

15<sup>th</sup>

# EXHIBITOR & SPONSOR PROSPECTUS

May 23 - 25, 2025  
The Westin  
320 - 4th Avenue SW  
Calgary, Alberta

**CANADA'S LARGEST FOOT CARE  
CONFERENCE**

Canadian Association of Foot Care Nurses  
**CAFCN / ACIISP**  
Association canadienne des infirmières et infirmiers en soins de pieds



## ABOUT US

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Canadian Association of Foot Care Nurses (CAFCN):

- Member-based organization for all foot care nurses in Canada.
- Current membership: 600+ members (as of December 2024).
- Offers continuing education, training and support for students, educators, researchers, and practitioners.
- Advocates for the specialty of foot care, foot care nurses, and their clients.
- Strives to advance foot care nursing to improve lives and the health of all people in Canada.
- Canada's largest professional association for foot care nurses.

*“Shaping the future of Foot Care Nursing in Canada”*



## WHY PARTICIPATE?

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- Gain access to 250+ foot care professionals in one place, more than any other event in Canada.
- Support foot care educators, leaders, and practitioners across Canada and international.
- An opportunity to provide and promote products and services that help support foot care nurses.
- Connect with foot care professionals 1:1 in-person at the exhibit hall. Virtual participants will not have access to the exhibitor. We encourage all exhibitors to submit a one-page flyer with any conference sales or promotions that will be distributed to all virtual participants. If you wish to submit a one-page flyer, the deadline is May 1, 2025.





## WHY EXHIBIT | SPONSOR?

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- The exhibit hall is the central hub of activity throughout the conference.
- It provides the perfect opportunity to connect with hundreds of foot care professionals.
- Dedicated exhibit time before sessions, during breaks, and over lunch.
- A 30-second opportunity to personally introduce your brand to the general assembly and invite participants to come to your booth Saturday morning.
- An opportunity to participate in the exhibitor Spotlight Sessions. The Spotlight Session on Saturday May 24, from 4:15-5:30 PM, is an opportunity to independently showcase a new product or service you are offering.
- Designed to complement the professional development program and meet member needs.
- The most interactive and exciting way to showcase new products and services.
- A unique opportunity to offer hands on demos, trials, and promotional items.
- Meet new clients and foster existing relationships.
- Strengthen your brand and show your support and dedication to foot care nursing.

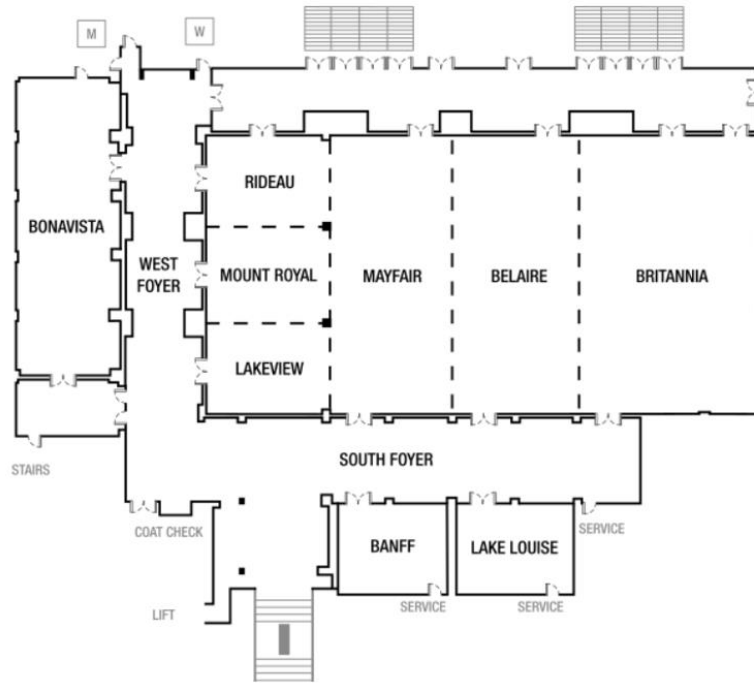
## MAJOR PARTNER SPONSORSHIP OPTIONS & INCLUSIONS

Join fellow exhibitors from diverse categories such as academic, association, lifestyle, and technology.

