



Canadian Association of Perinatal and Women's Health Nurses National Conference

The Westin Nova Scotian | Halifax, NS
October 8 & 9, 2025



Sponsor & Exhibitor Prospectus

In partnership with the Canadian Association of Neonatal Nurses (CANN)



A MESSAGE TO OUR INDUSTRY PARTNERS AND EXHIBITORS

Join us at the 2025 CAPWHN National Conference in Halifax, Nova Scotia!

We are pleased to invite you to become a sponsor or exhibitor at the CAPWHN National Conference being held at the Westin Nova Scotian Hotel in Halifax, Nova Scotia. October 8 and 9, 2025.

This year, we are excited to once again partner with the Canadian Association of Neonatal Nurses (CANN) to bring together between 150 - 200 obstetrical, neonatal, and women's health nurses, along with managers, researchers, directors, and educators from across Canada.

Embracing the theme "Catalyst for Change: Expanding Our National Nursing Network", this 2-day conference will feature a dynamic line-up of general and concurrent session speakers, poster sessions, networking events and an exhibit hall.

Below you will find sponsor and exhibitor opportunities and information. Please take a moment to review the information and consider the value of participating as a sponsor or exhibitor at this year's conference. We have several sponsorship opportunities and would be pleased to discuss options with you.

Your partnership provides the much-needed support to our members and nurses from across Canada by offering affordable education and opportunities for professional development, networking and collaboration.

Don't miss this opportunity to show your support and to showcase your products and services to a national audience and to network with key decision makers and frontline nursing professionals shaping the future of perinatal and neonatal care.

If you are interested in sponsoring or exhibiting at this year's conference, please contact Carolina Moore at admin@capwhn.ca or **613-406-1678**.

Thank you for your consideration and for your support in advancing excellence in perinatal, neonatal, and women's health nursing across Canada!

Sincerely,



Kimani Daniel, RN, MSc(A), PNC(c)

President - Canadian Association of Perinatal and Women's Health Nurses (CAPWHN)

ABOUT CAPWHN - Canadian Association of Perinatal and Women's Health Nurses

The Canadian Association of Perinatal and Women's Health Nurses (CAPWHN) is a not-for-profit organization that represents over 300 perinatal and women's health nurses across hospitals, clinics, universities, colleges, and community settings. Our members are dedicated to clinical care, quality and safety, education, research, and advocacy.

For more information, visit: capwhn.ca

ABOUT CANN - Canadian Association of Neonatal Nurses

The Canadian Association of Neonatal Nurses (CANN) is a not-for-profit organization that represents nurses from across Canada who specialize in the care of newborn infants and their families. CANN Members are nurses who practice or study in provinces and territories across the country, each from diverse practice settings including normal newborn, special care nursery and neonatal intensive care.

For more information, visit: neonatalcann.ca

WHY PARTICIPATE AT CAPWHN 2025

- ✓ Unparalleled Networking – Connect with nurses who influence purchasing decisions and clinical practice.
- ✓ Exclusive Product Showcasing – Demonstrate your latest innovations and receive real-time feedback.
- ✓ Proven Success – CAPWHN's national conference consistently receives highly positive feedback from participants and industry partners.
- ✓ Targeted Exposure – Position your brand as a leader in perinatal, neonatal, and women's health.

CONFERENCE VENUE

The Westin Grand Nova Scotian
1181 Hollis St, Halifax, NS B3H 2P6

Situated in the heart of Halifax, The Westin Grand Nova Scotian offers an ideal location with easy access to the city's lively cultural scene, world-class dining, and top attractions, ensuring a memorable experience for all attendees. Conference sessions, the exhibit hall and social programs will be held at the Westin.

ACCOMMODATIONS

A limited number of hotel rooms have been set aside for the CAPWHN Conference. Our group rate is \$235 CAD per night for a Traditional Guestroom (single/double occupancy), and \$300 CAD per night for a Harbourview King Room – rooms are subject to taxes and/or hotel fees.

The hotel booking link will be provided to you by CAPWHN upon confirmation.

SPONSOR & EXHIBITOR OPPORTUNITIES AND INFORMATION

EXHIBIT HALL SCHEDULE (subject to change)

In order to maximize your opportunity to network with conference delegates, meal functions as indicated below will be served in the exhibit area.

TUESDAY, OCTOBER 7

Exhibit Hall Set up

WEDNESDAY, OCTOBER 8

Refreshment Breaks

Lunch

Welcome Reception

THURSDAY, OCTOBER 9

Refreshment Break

Lunch

Exhibit Hall Tear down

Stay tuned on the CAPWHN website and social media platforms for all conference and program updates – information will be posted as it becomes available.

[CAPWHN.CA](https://www.capwhn.ca) | Facebook & Instagram – @capwhn

JOIN US AS A SPONSOR OR EXHIBITOR

As a sponsor or exhibitor at the 2025 CAPWHN National Conference, you will have the unique opportunity to connect with 150-200 perinatal, neonatal, obstetrical, and women's health professionals from across Canada.

