



12TH ANNUAL
OTTAWA
CONFERENCE

STATE OF THE ART CLINICAL APPROACHES
TO SMOKING CESSATION

JANUARY 17-18, 2020
OTTAWA, CANADA

SPONSORSHIP
PROSPECTUS



OTTAWA MODEL
FOR SMOKING CESSATION
POWERED BY THE UNIVERSITY OF OTTAWA HEART INSTITUTE

Dear Colleague,

The University of Ottawa Heart Institute is pleased to announce the **12th Annual Ottawa Conference “State of the Art Clinical Approaches to Smoking Cessation”** to be held January 17 and 18, 2020 at the Shaw Centre located in downtown Ottawa.

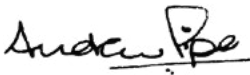
**WE ARE CELEBRATING 12 YEARS --
NO BETTER WAY TO RECOGNIZE NATIONAL NON-SMOKING WEEK 2020!**

For the past 12 years, the Ottawa Conference has become the national reference point for health professionals seeking up-to-date knowledge of clinical tobacco treatment strategies. Since 2010, over 3,500 healthcare professionals have attended this conference, and participant numbers have steadily increased each year. Preparations for the 2020 conference are underway. We are assembling national and international experts who will share the latest concepts in clinical tobacco treatment, program development, and smoking cessation research. Presentation topics will include: smoking cessation treatments, innovative public policy approaches, effective and engaging communication strategies for healthcare professionals, mental health, lessons learned from implementing smoking cessation programs in Canada and around the globe, unique challenges among new Canadians, legalization of marijuana, and strategies for special populations.

We invite you to become an important part of our event by participating as an Ottawa Conference sponsor. This is a distinct opportunity to interact with Canadian and international health professionals – many of whom are clinical leaders and highly engaged practitioners in the field of smoking cessation. A variety of sponsorship levels have been developed for this event and we are seeking support from government, corporate, community, and other healthcare agencies.

On behalf of the Ottawa Conference Program Committee, I thank you for your consideration of our invitation to participate as a sponsor at the 12th Annual Ottawa Conference. To learn more about the Ottawa Model for Smoking Cessation and the Ottawa Conference, please visit our website at ottawamodel.ca. I look forward to personally welcoming you to Ottawa in January, 2020!

Sincerely,



ANDREW PIPE, CM, MD, LLD(HON), DSC(HON)

Ottawa Conference Program Committee
University of Ottawa Heart Institute
Division of Cardiac Prevention and Rehabilitation
40 Ruskin Street, Ottawa, ON K1Y 4W7



■ ■ PLATINUM LEVEL

■ ■ SPONSOR - \$40,000

PACKAGE FEATURES:

- 10 x 20 foot exhibit space in premium location
- One promotional insert (to showcase your organization or service) in delegate tote bag
- Corporate logo included on conference delegate tote bag
- Corporate logo on conference website
- Acknowledgment of sponsorship level on all print materials
- Verbal acknowledgment of sponsorship level at daily welcoming address
- Three exhibitor badges
- Tickets to the wine and cheese poster session
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives

■ ■ GOLD LEVEL

■ ■ SPONSOR - \$25,000

PACKAGE FEATURES:

- Corporate logo included on conference delegate tote bag
- Acknowledgment of sponsorship level on all print materials
- Verbal acknowledgment of sponsorship level at daily welcoming address
- One exhibit table with table top display
- Two exhibitor badges
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives



■ ■ **SILVER LEVEL**
■ ■ SPONSOR - \$15,000

PACKAGE FEATURES:

- Acknowledgment of sponsorship level on all print materials
- One exhibit table with table top display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives

■ ■ **BRONZE LEVEL**
■ ■ SPONSOR - \$5,000

PACKAGE FEATURES:

- One exhibit table with table top display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives

