



Informatics Everywhere: Celebrating the Diversity of Informatics Practice

Exhibitor Showcase & Sponsorship Guidelines

October 1-3, 2007

Holiday Inn on King Hotel

Toronto, ON



About the CNIA Conference

CNIA held its inaugural conference in September 2005 and it was met with great support from the healthcare community. The Conference surpassed attendance expectations with over 225 people registered and a sold out exhibitor showcase.

With the eHealth transformation agenda rapidly sweeping across Canada, the relevance and importance of health informatics for all healthcare professionals has become indisputable. As concepts and applications of informatics are emerging in all aspects of practice, all nurses must be adequately prepared to actively participate in the transformational agenda. The CNIA Conference will benefit nurses in all roles with its program covering the core content of interest in the areas of practice, education, and research.

An Opportunity for your Business

The CNIA conference takes place every two years, don't miss out on the opportunity to showcase your products and services! This is an exciting opportunity for you to discuss concepts and exchange ideas; it will also provide an excellent chance to network with your peers. Reserve a spot today so you do not miss out on the best booth locations!

The CNIA recognizes that sponsorship of any kind is an investment. Sponsorship opportunities and associated benefits have been tailored to optimize the potential for sponsors to obtain a return on their investment.

CNIA Contact Information

All enquires should be submitted to the Conference Office

Phone: 416-303-6548

Fax: 905-653-0951

E-mail: conference@cnia.ca

Web site: www.cnia.ca

We would be pleased to review the options available to you, as well as the benefits of exhibiting and/or sponsoring. If you are interested in being a part of the Conference, simply complete the enclosed Exhibitor Contract and/or the Sponsorship Agreement and return it to the CNIA Conference Office.

About the CNIA

Mission

To be the voice for nurses on issues of health informatics in Canada.

Goals

- To provide nursing leadership for the development of Nursing/Health informatics in Canada.
- To establish national networking opportunities for nurse informaticians.
- To facilitate informatics educational opportunities for all nurses in Canada.
- To engage in international nursing informatics initiatives.
- To act as a nursing advisory group in matters of nursing and health informatics.
- To expand awareness of Nursing Informatics to all nurses and the healthcare community

Exhibitor Showcase Opportunities

Exhibit Showcase Dates (subject to change)

October 1st - 6:00 p.m. - 8:00 p.m.*

October 2nd - 10:00 a.m. - 6:00 p.m.*

The Trade Show floor will be closed at set times during the day in order for Exhibitors to take breaks

Booth Space Rates (Canadian Funds - GST excluded)
Full payment must be received when applying for booth space.
Cheque to be made payable to CNIA.

Booth Type	Before July 30, 2007	After July 30, 2007
Single 10' x 10'	\$750	\$900
Double Corner 10' x 20' **	\$1050	\$1200

** space must be contiguous

Items included in the Booth Space Rate

- Booth space reservation is 10' x 10'
- 10' draped booth backdrop and 4' side rails
- Carpeting (as provided by venue)
- Listing in the Final Program
- Two (2) complimentary badges for the exhibit floor only (for each 10' x 10' area rented - includes breakfast, lunch, breaks and Trade Show Receptions). Additional badges can be purchased closer to the Conference date.
- One (1) insert (per 10' x 10' area rented) in the delegate kit
- List of Conference Participants **(available on-site only)

**Due to the federal government security and privacy act (PIPEDA), only delegates who grant permission to release their information will be included on the list.

Move-in Dates

October 1st
8:00 a.m. - 5:00 p.m.
(all booths must be set up
no later than 5:00 p.m.)

Move-out Date

October 3rd
7:00 a.m. - 12:00 noon

Exhibitor Showcase Opportunities - continued

Shipment of Exhibitor Materials

Robinson Show Services has been appointed as the show services manager. Additional information about shipping and booth equipment rentals will be made available in the Exhibitor's Manual.

Contractor Services and Information

Where an Official Contractor has been designated to perform services for an Exhibitor--such as the rental of furniture, set-up of exhibits, electrical work, plumbing, labor, or any other service--no Exhibitor or representative shall contract for such services with other than the said Official Contractor unless permission has been secured in writing in advance from the Exhibit Management. Exhibit Management assumes no responsibility or liability for any of the services performed or materials delivered by the contractors.

Booth Space Reservation & Required Payment

An exhibit area floor plan is included in this package (see page 7). Please record your preferred exhibit booth space numbers on the Exhibitor Showcase Contract, also included with this package. To apply for space, you will need to submit: the completed Exhibitor Showcase Contract and full payment as outlined under 'Booth Space Rates' of this prospectus. No booth assignment will be made until these conditions are met.