Here's why you should join us:

- **Expand Partnerships and Build Rapport:** Engage with new and existing delegates, forging lasting relationships with leaders in maternity, neonatal, and women's health.
- **Targeted Exposure:** Showcase your company's products and services to a highly specialized audience, including nurses, clinicians, researchers, and educators.
- **Network with Key Decision-Makers:** Connect with health leaders, policymakers, and other professionals driving innovation in perinatal, neonatal, and women's healthcare.
- **Showcase New Products and Technologies:** Introduce your latest innovations, receive direct feedback from nursing professionals, and demonstrate hands-on use of your products or services.
- **Maximize Visibility:** Gain exposure during key traffic times, including refreshment breaks, meals, poster-viewing sessions, and the opening reception.

MAXIMIZE YOUR IMPACT—BECOME A CAPWHN SPONSOR!

Enhance your visibility by partnering with CAPWHN as a sponsor at the Platinum, Gold, Silver or Bronze level. Sponsorship provides year-round exposure, including features on our website, newsletters, and educational materials. We offer tailored opportunities to align with your brand and maximize engagement.

WHY SPONSOR?

- **Engage with Key Decision-Makers** – Connect with nurses from across Canada.
- **Showcase Your Innovations** – Present your latest products and services to an engaged audience.
- **Maximize Brand Visibility** – Recognition through CAPWHN’s website, newsletters, and educational materials.
- **Customizable Opportunities** – Choose sponsorship options that best fit your marketing goals.

SPONSORSHIP LEVELS (Funds are in Canadian Dollars and are subject to applicable taxes)

Platinum	\$ 15,000
Gold	\$ 12,000
Silver	\$ 9,000
Bronze	\$ 6,000

EVERY LEVEL of sponsorship includes a standard exhibit booth and benefits as noted below, as well as additional opportunities and benefits – Refer to the sponsorship grid.

Let’s Work Together!

Additional opportunities and packages can be developed. We are committed to customizing sponsorship opportunities to meet your needs. Contact us to discuss how we can collaborate.

✉ admin@capwhn.ca | ☎ 613-406-1678

EXHIBITOR LEVEL (Funds are in Canadian Dollars and are subject to applicable taxes)

- **Corporate, Government, Hospital, Health Authority or Commercial Exhibitors**

Standard Booth	\$ 3,500
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Based on similar Canadian healthcare/nursing conferences, this price reflects the value of exposure, networking opportunities, and access to a targeted audience of healthcare professionals.

- **Small Local Businesses and Non-Profit**

Tabletop (1 table, 2’ x 6’)	\$ 500
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NOTE: This option is designed for small businesses to introduce products/services in a more affordable and accessible format. Spots subject to approval and availability, and are allocated on a first-come, first-served basis.

STANDARD EXHIBIT BOOTH INCLUDES:

8' deep x 10' wide booth space (single)
8' high back wall drape and 4' high side wall drape
1 - 6' (long) draped table, 2 chairs, 1 wastebasket

BENEFITS:

- Standard booth in the exhibit area as noted above.
- Two complimentary booth representatives including food and beverage served in the exhibit area.
- Participation in delegate contests and incentives (prizes will be available).
- Logo and company profile (50 words) in the exhibitor section of the digital program guide.

NOTE: EXHIBIT SPACE IS LIMITED

Due to limited space, the opportunity to exhibit will be allocated to sponsors first, followed by exhibiting companies on a first come first serve basis.

CONFERENCE CONTACT INFORMATION

To confirm your interest in sponsoring or exhibiting, contact Carolina Moore by email at admin@capwhn.ca or call 613-406-1678.

Canadian Association of Perinatal and Women's Health Nurses

Contact: Carolina Moore
Email: admin@capwhn.ca
Phone: 613-406-1678

For all conference and program updates – visit the CAPWHN website. Information will be posted as it becomes available.

CAPWHN.CA

Follow us on Facebook & Instagram – @capwhn

SPONSORSHIP LEVELS & BENEFITS AT A GLANCE

(Funds are in Canadian Dollars and are subject to applicable taxes)

LEVELS & BENEFITS	PLATINUM 🏆 (\$15,000)	GOLD 🥇 (\$12,000)	SILVER 🥈 (\$9,000)	BRONZE 🥉 (\$6,000)
One Standard Exhibit booth and benefits as listed on page 6	√	√	√	√
Booth location	Prime location	Priority location	Preferred location after GOLD	Preferred location after SILVER
Opportunity to purchase a second booth at a reduced cost (subject to availability)	√	√	√	√
Full Conference Registration	4	3	2	1
Logo recognition on the CAPWHN website – CAPWHN.CA	Logo with hyperlink	Logo with hyperlink	Logo with hyperlink	Logo
Advertisement in final digital program	Full Page	Half Page	Quarter Page	
Recognition in the plenary session room	√	√	√	√
Recognition in the preliminary program (deadline to submit – July 31, 2025)	√	√	√	√
Insert in the delegate registration kit (insert to be provided by sponsor – subject to approval)	2	2	1	
Recognition on the conference banner	√	√	√	√
Recognition on conference badges	√	√	√	√
Acknowledgement on CAPWHN and CANN social media platforms	√	√	√	
Recognition at the Welcome Reception	√	√	√	√
Add-on opportunities at reduced rates (please see options below)	√	√	√	√

