



CNSA
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SPONSORSHIP & EXHIBITOR PACKAGE



CNSA
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2024 CNSA NATIONAL CONFERENCE

January 17 - 20, 2024 @ Edmonton, AB

Hosted by: The University of Alberta

Presented by: The Canadian Nursing Students' Association

Venue: Sandman Signature Edmonton Downtown Hotel

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Dear CNSA Supporter,

The University of Alberta is proud to be hosting the Canadian Nursing Students' Association (CNSA) 2024 Annual National Conference. Taking place in Edmonton, Alberta from January 17th - 20th, the upcoming conference will be exploring the diverse areas of practice within the nursing profession. The theme of this year's conference is *Nursing Without Limits: Exploring the Endless Opportunities*.

On behalf of the National Conference Planning Committee, it is our honour to invite your organization to become a sponsor of this dynamic and educational event. We have developed six levels of sponsorship, as outlined in the enclosed package. Your generous sponsorship will not only allow us to attract high level keynote speakers but will aid in keeping registration fees low, so we may increase accessibility to all nursing students.

For the 2024 National Conference, we are expecting nursing students and professionals from across the country to gather in Edmonton to experience this educational opportunity and carry it into their future practice as healthcare professionals. As a sponsor or exhibitor, you will be given an excellent opportunity to showcase your products and services to a national audience and interact with the attendees.

For more information about this sponsorship or exhibitor opportunity, please do not hesitate to contact the National Conference Planning Committee, we are available to answer any questions you may have. We look forward to welcoming you and your organization to this exciting event. We believe that students are the leaders of tomorrow, and your support will help students meet their future potential and increase their ability to be major influencers of the healthcare system.

Sincerely,



Eyasu Yakob
CNSA President
president@cnsa.ca



Bill Zheng
CNSA National Conference Coordinator
conference@cnsa.ca

Canadian Nursing Students' Association (CNSA)

The Canadian Nursing Students' Association (CNSA) is the national voice of Canadian nursing students. The group acts as an advocate for nursing student interests at the local, provincial and national levels. The CNSA has nearly 30,000 members and has been operating for over 50 years. We are an affiliate member of other nursing groups such as the Canadian Nurses Association, the Canadian Association of Schools of Nursing, and the Canadian Federation for Nurses Union, to work together to improve nursing practice and education.



Principles and Objectives:

1. To be primary resource for Canadian nursing students.
2. To influence and advance innovation and social justice in the nursing curriculum and the nursing profession.
3. To strengthen linkages and create new partnerships.

CNSA's vision includes advocating for and facilitating professionalism, leadership, visibility, education, and advocacy. To learn more, please visit: www.cnsa.ca.

University of Alberta Faculty of Nursing

Founded in 1908, the University of Alberta is one of Canada's top teaching and research universities. Located in the provincial capital of Edmonton, the University of Alberta is home to over 40,000 students and is the fifth largest university in the country.

The University of Alberta Faculty of Nursing is one of the largest in the country, and has the honour of being ranked as the top nursing program in Canada. It offers a comprehensive range of undergraduate and graduate programs, fostering excellence in nursing education, research, and clinical practice. The University of Alberta Faculty of Nursing has long been as a pioneer in Canadian nursing education, implementing the first Master of Nursing program in Western Canada in 1975, and introducing Canada's first fully-funded Nursing PhD program in 1991. The Faculty of Nursing is also notable for being the first to offer a bilingual nursing program in Canada. To learn more about the University of Alberta and its nursing program, please visit:

<https://www.ualberta.ca/nursing/index.html>



UNIVERSITY OF ALBERTA
FACULTY OF NURSING

2024 National Conference

Over 250 nursing students and professionals from across the country will be gathering in person for the first time in four years, as the University of Alberta hosts the 2024 Canadian Nursing Students' Association (CNSA) National Conference.

From January 17th-20th, attendees will have the opportunity to develop nursing knowledge and leadership skills by participating in various educational speaker sessions and workshops. The National Conference will showcase nurses who practice in a wide range of specialties at the bedside, as well as nurses who work outside clinical settings in the areas of research, education, policymaking, and more! This is also an amazing opportunity for students to learn about how organizations such as the CNSA function before they enter into the workforce and become involved with their nursing unions and associations. We are very excited to return to an in-person conference after multiple years of virtual experiences, and thank you for considering joining us!

