

SRNA Sponsorship & Exhibitor Prospectus



SRNA Conference & Annual Meeting
TCU Place, Saskatoon SK
April 30th, May 1 & 2nd, 2019

What's Your Legacy?

Join us at the SRNA Conference April 30 to May 2, 2019. Be inspired to create your legacy.

Dear SRNA Supporter,

The Saskatchewan Registered Nurses' Association is proud to be hosting our 102nd conference and annual meeting. Taking place in Saskatoon, SK the conference explores how with exceptional character, incomparable conviction and compassionate leadership, SRNA members will collectively build a legacy in registered nursing for now and the future. The annual conference will take place April 30 to May 2, 2019.

It is our honour to invite your organization to become a sponsor of this dynamic and educational event. We have developed five levels of sponsorship as outlined in this package, as well as the opportunity to participate as an exhibitor. Your generous sponsorship will not only allow us to continue to provide this unique opportunity for registered nurses to connect with one another and the public but will also help to inspire leadership, collaboration, communication and education in their practices. More than just a conference, this event is a place where direct care nurses, nursing leaders, innovators, and people who make things happen will gather to learn about the latest trends in nursing and share the secrets to success in providing the best possible care to those we serve. our involvement allows us to effectively reach our community and focus on excellence to elevate our conference offerings.

We are expecting more than 400 direct care nurses, nursing leaders, innovators, and people who make things happen to gather at the 2019 SRNA Conference. As a sponsor or exhibitor, you will be given a great opportunity to showcase your products and services to a national audience and to interact with the attendees. We value your support, appreciate your involvement and look forward to working with you.

Sincerely,



Joanne Petersen, RN
SRNA President



Cindy Smith, RN
SRNA Executive Director

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Who We Are

Established through The Registered Nurses Act, 1988, and driven by values that focus on the protection of the people of Saskatchewan, the Saskatchewan Registered Nurses' Association (SRNA) is the profession-led regulatory body for the province's 11,000 registered nurses (RN)s, registered nurse practitioners RN(NP)s and registered nurses with additional authorized practice RN(AAP)s. For more than 100 years, the SRNA has set high standards for nursing education, practice and registration including initial and ongoing licensure requirements, practice standards, approval of nursing programs, continuing competence requirements and competence assurance mechanisms such as complaints investigation and the discipline process.

SRNA 102nd Conference and Annual Meeting

The SRNA invites you to join our more than 11,000 members as we move forward into our 102nd year as an Association.

As the province's largest association of regulated health professionals and as a non-profit organization, we welcome partnerships with organizations wishing to raise their profile and who want an opportunity to acknowledge the contributions of registered nursing in Saskatchewan.

Our 2019 Conference and Annual Meeting is being held April 30th, May 1 & 2nd in Saskatoon. This event will provide attendees with the opportunity to broaden their education and enhance their leadership skills by participating in various educational sessions while networking with colleagues in different areas of practice.

As well as broadening the scope of our current members, our conference will provide our student nurse attendees with an opportunity to network and learn more about their professional organization.

We encourage you to select the sponsorship package that is most in alignment with your marketing needs. For a customized package, please contact us.

Why Sponsor?

1. **Increase awareness and recognition of your organization:** The SRNA conference will attract practicing nurses, nursing students, nurse educators, government representatives and other representatives from various nursing organizations.
2. **Increase your visibility:** There are various opportunities for you to be involved in the various events throughout the three days.
3. **Receive benefits only offered to sponsors:** As a sponsor your organization will receive increased visibility as your name and logo will be used in promotional materials both in print and on our social networks.
4. **Enjoy a unique opportunity to interact with current and future nurses:** Throughout the conference you will get many opportunities to interact with current and future nurses, and to promote your products and services.
5. **Support the community:** As a sponsor you would be seen as supporting your community by promoting the future of nursing.

