

2019 CAM CONFERENCE HALIFAX

**PARTNER &
EXHIBITOR
OPPORTUNITIES**

HALIFAX, NS, OCTOBER 23-25



CAM ACSF

Canadian Association of Midwives
Association canadienne des sages-femmes

QUICK FACTS SECTION

- › CAM is the national organization representing midwives and the profession of midwifery in Canada
- › Partners and Exhibitors are able to reach all registered midwives in Canada through our conference and advertising opportunities
- › CAM has an ever growing membership of over 1,800 midwives and students
- › Conference information is sent to our mailing list of over 2,000 qualified contacts
- › CAM has over 6,500 followers on Facebook and over 2,000 followers on Twitter and these numbers are growing everyday.
- › Social Media Reach: During the 3-days of the conference, CAM reached over 100,000 people through Facebook and over 10,000 through Twitter.

18TH ANNUAL GENERAL MEETING, CONFERENCE & EXHIBIT

The Annual General Meeting, Conference and Exhibit will be held October 23-25, 2019 in Halifax, NS. The event will host over **400 maternity 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 maternity care.

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

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

We thank you for your participation and support.

Nathalie Pambrun, President

Canadian Association of Midwives / Association canadienne des sages-femmes



ABOUT CAM

The Canadian Association of Midwives (CAM) is the bilingual national organization representing midwives and the profession of midwifery in Canada. Our role is to unite, promote, support and strengthen the profession of midwifery. Each year, we attract a growing number of midwives, physicians, nurses, students and other health care providers from Canada and abroad.



OUR AUDIENCE

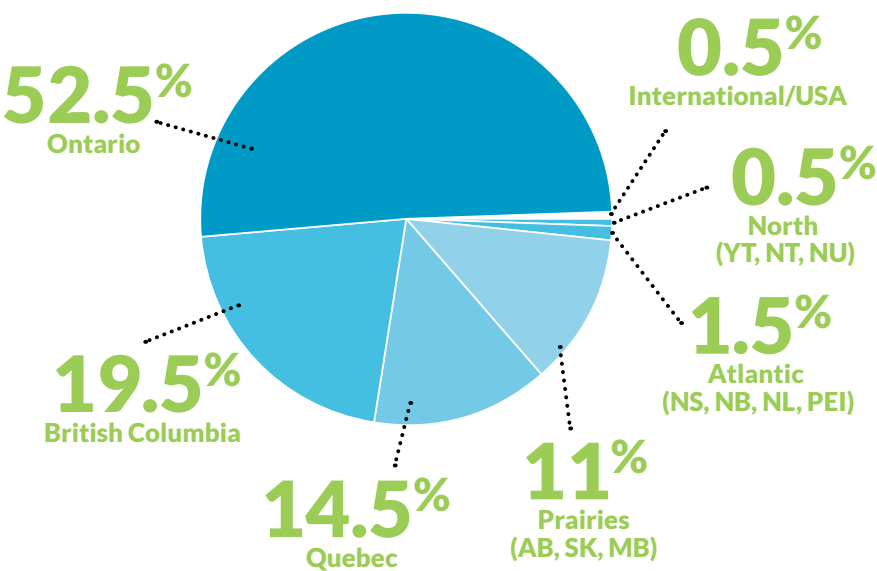
Conference Attendees



**includes: physicians, nurses, policymakers, administrators, researchers, instructors and others.*



CAM Members by Region (2018)



PARTNERSHIP OPPORTUNITIES AT A GLANCE

***BEST VALUE** – Consider the Leadership, Official or Supporting Partnership Opportunities. You will gain excellent visibility as well as supporting the overall conference resources. Partnership opportunities include exhibit space, complimentary registrations, advertising as well as ongoing recognition for the duration of the event and throughout the year. As a partner, you will also have access to key exhibit locations. To become a partner, please complete the [Partner Application](#).

