

# SPONSORSHIP PROSPECTUS



THE **ALCHEMY** OF  
PROFESSIONALISM

**2019** CLPNA AGM & CONFERENCE



COLLEGE OF  
LICENSED PRACTICAL NURSES  
OF ALBERTA

**May 6-7** | Edmonton



## 2019 CLPNA AGM & CONFERENCE

*Alchemy is about mixing the right elements to create optimal patient outcomes and safe care.*

The 2019 CLPNA AGM and Conference theme *The Alchemy of Professionalism* examines the elements of nursing professionalism, with experts from a regulatory, legal, clinical, research and patient safety perspective. Join us on this journey of transformation with opportunity to consider your own professional alchemy.

We invite you to participate in this one-and-a-half-day event which provides a unique opportunity for learning and networking. We are confident your sponsorship participation will serve your organization well.

### Why Sponsor?

- Sponsorship will showcase your organization as a leading partner at this significant Alberta nursing event.
- Your contribution will support a high caliber educational program as you contribute to the professional development of nurses in Alberta.
- Conference sponsorship provides a valuable opportunity to interact with healthcare leaders.
- Receive benefits only offered to sponsors, such as exposure via the conference app, podium time, website advertising, social media and logo recognition on signage and on promotional material.
- Your sponsorship will be acknowledged in emails to all the CLPNAs membership.



---

## Who Will Attend?

All of Alberta's 16,000+ Licensed Practical Nurses are invited to participate as well as LPN employers, education facilities, government, regulators and key stakeholders. We expect over 350 front-line nurses and colleagues, as well as health care decision makers, managers and administrators to attend.

## Program

The theme of the 2019 conference will be The Alchemy of Professionalism. The Alchemy of Professionalism refines the perfect combination of knowledge, skills and attitude to inform nursing practice. In the journey from student to professional nurse, competence and wisdom are gained along the way. Ethical decision-making combined with the ability to creatively manage complex nursing practice are required skills for today's nurse.

This year's event provides a new approach to conference with dynamic and interesting keynotes, new abstract sessions and a condensed program.

Additional program details will be available at [www.clpnaconference.com](http://www.clpnaconference.com).

## Date & Location

The 2019 CPLNA AGM & Conference will be held at the DoubleTree by Hilton West Edmonton on May 6th and 7th, 2019. The conference features a full day and a half of learning, starting with the AGM and Opening Keynote on Monday afternoon.

# Sponsorship Options & Benefits

Choose your opportunity:

Benefits-at-a-Glance	Platinum \$16,500	Gold \$12,000	Silver \$7,500	Bronze \$4,000	Crystal \$2,000
Verbal Acknowledgement	✓	✓	✓	✓	✓
Logo on signage	Top billing	✓	✓	✓	✓
Logo and profile on conference app	✓	✓	✓	✓	✓
Organization banner displayed	✓	✓	✓	✓	-
Complimentary registrations	4	3	2	1	-
App push notifications	1	1	-	-	-
App sponsored posts	2	1	1	-	-
Named sponsor of conference component- Awards Dinner, Breakfast x 1, Lunch x 2.	✓	-	-	-	-
Podium address	✓	✓	-	-	-
Reserved table at Awards Dinner	✓	-	-	-	-
CARE Magazine Advertisements	1 full page + 1 half page ad	1 half page ad	1 quarter page ad	-	-
Use of CLPNA Logo	✓	-	-	-	-
Organization logo on website, promotional emails and social media	✓	✓	✓	✓	✓
Organization logo on conference ad in CARE Magazine (one issue)	✓	✓	✓	✓	✓
Acknowledgement of support on social Media (Facebook, Twitter, Instagram, LinkedIn)	Individual Post	Individual Post	✓	✓	-
Opportunity to donate door prizes	✓	✓	✓	✓	✓

