



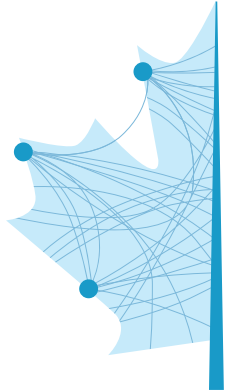
**IPAC CANADA
NATIONAL CONFERENCE
AND INDUSTRY SHOWCASE**

**SPONSOR AND
EXHIBITOR
PROSPECTUS**



CONNECTING PEOPLE SCIENCE PRACTICE

**IPAC Canada
Virtual Conference
April 25-27, 2022
PreConference: April 21, 2022**



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INVITATION FOR SPONSORS AND EXHIBITORS

Connect with Infection Prevention
and Control professionals.

Infection Prevention and Control Canada's National Education Conference and Industry Showcase returns as a virtual event. We are excited to once again offer this important event on an immersive, dynamic platform. We invite you to join us!

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, but not inclusive to, hand hygiene products, cleaning and disinfection products, antiseptics and antimicrobial agents, personal protective equipment, purification systems, software, and healthcare construction and renovation services.

DIGITAL PLATFORM

After rave reviews – we've once again selected Pheedloop as our virtual conference platform. With new features launched since our last conference we are excited to welcome you virtually once again! Connect with attendees and other exhibitors; attend leading-edge sessions, and promote your products, services, and ideas through sponsorship and exhibiting. There are so many customizable ways you can increase brand awareness,

engage one-on-one with attendees, and showcase new products, all in real time. Dedicated Exhibit Hall hours ensure uninterrupted time with attendees, and as an added bonus, attendees can access the Exhibit Hall 24/7 during the conference.

A MUST-ATTEND EVENT

Each year we host an exceptional National Education Conference, with a full Industry Showcase.

Our world – and the entire spectrum of the importance of infection prevention and control – has changed so much over the past two years. The 2022 conference theme, Connecting People, Science, Practice, highlights all we have learned. Our conference inspires attendees to explore new and innovative practices in Infection Prevention and Control, and 2022 will be no exception.

Our digital platform will host a vibrant, interactive virtual exhibit hall, timely education in an engaging environment, and countless ways to connect with others across geographical boundaries in real time. You don't want to miss it!

Join us, and connect with old friends, new customers, build relationships – and your brand – in this exciting new environment! We'd love to hear your innovative ideas too.

CONFERENCE SCHEDULE

(EASTERN TIME ZONE)

THURSDAY, APRIL 21 PRECONFERENCE

1000 – 1350

IPAC SURVEILLANCE
WORKSHOP

1115 – 1135 | Break

1350 – 1655

HAND HYGIENE WORKSHOP

1350 – 1655

Introduction

1400 – 1430

Hand Hygiene: Things You
Don't Know

1430 – 1530

Handwashing Products:
Understanding the Muddy
Waters and Taking Care of
Your Healthcare Workers'
Hands

1530 – 1550 | Break

1550 – 1650

Changing Hand Hygiene
Products: Ensuring a
Smooth Transition for
Optimal Healthcare Worker
Acceptance and Usage

1650 – 1655

Closing Remarks

MONDAY, APRIL 25

1030 – 1040

Opening Address

1040 – 1140

KEYNOTE: Trauma, Resilience,
Post-Trauma Growth

1140 – 1150 | Break

1150 – 1250

Using Liberating Structures
to Overcome Zoom Fatigue
and Effectively Engage
Others Online