Cancellation or Reduction of Space by the CNIA

The CNIA may cancel this contract, upon reasonable cause, or upon the happening of events beyond its control, which makes performance impossible or unless, upon written notice to the exhibitor by an authorized agent, employee, or officer of the CNIA. The CNIA reserves the right to alter, reduce, or redistribute allocated space upon reasonable notice, or upon the happening of events beyond its control that render previous space allocation impossible or, upon written notice to the exhibitor by an authorized agent or employee, or officer of the CNIA. In the event of such cancellation or reduction, the CNIA agrees to negotiate in good faith toward refund, reduction or alternate application of the sums paid by the exhibitor as rental fees.

Cancellation or Reduction of Booth Space by the Exhibitor

Cancellation or reduction in space reservations must be submitted in writing. Cancellation or reduction in space reservations received at the CNIA office on or before August 1, 2007 will receive a 50% refund.

No refund of payment will be made if cancellation or reduction of booth space reservation occurs after August 1, 2007. The CNIA will be entitled to all monies paid and owed as liquidated damages. Refunds, where applicable, shall be made without interest.

Failure to Occupy Exhibit Space

If space is not occupied by the close of the exhibit installation period, on October 1st at 5:00 p.m., this will be considered a no-show and the exhibitor will forfeit the space. This forfeited space may be resold, reassigned or used by the CNIA without obligation on the part of the CNIA for any refund or consultation whatsoever. No part of an exhibit shall be dismantled during exhibit hall hours without permission of the CNIA.

If you are interested in exhibiting at the CNIA Conference, simply review the exhibiting opportunities and complete the enclosed Exhibitor Contract, returning it by fax or by mail to the CNIA Conference Office.

Sponsorship Opportunities

Conference Sponsorship

Sponsorship of any conference is an investment. Whether you are a large or small company, CNIA has sponsorship opportunities for every budget. Starting for as little as \$200, you can be a part of CNIA's Conference and reach members of the organization and members of organizations supporting the Conference.

If you are interested in sponsoring the Conference or one of its events, simply review the sponsorship opportunities and complete the enclosed Sponsorship Agreement, returning it by fax or by mail to the CNIA Conference Office.

Sponsorship Benefits

Conference sponsors receive benefits, by way of recognition and participation, throughout the Conference. Specific benefits will vary depending on the level of sponsorship selected.

Conference Sponsorship Levels - Gold, Silver, & Bronze

(please add 6% GST to all totals)

Benefits	Gold \$20,000	Silver \$15,000	Bronze \$10,000
Logo & designation on all conference promotional materials (preliminary and final programs)*	✓	✓	✓
Logo & designation on conference signs & e-displays	✓	✓	✓
Advertisement in Preliminary Program	Full Page	½ Page	¼ Page
Advertisement in Final Conference Program	Full Page	½ Page	¼ Page
Invitation to make remarks at the Opening Ceremonies	✓	n/a	n/a
Invitation to make remarks at the Closing Ceremonies	✓	n/a	n/a
Logo & designation on CNIA Web site (positioned according to level of patronage)	✓	✓	✓
Link from CNIA Web site to your company Web site	✓	✓	✓
Ability to place promotional products in delegate kits	2	1	1
Complimentary Conference Registrations	3	2	1
Electronic list of delegates**	✓	✓	✓
Discount on Trade Show Booth	20%	10%	5%

* Only applies to Conference materials that have not yet been printed and/or distributed. Logo to be represented in black only.

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Event Sponsorship

In addition to the Conference Sponsorship opportunities, Event Sponsorship allows organizations to sponsor one specific event within the Conference.

Event Sponsorship Opportunities	Price
Opening Keynote Speaker	\$6,500
Closing Keynote Speaker	\$6,500
Opening Reception (October 1st)	\$5,000
Delegate Bag	\$5,000
Wine & Cheese Reception (October 2nd)	\$3,500
Lunch (October 2nd)	\$3,000
Breakfast (October 2nd)	\$2,500
Breakfast (October 3rd)	\$2,500
Travelers' Lunch (October 3rd)	\$2,500
Opening Reception Entertainment	\$1,500
Wine & Cheese Reception Entertainment	\$1,500
Breaks (each)	\$1,000
Early Bird Prize	\$500
Ad in Preliminary or Final Programs	\$200 - \$350

Event Sponsorship Benefits

\$3,000-\$6,500 Level

- Logo and designation as an event sponsor will appear on all printed Conference materials*
- Logo and designation as an event sponsor will appear on Conference signs displayed at the hotel
- Logo & designation on CNIA Web site, positioned according to level of patronage
- Electronic list of delegates will be provided on-site with name, title, full mailing and e-mail addresses**
- Ability to place promotional products in delegate kits (1)
- Two complimentary full day admission passes applicable on the day the sponsorship is taking place
- Exclusive sponsor of the event sponsored (with the exception of the benefits provided to the Conference Sponsors)

