



NURSES SPECIALIZED IN  
WOUND, OSTOMY AND CONTINENCE  
CANADA

INFIRMIÈRES SPÉCIALISÉES EN  
PLAIES, STOMIES ET CONTINENCE  
CANADA

# NSWOCC 43rd National Conference Corporate Partnership Package

May 1-5, 2024

Hyatt Regency Calgary, Alberta

[www.nswocconference.com](http://www.nswocconference.com) | [office@nswoc.ca](mailto:office@nswoc.ca)

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[https://unsplash.com/@kyrlyuk\\_igor](https://unsplash.com/@kyrlyuk_igor)



Dear NSWOCC Industry Partners,

We are excited to extend a warm invitation to the upcoming NSWOCC 43rd National Conference, scheduled from May 1-5, 2024, at the Hyatt Regency in Calgary, Alberta. This year, our conference theme, "Rising to the Challenge," focuses on advancing specialized care in the fields of wound, ostomy, and continence care.

The conference promises to be a gathering of professionals dedicated to enhancing patient care, including Nurses Specialized in Wound, Ostomy, and Continence (NSWOCs), Skin Wellness Associate Nurses (SWANs), physicians, RNs, NP's, RPNs, and other allied healthcare professionals. With a special emphasis on primary care physicians and nurses with a dermatology interest, the event aims to foster collaboration and learning across a diverse spectrum of healthcare domains.

## **Indigenous Wound, Ostomy, and Continence Health**

We are particularly delighted to share that our National Conference Planning Committee has dedicated significant attention to Indigenous Wound, Ostomy, and Continence Health. In partnership with our Indigenous Wound, Ostomy, and Continence Core Program, this focus underscores our commitment to inclusive healthcare practices. This commitment is elegantly symbolized in our 43rd National Conference logo, which draws inspiration from the Indigenous Wound, Ostomy, and Continence logo, thoughtfully designed by Thomas H. Anderson.



The logo is an intricate fusion of symbolism and history. The image of a wheat stem adorning a cowboy hat pays homage to the profound heritage of Indigenous farming in the Prairies. The White Cowboy hat, emblematic of Calgary's "western hospitality," welcomes visitors to the city while simultaneously evoking memories of the celebrated Calgary Stampede. This annual event, held since 1918, is a dynamic convergence of cowboys, fairgoers, and First Nations, rooted in the century-old legacy of First Nations Treaty 7. The Stampede holds a special place as a safe haven for First Nations people to honor their culture and traditions.

Furthermore, it is worth noting that elements integral to Prairie Indigenous culture, such as Bolo Ties, Cowboy Hats, Cowboy Boots, and turquoise jewelry, have significantly influenced and shaped these iconic symbols.

For an in-depth exploration of the story behind our Indigenous Wound, Ostomy, and Continence Health Core Program's logo, we invite you to visit [here](#). The logo, aptly titled "Family: A Story of Healing," encapsulates the essence of unity, diversity, and healing.



## Educational Program and Leadership

Under Mary Hill, RN, BScN, MSN, WOCC(C)'s leadership, the conference offers an educational program with experts in wound, ostomy, and continence care, encompassing discussions in several key areas, including Wound & Skin, Ostomy, Continence & Leadership, and Advanced Dermatology Skin Management. General sessions will cover a wide range of topics, such as:

1. Diverse Health and Terminology:
  - 2SLGBTQIA+ health & terminology
2. Indigenous Blanket Ceremony
3. Medical Insights:
  - Inflammatory Markers
  - Microbiology, including antibiotic stewardship and lab work related to wound, ostomy, and continence
4. Skin & Dermatology:
  - Dermatology
  - Superbugs
  - Fungi
  - Skin Tears
5. Other Specialized Care:
  - Limb Salvage
  - Fistulas
  - Pressure Injuries
  - Adjuvant therapies, Estim, Ultrasound

The National Conference workshops will delve into focused areas such as:

1. Lower Extremity and Diabetic Foot:
  - Advanced Lower Extremity
  - Lower Leg Assessment/Compression
  - Diabetic Foot Assessment & offloading, TCC
2. Ostomy and Peristomal Care:
  - Advanced Ostomy
  - Parastomal Hernia
  - Complex Ostomy and Peristomal Skin
  - Ostomy Mental Health
3. Complex Wound Management:
  - Advanced Complex Wounds
  - Debridement
  - Enterocutaneous Atmospheric Fistula

This comprehensive lineup of topics ensures a well-rounded exploration of the latest advancements and insights in the field of wound, ostomy, and continence care.