1250 – 1300 | Break

1300 – 1345

Medicolegal Implications
in Infection Control

1345 – 1430

Infectious Disease POC
Testing: Ready or Not,
Here It Comes

1430 – 1530

Exhibits Open

1530 – 1700

1. Long Term Care
2. Group A Streptococcus
– Old Bug, New Challenges

1700 – 1705

Closing Remarks

1730 – 1930

OPENING CEREMONIES

President's Message

Guest Speaker

Special Event

TUESDAY, APRIL 26

1045 – 1055

Opening Remarks

1100 – 1145

Macro Climate

1145-1215

C. difficile: Fact and fiction

1215-1245

Detection and Prediction
of Healthcare-Acquired
Infections

1245 – 1445

Exhibits Open

1345 – 1445

BREAKOUTS

1. Oral Presentations
2. Oral Presentations
3. Oral Presentations

1445 – 1455 | Break

1455 – 1625

BREAKOUTS

1. Take a Breath
2. Congregate Settings /
Home Care

1625 – 1635

Closing Remarks

WEDNESDAY, APRIL 27

1100 – 1105

Opening Remarks

1105 – 11:30

2020 Sani Marc Environmental
Research and Innovative
Stewardship Scholarship –
Project Results

1130 – 1135 | Break

1135 – 1335

Exhibits Open

1135 – 1235

BREAKOUTS

1. Oral Presentations
2. Oral Presentations
3. Oral Presentations

1235 – 1335

Dedicated Poster Time

1335 – 1420

Vernacare Hot Topics

1420 – 1430 | Break

1430 – 1530

CLOSE: The Masterpiece
in You!

1530 – 1545

Closing Remarks

ABOUT IPAC CANADA

Having celebrated its 45th Anniversary, IPAC Canada is a multidisciplinary organization of over 1800 health 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 workers 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 Al Whalen, Advertising Manager (awhalen@kelman.ca).

EXHIBITOR OPPORTUNITIES

DEDICATED EXHIBIT HALL HOURS

(EASTERN TIME ZONE)

Monday 1430 – 1530

Tuesday 1245 – 1435

Wednesday 1135 – 1335

Exhibits are open to attendees at any time.
Exhibit representatives will be at their booth during the above times.

PREMIUM EXHIBIT BOOTH FEATURES AND BENEFITS

Fully customizable, interactive virtual booths to showcase your brand. Assistance and training for setting up your booth in the Pheedloop platform will be provided.

- Upload banners, logos, videos, website and contact info and more!
- Live messaging and video chat with attendees – generate leads in real time
- Listing in the Exhibitors Directory in the platform
- Lead retrieval
- Pre- and post-conference attendees lists (for one-time use to promote your company)
- Participate in our gamification challenge
- Ability to offer visitors swag on demand/door prizes
- Detailed ROI report provided post-conference
- Free access to all conference education sessions for your booth reps
- Listing and write-up in the IPAC Canada Association News, Spring 2022

PREMIUM BOOTH FEE:

\$1250.00 CAD (plus 5% GST, includes two booth representatives/staff with access to all education sessions. Additional booth representative/staff passes can be purchased for \$175 each.

HOW TO APPLY FOR EXHIBIT SPACE

To complete the online application form, [click HERE](#).

Deadline for applications is March 1, 2022.

CANCELLATION POLICY AND FAILURE TO OCCUPY SPACE

In the event that the balance due for a virtual booth is not remitted by March 30, 2022, 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 15, 2022, IPAC Canada shall refund the entire exhibitor payment, less an administration fee of \$100 per booth plus applicable tax. For cancellations received after March 15, 2022, 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 \$100 plus applicable tax.

If virtual booth information, content, and virtual set up is not completed prior to the specified time in the exhibitor documents, the exhibitor shall forfeit all payments.

EXHIBITOR CONTACT INFORMATION

For further information please contact: Louisa Pumilia
1.780.436.0983 ext. 708 | IPACCanada@buksa.com

SPONSORSHIP OPPORTUNITIES

VIRTUAL SPONSORSHIP PACKAGES

Benefit options are first come first served. Detailed descriptions for each benefit are included on the next pages.

Standard Sponsorship Benefits*	Executive \$20,000	Elite \$15,000	Premium \$10,000	Supporter \$5,000	Contributor \$2,500
Complimentary conference registration(s) (for your booth reps and staff only)	15	10	8	5	2
Attendee list with contact information (pre- and post-event)	•	•	•	•	•
Post event engagement report	•	•	•	•	•
Verbal recognition of sponsorship during program	•	•	•	•	•
Logo prominently displayed in the virtual platform (logo will be placed on a banner ad and sponsor logo carousel)	•	•	•	•	•
Contribute to our virtual engagement gamification / contest	•	•	•	•	•
Complimentary Premium virtual exhibit booth	•	•	•		
Video posted in virtual platform acknowledging your sponsorship or one of your offerings	•				
Opportunity to share a video during programming	•				
Social media post on IPAC social media accounts (will also show in virtual platform when posted during the conference)	4 posts	4 posts	2 posts	1 post	1 post
Logo recognition on conference website, conference materials and IPAC Canada newsletter (size and positioning according to level)	•	•	•	•	•
Feature profile on IPAC Canada website	•	•			
Sponsorship Customization Opportunities: <ul style="list-style-type: none"> • Host a 30-minute virtual happy hour • Host an interactive workshop (cook a meal, yoga, etc.) • Branded email notification to attendees • Have a push notification sent to attendees during the conference • Sponsor a break 	Select 3 benefits	Select 2 benefits	Select 1 benefit	n/a	n/a
CREATE YOUR OWN BENEFIT! <i>Benefits are not limited to these options.</i>					

