



INSPIRING LEADERSHIP FOR THE NEXT 50 YEARS!

RISING FROM THE TURBULENCE  **ÉMERGER DE LA TURBULENCE**

INSPIRER LE LEADERSHIP POUR LES 50 PROCHAINES ANNÉES!

TRADESHOW AND SPONSORSHIP OPPORTUNITIES

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WELCOME

The New Brunswick Association of Nursing Homes Inc. (NBANH) is thrilled to host another Virtual Conference! This event will be hosted on Thursday, May 19th, 2022 and our theme is *Rising from the turbulence: Inspiring leadership for the next 50 years!*

The NBANH is a not-for-profit organization providing a range of membership services including labour relations, benefit and pension management, wellness programs and advocacy. Under the governance of our volunteer board of directors, we thrive on leading excellence in long term care and service delivery in NB.

This event will offer sponsors and exhibitors a chance to connect with not only the nursing home sector of New Brunswick, but the entire long-term care community. We will focus marketing efforts to the long-term care sector through partners, stakeholders, universities, etc... Feel free to share through your networks too!

NB Association of Nursing Homes' exhibitors will...

- Develop an enhanced understanding of the nursing home market in New Brunswick.
- Reach the decision makers of all 71 nursing homes representing over 4,800 residents and 7,300 staff across the province.
- Access to critical information to help you build a strong and beneficial relationship with each nursing home.



Have you heard?

This year marks NBANH's 50th anniversary! We are hoping to host an in-person celebration in September 2022. Stay tuned for more information...

We trust this virtual conference will give value to our tradeshow and with your support; together, we can make this event a great success! Come join the fun with this unique opportunity to showcase your products and services and help us celebrate 50 years of servicing the nursing home sector in New Brunswick!

For any questions or comments, please contact:

Mélanie Eva

Events Coordinator

meva@nbanh.com, (506) 460.6262

VIRTUAL TRADESHOW

Similarly to last year's conference, we will host our annual conference using the EventMobi's virtual platform. This platform will offer **3 opportunities** to highlight your brand, share your information and meet the attendees! Looking at the homepage, the companies will have access to:



- 1. Sponsors & Exhibitors:** This page is a list of all the Sponsors & Exhibitors. Each company will have a landing page to share information about their products & services, add a promotional video, network & engage with the attendees, add downloadable documentation, and much more!
- 2. Live Tradeshow:** This Interactive Breakout Room feature is new for this year! The Live Tradeshow will allow each company a chance to host a live face-to-face meeting with a group of attendees. This easy to use feature is fully intergrated in the platform (no need to connect to your personal Zoom/GoToMeeting account). A cumulative 2 hours will be dedicated to the Breakout Rooms during the event. We suggest companies take advantage of this in-person feature to demonstrate your product/service, engage with attendees, and have fun!
- 3. Gamification:** Incentivize networking & participation with Gamification! Each company can create a Gamification Code. Attendees can redeem points through gamification codes to win prizes. The platform includes a built-in leaderboard so all attendees can see who is playing and where they stand! This is a powerful and fun tool to engage with the attendees. Another way to create more exposure is to provide a Gamification Prize!

Virtual Tradeshow Fee:

- \$650 + HST for corporate/associate member
- \$850 + HST for non-members

BRANDING OPPORTUNITIES



Make a first impression - Become a **Swag Box Collaborator!**

Don't miss out on the exclusive opportunity to have your logo included in the box design AND add your branded merchandise to the *Virtual Conference Survival Kit* for all delegates. This pre-event promo will help the audience feel a greater connection and sense of occasion, increasing anticipation for the upcoming event. Who doesn't like to receive a box full of goodies delivered to your doorstep!

We curated a list of goodies for the *Virtual Conference Survival Kit*. We are happy to talk about custom contribution. See Swag Box example above.

- Notebook & pen
- Water bottle or tumbler
- Coffee/tea mug
- Tote or Lunch bag
- Mouse pad or stress ball
- Fun and healthy Snacks

Swag Box Collaborators are limited. To have this exclusive opportunity to have your brand included in the design, and fun!

- \$450 + HST for corporate/associate members + your branded merchandise donation
- \$650 + HST for non-members + your branded merchandise donation

Make a lasting impression – Create a **Program Advertisement!**

Reach your audience through our conference program! This is the guide that every attendee, speaker and guest will consult, again and again, before and during the event.

