

at Shaw Centre

CONFERENCE HOST



Hôpital universitaire Academic Hospital

PARTNERSHIP PROGRAM

Associate your name with the world celebration of nursing expertise





SIDILEF: THE GLOBAL FRANCOPHONE NURSING NETWORK

A global network of nursing experts from associations, professional orders, healthcare and educational institutions, united by the desire to share and foster innovation in nursing expertise.

Close to 1 million nurses, midwives and other health professionals from some 30 countries of the Francophonie.

The reference, for the past 20 years, in promoting nursing and nursing education and identifying emerging trends in countries of the Francophonie.





Founded in 2000, the Secrétariat international des infirmières et infirmiers de l'espace francophone (SIDIIEF) is an international non-governmental and nonprofit organization, headquartered in Montréal, Quebec, Canada.

SIDILEF was co-founded by the **Ordre des infirmières et** infirmiers du Québec (Canada) and the Institut et Haute école de la santé La Source (Switzerland), and has thousands of members in over 30 countries.

SIDIIEF is a partner of major international networks, in particular the Organisation internationale de la Francophonie (OIF).

Our mission is to facilitate and ensure the sharing of nursing experience and knowledge throughout the French-speaking world. We pool and disseminate our members' skills, in order to contribute actively to people's health.

Network

Creation of a highlevel global network



Policy Influencing health policies Policy statements on emerging issues

Access to knowledge



OUR FOUNDING AND PROMOTING MEMBERS

BELGIUM

Consortium de la Belgique :

- Association belge des praticiens de l'art infirmier
- Cliniques universitaires Saint-Luc
- Haute École Léonard de Vinci

SWITZERLAND

Consortium de Genève

- Haute école de santé de Genève
- Hôpitaux universitaires de Genève
- Institution genevoise de maintien à domicile

<u>Consortium de Lausanne</u> :

- Association vaudoise d'aide et de soins à domicile
- Centre hospitalier universitaire vaudois
- Institut universitaire de formation et de recherche en soins

FRANCE

Ordre national des infirmiers

LEBANON

Ordre des infirmier/ères au Liban

Consortium de l'Université Saint-Joseph de Beyrouth :

- CHU Hôtel-Dieu de France
- Faculté des sciences infirmières de l'Université Saint-Joseph

Ordre des infirmières et infirmiers du Québec

Institut et Haute École de la Santé La Source

McGill consortium. Quebec:

Montréal consortium, Quebec:

Quebec City consortium, Quebec:

Sherbrooke consortium, Quebec :

- École des sciences infirmières de l'Université de Sherbrooke

CANADA

 CIUSSS de l'Est-de-l'Île-de-Montréal (Québec) • CIUSSS de l'Ouest-de-l'Île-de-Montréal (Québec) • CIUSSS du Centre-Sud-de-l'Île-de-Montréal (Québec) Hôpital Montfort (Ontario) • Réseau de santé Vitalité (Nouveau-Brunswick)

 Centre universitaire de santé McGill CIUSSS du Centre-Ouest-de-l'Île-de-Montréal

• École des sciences infirmières Ingram de l'Université McGill

• Centre hospitalier de l'Université de Montréal • Centre hospitalier universitaire Sainte-Justine Faculté des sciences infirmières de l'Université de Montréal

 Centre hospitalier universitaire de Québec Faculté des sciences infirmières de l'Université Laval • Institut universitaire de cardiologie et de pneumologie de Québec

