

2024 CASN Council Meeting Réunion du Conseil 2024 de l'ACESI

Ottawa, Ontario, Canada

November 18 -19, 2024 | 18 -19 novembre 2024

Sponsorship/Exhibitor Package

Website: www.casn.ca

Over 150 delegates expected!

Canadian Association
of Schools of Nursing

Association des écoles
de sciences infirmières

CASN
ACESI 

Council 2024

Dear CASN Sponsors and Exhibitors,

The **Canadian Association of Schools of Nursing (CASN)** is formally inviting sponsors and exhibitors for the **2024 CASN Council Meeting**. The Council Meeting is the annual general meeting of CASN, where representatives from member schools across Canada meet; give direction to the association; discuss issues and ideas regarding nursing education; and reflect on current and new activities. We are expecting 150 delegates, and it is shaping up to be an illuminating Council Meeting!



The CASN Council Meeting program this year includes:

- Annual General Meeting
- Graduate Education Forum
- Undergraduate Education Forum
- Discussions of current trending topics in nursing education

This year's education forum themes are:

- Graduate Education Forum: **Trusting AI in Graduate Nursing Programs**
- Undergraduate Education Forum: **Student accommodation: Delivering precision nursing education**

We have created well-defined sponsorship/exhibit opportunities for your consideration in the enclosed sponsorship and exhibitor package.

As a sponsor and/or exhibitor, you will be given the opportunity to market your products and services to deans, directors, chairs, key decision makers and faculty members of nursing programs from across Canada in person, on the Council webpage, through CASN's Council program and social media.

For more information, please do not hesitate to contact Roxanne Nizio, CASN Events & Projects 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 Council meeting.

Sincerely,

A handwritten signature in black ink that reads "Cynthia Baker". The signature is written in a cursive, flowing style.

Cynthia Baker, RN, PhD
Executive Director

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 94 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.

Travel and Accommodations

Air Canada and West Jet are offering travel discounts for Council attendees. As well, a special guestroom rate starting at \$209.00 CDN per night (plus applicable taxes and fees) https://www.marriott.com/eventreservations/reservationlink.mi?id=1708541482661&key=GRP&app=r_esvlink has been negotiated with the Westin for the duration of the conference. The negotiated rate is in effect until **Friday, October 18, 2024**, or subject to availability.

See Council webpage (Travel and Accommodation section) for additional details: <https://www.casn.ca/2024/02/canadian-association-of-schools-of-nursing-casn-2024-council-meeting/>

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:

2,495 Twitter Followers

2,300 Facebook Followers

745 LinkedIn Followers

479 Instagram Followers

580 YouTube Followers

Click on the social media icons to follow CASN!



Sponsor/Exhibitor information and benefits

Sponsors and exhibitors at the 2024 Council meeting will be highly visible at the meeting.

Over 150 deans, directors, chairs, key decision makers and faculty members of nursing programs across Canada are expected to be in attendance.

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 Council meeting 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 Council webpage.



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

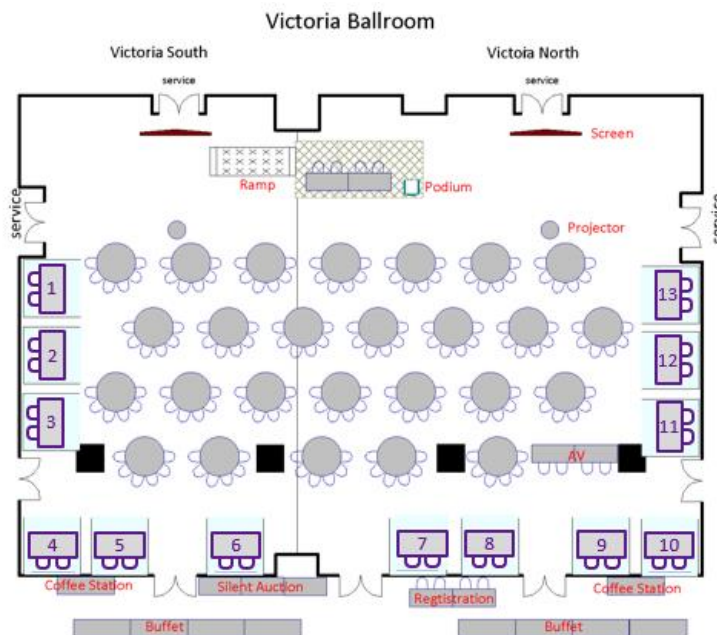
Exhibitor set-up information

- Exhibitor set-up: Monday, November 18, 6:00 am -7:30 am
- Exhibit area open:
 - Monday, November 18, 2024, 7:30 am – 3:15 pm
 - Monday, November 18, 2024, 5:15 pm - 6:30 pm
Networking/Exhibitor Reception
 - Tuesday, November 19, 2024, 7:30 am – 5:00 pm
- Exhibitors take-down: Tuesday, November 19, 2024, 5:00 pm



To maximize traffic and allow ample time for Council attendees to visit with exhibitors, the exhibit spaces are located alongside the walls of the Victoria Ballroom where the entire meeting will be held. In addition, back by popular demand, CASN will be hosting a Networking/Exhibitors Reception following the Awards Recognition Event. This Reception includes one free alcoholic or non-alcoholic drink ticket and hors d'oeuvres. Exhibitor spaces will be allotted on a first come, first serve basis.

