9TH ANNUAL OTTAWA CONFERENCE
STATE OF THE ART CLINICAL APPROACHES TO SMOKING CESSATION
JANUARY 20-21, 2017
WESTIN OTTAWA HOTEL
SPONSORSHIP PROSPECTUS
WWW.OTTAWAMODEL.CA
Dear Colleague,

The University of Ottawa Heart Institute is pleased to announce the 9th Annual Ottawa Conference “State of the Art Clinical Approaches to Smoking Cessation” to be held January 20th and 21st, 2017 at the Westin Ottawa Hotel.

NO BETTER WAY TO RECOGNIZE NATIONAL NON-SMOKING WEEK 2017!

For the past 9 years, the Ottawa Conference has become the national reference point for health professionals seeking up-to-date knowledge of clinical tobacco treatment strategies. Since 2009, nearly 2200 healthcare professionals have attended this conference, and participant numbers have steadily increased each year. Preparations for the 2017 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: the safety and efficacy of first line pharmacotherapies for smokers with or without psychiatric disorders; implementing smoking cessation within addiction agencies; a behavioural economics analysis of withdrawal- and cue-elicited craving for tobacco; new cigarette packaging and policy regulations; current issues surrounding e-cigarettes; implementing a successful regional approach to smoking cessation; realities of quitting from current and former smokers; practical treatment options for virtually every smoker; examinations of treatment strategies among special populations such as women, young adults, new Canadians, those of low socioeconomic status; 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 9th 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. I look forward to personally welcoming you to the Ottawa Conference in January, 2017!

Sincerely,

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 FEATURE

• Two exhibit spaces with floor display option in premium location

• One promotional insert (to showcase your organization, product or service) into delegate tote bag

• Corporate logo included on conference delegate tote bag

• Corporate logo on conference website

• Acknowledgement of sponsorship level on all print materials*

• Verbal acknowledgement of sponsorship level at daily welcoming address

• Three exhibitor badges

• Daily continental breakfast, lunch, two coffee breaks and hors d’oeuvres during the Welcome Reception provided for registered representatives

*IN ORDER TO BE INCLUDED IN OUR PRINTED BROCHURE, CONFIRMATION OF SPONSORSHIP COMMITMENT MUST BE RECEIVED BY SEPTEMBER 23TH, 2016.

EXHIBIT TABLES ARE ASSIGNED ON A FIRST-CONFIRMED, FIRST-SERVED BASIS. EXHIBITOR SPACE WILL BE ALLOCATED ON-SITE.
GOLD LEVEL SPONSOR
$25,000

PACKAGE FEATURE

• Corporate logo included on conference delegate tote bag

• Acknowledgement of sponsorship level on all print materials*

• Verbal acknowledgement 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

FOR MORE INFORMATION OR TO CONFIRM YOUR COMMITMENT OF SUPPORT, PLEASE CONTACT OMSC AT OMSC@OTTAWAHEART.CA OR 1-888-761-6672.

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SILVER LEVEL SPONSOR
$15,000

PACKAGE FEATURE

- Acknowledgement 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 FEATURE

• 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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CONFERENCE LOCATION

The Westin Ottawa
11 Colonel By Drive
Ottawa, ON K1N 9H4

Located in the heart of the city, the Westin Ottawa hotel 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. No matter how long or short your stay, the Westin Ottawa will help you plan an experience that is unique and memorable.

RESERVATIONS

A limited block of guestrooms have been reserved at the Westin Ottawa for conference participants at a negotiated group rate. You may reserve a room by calling the Reservations Department at 1-888-627-8528. In order to receive the negotiated group rate, please reference “Smoking Cessation Conference” and book your reservation before 5:00 p.m. January 8th, 2017.

SHIPPING INFORMATION

Please send all exhibitor packages to:

The Westin Ottawa
11 Colonel By Drive,
Ottawa, ON K1N 9H4

WELCOME RECEPTION

Attendees, Sponsors and Guest Speakers are invited to attend our Welcome Reception at the Westin Ottawa hotel on Friday, January 20th from 4:30 p.m. – 6 p.m. This prestigious networking event will include complimentary hors d’oeuvres and a cash bar.

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EXHIBIT SET UP TIME
Friday, January 20th, 2016:
6:00 a.m. - 7:30 a.m.

EXHIBIT HALL SHOW HOURS
Friday, January 20th, 2016: Saturday, January 21st, 2016:
7:30 a.m. - 2:45 p.m. 7:30 a.m. - 3:00 p.m.

EXHIBIT SPACE INCLUDES
One 6 foot table with table top display permitted.
Platinum Level Sponsors are provided with two 6 foot tables with an option of a floor display.

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