CIUSSS de l'Estrie-CHU de Sherbrooke

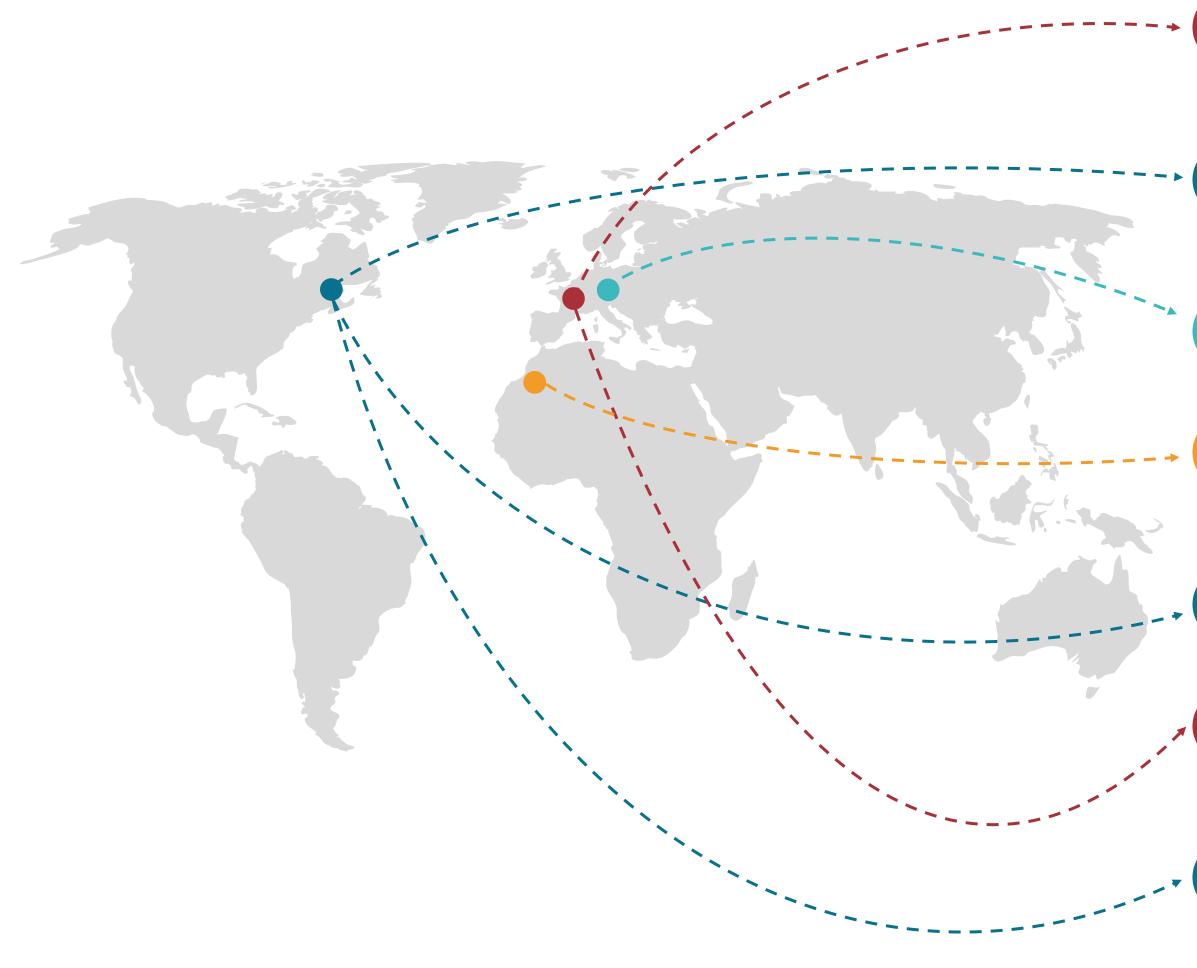
CREATING health: the POWER of NURSING knowledge

The Conference

OTTAWA 2022



PAST CONFERENCES – 1,500 to 2,000 participants from nearly 30 countries





2018

The nursing profession committed to the future, through research, innovation and care Bordeaux, France



2015

The challenge of chronic illnesses and the need for nursing expertise Montréal, Canada



2012

Innovative clinical practices – optimizing professional competencies Geneva, Switzerland



