Enter number of additional registrations needed _____
- 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.
- We would provide an additional contribution to subsidize expenses related to Elders attending the conference
 \$25 \$50 \$100 \$200 Other amount

Total: \$ _____

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

Reset Form



2024 CASN Canadian Nursing Education Conference

Calgary, Alberta, Canada | May 27-28, 2024

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 12, 2024**, 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 \$890.00 CAD.
- Sponsorship and exhibitors: Completed sponsorship/exhibit registration form must be received via email with full payment by Friday, April 12, 2024, to secure your space.
- All sponsorship ads must be submitted for approval by Friday, April 12, 2024.
- Promotional material/items for registration packages must be sent to CASN by Friday, April 12, 2024. Please contact Roxanne Nizio for the mailing address (rnizio@casn.ca).
- Cancellations must be received in writing (via email) to Roxanne Nizio.
- Cancellations received on or before Friday; April 12, 2024, are subject to a \$100.00 cancellation fee.
- No refunds will be given for cancellations received after Friday April 12, 2024.
- **NEW: NCLEX exam related promotional materials and items that are available in both official languages (French and English) are now permitted to be posted / promoted and 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.

