



# 10<sup>TH</sup> ANNUAL OTTAWA CONFERENCE

STATE OF THE ART CLINICAL APPROACHES TO  
SMOKING CESSATION

**SPONSORSHIP PROSPECTUS**

**JANUARY 19 - 20, 2018**

SHAW CENTRE | OTTAWA, ONTARIO



UNIVERSITY OF OTTAWA  
HEART INSTITUTE  
INSTITUT DE CARDIOLOGIE  
DE L'UNIVERSITÉ D'OTTAWA

OTTAWA MODEL  
FOR SMOKING CESSATION  
MODÈLE D'OTTAWA  
POUR L'ABANDON DU TABAC



Dear Colleague,

The University of Ottawa Heart Institute is pleased to announce the **10th Annual Ottawa Conference “State of the Art Clinical Approaches to Smoking Cessation”** to be held January 19th and 20th, 2018 at the Shaw Centre location in downtown Ottawa.

**WE ARE CELEBRATING 10 YEARS - NO BETTER WAY TO RECOGNIZE NATIONAL NON-SMOKING WEEK 2018!**

**For the past 10 years**, the Ottawa Conference has become the national reference point for health professionals seeking up-to-date knowledge of clinical tobacco treatment strategies. Since 2010, over 2800 healthcare professionals have attended this conference, and participant numbers have steadily increased each year. Preparations for the 2018 conference are underway. 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: Incentives for patients, innovative public policy approaches, effective and engaging communication strategies for healthcare professionals, mental health, myths and trends in pharmacotherapy, lessons learned from implementing smoking cessation programs in Canada and around the globe, the neurobiological and genetic perspective, unique challenges among new Canadians, implications in legalizing marijuana, and treatment strategies among special populations such as cancer, respirology, general surgery, orthopedics, anesthesiology; and more!

We invite you to become an important part of our event by participating as an Ottawa Conference sponsor. This is a distinct 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, I thank you for your consideration of our invitation to participate as a sponsor at the 10th Annual Ottawa Conference. To learn more about the Ottawa Model for Smoking Cessation and the Ottawa Conference, please visit our website at [www.ottawamodel.ca](http://www.ottawamodel.ca). I look forward to personally welcoming you to the Ottawa Conference in January, 2018!

Sincerely,

A handwritten signature in black ink that reads "Andrew Pipe". The signature is written in a cursive style with a horizontal line underneath.

**ANDREW PIPE, CM, MD, LLD(HON), DSC(HON)**

Ottawa Conference Program Committee  
University of Ottawa Heart Institute  
Division of Prevention and Rehabilitation  
40 Ruskin Street, Ottawa, ON K1Y 4W7

