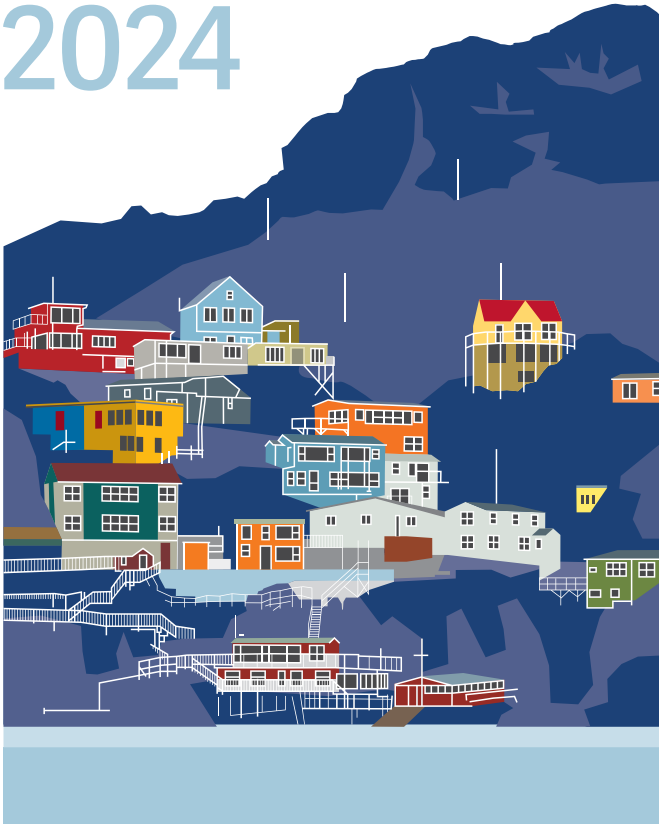




**SOLID ROCK** 2024  
AS A



**IPAC Canada**  
**National Conference**  
June 9-12, 2024 • St. John's  
Newfoundland & Labrador

**S P O N S O R &  
E X H I B I T O R**  
**PROSPECTUS**



# INVITATION FOR SPONSORS & EXHIBITORS

## CONNECT WITH INFECTION PREVENTION AND CONTROL PROFESSIONALS

Infection Prevention and Control Canada's National Conference and Industry Showcase returns as a hybrid conference. We are excited to bring together our in-person conference and our virtual conference.

### BUILD YOUR NETWORK

IPAC Canada's annual conference attracts infection prevention and control professionals of all backgrounds, including nurses, physicians, epidemiologists, environmental services managers, medical laboratory technologists, dental professionals, pre-hospital/emergency services professionals, and many other healthcare sectors across the spectrum of care.

This is a premier event for companies providing including, but not limited to, hand hygiene products, cleaning and disinfection products, antiseptics and antimicrobial agents, personal protective equipment, purification systems, software, and healthcare construction and renovation services.

### HYBRID CONFERENCE

It is important that our conference reaches its largest audience and that our sponsors get the most value for their contribution – we are once again using a hybrid model.

The main conference will take place in-person in St. John's, attracting industry professionals and our trade show will provide you with the opportunity to showcase your products or services and engage with your stakeholders.

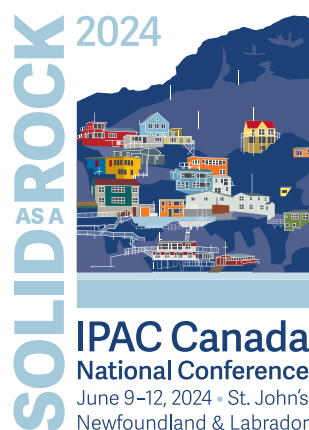
Select education sessions will be live-streamed and attendees will be able to interact on the virtual platform and conference app.

Take advantage of this format with more avenues than ever before to connect, learn, and grow.

### ABOUT IPAC CANADA

IPAC Canada is a multidisciplinary professional organization of over 2100 healthcare professionals and others dedicated to the prevention and control of infections across the continuum of care. We provide members with timely education opportunities, resources, tools, and publications to inspire, nurture and advance all facets of infection prevention and control; we develop position statements and practice recommendations to support, encourage, and promote their practice. We advocate the advancement of evidence-informed practices to protect both healthcare providers and the public.

The association publishes a quarterly scientific journal, *The Canadian Journal of Infection Control*, and a bi-annual publication, *Industry Innovations*, specifically for industry whitepapers. For more information about these publications, contact AI Whalen, Advertising Manager ([awhalen@kelman.ca](mailto:awhalen@kelman.ca)).



