Watch Your Step

2016 National Fall Prevention Conference

SPONSORSHIP PACKAGE

May 15 and 16, 2016
Coast Plaza Hotel and Conference Centre
Calgary, Alberta
YOU ARE INVITED TO JOIN US IN PRESENTING THIS INNOVATIVE CONFERENCE TO LEADING FALL PREVENTION EXPERTS!

The 2016 National Fall Prevention Conference, Watch Your Step, will be held May 15 and 16, 2016, in Calgary, Alberta, and is co-sponsored by the Injury Prevention Centre, School of Public Health, University of Alberta, and Alberta Health Services. The purpose of this conference is to bring together experts from across Canada and around the world to share research excellence, clinical advances and policy innovations in fall and fall related injury prevention. This conference is expecting to draw 400 delegates from a wide variety of health care and related sectors including public health, research, government, nursing, physiotherapy, occupational therapy, recreation therapy, fitness instructors, kinesiologists, retirement communities, acute and long-term care, and engineering.

This conference provides a rare opportunity for you to position your organization as a valued leader in this critical area of public health.

CONFERENCE GOALS

Fall prevention is an important and timely issue in public health. Falls cost Canadians more than any other type of injury, with the total economic burden estimated as $6 Billion. These figures alone clearly demonstrate the need for national action around this issue.

The 2016 National Fall Prevention Conference aims to:

• Bring national attention and generate media interest in the issue of fall prevention
• Inspire further development and advancement of fall prevention in Canada
• Learn about the international “state of the art” developments on fall and injury prevention evidence and programming
• Foster new networks, collaborations and partnerships for the advancement of the art and science of fall and injury prevention among older adults
• Share ideas for innovative and creative solutions to the growing problem of fall related injuries among our aging population
THE SPONSORSHIP OPPORTUNITY:
ALIGN YOUR PRIORITIES WITH OUR MISSION
IT IS A WIN-WIN RELATIONSHIP

Falls are common in our communities and can be the cause of very serious and life threatening injuries, especially among our older population. The effects of a fall go beyond the injured faller, also affecting their loved ones and caregivers.

We all have a parent, grandparent or friend who has lost their independence and experienced the accompanying challenges resulting from fall related injuries. The National Fall Prevention Conference provides an exciting opportunity to support the work being done in Canada to reduce the burden of falls in our older adult population.

Fall prevention is of critical importance as our Canadian population ages; without successful prevention strategies we face a difficult and pressing issue of providing treatment and facilities to care for those who have been injured due to a fall. Considering the current rate of falls in Canada, each province will need to build several new hospitals to accommodate the growing number of older people who will require hospitalized treatment after a fall, unless proven prevention efforts are put in place. This conference will provide a venue to share the most up to date evidence and programs that can help us make real progress in this important public health issue.

As a recognized sponsor for Watch Your Step 2016, there are many exciting opportunities for your organization!

**Attendee profile:**

Approximately 400 delegates are expected to attend. Our past two National Fall Prevention Conferences enjoyed sold-out attendance. Delegates come from a wide variety of health care and related sectors including public health, research, government, nursing, physiotherapy, occupational therapy, recreation therapy, fitness instructors, kinesiologists, retirement communities, acute and long-term care, and engineering.

**Benefits to Sponsors:**

1. Gain visibility at a national gathering of clinicians, researchers, and policy-makers
2. Identify new markets in health service needs and delivery
3. Network with clients and potential clients
4. Promote your organization and raise your visibility in the clinical and public health community
5. Demonstrate and highlight new products and services
6. Create and project a memorable image
7. Obtain product and service feedback
8. Support a national initiative to reduce falls and fall-related injuries in Canada
SPONSORSHIP PACKAGES - SUMMARY

Headline Sponsor ................................................................. Page 4
Item: Strategic Partner
Cost: $20,000
Availability: 1 Package

Platinum Sponsors ............................................................... Page 5
Item: Keynote Speaker Session Sponsor & Conference Lanyards
Cost: $15,000
Availability: 1 Package

Item: Keynote Speaker Session Sponsor & Conference Notepads
Cost: $15,000
Availability: 1 Package

Gold Sponsors ................................................................. Page 6
Item: Poster Session and Presentations
Cost: $10,000
Availability: 1 Package

Item: Networking Lunch
Cost: $10,000
Availability: 2 Packages

Silver Sponsors ............................................................... Page 7
Item: Continental Breakfast
Cost: $5,000
Availability: 2 Packages

Item: Registration Desk
Cost: $5,000
Availability: 1 Package

Bronze Sponsors ............................................................... Page 8
Item: Refreshment Breaks
Cost: $2,500
Availability: 4 Packages
HEADLINE SPONSOR

Item: Strategic Partner  
Cost: $20,000  
Availability: 1 Package

The Headline Sponsor has an exclusive opportunity to have its organization name appear wherever the Watch Your Step 2016 National Fall Prevention Conference is mentioned in all advance promotion, on the website, on-site at the conference and in any materials. For example: ‘... the Watch Your Step 2016 National Fall Prevention Conference, presented by (your organization’s name here)...’

