



## **Annual Healthcare Supply Chain Conference** *A Decade to Celebrate: Educating, Innovating, Sharing*

**May 12 – 14, 2014**

International Plaza Hotel & Conference Centre, Toronto Airport  
Toronto, Ontario

# **2014 Sponsorship and Exhibitor Prospectus**

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*Mark your calendar for the HSCN's Annual National Healthcare Supply Chain Conference and Exhibition – the Canadian choice for education and networking for healthcare supply chain professionals.*

**May 12 – 14, 2014**  
International Plaza Hotel & Conference Centre  
Toronto, Ontario  
[www.hscn.org](http://www.hscn.org)





Dear Partner:

HSCN is Canada's only national association for healthcare supply chain professionals and is distinguished by its unique membership that includes both the provider and the supplier community. Year after year HSCN's annual conference has grown more successful and is now known as Canada's premiere conference for healthcare supply chain professionals.

On Tuesday May 14, and Wednesday May 15, 2014 we open our Annual Conference celebrating HSCN's 10-year anniversary. The past decade has been built on the pillars of education, innovation and sharing – HSCN looks forward to continuing the tradition of excellence set by our founders. The conference offers excellent opportunities for healthcare supply chain professionals and is designed to provide the very finest blend of notable keynotes, diversified learning opportunities, industry topics, unparalleled networking opportunities and significant supply chain insights to the future. One conference – to celebrate the work achieved by healthcare supply chain over the years and to provide hundreds of opportunities for the future!

Last year, HSCN added the optional education day to the conference program. The education day was extremely successful and HSCN will be including this optional education day for supply chain professionals again in 2014.

Suppliers find the HSCN conference to be a prime opportunity to meet with current customers and to engage with prospective clients looking for new products, services and technology. HSCN enhances the provider – supplier relationship through extended breaks, a networking reception and sponsorship opportunities that will boost your brand recognition to ensure your competitive advantage.

I look forward to meeting you in May 2014 – let HSCN support your company with invaluable industry exposure that will promote your products and services and open collaborative opportunities to engage customers and colleagues to meet the challenges of the next-generation supply chain.

Sincerely,

A handwritten signature in black ink, appearing to read "Sue Smith".

Sue Smith  
General Manager  
Healthcare Supply Chain Conference Chair

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## About the Conference

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Now firmly established as a strategic necessity, successful healthcare supply chain management requires a fully integrated and aligned approach: employees, processes, technology, functions and partnerships all need to be synchronized in order to build capacity and capability.

Hosted by HSCN, the National Healthcare Supply Chain Conference is the only national conference catering specifically to the Canadian healthcare supply chain sector. The conference offers healthcare professionals with an optimum mix of notable keynotes, diversified learning opportunities, industry topics, unparalleled networking and significant supply chain insights to the future.

Attended by leaders and decision makers, the conference has quickly earned a reputation as a 'must attend' event within the Canadian healthcare supply chain community.

To learn more about the HSCN please visit [www.hscn.org](http://www.hscn.org). To see highlights from the 2013 conference please visit <http://www.hscn.org/hscn13/home.aspx>

### **Who attends the National Healthcare Supply Chain Conference?**

The conference is designed for senior management, executives, decision makers and professionals integral to improving supply chain efficiencies. The conference is attended by professionals from the healthcare sector including health regions, Shared Services Organizations (SSOs), Group Purchasing Organizations (GPOs), hospitals, long-term care facilities, all levels of government and supplier companies.

### **Delegates attending the conference include:**

- Presidents, Vice Presidents, Directors, Managers of Supply Chain with Shared Service Organizations, Group Purchasing Organizations and Hospitals
- Purchasing and Logistics Professionals
- Ministry - Supply Chain Secretariat Leadership
- Clinical Resource Managers
- Contract Administrators
- Chief Financial and Resource Officers
- Operating Room Buyers
- Central Service and Supply Personnel
- Healthcare Supplier, Manufacturer and Logistics Representatives
- Healthcare I-Commerce and MMIS Professionals
- Standards Organizations
- Healthcare Resource and Materials Management Consultants
- Healthcare Contracted Support Services Professionals

**The Annual National Healthcare Supply Chain Conference is the only opportunity of its kind in Canada for you to promote your company and connect directly with healthcare providers.**

# Conference Program 2014

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The Annual National Healthcare Supply Chain conference is scheduled for May 12 - 14, 2014. Last year, HSCN added an optional education day to the conference program. The education day was extremely success and HSCN will be including the optional education day for supply chain professionals again in 2014.

