



P • S • N • O

• PERSONAL SUPPORT •
NETWORK OF ONTARIO

The Voice of PSW Professionals

Professional Development for Continuous Quality Improvement

4th Annual PSNO Provincial PSW Conference

Monday, October 18th, 2010

7:30 am - 4:00 pm

Hilton Suites Toronto/Markham Conference

Centre

Markham, ON

**Trade Show and Sponsorship
Prospectus**



P • S • N • O

• PERSONAL SUPPORT •
NETWORK OF ONTARIO

The Voice of PSW Professionals

The Personal Support Network of Ontario presents “Professional Development for Continuous Quality Improvement: the 4th Annual PSNO Provincial PSW Conference”, Ontario’s largest one day event designed specifically for the professional development of personal support staff in home care, long term care, community care, hospitals and supportive housing.

Increase your company or organization’s visibility and recognition with more than 400 Personal Support Workers and Supervisors from across the province.

PSWs and their supervisors will benefit greatly from learning more about your organization and the services and products you provide to support people living with chronic conditions. Your organization will benefit by the opportunity to network with current and potential jobseekers. Create awareness and branding for your company through sponsorship opportunities.

Conference details are available at www.psno.ca.

Please complete and return the attached Sponsorship and Tradeshow Registration Form to:

PSNO

Attn: Joni Brunton, Manager, Events and Projects

970 Lawrence Avenue West, Suite 104

Toronto, ON M6C 1J8

Fax 416-267-6272

Email: joni.brunton@psno.ca

Yours truly,

Joni Brunton

Manager, Events and Projects

416-256-3010, ext. 247

TABLE OF CONTENTS

TRADESHOW	1
PRELIMINARY SCHEDULE.....	1
VENUE.....	1
TRADESHOW FEES.....	1
INCLUDED IN TRADESHOW REGISTRATION.....	1
NOT INCLUDED IN TRADESHOW REGISTRATION.....	1
BOOTH ASSIGNMENTS.....	2
MARKETING AND SPONSORSHIP OPPORTUNITIES	3
DELEGATE BAGS (1).....	3
“CELEBRATING CAREGIVING” BOOKLET (1).....	3
OPENING KEYNOTE (1).....	3
LUNCH (1).....	4
AFTERNOON PLENARY (1).....	4
NETWORKING BREAKFAST (1).....	4
MORNING AND AFTERNOON BREAKS (2).....	4
CONFERENCE NAME BADGES AND LANYARDS (1).....	5
COMPANION SPONSOR.....	5
PRODUCT AND SERVICES IN-KIND.....	5
SPONSORSHIP IDEA?.....	5
OTHER SPONSORSHIP OPPORTUNITIES	6
PSW PROFESSIONAL DEVELOPMENT SCHOLARSHIP.....	6
PSW OF THE YEAR.....	6
SPONSORSHIP, ADVERTISING AND TRADESHOW REGISTRATION FORM	7
TRADESHOW EXHIBITOR REGISTRATION.....	8
SPONSORSHIP OPPORTUNITIES.....	9
FINAL PAYMENT.....	10
HOTEL RESERVATIONS.....	11
CONFERENCE REGISTRATION.....	11
CANCELATION & SUBSTITUTION.....	11

Tradeshow

SPACE IS EXTREAMLY LIMITED and will be provided on a first-come first-serve basis.

PRELIMINARY SCHEDULE

Sunday, October 17

6:00 pm – 7:00 pm - Early Set Up

Monday, October 18

7:00 am – 7:30am – Tradeshow booth set up

7:30 am – Conference begins with breakfast and networking

11:30 am – 1:00 pm – Lunch & Information Fair

12:30 pm – 1:00 pm – Awards

3:30 pm – 3:45 pm – Afternoon Break

4:00 pm – 5:00 pm – Tear Down

VENUE

Hilton Suites Toronto/Markham Conference Centre
8500 Warden Avenue, Markham, ON
(905) 470-8500

TRADESHOW FEES

\$500 per booth

INCLUDED IN TRADESHOW REGISTRATION

- 6' draped table and two chairs
- Luncheon with delegates
- Refreshments in the morning and afternoon
- Two (2) Tradeshow Registrations. Additional booth staff will be subject to an additional fee of \$100
- Listing on the PSNO website including 50-word profile and logo with an electronic link to your website
- Listing on all applicable material
- Listing in on-site material

NOT INCLUDED IN TRADESHOW REGISTRATION

- *Admittance*
 - Exhibitors do not receive admittance to workshops, social events, banquets etc. Additional registrations and banquet tickets may be purchased separately.
- *AV equipment*
 - AV equipment may be ordered directly from AVW Tel-AV (forms are included in this package).

