

Thursday, November 12, 2015

Sponsorship Prospectus 2015

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at the Centre Mont-Royal, Montréal, Québec, Canada



Invitation to Sponsors

It is with great pleasure that we invite you to attend the 2015 edition of the Nursing Explorations Series, entitled "Nursing Leadership: Nursing in Turbulent Times", at the Centre Mont-Royal on Thursday, November 12, 2015.

The conference is hosted by the Ingram School of Nursing, McGill University.

The overall goal of Nursing Explorations 2015 is to provide an opportunity for participants to exchange and explore innovative ideas and approaches surrounding the role of nursing leadership within the health care system, and the impactful contributions that can be derived from this expertise.

The conference is planned and organized by expert knowledge-users associated with McGill University Ingram School of Nursing to improve health services and strengthen the healthcare system in Canada.

Speakers are:



Claire Betker, RN, MN, CCHN(C)



Sally Thorne, RN, PhD, FAAN, FCAHS, DSc(Hon)



Michael J. Villeneuve, RN, BScN, MSc



Lianne Jeffs, RN, PhD

Who will attend?

Nursing Explorations is an annual event that brings together key stakeholders of the profession, namely senior nurse leaders of major health care institutions, managers, advanced practice nurses, clinical nurse specialists, nurse practitioners, nurse clinicians, nurse educators and researchers. These health care professionals are influential in communicating pivotal information to their organizations and contributing to the decision making of current and future choices about products and technology that can improve nursing practice and patient outcomes

Nursing Explorations 2015 strives to secure partnerships with private organizations and foundations for both financial support and recognition of the activity. Information about the conference will be communicated directly to the Deans and Directors of the University Schools of Medicine and Nursing across Canada; the Directors of Professional Services at the McGill teaching hospitals; the Directors of Nursing in the Hospitals and Community Health and Social Service Network in Quebec; RUIS McGill; the Order of Nurses and the two Ministries of Health and Education in Quebec; and through Communications and Alumnae Relations at the McGill University Faculty of Medicine.

CNPE Credits have been applied for and will be available for health professionals.

Significant time has been allocated for networking and exchange with participants during the registration period, the morning break, the luncheon/dessert, and the afternoon break.

Your support of this well-attended event ensures a high profile for your organization and demonstrates your commitment to exploring innovative ideas and approaches primarily directed toward improving clinical practice that results in achieving excellence in patient care.

Best regards,

*The Nursing Explorations 2015 Conference Co-Chairs,
Elaine Doucette and Annie Chevrier*

Conference Administration

Planning and Advisory Committee

Josée Bonneau, N.,M.Sc.N.

Faculty Lecturer, Ingram School of Nursing, McGill University

Annie Chevrier, N, MSc(A), Co-Chair

Full time Faculty Lecturer Ingram School of Nursing, McGill University
Clinical Nurse Specialist, McGill University Health Centre (MUHC)

Elaine Doucette, N, MScN – Co-Chair

Assistant Director, Ingram School of Nursing
Program Director BN(I)
Faculty Lecturer, McGill University
Clinical associate, Saint Mary's Hospital Center

Hélène Ezer, RN PhD – Advisor

Associate Dean, Faculty of Medicine
Director, Ingram School of Nursing, McGill University
Investigator, McGill Educational Initiative

Francoise Fillion, N, MScN

Full time faculty lecturer Ingram School of Nursing, McGill University

Sandie Larouche, , N, MScN

Faculty Lecturer, Ingram School of Nursing, McGill University

Lia Sanzone, N., MSc(A)

Full-Time Faculty Lecturer, Ingram School of Nursing, McGill University
Clinical Associate, McGill University Health Centre (MUHC), Nursing

Adriana Bonacci

Conference Manager, JPdL International

Benefits of Sponsoring

To help provide a quality educational event and support the Ingram School of Nursing, Nursing Explorations 2015 Conference, are soliciting both your participation and financial assistance.

With your contribution, your organization will be recognized for its association with the McGill University healthcare community and its proactive initiatives.

This is your organization's opportunity to participate in promoting new ideas and products to key decision-makers

and end-users. We are offering opportunities at various levels to fall within your marketing plan and budget.

You will be able to network with colleagues and potential customers on site as well as to demonstrate new products within the program time specifically allocated for this purpose.

The exhibition area at the Centre Mont-Royal is ideally located with respect to traffic flow, and ample space for you to interact with participants in comfort.

Sponsors are provided a table top to exhibit their product. They will be supplied with a 6' skirted table and two chairs, registration for two staffs and electricity. The casual set up will give your organization's display plenty of visibility and your representatives an easy access to nursing and medical professionals throughout the Conference day.

As you are aware, these meetings are an important venue for discussing and developing new ideas and directions in

the healthcare community. Your support and participation will play an important role in making this a truly outstanding event.