Both the conference and the continuing education programs are designed specifically for the professional supply chain community.

The conference program planned for Tuesday, May 13 and Wednesday, May 14 is open to delegates and exhibitors and includes: keynote and motivational speakers; plenary and concurrent sessions; and panel discussions. Conference hours are 7:30 am to 5:00 pm and include continental breakfast, lunch and two networking coffee breaks. The evening networking reception is hosted on Tuesday May 14.

**The tradeshow is open Tuesday, 7:30 AM to 6:30 PM and Wednesday, 7:30 AM to 3:45 PM.** The conference agenda provides dedicated time for delegates to network at the exhibit booths. All provider delegates receive the conference tradeshow passport to drive traffic to visit all 32 booths over the course of the conference.

- **When:** Monday, May 12 – Wednesday, May 14, 2014
- **Where:** International Plaza Hotel & Conference Centre, Toronto, Ontario
- **What:** Program
  - **Monday, May 12** (8:00 AM – 5:00 PM)
    - **Continuing Education Day** (no trade show exhibits)
    - Tradeshow move-in and set up (12:00 noon – 5:00 PM)
  - **Tuesday, May 13** (7:30 AM – 6:30 PM)
    - **Conference program and tradeshow exhibits**
    - **Evening networking reception**
  - **Wednesday, May 14** (7:30 AM – 5:00 PM)
    - **Conference program and tradeshow exhibits**

**To confirm your participation as a sponsor or exhibitor contact the conference management office:**

**Caroline Aston**

Aston Events & Communications

**416 342 7450**

[caroline@astonevents.com](mailto:caroline@astonevents.com)

# Why become a Sponsor or Exhibitor

***Raise the bar on your company's brand recognition, increase profile and awareness, and strengthen and build relationships through the Annual National Healthcare Supply Chain Conference.***

Attended by 350 leaders and senior professionals from across Canada, the conference is an excellent opportunity for sponsors and exhibitors to connect directly with those that are important to business. Building on the successes of the past, the conference provides a variety of opportunities for sponsors and exhibitors designed especially for the healthcare supply chain market. It is the only opportunity of its kind in Canada.

- **Build profile, raise brand awareness and increase your competitive advantage**
- **Network with industry leaders and influencers**
- **Generate new business**
- **Strengthen relationships with existing customers, clients and prospects**
- **Demonstrate your company as a leader in the field of healthcare supply chain**
- **Learn from Canada's leaders within the field of healthcare supply chain**
- **Demonstrate your support for HSCN**

## **2014 Sponsor and exhibitor opportunities\***

### **Platinum Sponsor**

- Featured Keynote \$7,000.00 (sold)

### **Gold Sponsors**

- Conference Binder \$5,500.00 (sold)
- Lanyard \$5,500.00 (sold)
- Motivational Speaker \$5,500.00 (sold)
- Pen & Pad \$5,500.00 (sold)
- Promotional Product \$5,500.00
- Tote Bag \$5,500.00 (sold)
- 10<sup>th</sup> Anniversary Reception \$5,000.00 (sold)

### **Silver Sponsors**

- Conference Session \$4,500.00
- Conference Panel \$4,500.00 (sold)
- USB Key \$4,500.00 (sold)
- Breakfast and Coffee Breaks \$3,500.00 (sold out)
- Lunch Sponsor \$3,500.00 (sold out)

### **Bronze Sponsors**

- Delegate Draw \$2,000.00 (sold out)
- Supporter \$1,500.00
- Exhibit Passport Draw \$1,500.00 (3 remaining)

**EXHIBITOR** \$3,000.00 (1 remaining)

*\*HST at 13% will be charged on all sponsor and exhibitor fees.*

# How to sign-up as a Conference Sponsor or Exhibitor

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## Signing-up as a conference sponsor or exhibitor is easy!

