

SPONSOR AND EXHIBITOR PROSPECTUS

INFECTION PREVENTION AND CONTROL CANADA NATIONAL EDUCATION CONFERENCE AND INDUSTRY SHOWCASE

IPAC CANADA NATIONAL CONFERENCE

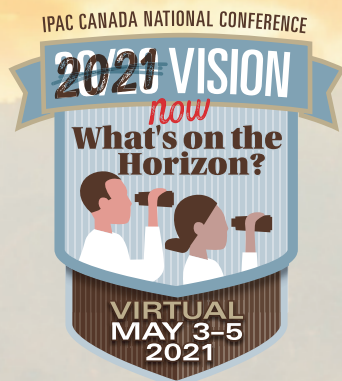


IPAC Canada:
The smart way to advance infection prevention
and control best practice every day



INVITATION FOR SPONSORS AND EXHIBITORS

Connect with Infection Prevention and Control professionals.



For the first time, Infection Prevention and Control Canada's National Education Conference and Industry Showcase will be delivered as a virtual event! We are excited to offer this important event on an immersive, dynamic platform. We invite you to join us.

BUILD YOUR NETWORK

IPAC Canada's annual conference attracts infection prevention and control professionals of all backgrounds, including nurses, physicians, epidemiologists, environmental services managers, medical laboratory technologists, dental professionals, pre-hospital/emergency services professionals, and many other healthcare sectors across the spectrum of care.



This is a premier event for companies providing, but not inclusive to, hand hygiene products, antiseptics and antimicrobial agents, personal protective equipment, purification systems, software, and healthcare construction and renovation services.

DIGITAL PLATFORM

We have chosen Pheedloop as our virtual conference platform. We are excited about its comprehensive and customizable features for attendees and exhibitors alike! Connect with attendees, attend leading-edge sessions, and promote your products, services, and ideas through sponsorship and exhibiting. There are so many customizable ways you can increase brand awareness, engage one-on-one with attendees, and showcase new products, all in real time. Dedicated Exhibit Hall hours ensure uninterrupted time with attendees, and as an added bonus, attendees can access the Exhibit Hall 24/7 during the conference.

A MUST-ATTEND EVENT

Each year we host an exceptional National Education Conference, with a full Industry Showcase.



Given the unique and ever-changing challenges and technological advances due to the COVID-19 pandemic, the 2021 conference theme is **NOW What's on the Horizon?** Our conference inspires attendees to explore new and innovative practices in Infection Prevention and Control, and 2021 will be no exception. Our digital platform will host a vibrant, interactive virtual exhibit hall, timely education in an engaging environment, and countless ways to connect with others across geographical boundaries in real time. You don't want to miss it!

Join us, and connect with old friends, new customers, build relationships – and your brand – in this exciting new environment! We'd love to hear your innovative ideas too.

To discuss exhibitor and sponsorship opportunities, contact:

Gerry Hansen BA
Executive Director, IPAC Canada
Telephone: 1.204.897.5990 | 1.866.999.7111
executivedirector@ipac-canada.org
www.ipac-canada.org

CONFERENCE SCHEDULE

All times Eastern Daylight Time (EDT), check your local time zone.

MONDAY, MAY 3

1100 – 1110

Opening Address

1110 – 1210

COVID-19 Lessons Learned and Learning – Non-Acute Care Settings

1210 – 1220

Break

1220-1320

Clinical Practice in Long Term Care

1320 – 1420

COVID-19 Lessons Learned and Learning – Acute Care

1420 – 1520

Break and **Exhibits**

1520 – 1620

Breakout Room #1:

Vulnerable Populations

Breakout Room #2:

There is Always Evidence

Breakout Room #3:

Disaster Management

Exhibits Open

1620 – 1635

Break

1635 – 1720

Communication Conundrums During the Pandemic

1720 – 1725

Closing Remarks

TUESDAY, MAY 4

Virtual Race

Hosted by IPAC Manitoba

1100 – 1110

Opening Remarks

1110 – 1210

Diagnostic Stewardship

1210 – 1220

Break

1220 – 1320

Science and Forming Policy

1320 – 1335

Break

1335 – 1435

Breakout: Oral Presentations

Exhibits Open

1435 – 1535

Break and **Exhibits**

1535 – 1635

Cleaning and Disinfection Symposium

1635 – 1640

Closing Remarks

1800 – 2000

Evening Event:

Reflections on the 45th Anniversary (Barbara Catt)

Keynote (Dr. Dave Williams)

Networking

WEDNESDAY, MAY 5

1100 – 1105

Opening Remarks

1105 – 1150

The Vernacare Lecture – Hot Topics

1155 – 1255

Breakout: Poster Presentations

Exhibits Open

1255 – 1310

Break

1310 – 1355

Burnout/Mental Health in Healthcare Workers (Dr. Linda Duxbury)

1400 – 1500

Oral and Poster Presentations

1400 – 1500

Exhibits Open

1500 – 1515

Break

1515 – 1545

Closing Presenter (Dr. Bonnie Henry)