2009

Nursing knowledge, key to human development Marrakech, Morocco



2006

Dialogue: at the heart of health care Quebec City, Canada



2003

The passion for nursing and the challenge of growing humanity Montpellier, France

2000 Nursing knowledge without borders Montréal, Canada



Convention theme: CREATING HEALTH: THE POWER OF NURSING KNOWLEDGE An ambitious subject, a discipline of excellence, a huge event

Spotlight on research in nursing and clinical innovation

In choosing the Convention theme, **Creating health: the power of nursing knowledge**, SIDIIEF hopes to highlight nursing expertise and its contribution to improving people's health.

All countries are seeking best practices and clinical innovations to meet growing needs and the challenges posed by the development of chronic diseases, the ageing population and rapid technological advances.

Whether they are working in prosperous or developing economies, nurses are the core of national health systems and remain on the front line of healthcare, around the globe. Nursing research can make a huge contribution to developing and validating best practices in healthcare.

Health

Public and community he health promotion

Education

Therapeutic education, to clients, health education

Health partnerships

Patients as partners in ca interprofessional and inter collaboration, clinical pra

Clinical practice

Children's health, fam seniors' health, women mother-infant care, adult

Quality of care and pat safety

Infection prevention ar epidemic control

	Personal and professional ethics	
nealth,	End-of-life care, organ donations, accessibility of care	
	E-health	
teaching n	Artificial intelligence, technology, tele- health, digital innovation	
	Governance and nursing leadership	
are, tersectoral actice	Regulation, policy statements, new approaches, political issues, health policies	
	Training	
nily health, en's health, lt health	Professional development, clinical internships, new teaching approaches, knowledge transfer	
tient	Management and organization of care and services	
nd	Advanced nursing practice	



HÔPITAL MONTFORT, HOST OF OUR 8TH CONFERENCE, IN 2022

Canada's Francophones, represented by **Hôpital** Montfort, will welcome the 8th SIDIIEF World **Conference in 2022**.

Hôpital Montfort is Ontario's Francophone academic Hospital, offering exemplary person-centred care. The hospital serves over 1.2 million people in Eastern Ontario, in both official languages. In 2018, it earned Accreditation with Exemplary Standing from Accreditation Canada, and was designated Best Practices Spotlight Organization by the Registered Nurses' Association of Ontario.

With its main partners, Montfort is preparing the **next** generation of Francophone healthcare professionals. Since 2015, it has joined the ranks of Canada's top 40 research hospitals through the activities of the Institut du Savoir Montfort, its knowledge institute. As part of its 2016–2021 strategy, Montfort is striving to become "your hospital of reference for outstanding services, designed with you and for you."







