



CANADIAN
ASSOCIATION OF
CRITICAL
CARE
NURSES



ASSOCIATION
CANADIENNE DES
INFIRMIÈRES ET DES
INFIRMIERS EN
SOINS
INTENSIFS

CACCN

12 Month Virtual Exhibit Experience

October 1, 2020 to September 30, 2021

JOIN US FOR OUR FIRST-EVER VIRTUAL EXHIBIT EXPERIENCE!

Exhibitors play an important role in creating a valuable and engaging experience for all participants at the CACCN Annual Conference. This year, our conference is postponed but we are looking forward to exploring a new opportunity through a virtual presentation platform and we are excited to offer expanded opportunities for exhibitors to showcase their products, services, and brands.

While the conference may have been postponed, exhibitors can expect nearly all of the exhibitor benefits they've come to know from our in-person conference – adapted to fit the virtual setting – alongside several new opportunities optimized to increase brand recognition, engagement, and visibility in a remote environment.

The Virtual Exhibit Hall

- The Virtual Exhibit Hall will replace the Dynamics of Critical Care Conference Trade Show
- Each registered exhibitor will receive a customizable 'booth' within the Virtual Exhibit Hall.
- The booth itself will be your own **unique microsite**. You can customize it with company and contact information, products and services information, documents, promotional videos, social media links, raffles/giveaways and just about anything else.
- The Virtual Exhibit Hall will be accessible at a low cost for a full 12 months - from October 1, 2020 to September 30, 2021.

- **CACCN requires a minimum of five (5) registered exhibitors to proceed with the virtual exhibit hall.**

Concerned about face-to-face interaction?

- Don't worry, your booth will include a live video chat room, making face-to-face interaction with prospects not only possible, but, incredibly easy!
- If there is sufficient interest, we would also look at featuring an "exhibitor" day to provide dedicated time with our membership to drive traffic to your booth – allowing your staff to monitor your chat room for real-time interaction.
- To top it all off, the virtual conference platform includes a virtual lead retrieval service, which automatically collects comprehensive booth analytics, which will be available to you.

And that's just your booth!

Additions to the Virtual Exhibitor package

- **"Mini-mercials"**: 15-30 second video advertisements that play before on-demand video presentations
- Prominent **banner ad placements** around video presentations and/or discussion boards
- **Potential** to run a **Demo Track** designed for sponsors and exhibitors to present or demo products and services (maximum 15-minute presentations).
 - If the Demo Track proceeds, we will offer one demo spot per exhibitor, with additional spots for purchase.
 - Exhibitors will be required to provide titles, presenter names and a brief abstract should the Demo Track proceed.
 - Exhibitors will be able to choose to record the video from within their conference profile using the platform's built-in technology or use a third party recording technology (i.e. Zoom) and provide us with the video.
 - The Demo Track will be available to all on-demand for the duration of the virtual exhibit hall – a full 12 months!

With more ways than ever to connect with critical care nurses, we think this year will be a rewarding experience for everyone!

EXHIBITOR BENEFITS

Customizable Exhibitor Booth in the Virtual Exhibit Hall

- **Listing on the Virtual Exhibit Hall** landing page
- **Private booth** in the form of a unique individual microsite
- **Live video chat room** for face-to-face interaction with prospects
- **Full autonomy** to update and edit company info
- Ability to upload **documents, videos, product & service information, links to company website, social media** and more
- Ability to host **raffles** and **giveaways**
- **Exposure to all CACCN Members – approx. 1400 strong** rather than just conference attendees
- **Full 12 months exposure** – October 1, 2020 to September 30, 2021
- Potential for a Demo Track – allowing exhibitors to upload educational videos to present/demo products for on-demand access by members.
- Potential for designated “exhibit” day(s).
- "Mini-mercial" video advertisements (add-on)
- Prominent banner advertisements around video presentations and/or discussion boards (add-on)
- E-blast to members (add-on)
- Increased exposure and visibility through:
 - **Broader audience** – full membership vs conference delegates; no geographic barriers to attend
 - **Ease of Access** and **Lower Exhibitor Registration Costs** – greater potential for a larger than usual audience – not travel/hotel costs.

EXHIBITOR BOOTH FEES & DETAILS

Commercial Booth	\$1,800		Non-profit**	\$1,000
------------------	---------	--	--------------	---------

EXHIBITOR ADD-ONS & DETAILS

Mini-mercial per 'spot': 15-30 second video advertisements that play before on-demand video presentations

Commercial Booth	\$ 300		Non-profit**	\$ 200
------------------	--------	--	--------------	--------

Banner Advertisement: Prominent banner ad placements around video presentations and/or discussion boards

Commercial Booth	\$1,000		Non-profit**	\$ 700
------------------	---------	--	--------------	--------

E-blast – Visit our booth: Per email distributed to Association Members.

Commercial Booth	\$ 100		Non-profit**	\$ 70
------------------	--------	--	--------------	-------

All Fees : Plus 13% HST, Canadian Funds

** Not for Profit Rates are applicable to those associations or organizations who are **registered** under the Canada Corporations Act as a Not for Profit Corporation.

We look forward to hearing from you!

***For additional details or to reserve your booth please contact
Christine Halfkenny-Zellas, Chief Operating Officer, CACCN***

caccn@caccn.ca

866-477-977 or 519-207-7007

EXHIBITOR

RULES AND REGULATIONS

PROMOTIONAL CONSIDERATION

All promotional considerations outside of the virtual exhibit booth (i.e. banner advertisements, mini-mercials, demo presentations, etc.) are subject to submission and receipt to organizers by **September 30**. Submission after that date may not be published to the virtual conference environment. Some promotional items are subject to change.

