

CAPWHN 10th Annual Conference

The Meeting Place:

Embracing evidence-informed practice, family-centred care and cultural humility



Credit: Zyron Paul Felix

**Industry
Prospectus**

SAVE THE DATE!
September 24-26, 2020

Winnipeg, Manitoba

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 **Winnipeg, Manitoba, September 24-26, 2020**. You will have the opportunity to meet with dedicated obstetrical and women's health nurses, managers, directors, and educators from across the country. It is **the** place to be to demonstrate your products and services!

You should also consider being a CAPWHN **Sponsor**, working with CAPWHN at the Platinum, Gold, Silver and Bronze sponsorship levels. The benefits to industry are commensurate with the sponsorship levels. Year-long sponsor visibility can be through our web page, newsletter and logos on relevant educational materials. As a sponsor, a variety of activities, specific to your products or services, are available.

We would welcome your involvement as a CAPWHN **Partner**, providing visibility in diverse CAPWHN activities or support areas. CAPWHN partner collaboration has included the development of educational materials, specific events, and insertion of information in the delegate kits. Please ask about opportunities that would work for you.

What does this mean for you?

All 9 previous national conferences have received highly positive feedback from participants and industry partners. The 2020 conference will continue to provide the forum for you to connect with participants so they may increase their knowledge of your products and service as well as learn about your latest technology and innovations. 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.

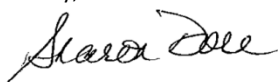
Why do we matter?

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 development, review and endorsement of clinical and professional guidelines, 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 Ottawa- let us know how we can make it happen for you!

Sincerely,



Sharon Dore RN, PhD
President, CAPWHN

LOCATION OF THE 2020 CAPWHN ANNUAL CLINICAL, EDUCATION, RESEARCH CONFERENCE

RBC CONVENTION CENTRE WINNIPEG

375 York Ave, Winnipeg, MB, Canada

CONFERENCE DATES

SEPTEMBER 24-26, 2020

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 home page of the CAPWHN website	☑	☑	☑	☑
• Full colour advertisement in the conference programs	Full Page	½ Page	¼ Page	
• Black and white advertisement in the conference programs				¼ Page
• Recognition during the plenary sessions in an electronic format according to level	☑	☑	☑	☑
• Conference delegate kit inserts	2	2	1	1
• Recognition highlighted on conference banner	☑	☑	☑	☑
• Special recognition badges	☑	☑	☑	☑
• Special recognition during the opening reception/ceremonies	☑	☑	☑	☑
• 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

PARTNERSHIP OPPORTUNITIES

KNOWLEDGE THEATRE \$4,500 (1 AVAILABLE)

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 provide an educational session to highlight research advances, special programs or issues of interest to CAPWHN members. You may choose to bring in a noted speaker to enhance the session. 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. 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 partner companies to consider a range of topics including women's health issues (e.g. menopause, urogynecology), newborn care (e.g. skin care, developmental issues, feeding), genetic issues (e.g. testing options), pregnancy care (education, nutrition, premature labour, assessment), care during labour (fetal surveillance, pain management) 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) or a mutually agreed upon time
- 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 KIT INSERTS

Delegate kit inserts include a paper or promotional item inserted in the delegate kit prior to the conference. The cost for delegate kit 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, gender-based violence, management of labour, perinatal loss, 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 EXHIBITORS AND INDUSTRY PARTNERS MUST COMPLY WITH THE FOLLOWING:

- International Board of Lactation Consultant Examiners' *Minimizing Commercial Influence on Education Policy* (May 1, 2017) <https://iblce.org/wp-content/uploads/2017/05/minimising-commercial-influence-on-education-policy.pdf> and
- World Health Organization's International Code of Marketing of Breast-milk Substitutes <http://www.who.int/nutrition/publications/infantfeeding/9241541601/en/index.html>

What this means:

Exhibitors may not promote or display items including infant formula, toddler formulas, baby foods, gruels, teas and juices, bottles, teats/nipples, soothers and related equipment.

Any information shared with conference attendees regarding products within the scope of the *WHO International Code of Marketing of Breast-milk Substitutes* must be restricted to scientific and factual information and such information should not imply or create a belief that bottle feeding is equivalent or superior to breastfeeding. If exhibitors would like to discuss this further to ensure they are compliant, please contact Barbara Whynot at barbara.whynot@iwk.nshealth.ca or 902-470-6712.

EXHIBITS PROGRAM

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

- ◆ Build rapport and expand existing partnerships with delegates; and gain exposure for your company by targeting specific audiences
- ◆ Network with professionals in all areas of maternity, neonatal and women's health care
- ◆ Educate attendees on the products and services offered by your company/organization
- ◆ Inform attendees of the recent innovations and product developments of your company/organization
- ◆ 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 (valid for plenary sessions and exhibit hall)
- ◆ Additional representative registration fee available (\$300 plus applicable taxes)
- ◆ Increased overall awareness of your company and its services
- ◆ Personalized company, products or services listing in Conference Program
- ◆ 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.
- ◆ To receive feedback on your products/services from nurses from across Canada
- ◆ All meals, refreshment breaks and the opening reception are included in the booth fee.

Booth Rental Fee

Corporate/Commercial/Company/Government/Hospital/Health Authority

Single (8' [deep] x 10' [wide]) \$2,300

Non-profit and small local businesses**

Table top display (single booth provided if available) \$1,100

Early booking bonus: Book your exhibit space by April 1, 2020 and save \$200!

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 AND DETAILS

The CAPWHN meeting is **not** open to the public; therefore, no person will be admitted to the 2020 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 \$300 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 below the link for the **Exhibit Space Registration Form** for pre-registering representatives. Exhibit personnel are required to wear their CAPWHN identification badge at all times. We strongly suggest exhibit personnel remain at their booth during exhibit hours.

Register online at <https://capwhn.simplesignup.ca/5944>.

BOOTH ALLOCATION

Exhibit space will be assigned first to Industry Partners (Platinum, Gold, Silver and Bronze sponsors). All remaining space will be allotted to exhibitors based on availability and receipt of full payment. In addition, every effort will be made to ensure exhibitors are not placed near competitors as identified on the Exhibitor registration form.

GRAPHIC REQUIREMENTS

Please submit your company logo in .eps as well as .jpg format to admin@capwhn.ca and your company description by July 31, 2020.

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 RBC Convention Centre Winnipeg 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 included 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.

CONFERENCE CONTACT INFORMATION

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