**Professional Development for Continuous Quality Improvement
4th Annual PSNO Provincial PSW Conference**

- *Electrical connections*
 - Please note that electrical connections can be ordered directly from the official Electrical Supplier, Freeman (forms are included in this package).
- *Internet Connection*
 - *Internet Connections may be ordered directly from AVW Tel-AV (forms are included in this package).*
- *Trade Show Registrations*
 - *Exhibitors receive two Exhibitor Registrations and are welcome to purchase a third. Additional staff may be registered as one-day or full conference.*

BOOTH ASSIGNMENTS

Booth Assignments will be emailed to the main contact no later than September 3, 2010

MARKETING AND SPONSORSHIP **OPPORTUNITIES**

Create awareness for your organization and support PSNO through targeted sponsorship packages.

DELEGATE BAGS (1)

Fee: \$1500 (or in-kind donation)

Details

- 500 high-quality delegate bags
- Bags will be distributed to all Delegates and Guests
- Sponsor receives exclusive identification on bags
- Recognition in conference materials
- Approved promotional materials to be included in Delegate bag
- Corporate logo recognition with link on PSNO's website
- One complimentary Tradeshow Registration

“CELEBRATING CAREGIVING” BOOKLET (1)

Fee: \$1500 (or in-kind donation)

A collection of stories, letters and acknowledgements supporting and recognizing personal support workers.

Details

- 500 “Celebrating Caregiving” booklets
- Books will be distributed to all Delegates and Guests
- Sponsor receives exclusive identification on booklets
- Recognition in conference materials
- Approved promotional materials to be included in Delegate bag
- Corporate logo recognition with link on PSNO's website
- One complimentary Tradeshow Registration

OPENING KEYNOTE (1)

Fee: \$1000

Details:

- Targeted profile to the entire conference delegation
- Recognition by emcee
- Opportunity to address conference for 3 minutes at breakfast
- Recognition in all conference marketing materials
- Prominent signage acknowledging sponsorship
- Recognition and logo on PSNO website
- 2 complimentary meal tickets

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4th Annual PSNO Provincial PSW Conference**

LUNCH (1)

Fee: \$1000

Details:

- Targeted profile to the entire conference delegation
- Recognition by emcee
- Opportunity to address conference for 3 minutes at lunch
- Recognition in all conference marketing materials
- Prominent signage acknowledging sponsorship
- Recognition and logo on PSNO website
- 2 complimentary meal tickets

AFTERNOON PLENARY (1)

Fee: \$1000

Details:

- Targeted profile to the entire conference delegation
- Recognition by emcee
- Opportunity to address conference for 3 minutes at plenary
- Recognition in all conference marketing materials
- Prominent signage acknowledging sponsorship
- Recognition and logo on PSNO website
- 2 complimentary meal tickets

NETWORKING BREAKFAST (1)

Fee: \$500

Details:

- Targeted profile to the entire conference delegation
- Recognition by emcee at Opening Plenary
- Recognition in all conference marketing materials
- Prominent signage acknowledging sponsorship
- Recognition and logo on PSNO website
- 2 complimentary meal tickets

MORNING AND AFTERNOON BREAKS (2)

Fee: \$500 each

Details:

- Targeted profile to the entire conference delegation
- Recognition by emcee at lunch
- Recognition in all conference marketing materials
- Prominent signage acknowledging sponsorship
- Recognition and logo on PSNO website
- 2 complimentary meal tickets

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4th Annual PSNO Provincial PSW Conference**

CONFERENCE NAME BADGES AND LANYARDS (1)

Fee \$500 (or in-kind donation)

Details:

- 500 badges and lanyards required
- Sponsor receives exclusive identification on badges (and lanyards if donated)
- Recognition in the Conference Brochure
- Opportunity to choose the colour of the lanyards from options provided by PSNO
- Exclusive corporate logo opportunity on badges
- Corporate logo recognition with link to sponsors website on conference website

COMPANION SPONSOR

Fee \$300; or \$100 if an existing sponsor or exhibitor

This is a great way to get exposure for budget conscious organizations. Companion sponsors donate 500 units of a promotional item (i.e. pens, notepads, key chains, candy, etc) for the delegate bag. You will receive a thank you on the website and in the on-site program. Your item will be distributed to each and every attendee.