1545 – 1600

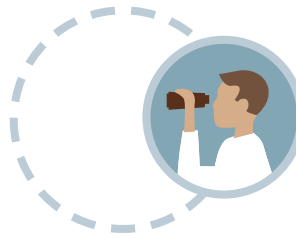
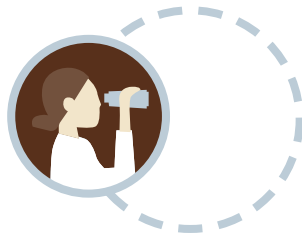
Closing Remarks



About IPAC Canada

Celebrating its 45th Anniversary in 2021, IPAC Canada is a national multidisciplinary organization of over 1500 health professionals and others dedicated to the prevention and control of infections across the continuum of care. We provide members with timely education opportunities, resources, tools, and publications to inspire, nurture and advance all facets of infection prevention and control; we develop position statements and practice recommendations to support, encourage, and promote their practice. We advocate the advancement of evidence-informed practices to protect both healthcare workers and the public. The association publishes a quarterly scientific journal, The Canadian Journal of Infection Control, and a bi-annual publication, Industry Innovations, specifically for industry whitepapers.

EXHIBITOR OPPORTUNITIES



DEDICATED EXHIBIT HALL HOURS

Monday	Dedicated Exhibit hours:	1420 – 1520
	Exhibits also open:	1520 – 1620
Tuesday	Dedicated Exhibit hours:	1435 – 1535
	Exhibits are also open:	1335 – 1435
Wednesday	Exhibits open:	1155 – 1255 1400 – 1500

PREMIUM EXHIBIT BOOTH FEATURES AND BENEFITS

Fully customizable, interactive virtual booths to showcase your brand. Assistance and training for setting up your booth in the Pheedloop platform will be provided.

- Upload banners, logos, videos, website and contact info and more!
- Live messaging and video chat with attendees – generate leads in real time
- Listing in the Exhibitors Directory in the platform
- Lead retrieval
- Pre- and post-conference attendees lists
- Participate in our gamification challenge
- Ability to offer visitors swag on demand/door prizes
- Detailed ROI report provided post-conference
- Free access to all conference education sessions for your booth reps
- Listing and write-up in the IPAC Canada Association News, Spring 2021

PREMIUM BOOTH FEE:

\$1250.00 CAD (plus 5% GST, includes two booth representatives/staff with access to all education sessions. Additional booth representative/staff passes can be purchased for \$175 each.

HOW TO APPLY FOR EXHIBIT SPACE

To complete the online application form, click [HERE](#).

Deadline for applications is March 15, 2021.

CANCELLATION POLICY AND FAILURE TO OCCUPY SPACE

In the event that the balance due for a virtual booth is not remitted by March 30, 2021, the committee has the exclusive right to cancel the agreement with the exhibitor. In the event of the committee receiving written notification on or before March 15, 2021, IPAC Canada shall refund the entire exhibitor payment, less an administration fee of \$100 per booth plus applicable tax. For cancellations received after March 15, 2021, the entire payment shall be forfeited by the exhibitor unless the committee is able to re-sell the booth space under similar terms and conditions, in which case the exhibitor shall only forfeit an administration fee of \$100 plus applicable tax.

If virtual booth information, content, and virtual set up is not completed prior to the specified time in the exhibitor documents, the exhibitor shall forfeit all payments.

EXHIBITOR CONTACT INFORMATION

For further information please contact: Shenai Recile, 1.780.436.0983 ext. 0 or via email at IPACCanada@buksa.com.

SPONSORSHIP OPPORTUNITIES



VIRTUAL SPONSORSHIP PACKAGES

Benefit options are first come first served. Detailed descriptions for each benefit are included on the next pages.

Standard Sponsorship Benefits*	Executive \$20,000	Elite \$15,000	Premium \$10,000	Supporter \$5,000	Contributor \$2,500
Complimentary conference registration(s) (for your booth reps and staff only)	15	10	8	5	2
Attendee list with contact information (pre- and post-event)	•	•	•	•	•
Sponsor profile on the virtual event platform	•	•	•	•	•
Post event engagement report	•	•	•	•	•
Verbal recognition of sponsorship during program	•	•	•	•	•
Logo prominently displayed in the virtual platform (logo will be placed on a banner ad and sponsor logo carousel)	•	•	•	•	•
Contribute to our virtual engagement gamification / contest	•	•	•	•	•
Complimentary Premium virtual exhibit booth	•	•	•		
Video posted in virtual platform acknowledging your sponsorship or one of your offerings	•				
Opportunity to share a video during programming	•				
Social media post on IPAC social media accounts (will also show in virtual platform when posted during the conference)	4 posts	4 posts	2 posts	1 post	1 post
Logo recognition on conference materials & IPAC Canada newsletter (size and positioning according to level)	•	•	•	•	•
Feature profile on IPAC Canada website	•	•			
Sponsorship Customization Opportunities: <ul style="list-style-type: none"> • Host a 30-minute virtual happy hour • Host an interactive workshop (cook a meal, yoga, etc.) • Branded email notification to attendees • Have a push notification sent to attendees during the conference • Sponsor a break 	Select 3 benefits	Select 2 benefits	Select 1 benefit	n/a	n/a
CREATE YOUR OWN BENEFIT! <i>Benefits are not limited to these options.</i>					

DESCRIPTION OF STANDARD SPONSORSHIP BENEFITS

Complimentary conference registration(s)



Attend the virtual event and interact with attendees and industry colleagues using the many features of the virtual event platform. Registrations include the full conference

experience – education sessions, interactions, and tradeshow. These registrations must be used by your company staff or virtual exhibit representatives.