Montfort

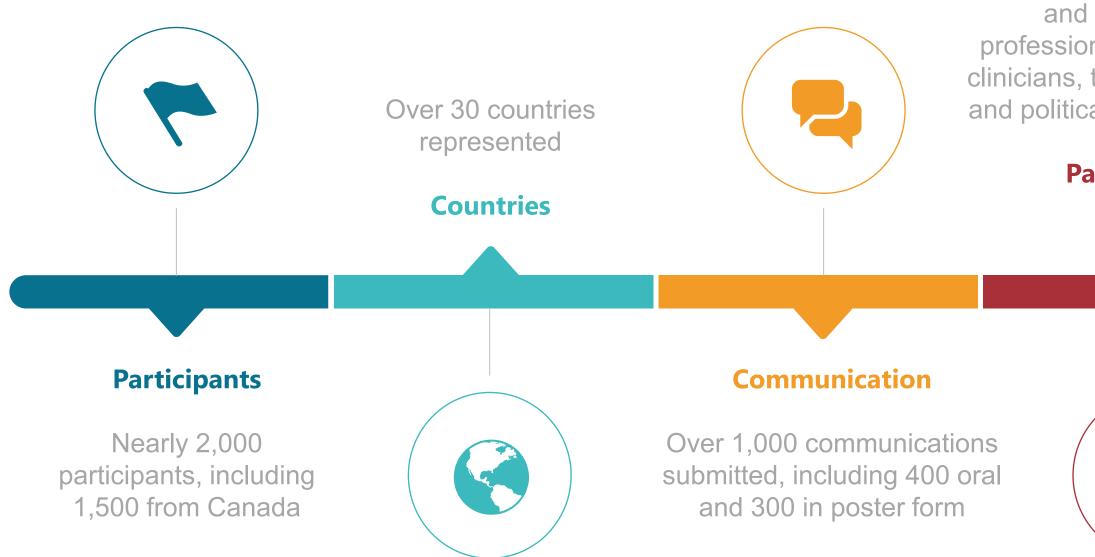


AN INDISPENSABLE PROFESSIONAL GATHERING

Over its seven previous editions, the **SIDIIEF** World Conference has earned **enviable recognition in the entire international nursing community**. This high-calibre event remains a key gathering and a valuable reference for all French-speaking nursing specialists.

With a varied program focusing on major current issues, the Conference welcomes **nearly 2,000 participants from some thirty French-speaking countries**, seeking up-to-date content and a chance to exchange views with their international colleagues, all in an environment marked by the dynamic and innovative attitude of Francophone nurses worldwide.

