NURSE PRACTITIONERS’ ASSOCIATION OF ONTARIO
Annual Conference

September 21-23, 2017
Sheraton Centre Hotel, Toronto

Sponsorship & Exhibitor Prospectus
The Nurse Practitioners’ Association of Ontario (NPAO) represents over 2,000 nurse practitioners currently practising in Ontario.

The NPAO Annual Conference is the largest nurse practitioner conference in Canada and attracts over 500 nurse practitioners from across Ontario as well as other provinces, and gives sponsors and exhibitors maximum exposure to NPs practising in a wide range of practice settings. (Community settings such as NPLCs, FHTs, CHCs, VON, Nursing Stations, Schools; Adult and pediatric hospitals including inpatient and ambulatory clinics; long term care facilities; mental health facilities etc.).

Be sure to use the twitter hashtag when tweeting about the 2017 NPAO Conference

Twitter Hash-tag: #npaoconference2017
## Sponsorship Opportunities

Please review the sponsorship and exhibitor opportunities outlined below.

### Fee

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<thead>
<tr>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Symposium</th>
<th>Symposium with Booth</th>
<th>Pre-conference Workshop</th>
<th>Pre-conference Workshop with Booth</th>
<th>Concurrent Session***</th>
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<th>Networking Break</th>
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### Logo Placement

- Sponsor Recognition Page in All Printed and Electronic Publications
- Sponsor Recognition Page in Final Program
- On-Site Recognition Signage
- Attendee Bag **
- Session Signage
- Refreshment Break Signage

### Verbal Recognition

- Opening
- Closing

### Speaking Opportunity

- Opening Day 1
- Opening Day 2
- Symposium
- Pre-Conference Workshop
- Concurrent Session***

### Exhibit Booth

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### Final Program Ad†

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### Complimentary Registration

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*Plus applicable taxes
**If confirmed before April 21,2017
***If confirmed by April 21,2017
† Sponsor to provide final artwork

## Advertising Opportunities

<table>
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<tr>
<th>Final Program Full Page</th>
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<th>Final Program Quarter Page</th>
<th>Attendee Bag Insert</th>
<th>Not-For-Profit Attendee Bag Insert</th>
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*Plus applicable taxes
CONFERENCE SPONSORSHIP DETAILS

Now is your opportunity to engage more than 500 attendees. Reach this targeted audience as an exhibitor, by sponsoring a symposium, a concurrent session or a workshop - to ensure your organization becomes synonymous with this level of excellence.

Contact Vanessa Mooney at the NPAO to find out how your organization can benefit by supporting the NPAO Annual Conference.

Tel: 647-339-6028 or vmooney@npao.org, or register online

Click Here to Register Today

PLATINUM SPONSOR

$10,000

Recognized as having a strong commitment to the success of NPAO’s annual conference.

BENEFITS INCLUDE:

- Prominent logo visibility on on-site recognition signage at the conference
- Logo on sponsorship recognition page in all printed and electronic publications (including the Final Program)
- Full page ad in the Final Program
- Logo on attendee bags
- Greeting opportunity (3 min) at the opening session on Day 1 of the conference
- Acknowledgment of support at the opening and closing sessions of the conference
- Complimentary double booth (10’ x 8’ each) prime location in the Exhibition
- Six complimentary conference registrations (access to Exhibition, conference sessions, refreshment breaks, lunches)

Gold Sponsor

$7,500

BENEFITS INCLUDE:

- Logo on on-site recognition signage at the conference
- Logo on sponsorship recognition page in the Final Program
- Half page ad in the Final Program
- Logo on attendee bags
- Greeting opportunity (2 min) at the opening session on Day 2 of the conference
- Acknowledgment of support at the opening and closing sessions of the conference
- One complimentary booth (10’ x 8’) in the Exhibition
- Four complimentary conference registrations (access to Exhibition, conference sessions, refreshment breaks, lunches)
Silver Sponsor
$5,000

BENEFITS INCLUDE:

- Logo on on-site recognition signage at the conference
- Logo on sponsorship recognition page in the Final Program
- Half page ad in the Final Program
- Logo on attendee bags
- Acknowledgment of support at the opening and closing sessions of the conference
- One complimentary booth (10’ x 8’) in the Exhibition
- Three complimentary conference registrations (access to Exhibition, conference sessions, refreshment breaks, lunches)

Bronze Sponsor
$3,500

BENEFITS INCLUDE:

- Logo on on-site recognition signage at the conference
- Logo on sponsorship recognition page in the Final Program
- Quarter page ad in the Final Program
- Acknowledgment of support at the opening and closing sessions of the conference
- One complimentary booth (10’ x 8’) in the Exhibition
- Two complimentary conference registrations (access to Exhibition, conference sessions, refreshment breaks, lunches)
Apply Early to Ensure Maximum Visibility and Opportunities

**Symposium***

$3,000

An opportunity to actively engage with conference delegates by hosting a breakfast or dinner symposium. Symposia are generally 1-2 hours in length and draw 50 to 100 people (sponsors may limit attendance).

Contact the NPAO to discuss this opportunity.

*Deadline for application is April 21, 2017.*

**BENEFITS INCLUDE:**

- Selection of speaker and topic (subject to approval by the NPAO Conference Planning Committee)
- Promotion of the symposium in the preliminary program which is sent electronically to past conference attendees, announced through Twitter and posted on the NPAO website
- Listing of the symposium as a session for online registration
- Logo on on-site recognition signage at the conference
- Logo on signage identifying sponsorship of the symposium
- Placement of logo on the sponsorship recognition page in the Final Program
- Quarter page ad in the Final Program
- Two complimentary conference registrations (access to Exhibition, conference sessions, refreshment breaks, lunches)
- Cost of meeting space is included in the sponsorship fee

**Symposium with Booth***

$4,500

Adding an exhibit booth to your hosted symposium will allow you to engage delegates throughout the entire conference. It gives you the opportunity to expand on symposium topics and demonstrate new products and services in a way not possible through other marketing channels.

**BENEFITS INCLUDE:**

- All benefits of a Symposium
- One complimentary booth (10’ x 8’) in the Exhibition

* Symposia sponsors are responsible for paying all associated speaker fees, audio-visual and food and beverage costs
Pre-conference Workshops

$1,500

Held on Thursday, September 21, and can be either a half or full day in length. Attendance is normally 20-50 delegates (sponsors may limit this number). Contact the NPAO to discuss this opportunity.

Deadline for application is March 24, 2017.

BENEFITS INCLUDE:

✓ Selection of speaker and topic (subject to approval by the NPAO Conference Planning Committee)
✓ Promotion of the pre-conference workshop in the preliminary program which is sent electronically to past conference attendees, announced through Twitter and posted on the NPAO website
✓ Listing of the pre-conference workshop as a session for the online registration for delegates
✓ Logo on signage identifying sponsorship of the pre-conference workshop
✓ Logo on on-site recognition signage at the conference
✓ Logo on the sponsorship recognition page in the Final Program

Pre-conference Workshop with Booth

$3,000

Adding an exhibit booth to your pre-conference workshop will allow you to engage delegates throughout the entire conference. It gives you the opportunity to expand on workshop topics and demonstrate new products and services in a way not possible through other marketing channels.

BENEFITS INCLUDE:

✓ All benefits of a Pre-conference Workshop
✓ One complimentary booth (10’ x 8’) in the Exhibition
✓ Two complimentary conference registrations (access to Exhibition, conference sessions, refreshment breaks, lunches)
Concurrent Sessions

$1,500

Are one hour in length, are presented in the afternoon on either Friday, September 22 or Saturday, September 23. Attendance can range from 20 to 80 delegates (sponsors may limit attendance).