We would like to thank you in advance for your consideration, and look forward to having you share in our excitement for Nursing Explorations 2015.

Please note:

Should the opportunities outlined in this document not meet your needs, the Conference Administration would be pleased to entertain any additional or alternate suggestions you may have for support and recognition, within CNPE guidelines.

Please contact Adriana Bonacci, Conference Manager, should you have any questions:

conference.nursing@mcgill.ca

514 287 9898 ext: 298

Major sponsorship levels*

\$5,000 Platinum Sponsor

- Your organization's name and logo appear on all conference material, on website and on signage at the conference
- Support recognition at the event in opening remarks
- (1) insert in conference bag
- (1) table-top
- (2) full registrations
- VIP seating in the session room

\$3,000 Gold Sponsor

- Recognition during the lunch
- Two-minute PowerPoint presentation to be played twice during the Conference
- Logo on website, and on signage at the conference
- (1) insert in conference bag
- (1) table-top
- (2) full registrations
- VIP seating in the session room

\$2,500 Silver Sponsor

- (1) Sponsorship of a Speaker presentation
- One-minute PowerPoint presentation to be played once during the Conference
- Logo on website, and on signage at the meeting
- (1) insert in conference bag
- (1) table-top
- (1) full registration

\$1,500 Corporate Sponsor

- Coffee Break sponsorship
- Logo on website and on signage at the meeting
- (1) table-top

**A maximum number of sponsors apply in each category.*

Bag insert could be replaced by a document table in the registration area should the Planning Committee decide not to use bags.



Exclusive opportunities – à-la-carte*

\$1000 Conference Bags

****Exclusive****

- Your organization will prepare and provide the official conference bag, branded with your logo and the conference logo.
- One-minute PowerPoint presentation to be played twice during the conference
- Logo on website and on signage at the conference
- (1) insert in conference bag
- (1) full registration

\$1000 Lanyards and Badge Holders

****Exclusive****

- Your organization will prepare and provide the conference lanyards and badge holders, branded with your logo and the conference logo
- One-minute PowerPoint presentation to be played once during the Conference
- Logo on website and on signage at the conference
- (1) full registration

- Logo on website

\$250 Pens

****Exclusive****

- Your organization will prepare and provide the conference pens, branded with your logo and the conference logo
- Logo on website

\$250 Notepads

****Exclusive****

- Your organization will prepare and provide the conference notepads, branded with your logo and the conference logo

\$190* Additional Sponsor Registration

- Payment for additional booth staff or registered delegate
- Please contact the Conference Secretariat to make arrangements

**All items must be submitted to the Planning Committee for approval before production and must be provided by sponsor.*

Table Top

\$750 Table-Top

- Table-Top inclusions:
 - (2) full registrations
 - (1) waste basket
 - (1) 6' table and (2) chairs
 - (1) power socket 15 amps/120 volts

Not included in space cost:

- Wi-Fi
- Handling and transportation of your exhibit material
- Booth cleaning
- Individual booth security

Unrestricted Educational Grant

Unrestricted Educational Grant

- Your organization will support the Conference program by means of an unrestricted educational grant
- Logo on website and on signage at the meeting

- This donation may be eligible for a tax receipt from McGill University. Please contact the Conference Secretariat for more details.



Information

Access to the sponsorship Form

To access the sponsorship form and make your reservation, please visit:

<http://nursing-explorations.conference.mcgill.ca>

Nursing Explorations 2015 Program

To access the preliminary program, please visit the website:

<http://nursing-explorations.conference.mcgill.ca>

Online Registration for Additional Sponsors

Confirmed Sponsors may register additional staff at the special rate of \$190 plus applicable taxes. Registration must be completed via a special code. Please contact the Conference Secretariat.

Complimentary Registration Procedure

Sponsors must coordinate complimentary registrations (included in their sponsorship package) with the Conference Secretariat.

You will be provided with a special code and asked to complete the online Registration Form for each complimentary representative of your organization.

Terms of Payment / Cancellation Policy

Applications will not be processed, no space guaranteed, without full payment.

Full payment must be received at the latest by August 30, 2015. Any cancellation of sponsorship for any reason is subject to the following refund schedule and terms: on or before August 31, 2015: 50% refund. Applicable refunds will be made upon receipt of written notice of cancellation of contract. **After August 31, 2015, there will be no refunds.**

Conference Venue

Main Entrance

Centre Mont Royal
2200, Mansfield Street
Montréal, Québec, H3A 3R8

Sherbrooke Street entrance

1000, Sherbrooke West

Nursing Explorations 2015

Conference Secretariat - JpDL International

Phone: 514 287 9898 ext: 235

Email: conference.nursing@mcgill.ca

Web: <http://nursing-explorations.conference.mcgill.ca>

Taxes

All sponsorship packages, items and exhibit space rental are subject to applicable taxes (5%) and (9.975%).