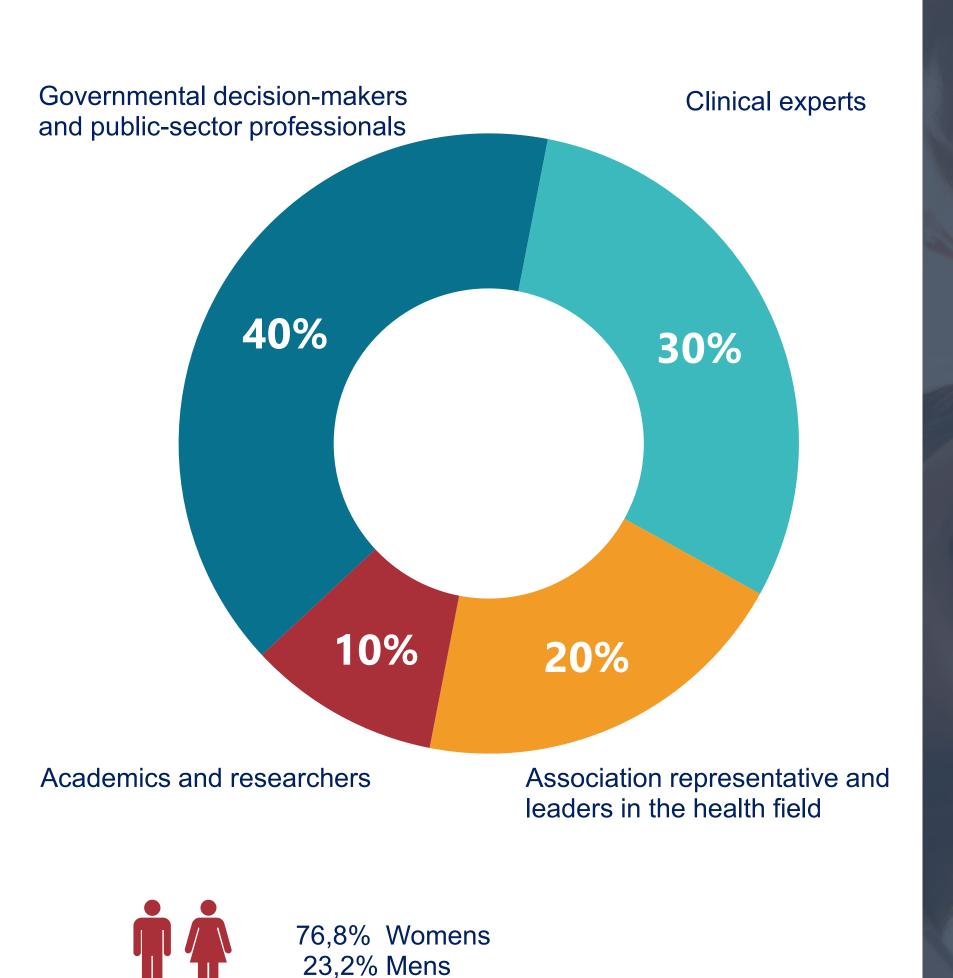




Nurses, doctors, midwives and other health professionals, researchers, clinicians, trainers, managers and political decision-makers **Participants Participants Partners Partners Discussion**



OUR PARTICIPANTS



- Private clinics

- Public health professionals
- Heads of networks and associations
- Developers and investors

- Nursing science Medicine •
- Political science and regulation
- Public health

Expected participation (international)

- Governmental decision-makers and public-sector professionals • Political leaders
- Representatives of international organizations
- Public-sector professionals at the local, provincial and national levels

Clinical experts • University hospitals and general hospitals • Health centres

Association representatives and leaders in the health field • Regulatory professionals

Academics and researchers



OUR TARGETED COMMUNICATIONS

The 8th World Conference will be promoted through a carefully orchestrated campaign in Quebec, Ontario, elsewhere in Canada, Europe and throughout the world, thanks to concerted efforts by partner associations and other information outlets.

In particular, the campaign will make use of the following tools:



Convention website

A website devoted entirely to the Convention, with a platform for registrations and unique visibility (over 30,000 visits in 2018)

Social media

An ongoing presence on our social networks and those of our partners (nearly 9,500 subscribers on our different platforms)

E-newsletter

Targeted content sent to our members (nearly 7,500 contacts)

Professional networks

Different professional, political and business networks will help promote the event

Promotional tools

Brochures and posters to publicize the event

Exchanges of visibility

Collaboration with related events and partner sites

Potential clientele

Sustained networking at events likely to reach our target group



ASSOCIATE YOUR NAME WITH NURSING EXPERTISE

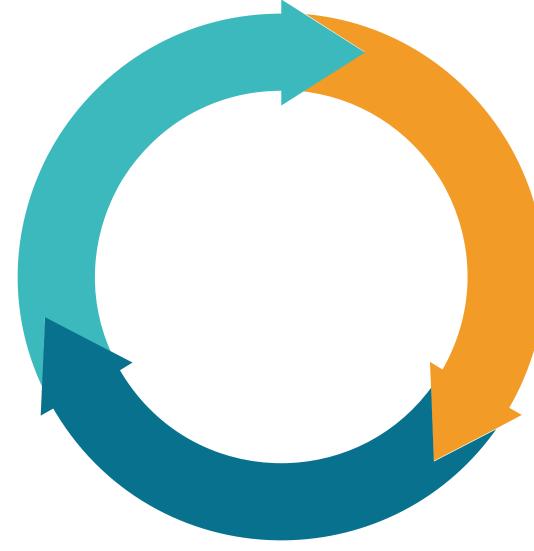
The **SIDILEF World Conference** has become a key event in the healthcare field. With over 2,000 participants expected in Ottawa in 2022, the Conference will be an opportunity for partners to associate their names with a group of respected professionals, recognized for their essential commitment and vital role in healthcare worldwide. Conference partners will benefit from a unique connection with participants from all over the French-speaking world.

Increase your visibility among nurses, and associate your name with these recognized leaders in healthcare.

Use the visibility offered by partner organizations to reach nearly 1 million nurses.

Gain access in one place to a huge international market for your goods and services.

The **BENEFITS** of contributing to the success of the SIDIIEF World Conference:



Position your organization as an industry leader to a clientele of healthcare experts.

Benefit from intensive international promotion to over 3,000 Francophone hospital institutions.