*Deadline for Application is March 24, 2017*

**BENEFITS INCLUDE:**

- Selection of speaker and topic (subject to approval by the NPAO Conference Planning Committee)
- Promotion of the concurrent session in the preliminary program which is sent electronically to past conference attendees, announced through Twitter and posted on the NPAO website
- Listing of the concurrent session as an activity in the online registration for delegates to include in their agendas.
- Logo on signage identifying sponsorship of the concurrent session
- Logo on on-site recognition signage at the conference
- Logo on the sponsorship recognition page in the Final Program

Concurrent Session with Booth

$3,000

Adding an exhibit booth to your concurrent session will allow you to engage delegates throughout the entire conference. It gives you the opportunity to expand on concurrent session topics and demonstrate new products and services in a way not possible through other marketing channels.

**BENEFITS INCLUDE:**

- All benefits of a concurrent session
- One complimentary booth (10’ x 8’) in the Exhibition
- Two complimentary conference registrations (access to Exhibition, conference sessions, refreshment breaks, lunches)

Networking Refreshment Break

$1,000

Reach delegates during a morning or afternoon refreshment break on Friday or Saturday as they head to the Exhibition between sessions.

**BENEFITS INCLUDE:**

- Logo on on-site recognition signage at the conference
- Logo on signage displayed on refreshment break tables
- Logo on sponsorship recognition page in the Final Program
Advertisements

All artwork must be supplied to the exact specifications listed on this page – files not conforming may not be accepted. Ads must be received by June 9, 2017 PDF Files (file with all fonts embedded):

- Printed materials – Press-optimized PDF (PDF-x1a) with a minimum resolution of 300 dpi. TIFF or JPEG:
  - 300dpi image file with all layers flattened.

NOTE: Images must have a resolution of 300 dpi for highest possible quality for print. They must be received in the above resolution at 100% of actual size.

Ad Specs:

**Full Page (no bleed)**
Artwork Dimensions: 7.5” x 10”  
Colour: CMYK or Black/White  
Misc.: No Bleeds or Crop Marks

**Full Page (with bleed)**
Artwork Dimensions: 8.75 x 11.25”  
Trim Size: 8.5 X 11”  
Bleed: 0.125” on all sides  
Colour: CMYK or Black/White  
Misc.: Please add Crop Marks

**Half Page**
Artwork Dimensions: 7.5” x 4.875”  
Colour: CMYK or Black/White  
Misc.: No Bleeds or Crop Marks

**Quarter Page**
Artwork Dimensions: 3.625” x 4.875”  
Colour: Black/White  
Misc.: No Bleeds or Crop Marks

File Submission

Please contact Vanessa Mooney at NPAO: 647-339-6028

Logos

All logos must be supplied to the exact specifications listed on this page – files not conforming may not be accepted.

*File formats: .eps or .ai vector files, with fonts outlined*

Logos must be received by April 3, 2017. Logos received after this date will appear in the Final Program only. Logos for the Final Program will not be accepted after July 31, 2017.

Contact the NPAO to discuss this opportunity.
Attendee Bag Inserts

• Attendee bags will be distributed to all registered delegates.

All insert material must be delivered directly to the hotel, to be received no earlier than Monday, September 18, 2017 and no later than Tuesday, September 19, 2017. Please indicate “Delegate Bag Inserts” and the quantity of boxes. (please plan for quantities of 500). Note: There is an additional fee for this.

Your items should be labelled with the information below:
Vanessa Mooney – NPAO 2017
C/o Marushka Fonseca
Sheraton Centre Hotel - FEDEX RECEIVING
Level 2B, 100 Richmond Street West, Toronto, Ontario M5H 3K6
PLEASE DELIVER TO NPAO Conference ON: Monday, September 18 or Tuesday, September 19
BOX ___ of ___
Room – Sheraton Hall A – F
September 21 - 23, 2017

Exhibitor Overview

Exhibitor Categories | Rates
--- | ---
Exhibitor | $1,995*
Not-For-Profit Exhibitor (Proof of not-for profit status required) | $850*
Book Vendor | $850*

* Plus applicable taxes

Exhibition Details

Please **CLICK HERE** to register today and access online application

• Further Details to Follow
Exhibit Booth Specifications

• 10’ x 8’ Draped Booth – one 6’ draped table, two chairs and one wastebasket.
• Book vendors will be placed in a special vendor area in the Exhibition.
• 2 complimentary conference registrations per 10’ x 8’ booth (access to Exhibition, conference sessions, refreshment breaks, lunches and opening reception).
• One attendee bag per 10’ x 8’ booth.