Headline Sponsor Benefits:

• All conference materials branded with presenting sponsor  
• Five complimentary conference registrations  
• Co-branded registration table (sponsor logo and conference logo)  
• Three minute speaking opportunity during the opening remarks of the conference  
• Logo on screen  
• Opportunity to have an exhibitor table during the conference  
• Opportunity to distribute a printed communications piece or promotional item in the delegate package (subject to approval by steering committee)  
• Company logo, 150 word description and web link on the conference website  
• Full page, full colour advertisement in the conference program  
• Logo printed on all conference documents and signage  
• Company logo printed in the Sponsor Section of the Conference Program
PLATINUM SPONSOR

Item: Plenary Session & Conference Lanyards  
Cost: $15,000
Availability: 1 Package

Item: Plenary Session & Conference Notepads  
Cost: $15,000
Availability: 1 Package

Platinum Sponsor Benefits:

- Exclusive branded sponsorship of a plenary session
- Sponsor branded conference lanyards OR sponsor branded conference notepads
- Platinum sponsor branding in all conference material
- Two complimentary conference registrations
- Opportunity to have an exhibitor table during the conference
- Opportunity to distribute a printed communications piece or promotional item in the delegate package (subject to approval by steering committee)
- Company logo and web link on the conference website site
- Full page and full colour advertisement in the conference program
- Logo printed on all conference documents and signage
- Company logo printed in the Sponsor Section of the conference program
GOLD SPONSOR

Item: Poster Session and Presentations
Cost: $10,000
Availability: 1 Package

Gold Sponsor Benefits:

• Exclusive branding at the poster session attended by all delegates
• Gold sponsor branding in all conference material
• One complimentary conference registration
• Opportunity to have an exhibitor table during the conference
• Opportunity to distribute a printed communications piece or promotional item in the delegate package (subject to approval by steering committee)
• Company logo and web link on conference site
• Half-page, and full colour advertisement in the conference program
• Logo printed on all conference documents and signage
• Company logo printed in the Sponsor Section of the conference program

Item: Networking Lunch
Cost: $10,000
Availability: 2 Packages

Gold Sponsor Benefits:

• Exclusive branded sponsorship of the networking lunch
• Gold Sponsor branding in all conference material
• One complimentary conference registration
• Opportunity to have an exhibitor table during the conference
• Opportunity to distribute a printed communications piece or promotional item in the delegate package (subject to approval by conference steering committee)
• Company logo and web-link on the conference website
• Half-page, full colour advertisement in the conference program
• Logo printed on all conference documents and signage
• Company logo in the Sponsor Section of the conference program
SILVER SPONSOR

Item: Continental Breakfast
Cost: $5,000
Availability: 2 Packages

Silver Sponsor Benefits:

• Exclusive branded sponsorship of one continental breakfast
• Silver Sponsor branding in all conference material
• Opportunity to distribute a printed communications piece or promotional item in the delegate package (subject to approval by conference steering committee)
• Company logo and web-link on the conference website
• Quarter-page, full colour advertisement in the conference program
• Logo on all printed conference documents and sponsor signage
• Company logo in the Sponsor Section of the Program of Events (logo placement according to sponsorship value)

Item: Registration Desk
Cost: $5,000
Availability: 1 Package

Silver Sponsor Benefits:

• Exclusive branded sponsorship of the registration desk
• Silver Sponsor branding in all conference material
• Opportunity to distribute a printed communications piece or promotional item in the delegate package (subject to approval by conference steering committee)
• Company logo and web-link on the conference website
• Quarter-page, full colour advertisement in the conference program
• Logo on all printed conference documents and sponsor signage
• Company logo in the Sponsor Section of the Program of Events (logo placement according to sponsorship value)
BRONZE SPONSOR

Item: Refreshment Breaks  
Cost: $2,500  
Availability: 4 Packages

Bronze Sponsor Benefits:

• Exclusive branded sponsorship of one refreshment break  
• Bronze Sponsor branding in all conference material  
• Company logo and web link on the conference website  
• Company logo in the Sponsor Section of the Program of Events (logo placement according to sponsorship value)  
• Logo printed on all conference documents and signage

For more information, please contact Alison Novak at Alison.Novak@uhn.ca or Rosalie Freund-Heritage at rosalie.freund@ualberta.ca indicating your interest to be an sponsor at the 2016 National Fall Prevention Conference