Proposed layout (single exhibit spaces)



Exhibitor fees

- Single exhibit space – \$1575.00 CAD
- Double exhibit space - \$2575.00 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 \$860.00 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 4 Levels of Sponsorship

Sponsorship Level	Prestige 2 available on first-come, first-serve basis	Platinum 3 available on first-come, first-serve basis	Gold 4 available on first-come, first-serve basis	Silver Unlimited	Bronze Unlimited
Price Early bird rates are available up to and including Friday, August 30, 2024.	Early bird rate: \$5950.00 CAD Regular rate: \$7000.00 CAD	Early bird rate: \$4675.00 CAD Regular rate: \$5500.00 CAD	Early bird rate: \$3400.00 CAD Regular rate: \$4000.00 CAD	Early bird rate: \$2125.00 CAD Regular rate: \$2500.00 CAD	Regular rate: \$500.00 CAD
Sponsor for the entire Council meeting					
Five-minute pre-recorded video promoting your products/services to be played with other sponsors during the lunch break on both days and posted on CASN's YouTube channel.					
Two-minute pre-recorded speaking opportunity at event congratulating the award recipients.					
Complimentary single exhibit space. For double exhibit space, you will pay an additional \$1,000.					
Sponsor one lunch, one breakfast, one refreshment break, or networking/exhibitor reception (CASN will assign the specific date/time)	One lunch	One breakfast or one networking/exhibitor reception	One refreshment break		

Sponsorship Level	Prestige 2 available on first-come, first-serve basis	Platinum 3 available on first-come, first-serve basis	Gold 4 available on first-come, first-serve basis	Silver Unlimited	Bronze Unlimited
Colour or black and white ad space in Council program	Full Page	Half Page (1/2 page)	Quarter page (1/4 page)		
Company/organization/school name posted on CASN Council webpage and hyperlinked to your website	✓	✓	✓	✓	✓
Social media posting advertising your company / organization / school as a confirmed sponsor	✓	✓	✓	✓	
Verbal recognition in the opening remarks	✓	✓	✓	✓	
Recognition in Council program with logo	✓	✓	✓	✓	✓
A portion of your sponsorship will be used to purchase an item or gift card for the Pat Griffin silent auction. Your organization logo will be displayed as a Pat Griffin silent auction contributor on the council webpage, lunch, and break slides.	\$250.00	\$200.00	\$150.00	\$100.00	\$50.00

Sponsorship Level	Prestige 2 available on first-come, first-serve basis	Platinum 3 available on first-come, first-serve basis	Gold 4 available on first-come, first-serve basis	Silver Unlimited	Bronze Unlimited
Total complimentary conference registrations	2	1	1		

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SPONSOR/EXHIBITOR REGISTRATION FORM

Indicate desired **Sponsor Level**

- Prestige Sponsor** (\$5950.00 CAD early bird or \$7000.00 regular rate) - Includes a single exhibit space.
 Double exhibit space – add \$1,000 Additional power needed – cost TBD once details finalized
- Platinum Sponsor** (\$4675.00 CAD early bird or \$5500.00 regular rate) - Includes a single exhibit space.
 Double exhibit space – add \$1,000 Additional power needed – cost TBD once details finalized
- Gold Sponsor** (\$3400.00 CAD early bird or \$4000.00 regular rate) - Includes a single exhibit space.
 Double exhibit space – add \$1,000 Additional power needed – cost TBD once details finalized
- Silver Sponsor** (\$2125.00 CAD early bird or \$2500.00 regular rate)
- Bronze Sponsor** (\$500 regular rate)
- Optional add-on (Gold sponsors only):** Five-minute pre-recorded video promoting your products/services to be played with other sponsors during lunch break on both days and posted on CASN’s YouTube channel: \$250.00 CAD.

Exhibitor options

- Single exhibit space** (\$1,575.00 CAD) - includes one complimentary registration
 Please provide us a summary of your exhibit kit that may require a power supply (i.e. monitor, laptop, equipment)

- Double exhibit space** (\$2,575.00 CAD) - includes one complimentary registration
 Please provide us a summary of your exhibit kit that may require a power supply (i.e. monitor, laptop, equipment)

- Additional power needed.** Exhibitors are responsible for any costs for additional power requirements, and this will be arranged via Roxanne Nizio and the Marriott in-house AV team.

Add-ons options

- We would like to add additional registration(s) (\$860.00 CAD each)
 Enter number of additional registrations needed _____
- We would like to donate a door prize 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 Elder(s) attending the Council meeting
 \$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



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SPONSOR/EXHIBITOR REGISTRATION FORM

Organization name to be used for sponsor/exhibitor 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, October 25, 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 spaces are granted on a first-come first served basis. Includes one complimentary registration. Additional registrations are \$860.00 CAD.
- Sponsorship and exhibitors: Completed sponsorship/exhibit registration form must be received via email with full payment by Friday, October 4, 2024, to secure your space.
- All sponsorship ads must be submitted for approval by Friday, October 4, 2024.
- Cancellations must be received in writing (via email) to Roxanne Nizio.
- Cancellations received on or before Friday, October 4, 2024, are subject to a \$250.00 cancellation fee.
- No refunds will be given for cancellations received after Friday, October 4, 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