Interested in providing an unrestricted grant or sponsoring a session?
Check out our [wish list](#) or contact Gerry Hansen to discuss.

DESCRIPTION OF STANDARD SPONSORSHIP BENEFITS

Complimentary conference registration(s)

Attend the virtual event and interact with attendees and industry colleagues using the many features of the virtual event platform. Registrations include the full conference experience – education sessions, interactions, and tradeshow. These registrations are specifically for your company. *Note: pre-conference sessions not included.*

Social media post on IPAC Canada social media accounts*

IPAC Canada will create social media posts thanking sponsors or recognizing their contribution on their social media accounts. Any posts made during the conference will also be able to be viewed on the social media feed in the platform.

Logo recognition on conference materials and IPAC Canada newsletter

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

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 virtual event platform

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

Post event engagement report

How many attendees engaged with my content? Visited my online profile? Visited my booth? This report will present all the engagement analytics from the virtual event platform such as clicks, impressions, comments, and any other relevant actions that attendees may be making to engage with your content.

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.

Logo prominently displayed in the virtual platform

Have your company brand front and center on the virtual event platform through a lobby banner ad displayed during the event. Your logo will also be included in the portal header sponsor carousel.

Contribute to our virtual engagement gamification / contest

Submit a question or challenge to our gamification challenge. This challenge is intended to encourage attendee participation and engagement in the virtual environment – booths, sessions, interactions, and much more!

Complimentary virtual exhibit booth (Executive, Elite, and Premium Sponsors Only)

Be a part of our virtual tradeshow!

Your virtual booth will include branding opportunities, company information, video sharing, opportunity for contest/prize giveaways, as well as engagement opportunities such as 1:1 interaction with attendees.

Supporter and Contributor sponsors

Booth fee \$1,250 plus GST

Feature profile on IPAC Canada website (Executive and Elite Sponsors Only)

Expand your reach beyond conference attendees. Share detailed company information through a featured company profile on IPAC Canada website.

Video posted in virtual platform acknowledging your sponsorship or one of your offerings (Executive Sponsors Only)

A member of our leadership team will personally acknowledge your company's contribution or something exciting you are doing during the conference in a video that will be posted on the virtual platform for attendees to see.

Opportunity to share a video during programming (Executive Sponsors Only)

Address conference attendees directly through pre-recorded remarks (2 minutes) presented by one your company representatives. Or share a video if you prefer. Timing and placement of video to be decided by IPAC Canada.

* Please note that this benefit does not include promotion of specific products or services. Custom packages are available.

DESCRIPTION OF SPONSORSHIP CUSTOMIZATION OPPORTUNITIES

Select from the benefits below, or customize your own benefits:

Host a 30-minute virtual happy hour

Engage with a select group of attendees in a virtual happy hour organized by your company.

Host an interactive workshop with attendees (cooking, yoga, etc.)

Engage with a select group of attendees in a workshop organized by your company.

Send a branded email to attendees through the virtual platform*

Send an email to all conference attendees via the virtual platform during the event. This could be used to encourage visit to your booth, share company information, or content. Timing and content need to be approved by IPAC Canada.

Send a push notification sent to attendees through the virtual platform

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

Sponsor a break

Receive special recognition during one of our program breaks by providing a short activity opportunity for attendees (examples include yoga, meditation, or trivia to name a few).

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.

* Please note that this benefit does not include promotion of specific products or services. Custom packages are available.

SPONSOR CONTACT INFORMATION

For further information please contact: Gerry Hansen
1.204.897.5990 | 1.866.999.7111 | executivedirector@ipac-canada.org



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FOR MORE INFORMATION

Infection Prevention and Control Canada

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www.ipac-canada.org

Mailing Address:

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Courier Address:

67 Bergman Crescent, Winnipeg MB R3R 1Y9