To confirm your participation as a sponsor or exhibitor for the Annual National Healthcare Supply Chain Conference, please contact Caroline Aston at the conference management office. Experienced in planning the HSCN annual conference for many years, Caroline is ready to assist with any questions you may have and help you select the sponsorship or exhibit opportunity that is right for you.

### To book as a sponsor or exhibitor:

1. Contact Caroline Aston, Aston Events & Communication 416 342 7450 or [caroline@astonevents.com](mailto:caroline@astonevents.com) and confirm the sponsorship or exhibit opportunity you would like.
2. You will receive a confirmation email from the conference management office confirming the details of your participation, the sponsorship or exhibitor fee, and associated benefit.
3. With the confirmation email, you will be asked to select your exhibit booth (if applicable)
4. You will also be asked to submit your company profile and logo at this time. Details on page 19.
5. The appropriate complimentary codes for registering your delegates for the conference will be sent to you in January 2014 when registration opens or when you confirm as a sponsor or exhibitor if registration is already open.
6. You will then receive an invoice directly from the HSCN office.

### Note:

The 2014 exhibitor manual will be available in January 2014, and distributed after that date according to receipt of your sponsor or exhibitor payment to HSCN.

### Questions?

Contact the conference management office

Caroline Aston, Aston Events & Communication 416 342 7450 or [caroline@astonevents.com](mailto:caroline@astonevents.com)

# 2014 Sponsor & Exhibitor Program Overview

Benefits	Platinum	Gold Sponsors						
	Featured Keynote \$7,000	Conference Binder \$5,500	Lanyard \$5,500	Motivational Speaker \$5,500	Pen & Pad \$5,500	Promotional Product \$5,500	Tote Bag \$5,500	Anniversary Reception \$5,000
<b>Number of opportunities</b>	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>	<b>1</b>	<b>SOLD</b>	<b>1</b>
Logo recognition all promotion materials	Large	Large	Large	Large	Large	Large	Large	Medium
Banner advertisement HSCN e-newsletter	✓							
Print advertisement conference binder	Inside cover	Back cover	Full page	Full page	Full page	Full page	Full page	1/2 page
Year round logo recognition HSCN website	✓	✓	✓	✓	✓	✓	✓	✓
Banner ad discount HSCN e-newsletter		✓	✓	✓	✓	✓	✓	✓
Upgrade option binder print advertisement								
Virtual tradeshow - conference website	✓	✓	✓	✓	✓	✓	✓	✓
Introduce speaker	✓							
Recognition opening and closing remarks	✓	✓	✓	✓	✓	✓	✓	✓
Recognition program remarks	✓			✓				✓
Delegate bag literature insert	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary exhibitor booth	✓	✓	✓	✓	✓	✓	✓	✓
<b>Complimentary registrations</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>Additional discounted registrations</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>

Benefits	Silver Sponsors				Bronze Sponsors			Exhibitor
	Session or Panel \$4,500	USB Key \$4,500	Breakfast & Breaks \$3,500	Lunch \$3,500	Delegate Draw \$2,000	Supporter \$1,500	Passport Draw \$1,500	Exhibitor \$3,000
<b>Number of opportunities</b>	<b>1 sold 1 remaining</b>	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD OUT</b>	<b>Unlimited</b>	<b>3 remaining</b>	<b>1 remaining</b>
Logo recognition all promotion materials	Medium	Medium	Medium	Medium	Small	Small	Small	Small
Print advertisement conference binder	1/2 page	1/2 page	1/4 page	1/4 page	Listing	Listing	Listing	Listing
Year round logo recognition HSCN website								
Banner ad discount HSCN e-newsletter	✓	✓						
Upgrade option binder print advertisement	✓	✓	✓	✓	✓	✓	✓	✓
Virtual tradeshow - conference website	✓	✓	✓	✓	✓	✓	✓	✓
Introduce speaker								
Recognition opening and closing remarks								
Recognition program remarks	✓		✓	✓	✓		✓	
Delegate bag literature insert								
Upgrade option delegate bag insert	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary exhibitor booth	✓	✓	✓	✓				✓
<b>Complimentary registrations</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>n/a</b>	<b>n/a</b>	<b>2</b>
<b>Additional discounted registrations</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>3</b>

Complete details of sponsor and exhibitor benefits are outlined on the following pages.  
HST at 13% will be charged on all sponsor and exhibitor opportunities fees.