Why Sponsor?

- 1. To increase awareness and recognition of your organization:** the conference will attract over 250 nursing students, practicing nurses, educators, and representatives from national nursing organizations (e.g. Canadian Nurses Association, Canadian Federation of Nurses Unions, Canadian Association of Schools of Nursing).
- 2. Increase your corporate visibility:** Whether your corporation is large or small, local or national, there are various opportunities to involve your organization in the events and be seen and heard.
- 3. Receive benefits only offered to sponsors:** Your logos could appear on materials distributed to conference attendees and on the CNSA website.
- 4. Enjoy a unique opportunity to interact with current and future nurses:** Over the course of the conference, you will get many opportunities to network with future nursing professionals and nurses, while promoting your services and products.
- 5. We are pleased to offer 6 levels of sponsorship.** Each opportunity offers different levels of benefits and visibility to your organization. Any contribution, large or small, will ensure the success of the conference, and provide vital learning experiences and opportunities for students and attendees.

Levels of Sponsorship

Outline of Benefits and Opportunities

Outlined below is a quick summary of the several ways to sponsor the CNSA National Conference which will give your organization high visibility and recognition

Recognition Benefits	DIAMOND \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	CRYSTAL \$1500
Sponsorship highlighted during conference	*	*	*	*	*	*
Logo on the CNSA and NC website	*	*	*	*	*	*
Acknowledgement in conference program (Logo)	*	*	*	*	*	*
Opportunity to distribute promotional items	*	*	*	*	*	
Complimentary registration (number varies)	* 4 complimentary registrations	* 3 complimentary registrations	* 2 complimentary registrations	* 1 complimentary registration		
Complimentary exhibitor space (type varies)	* Double	* Single	* Single	* Single		
Verbal acknowledgement and thanks given during opening and closing ceremonies	*	*	*			
Opportunity bring greetings during the opening and closing ceremonies (speaking length varies)	*	*				
Signage during Keynotes	*					
Logo on the conference poster	*					

***The CNSA reserves the right to amend the sponsorship packages depending on sales, additional sponsorship opportunities, and negotiations with individual companies.*



To discuss a sponsorship option tailored to your organization's budget and marketing goals and for additional information, please contact conference@cnsa.ca

Below are the different levels of sponsorship opportunities going into more detail about the benefits in store for your company or organization. Any contributions aid in the success of the conference and increase vital learning opportunities for the students and attendees.

DIAMOND Sponsorship \$10,000

- Acknowledgment given in the 2024 CNSA National Conference Manual as a Diamond Sponsor
- Verbal acknowledgment and thanks will be made at the opening and closing ceremonies
- Sponsor logo and information will be placed on the conference page of CNSA website
- Your representative(s) will have 5 minutes during the Opening and Closing Ceremonies to bring greetings on behalf of your organization (all attendees will be present, and there is the option to pre-record a video in lieu of in-person greetings)
- Sponsor logo will be projected onto screen during conference, opening ceremonies and closing ceremony
- Sponsor logo will be added onto the conference poster
- Static signage of your group's logo will be projected during keynote presentations
- Have the opportunity to distribute promotional items to our members via conference bag inserts
- Four complimentary conference registrations
- Complimentary double exhibitor space in prime location for all three days

PLATINUM Sponsorship \$7,500

- Acknowledgment given in 2024 CNSA National Conference Manual as a Platinum Sponsor
- Verbal acknowledgment and thanks will be made at the opening and closing ceremonies
- Sponsor logo and information will be placed on the conference page of CNSA website
- Sponsor logo will be projected onto screen during conference, opening ceremonies and closing ceremony
- Your representative(s) will have 2 minutes during the Opening and Closing Ceremonies to bring greetings on behalf of your organization (all attendees will be present, and there is the option to pre-record a video in lieu of in-person greetings)
- Have the opportunity to distribute promotional items to attendees via conference bag inserts
- Three complimentary conference registrations
- Complimentary single exhibitor space all three days

GOLD Sponsorship \$5,000

- Acknowledgment given in 2024 CNSA National Conference Manual as a Gold Sponsor
- Verbal acknowledgment and thanks will be made at the opening and closing ceremonies
- Sponsor logo and information will be placed on the conference page of CNSA website
- Sponsor logo will be projected onto screen during conference, opening ceremonies and closing ceremony
- Have the opportunity to distribute promotional items to our members via conference bag inserts
- Two complimentary conference registrations
- Complimentary single exhibitor space for two days