ADD-ON TO YOUR SPONSORSHIP OR EXHIBIT LEVEL

Additional opportunities and packages can be developed. To inquire about pricing and options, contact Carolina Moore at admin@capwhn.ca or 613-406-1678.

Additional opportunities include:

- Host a co-developed specialty session or breakfast
- Host a clinical roundtable dinner with nursing influencers
- Sponsor a branded delegate bag (co-sponsored with CAPWHN)
- Sponsor a branded hotel key card (co-sponsored with CAPWHN)
- Sponsor a Welcome reception
- Sponsor a Refreshment break
- Sponsor a Breakfast or Lunch

ALL EXHIBITORS AND INDUSTRY PARTNERS MUST COMPLY WITH THE FOLLOWING:

- International Board of Lactation Consultant Examiners' *Minimizing Commercial Influence on Education Policy (May 1, 2017)* <https://iblce.org/wp-content/uploads/2017/05/minimising-commercial-influence-on-education-policy.pdf> and
- World Health Organization's International Code of Marketing of Breast-milk Substitutes <https://breastfeedingcanada.ca/wp-content/uploads/2020/03/TheCode-En.pdf>

What this means:

Exhibitors may not promote or display items including infant formula, toddler formulas, baby foods, gruels, teas and juices, bottles, teats/nipples, soothers and related equipment. Related equipment includes: bottle warmers or any items that can have an artificial nipple attach as a method of infant feeding; however, we do encourage the use of any breastmilk storage items in which a nipple/teat cannot be attached when medically needed (ex: breastmilk storage bags, colostrum collection syringes or spoons).

Any information shared with conference attendees regarding products within the scope of the International Code of Marketing of Breastmilk Substitutes must be restricted to scientific and factual information and such information should not imply or create a belief that bottle feeding is equivalent or superior to breastfeeding.

EXHIBIT GUIDELINES

REGISTRATION POLICY AND DETAILS

The CAPWHN meeting is **not** open to the public; therefore, no person will be admitted to the 2025 CAPWHN Conference without proper CAPWHN identification obtained only through registration. Companies purchasing a booth space will receive two (2) complimentary registrations. Exhibit representatives and sponsors are required to pay \$300 per person plus taxes for each additional registration and admission to the Exhibit Hall and Conference general sessions. It is essential that exhibitors pre-register their representatives who will be staffing their booth(s) to avoid on-site delays and to ensure that exhibitor badges are prepared in advance. Please find attached the **Exhibit Space Contract** for pre-registering representatives. Exhibit personnel are required to wear their CAPWHN identification badge at all times. We strongly suggest exhibit personnel remain at their booth during exhibit hours.

BOOTH ALLOCATION

Exhibit space will be assigned first to Industry Partners (Platinum, Gold, Silver and Bronze sponsors). All remaining space will be allotted to exhibitors based on availability and receipt of full payment. In addition, every effort will be made to ensure exhibitors are not placed near competitors as identified on the Exhibitor registration form.

GRAPHIC REQUIREMENTS

Please submit your company logo in .eps as well as .jpg format via the online registration form and your company description by August 1, 2025.

DAMAGES

Damage to the facility caused by the exhibitor, their employee or agent is the sole responsibility of the exhibitor.

LIABILITY

Exhibitors shall assume all responsibilities for damage to or any claims arising out of their own negligence or that of their employees or agents to the exhibit area. Neither CAPWHN and its employees, nor the Delta Vancouver and its employees will assume any liability for damage, loss of any nature or personal injury in connection with the showing or viewing of exhibits whatsoever. CAPWHN **does not** supply security personnel during the conference. Whenever possible, CAPWHN will ensure that space not in use remains locked and secure and access is limited to the conference planner.

BOOTH ACTIVITIES

At no time should music or videos be played at a level that interferes with a neighbouring booth's exhibiting activities. We request that there be **no latex** balloons at any displays due to latex allergies. We do encourage you to hold draws at your booth to promote traffic. We suggest that you list the item(s) to be drawn in with your company description which is included as part of the conference Final Program.

EXHIBITOR FLOOR SALES

To help companies maximize their exhibiting opportunity, floor sales will be allowed, provided that transactions are conducted in a manner consistent with the professional nature of the meeting. Exhibitors are encouraged to provide information about items they might sell and accepted methods of payment.