Sheraton Centre Hotel, Sheraton and Osgoode Halls

* Floorplan subject to change

Please note: The Exhibition is carpeted. Electrical and internet are not included with your booth space and must be arranged with the appropriate supplier. An Exhibitor Manual containing information and rates for all official suppliers will be provided by the NPAO two (2) months prior to the conference. The manual will include the following suppliers: electrical, Internet, telecommunications, cleaning, and audio-visual. Space is reserved on a first-come, first-served basis.

Cancellations must be received in writing by June 23, 2017 and are subject to a 30% cancellation fee. No refunds will be made for cancellations received after the deadline.
1. General
The NPAO (“the Organizer”) reserves the right to decline or prohibit any exhibit or portions thereof, and to permit only such matters or conduct as shall be approved by the Organizer. Canvassing or distributing advertising materials outside the Exhibitor’s own exhibit space is not permitted. The Organizer reserves the right to alter or change the space assigned to the Exhibitor.

2. Conduct of Exhibitors
The Organizer reserves the right to require any Exhibitor to immediately cease employing on the premises, any person whose conduct, in the sole opinion of the Organizer, is prejudicial to the proper management and/or purposes of the Exhibition or the NPAO Annual Conference. IT IS MANDATORY that exhibiting organizations staff their exhibits with at least one qualified representative of the company throughout the operating hours of the Exhibition.

3. Conference Registration
Two (2) complimentary conference registrations per 10’x8’ booth (access to Exhibition, conference sessions, refreshment breaks, lunches). Any additional representatives or guests will be required to pay a registration fee.

4. Exhibits Approval
All products/services to be displayed by Exhibitors must receive prior approval by the Organizer. The Organizer reserves the right to withhold approval of the Exhibitor’s product/services which, in the Organizer’s judgement, do not conform to the educational purpose of the NPAO Annual Conference 2017. At the request of the Organizer, an Exhibitor shall immediately remove any products/services included in an exhibit for which approval had not been given.

5. Audio-Visual
Components of Exhibits Audio-visual equipment, as part of a display, is acceptable; however, sound equipment must be regulated so as not to disturb neighbouring Exhibitors. In addition, spectators at exhibits may not obstruct aisles or interfere with access to other exhibits. The Organizer reserves the right to determine when sound levels from audio equipment constitute interference with others or become unacceptable. In such cases, sound levels will be reduced or the equipment will be removed at the Organizer’s expense.

6. Exhibit Installation and Receipt of Goods
All exhibits must be ready for the opening of the Exhibition. The Organizer will not allow any moving of exhibits after the opening. Deadlines for installation will be contained in the Exhibitor Manual, which will be sent to Exhibitors approximately two months prior to the Exhibition.

7. Assignment
The Exhibitor shall not assign nor sublet any part of its exhibit space without the written consent of the Organizer. All exhibits shall be subject to the approval of the Organizer.

8. Care of Exhibits
The Organizer will ensure that aisles are swept and cleaned, but Exhibitors must keep their exhibit space cleaned and their exhibits dusted and in good order, at their own expense. Exhibits must remain intact until after closing on the last day of the Exhibition. Exhibitors are requested at all times to co-operate with the Organizer by maintaining their exhibits in perfect condition and keeping them properly staffed throughout the Exhibition.