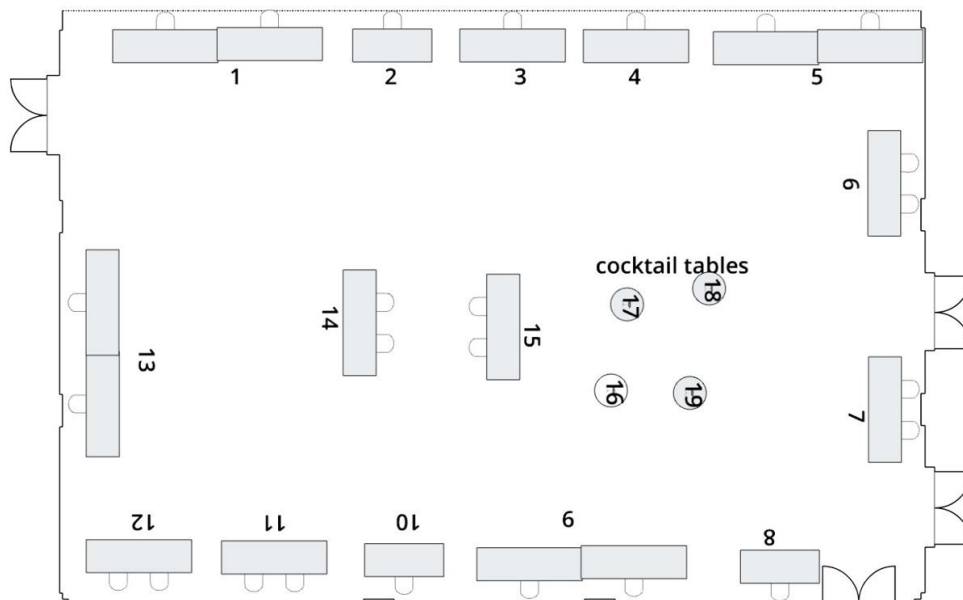
EXHIBIT INCLUSIONS	 GOLD SPONSOR	 SILVER SPONSOR	 BRONZE SPONSOR	 NOT-FOR-PROFIT SPONSOR
Exhibitor Badges	2	2	1	1
Exhibition Space	8' Table (2) Chairs (2)	8' Table (1) Chairs (2)	6' Table (1) Chair (1)	Cocktail table (1) Chair (1)
All meals & nutrition breaks	2	2	1	1
Exhibitor Introduction to general assembly • Saturday 8:00 – 8:30 AM	✓	✓	✓	✓
BRANDING OPPORTUNITIES				
2025 Conference Exhibitor recognition • CAFCN Website (1 year)	✓	✓	✓	✓
Corporate Logo on delegate “goodie bag” • Vector format with all fonts converted to curves/paths/outlines, file extension of .ai, .eps	✓	-	-	-
Conference Program company ad • Can be submitted as a .jpg or .png	Full page	Half page	Quarter Page	Corporate Logo
Promotional item included with conference materials	✓	✓	✓	✓
Spotlight Sessions (Saturday 4:15 – 5:30 PM) • An opportunity to independently showcase a product or service at your booth	✓	✓	✓	✓
INVESTMENT	\$1500.00	\$1000.00	\$750.00	\$300.00
INDUSTRY PARTNERS <i>(discounted rate)</i>	\$1350.00	\$900.00	\$675.00	N/A
Maximum packages available	4	8	3	4
OPTIONAL INCLUSIONS	LIMITATION		RATE	
Additional Personnel	Saturday & Sunday		\$300.00/person	

# CONFERENCE ROOM DIAGRAM

## Plenary Sessions: Mayfair/Belaire CONFERENCE LEVEL



## Exhibit Hall: Britannia Room



**NOTE:** Exhibitor space allocation will be accepted on a first-come, first-served basis with priority given to our Industry Partners. The organizing committee reserves the right to allocate exhibit space, however every effort will be made to accommodate your company's request.