## Corporate Partnership Opportunities

By participating, you will have the opportunity to speak with key NSWOC Experts and aligned healthcare professionals with a wound, ostomy and continence interest from across Canada who can discuss how you can contribute to specialized care.

Our Corporate Partnership Opportunities are structured to ensure fairness and organization in NSWOCC Conference sponsorships. Gain corporate recognition among pivotal product decision-makers through four distinct sponsorship tiers tailored to accommodate companies of all sizes:

- 1. Honoured Corporate Partner - \$17,000:** As an Honoured Corporate Partner, enjoy exclusive access to showcase your products at the “Posters, Products, and Punch” inaugural event during the evening on May 2, 2024.
- 2. Corporate Partner - \$8,000:** Benefit from significant exposure as a Corporate Partner, enhancing your presence among industry professionals.
- 3. Corporate Supporter - \$4,500:** Make your mark as a Corporate Supporter, aligning your brand with the conference’s specialized care focus.
- 4. Conference Exhibitor - \$3,500:** Secure your spot as a Conference Exhibitor to display your products and services, with a reduced rate of \$3,000 available for NSWOCC Industry Associates or NSWOCC Industry Associate Plus Members.

Furthermore, explore the opportunity to sponsor Power Breakfasts, Power Lunches, or Poster Prizes for added visibility.

We’re also expanding the NIAC Industry and Science Day on May 2, 2024 to bolster connections between industry and NSWOCC Members. This event will feature industry-sponsored sessions that present cutting-edge products and technologies through a scientific and evidence-based educational approach. With three 1-hour concurrent sessions offering a total of 6 spots, sponsoring and hosting a NIAC Industry and Science Day session comes at an investment of \$7,500, mirroring last year’s pricing.

**Mark your calendar:** Companies can secure their partnership level starting September 14th, 2023, at 5pm ET online at [www.nswocconference.com/partners](http://www.nswocconference.com/partners).

To explore additional sponsorship opportunities, kindly confirm your partnership level first. Your involvement is pivotal in advancing specialized care and fostering valuable industry connections. You can learn more about these opportunities on [page 10](#).

Join us at the NSWOCC 43rd National Conference to embrace diversity, innovation, and specialized care!

Sincerely,  
NSWOCC 43rd National Conference Planning Committee



## Corporate Partnerships Table

Corporate Partnership Level	Honoured Corporate Partner	Corporate Partner	Corporate Supporter	Conference Exhibitor
<b>Cost</b>	\$17,000	\$8,000	\$4,500	\$3,500*
<b>Engagement Level</b>	Highest Level	Great	Strong	Exhibition opportunity
<b>Product Demonstration</b>	Exclusive product showcase during "Posters, Products, and Punch" event	-	-	-
<b>Recognition</b>	Acknowledgement during key events, website footer, conference app, NSWOC Advance March, September issues	Conference app, NSWOC Advance March, September issues	Conference app, NSWOC Advance March, September issues	Conference app, NSWOC Advance March, September issues
<b>Advertisement</b>	1 full page color ad in Conference Syllabus	-	-	-
<b>Exhibit Presence</b>	Double booth, 1st choice premium space	Double booth, 2nd choice premium space	Single booth, 3rd choice space	Single booth, 4th choice space
<b>Complimentary Registrations</b>	6	5	4	2
<b>Access to Conference Sessions</b>	Yes	Yes	Yes	Yes
<b>Lead Retrieval</b>	Access to registrant info, Digital Lead Retrieval included	Access to registrant info, Digital Lead Retrieval included	Access to registrant info, option to purchase Digital Lead Retrieval	Access to registrant info, option to purchase Digital Lead Retrieval
<b>Priority for Additional Sponsorships</b>	1st priority	2nd priority	3rd priority	4th priority

Note: \*A discounted rate of \$3,000 is available for NSWOCC Industry Associates or NSWOCC Industry Associate Plus Members for Conference Exhibitor level.



## **Honoured Corporate Partner: \$17,000**

The Honoured Corporate Partner program is the highest level of corporate support which provides the most sophisticated corporate involvement and promotion.

### **Product Demonstration**

Honoured Corporate Partners will have the exclusive opportunity to demonstrate their products during the inaugural “Posters, Products, and Punch” event in the exhibit hall on the evening of Thursday, May 2, 2024.