SILVER Sponsorship \$3,000

- Acknowledgment given in 2024 CNSA National Conference manual as a Silver Sponsor
- Sponsor name will be projected onto screen during conference, opening and closing ceremonies
- Sponsor logo and information will be placed on the conference page of CNSA website
- Have the opportunity to distribute promotional items to our members via conference bag inserts
- One complimentary conference registration
- Complimentary single exhibitor space for one day

BRONZE Sponsorship \$2,000

- Acknowledgment given in 2024 CNSA National Conference manual as a Bronze Sponsor
- Sponsor name will be projected onto screen during conference, opening and closing ceremonies
- Logo will be placed on Conference page of CNSA website
- Sponsor contact information will be on Conference page of CNSA website
- Have the opportunity to distribute promotional items to our members via conference bag inserts

CRYSTAL Sponsorship \$1,500

- Acknowledgment given in 2024 CNSA National Conference manual as a Crystal Sponsor
- Sponsor name will be projected onto screen during conference, opening and closing ceremonies
- Logo will be placed on Conference page of CNSA website
- Sponsor contact information will be on Conference page of CNSA website



Sponsorship Level B: Additional Sponsored Items

- **Lanyards** (one available opportunity to send physical lanyards or provide \$1000.00 to be put towards lanyards)
- **Photo Booth** (one available opportunity to provide \$1,000.00 to sponsor a photo booth at the conference)

Exhibitor Fair Information

The Exhibitor Fair will take place from Thursday, January 18th to Saturday, January 20th

For the Exhibitor Fair, you will be provided with

- Either one or two tables that are 6ft in length each
- All tables will be skirted and have a table cloth
- Complimentary registration one staff person - any additional exhibitor registrations are \$250.00.
- Standard electrical outlet and hotel wi-fi internet access

Set-up Information:

- Exhibitor set-up: Thursday, January 18th, 6:30 – 8:30 am
- Exhibit area open: Thursday, January 18th - Saturday, January 20th
- Exhibitors take-down: Saturday, January 20th, 5:30-7:30 pm

Exhibitor spaces will be allotted on a first come, first serve basis.

Exhibitor fees

- Single Exhibit Space -- \$1,800 + GST
- Double Exhibit Space -- \$2,800 + GST



Final Price Listing

All prices listed are in CAD

Please check your desired sponsorship level and activities

Sponsorship Levels A

- Diamond ----- \$10,000
- Platinum ----- \$7,500
- Gold ----- \$5,000
- Silver ----- \$3,000
- Bronze ----- \$2,000
- Crystal ----- \$1,500

Note: Diamond, Platinum, Gold, and Silver Sponsors will receive a complimentary exhibitor booth for three, two, or one day, depending on the tier of sponsorship (see above for more information).

Sponsorship Levels B

- Lanyards ----- \$1,000
- Photo Booth ----- \$1,000

Exhibitor Space

- Single Exhibit Space ----- \$1,800 + GST
- Double Exhibit Space ----- \$2,800 + GST

Additional Conference Registration

- \$250.00

Credit Card Information

(See below for cost calculator)

** Please note we do not accept American Express

Name on Credit Card

Expiry date (mm/yy)

Credit Card Number

CVS #

Type of card (check one):

MasterCard

Visa



Order Form - Sponsorship & Exhibitors

Please remit this completed form with payment by **Wednesday, December 20, 2023**, to:
Roxanne Nizio, CNSA's Administrative Officer email: resource@cnsa.ca, AND
Nilda Belisle, CNSA's Financial Officer, admin@cnsa.ca
Cheques can be made payable to "Canadian Nursing Students' Association"

Address: CNSA National Conference
200-1 Antares Drive
Ottawa, ON, K2E 8C4

Email: sponsorship@cnsa.ca; cc resource@cnsa.ca

Company/Organization

Email

Address

City

Province

Postal Code/ZIP

Contact Person (Name)

Position

Telephone Number

Fax

Sponsorship Level A (e.g. Diamond):

Sponsorship Level B (e.g. Lanyards):

Exhibitor Space (e.g. Double):

Additional Conference Registration(s):

Total Cost: _____

Agreement:

We agree to abide by the Terms and Conditions of the Sponsorship package (page 17) set out by the CNSA.