## **Platinum Sponsor - Featured Keynote**

**\$7,000.00**

*As the Featured Keynote Sponsor you will receive the highest profile sponsorship benefits provided at this year's conference. This benefits package includes the opportunity to offer introductory remarks for the first featured keynote presentation which occurs immediately following the opening of the conference on Tuesday, May 13, 2014.*

As the sponsor of the featured keynote, you will enjoy the following benefits:

- Prominent logo (largest) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PowerPoint (PPT) loops
- Inside front cover full-page colour print advertisement in on-site conference binder distributed to all conference attendees
- Complimentary front page banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Year round logo recognition as conference sponsor on HSCN website
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Opportunity to introduce the featured keynote presenter and provide brief remarks. This is the only sponsorship opportunity to provide stage time for the sponsor in the conference program.
- Recognition by conference chair in opening and closing remarks
- Recognition as featured keynote sponsor in program remarks before and after presentation
- Complimentary delegate bag literature insert
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Three complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-member
- Option for three additional registrations at discounted rate of \$300.00 per registration

## **Gold Sponsor - Conference Binder**

**\$5,500.00**

*As the Conference Binder Sponsor you will enjoy some of the highest visibility at the conference with all delegates receiving the sponsor branded conference binder.*

As the sponsor of the conference binder, you will enjoy the following benefits:

- Prominent logo (large) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Back-cover colour print advertisement on the on-site conference binder distributed to all conference attendees
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Year round logo recognition as conference sponsor on HSCN website
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Recognition by conference chair in opening and closing remarks
- Complimentary delegate bag literature insert
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.

- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for three additional registrations at discounted rate of \$300.00 per registration

## **Gold Sponsor - Lanyard**

**\$5,500.00**

*As the Lanyard Sponsor you will enjoy some of the highest sponsor visibility at the conference with all delegates wearing the sponsor branded conference lanyard.*

As the sponsor of the conference lanyard, you will enjoy the following benefits:

- Prominent logo (large) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Full-page colour print advertisement in on-site conference binder distributed to all conference attendees
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Year round logo recognition as conference sponsor on HSCN website
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Recognition by conference chair in opening and closing remarks
- Complimentary delegate bag literature insert
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 for HSCN members or \$1,295.00 for non-members
- Option for three additional registrations at discounted rate of \$300.00 per registration

## **Gold Sponsor - Motivational Speaker**

**\$5,500.00**

*As the Motivational Speaker Sponsor you will enjoy high-level recognition at the conference including highlighted recognition during the program remarks made before and after the motivational speaker presentation.*

As the sponsor of the motivational speaker, you will enjoy the following benefits:

- Prominent logo (large) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Full-page colour print advertisement on the on-site conference binder distributed to all conference attendees
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Year round logo recognition as conference sponsor on HSCN website
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Recognition by conference chair in opening and closing remarks
- Recognition as motivational speaker sponsor in program remarks before and after presentation
- Complimentary delegate bag literature insert

- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for three additional registrations at discounted rate of \$300.00 per registration

## **Gold Sponsor - Pen & Pad**

**\$5,500.00**

*As the Pen and Pad Sponsor you will enjoy some of the highest visibility at the conference with all delegates receiving the sponsor branded conference pen and pad.*

As the sponsor of the conference pen and pad, you will enjoy the following benefits:

- Prominent logo (large) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Full-page colour print advertisement on the on-site conference binder distributed to all conference attendees
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Year round logo recognition as conference sponsor on HSCN website
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Recognition by conference chair in opening and closing remarks
- Complimentary delegate bag literature insert
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for three additional registrations at discounted rate of \$300.00 per registration

## **Gold Sponsor - Promotional Product**

**\$5,500.00**

*As the Promotional Product Sponsor you will enjoy some of the highest visibility at the conference with all delegates receiving the sponsor branded conference promotional product.*

As the sponsor of the conference promotional product, you will enjoy the following benefits:

- Prominent logo (large) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Full-page full colour print advertisement on the on-site conference binder distributed to all conference attendees
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Year round logo recognition as conference sponsor on HSCN website
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Recognition by conference chair in opening and closing remarks
- Complimentary delegate bag literature insert
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.

- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for three additional registrations at discounted rate of \$300.00 per registration

## **Gold Sponsor - Tote Bag**

**\$5,500.00**

*As the Tote Bag Sponsor you will enjoy some of the highest sponsor visibility at the conference with all delegates receiving the sponsor branded conference tote bag.*

As the sponsor of the conference tote bag, you will enjoy the following benefits:

- Prominent logo (large) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Full-page colour print advertisement in on-site conference binder distributed to all conference attendees
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Year round logo recognition as conference sponsor on HSCN website
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Recognition by conference chair in opening and closing remarks
- Complimentary delegate bag literature insert
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for three additional registrations at discounted rate of \$300.00 per registration

## **Gold Sponsor - Anniversary Reception**

**\$5,000.00**

*As the sponsor of the evening networking reception you will enjoy strong recognition at the conference including highlighted recognition during the program remarks leading into the reception.*

As the sponsor of the evening networking reception, you will enjoy the following benefits:

- Logo (medium) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Highly visible and increased sponsor brand signage place prominently through-out the reception area in the conference tradeshow
- Half-page colour print advertisement on the on-site conference binder distributed to all conference attendees
- Option to upgrade binder print advertisement to next size up at \$250.00 per quarter page
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Option to include delegate bag literature insert for a fee of just \$500.00
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members

- Option for two additional registrations at discounted rate of \$300.00 per registration

## **Silver Sponsor - Conference Panel**

**\$4,500.00**

*As a Conference Session Sponsor you will enjoy strong recognition at the conference including recognition during the program remarks before the conference session you sponsor.*

As a conference session sponsor, you will enjoy the following benefits:

- Logo (medium) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Half-page colour print advertisement on the on-site conference binder distributed to all conference attendees
- Option to upgrade binder print advertisement to next size up at \$250.00 per quarter page
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Option to include delegate bag literature insert for a fee of just \$500.00
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for two additional registrations at discounted rate of \$300.00 per registration

## **Silver Sponsor - Conference Session**

**\$4,500.00**

*As a Conference Session Sponsor you will enjoy strong recognition at the conference including recognition during the program remarks before the conference session you sponsor.*

As a conference session sponsor, you will enjoy the following benefits:

- Logo (medium) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Half-page colour print advertisement on the on-site conference binder distributed to all conference attendees
- Option to upgrade binder print advertisement to next size up at \$250.00 per quarter page
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Option to include delegate bag literature insert for a fee of just \$500.00
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for two additional registrations at discounted rate of \$300.00 per registration

## **Silver Sponsor - USB Key**

**\$4,500.00**

*As the USB Key Sponsor you will enjoy strong recognition at the conference with all conference delegates receiving the sponsor branded USB key that will continue to be used by conference delegates.*

As the sponsor of the conference USB key, you will enjoy the following benefits:

- Logo (medium) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Half-page colour print advertisement on the on-site conference binder distributed to all conference attendees
- Option to upgrade binder print advertisement to next size up at \$250.00 per quarter page
- Discount price for banner advertisement in one HSCN e-newsletter distributed quarterly to all HSCN members
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Option to include delegate bag literature insert for a fee of just \$500.00
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for two additional registrations at discounted rate of \$300.00 per registration

## **Silver Sponsor - Breakfast and Coffee Breaks**

**\$3,500.00**

*As the sponsor of one conference breakfast and two conference coffee breaks, you will enjoy solid recognition at the conference including highlighted recognition during the program remarks before and after the breakfast and coffee breaks.*

As the sponsor of a conference breakfast and two coffee breaks, you will enjoy the following benefits:

- Logo (medium) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Highly visible and increased sponsor brand signage placed prominently throughout the lunch area hosted within the conference tradeshow
- Quarter-page colour print advertisement on the on-site conference binder distributed to all conference attendees
- Option to upgrade binder print advertisement to next size up at \$250.00 per quarter page
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Option to include delegate bag literature insert for a fee of just \$500.00
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for one additional registration at discounted rate of \$300.00