Details:

- 500 items to be stuffed into delegate bags
- Acknowledgement in *On-Site Program*
- *Acknowledgment on website*

PRODUCT AND SERVICES IN-KIND

If your company or organization is interested in donating either products or services, please let us know. We are specifically looking for prizes for draws, raffles and awards. If you would like to discuss these opportunities to get involved, please let us know.

SPONSORSHIP IDEA?

Would you like to sponsor something that's not listed or are looking for a benefit that hasn't been offered so far? Contact Joni Brunton at 416-256-3010 x. 247 or joni.brunton@ocsa.on.ca. We'd be happy to discuss your individual needs and negotiate a customized sponsorship package.

Other Sponsorship Opportunities

PROFESSIONAL DEVELOPMENT SCHOLARSHIP – LONG TERM CARE

The PSW **Professional Development Scholarship** was established by Staint Elizabeth Health Care and PSNO. A \$2000 scholarship is awarded to a Personal Support Worker in the province of Ontario who wishes to advance his/her education in the area of Health Care with a focus on Home and Community Care. Please consider sponsorship of this important award.

Fee: \$2000

Details

- Recognition in all Scholarship Marketing Material and promotion
- Recognition by emcee at awards announcement
- Recognition in all conference marketing materials
- Prominent signage acknowledging sponsorship
- 2 complimentary meal tickets

PSW OF THE YEAR

PSNO created the Personal Support Worker of the Year Award in 2008 which recognizes an outstanding PSW for service excellence and commitment to service. In addition to being recognized by their peers, the PSW of the year receives an honorarium. Why not consider sponsoring this year's award and have your company be part of the awards ceremony.

Fee: \$1000

- Recognition in all Award Marketing Material and promotion
- Recognition by emcee at awards announcement
- Recognition in all conference marketing materials
- Prominent signage acknowledging sponsorship
- 2 complimentary meal tickets

Tradeshow Participants and Sponsors will be recognized in pre-conference marketing as soon as registration and payment is received.

For more information, please contact Joni Brunton by email at joni.brunton@psno.ca or by phone at 416-256-3010 or 1-800-267-6272 x. 247.

SPONSORSHIP, ADVERTISING AND TRADESHOW REGISTRATION FORM

OCTOBER 18/2010, HILTON MARKHAM/TORONTO SUITES, MARKHAM, ON

CONTACT INFORMATION

Company _____

Main Contact _____

Address _____

City _____ Prov _____ Postal Code _____

Phone (____) _____ Fax (____) _____

Email: _____

TRADESHOW

PLEASE BOOK THE FOLLOWING TRADESHOW BOOTH:

PSNO Tradeshow Booth @ \$500 x _____ Booths \$ _____

PSNO Supporting Member Discount _____ Subtract \$50/booth \$ _____

Additional Trade Show Registration (max. 1) @ \$100 ___ Registration = \$ _____

A Tradeshow Total \$ _____

Tradeshow Registration Deadline is Friday August 20, 2010

Professional Development for Continuous Quality Improvement
4th Annual PSNO Provincial PSW Conference

TRADESHOW EXHIBITOR REGISTRATION

Step 1. Exhibitor Information – PLEASE PRINT

Company
Name*: _____

Staff 1
Name: _____

Title: _____

Phone () _____ Fax () _____

Email _____

Staff 2
Name: _____

Title: _____

Phone () _____ Fax () _____

Email _____

Staff 3 (additional fee of \$100 will apply)

Name: _____

Title: _____

Phone () _____ Fax () _____

Email _____

Please list any dietary restrictions:

**Please Note: We will list your company name on all signage as it appears here. Please make sure you register as you would like to be listed.*

Don't forget!! Your listing will be included in print and electronic promotional material. Make sure you send a 50-word profile, a high resolution copy of your logo and Website link to Joni Brunton at joni.brunton@psno.ca by Friday, August 20, 2010.