# 2024 CONFERENCE SCHEDULE

NL Time Zone

## SATURDAY, JUNE 8

0800 – 1700  
IPAC Canada Board of Directors Meeting

## SUNDAY, JUNE 9

0900 – 1200  
PRECONFERENCE:  
Surveillance in Long Term Care

1200 – 1300  
Lunch

1315 – 1630  
PRECONFERENCE:  
FUNdamentals in IPAC

1615 – 1800  
Opening Reception

## MONDAY, JUNE 10

0630 – 0815  
Run/Walk for IFIC  
Breakfast included for Run/Walk participants

0645 – 0815  
Specimen Sleuths:  
Escape Room  
Light breakfast included

0700 – 0800  
IPAC Canada Corporate Relations Committee  
Breakfast included

0830 – 0900  
Welcome and Opening Remarks

0900 – 1000  
KEYNOTE PRESENTATION:  
IPAC is Growing and Evolving

1000 – 1045  
How to inspire individuals, organizations, and systems to bring the positive lessons learned from the pandemic into practice

1045 – 1115  
Refreshment Break

1115 – 1200  
Applying an Equity Lens to IPAC Policies and Practices

1200 – 1400  
Lunch, Exhibits, Poster Presentations

1400 – 1500  
Oral Presentations

1515 – 1615  
CONCURRENT SESSIONS:

- TB in Congregate Settings
- AMR in Animal Health/One Health
- Clinical Practice – “The Last of Us”

1630 – 1800  
IPAC Newfoundland and Labrador Chapter Meet & Greet

1800 – 1930  
DINNER / PRESENTATION:  
Education and Communication in IPAC

## TUESDAY, JUNE 11

0800 – 0915  
Breakfast of Champions and Awards

0920 – 0930  
Welcome and Opening Remarks by Conference Chairs

0930 – 1015  
The Silent Pandemic of AMR

1015 – 1045  
Antibiotic Stewardship

1045 – 1115  
Refreshment Break

1115 – 1200  
Immunity Debt/Vaccine Hesitancy

1200 – 1400  
Lunch, Exhibits, Poster Presentations

1400 – 1500  
Oral Presentations

1515 – 1615  
CONCURRENT SESSIONS:

- Navigating Codes/Standards versus Laws (What are your legal obligations?)
- Clinical Practice: Good viruses for bad bacteria: Phage Therapy Primer for the ICP.

1800 – 2200  
SPECIAL EVENT:  
Quidi Vidi Brewery  
Buses leave Delta Marriott at 6 pm

## WEDNESDAY, JUNE 12

0800 – 9:30  
IPAC Canada Annual General Meeting/Elections

0930 – 0940  
Welcome and Opening Remarks by Conference Chairs

0945 – 1015  
Sani Marc Environmental Research and Innovation Stewardship Scholarship

1015 – 1045  
Hot Topics

1045 – 1115  
Refreshment Break

1115 – 1130  
IPAC Canada President’s Address

1130 – 1215  
CLOSING PRESENTATION:  
The Importance of Celebrating Joy in our Work (and Outside)

1215 – 1245  
Closing Ceremonies

1400 – 1700  
POST-CONFERENCE  
Sightseeing Tour – Half Day

## THURSDAY, JUNE 13

0900 – 1600  
POST-CONFERENCE  
Sightseeing Tour – Full Day

# EXHIBITOR OPPORTUNITIES

## DEDICATED EXHIBIT HALL HOURS\*

(NL Time Zone)

These dedicated exhibit hall hours provide direct access to IPAC professionals. The Opening Reception in the Exhibit Hall is an exclusive networking opportunity. Attendee lunches on Monday and Tuesday are served in the Exhibit Hall, providing maximum contact.

<b>Sunday</b>	1100 – 1600 1615 – 1800	Exhibitor Move In Opening Reception
<b>Monday</b>	1115 – 1200 1200 – 1400	Exhibitor Lunch Dedicated Tradeshow Hours
<b>Tuesday</b>	1115 – 1200 1200 – 1400	Exhibitor Lunch Dedicated Tradeshow Hours
<b>Tuesday</b>	1430 – 1700	Exhibitor Tear-Down

## EXHIBITING DETAILS

### Exhibiting Fee: \$2000 + HST (15%)\*\*

Fee includes:

- A draped exhibit space with a table and two chairs. Other amenities can be purchased through the show services provider. Exhibitor Service Manual will be available at a later date.
- Booth sizes available are 8' x 10' only.
- Exhibitor name badges for two (2) individuals working at the booth will be provided. The name badges will give the exhibiting attendees access to education sessions (excluding pre-conference day), Sunday Opening Reception, Monday and Tuesday Lunches, and all breaks.
- Virtual exhibitor profile in the conference app.

