

# *Ruth Ruttan's*

**21st Annual Footcare Conference**

September 29, 2017

## *From Tradition to Transition*

sponsorship info pack







April 19, 2017

Dear Friend:

Ruth Ruttan & Assoc. will be hosting our **21st Annual Footcare Conference** on September 29th, 2017 at **Hazelton Manor** in Concord, ON.



Our 20 years of conferences has allowed us many milestones and celebrations along the way. Each year has resulted in growth for planning the next year's function and leadership opportunities for the direction of Nursing Footcare. This year will be no exception and we look forward to our theme **"From Tradition to Transition"**.

Be sure to join us and have an opportunity to contribute your vision of Nursing Footcare and help chart the future of this very vital profession!

Health professionals with a passion for all aspects of Footcare are those in attendance at our Conference. Footcare is a diverse field with expanding needs. Many attendees are in direct contact with Diabetes, Cardiovascular/Respiratory Disease as well as with those requiring Wound Care. A wide variety of self-care barriers prevent persons from caring for their own feet.

Chosen speakers will share information about the latest developments in treatment and management protocols. Exhibitors and sponsors also support our quest for education through partnerships involving inter-professional education enriching primary care provision by our attendees.

We invite your organization to sponsor **Ruth Ruttan's 21st Annual Footcare Conference** and trust you will take advantage of this important opportunity to maximize your organization's marketing efforts. As a supporter of the conference your organization will be exposed to thousands of Foot Care professionals through our marketing campaigns. Your commitment to best practise provision for clients requiring this essential service will be underscored. Exhibitors will be exposed to a highly targeted audience working independently and ready to make purchases or gather information for decision making in their respective places of employment. At our Networking Event, you will have the opportunity to informally build and grow relationships with current and prospective clients.

Please take some time to review the enclosed materials which describe sponsorship levels and exhibitor benefits. Opportunities are limited, so commitments will be accepted on a first-come, first-served basis.

**Sponsors and exhibitors must return registration forms by Friday, June 2nd, in order to be acknowledged in the conference brochure.**

Thank you for your consideration. We look forward to connecting with you soon. If you have any questions or if you need additional information, please feel free to contact us. Tel: 905-478-1977.

We look forward to having you join us and be a meaningful part of this very well recognized event!

With Best Regards

*Ruth Ruttan*



# Ruth Ruttan's

## 21st Annual Footcare Conference

September 29, 2017



*From  
Tradition  
to  
Transition*



### Venue:

Hazelton Manor

99 Peelar Rd, Concord, ON L4K 1A3

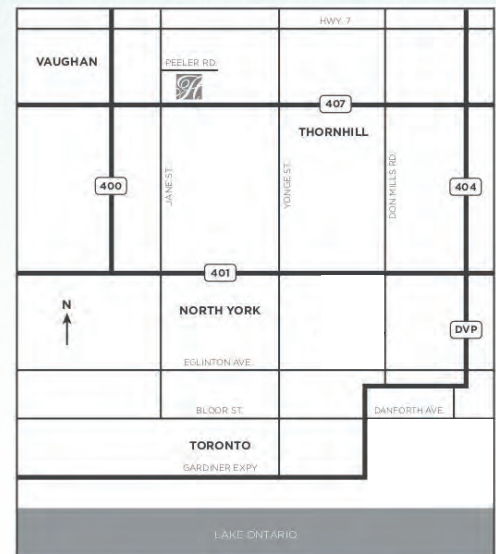
### Hotel Information:

Courtyard by Marriott Toronto Vaughan

150 Interchange Way, Concord, ON L4K 5P7

(905) 660-9938

Click [HERE](#) to book your room!



### Require further information?

Contact us at 905-478-1977 or [ruthruttan@rogers.com](mailto:ruthruttan@rogers.com)





# SPONSORSHIP LEVELS & BENEFITS

## TITLE SPONSOR

\$5,000.00 (1 Available)

- Video promotion on website, social media, and email promotion for one year. July 2017 – July 2018 (Video files must be provided)
- Link from Ruth Ruttan & Assoc. website to full page company ad of promotion items until September 30, 2017. **Deadline for artwork: 02/06/2017**
- Spotlight feature in 2x email marketing campaigns
- Logo recognition (with link) in email marketing campaigns – logo will be prominently displayed. **Deadline for artwork: 02/06/2017**
- Logo on Conference Brochure distributed to thousands. **Deadline for artwork: 02/06/2017**
- Logo with link on Ruth Ruttan website for one year: **July 2017 – July 2018**
- Logo on Conference Welcome Signage
- Big screen name and logo recognition at event: **Exclusive slide**
- Presentation to attendees at start of conference: **5 minutes**
- Complimentary meals and refreshments for: **4 attendees**
- **DISCOUNT \$100.00** - 8ft exhibitor space PLUS opportunity to select position of booth
- Inclusion of marketing materials in conference bags – **Deadline for materials: 13/09/2017**

