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REBUILDING  
LONG-TERM CARE  
FOR THE FUTURE



RÉFECTION DES  
SOINS DE LONGUE  
DURÉE POUR L'AVENIR

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# Sponsorship & Tradeshow Opportunities



## 2020

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New Brunswick  
Association of  
Nursing Homes Inc.

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Annual Convention and  
Tradeshow

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May 13<sup>th</sup> & 14<sup>th</sup> 2020

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Moncton, NB

**Casino NB**

21 Casino Drive  
Moncton, NB  
E1G 0R7  
1 877-859-7775

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## WELCOME

The New Brunswick Association of Nursing Homes Inc. (NBANH) is a not-for-profit organization providing a range of membership services including labour relations, benefit and pension management, wellness programs and advocacy. Under the governance of our volunteer board of directors, we thrive on leading excellence in long term care and service delivery in NB.

The NBANH is pleased to invite you to the 2020 Annual General Meeting and Conference, held on May 13<sup>th</sup> and 14<sup>th</sup> 2020 hosted at the Casino New Brunswick in Moncton, NB. This year, our theme is ***Rebuilding Long-Term Care for the Future***. We trust this venue will give value to our tradeshow and with your support; together, we can make this event a great success!

As always, NBANH will work with exhibitors to provide maximum booth exposure, and to promote your products and services throughout the show. Keeping with tradition, a private reception for our nursing home members only will be held following the Opening Ceremonies on May 13<sup>th</sup> in the exhibitor's area; wine and hors d'oeuvres will be served.

For any questions or comments, please contact:

**Mélanie Eva**

Events Coordinator

[meva@nbanh.com](mailto:meva@nbanh.com) (506) 460-6262

**The NB Association of Nursing Homes' AGM and Conference 2019  
received a Tourism Award from Hospitality Saint John (HSJ)!  
Thank you to all that made this event a success!**

HSJ is a local advocacy & networking group promoting tourism and tourism related priorities to our members and the public at large. These awards recognize some of those who have made significant contributions to our success in the tourism / hospitality sector in our region.

## NB Association of Nursing Homes' Convention & Tradeshow Participant will...

- ◆ Develop an understanding of this \$350 million market that is at the heart of community-based care.
- ◆ Reach the decision makers of all 67 nursing homes representing over 4,500 residents and 6,000 staff across the province; more than 250 participants attend the AGM.
- ◆ Access to critical information to help you build a strong and beneficial relationship with each nursing home.

## SPONSORSHIP OPPORTUNITIES

Benefits	Levels			
	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$6,250	\$4,750	\$3,250	\$2,250
Logo in the AGM program	Shared with other Platinum sponsors	Shared with other Gold sponsors	Shared with other Silver sponsors	Shared with other Bronze sponsors
Logo on the NBANH website	✓	✓	✓	✓
Identified as Sponsor in the Event App	✓	✓	✓	✓
NBANH Corporate Membership	✓	✓	✓	
¼ page ad in the AGM Program	✓	✓	✓	
Tradeshow Booth	✓	✓		
Sponsorship identified on your badge	✓	✓		
Banquet Tickets	4	2		
Information Session during the AGM	✓			
Name on social media during the AGM	✓			
Identified during the Opening Ceremonies	✓			

## ANNUAL CONVENTION AND TRADESHOW

### EVENT APP

The AGM 2020 will have an Event App! The Event App will increase sponsorship visibility, and an easier way to get in contact with the delegates.

The Event App will include both a Sponsor and Exhibitor page, you will be able to include:

- ◆ Your logo or picture
- ◆ A company description
- ◆ A link to your website
- ◆ Your contact information, and social media

From the touch of your phone, you'll have access to:

- ◆ Live activity feed
- ◆ Private and group chats with delegates
- ◆ Live polling

Please note that we are still creating the app at this time, stay tuned for more information on where the app will be available for download. For more information about the added value of this event app, please [click here](#).



## ADVERTISING

### Information Session

Reach your audience in a private setting! Book a session to present your product and/or service.

- ◆ Room set-up with head table and two chairs
- ◆ Theater style seating (30 or more)
- ◆ 30 min presentations
- ◆ One-on-One with the leaders of our sector
- ◆ Only **3** available!

#### Value

\$600 + HST for corporate/associate member

\$800 + HST for non-corporate/associate member



### Program Advertising

Reach your audience through our AGM program! This is the guide that every participant, speaker and guest will consult, again and again, before and during the event.

- ◆ 250 + copies distributed
- ◆ ¼ page in full color Only **8** spots available

#### Value

\$200 + HST for corporate/associate member

\$350 + HST for non-corporate/associate member

### Virtual Advertising

Reach your audience on virtual board located throughout the conference! As delegates enters the AGM, your logo will appear on a timed screen.

