

Canadian Association of Midwives / Association canadienne des sages-femmes **Exhibitor & Sponsorship Guide 2025**

November 12, 13, 14, 2025
Westin Calgary Hotel



Join us in Calgary, AB!

CAM's 23rd Conference and Exhibit will be held November 12 to 14, 2025 at the beautiful Westin Hotel in downtown Calgary, Alberta.

The event will host over 400 reproductive care professionals including midwives, nurses, physicians, obstetricians and gynecologists, doulas and other health care professionals.

Our three-day conference will include a variety of speakers, panels and workshops that will showcase current findings and expert perspectives on various topics that influence midwifery practice and reproductive health care.

Participation at our conference provides excellent networking and marketing opportunities. Exhibitors and sponsors will have the opportunity to promote their products and services to reproductive care providers through sponsorship packages, entertainment and networking, on-site promotion, sampling options, web visibility, and advertising.

The conference will be promoted to thousands of healthcare professionals. This is your chance to target a unique audience. Do not miss this opportunity to maximize your visibility and network, and to showcase your company!

Thank you for your participation and support, and hope to see you in Calgary, AB.

CJ Blennerhassett, President
Canadian Association of Midwives
Association canadienne des sages-femmes

The Canadian Association of Midwives (CAM) is the only national organization representing all midwives and the profession of midwifery in Canada.

As a sponsor or exhibitor, you will have exposure to all midwives in Canada through our conference advertisements, as well as other reproductive care professionals. This includes:

- > **2,200 CAM members (midwives and students)**
- > **Over 2,500 email contacts**
- > **Over 10,000 Facebook followers, 2,700 X followers, and 2,230 Instagram followers**
- > **Over 10,000 people through social media over the course of the 3-day conference**

Sponsorship Opportunities

As a conference sponsor, you'll gain excellent visibility with the midwifery and reproductive health community, enjoy complimentary registrations, advertising, key exhibit locations, and recognition throughout the event. Our sponsors are an essential part of the conference, allowing for vital content delivery and meaningful engagement for attendees.

To become a sponsor, contact Laura Graham, Development & Partnerships Associate, at laura.graham@canadianmidwives.org.

	Presenting \$25,000 (1 sponsor)	Leadership \$12,000 (2 sponsors)	Supporting \$6,000 (4 sponsors)	Partner \$3,000 (8 sponsors)
In-Person Exposure and Activities				
Short speaking opportunity/message during conference	✓			
Logo on-screen during the main sessions	✓	✓	✓	✓
Complimentary exhibit table(s) (6' X 3')	2	1	1	1
Complimentary full conference registration(s)	5	3	2	1
Sponsor lounge in Exhibit hall	✓	✓	✓	✓
Creation of custom sponsored session (Content and speaker(s) to be approved by CAM)	✓	✓		
Sponsored session of choice			✓	
Lunch or Breakfast sponsor	✓	✓		
Exclusive branding/creation of social or networking opportunity for conference attendees.	✓			
DRAW PRIZES: will be conducted throughout our event, please consider increasing your visibility through a donation of your products/services.	✓	✓	✓	✓
Brand Exposure				
Dedicated sponsor profile page on event website leading up to the conference	✓	✓	✓	✓
Virtual exhibit booth, leading up to the conference	✓	✓	✓	✓
Tiered logo placement on event website, leading up to the conference	✓	✓	✓	✓
Logo on virtual portal login	✓	✓	✓	✓
Delegate Swag Bag Opportunity to include offer/ giveaway to delegates	✓	✓	✓	✓
Logo with link to your website in conference related emails to membership	✓	✓	✓	✓
Push notification on mobile event app	✓	✓	✓	✓

EXHIBIT & MARKET

Corporate/Commercial/ Company	\$2000
Government Agency/Hospital	\$1500
Not-for-Profit	\$950
Market	\$650
For sale of non-midwifery specific items such as clothing, jewellery and art	

Exhibitors will have an exceptional opportunity to network, educate and showcase products and services to midwives and to a wide variety of healthcare professionals during the conference. The exhibits are open to conference delegates on Opening Night and during the two (2) full days of the conference.