\* Exhibit hall hours are subject to change

\*\* HST does not apply for non-Canadian exhibiting companies

Note: All external booths must be approved by the organizers. The organizers reserve the right to restrict any items that may impede attendee or exhibitor sight lines.

Booth space is assigned based on the following criteria:

1. Corporate Members of IPAC Canada (according to 2023-2024 membership level)
2. Conference Sponsors (according to sponsorship level)
3. Previous IPAC Canada Exhibitors
4. Application Submission Date

Additional Booth Representative Registrations: \$200/each

Tickets for social events must be purchased separately.

## CANCELLATION POLICY AND FAILURE TO OCCUPY SPACE

In the event that the balance due for booth rental is not remitted by March 1, 2024, the committee has the exclusive right to cancel the agreement with the exhibitor.

In the event of the committee receiving written notification on or before March 1, 2024, IPAC Canada shall refund the exhibitor payment, less an administration fee of \$500 per booth plus applicable tax.

For cancellations received after March 1, 2024, the entire payment shall be forfeited by the exhibitor unless the committee is able to re-sell the booth space under similar terms and conditions, in which case the exhibitor shall only forfeit an administration fee of \$500 plus applicable tax.

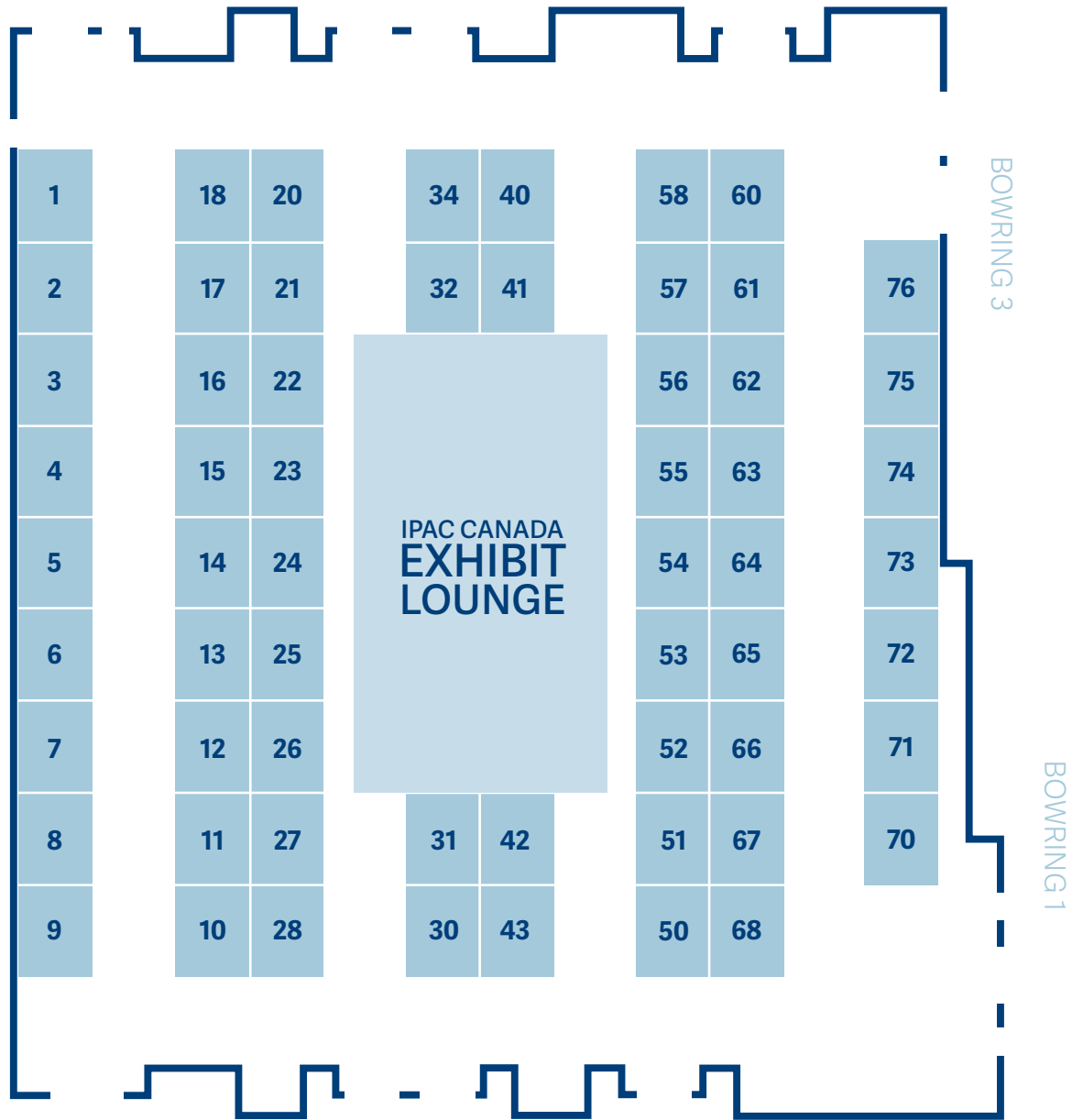
In the event that space is not occupied per agreement at the close of exhibit installation, the exhibitor shall forfeit all payments.