## **Silver Sponsor - Lunch**

**\$3,500.00**

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*As the sponsor of one conference lunch you will enjoy solid recognition at the conference including highlighted recognition during the program remarks before and after the lunch break.*

As the sponsor of a conference lunch, you will enjoy the following benefits:

- Logo (medium) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Highly visible and increased sponsor brand signage placed prominently throughout the lunch area hosted within the conference tradeshow
- Quarter-page colour print advertisement on the on-site conference binder distributed to all conference attendees
- Option to upgrade binder print advertisement to next size up at \$250.00 per quarter page
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Option to include delegate bag literature insert for a fee of just \$500.00
- Complimentary 10' wide by 8' deep exhibit booth including pipe and drape valued at \$3,000.00.
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for one additional registration at discounted rate of \$300.00

## **Bronze Sponsor - Delegate Draw**

**\$2,000.00**

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*As a sponsor of a delegate draw prize, you will enjoy recognition at the conference including recognition during the program remarks before the delegate draw. The delegate draw is called at the end of each day's session and handed out to a conference delegate.*

As the sponsor of a feature delegate draw prize, you will enjoy the following benefits:

- Logo (smaller) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage, and recognition PPT loops
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Company logo and 75-word profile in the on-site conference binder distributed to all conference attendees
- Option to upgrade to a binder print advertisement starting at \$250.00 per quarter page
- Option to include delegate bag literature insert for a fee of just \$500.00
- One complimentary registration valued at \$575.00 for HSCN members or \$1,295.00 for non-members
- Option for one additional registration at discounted rate of \$300.00

## **Bronze Sponsor – Supporter**

**\$1,500.00**

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*As a supporting sponsor of conference, you will enjoy pre- and post-conference recognition as a conference sponsor as well as on-site recognition at the conference.*

As a supporting sponsor, you will enjoy the following benefits:

- Logo (small) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and sponsors recognition PPT loops
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Company logo and 75-word profile in the on-site conference binder distributed to all conference attendees
- Option to upgrade to a binder print advertisement starting at \$250.00 per quarter page
- Option to upgrade support and include delegate bag literature insert for a fee of just \$500.00
- One discounted registration (valued at \$575.00 for HSCN members or \$1,295.00 for non-members) at a rate of \$300.00

## **Bronze Sponsor - Exhibit Passport Draw**

**\$1,500.00**

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*As a sponsor of an exhibit passport draw prize, you will enjoy recognition at the conference including recognition during the program remarks before the passport draw. The passport draw is called at the end of the last day of the conference and handed out to provider delegates.*

As the sponsor of a passport draw prize, you will enjoy the following benefits:

- Logo (small) recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and sponsors recognition PPT loops
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Company logo and 75-word profile in the on-site conference binder distributed to all conference attendees
- Option to upgrade to a binder print advertisement starting at \$250.00 per quarter page
- Option to upgrade support and include delegate bag literature insert for a fee of just \$500.00
- One discounted registration (valued at \$575.00 for HSCN members or \$1,295.00 for non-members) at a rate of \$300.00



## Conference EXHIBITOR

**\$3,000.00**

*As a conference exhibitor you will enjoy the valuable networking time and the opportunity to showcase your services and products to all conference delegates attending the conference.*

As an exhibitor, you will enjoy the following benefits:

- Logo recognition on all HSCN 2014 conference promotional and on-site materials including pre-conference brochure, website, e-blasts, conference binder, signage and recognition PPT loops
- Company profile (75-words) and logo in the on-site conference binder distributed to all conference attendees
- Company logo and 75-word profile with hyper-link in conference sponsor and exhibitor listing and virtual tradeshow on conference website
- Option to upgrade binder print advertisement to next size up at \$250.00 per level
- Option to upgrade support and include delegate bag literature insert for a fee of just \$500.00
- 10' wide by 8' deep exhibit booth including pipe and drape
- Two complimentary registrations valued at \$575.00 each for HSCN members or \$1,295.00 each for non-members
- Option for three additional registrations at discounted rate of \$300.00 per registration