To register as an exhibitor or for the market, go to camensemble.ca

OBJECTIVES

- To build rapport and expand existing relationships with attendees
- To network with professionals in all areas of reproductive care
- To educate attendees on the products and services offered by exhibitors & sponsors
- To inform attendees of recent innovations and product developments
- To target a specific audience

IN-PERSON INCLUSIONS

- Ability to network with midwives at the Opening Reception
- Exposure to over 400 conference attendees
- Traffic in the Exhibit Area during breakfast/lunch/nutritional breaks
- One skirted table (6' x 3') and chairs
- One (1) complimentary conference registration per exhibit space (dependent on Partnership level - additional representative registration available for \$300)
- Increased overall awareness of your company and its products and services
- Dedicated time reserved for attendees to visit exhibits
- One (1) delegate bag insert

VIRTUAL INCLUSIONS

- Dedicated exhibitor profile page on event website leading up to the conference.
- Opportunity to include offer/giveaway in email to delegates

TYPES OF PRODUCTS AND SERVICES

Birthing equipment and supplies; maternal and fetal examination; journals, health care; publications & educational resources & materials; books and textbooks; healthcare and nutritional products and information; breastfeeding products; contraceptive devices and methods; diagnostic tests / pregnancy test kits; birthing beds & chairs; computer software & business support services; homeopathic and naturopathic suppliers; herbalists; pharmaceuticals; baby products; immunization updates; infant car seats; natural comfortable clothing; feminine and personal hygiene products; allied professionals such as massage therapists, acupuncturists and osteopaths.

CUSTOM OPPORTUNITIES

If you do not see an opportunity that fits your needs, please let us know and we will be happy to work with you to create a unique opportunity that is tailored to your needs. Consider a greening initiative such as the branding of reusable items such as USB sticks, lunch bags, etc.

For more information, please contact: Laura Graham, Development & Partnerships Associate, at laura.graham@canadianmidwives.org.



VENUE

The **Westin Calgary** places hotel guests in the heart of the city. This Calgary hotel in downtown offers an exciting location, where a major business centre meets extraordinary outdoor activities complemented by first-class dining and art attractions.

Location

320 4th Avenue SW
Calgary, Alberta, Canada, T2P 2S6
Telephone: [+1 403-266-1611](tel:+14032661611)



EXHIBIT GUIDELINES

All Exhibitors must adhere to the following guidelines:

Registration Policy

The Conference is not open to individuals who are not registered to attend. All delegates registered for the conference will be issued an identification badge to wear during the event.

Companies purchasing exhibit space will receive one (1) or more identification badges depending on partnership level.

Exhibit representatives and partners are expected to pay \$300 per person for each additional representative. It is essential that exhibitors preregister their representatives who will be staffing their tables to avoid on-site delays and to ensure that exhibitor badges are prepared beforehand.

Exhibit personnel are required to wear their identification badge at all times. Please note that these are not transferable.

Sponsorship Policy

The Canadian Association of Midwives (CAM) has implemented sponsorship guidelines to ensure that sponsorship relationships promote the mission and vision of our organization and that the goals and activities of the sponsoring organization are aligned with those of CAM. In support of these guidelines, before you register you will be asked to confirm your compliance with the following:

- Sponsors must be compliant with the World Health Organization's International Code of Marketing of Breast-milk Substitutes (WHO Code). Applies only to companies with possible exposure.
- Companies or organizations that infringe on sexual or reproductive health and rights will not be considered.
- Companies or organizations that discriminate based on sexual identity, race or religion will not be considered.
- Companies or organizations that are materially involved in the production or distribution of the following products will not be considered: Tobacco; Alcohol; Weapons and Firearms.

Cancellation and No Show Policies

Notification of cancellation received by July 31, 2025 will be refunded minus a \$100.00 administrative fee. Notification of cancellation received from August 1 to September 1, 2025 will be refunded at 50%. There will be no refunds as of September 2, 2025.

Any no-show will result in a forfeiture of the registration fees.

Contract for Space

The signed application for space and subsequent notice of space assignment constitutes a contract between the Exhibitor/Industry Partner and the 2025 Annual Conference and Exhibit. The CAM Annual Conference and Exhibit may, at its discretion, accept or reject any application for space, and reserves the right to relocate or reassign exhibit spaces at any time for the overall benefit of the conference.

Exhibit Space Assignment

The 2025 Conference and Exhibit will assign table spaces based on the Partner Level and/ or received date of payment and in coordination with each request from exhibiting companies. Priority table allocation is given to Presenting, Leadership, Supporting Partners, and Partners.

Damages

Damage to the facility caused by the exhibitor, their employee or agent is the sole responsibility of the exhibitor.



CAM ACSF
Midwives for everyone, everywhere
Des sages-femmes pour tous, partout