

# SPONSORSHIP PROSPECTUS

**14<sup>TH</sup> ANNUAL  
OTTAWA  
CONFERENCE**

STATE OF THE ART  
CLINICAL APPROACHES  
TO SMOKING CESSATION

**VIRTUAL** | JANUARY **20 - 21**, 2022



**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 **14th Annual Ottawa Conference “State of the Art Clinical Approaches to Smoking Cessation”** to be held January 20 and 21, 2022. For the first time, the conference will be hosted virtually!

## **WE ARE CELEBRATING 14 YEARS - NO BETTER WAY TO RECOGNIZE NATIONAL NON-SMOKING WEEK 2022 ONLINE!**

For the past 14 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 3500 healthcare professionals have attended this conference, and participant numbers have steadily increased each year. Preparations for the 2022 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: smoking cessation treatments, innovative public policy approaches, virtual smoking cessation treatment, mental health, lessons learned from implementing smoking cessation programs in Canada and around the globe, unique challenges among new Canadians, and strategies for special populations.

We invite you to become an important part of our very first online 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 14th 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).

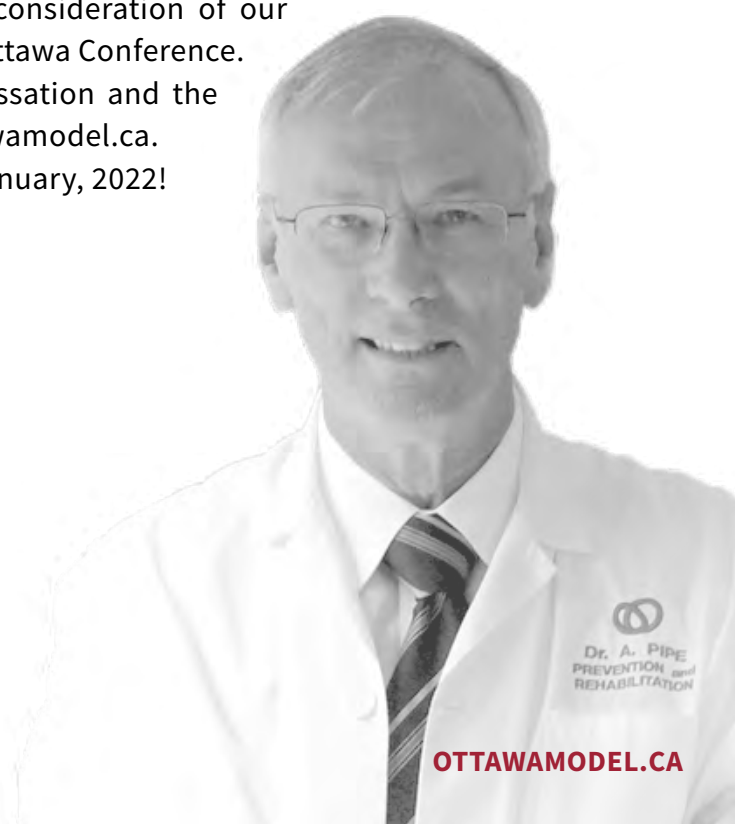
I look forward to personally virtually welcoming you in January, 2022!

Sincerely,



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

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





## **PLATINUM | \$40,000**

- Virtual Booth with post-event analytics
  - Logo included in conference brochure
  - Logo included in promotional video
  - Logo on placeholder slide
  - 1 Carousel image linked to booth
  - Background image on event menu
  - Large card on banner industry list
  - Verbal acknowledgement of sponsorship at daily welcoming address
  - 1 Banner Ad in Virtual Event Space on both news feed and landing page
  - 1 News message each day of the event and push notification
  - Sponsorship and corporate logo acknowledgement in two social media (Instagram and Twitter) posts
  - Logo featured on OMSC and event website
  - 6 complimentary registrations
  - Sponsored prize to conference challenge winner
  - Host of the morning networking event
- 

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

- Virtual Booth with post-event analytics
  - Logo included in conference brochure
  - Logo included in promotional video
  - Verbal acknowledgement of sponsorship at daily welcoming address
  - 1 Banner Ad in Virtual Event Space on landing page
  - Sponsorship and corporate logo acknowledgement in two social media (Instagram and Twitter) posts
  - Logo featured on OMSC and event website
  - 3 complimentary registrations
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## **SILVER | \$10,000**

- Virtual Booth with post-event analytics
- Logo included in conference brochure
- Verbal acknowledgement of sponsorship at daily welcoming address
- Sponsorship and corporate logo acknowledgement in two social media (Instagram and Twitter) posts
- Logo featured on OMSC and event website
- 1 complimentary registration



## **BRONZE | \$5,000**

- Virtual Booth with post-event analytics
- Logo included in conference brochure
- Logo included in promotional video
- Logo featured on OMSC and event website

## **À LA CARTE OPTIONS | \$2,000 each**

- Logo included in conference brochure, OMSC website and event website
- Social Media Inclusion
- Sponsored Prize

## **EXHIBITOR | \$750**

- Virtual Booth with post-event analytics
- Logo featured on OMSC and event website