**To confirm your participation as a sponsor or exhibitor contact the conference management office:**

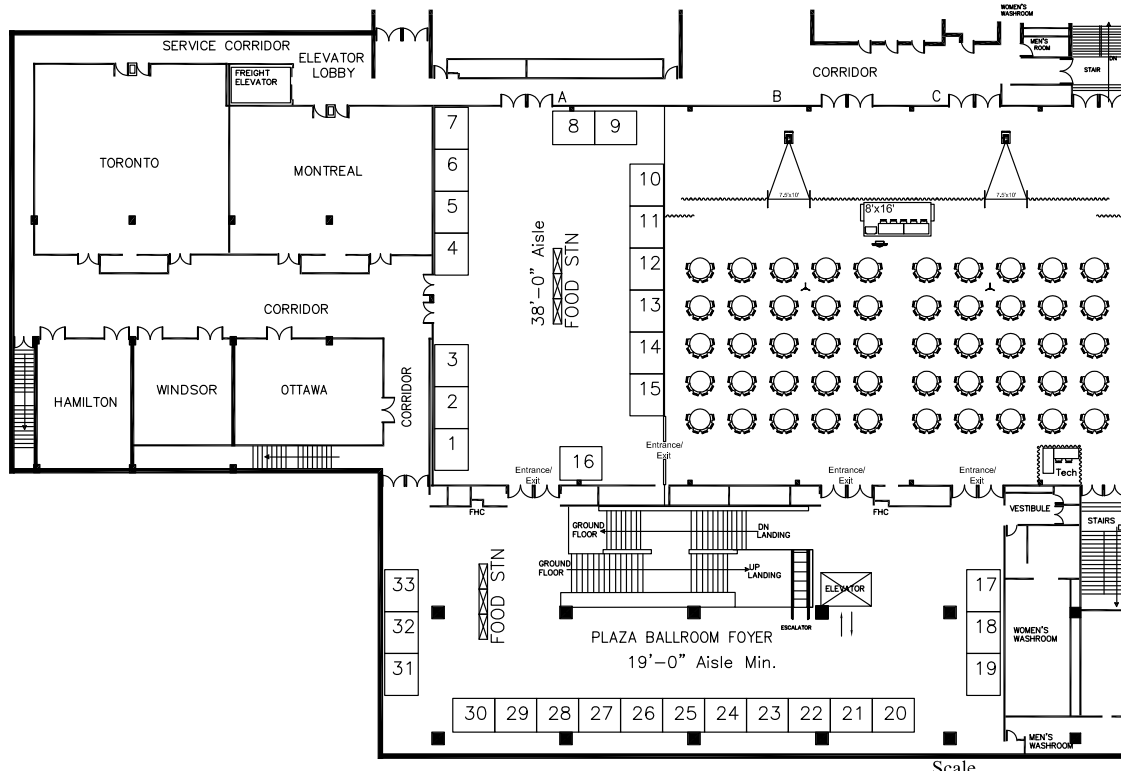
**Caroline Aston**

Aston Events & Communications

**416 342 7450**

[caroline@astonevents.com](mailto:caroline@astonevents.com)

# Tradeshow Floor Plan



*Exhibit booths are reserved on a first-come first-served basis following the order of both sponsor and exhibitor confirmations.*

## Terms and Conditions

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Once you have confirmed your participation as a sponsor or exhibitor you will receive a confirmation email from the conference management office (Aston Events & Communications). Following the confirmation email, you will receive an invoice directly from the HSCN administration office shortly after confirmation of your participation. Please note that HST at 13% will be charged on all sponsor and exhibitor opportunities fees.

You will be asked to confirm who from your office will be the lead for the conference management office (Aston Events & Communications), to work with. Aston Events & Communications will continue to be your primary contact leading up to the conference and on-site at the conference, and will coordinate with you and provide all necessary information and resources for your successful participation as a sponsor and or exhibitor.