**Professional Development for Continuous Quality Improvement
4th Annual PSNO Provincial PSW Conference**

SPONSORSHIP OPPORTUNITIES

I would like to offer my sponsorship in the following category:

<input type="checkbox"/> Delegate Bags Sponsor @ \$1,500	\$ _____
<input type="checkbox"/> "Celebrating Caregiving" Booklet @ \$1,500	\$ _____
<input type="checkbox"/> Opening Keynote @ \$1,000	\$ _____
<input type="checkbox"/> Delegate Lunch @ \$1,000	\$ _____
<input type="checkbox"/> Afternoon Plenary @ \$1,000	\$ _____
<input type="checkbox"/> Networking Breakfast @ \$500	\$ _____
<input type="checkbox"/> Morning and Afternoon Breaks (2) @ \$500	\$ _____
<input type="checkbox"/> Conference Name Badges and Lanyards @ \$500	\$ _____
<input type="checkbox"/> *Companion Sponsor (not Exhibitor or Sponsor) @ \$300	\$ _____
<input type="checkbox"/> *Companion Sponsor (Exhibitor or Sponsor) @ \$100	\$ _____
<input type="checkbox"/> PSW Professional Development Scholarship	\$ _____
<input type="checkbox"/> PSW of the Year	\$ _____
B Sponsorship Total	\$ _____

* Companion Sponsors are also responsible for providing 500 items (as approved by PSNO) for the delegate bags.

Sponsorship Registration Deadline is Friday, August 20, 2010

CANCELLATION

Cancellation requests must be received in writing no later than August 20, 2010. A full refund minus \$150.00 administration fee will be issued. Cancellations received after August 20, 2010 are not refundable. Refunds are not issued for "no-shows".

Professional Development for Continuous Quality Improvement
4th Annual PSNO Provincial PSW Conference

FINAL PAYMENT

A Tradeshow Total* \$ _____
B Sponsorship Total + \$ _____
Total Payment Enclosed \$ _____

*If registering for the Tradeshow, please make sure you complete the Tradeshow Exhibitor Registration included in this package.

I am paying by (check one):

Cheque Visa MasterCard

Card Number _____

Exp. Date _____

Name On Card _____

Signature _____

I authorize the Ontario Community Support Association to charge
\$ _____ to my credit card as listed above.

Sponsorship/Tradeshow Exhibitor Booth reservation will not be considered final until full payment has been received.

Please make cheques payable to "PSNO"
Send full payment along with this completed form to:
Attn: Joni Brunton
PSNO/Conference 2009
970 Lawrence Avenue West, Suite 104
Toronto, ON M6A 3B6

Questions?

If you have questions, comments, or suggestions please contact:

Joni Brunton
Manager, Events and Projects
PSNO
970 Lawrence Avenue West, Suite 104
Toronto, ON M6A 3B6
416-256-3010 or 800-267-6272 x247
joni.brunton@psno.ca

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4th Annual PSNO Provincial PSW Conference**

HOTEL RESERVATIONS

To book your room at the Hilton Suites Toronto/Markham Conference Centre please call 1-905-470-8500. Be sure to mention that you are with the “PSNO Conference; October 18, 2010” to receive your special group rate of \$139.00* per night. The room rate is the same whether there is a single or double occupancy. If two people share a room, they can stay for \$69.50* per person per night!

**Please note prices are exclusive of taxes. Harmonized Sales Tax is 13% and the Destination Marketing Fee (DMF) is 3% for a total of 16% tax on all hotel bedrooms.*

Hilton Suites Toronto/Markham Conference Centre & Spa
8500 Warden Avenue, Markham, Ontario, Canada L6G 1A5
Tel: 1-905-470-8500 Fax: 1-905-477-8611

You may also make your reservation on-line by following the link at our conference website.

CONFERENCE REGISTRATION

Registration forms can be found at www.psno.ca or requested from PSNO.

Payment

Cheques must be made payable to “PSNO” and mailed to:

Attn: Joni Brunton

PSNO Conference 2009

970 Lawrence Avenue West, Suite 104,

Toronto, ON M6A 3B6.

Completed registration forms with credit card payment may be faxed to 416-256-3021.

CANCELATION & SUBSTITUTION

Cancellation requests must be received in writing no later than August 20, 2010. A full refund minus \$150.00 administration fee will be issued. Cancellations received after August 20, 2010 are not refundable. Refunds are not issued for “no-shows”.

For more information, contact:

Joni Brunton, Manager, Events and Projects

PSNO

416-256-3010 or 800-267-6272 x247

ioni.brunton@psno.ca