*For best exhibit space selection, register and select your space early!*

# CONFERENCE HOURS OF OPERATION

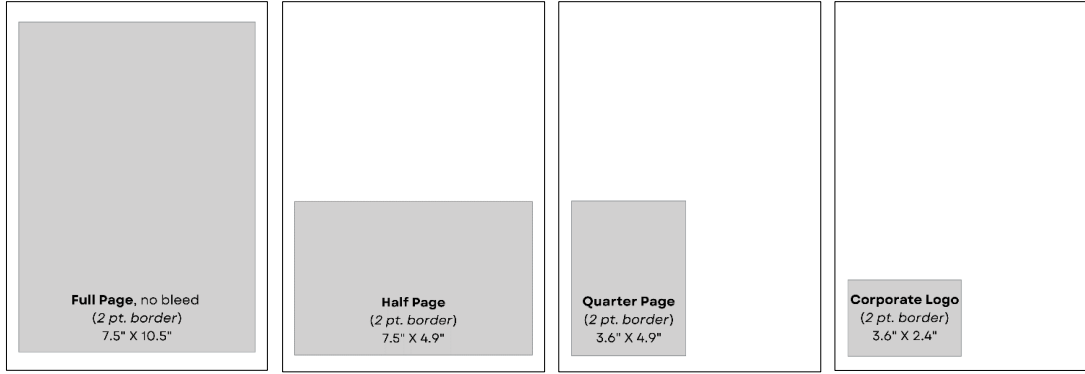
**BONUS Friday:** Conference participants have expressed a strong preference for having additional time for shopping, so we are trialing a Friday afternoon exhibit hall. Set up Friday morning and open for shopping at noon. Many nurses are attending the workshops on Friday and have lots of time to shop!

INGRESS		
Friday, May 23, 2025 <i>Bonus Exhibitor Time!</i>	7:00 AM – 12:00 PM <b>OR</b> 6:00 PM – 11:00 PM Exhibitor Hall open to conference participants from noon to 5 PM. - There will no set up during this time.	
Saturday, May 24, 2025	7:00 AM – 8:00 AM	
EXHIBIT HOURS (exact timelines may vary slightly once the agenda is finalized)		
Friday, May 23, 2025		12:00 PM – 5:00 PM
Saturday, May 24, 2025	Breakfast	7:15 AM – 8:00 AM
	Introduction to General Assembly	8:00 AM – 8:30 AM
	Breaks	10:00 AM – 10:30 AM
		2:30 PM – 3:00 PM
	Lunch	12:00 PM – 1:15 PM
Spotlight Sessions	4:15 PM – 5:30 PM	
Sunday, May 25, 2025	Breakfast	7:30 AM – 8:30 AM
	Break	10:00 AM – 10:30 AM
		2:15 – 2:45 PM
Lunch	11:45 PM – 1:00 PM	
EGRESS		
Sunday, May 26, 2025	3:30 PM following afternoon coffee break	

**CONFERENCE PROGRAM –** Ads will be B&W for the conference booklet, full color for virtual participants.

SIZE	DIMENSIONS	INVESTMENT
Full page (no bleed)	7.5" x 10.5"	<b>Included:</b> Gold Sponsorship
Half page	7.5" x 4.9"	<b>Included:</b> Silver Sponsorship
Quarter page	3.6" x 4.9"	<b>Included:</b> Bronze Sponsorship
Corporate Logo	3.6" x 2.4"	<b>Included:</b> Not-for-Profit Sponsorship





**NOTE:** All ads will include a 2-pt. border as shown below.



## ADVERTISEMENT DEADLINES

ADVERTISEMENT TYPE	DEADLINE
Corporate Logo for delegate 'goodie' bag	April 1, 2025
Conference Program advertisements	April 1, 2025

## OTHER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP	INCLUSIONS	AVAILABILITY	INVESTMENT
Breakfast 	<ul style="list-style-type: none"> <li>✓ Online &amp; printed conference program acknowledgement</li> <li>✓ Scrolling PowerPoint before, after and during breaks/lunch</li> </ul>	2	<b>\$4000.00</b>
Lunch 	<ul style="list-style-type: none"> <li>✓ Online &amp; printed conference program acknowledgement</li> <li>✓ Scrolling PowerPoint before, after and during breaks/lunch</li> </ul>	2	<b>\$6000.00</b>
Coffee Break 	<ul style="list-style-type: none"> <li>✓ Online &amp; printed conference program acknowledgement</li> <li>✓ Scrolling PowerPoint before, after and during breaks/lunch</li> </ul>	5	<b>\$1500.00</b>
Wine & Cheese 	<ul style="list-style-type: none"> <li>✓ Online &amp; printed conference program acknowledgement</li> <li>✓ Scrolling PowerPoint before, after and during breaks/lunch</li> </ul>	1	<b>\$2500.00</b>



*Support and connect with foot care professionals from across Canada and the U.S.A.*

*Whether you have been a devoted long-term CAFCN Conference supporter or participating for the first time, supporting health care is more important than ever.*

*Become an exhibitor, Industry Partner, or sponsor of the CAFCN Annual Conference.  
Contact us for customized opportunities today!*

