

# 2015

## Conference for IENs

### Internationally Educated Nurses : Partners in Healthcare Diversity

Ramada Plaza Hotel  
300 Jarvis Street  
(just south of Carlton)

WELCOME RECEPTION:  
Thursday November 19th

FULL-DAY CONFERENCE:  
Friday November 20th

PRESENTED IN PARTNERSHIP WITH



Supporting Nurses Back into Practice

**Sponsorship Options**





# Dear Supporter of Internationally Educated Nurses

## Hello from the volunteer organizing committee as we prepare to host the Second Annual Conference for IENs on November 19th and 20th, 2015

The volunteer committee is comprised of members of CARE Centre for IENs and others who recognize the importance of a forum for IENs to expand their network and share their knowledge of nursing in Canada. This year's conference theme is "Partners in Healthcare Diversity." The conference will highlight the value of nurses with global education and experience while bringing together nursing professionals who are dedicated to helping IENs make a full contribution to Canada's healthcare sector and society. Building upon the resounding success of last year's conference, we anticipate a conference attendance of over 200 participants from healthcare, academic and regulatory fields.

Your financial sponsorship, as a general donor or as an exhibitor at the conference, will position your company as "open for business" with New Canadians, and a friend to the largest employee group in healthcare, nurses. Participating sponsors will be prominently featured on the conference website, in our event program and accorded full logo recognition on all conference materials. As a Presenting Sponsor, CARE Centre (Charitable Number: 844205948RR0001) is able to issue partial tax receipts for some donations.

We are attaching a PDF of last year's conference program so you can review all of the interesting speakers, panel discussions and presentations. Please note the donors who supported us last year, and consider how your logo would stand out as a new sponsor for 2015. Your generous support will make possible a conference that is "for IENs, by IENs," offering networking, professional development and a diverse program of insight and learning.

**Cory LeBlanc**  
Conference for IENs Co-Chair  
c/o CARE Centre for IENs  
[cleblanc@care4nurses.org](mailto:cleblanc@care4nurses.org)  
416-226-2800 ext. 228

**Rola Moubadder**  
Conference for IENs Co-Chair  
[rmoubadder@yahoo.com](mailto:rmoubadder@yahoo.com)



## 2015 CONFERENCE DETAILS



The Second Annual Conference for IENs will take place over two days with a Welcoming Reception the evening of Thursday, November 19th, featuring an expert and entertaining speaker and special guest.

## VOICES OF 2014 CONFERENCE ATTENDEES

The full-day conference program takes place all day Friday, with important key-note speakers, facilitated networking, poster presentations and in-depth panel discussions. The morning begins with the presentation of the annual CARE Centre Joan Lesmond IEN of the Year Award, recognizing one outstanding member RN and one RPN, featuring all previous years' winners.

Partner organizations will staff display tables on both days, with employers welcome to recruit for new positions. The 2015 conference for IENs will also feature a silent auction, door prizes and nursing books sold on-site. Media partnerships will promote the conference to many different audiences in lead-up to the event, highlighting all sponsors who participate in any way they can by exhibiting at the event, sponsoring specific conference program elements, buying program advertising, donating silent auction and door prize items, or underwriting registrations for IENs still preparing for their exams.

To donate an item or service, please contact:

**Meghan Wankel, BA, MA**  
**Conference for IENs Fundraising Co-Chair**  
c/o CARE Centre for IENs  
[mwankel@care4nurses.org](mailto:mwankel@care4nurses.org)  
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“The conference is a very needed vehicle for IENs to connect, and for all involved in IEN assessment, education and employment to share, network, and learn how to best support IENs in their transition to nursing practice in Canada. They deserve it!”



“The conference was very informative and helpful in terms of expanding your horizons in the field of nursing. It was very interactive and lively, and I like the idea of the raffle and silent auction – well done!”

# SPONSORSHIP PACKAGES



All sponsors will be provided with signage at the 2015 Conference for IENs, as well as logo recognition on the conference website and in the program.

## **PREMIER PARTNER \$5,000**

*To be negotiated*

## **PRESENTING PARTNER \$3,000**

*As well as the honour that comes with this opportunity, the Sponsor receives:*

- Prominent position in all event signage (lobby and table signs)
- Speaking opportunity during the program
- Logo in advertising
- Name in media releases
- Name and logo in program
- Name in annual report & newsletter
- Name and logo with premier placement on conference website, with hotlink to your site
- Table in display area
- Three complimentary registrations



## **SPEAKER SPONSOR/EXHIBITOR \$2,000**

*As well as the honour that comes with this opportunity, the Sponsor receives:*

- Prominent position in all event signage (lobby and table signs)
- Logo in advertising
- Name in media releases
- Name in annual report & newsletter
- Name and logo in program
- Name and logo on conference website
- Table in display area
- Two complimentary registrations

## **SPONSOR/EXHIBITOR \$700**

*As well as the honour that comes with this opportunity, the Sponsor receives:*

- Name on event lobby signage
- Name and logo in program
- Name and logo on conference website
- Table in display area
- One complimentary registration

## **MEDIA SPONSORSHIP**

*To be negotiated*



# ADVERTISING OPPORTUNITIES IN THE CONFERENCE PROGRAM



The program will be printed in colour 8½ x 11" (letter).

## SIZE OF ADVERTISEMENTS

Full-page **\$1,000**

Half-page **\$500**

Quarter-page **\$250**

Eighth-page **\$125**

## COLOUR OF ADVERTISEMENTS

Your advertisement can be in black and white or full colour. If it is colour, it must be CMYK (process colour); pantone colours or spot colours are not accepted.

## ACCEPTABLE FORMATS FOR SUBMISSION

**Submit your ad as a high resolution, print quality PDF.**

For ads with photos and text, the image resolution should be at least 300 dpi. If you have a logo or image that is line art, please save the ad as 600 dpi to ensure clarity. One way to make sure your ad will be properly formatted is by using the PRESS preset where you compile your documents. Include bleed and crop marks, as required. We can expand Stuffit and ZIP files.

## HOW TO SUBMIT ADVERTISEMENTS

If your ad is 10 MB or less, email it to [tnovotny@care4nurses.org](mailto:tnovotny@care4nurses.org)

If your ad is larger than 10 MB, please use a file-sharing service of your choice or contact our Communications Specialist for details:

**Tina Novotny**  
**Communications Specialist**

CARE Centre for IENs

[tnovotny@care4nurses.org](mailto:tnovotny@care4nurses.org)

416-226-2800 ext. 240



GET IN TOUCH WITH US



**GAIN RECOGNITION AS A GOOD CORPORATE CITIZEN BY HELPING TO PRESENT A CONFERENCE “FOR IENs, BY IENs” TO PROMOTE HEALTHCARE DIVERSITY AND IEN INCLUSION.**

FOR MORE INFORMATION ABOUT SUBMITTING ABSTRACTS, SPONSORSHIP, OR OTHER WAYS OF PARTICIPATING IN 2015 CONFERENCE FOR IENs, CONTACT:

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