## HOW TO APPLY FOR ON-SITE EXHIBIT SPACE

To complete the online application form, click [HERE](#). Deadline for applications is March 1, 2024.

# EXHIBITION HALL

BOWRING 5



# SPONSORSHIP OPPORTUNITIES

<b>STANDARD SPONSORSHIP BENEFITS</b>	<b>PLATINUM \$30,000</b>	<b>GOLD \$25,000</b>	<b>SILVER \$20,000</b>	<b>BRONZE \$15,000</b>	<b>SUPPORTER \$10,000</b>	<b>FRIEND \$5000+</b>
Complimentary in-person registration(s) (for your staff and booth reps only)	4	4	3	2	1	1
Complimentary virtual registration(s) (for your staff and booth reps only)	2	2	1	1	1	1
Complimentary tickets to Special Event	4	3	2	1		
Complimentary in-person exhibit booth (includes 2 in-person exhibitor registrations per booth)	Max of 3	Max of 2	1	1		
Choice of exhibit location	First	Second	Third	Fourth		
Attendee list with contact information (pre- and post-event)	•	•	•	•	•	•
Sponsor profile on the event app and virtual event platform	•	•	•	•	•	•
Logo recognition on conference website, virtual platform, conference materials, and IPAC Canada newsletter (size and positioning according to level)	•	•	•	•	•	•
Verbal recognition of sponsorship during program	•	•	•	•		
Contribute to our gamification challenge/contest	•	•	•	•		
Social media post(s) on IPAC social media accounts	4	3	2	1	1	
<b>SPONSORSHIP CUSTOMIZATION</b>						
Additional fees may apply.						
<ul style="list-style-type: none"> <li>● Send a branded email to attendees</li> <li>● Send a push notification to attendees through the conference app and virtual platform</li> <li>● Sponsor an educational session</li> <li>● Conference app sponsor</li> <li>● Lanyard sponsor</li> <li>● Charging station sponsor</li> <li>● Wi-fi sponsor</li> <li>● Meal sponsor (breakfast or lunch)</li> <li>● Hotel key card sponsor</li> <li>● Sponsor a lounge/water station/refreshment break</li> <li>● Sponsor the transportation to/from Quidi Vidi Brewery</li> </ul> <p><b>Create your own benefit!</b> Benefits are not limited to these options.</p>	Select 3	Select 2	Select 1	N/A	N/A	N/A

**Interested in providing an unrestricted grant or sponsoring a session?**

Check out our [WISH LIST](#) and contact Gerry Hansen to discuss at [executivedirector@ipac-canada.org](mailto:executivedirector@ipac-canada.org)

# DESCRIPTION OF STANDARD SPONSORSHIP BENEFITS

## Complimentary in-person conference registration(s)

Attend the in-person conference and interact with attendees and industry colleagues during sessions, lunches, and breaks. These registrations are specifically for your company.

Note: Pre-conference sessions not included.

## Complimentary virtual conference registration(s)

Attend the virtual conference and interact with attendees and industry colleagues on the virtual platform and conference app. These registrations are specifically for your company.

Note: Pre-conference sessions not included.

## Complimentary special event tickets

Attend the Tuesday Night social event at Quidi Vidi Brewery. Extra fee if not complimentary because of sponsorship status.

## Complimentary exhibit booth (applicable for select sponsorship levels)

Participate as an exhibitor in our tradeshow to showcase your products and services. See details above on page 4.

## Choice of exhibit booth location

Get the priority choice for the prime exhibit booth locations. Booth allocation is to be approved by IPAC Canada. See page 4 for booth space allocation considerations.

## Attendee list with contact information

Your company will be provided with attendee information (for those who have consented to having their information shared), so you can contact leads and promote your booth and services. One list will be provided preconference and another after the conclusion of the conference.

