

Canadian Association
of Wound Care



Association canadienne
du soin des plaies

Education · Research · Advocacy and Awareness · Partnerships



Corporate Prospectus 2017
for Industry Partners



About the CAWC

Canadian Association of Wound Care

Established in 1995, the Canadian Association of Wound Care (CAWC) is a non-profit organization dedicated to the advancement of wound prevention and care in Canada.

The CAWC is dedicated to a collaborative, interdisciplinary approach to wound management and prevention to improve the health of Canadians. Our association focuses our efforts in four key areas:

1. Professional education
2. Public advocacy, awareness and education
3. Research
4. Partnerships to support the CAWC's goals of improving patient outcomes



The CAWC's Vision

A Canada where preventable wounds do not occur and persons with wounds receive the best possible care.

The CAWC is Canada's leading wound-related knowledge mobilization organization.

A sneak peek ahead!

This year the Canadian Association of Wound Care is launching a new, abbreviated style name and identity, Wounds Canada, aimed at better reflecting what we do and improving public recognition.



www.cawc.net

The CAWC 2017 Conferences



Make your company's presence known to health professionals!

What are the CAWC Conferences?

The Canadian Association of Wound Care annual conference in the fall is the largest wound-related event in Canada, bringing together health-care professionals, educators and key opinion leaders in a yearly four-day gathering. This continuing education event is designed to support health-care professionals who work with patients with wounds or who are at risk for developing wounds.

The NEW spring conference is a two-day regional event that will expand your reach with an onsite presence in smaller venues.

How can your company participate?

- **Book a booth** for the conference trade show. Booths as small as 10 feet square are still available.
- **Place an ad** in the conference syllabus, a digital document issued to every conference attendee.
- **Targeted deliveries:** the hotel can deliver promotional material directly to attendee hotel rooms.
- Other sponsorship opportunities are available – **ask us!**

Why should your company have an exhibit?

- **Hundreds** of people on-site.
- **Several hours** of direct, unopposed contact with attendees.
- A focused audience of highly educated, dedicated and motivated professionals and key decision makers.

How do you get involved?

Contact **Addie North**, Business Coordinator, at addie@cawc.net.

Find out more about the Canadian Association of Wound Care and the CAWC conference at www.cawc.net.



The CAWC 2017 Conferences

A NEW two-day spring conference in May of 2017:

Kamloops, BC
May 12–13, 2017
Exploring Evidence in Wound Care



The annual four-day fall conference in November of 2017:



Mississauga, ON
November 16–19, 2017
Four days of learning and networking with peers and international experts—an experience you cannot get anywhere else. Don't miss it!



Reserve your space now to avoid disappointment!

