

FIFTEENTH ANNUAL OTTAWA CONFERENCE

STATE OF THE ART CLINICAL APPROACHES
TO SMOKING CESSATION

JANUARY 20-21, 2023 • SHAW CENTRE, OTTAWA, ONTARIO & ONLINE

SPONSORSHIP PROSPECTUS



OTTAWA MODEL
FOR SMOKING CESSATION

POWERED BY THE UNIVERSITY OF OTTAWA HEART INSTITUTE

Dear Colleague,

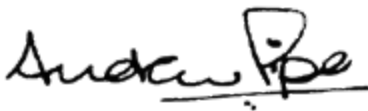
The University of Ottawa Heart Institute is pleased to announce the **15th Annual Ottawa Conference “State of the Art Clinical Approaches to Smoking Cessation”** to be held on January 20 and 21, 2023 at the Shaw Centre located in downtown Ottawa. For the first time, the conference will be a hybrid event, with both in-person and virtual registration options.

WE ARE CELEBRATING 15 YEARS – NO BETTER WAY TO RECOGNIZE NATIONAL NON-SMOKING WEEK 2023!

For the past 15 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 3850 healthcare professionals have attended this conference, and participant numbers have steadily increased each year. Preparations for the 2023 conference are underway. We are assembling national and international experts who will share the latest evidence in clinical tobacco treatment, program development, and smoking cessation research. Presentation topics will include: smoking cessation treatments, innovative public policy approaches, virtual smoking cessation treatment, cannabis and tobacco co-use, lessons learned from implementing smoking cessation programs in Canada and around the globe, the changing landscape of nicotine products, 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 are available 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 for the 15th Annual Ottawa Conference. To learn more about the Ottawa Model for Smoking Cessation and the Ottawa Conference, please visit our website at www.ottawamodel.ca. I look forward to personally welcoming you in January, 2023!

Sincerely,



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

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



PLATINUM | \$45,000

- 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
- Verbal acknowledgment of sponsorship level at daily welcoming address
- Logo featured on OMSC and event website
- Acknowledgement of sponsorship level on all print materials
- 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
- Three exhibitor badges and two complimentary virtual registrations
- Three tickets to the conference gala
- Sponsored prize to conference challenge winner
- Host of the morning networking event

GOLD | \$20,000

- Verbal acknowledgement of sponsorship at daily welcoming address
- Corporate logo included on conference delegate tote bag
- Logo featured on OMSC and event website
- Acknowledgement of sponsorship level on all print materials
- One exhibit with table top display
- Two exhibitor badges and one complimentary virtual registration
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives

SILVER | \$10,000

- Verbal acknowledgement of sponsorship at daily welcoming address
- Logo featured on OMSC and event website
- Acknowledgement 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 | \$5,000

- One exhibit 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

À LA CARTE OPTIONS | \$2,000 each

- Logo included in conference brochure, OMSC website, and event website
- Sponsored prize
- Social media inclusion

NOT-FOR-PROFIT SPONSOR | \$1000

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.

- 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: \$235/night

In order to receive the negotiated group rate, please reference "15th Annual Smoking Cessation Conference" and book your reservation before December 19th, 2022. Please note that all room rates are subject to 13% Harmonized Sales Tax (HST) and 4% Municipal Accommodation Tax (MAT).

EXHIBIT SETUP

EXHIBIT SET UP TIME

- Thursday, January 19, 2023: 3:00 p.m. to 5:00 p.m.

EXHIBIT HALL SHOW HOURS

- Friday, January 20, 2023: 7:30 a.m. to 3:00 p.m.
- Saturday, January 21, 2023: 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 25, 2022.** Exhibit tables are assigned on a first-confirmed, first-served basis. Exhibitor space will be allocated on-site.