NOTE: Attendee contact lists are for one-time use only.

## Sponsor profile on the event app and virtual event platform

Have a strong presence on our virtual event platform through a profile that contains your logo, company details, and contact information.

## Logo recognition on conference materials and IPAC Canada newsletter

Your logo will be recognized in a minimum of 2 conference communications, and on-site signage. Size and positioning will be according to sponsorship level.

## Post event engagement report

How many attendees engaged with my content? Visited my online profile? This report will present engagement analytics including sponsor profile visits, and chat engagement.

## Verbal recognition of sponsorship during program

Your company's support will be verbally acknowledged by our event emcee and IPAC Canada during the live event program.

## Contribute to our gamification challenge/contest

Provide a prize for the winners of our gamification contest on the conference app and virtual platform. Note: Industry representatives are not permitted to participate or win before and during the conference.

## Social media post(s) on IPAC Canada social media accounts

IPAC Canada will create social media posts thanking sponsors or recognizing their contribution on their social media accounts before and during the conference. Any posts made during the conference will also be able to be viewed on the social media feed in the platform. These posts are not product promotion.

# DESCRIPTION OF SPONSORSHIP CUSTOMIZATION OPPORTUNITIES

## **Additional fees may apply.**

### **Send a branded email to attendees**

Encourage and invite delegates to visit your booth by sending an email to all conference attendees. This could also be used to share company information or content. Timing and content to be approved by IPAC Canada.

### **Send a push notification sent to attendees through the conference app**

Send a notification to all conference attendees on the conference app/virtual platform during the event. This could be used to encourage visits to your booth, share company information, or content. Timing and content needs to be approved by IPAC Canada.

### **Sponsor an education session**

Interested in sponsoring a speaker, a session? Limited options available.

### **Conference app sponsor**

Have your company logo prominently displayed on the conference app and virtual platform, as well as signage as the sponsor.

### **Lanyard sponsor**

Have your logo placed on all conference lanyards for name badges.

### **Charging station sponsor**

Make sure all in-person attendees devices are charged by providing charging stations throughout the conference centre with your logo prominently displayed on the charging devices.

### **Wi-Fi sponsor**

Keep all the attendees connected through Wi-Fi. Your logo will be placed on all Wi-Fi instructions, signage and slides.

### **Meal, lounge, or break sponsor**

Select a breakfast, lunch, or break and be recognized in the conference app, signage and more.

### **Hotel key card sponsor**

Have your logo placed on all the hotel key cards for in-person attendees – your logo will be in their hands every time they enter their hotel room.

### **Sponsor a lounge/water station/refreshment break**

Have your logo placed on lounges or refreshment stations for attendees taking a wellness break.

### **Escape Room**

The 2024 conference will feature an Escape Room. Teams will use their expertise to manoeuvre through a maze to test their skills in collecting and analyzing lab results. A light breakfast and prizes will be available.

## CREATE YOUR OWN BENEFIT!

Benefits are not limited to the options listed in the packages – we want to work with you to create a package that is of most value to you and meets your sponsorship objectives. Share your ideas with us and we will incorporate what we can.

## SPONSOR CONTACT INFORMATION

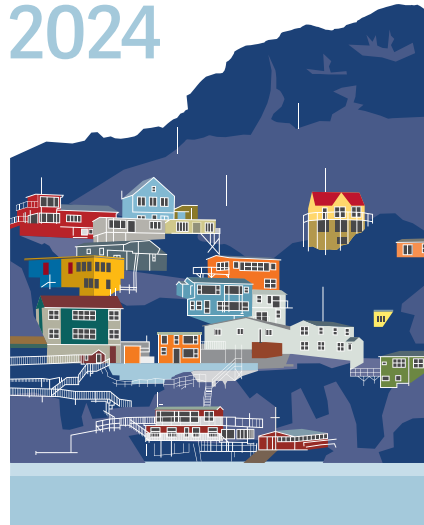
For further information please contact: Gerry Hansen

1.204.897.5990 | 1.866.999.7111 | [executivedirector@ipac-canada.org](mailto:executivedirector@ipac-canada.org)





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## FOR MORE INFORMATION

### Infection Prevention and Control Canada

Telephone: 204.897.5990

Toll Free: 1.866.999.7111

Fax: 204.895.9595

Email: [info@ipac-canada.org](mailto:info@ipac-canada.org)

[www.ipac-canada.org](http://www.ipac-canada.org)

Mailing Address:

PO Box 46125 RPO Westdale, Winnipeg MB R3R 3S3

Courier Address:

67 Bergman Crescent, Winnipeg MB R3R 1Y9