Gain visibility among experts and decision-makers in strategic healthcare positions.

Enjoy vast regional, national and international media coverage







MAJOR PARTNER

Exclusive partnership



Savoir Montfort



COLLABORATING PARTNER C\$85,000

COLLABORATING PARTNER

Category exclusivity

- ✓ Activation and promotion:

 - Possibility of sampling

 - Logo on badge lanyards (material provided by the partner)

Public relations

Acknowledgement of the partnership in the president's speech during the opening ceremony

Communication tools

✓ Brand displayed on:

- the home page of the conference website;
- the mobile application;
- conference signage;
- the honour roll in the registration area;
- giant screens at the conference (logos looping) during the plenary sessions.
- ✓ Promotional material or a publication included in attendee document holders
- ✓ Two (2) publications or advertisements in the conference newsletter sent to attendees
- ✓ Name and logo in the special post-conference publication that will be given to all delegates and speakers

Additional privileges and complimentary passes

✓ Private meeting with one or more speakers and/or a guest of honour

- ✓ Two (2) tickets for the gala evening
- ✓ Ten (10) full conference registrations
- ✓ Twenty (20) passes for the exhibition

20 ft x 20 ft (6 m X 6 m) space in the exhibition hall (set-up at the partner's expense)

Possibility of creating an exclusive activity (e.g., VIP breakfast with a guest of honour) Visual identification at the event site (corporate image and branding – see details below)



PRESENTING PARTNER **EXHIBITION HALL AND** WELCOME COCKTAIL C\$75,000

PRESENTING PARTNER EXHIBITION HALL AND WELCOME COCKTAIL

Category exclusivity: Name and logo associated with the exhibition hall and welcome cocktail

✓ Activation and promotion:

- Possibility of sampling
- VIP welcome pre-cocktail (personalized invitation, theme, etc.)

Public relations

Acknowledgement of the partnership in the president's speech during the opening ceremony

Communication tools

✓ Brand displayed on:

- the home page of the conference website;
- the mobile application;
- conference signage;
- the honour roll in the registration area;

• giant screens at the conference (logos looping) during the plenary sessions. ✓ Promotional material included in attendee document holders (material provided by the partner) ✓ One (1) publication or advertisement in the conference newsletter sent to attendees ✓ Name and logo in the special post-conference publication that will be given to all delegates and

speakers

Additional privileges and complimentary passes

- ✓ Private meeting with one or more speakers and/or a guest of honour
- ✓ Six (6) full conference registrations
- ✓ Fifteen (15) exhibition passes

• 20 ft x 10 ft (6 m x 3 m) space in the exhibition hall (set-up at the partner's expense)

• Visual identification at the event site (corporate image and branding – see details below)



CONNECTION PARTNER C\$70,000

CONNECTION PARTNER

- space with charging stations
- ✓ Activation and promotion:

 - Possibility of sampling
 - WiFi network presenter available to attendees

Public relations

Acknowledgement of the partnership in the president's speech during the opening ceremony

Communication tools

✓ Brand displayed on:

- the home page of the conference website;
- the mobile application;
- conference signage;
- the honour roll in the registration area;
- giant screens at the conference (logo looping) during the plenary sessions.

✓ Promotional material included in attendee document holders (material provided by the partner)

✓ One (1) publication or advertisement in the conference newsletter sent to attendees

✓ Name and logo in the special post-conference publication that will be given to all delegates and speakers

Additional privileges and complimentary passes

✓ Private meeting with one or more speakers and/or a guest of honour

- ✓ Five (5) full conference registrations
- ✓ Ten (10) exhibition passes

Category exclusivity: Name and logo associated with the WiFi network and with the networking

• 20 ft x 10 ft (6 m x 3 m) space in the exhibition hall (set-up at the partner's expense)

• Visual identification at the event site (corporate image and branding – see details below)