### **Company & Sponsorship Recognition**

- Recognition as an Honoured Corporate Partner at key conference events including the Opening Ceremonies, Grand Opening of the Exhibit Hall, “Posters, Products, and Punch” event, NSWOCC Banquet and Graduation Ceremony, and Networking Event
- Recognition as an Honoured Corporate Partner at the registration site welcome sign
- Recognition as an Honoured Corporate Partner on the conference website
- Recognition as an Honoured Corporate Partner in the conference edition of the NSWOCC official publication the “NSWOC Advance” in the centre spread of the March 2024 issue (deadline January 25), and recognition again in the September 2024 issue

### **Advertisement**

- 1 full page colour advertisement in the Conference Syllabus

### **Conference Exhibiting**

- Double booth (two 8x10' spaces)
- 1st choice of premium booth space
- Listing on Conference App's Virtual Exhibit Hall

### **Conference Registration**

- 6 complimentary registrations
- Includes access to all education sessions, on site meals, “Posters, Products, and Punch” event, networking event and banquet
- Additional Registrations may be purchased online for \$475.00

### **Lead Retrieval**

- Access lead retrieval list for conference registrants that give permission to have their information shared before and after conference.
- Digital Lead Retrieval using Conference App and Attendee Badges included

### **Priority**

1st Priority for Additional Sponsorship Opportunities





## **Corporate Partner: \$8,000**

The Corporate Partner program is the second highest level of corporate support which provides great corporate involvement and promotion.

### **Company & Sponsorship Recognition**

- Recognition as a Corporate Partner at key conference events including the Opening Ceremonies, Grand Opening of the Exhibit Hall, NSWOCC Banquet and Graduation Ceremony, and Networking Event
- Recognition as a Corporate Partner at the registration site welcome sign
- Recognition as a Corporate Partner on the conference website
- Recognition as an Corporate Partner in the conference edition of the NSWOCC official publication the "NSWOC Advance" in the centre spread of the March 2024 issue (deadline January 25), and recognition again in the September 2024 issue

### **Conference Exhibiting**

- Double booth (two 8x10' spaces)
- 2nd choice of premium booth space
- Listing on Conference App's Virtual Exhibit Hall

### **Conference Registration**

- 5 complimentary registrations
- Includes access to all education sessions, on site meals, the networking event and banquet
- Additional Registrations may be purchased online for \$475.00

### **Lead Retrieval**

- Access lead retrieval list for conference registrants that give permission to have their information shared before and after conference.
- Digital Lead Retrieval using Conference App and Attendee Badges included

### **Priority**

- 2nd Priority for Additional Sponsorship Opportunities



## **Corporate Supporter: \$4,500**

The Corporate Supporter program is the third highest level of corporate support.

### **Company & Sponsorship Recognition**

- Recognition as a Corporate Supporter at key conference events including the Opening Ceremonies, Grand Opening of the Exhibit Hall, NSWOCC Banquet and Graduation Ceremony, and Networking Event
- Recognition as a Corporate Supporter at the registration site welcome sign
- Recognition as a Corporate Supporter on the conference website
- Recognition as a Corporate Supporter in the conference edition of the NSWOCC official publication the "NSWOC Advance" in the centre spread of the March 2024 issue (deadline January 25), and recognition again in the September 2024 issue

### **Conference Exhibiting**

- Single booth (one 8x10' space)
- 3rd choice of booth space
- Listing on Conference App's Virtual Exhibit Hall

### **Conference Registration**

- 4 complimentary registrations
- Includes access to all education sessions, on site meals, the networking event and banquet
- Additional Registrations may be purchased online for \$475.00

### **Lead Retrieval**

- Access lead retrieval list for conference registrants that give permission to have their information shared before and after conference.
- OPTIONAL: Purchase Digital Lead Retrieval using Conference App and Attendee Badges for \$250

### **Priority**

3rd Priority for Additional Sponsorship Opportunities





## **Conference Exhibitor: \$3,500\***

An Exhibitor takes advantage of an opportunity to exhibit at the National Conference.