### 1. Cancellation policy:

Upon confirmation of participation as a sponsor or exhibitor, you will receive a confirmation email from the conference management office. You will also receive the sponsor or exhibitor invoice directly from the HSCN administration office shortly after confirmation of your participation. This process confirms your company as a sponsor or exhibitor at the conference. Sponsorships are non-refundable. Exhibits cancelled before February 28, 2014 may be refunded at fifty percent (50%) of the total value of the exhibit fee. Exhibits cancelled after February 28, 2014 are non-refundable.

### 2. Logo and company profile submissions:

Company logos and profiles are due to the conference management office attention Caroline Aston via email [caroline@astonevents.com](mailto:caroline@astonevents.com), immediately upon confirmation as a sponsor or exhibitor. Logos and company profiles will be posted within the sponsor and exhibitor recognition section and virtual tradeshow on the conference website. Company profiles are to be a maximum of 75 words. For quality purposes, company logos are to be high-resolution jpeg or eps file format. HSCN makes no guarantee that materials received after March 14, 2014 will be included in the on-site print materials at the conference or conference App.

### 3. Print advertisements deadlines and technical requirements:

Print advertisements are to be sent to the conference management office attention Caroline Aston via email [caroline@astonevents.com](mailto:caroline@astonevents.com). Deadline for delivery is Monday March 3, 2014. Print advertisements received after this date may not be published in the conference binder.

Print advertisements are to be submitted jpg (high res), pdf or eps file format according to the following sizes:

- Full Page - 7" wide x 9" high
- Half Page - 7" wide x 4.5" high
- Quarter Page - 3.4" wide x 4.5" high

### 4. Delegate bag literature guidelines and deadlines:

Literature inserts for the delegate bags are limited to a maximum of one 8 ½ by 11 sheet. The sheet can be full colour and double sided. Companies submitting inserts are responsible for

direct delivery of materials to the International Plaza Hotel & Conference Centre (formerly the Doubletree by Hilton, Toronto Airport). **Delivery date is Friday May 9, 2014.** The conference management office will provide delivery instructions and shipping label.

**5. Booth selection process:**

Exhibit booths are reserved on a first-come first-served basis following the order of both sponsor and exhibitor confirmations. Once you have confirmed your participation as a sponsor or exhibitor the conference management (Aston Events & Communications) will advise which booths remain available and will help you select your booth.

**6. Sponsor and exhibitor delegate registration process and timelines:**

Conference registration opens January 2014. Aston Events & Communications will provide sponsors and exhibitors with directions on how to register your complimentary and discount registrations for the conference. Completing the on-line registration process for each of your delegates (including complimentary and discounted registration) is your responsibility. **Deadline for registration for all conference delegates is Friday May 2, 2014.**

**7. Exhibit booth details**

Each exhibitor and exhibiting sponsor receives one 10' wide by 8' deep exhibit booth with complimentary pipe and drape (black). Exhibitors and exhibiting sponsors are responsible to order directly and pay for their booth power, Internet access and booth accessories such as chairs, tables, etc. The conference management office (Aston Events & Communications) will provide you with contact information for these additional services. HSCN and Aston Events & Communications are not responsible for any such costs as incurred by exhibitors and exhibiting sponsors.

**8. Exhibitor logistics and show services:**

As conference management, Aston Events & Communications will assist with the coordination of exhibitor logistics and provide a complete exhibit manual and show services guide with all the necessary details and information you will need. The exhibitor manual will be available in January 2014, and distributed after that date according to receipt of your sponsor or exhibitor payment to HSCN.

**To confirm your participation as a sponsor or exhibitor contact the conference management office:**

**Caroline Aston**

Aston Events & Communications

**416 342 7450**

[caroline@astonevents.com](mailto:caroline@astonevents.com)

## Key Contact Information

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Conference management services for the National Annual Healthcare Supply Chain Conference are provided on behalf of the HSCN by Aston Events & Communications.

### **Sponsor and exhibitor management**

Caroline Aston

416 342 7450

[caroline@astonevents.com](mailto:caroline@astonevents.com)

### **Registration support**

Michelle Wilson

[registration@astonevents.com](mailto:registration@astonevents.com)

### **For information about HSCN membership**

Kathryn Knight

[administration@hscn.org](mailto:administration@hscn.org)