9. Force Majeure
In case the exhibit space contracted for shall not be available for the uses herein specified due to war, acts of international or domestic terrorism, government action or order, acts of God, fire, strikes, labour disputes, or any other cause beyond the control of the Organizer, this Agreement shall immediately terminate and, in such event, the Exhibitor shall and does hereby waive any claims to damages or any other recovery therefore except the return of the amounts paid as rental for the exhibit space, less the prorated share allocated to the exhibit of the actual expenses incurred by the Organizer in connection with the Exhibition. Should the Organizer, in its sole discretion, consider it inadvisable to hold the Exhibition at the time and place herein provided the Organizer may, at its option, terminate this Agreement and, return the sums paid by the Exhibitor for the exhibit space, and there shall be no further liability on the part of either party to the other. Upon written notice to the Exhibitor, the Organizer shall also have the right to change the date and the place where the Exhibition is to be held.

10. Removal of Material During Event
The Exhibitor agrees that no display may be dismantled or goods removed during the exhibition but must remain intact until the closing hour of the last day of the exhibition. The Exhibitor also agrees to remove its exhibit equipment and appurtenances from the Sheraton Centre Toronto Hotel by the final move-out time limit or, in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred.

11. Liability
Exhibitors who desire insurance on their exhibit and staff must place the same at their own expense. The Organizer will not be liable for any loss or damage to the property of the Exhibitor or its employees due to fire, robbery, accidents, or any cause whatsoever that may arise, for use and occupancy of the leased space or the Sheraton Centre Toronto Hotel. The Exhibitor agrees to indemnify and hold harmless the Organizer, and the Sheraton Centre Toronto Hotel and its employees against any and all claims of any person whomsoever, arising out of acts of omission of Exhibitors or their employees (Exhibitors shall furnish their own public liability insurance). The Organizer assumes no liability for damages or losses resulting from, or related to, the failure of the Exhibitor to comply with the provisions of this Agreement. If, due to unforeseen circumstances beyond the control of the Organizer, the Organizer’s materials do not arrive in time for display during the entire period of the Exhibition, or any portion thereof, the Organizer assumes no liability for damages or losses to the Exhibitor and is under no obligation to refund the Exhibitor’s fees.

12. Security
The Organizer will provide the necessary watchmen for the Exhibit Hall during move-in/move-out and the hours the exhibition is closed. Exhibitors must have an attendant in charge of their exhibit each day during the hours the Exhibition is open. No other persons will be permitted in the Exhibit Hall after closing hours. The Organizer shall not be held responsible in any way whatsoever for any loss or theft of Exhibits at the Sheraton Centre Toronto Hotel during the set-up, Exhibition, or dismantling period. It is recommended that each Exhibitor purchase a rider on the Exhibitor’s own insurance policy protecting them against loss, theft, fire, damage, etc.

13. Compliance with Laws
The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between the Organizer, the official exhibition contractors and the building in which the exhibition will take place and act according to the labour laws of the jurisdiction in which the building is located and observe the provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

14. Termination of the Contract
This agreement may be terminated by the Organizer at any time on the breach of any of the conditions by the Exhibitor, and thereupon all its rights hereunder shall cease and terminate, and any payments made by the Exhibitor on account hereof prior to said termination shall be retained by the Organizer as liquidated damages for such breach, and the Organizer may thereupon re-sell said booth space.

15. Amendment
The Organizer shall have full power to interpret and/or amend these rules and regulations which in the Organizer’s discretion, shall be in the best interest of the NPAO Annual Conference. The decision of the Organizer must be accepted as final in any dispute with the Exhibitor or in any situation not covered by these rules and regulations. The Exhibitor agrees to abide by the rules and regulations contained in the Exhibitor Manual.

16. Cancellation of Contracts
This contract may be cancelled by either party, provided written notice is received by June 23, 2017 by the NPAO, in which case all monies paid by the Exhibitor will be refunded less a 30% administration fee. If the Exhibitor cancels after June 23, 2017, it shall be liable for 100% of the total contracted space costs. By cancelling this contract, the Exhibitor forfeits all rights or claims to the allocated space and the NPAO is free to rent it to others and collect the cancellation charge.

Initials: ___________________________