Sponsorship Levels

Prairie Gold

\$10,000 & Over

- Named as Prairie Gold sponsor of the SRNA Conference and Annual Meeting on communication and promotional material (print & online) and signage (including logo)
- Full page advertisement in the event handbook.
- Announcement and acknowledgement of Prairie Gold Sponsorship at the conference
- Four tickets to the Awards banquet
- Four registrations for the full conference
- Large, centrally located commercial exhibit booth at the event
- **Logo submission must be press ready and submitted by March 25, 2019**
- **Advertisement must be submitted by March 25, 2019**

Silver Star Line

\$5,000

- Named as Silver Star Line sponsor of the SRNA Conference and Annual Meeting on communication and promotional material (print & online) and signage (including logo)
- Half page advertisement in the event handbook
- Announcement and acknowledgement of Silver Star Line Sponsorship at the conference
- Two tickets to the Awards banquet
- Two registrations for the conference
- Commercial conference exhibit booth at the event
- **Logo submission must be press ready and submitted by March 25, 2019**
- **Advertisement must be submitted by March 25, 2019**

Sunset Bronze

\$2,500

- Named as Sunset Bronze sponsor of the SRNA Conference and Annual Meeting on communication and promotional material (print & online) and signage (including logo).
- Quarter page advertisement in the event handbook
- Announcement and acknowledgement of Sunset Bronze Sponsorship at the conference
- Two registrations for the conference
- **Logo submission must be press ready and submitted by March 25, 2019**
- **Advertisement must be submitted by March 25, 2019**

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Refreshment Break \$1,000

- Named as Refreshment Break sponsor of the SRNA Conference and Annual Meeting on communication and promotional material (print & online) and signage (including logo)
- Announcement and acknowledgement of Refreshment Break Sponsorship at the conference
- Signage during the refreshment break that is identified for sponsorship
- **Logo submission must be press ready and submitted by March 25, 2019**

Student Sponsorship \$75/student (unlimited opportunities)

- Student sponsorship, with sponsor named in personalized SRNA President's letter to student
- Students are provided sponsorship by requesting assistance

Conference Exhibitor

- Commercial Exhibit Booth \$500
- Non-Profit Exhibit Booth \$200

Participant Bag Inserts \$400

- This a great opportunity to share your organization's giveaways or brochures with conference participants.
- Provide us with your items and we will take care of the distribution.

Exhibitor Prospectus

Prairie Gold or Silver Star Line Sponsorship Free

Exhibitors will be provided with:

- Booth space on a first-come basis
- An exhibit area with one eight-foot table and two chairs
- Internet availability
- Acknowledgement in promotional material
- Lunch and Coffee breaks provided
- Exhibitors may attend the Annual Meeting on May 2nd at no extra charge

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Exhibitor area will be open on:

May 1st from 8:00 am to 4:00 pm

May 2nd from 8:00 am to 4:00 pm

Exhibitors are expected to be present at their booth throughout all scheduled breaks.

[For more information](#)

Cheryl Weselak, SRNA Coordinator, Human Resources & Events Management, 2066 Retallack Street, Regina SK S4T 7X5. Phone: (306)359-4224.

E-Mail: cweselak@srna.org

[Main Conference Landing Page](#)

[To Register as a Sponsor or an Exhibitor](#)

[Online Registration Form](#)

Payment:

Payment can be made by cheque or credit card.

Deadline for payment April 5, 2019.

All exhibit fees must be paid in advance. Space will be confirmed once payment and registration form is received.

Exhibit cancellations before April 5th will be refunded less a \$50 administration fee.

Cancellations after April 5th will not be refunded. Cancellations **MUST** be received in writing.

PLEASE RETURN REGISTRATION FORM & PAYMENT TO:

Cheryl Weselak, Coordinator, Human Resources & Events Management

Saskatchewan Registered Nurses' Association

2066 Retallack Street, Regina SK S4T 7X5

E-Mail: cweselak@srna.org

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Advertising Specifications & Dimensions

Press-ready PDF or 300 dpi JPEG, all colours CMYK, do not use RGB art or photos.