\*Please note that a discounted, \$3,000 rate for the Conference Exhibitor type will be available to NSWOCC Industry Associates or NSWOCC Industry Associate Plus Members. Details

### **Company & Sponsorship Recognition**

- Recognition as an Exhibitor on the conference website
- Recognition as an Exhibitor in the conference edition of the NSWOCC official publication the "NSWOC Advance" in the centre spread of the March 2024 issue (deadline January 25), and recognition again in the September 2024 issue

### **Conference Exhibiting**

- Single booth (one 8x10' space)
- 4th choice of booth space
- Listing on Conference App's Virtual Exhibit Hall

### **Conference Registration**

- 2 complimentary registrations
- Includes access to all education sessions, on site meals, the networking event and banquet
- Additional Registrations may be purchased online for \$475.00

### **Lead Retrieval**

- Access lead retrieval list for conference registrants that give permission to have their information shared before and after conference.
- OPTIONAL: Purchase Digital Lead Retrieval using Conference App and Attendee Badges for \$250

### **Priority**

- 4th Priority for Additional Sponsorship Opportunities



## Additional Sponsorship Opportunities

Unlock the potential for enhanced visibility and engagement by securing an additional sponsorship opportunity at the 43rd National Conference.

### Booking and Request Process

**Confirm Your Partnership:** Begin by securing your spot at one of the four partnership levels: Honoured Corporate Partner, Corporate Partner, Corporate Supporter, or Exhibitor. Use the booking form on our official website, [www.nswocconference.com](http://www.nswocconference.com), to finalize your partnership level.

**Select Additional Opportunities:** After selecting your partnership level, you can request to book up to two (2) of the additional sponsorship opportunities listed below.

**Booking Period:** The booking form for these sponsored opportunities will open on Thursday, September 14th, 2023, at 5pm ET.

**Priority Allocation:** Following one week, on Thursday, September 21st, 2023, at 5pm ET, NSWOCC will allocate sponsorship opportunities based on the priority of the partnership level. Priority will be given to higher partnership levels in case of overlapping requests.

**Ongoing Requests:** The request for booking form will remain open until all sponsorship opportunities are filled. Similar to the initial allocation, new sponsorship requests will be processed weekly on Thursdays at 5pm ET.

**Fair Selection Process:** If two companies at the same partnership level vie for the same additional sponsorship opportunity, the NSWOCC President will employ a randomizer to impartially select the successful company.

## Two (2) Power Breakfasts (\$16,000 each)

Help us kickstart the day with an engaging and insightful educational session curated by you. Tailored to wound, ostomy, and/or continence care, this 1-hour session allows you to select the topic and speakers, providing a valuable platform to showcase your expertise and contribute to specialized learning. All topics and speakers require approval by the NSWOCC National Conference Planning Committee, ensuring alignment with the conference's educational goals.

1. Friday, May 3, 2024, 8:00am - 9:00am
2. Saturday, May 4, 2024, 8:00am - 9:00am



## **Sponsorship Benefits:**

### **Educational Impact**

Your sponsorship directly contributes to enriching the educational experience for attendees. By hosting an insightful session, you empower participants with valuable insights and advancements in wound, ostomy, and continence care.

### **Fueling Connections**

Your support ensures that all conference registrants can enjoy a nourishing breakfast and coffee, fostering a conducive environment for networking and idea exchange.

### **Prominent Recognition**

Your brand will shine in the official conference program, conference app, and the March 2024 issue of the renowned NSWOC Advance publication, reaching a wide and engaged audience.

## **Three (3) Power Lunches (\$20,000 each)**

Take center stage by hosting an engaging educational session during lunchtime. Your chosen topic and speakers will create an insightful and memorable experience for attendees. Tailored to wound, ostomy, and/or continence care, this 1-hour session allows you to select the topic and speakers, providing a valuable platform to showcase your expertise and contribute to specialized learning. All topics and speakers require approval by the NSWOCC National Conference Planning Committee, ensuring alignment with the conference's educational goals.

1. Thursday, May 2, 2024, 12:00pm - 1:00pm
2. Friday, May 3, 2024, 12:00pm - 1:00pm
3. Saturday, May 4, 2024, 12:00pm - 1:00pm

## **Sponsorship Benefits:**

### **Educational Impact**

Your sponsorship directly contributes to enriching the educational experience for attendees. By hosting an insightful session, you empower participants with valuable insights and advancements in wound, ostomy, and continence care.

### **Fueling Connections**

Your support ensures that all conference registrants can enjoy a nourishing lunch and coffee, fostering a conducive environment for networking and idea exchange.

### **Prominent Recognition**

Your brand will shine in the official conference program, conference app, and the March 2024 issue of the renowned NSWOC Advance publication, reaching a wide and engaged audience.