Order Form 2017

Choice of Opportunities *(Please call CAWC to confirm availability)*

Description	Non-members	Corporate Members	Qty.	Amount
CAWC Corporate Membership:				
<input type="checkbox"/> Annual Corporate Membership Dues – Full member	n/a	\$1,795		
<input type="checkbox"/> Corporate Membership – Introductory member	\$975	n/a		
Electronic Communications:				
<input type="checkbox"/> Social media announcement				
<input type="checkbox"/> Website ad				
<input type="checkbox"/> Sponsored website content				
<input type="checkbox"/> Sponsored e-blast	\$1,000	\$500		
Publications:				
<input type="checkbox"/> Wound Care Canada: 3-issue Ad package – full page	\$4,500	\$4,500		
<input type="checkbox"/> Wound Care Canada: Single-issue Ad – full page	\$1,800	\$1,800		
<input type="checkbox"/> Wound Care Canada: Single-issue Ad – half page	\$1,200	\$1,200		
<input type="checkbox"/> Wound Care Canada: Single-issue Ad – quarter page	\$850	\$850		
<input type="checkbox"/> Best Practice Recommendations – unrestricted educational grant				
<input type="checkbox"/> White Paper or Report – starting at \$10,500				
Education:				
NEW Spring Conference – May 12–13, 2017, Kamloops, BC:				
<input type="checkbox"/> Learning Lunch	\$12,500	\$12,500		
<input type="checkbox"/> Power Breakfast	\$9,500	\$9,500		
<input type="checkbox"/> Presentation Digest – two-page	\$2,895*	\$2,895*		
<input type="checkbox"/> Advertorial – one-page	\$2,750*	\$2,750*		
<input type="checkbox"/> Advertorial – two-page	\$4,554*	\$4,554*		
<input type="checkbox"/> One tabletop display space – includes 3 staff registrations [†]	\$2,750	\$2,500		
<input type="checkbox"/> Two tabletop display spaces – includes 6 staff registrations [†]	\$5,500	\$5,000		
<input type="checkbox"/> Three tabletop display spaces – includes 9 staff registrations [†]	\$8,250	\$7,500		
<input type="checkbox"/> Four tabletop display spaces – includes 12 staff registrations [†]	\$11,000	\$10,000		
<input type="checkbox"/> Syllabus ad – full page	\$900	\$900		
<input type="checkbox"/> Syllabus ad – half page	\$500	\$500		
<input type="checkbox"/> Syllabus ad – quarter page	\$300	\$300		
Fall Conference – November 16–19, 2017, Mississauga, ON:				
<input type="checkbox"/> Learning Lunch	\$18,000	\$18,000		
<input type="checkbox"/> Power Breakfast	\$13,750	\$13,750		
<input type="checkbox"/> Day One Symposium	\$12,500	\$12,500		
<input type="checkbox"/> Presentation Digest – two-page	\$2,895*	\$2,895*		
<input type="checkbox"/> Advertorial – one-page	\$2,750*	\$2,750*		
<input type="checkbox"/> Advertorial – two-page	\$4,554*	\$4,554*		
<input type="checkbox"/> One booth space – includes 3 staff registrations [†]	\$4,900	\$4,400		
<input type="checkbox"/> Two booth spaces – includes 6 staff registrations [†]	\$9,800	\$8,800		
<input type="checkbox"/> Three booth spaces – includes 9 staff registrations [†]	\$14,700	\$13,200		
<input type="checkbox"/> Four booth spaces – includes 12 staff registrations [†]	\$19,600	\$17,600		
<input type="checkbox"/> Syllabus ad – full page	\$900	\$900		
<input type="checkbox"/> Syllabus ad – half page	\$500	\$500		
<input type="checkbox"/> Syllabus ad – quarter page	\$300	\$300		
<input type="checkbox"/> Roundtable with experts				
<input type="checkbox"/> Tabletop exhibit at hands-on workshop event	\$1,000	\$1,000		
<input type="checkbox"/> Webcast/Webinar – starting at \$9,439				
Support for Industry				
<input type="checkbox"/> Strategic Forum – sponsored consultation meeting with KOLs	\$7,900	\$7,900		
<input type="checkbox"/> Industry Education – course content tailored for industry reps – starting at \$6,000				

Hurry! Tabletop display space is selling out fast.

* The costs above do not cover the purchase or creation of photographs or other images or fees for clinical experts.

† Each purchased booth space includes 3 full complimentary conference registrations for staff. For more information on exhibiting at the Kamloops and the Mississauga Conferences, please contact Addie North at addie@cawc.net.

subtotal

13% HST

5% GST

Total

Order Form 2017

Purchaser Information

PLEASE PRINT

DATE COMPANY NAME CONTACT PERSON

MAILING ADDRESS

CITY PROVINCE POSTAL CODE

PHONE NUMBER FAX E-MAIL ADDRESS

Method of Payment

Visa MasterCard Cheque (*Make cheques payable to: **The Canadian Association of Wound Care***)

CREDIT CARD NO. EXPIRY DATE

CARDHOLDER NAME

SIGNATURE (REQUIRED) DATE (REQUIRED)

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