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Sponsorship Opportunities - continued

\$500-\$3,000 Level

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- Logo and designation as an event sponsor will appear on Conference signs displayed at the hotel
- Logo & designation on CNIA Web site, positioned according to level of patronage
- Electronic list of delegates will be provided on-site with name, title, full mailing and e-mail addresses**
- Ability to place promotional products in delegate kits
- One complimentary full day admission pass applicable on the day the sponsorship is taking place
- Complimentary display table during sponsored event (6-ft skirted table)
- Exclusive sponsor of the event sponsored (with the exception of the benefits provided to the Conference Sponsors)

\$200-\$500 - Place an ad in the preliminary or final programs as follows:

- 1/4 page, black only - \$150
- 1/2 page, black only - \$250
- Full page, black only - \$375
- Place an ad in the Preliminary Program and receive 50% off the cost of running the same ad in the Final Program

Media Sponsor - In exchange for 2 full page ads, CNIA will offer the following:

- Company name and designation as a media sponsor will appear on all Conference materials*
- Company name and designation as a media sponsor will appear on displayed Conference signs
- Conference name and designation on CNIA Web site, positioned according to level of patronage
- Ability to place one promotional product in delegate kits
- One complimentary table-top display (for the duration of the Trade Show)
- One free media pass

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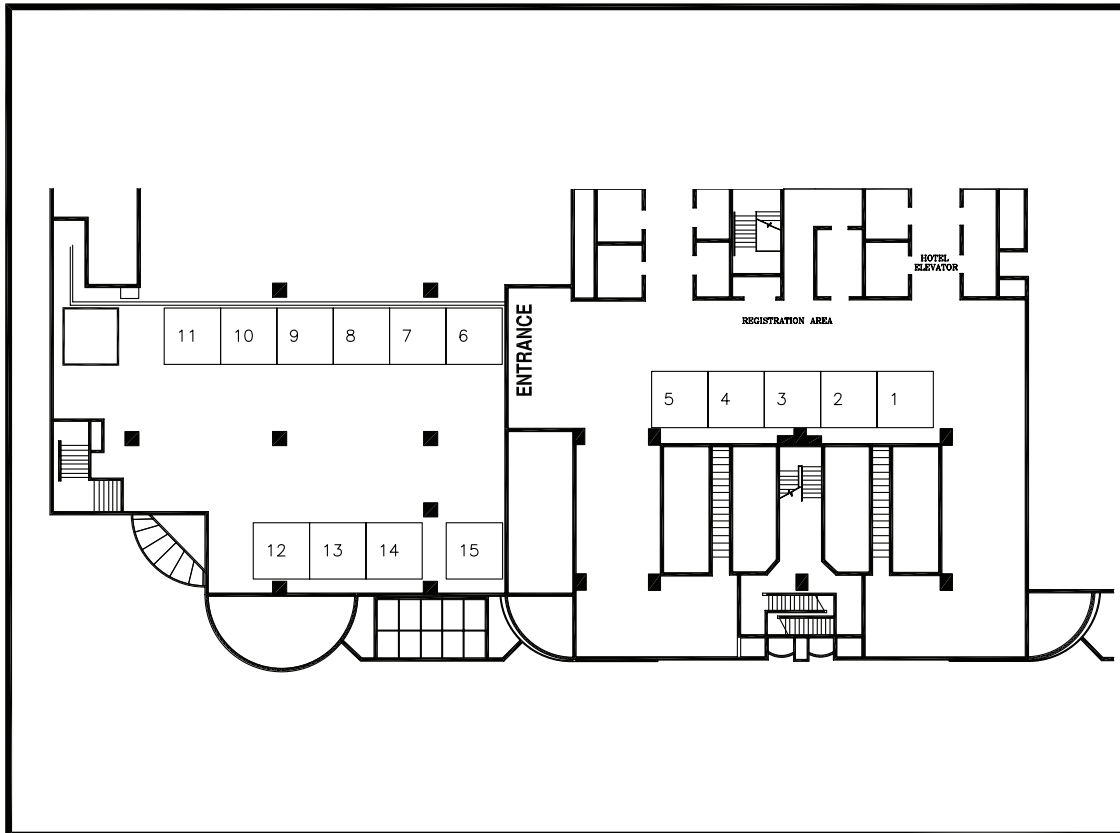
If you are interested in sponsoring the Conference or one of its events, simply review the sponsorship opportunities and complete the enclosed Sponsorship Agreement, returning it by fax or by mail to the CNIA Conference Office.

Exhibitor and Sponsor Checklist

Please make sure all forms are submitted:

- Application Form for Exhibit Space
- Sponsorship Agreement Form
- Logo e-mailed to: conference@cnia.ca in 'JPG' or 'EPS'

Exhibitor Showcase Floor Plan



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