PRESENTING PARTNER **GALA EVENING** C\$50,000

PRESENTING PARTNER

GALA EVENING

✓ Category exclusivity: Name and logo associated with the gala evening

- ✓ Activation and promotion:
 - Possibility for the partner to provide a personalized invitation
 - Partner identified on the gala menu
 - Welcome drink offered to the partner's personal guests (special recipe)
 - 1 VIP table at the location chosen by the partner
 - Possibility of offering guests a gift
 - Visual identification at the event site (corporate image and branding)

Public relations

Acknowledgement of the partnership in the president's speech during the gala evening

Communication tools

✓ Brand displayed on:

- the home page of the conference website;
- the mobile application;
- the honour roll in the registration area;

• giant screens at the conference (logos looping) during the plenary sessions.

✓ Promotional material included in attendee document holders (material provided by the partner) ✓ Name in the special post-conference publication that will be given to all delegates and speakers

Additional privileges and complimentary passes

✓ Four (4) full conference registrations ✓ Ten (10) exhibition passes



PRESENTING PARTNER LOBBY C\$35,000

PRESENTING PARTNER LOBBY

✓ Category exclusivity: Name and logo associated with the lobby

- ✓ Activation and promotion:
 - Visual identification of the partner in the lobby (branding and corporate image)

Communication tools

✓ Brand displayed on:

- the home page of the conference website;
- the mobile application;
- giant screens at the conference (logos looping) during the plenary sessions.
- partner)
- ✓ Name in the special post-conference publication that will be given to all delegates and speakers

Additional privileges and complimentary passes

✓ Two (2) full conference registrations

✓ Five (5) exhibition passes



✓ Promotional material included in attendee document holders (material provided by the