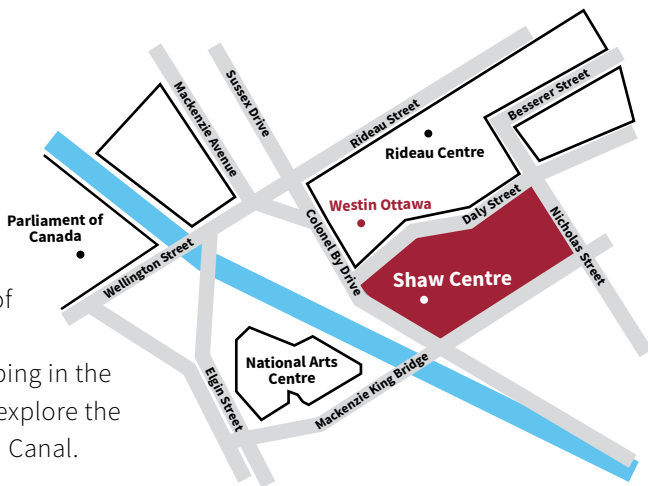


CONFERENCE LOCATION

SHAW CENTRE

55 Colonel By Drive
Ottawa, ON K1N 9J2

Located in the heart of the city, the Shaw Centre is just steps away from the city's most popular attractions. Lose yourself in the energy of the bustling Byward Market; indulge in world-class shopping in the attached Rideau Centre; or, explore the natural beauty of the Rideau Canal.



HOTEL ACCOMMODATIONS

A limited block of guest rooms have been reserved for conference delegates at the following hotel:

WESTIN OTTAWA HOTEL

11 Colonel By Drive
Ottawa, ON K1N 9H4

1-800-WESTIN-1

Room rate: \$209/night

In order to receive the negotiated group rate, **please reference “12th Annual Smoking Cessation Conference”** and **book your reservation before December 16, 2019**. Please note that all room rates are subject to 13% HST.



NOT-FOR-PROFIT SPONSOR - \$750

For many not-for-profit organizations, conference exhibit fees often fall outside of their marketing allowance. As we can appreciate your organization may have budget limitations, we are pleased to present a reduced exhibitor fee for not-for-profit organizations.

PACKAGE FEATURES:

- One exhibit table with table top display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives

EXHIBIT SETUP

EXHIBIT SET UP TIME

Thursday, January 16, 2020: 3:00 p.m. to 5:00 p.m.

EXHIBIT HALL SHOW HOURS

Friday, January 17, 2020: 7:30 a.m. to 3:00 p.m.

Saturday, January 18, 2020: 7:30 a.m. to 2:45 p.m.

EXHIBIT SPACE

Each exhibit area will be equipped with one 6-foot table and two chairs. Platinum Level Sponsors are provided with larger exhibitor space as per the package features. Please note: Electricity, extra tables and chairs, etc. must be ordered separately from the Shaw Centre. These items are not included in your exhibit space cost.

SHIPPING INFORMATION

Please send all exhibitor materials to:

SHAW CENTRE

55 Colonel By Drive
Ottawa, ON K1N 9J2

FOR MORE INFORMATION OR

TO CONFIRM YOUR COMMITMENT OF SUPPORT,

PLEASE CONTACT THE CONFERENCE COORDINATOR:


OTTAWACONFERENCE@OTTAWAHEART.CA

*In order to be included in our printed program, **confirmation must be received by November 29, 2019**. Exhibit tables are assigned on a first-confirmed, first-served basis. Exhibitor space will be allocated on-site.



UNIVERSITY OF OTTAWA HEART INSTITUTE OTTAWA MODEL FOR SMOKING CESSATION

**FOLLOW US FOR
THE LATEST
CONFERENCE
INFORMATION:**

 [FACEBOOK.COM/OTTAWAMODEL](https://www.facebook.com/OTTAWAMODEL)

 [YOUTUBE.COM/OTTAWAMODEL](https://www.youtube.com/OTTAWAMODEL)

 [INSTAGRAM - @OTTAWAMODEL](https://www.instagram.com/OTTAWAMODEL)

 [TWITTER.COM/OTTAWAMODEL](https://twitter.com/OTTAWAMODEL)
#OMSC2020



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[OTTAWAMODEL.CA](https://www.ottawamodel.ca)