## **ADDITIONAL EXHIBIT | EXHIBITOR INFORMATION**

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### **CONFERENCE LOCATION**

The Westin Calgary  
320 – 4<sup>th</sup> Avenue SW  
Calgary, Alberta T2P 2S6

**HOTEL BOOKING DETAILS – conference rates are good for three (3) pre and post conference days depending on availability.**

<b>Booking Rate:</b>	\$189.00 CAD/night
<b>Last day to book for guaranteed rate:</b>	<b>Wednesday, April 30, 2025</b>

### **BOOK NOW:**

Online: Book your group rate for Canadian Association of Foot Care Nurses

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1723750183688&key=GRP&app=resvlink>

Phone: (403) 266 – 1611

Toll free: 1 – 888 – 627 – 8417

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## **SMOKING & AIR AWARENESS**

The Westin Calgary is a non-smoking venue. For the health and comfort of everyone, the conference is a SCENT-FREE ZONE. Please refrain from wearing or exhibiting perfumes/scents.

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## **ELECTRICAL SERVICES - \$100.00**

If you require electrical services, please order it on the registration form.

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## **AV SERVICES**

Should you require Hard Wired Internet at your booth, please contact Lynette Dias directly. You are responsible for communication, ordering, and paying for your requirements.

Lynette Dias  
Event Manager  
THE WESTIN CALGARY DOWNTOWN  
320 4 AVE SW Calgary, AB T2P 2S6 Canada  
P 403.508.5228  
Lynette.Dias@westin.com

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## **EXHIBITOR PLACEMENT**

Exhibitor placement within the Exhibit Hall will be on a first come, first-served basis, based on receipt of registration and full payment of fees. CAFCN Industry Partners will be given preference based on their continued support.

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## **EXHIBITOR PERSONNEL CHANGES**

Any changes to exhibitor personnel must be received, in writing, including email, prior to May 15, 2025. Name badges will be provided to exhibitor personnel. Exhibitor badges must be worn for the duration of the conference.

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## **MEDICAL DEVICE LICENSE**

Exhibitors selling products deemed to be medical devices by Health Canada must hold an active Medical Device Establishment License.

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## **SUBLETTING SPACE**

Subletting or sharing exhibitor space with any company other than directly listed on the exhibitor registration form is expressly prohibited. Any exhibitor doing so will forfeit their space(s) and any fees paid.

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## **EXHIBITOR STAFF CONDUCT**

Exhibitors must set up and dismantle their own exhibits. Exhibits must be occupied and staffed during all the hours the exhibits are open. Failure to do so may result in ineligibility for future conferences. Exhibitors shall not post signs relating to exhibits or any company activity outside the perimeter of their own exhibit.



## CANCELLATIONS

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Notification of cancellation or reduction of exhibit space must be in writing, including email.

If this agreement is cancelled by the Exhibitor for any reason or by CAFCN Management because of Exhibitor's default or violation of this agreement, fees paid to CAFCN by the Exhibitor shall be retained as follows:

- A. Cancellation or reduction of space on or before May 1, 2025, 50% of fees paid.
- B. NO REFUNDS will be provided after May 1, 2025.
- C. Extenuating circumstances will be reviewed by CAFCN Administration, on an individual basis, after receiving notification in writing. CAFCN reserves the right to provide any refunds eligible within thirty (30) days after the conference ends.

## DOOR PRIZES

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Each Exhibitor is kindly asked to provide a door prize for draws during the conference. The content of the door prize is solely your choice, and can be foot care related or not, but we ask that you refrain from including alcohol or alcohol-related items.

## SHIPPING & RECEIVING PROCEDURES

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For a copy of the Westin Shipping & Receiving procedures, please follow the link:

<https://cafcn.ca/wp-content/uploads/2024/12/Shipping-Label-Form.pdf>

For a copy of Shipping Label Form, please follow the link: <https://cafcn.ca/wp-content/uploads/2024/12/Shipping-and-Receiving-instructions.pdf>

**On behalf of CAFCN...**

*Thank you!*

For your consideration, we look forward to working with you to provide another excellent conference for foot care nurses!



# **Contact Information**

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## ***FIND OUT MORE HERE:***

[Conference Exhibitors - Canadian Association of Foot Care Nurses  
\(cafcn.ca\)](#)

## ***EMAIL US:***

[conference@cafcn.ca](mailto:conference@cafcn.ca)