Signature

Date



This contract is null and void unless signed. Payment must accompany this contract.

Complimentary Registration

(Diamond, Platinum, Gold, Silver)

Guest 1

Name (First and Last)

Company/Organization/School

Position

City

Province/State

Postal Code/ZIP

Country

Address

Telephone

Postal Code/ZIP

Province

Fax

Preferred Pronouns

Dietary restrictions

Sponsor/Exhibitor/Other

Accessibility/Accommodation Needs

Miscellaneous/Other

To book hotel accommodations at the Sandman Signature Edmonton Downtown Hotel, please use the following link:

<https://reservations.sandmanhotels.com/113066?groupID=4086224#/guestsandrooms>



Complimentary Registration

(Diamond, Platinum, Gold, Silver)

Guest 2 (may be subject to additional fees/charges depending on the level of sponsorship selected)

Name (First and Last)

Company/Organization/School

Position

City

Province/State

Postal Code/ZIP

Country

Address

Telephone

Postal Code/ZIP

Province

Fax

Preferred Pronouns

Dietary restrictions

Sponsor/Exhibitor/Other

Accessibility/Accommodation Needs

Miscellaneous/Other

To book hotel accommodations at the Sandman Signature Edmonton Downtown Hotel, please use the following link:

<https://reservations.sandmanhotels.com/113066?groupID=4086224#/guestsandrooms>



Complimentary Registration

(Diamond, Platinum, Gold, Silver)

Guest 3 (may be subject to additional fees/charges depending on the level of sponsorship selected)

Name (First and Last)

Company/Organization/School

Position

City

Province/State

Postal Code/ZIP

Country

Address

Telephone

Postal Code/ZIP

Province

Fax

Preferred Pronouns

Dietary restrictions

Sponsor/Exhibitor/Other

Accessibility/Accommodation Needs

Miscellaneous/Other

To book hotel accommodations at the Sandman Signature Edmonton Downtown Hotel, please use the following link:

<https://reservations.sandmanhotels.com/113066?groupID=4086224#/guestsandrooms>



Complimentary Registration

(Diamond, Platinum, Gold, Silver)

Guest 4 (may be subject to additional fees/charges depending on the level of sponsorship selected)

Name (First and Last)

Company/Organization/School

Position

City

Province/State

Postal Code/ZIP

Country

Address

Telephone

Postal Code/ZIP

Province

Fax

Preferred Pronouns

Dietary restrictions

Sponsor/Exhibitor/Other

Accessibility/Accommodation Needs

Miscellaneous/Other

To book hotel accommodations at the Sandman Signature Edmonton Downtown Hotel, please use the following link:

<https://reservations.sandmanhotels.com/113066?groupID=4086224#/guestsandrooms>



CNSA Sponsorship and Advertisement Policy

Sponsorships/advertisements shall only be accepted from organizations whose objectives are consistent with and support the objectives of CNSA

1. Sponsorship given by an organization for use as scholarships, or other special funds to permit CNSA members to attend educational events shall be subject to CNSA having sole authority for determination of the recipients of any such scholarships or funds, unless otherwise noted in an MOU.
2. Sponsorship/advertisements shall only be accepted from organizations whose objectives are consistent with and support the objectives of CNSA
3. CNSA will not accept sponsorship/advertisements from organizations involved in the solicitation of nurses for employment opportunities outside of Canada, with the exception of those humanitarian/relief organizations.
4. CNSA will not enter into sponsorships that involve commitments which are in conflict with other agreements or commitments without the consent of all involved parties.
5. All sponsorship agreements will allow for CNSA to terminate the agreement immediately for reasonable cause
6. CNSA will not compromise the intellectual value of the CNSA image and brand and will retain control over the commercial use of CNSA intellectual property.
7. CNSA retains authority to select or reject sponsors or advertisers on an individual basis

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. A single exhibit space includes one complimentary registration, with additional registrations can be purchased separately.
- Delegate inserts must be shipped and received by **January 10, 2024**. Please contact resource@cnsa.ca for shipping information.
- Cancellations must be received in writing (via email resource@cnsa.ca) to Roxanne Nizio.
- Cancellations received before **Friday, January 5, 2024** will have 50% of total cost refunded.
- No refunds will be given for cancellations received on or after **Friday, January 5, 2024**.