

# **SIXTEENTH** ANNUAL OTTAWA CONFERENCE

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**STATE OF THE ART CLINICAL APPROACHES TO SMOKING CESSATION**

**JANUARY 26-27, 2024 | SHAW CENTRE | OTTAWA, ONTARIO**

# **SPONSORSHIP PROSPECTUS**



**OTTAWA MODEL  
FOR SMOKING CESSATION**

POWERED BY THE UNIVERSITY OF OTTAWA HEART INSTITUTE

Dear Colleague,

The University of Ottawa Heart Institute is pleased to announce the **16th Annual Ottawa Conference “State of the Art Clinical Approaches to Smoking Cessation”** will be held on January 26 and 27, 2024, at the Shaw Centre located in downtown Ottawa.

## **THE ANNUAL OTTAWA CONFERENCE – NO BETTER WAY TO RECOGNIZE NATIONAL NON-SMOKING WEEK 2024!**

The Annual Ottawa Conference has become the national reference point for those seeking up-to-date knowledge of clinical tobacco treatment strategies. Since 2009, over 4,500 health professionals have attended the event, including clinical staff, community workers and public health professionals.

For the 2024 Ottawa Conference, we are assembling national and international experts who will share the latest concepts in clinical tobacco treatment, program development, and smoking cessation research. Presentation topics will include: smoking cessation treatments, innovative public policy approaches, mental health and smoking cessation, population-based strategies, new challenges in tobacco control and smoking cessation, effective approaches for all age groups, and lessons learned from implementing smoking cessation programs in Canada and around the globe.

We invite you to become an important part of our event by participating as an Ottawa Conference sponsor. This is a unique opportunity to interact with Canadian and international health professionals – many of whom are clinical leaders and highly engaged practitioners in the field of smoking cessation. A variety of sponsorship levels have been developed for this event and we are seeking support from government, corporate, community, and other healthcare agencies. On behalf of the Ottawa Conference Program Committee, we thank you for considering our invitation to participate in the 16th Annual Ottawa Conference as a sponsor. To learn more about the Ottawa Model for Smoking Cessation and the Annual Ottawa Conference, please visit our website at [www.ottawamodel.ca](http://www.ottawamodel.ca). We look forward to personally welcoming you in January 2024!

Sincerely,



**KERRI-ANNE MULLEN, BSC, MSC, PHD**  
Ottawa Conference Program Committee Chair  
University of Ottawa Heart Institute  
Division of Cardiac Prevention and Rehabilitation  
40 Ruskin Street, Ottawa, ON K1Y 4W7



**HASSAN MIR, MD, FRCPC**  
Cardiologist and Assistant Professor of Medicine  
University of Ottawa Heart Institute  
Division of Cardiac Prevention and Rehabilitation  
40 Ruskin Street, Ottawa, ON K1Y 4W7

## **PLATINUM | \$50,000**

- Recognition as the Platinum Sponsor on all promotional materials:
  - Verbal acknowledgement of sponsorship level at the daily welcoming address
  - Logo featured in the conference agenda and on the OMSC website
  - Logo included on the conference delegate tote bag
  - One promotional insert (to showcase your organization or service) in the delegate tote bag
  - Acknowledgement of sponsorship level on all other conference print materials
  - Logo included in the conference promotional video and in two social media posts
- 10 x 20-foot exhibit space in premium location
- Three exhibitor badges
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the wine and cheese poster session
- Tickets to the wine and cheese poster session
- Host of a conference networking event (e.g. a presentation or educational session)

## **GOLD | \$30,000**

- Recognition as the Gold Sponsor on various promotional materials:
  - Verbal acknowledgement of sponsorship level at the daily welcoming address
  - Logo featured in the conference agenda and on the OMSC website
  - Logo included on the conference delegate tote bag
  - Acknowledgement of sponsorship level on all print materials
- One exhibit table with tabletop display
- Two exhibitor badges
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the wine and cheese poster session provided for registered representatives
- Tickets to the wine and cheese poster session