## KEYNOTE SPEAKER SPONSOR

\$4,500.00 (1 Available)

- Spotlight feature in 1x email marketing campaign
- Logo recognition (with link) in email marketing campaigns. **Deadline for artwork: 02/06/2017**
- Logo on Conference Brochure distributed to thousands. **Deadline for artwork: 02/06/2017**
- Logo with link on Ruth Ruttan website for one year: **July 2017 – July 2018**
- Big screen name and logo recognition at event: **Slide inclusive with other partners**
- Complimentary meals and refreshments for: **2 attendees**
- Speaker: Introduction and Thank you
- **DISCOUNT of \$50** off 8ft exhibitor space
- Inclusion of marketing materials in conference bags - **Deadline for materials: 13/09/2017**

## NETWORKING EVENT SPONSOR

\$3,500.00 (1 Available)

- Logo on Conference Brochure distributed to thousands. **Deadline for artwork: 02/06/2017**
- Logo with link on Ruth Ruttan website for one year – **July 2017 – July 2018**
- Big screen name and logo recognition at event: **Slide inclusive with other partners**
- Complimentary meals and refreshments for: **2 attendees**
- Feature Host of the Networking Event (with signage to recognize your company)
- Inclusion of marketing materials in conference bags - **Deadline for materials: 13/09/2017**





# SPONSORSHIP LEVELS & BENEFITS

## SPEAKER SPONSOR

\$750.00 (3 Available)

- Logo on Conference Brochure distributed to thousands. **Deadline for artwork: 02/06/2017**
- Logo with link on Ruth Ruttan website for one year – **July 2017 – July 2018**
- Big screen name and logo recognition at event: **Slide inclusive with other partners**
- Complimentary meals and refreshments for: **2 attendees**
- Speaker: Introduction
- **DISCOUNT of \$25** off 8ft exhibitor space
- Inclusion of marketing materials in conference bags - **Deadline for materials: 13/09/2017**

## CHAIR MASSAGE SPONSOR

\$750.00 (1 Available)

- Logo recognition as Chair Massage Sponsor on Conference Brochure distributed to thousands. **Deadline for artwork: 02/06/2017**
- Logo with link on Ruth Ruttan website for one year – **July 2017 – July 2018**
- Big screen name and logo recognition at event: **Slide inclusive with other partners**
- Complimentary meals and refreshments for: **2 attendees**
- Introduction of Chair Massage Company
- **DISCOUNT of \$25** off 8ft exhibitor space
- Inclusion of marketing materials in conference bags - **Deadline for materials: 13/09/2017**

## EXHIBITOR

\$600.00 (20 Available)

- Logo on Conference Brochure distributed to thousands. **Deadline for artwork: 02/06/2017**
- Logo with link on Ruth Ruttan website for one year – **July 2017 – July 2018**
- Big screen name and logo recognition at event: **Slide inclusive with other partners**
- Presentation to attendees at start of conference: **2 minutes**
- Complimentary meals and refreshments for: **2 attendees**
- **Discount of \$25** off 8ft exhibitor space
- Inclusion of marketing materials in conference bags - **Deadline for materials: 13/09/2017**

## GENERAL SPONSOR

\$300.00 (3 Available)

- Logo on Conference Brochure distributed to thousands. **Deadline for artwork: 02/06/2017**
- Logo with link on Ruth Ruttan website for one year – **July 2017 – July 2018**
- Big screen name and logo recognition at event: **Slide inclusive with other partners**
- Inclusion of marketing materials in conference bags - **Deadline for materials: 13/09/2017**