#### Value

\$200 + HST for corporate/associate member

\$350 + HST for non-corporate/associate member

## AD SIZE

**4" X 5.25"**

**Files should be 300 DPI**

**Acceptable file formats:  
EPS, AI, PSD, TIF, JPG**



## MEMBERSHIPS OPPORTUNITIES

Become a Corporate or an Associate Member! NBANH has served as the nursing home sector's official voice for over 45 years. We provide on-going two-way communication with our members through regular correspondence, our bi-monthly e-newsletter, an interactive website and organize an array of events through the year that supports networking between our members and vendors through our Annual Tradeshow.

### Highlights of being an NBANH member

- ◆ Access to an electronic version of NBANH's membership contact information;
- ◆ Inclusion of your company's information on our newly redesigned website;
- ◆ A subscription to NBANH's bi-monthly e-newsletter
- ◆ First notice on upcoming events, and first right on the opportunity to attend, exhibit, and/or sponsor all events, including; the Annual Convention & Tradeshow, the Annual Nursing Home Volunteer Gala, etc...
- ◆ Reduced member rates on advertising, plus much more!

### Membership Value

- ◆ \$500 + HST for Corporate Membership **(for profit organization)**
- ◆ \$100 + HST for Associate Membership **(individual or non-profit organization)**

For more information regarding membership opportunities, please do not hesitate to communicate with Mélanie Eva ([meva@nbanh.com](mailto:meva@nbanh.com) or by phone at 506-460-6262)

*A corporate or associate member does not hold the right to vote at the Annual General Meeting nor to participate on the NBANH Board. The NBANH does not endorse a corporate or associate member, and reserves the right to end membership*

## EXHIBIT HALL HOURS

### Wednesday, May 13<sup>th</sup>, 2020

9:00 am – 3:00 pm Registration: Main Lobby  
Noon -3:00 pm Set Up for Tradeshow  
**3:00 pm-10:00 pm Tradeshow**  
8:00 pm -10:00pm Exhibitors Reception

### Thursday, May 14<sup>th</sup>, 2020

**7:30am-1:30pm Tradeshow**  
1:30 pm – 3:30 pm Tear Down



## TRADESHOW INFORMATION

### As an Exhibitor, you will receive:

- ◆ 1 exhibit place 10' x 8'- table skirted and covered
- ◆ 2 chairs
- ◆ 6 outlet electricity
- ◆ Full Registration package for 3 exhibitors (Banquet not included)
- ◆ Mention of your participation in the AGM 2020 program

### Value

- ◆ \$1,100 + HST for corporate/associate members
- ◆ \$1,300 + HST for non-members.

### To Reserve your Booth

Please see the floor plan and registration form from which you may choose the booth space that best suits your needs.

### Cancellation Policy

To confirm your reservation, payment must be received in full by April 10<sup>th</sup>, 2020. If payment is not made by April 10<sup>th</sup>, 2020, the booth will go to the next exhibitor on our waiting list.

If you are unable to attend the tradeshow and must cancel, please advise NBANH by April 10<sup>th</sup>, 2020 to receive full reimbursement. After April 10<sup>th</sup>, 2020, cancellations will be reimbursed 50% of the registration fee. After May 1<sup>st</sup>, 2020, there will be no reimbursement.

We thank you in advance for your collaboration.



# ANNUAL CONVENTION AND TRADESHOW

## REGISTRATION FORM

Organization Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_  
 Phone: \_ (\_\_\_\_) \_\_\_\_\_ Ext. \_\_\_\_\_ Fax: \_ (\_\_\_\_) \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

### Participant Attending the AGM

1)

2)

3)

### Tradeshow Exhibitors

Booth + Corporate Membership (\$500 + \$1,100) (for-profit)	\$1,600 + HST = \$1,840.00	
Booth + Associate Membership (\$100 + \$1,100) (non-profit)	\$1,500 + HST = \$1,725.00	
Booth for non-members	\$1,300 + HST = \$1,495.00	
Booth Preference:	1 <sup>st</sup>	2 <sup>nd</sup> : 3 <sup>rd</sup> :

### Sponsorship and Other Opportunities

Platinum (booth and corporate membership incl.)	\$6,250	
Gold (booth and corporate membership incl.)	\$4,750	
Silver	\$3,250	
Bronze	\$2,250	
Information Session	\$600/\$800 + HST (\$690/\$920)	
Program Advertising	\$200/\$350 + HST (\$230/\$402.50)	
Virtual Advertising	\$200/\$350 + HST (\$230/\$402.50)	
Associate Membership (non-profit)	\$100 + HST = \$115.00	
Corporate Membership (for-profit)	\$500 + HST = \$575.00	
Banquet ticket	\$75 + HST = \$86.25	

### Grand Total

Your payment: Cheque ☐ Visa ☐ Mastercard ☐ American Express ☐

Credit Card # Exp: CSV:

Cardholder Name:

Billing address:

### Cheque Payable to:

NB Association of Nursing Homes, 206-1133 Regent Street, Fredericton, NB E3B 3Z2

Send registration to: [meva@nbanh.com](mailto:meva@nbanh.com) or fax 506-460-6253