| PARTNERSHIP LEVELS | LEADERSHIP | OFFICIAL | SUPPORTING |
|---|------------------------------|-----------|------------|
| | \$10,000 | \$5,000 | \$2,500 |
| ADVERTISING AND PROMOTIONS | | | |
| *Conference Speaking Opportunity in Plenary Room | 15 Min. | | |
| Verbal Recognition at Opening and Closing of Conference | ◆ | | |
| Logo On-Screen During the Main Sessions According to Level | ◆ | ◆ | ◆ |
| PRINT: | | | |
| Three (3) Full Page (Colour) Ads in Canadian Journal of Midwifery Research and Practice (1 Ad per Issue, \$3,300 value) | ◆ | | |
| Advertising in Conference Program (Full Colour) | Full Page | Half Page | |
| Logo on the inside Cover of Conference Program | ◆ | ◆ | ◆ |
| Logo Recognition on CAM Conference Banner | ◆ | ◆ | ◆ |
| Conference Delegate Bag Insert(s) | 2 Inserts | 2 Inserts | 1 Insert |
| WEB/MOBILE: | | | |
| Banner Ad on Conference Website with Link | ◆ | | |
| Push Notification on Mobile Event App | ◆ | ◆ | |
| Logo on Rotating Sidebar Banner on Conference Website with Link | ◆ | ◆ | |
| Special Recognition on Mobile Event App | ◆ | ◆ | ◆ |
| Logo on Footer of Conference Website with Link | ◆ | ◆ | ◆ |
| Logo, Company Description and Web Link on Mobile Event App | ◆ | ◆ | ◆ |
| EXHIBITS | | | |
| Special Recognition Badges | ◆ | | |
| Complimentary Exhibit Table(s) (6' X 3') | 2 Tables (Max Visibility) | 1 Table | 1 Table |
| Complimentary Full Conference Registration(s) | 4 Regs | 2 Reg | 2 Reg |
| Ability to Select Location of Exhibits Space (In order of partnership level) | ◆ | ◆ | ◆ |
| ACTIVITIES | | | |
| Visibility on Target Opportunity of Your Choice (subject to availability) | ◆ | | |
| Recognized as a Partner of a Breakfast or Luncheon | | ◆ | |
| Recognized as a Partner of a Nutritional Break | | | ◆ |

PAST AND CURRENT CAM CONFERENCE PARTNERS AND EXHIBITORS INCLUDE:

- › Flora Health & Salus Haus
 - › HIROC
 - › The Stevens Company Ltd.
 - › Mount Royal University
 - › Cook Medical
 - › Natracare
 - › Cooper Surgical
 - › GE Healthcare
 - › Boiron Laboratories
 - › Superior Medical Limited
 - › Mustela
 - › Birth Pool in a Box
 - › DONA International
 - › Canadian Red Cross
 - › Midwifery Supplies Canada
 - › Cuso International
 - › MamAmor Dolls
 - › Leda Health Innovations Inc.
 - › Canada Vigilance - Health Canada
 - › Medecins Sans Frontieres / Doctors Without Borders
 - › Lansinoh Laboratories Inc.
 - › Amistad Canada
 - › Medela Canada
 - › La Leche League Canada
 - › SOGC
- And many more...

TARGET AND CUSTOM OPPORTUNITIES

TARGET OPPORTUNITIES - are a great way to direct your efforts to your preferred method of advertising or audience of your choice. There are a number of target opportunities available throughout the conference that can help you achieve your visibility goals through merchandise branding, speaker and session sponsorship, and face to face networking.

Opportunities Include:

- › Sponsorship of CAM Mobile Event App
- › Sponsorship of CAMtalks
- › Sponsorship of Opening Night Reception and Social Event
- › Branding of Delegate Bags, Badges, and Lanyards
- › Sponsorship of Sessions and Speakers
- › Sponsorship of Breakfasts, Luncheons and Nutritional Breaks
- › Sponsorship of Students and Abstract Awards

Benefits Include:

- › Recognition on CAM Website
- › Recognition on CAM Mobile Event App
- › Recognition in CAM Conference Program
- › Screen Projection in Main Plenary Room
- › Delegate Bag Inserts
- › Exhibit Space and Complementary Registrations (only for target opportunities that are valued at \$2,500 or higher)

For pricing and complete list of opportunities please contact Jill DeWeese-Frank, events@canadianmidwives.org.

CUSTOM OPPORTUNITIES - If you do not see a target 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 Jill DeWeese-Frank at events@canadianmidwives.org or 514.807.3668.

DRAW PRIZES - will be conducted throughout our event, please consider increasing your visibility through a donation of your products/services.

To request a Partner or Target Opportunity, Please complete the [PARTNER APPLICATION](#)

ADVERTISING INFORMATION

ADVERTISING - Conference Program and Delegate Bags

Can't make it to the conference, but still want to spread the word? Want additional exposure? Looking to bring attendees to your local restaurant/business? CAM is pleased to offer additional advertising opportunities through the Conference Program and Delegate Bags Inserts.

► For rates and reservations, please see the [2019 ADVERTISING GUIDE](#) or contact Jill DeWeese-Frank at events@canadianmidwives.org or 514.807.3668.

EXHIBITS

Your space will include a skirted table (6' x 3') and chairs. Please note these prices are in Canadian funds. **Contact events@canadianmidwives.org if you have other space requirements or requests.**

| | |
|------------------------------|---------|
| Corporate/Commercial/Company | \$1,275 |
| Government Agency/Hospital | \$950 |
| Non Profit | \$525 |
| Market | \$400* |

(*for sales of non-midwifery specific items such as clothing, jewelery and art)

For more information on discounts available to non profits and small local businesses, please contact events@canadianmidwives.org (limited availability)



OBJECTIVES

- > To build rapport and expand existing relationships with attendees
- > To network with professionals in all areas of maternity care
- > To educate attendees on the products and services offered by exhibiting organizations
- > To inform attendees of the recent innovations and product developments of each company
- > Exposure by exhibiting companies to a target specific audience

BENEFITS

- > Ability to network with midwives at the Opening Reception
- > Traffic in the Exhibit area during Breakfast/Lunch/Nutritional Breaks
- > One (1) Complimentary conference registration per exhibit space (dependant on Partnership Level) – additional representative registration fee applies (\$200)
- > Product / service listing in final program (deadline for submission of information August 31st, 2019)

- > Increased overall awareness of your company and its products and services
- > One skirted table (6' x 3') and chairs
- > Dedicated time reserved for attendees to visit exhibits
- > Exposure to over 400 conference attendees
- > One (1) delegate bag insert
- > Listing in the Final Conference Program as well as conference website

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.