## **SILVER | \$20,000**

- Recognition as the Silver Sponsor on various promotional materials:
  - Verbal acknowledgement of sponsorship at the daily welcoming address
  - Logo featured in the conference agenda and on the OMSC website
  - Acknowledgement of sponsorship level on all print materials
- One exhibit table with tabletop display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the wine and cheese poster session

## **BRONZE | \$10,000**

- Logo featured in the conference agenda and on the OMSC website
- One exhibit with tabletop display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the wine and cheese poster session

## **EXHIBITOR | \$2,500**

- One exhibit with tabletop display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the wine and cheese poster session

## **NOT-FOR-PROFIT EXHIBITOR | \$1,000**

- One exhibit table with tabletop display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the wine and cheese poster session

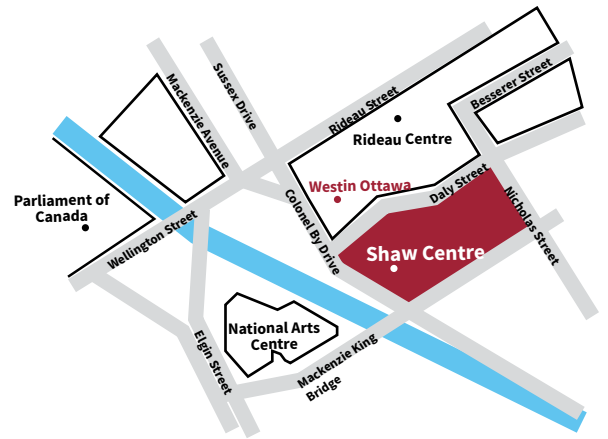


# CONFERENCE LOCATION

## SHAW CENTRE

55 Colonel By Drive  
Ottawa, ON K1N 9J2

Located in the heart of the city, the Shaw Centre is just steps away from the city's most popular attractions. Lose yourself in the energy of the bustling Byward Market; indulge in world class shopping in the attached Rideau Centre; or explore the natural beauty of the Rideau Canal.



# HOTEL ACCOMMODATIONS

A limited block of guest rooms have been reserved for conference delegates at the following hotel:



**WESTIN OTTAWA HOTEL**  
11 Colonel By Drive  
Ottawa, ON K1N 9H4  
**1-800-WESTIN-1**  
**Room rate: \$235/night**

In order to receive the negotiated group rate, please reference "16th Annual Smoking Cessation Conference" and book your reservation before December 22nd, 2023. Please note that all room rates are subject to 13% Harmonized Sales Tax (HST) and 4% Municipal Accommodation Tax (MAT).

## EXHIBIT SETUP

### EXHIBIT SET UP TIME

Thursday, January 25, 2024  
3:00 p.m. to 5:00 p.m.

### EXHIBIT HALL SHOW HOURS

Friday, January 26, 2024  
7:30 a.m. to 3:00 p.m.

Saturday, January 27, 2024  
7:30 a.m. to 2:45 p.m.

## EXHIBIT SPACE

Each exhibit area will be equipped with one 6-foot table and two chairs. Platinum Level Sponsors are provided with larger exhibitor space as per the package features.

**Please note:** Electricity, extra tables and chairs, etc. must be ordered separately from the Shaw Centre. These items are not included in your exhibit space cost.

## SHIPPING INFORMATION

**Please send all exhibitor materials to:**

SHAW CENTRE  
55 Colonel By Drive  
Ottawa, ON K1N 9J2



**FOR MORE INFORMATION OR TO CONFIRM YOUR COMMITMENT OF SUPPORT, PLEASE CONTACT THE CONFERENCE COORDINATOR:**

**[OTTAWACONFERENCE@OTTAWAHEART.CA](mailto:OTTAWACONFERENCE@OTTAWAHEART.CA)**

Exhibit tables are assigned on a first-confirmed, first-served basis. Exhibitor space will be allocated on-site.