# Sponsorship Options & Benefits

## ■ PLATINUM Sponsor \$16,500 +

- Prominent visibility as Platinum Sponsor on screens and select signage on-site at the event.
- Organization logo and link will be located on the conference website, conference app, and on conference promotional emails, sized and positioned according to level.
- Opportunity to place one (1) pop-up banner in the registration foyer or plenary room (banners to be provided by the sponsor).
- Four (4) complimentary conference registrations (includes Awards Dinner tickets).
- Opportunity to provide content for one (1) push notifications that will be sent to all conference attendees via the conference app.
- Verbal acknowledgement from the main stage throughout the event.
- Opportunity to provide content for two (2) sponsored posts for the conference app.
- Podium time to address delegates.
- Opportunity to be a named sponsor of one of the following: Awards Dinner, Breakfast x 1, Lunch x 2. \*Includes the distribution of a promotional item and podium time during the sponsored event.
- One (1) full page ad and one (1) half page ad in CARE Magazine.
- Organization logo will be included in the conference article featured in CARE Magazine, sized and positioned according to level.
- Reserved table for your complimentary delegates, or selected ticket-holding guests at the Awards Dinner Event
- The CLPNA will acknowledge your support via an individual post on its social media channels.
- Opportunity to use the CLPNA logo to highlight your support in your own promotions (use of CLPNA logo to be reviewed by CLPNA prior to distribution).
- Opportunity to donate door prizes.

# Sponsorship Options & Benefits

## ■ GOLD Sponsor \$12,000 +

- Prominent visibility as Gold Sponsor on screens and select signage on-site at the event.
- Organization logo and link will be located on the conference website, social media, conference app, and on conference promotional emails, sized and positioned according to level.
- Opportunity to place one (1) pop-up banner in the registration foyer or plenary room (banners to be provided by the sponsor).
- Three (3) complimentary conference registrations (includes Awards Dinner tickets)
- Opportunity to provide content for one (1) push notification that will be sent to all conference attendees via the conference app.
- Opportunity to provide content for one (1) sponsored post for the conference app.
- Podium time to address delegates.
- Verbal acknowledgement from the main stage throughout the event.
- One (1) half page ad in CARE Magazine.
- Organization logo will be included in the conference article featured in CARE Magazine, sized and positioned according to level.
- The CLPNA will acknowledge your support via an individual post on their social media channels.
- Opportunity to donate door prizes.

## ■ SILVER Sponsor \$7,500 +

- Prime visibility as Silver Sponsor on screens and select signage on-site at the event.
- Organization logo and link will be located on the conference website, social media, conference app, and on conference promotional emails, sized and positioned according to level.
- Opportunity to place one (1) pop-up banner in the registration foyer or plenary room (banners to be provided by the sponsor).
- Two (2) complimentary conference registrations (includes Awards Dinner tickets)
- Verbal acknowledgement from the main stage throughout the event.
- Opportunity to develop one (1) sponsored post for the conference app.
- Organization will be provided with two (2) complimentary 30-day job postings on the CLPNA website OR one (1) quarter page ad in CARE Magazine.
- Organization logo will be included in the conference article featured in CARE Magazine, sized and positioned according to level.
- The CLPNA will acknowledge your support on their social media channels.
- Opportunity to donate door prizes.

# Sponsorship Options & Benefits

## ■ BRONZE Sponsor \$4,000 +

- Prime visibility as Bronze Sponsor on screens and select signage on-site at the event.
- Organization logo and link will be located on the conference website, social media, conference app, and on conference promotional emails, sized and positioned according to level.
- Opportunity to place one (1) pop-up banner in the registration foyer or plenary room (banners to be provided by the sponsor).
- One (1) complimentary conference registration (includes Awards Dinner ticket)
- Verbal acknowledgement from the main stage throughout the event.
- Organization logo will be included in the conference article featured in CARE Magazine, sized and positioned according to level.
- The CLPNA will acknowledge your support on their social media channels.
- Opportunity to donate door prizes.

## ■ CRYSTAL \$2,000 +

- Visibility as Supporter Sponsor on screens and select signage on-site at the event.
- Organization logo and link will be located on the conference website, social media, conference app, and on conference promotional emails, sized and positioned according to level.
- Verbal acknowledgement from the main stage throughout the event.
- Organization logo will be included in the conference article featured in CARE Magazine, sized and positioned according to level.
- Opportunity to donate door prizes.

## How Do I Become a Sponsor?

To become a sponsor please complete the online sponsorship application form at

[https://events.ely.com/2019CLPNA\\_SponsorApplication](https://events.ely.com/2019CLPNA_SponsorApplication)

Contact: Sharlene Standing  
College of Licensed Practical Nurses of Alberta  
St. Albert Trail Place, 13163 - 146 Street, Edmonton, AB T5L 4S8  
Phone: 780.638.6708 | Fax: 780.484.9069 | [sstanding@clpna.com](mailto:sstanding@clpna.com)