SOLD

PRESENTING PARTNER **RECOGNITION AWARD** \$C25,000

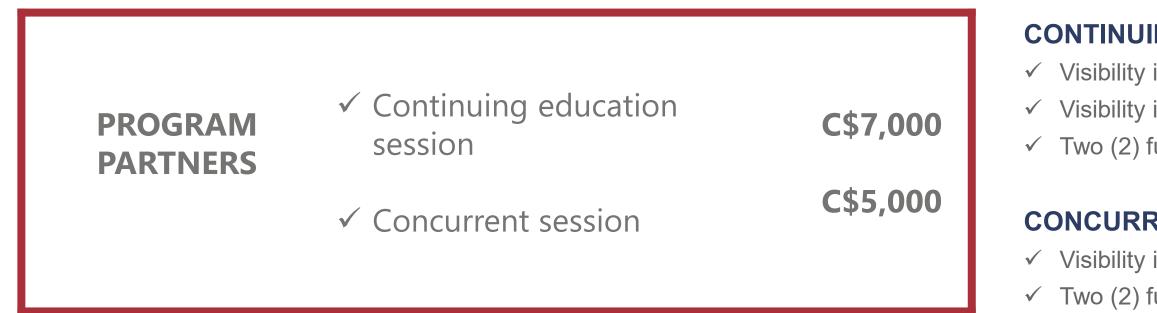
PRESENTING PARTNER RECOGNITION AWARD

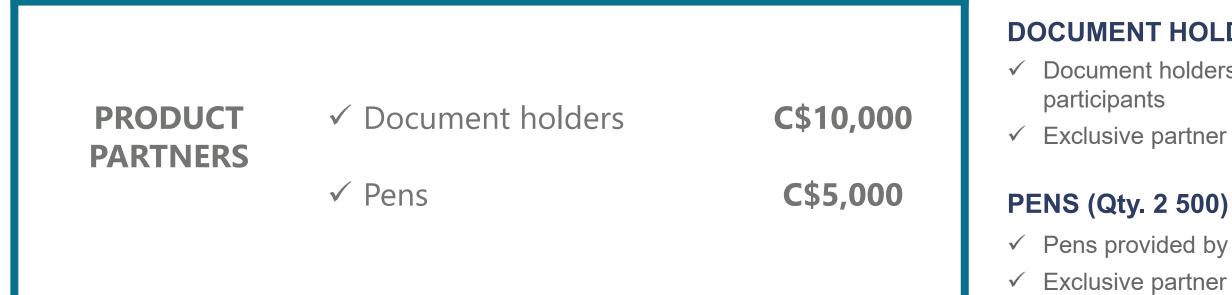
Exclusive partnership

ąL La Source. Institut et Haute Ecole de la Santé



À LA CARTE OPTIONS





CONTINUING EDUCATION SESSION

 \checkmark Visibility in the room where the session is held \checkmark Visibility in the official program and mobile application \checkmark Two (2) full conference registrations

CONCURRENT SESSION

 \checkmark Visibility in the room where the concurrent session is held \checkmark Two (2) full conference registrations

DOCUMENT HOLDERS (Qty. 2 500)

✓ Document holders provided by the partner and given to all

✓ Exclusive partner logo on the document holder

✓ Pens provided by the partner and given to all participants Exclusive partner logo on the pen



À LA CARTE OPTIONS (cont.)

SERVICE PARTNERS	✓ Poster sessions	C\$7,500
	✓ Mobile application	C\$15,000

ADVERTISING	Post-conferencepublication <i>letter format:</i> ✓ Inside front cover✓ Inside back cover✓ Back cover	C\$2,000 C\$3,000 C\$4,000	 MOB ✓ Exc ✓ Peroperative ✓ Paroperative ✓ Paroperative ✓ Vis
	Newsletter banner ad: ✓ 1 publication 600px (width) X 250px (height) / 72 DPI - JPG file	C\$1,500	BOOI √ Sho
	 ✓ 1 document: 20 pages maximum 		sigr ✓ Anr pre
	Book launch	C\$1,500	✓ Ad bo
		C\$1,000	

POSTER SESSIONS

- ✓ Poster session presenter (E-posters and posters)
- ✓ Partner's logo on signage in the poster session area
- ✓ Visibility of the partner on the mobile application and in the official poster session program

BILE APPLICATION

- clusive partner for the mobile application
- ermanent side banner. The banner appears when the application pens and remains visible until it closes.
- artner's logo and name in the mobile application presentation on e conference website
- sibility in the official program

K LAUNCH

- nort presentation of the book in a special area, followed by a gning session.
- nouncement of the launch at the end of the plenary session eceding the event
- dvertising insert in document holders (material provided by the bok launch team)



À LA CARTE OPTIONS (cont.)

FOOD SERVICE PARTNERS

- ✓ Signage during lunch (3 lunches)
- ✓ Signage during breaks (6 breaks)
- ✓ Coffee area
- ✓ Reusable water bottle (material provided by the sponsor)

LUNCH

- ✓ Partner's logo on signage near service areas (main room)
- ✓ Partner's name and logo in the official program
- ✓ Logo on the giant screens at lunchtime (main room)

BREAK

- ✓ Partner's logo on signage near the service tables provided for breaks in the exhibition hall
- ✓ Partner's name and logo in the official program

COFFEE AREA

- $\checkmark\,$ Partner's logo in the coffee area in the exhibition hall
- ✓ Name and logo in the official program and on the exhibition map

REUSABLE WATER BOTTLE

✓ Reusable bottle with logo provided by the partner given to all attendees (2 500 units)

C2,500 / lunch C\$1,000 / break C\$10,000 C\$7,500



JOIN US!



"The SIDIIEF World Conference is a unique opportunity to gain access to leading Francophone experts in nursing from all over the world. This indispensable gathering is a perfect networking opportunity that fosters the profession and encourages extensive international partnerships."

Hélène Salette, Nurse, MSc, ASC SIDIIEF Chief executive officer

Contact: Isabelle Miller Partenariat.congres@sidiief.org