# SPONSORSHIP LEVELS & EXHIBITOR OPPORTUNITIES

| SPONSORSHIP BENEFITS   | TITLE SPONSOR<br>\$5,000.00<br>(1 available) | KEYNOTE SPEAKER SPONSOR<br>\$4,500.00<br>(1 available) | NETWORK EVENT SPONSOR<br>\$3,500.00<br>(1 available) | SPEAKER SPONSOR<br>\$750.00<br>(3 available) | CHAIR MASSAGE SPONSOR<br>\$750.00<br>(1 available) | EXHIBITOR \$600.00<br>(20 available) | GENERAL SPONSOR<br>\$300.00<br>(3 available) |
|--|--|--|--|--|--|--------------------------------------|--|
| Video promotion on website, social media, and email promotion for 1 year   | •  |  |  |  |  |                                      |  |
| Link to full page company ad from Ruth Ruttan website:<br><b>Deadline 02/06/2017</b>                                   | •  |  |  |  |  |                                      |  |
| Spotlight feature in email marketing campaigns<br>2x<br>1x   | •  | •  |  |  |  |                                      |  |
| Logo with link in email marketing campaigns<br><b>Deadline 02/06/2017</b>  | •  | •  |  |  |  |                                      |  |
| Logo on Conference brochure<br><b>Deadline 02/06/2017</b>  | •  | •  | •  | •  | •  | •                                    | •  |
| Logo with link on Ruth Ruttan website for one year<br><b>July 2017 – July 2018</b>                                     | •  | •  | •  | •  | •  | •                                    | •  |
| Logo on Conference Welcome Signage   | •  |  |  |  |  |                                      |  |
| Big screen name & logo recognition at event:<br>Exclusive slide<br>Slide inclusive with other partners                 | •  | •  | •  | •  | •  | •                                    | •  |
| Presentation to attendees at start of conference:<br>5-minutes<br>2-minutes  | •  |  |  |  |  | •                                    |  |
| Complimentary meals and refreshments for: 4 attendees<br>2 attendees   | •  | •  | •  | •  | •  | •                                    |  |
| Speaker: Introduction<br>Thank you<br>Introduction of Chair Massage Company  |  | •<br>•   |  |  | •<br>•   |                                      |  |
| DISCOUNT Exhibitor space<br>\$100.00 PLUS booth position<br>\$50.00 off Exhibitor space<br>\$25.00 off Exhibitor space | •  | •  |  | •  | •  |                                      |  |
| Opportunity to host Networking Event   |  |  | •  |  |  |                                      |  |
| Distribution of supplied marketing materials in conference bags.<br><b>Deadline 13/09/2017</b>                         | •  | •  | •  | •  | •  | •                                    | •  |



## SPONSORSHIP & EXHIBITOR REGISTRATION FORM



|   |                  |                           |  |
|---|------------------|---------------------------|--|
| <b>YES, we will reserve the following Sponsorship Package:</b>  | <b>CHECK BOX</b> | <b>SPONSORSHIP CHOICE</b> | <b>TOTAL</b>                                       |
|   |                  | Title Sponsor             | \$5,000.00   |
| There are a limited number of sponsorships available. We will honour commitments on a first-come, first-served basis.<br><br>Organizations that submit sponsorship registration forms by June 2, 2017, will be listed in the Conference Brochure. |                  | Keynote Speaker           | \$4,500.00   |
|   |                  | Networking Event          | \$3,500.00   |
|   |                  | Speaker Sponsor           | \$750.00   |
|   |                  | Chair Massage             | \$750.00   |
|   |                  | General Sponsor           | \$300.00   |
|   |                  | Exhibitor                 | \$600.00   |
|   |                  | Door Prize                | Yes <input type="radio"/> No <input type="radio"/> |

## CONTACT INFORMATION

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Web Address: \_\_\_\_\_

Please make cheque payable to:

Ruth Ruttan & Assoc., 15 David Willson Trail, Sharon, ON L0G 1V0

Cancellation Fee: After June 2, 2017 - \$150.00



## EXHIBITOR INFORMATION



**Booth Fee:** (Includes 1 x 8ft exhibit table with skirt & 2 chairs) **\$600.00**

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### Names of 2 Attendees

Please note: Exhibit booths and participating Footcare Nurses must be registered separately. Please advise prior to Conference if there are any changes to attendee information.

1. \_\_\_\_\_ 2. \_\_\_\_\_

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### Additional Tables (up to a maximum of 2)

1st Additional Table: \$250 | 2nd Additional Table: \$200

**Total for Additional Tables: \$** \_\_\_\_\_

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### Additional Attendees

(2 per each additional table to a maximum of 6 attendees per company)

1. \_\_\_\_\_ 2. \_\_\_\_\_

3. \_\_\_\_\_ 4. \_\_\_\_\_

Total # \_\_\_\_\_ x \$85 per attendee

**Total for Additional Attendees: \$** \_\_\_\_\_

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(Cheque payable on registration)

**TOTAL PAYABLE: \$** \_\_\_\_\_

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**Door Prize:** May we count on you? Yes ☐ | No ☐

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**Electrical Outlet:** Required? (Available for displays only) Yes ☐ | No ☐

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