SCHEDULE

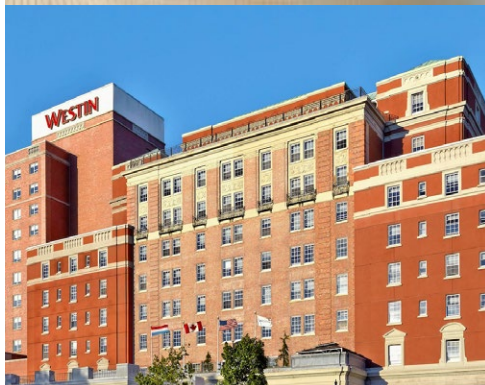
Exhibitors will have an exceptional opportunity to network, educate and showcase products and services to midwives and to a wide variety of maternity care providers and health care professionals during the conference. The exhibits are open to conference delegates on the full days of the conference from 7:30am-5:00pm, however in an effort to maximize your exposure there will also be dedicated visiting times, detailed below. *Please note that these preferred times are subject to change.*

| WEDNESDAY October 23 |
|------------------------------------|
| Set up 14:00 - 19:30 |
| Opening Réception 20:30 - 23:00 |

| THURSDAY October 24 |
|--|
| Breakfast, Posters and Exhibits 07:30 - 08:30 |
| Nutritional Break, Posters and Exhibits 10:00 - 10:30 |
| Lunch , Posters and Exhibits 12:00 - 13:30 |
| Nutritional Break, Posters and Exhibits 15:00 - 16:00 |

| FRIDAY October 25 |
|--|
| Breakfast, Posters and Exhibits 07:30 - 08:30 |
| Nutritional Break, Posters and Exhibits 10:00 - 11:00 |
| Lunch , Posters and Exhibits 12:00 - 13:30 |
| Take Down 14:00 - 16:00 |

This promises to be a productive event for Exhibitors! In order to participate in the conference, please complete the [APPLICATION FOR EXHIBIT SPACE FORM.](#)



LOCATION

WESTIN NOVA SCOTIAN HOTEL
1181 HOLLIS ST, HALIFAX, NS B3H 2P6

Discount Rate: \$199

Discount Code: CBECBAD

Online: <https://www.marriott.com/eventreservations/reservation-link.mi?id=1547073865859&key=GRP&app=resvlink>

By Phone: 1-888-236-2427

CONFERENCE VENUE

In the heart of the Halifax Seaport District, The Westin Nova Scotians prime location offers a peaceful respite in this beautiful city. With easy access to nearby shopping and dining, you can experience all that downtown has to offer.

SHIPPING INFORMATION

All exhibit space materials and delegate bag inserts must be shipped pre-paid and scheduled to arrive at the Westin Hotel on Monday, October 21st (Bag stuffing will take place in the morning of Tuesday, October 22nd). Please mark all boxes with detail of content, i.e. exhibit table, delegate bag inserts, etc and send to:

Canadian Association of Midwives, Attn: Jill DeWeese-Frank

C/O Westin Nova Scotian Hotel

1181 Hollis Street, Halifax, NS B3H 2P6

Hold For: CAM Conference Oct 23rd, 2019

Box ____ of ____

C/O Convention Services Manager

To receive a detailed shipping form or for information on large shipments or advance receiving, please email: events@canadianmidwives.org.

EXHIBITING GUIDELINES

REGISTRATION POLICY

The meeting is not open to the public; therefore no one is admitted to the 2019 Annual General Meeting, Conference and Exhibit without proper identification obtained only by registering. Companies purchasing exhibit space will receive one complimentary badge ad (dependent on partnership level). Exhibit representatives and partners are expected to pay \$200 per person for each additional representative. It is essential that exhibitors pre-register 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.

CANCELLATION AND NO SHOW POLICY

Notification of cancellation received by July 31st, 2019 will be refunded minus a \$75.00 administrative fee. Notification of cancellation received from August 1st to September 1st, 2019 will be refunded at 50%. There will be no refunds after September 2nd, 2019. 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 constitute a contract between the Exhibitor/Industry Partner and the 2019 Annual General Meeting, 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 2019 Annual General Meeting, Conference and Exhibit will assign table spaces based on the Partner Level and/or received date of payment and the Exhibitor Space Form and in coordination with each request from exhibiting companies. Priority table allocation is given to Leadership and Official Partners.

DAMAGES

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