Social media post on IPAC Canada social media accounts*

IPAC Canada will create and post social media posts thanking sponsors or recognizing their contribution on their social media accounts. Any posts made during the conference will also be able to be viewed on the social media feed in the platform.

Logo recognition on conference materials and IPAC Canada newsletter

Your logo will be recognized in a minimum of 2 conference communications. Size and positioning will be according to sponsorship level.

Attendee list with contact information

Your company will be provided with attendee information (for those who have consented to having their information shared), so you can contact leads and promote your booth and services. One list will be provided preconference and another after the conclusion of the conference.

Sponsor profile on the virtual event platform

Have a strong presence on our virtual event platform through a profile that contains your logo, company information, contact information, and so much more.

Post event engagement report

How many attendees engaged with my content? Visited my online profile? Visited my booth? This report will present all the engagement analytics from the virtual event platform such as clicks, impressions, comments, and any other relevant actions that attendees may be making to engage with your content.

Verbal recognition of sponsorship during program*

Your company's support will be verbally acknowledged by our event emcee and IPAC Canada during the live event program.

Logo prominently displayed in the virtual platform

Have your company brand front and center on the virtual event platform through a lobby banner ad displayed during the event. Your logo will also be included in the portal header sponsor carousel.

Contribute to our virtual engagement gamification / contest

Submit a question or challenge to our gamification challenge. This challenge is intended to encourage attendee participation and engagement in the virtual environment – booths, sessions, interactions, and much more!

Complimentary virtual exhibit booth (Executive, Elite, and Premium Sponsors Only)



Be a part of our virtual tradeshow!

Your virtual booth will include branding opportunities, company information, video sharing, opportunity for contest/prize giveaways, as well as engagement opportunities such as 1:1 interaction with attendees.

Supporter and Contributor sponsors

Booth fee \$1,250 plus GST

Feature profile on IPAC Canada website (Executive and Elite Sponsors Only)

Expand your reach beyond conference attendees. Share detailed company information through a featured company profile on IPAC Canada website.

Video posted in virtual platform acknowledging your sponsorship or one of your offerings (Executive Sponsors Only)

A member of our leadership team will personally acknowledge your company's contribution or something exciting you are doing during the conference in a video that will be posted on the virtual platform for attendees to see.

Opportunity to share a video during programming (Executive Sponsors Only)

Address conference attendees directly through pre-recorded remarks (2 minutes) presented by one your company representatives. Or share a video if you prefer. Timing and placement of video to be decided by IPAC Canada.

DESCRIPTION OF SPONSORSHIP CUSTOMIZATION OPPORTUNITIES

Select from the benefits below, or customize your own benefits:

Host a 30-minute virtual happy hour

Engage with a select group of attendees in a virtual happy hour organized by your company.

Host an interactive workshop with attendees (cooking, yoga, etc.)

Engage with a select group of attendees in a workshop organized by your company.

Send a branded email to attendees through the virtual platform*

Send an email to all conference attendees via the virtual platform during the event. This could be used to encourage visit to your booth, share company information, or content. Timing and content need to be approved by IPAC Canada.

Send a push notification sent to attendees through the virtual platform

Send a notification to all conference attendees on the virtual platform during the event. This could be used to encourage visits to your booth, share company information, or content. Timing and content need to be approved by IPAC Canada.

Sponsor a break

Receive special recognition during one of our program breaks by providing a short activity opportunity for attendees (examples include yoga, meditation, or trivia to name a few).

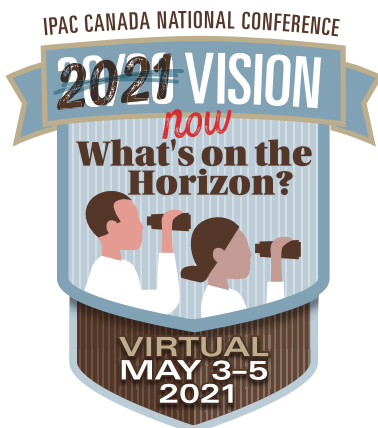
CREATE YOUR OWN BENEFIT!

Benefits are not limited to the options listed in the packages – we want to work with you to create a package that is of most value to you and meets your sponsorship objectives. Share your ideas with us and we will incorporate what we can.

SPONSOR CONTACT INFORMATION

For further information please contact: Gerry Hansen, 1.204.897.5990 | 1.866.999.7111
or via email at executivedirector@ipac-canada.org

* Please note that this benefit does not include promotion of specific products or services. Custom packages are available.



FOR MORE INFORMATION

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