RIGHT OF REFUSAL AND/OR CANCELLATION

The organizers reserve the right to refuse or cancel applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits that detract from the character of the virtual 'hall'.

INSURANCE AND HOLD HARMLESS AGREEMENTS

To the maximum extent permitted by law, exhibitor shall indemnify and hold harmless the organizers, virtual conference software provider, their agents and employees, and co-sponsoring agencies for all claims arising from activities of the exhibitor/sponsor, its employees, agents, invitees, and licensees at or in connection with the CACCN Virtual Exhibit Hall.

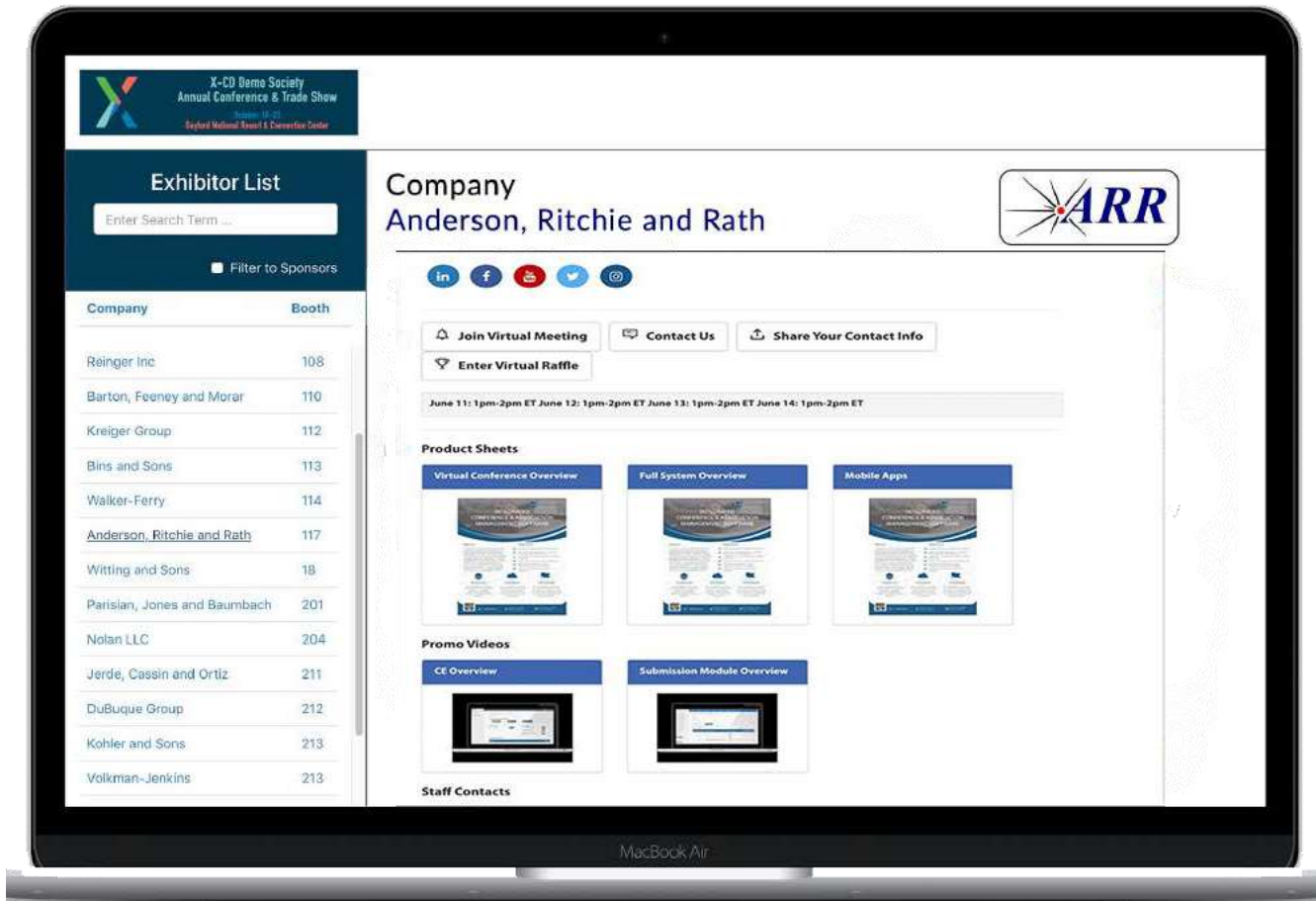
TAXES AND LICENSES

Exhibitor shall be responsible for obtaining any licenses, permits, or approvals required under local, province, or federal law applicable to its activity at the CACCN virtual Exhibit Hall.

CANCELLATIONS AND REFUNDS

In the unlikely event of cancellation by the organizers or for any reason or factor outside the control of the organizers, it is within the sole discretion of the organizers to decide on credits and/or refunds for the exhibit fees. The organizers shall not be liable to refund any expenses incurred by registrants or their organizations in preparing for the virtual exhibit hall.

EXHIBITOR **SNAPSHOTS**



VIRTUAL EXHIBIT HALL LISTING/BOOTH



MINIMERCIALS & DEMO TRACKS SESSION BANNER ADS



DISCUSSION BOARD ADS