## Six (6) Concurrent Industry & Science Day Sessions (\$7,500 each)

- Thursday, May 2, 2024, 9:30am - 10:30am (2)
- Thursday, May 2, 2024, 1:00pm - 2:00pm (2)
- Thursday, May 2, 2024, 2:15pm - 3:15pm (2)

### Enhancing Specialized Care through Knowledge and Innovation

Caring for individuals facing wound, ostomy, and continence challenges is intricate. To address this, Nurses Specialized in Wound, Ostomy, and Continence (NSWOCs) need up-to-date research and innovative products, where industry partners play a key role. Scientific progress is now a potent catalyst for advancements in specialized care, leading to better outcomes, efficient resource use, and cost savings.

The Industry and Science Day sessions are designed to bridge the gap between science and industry, providing a platform for attendees to delve deeper into the intersection of these two critical aspects. These sessions offer valuable insights into how product performance can directly influence patient care delivery. Attendees will gain a comprehensive understanding of the synergy between scientific evidence and product innovation in the context of wound, ostomy, and continence care.

### Key Points:

**Presentation Format:** Each session is structured as a 50-minute engagement, including dedicated time for questions and answers.

**Scientific Evidence:** Presentations are required to be firmly grounded in scientific evidence, ensuring the validity and reliability of product claims. The integration of at least two case studies further reinforces the practical application of the presented knowledge.

**Target Audience:** The sessions are tailored for NSWOCs, Skin Wellness Associate Nurses (SWANs), and nurses with a vested interest in wound, ostomy, and continence care.

**Deadline to book:** Deadline for booking is December 10, 2023.

Join us in these enlightening sessions where the dynamic interplay between science and industry shapes the trajectory of specialized care, fostering innovation, and ultimately improving patient well-being.





## **One (1) Poster Session Sponsor (\$2,000)**

Sponsorship for poster sessions, including poster board costs and prizes.

### **Highlights of Sponsorship:**

#### **Supporting Excellence**

Your sponsorship directly contributes to the success of our poster sessions by covering the expenses associated with poster boards and the three coveted cash prizes for the poster winners. Your support underscores the value we place on promoting scholarly engagement and recognizing outstanding contributions.

#### **Prominent Recognition**

Your company will receive well-deserved recognition as a sponsor in both the conference syllabus and on our official website. This acknowledgment not only showcases your commitment to advancing specialized care but also aligns your brand with excellence in the field.

#### **Conference Presence**

Your company representative will have the honor of presenting the poster prizes during the conference, solidifying your active participation and engagement within the event.

#### **Visibility**

Your support will be celebrated beyond the conference, as your sponsorship will be featured in the March and September 2024 issues of the prestigious NSWOC Advance publication. This exposure amplifies your association with cutting-edge developments in wound, ostomy, and continence care.

#### **Signature Event**

Your company will also be recognized during the “Posters, Products, and Punch” inaugural event on the evening of May 2, 2024.

## 2023 National Conference (Ottawa, Ontario) Demographics

We are thrilled to share that with the support of our Honoured Corporate Partners, Corporate Partners, Corporate Supporters, and Conference Exhibitors from last year, we were able to hold our **largest National Wound, Ostomy and Continence Conference ever**, bringing in 562 registrants from across Canada and internationally.

Of the 562, we were joined by 264 NSWOCC Members, and 123 Non-Member Health Care Professionals and Patients. The rest of the numbers are represented by Industry Members/Exhibitor Representatives (141), and guests of registrants for the networking event and/or Banquet and WOC Institute Graduation Ceremony (34).

Out of the general delegates—NSWOCC Members and Non-Member Non-Member Health Care Professionals and Patients (excluding Industry and plus-one guests)—the majority were from Ontario (55%), with Québec being the next highest reported province at 12.4%.

Amongst NSWOCC Members, the majority of registrants were NSWOCs (169 total), with NSWOC (WOC-EP) Students (34 total) and Skin Wellness Associate Nurses (22 total) coming in next as the most popular registration types. Amongst Non-Members, the top types were RNs (49 total), RPN/LPNs (16 total), Physicians (8 total), and Nurse Practitioners (7).

Province	Total	%
Ontario	213	55.04%
Québec	48	12.40%
Province Not Identified	36	9.30%
British Columbia	24	6.20%
Alberta	20	5.17%
Nova Scotia	12	3.10%
New Brunswick	11	2.84%
Manitoba	6	1.55%
International	5	1.29%
Prince Edward Island	3	0.78%
Newfoundland and Labrador	3	0.78%
Yukon	2	0.52%
Saskatchewan	2	0.52%
Northwest Territories	2	0.52%
Grand Total	387	100.00%





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