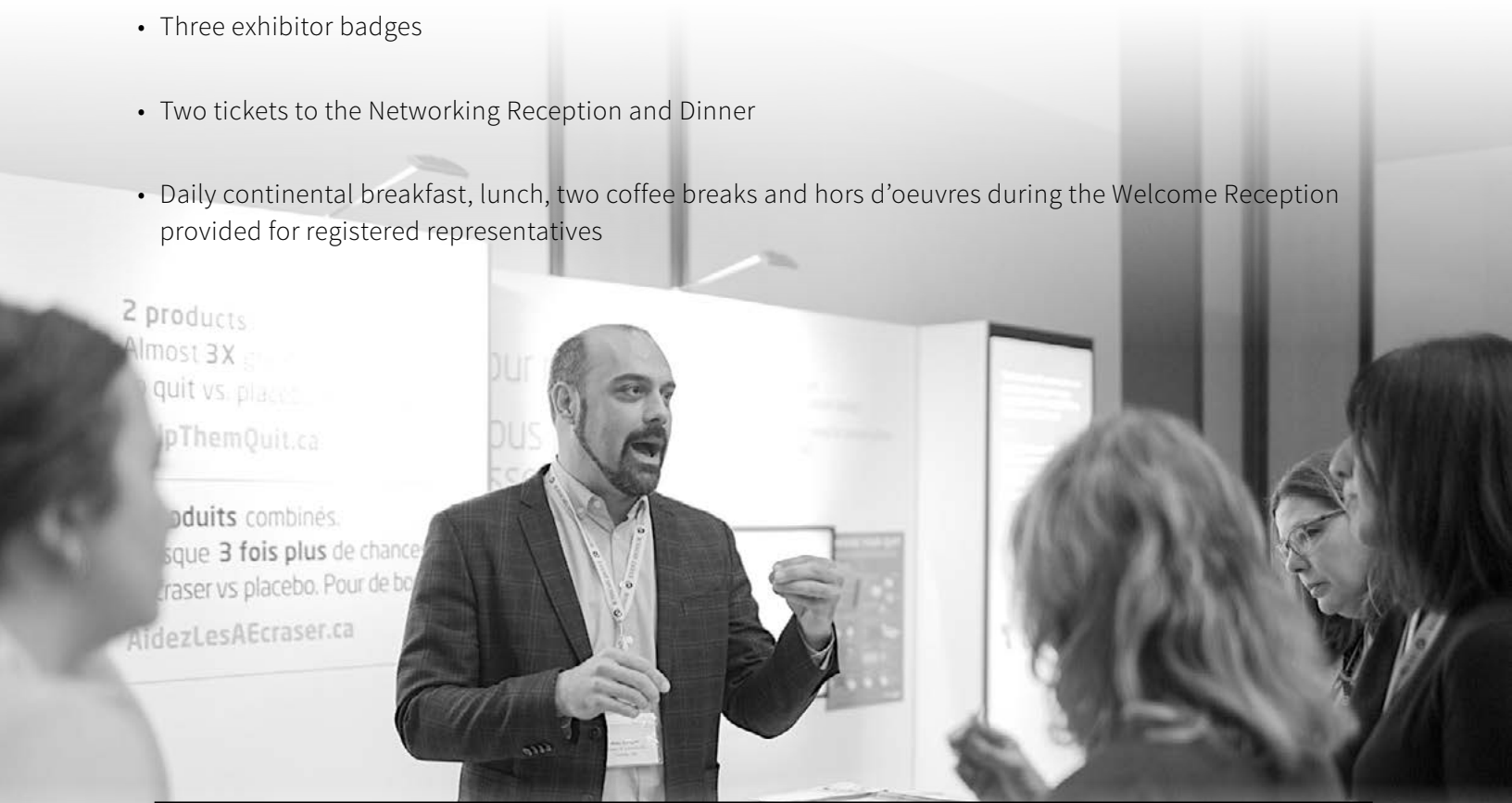




**PLATINUM LEVEL  
SPONSOR**  
\$35,000

**PACKAGE FEATURES:**

- 10 x 20 foot exhibit space in premium location
- One promotional insert (to showcase your organization or service) in delegate tote bag
- Corporate logo included on conference delegate tote bag
- Corporate logo on conference website
- Acknowledgment of sponsorship level on all print materials\*
- Verbal acknowledgment of sponsorship level at daily welcoming address
- Three exhibitor badges
- Two tickets to the Networking Reception and Dinner
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives



**FOR MORE INFORMATION OR TO CONFIRM YOUR COMMITMENT OF SUPPORT,  
PLEASE CONTACT OMSC AT [OMSC@OTTAWAHEART.CA](mailto:OMSC@OTTAWAHEART.CA) OR 1-888-761-6672.**

\*In order to be included in our printed brochure, confirmation of sponsorship must be received by September 29th, 2017. Exhibit tables are assigned on a first-confirmed, first-served basis. Exhibitor space will be allocated on-site.

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**GOLD LEVEL  
SPONSOR**  
\$25,000

## PACKAGE FEATURES:

- Corporate logo included on conference delegate tote bag
- Acknowledgment of sponsorship level on all print materials\*
- Verbal acknowledgment of sponsorship level at daily welcoming address
- One exhibit table with table top display
- Two exhibitor badges
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives

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**SILVER LEVEL  
SPONSOR**  
\$15,000

## PACKAGE FEATURES:

- Acknowledgment of sponsorship level on all print materials\*
- One exhibit table with table top display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives



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## CORPORATE LEVEL SPONSOR

\$5,000

### PACKAGE FEATURES:

- One exhibit table with table top display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the Welcome Reception provided for registered representatives



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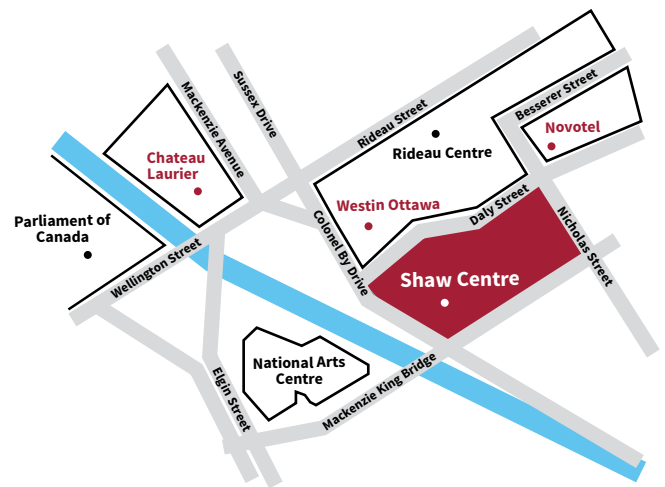
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## CONFERENCE LOCATION

### 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 Gatineau Hills.



## HOTEL ACCOMMODATIONS

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

### Westin Ottawa Hotel

11 Colonel By Drive  
Ottawa, ON K1N 9H4  
1-800-WESTIN-1  
Room rate: \$209/night

### Chateau Laurier Hotel

1 Rideau Street  
Ottawa, ON K1N 8S7  
1-800-257-7544  
Room rate: \$209/night

### Novotel Ottawa

33 Nicholas Street  
Ottawa, Ontario K1N 9M7  
1-855-677-3033  
Room rate: \$159/night

In order to receive the negotiated group rate, please reference “10th Annual Smoking Cessation Conference” and **book your reservation before December 18th, 2017**. Please note that all room rates are subject to 13% HST.

## SHIPPING INFORMATION

Please send all exhibitor materials to:

**Shaw Centre**  
**55 Colonel By Drive**  
**Ottawa, ON K1N 9J2**





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## EXHIBIT SET UP TIME

Friday, January 19th, 2018: 6:00 a.m. to 7:30 a.m.

## EXHIBIT HALL SHOW HOURS

Friday, January 19th, 2018: 7:30 a.m. to 3:00 p.m.

Saturday, January 20th, 2018: 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.



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**#OMSC2018**



**UNIVERSITY OF OTTAWA HEART INSTITUTE**  
**OTTAWA MODEL FOR**  
**SMOKING CESSATION**

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OTTAWA, ONTARIO K1Y 4W7

**TELEPHONE:** 613-696-7065

**TOLL FREE:** 1-888-761-OMSC(6672)

**FAX:** 613-696-7114

**EMAIL:** [OMSC@OTTAWAHEART.CA](mailto:OMSC@OTTAWAHEART.CA)

**WEBSITE:** [OTTAWAMODEL.CA](http://OTTAWAMODEL.CA)



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