Make a splashy ¼ page ad to share your participation at our conference, showcase your new product and/or service, invite attendees to your Interactive Breakout Room, or even share your Gamification code. Options are limitless when it comes to creativity.

The Ad Size on your right are the acceptable specs for the ¼ page ad.

To purchase the Program Advertisement:

- \$250 + HST for corporate/associate members
- \$400 + HST for non-members

AD SIZE
4" X 5.25"

Files should be 300 DPI

**Acceptable file formats:
EPS, AI, PSD, TIF, JPG**

SPONSORSHIP OPPORTUNITIES

Here are the benefits of becoming a Sponsor:

BENEFITS	LEVELS	
	Platinum Sponsor \$3,500	Gold Sponsor \$2,500
Virtual Tradeshow (\$650 value)	✓	✓
NBANH Corporate Membership (\$500 value)	✓	✓
¼ page ad in Event Program (\$250 value)	✓	✓
Logo on NBANH website & Event Program	✓	✓
Profile Identified as Sponsor	✓	✓
Logo in Swag Box (\$450 value)	✓	
Banner on Home Page during the Event	✓	
Identified during the Live Sessions	✓	
Name on Social Media during the AGM	✓	

We are here to help!

Before the event, you will receive a package to get your company set-up on the EventMobi platform including a video orientation on how to set-up your landing page, how to create your personal profile, tips to help you engage with the participants in a virtual setting, how to use the Interactive Breakout Rooms, and other pointers for you to have a successful experience!

BECOME AN NBANH MEMBER!

Become a Corporate or Associate Member! NBANH has served as the nursing home sector's official voice for 50 years! We provide on-going two-way communication with our members through regular correspondence, our bi-monthly e-newsletter, an interactive website and organize an array of events through the year that supports networking between our members and vendors through our Annual Tradeshow.

Highlights of being an NBANH member:

- Inclusion of your company's information on our [website](#)
- A subscription to NBANH's bi-monthly e-newsletter and ability to add content to the newsletter
- First notice on upcoming events, and first right on the opportunity to attend, exhibit, and/or sponsor all events, including AGM and conference, Nursing Home Volunteer Gala, etc...
- Reduced member rates, and more!

Corporate membership is limited to those organizations with an interest in the activities of the NBANH or its members.

Associate Membership is limited to a non-profit organization or person that supports the purposes of the NBANH.

*Your membership is an annual fee payable at the same time as your conference registration.

Membership Value

- \$500 + HST for Corporate Membership
- \$100 + HST for Associate Membership



**A corporate or associate member does not hold the right to vote at the Annual General Meeting nor to participate on the NBANH Board.*

**The NBANH does not endorse a corporate or associate member and reserves the right to end membership.*

REGISTRATION

Organization:		
Address:		
City:	Province:	Postal Code:
Phone:	Fax:	
Contact:		
Email:		
Website:		

FEE STRUCTURE
(check all that apply)

SPONSORSHIP			
Platinum Sponsor (booth, membership and swag box)	\$3,500		
Gold Sponsor (booth & membership)	\$2,500		
TRADESHOW	Member Price	Non-Member Price	
Corporate Membership (for-profit), or Associate Membership (non-profit)	\$500 + hst = \$575 \$100 + hst = \$115		
Virtual Booth & Gamification Code	\$650 + hst = \$747.50	\$850 + hst = \$977.50	
Swag Box Collaborator	\$450 + hst = \$517.50	\$650 + hst = \$747.50	
Program Advertising	\$250 + hst = \$287.50	\$400 + hst = \$460	
			Grand Total

For Credit Card Payment: Visa Mastercard American Express

Credit Card # _____

Exp: _____ CSV: _____

Cardholder Name: _____

Billing address: _____

Please make cheque payable to:

NB Association of Nursing Homes, 206-1133 Regent Street, Fredericton, NB, E3B 3Z2

Cancellation Policy:

Payment must be received in full by May 13th, 2022 to reserve your space. If you are unable to attend the event and must cancel, please advise NBANH by May 13th, 2022 to receive full reimbursement. After May 13th, 2022, cancellations will be reimbursed 50% of the registration fee. After May 18th, 2022, there will be no reimbursement.

Send Registration to: meva@nbanh.com or fax (506) 460.6253

Thank you for your supporting NBANH!