



NURSES SPECIALIZED IN
WOUND, OSTOMY AND CONTINENCE
CANADA

INFIRMIÈRES SPÉCIALISÉES EN
PLAIES, STOMIES ET CONTINENCE
CANADA

NSWOCC 44th National Conference Corporate Partnership Package

May 21-25, 2025 | 21 au 25 mai 2025

Hotel Bonaventure, Montréal, Québec

www.nswocconference.com | office@nswoc.ca

NSWOCC 44th National Conference Corporate Partnership Package

May 21-25, 2025 // Hotel Bonaventure, Montréal, Québec
www.nswocconference.com

Conference Overview

Attendees of our Conference, held from May 21-25, 2025, at the Hotel Bonaventure in Montréal, can look forward to an event that embraces the theme “IDEAs: Inclusivity, Diversity, Equity, Accessibility *shared*,” focusing on advancing specialized wound, ostomy, and continence care through a lens of inclusivity, diversity, equity & accessibility, ensuring that healthcare professionals are equipped to meet the diverse needs of all patients.

Bringing together a wide range of professionals—NSWOCs, Skin Wellness Associate Nurses (SWANs), physicians, RNs, NPs, LPN/RPNs, and allied healthcare workers—the conference offers an inclusive platform for collaboration, knowledge-sharing, and networking, and fostering cross-discipline learning to elevate patient care.

Education in French and English

To enhance accessibility at this year’s conference, we’re using Wordly, a live translation and transcription tool. Presentations in the plenary room will be captured via microphones, transcribed, and translated in real-time. Participants can view the transcription and translation on their devices in their preferred language, while we will also be able to display it on-screen alongside slides. This setup supports French and English speakers, those learning in other languages, and attendees with hearing impairments, creating a more inclusive experience.

Pre-Conference Workshops

Pre-conference workshops will cover topics such as continence care, wound product selection, lower leg assessment, and advanced wound debridement, available in both English and French. Attendees can also expect workshops on NPWT, types of compression, more. We also invite pre-conference attendees to join the Indigenous Blanket Ceremony, held at the beginning of our program this year.

“IDEAs”: Inclusivity, Diversity, Equity, Accessibility *shared*

Regular conference sessions promise rich discussions & expert presentations on crucial topics, including gender reassignment, 2SLGBTQIA+ terminology, and healthcare equity. Panels like “Addressing Healthcare Inequities in the Care of Black and Brown Skin”, sessions on topics like, “Skin Tears in People with Different Skin Tones” and sessions on Indigenous health -equity underscore the conference’s commitment to inclusivity and diversity. Clinical insights will be provided through topics ranging from vascular surgery and pediatric skin diseases to more specialized subjects like lipidema, malignant wounds, and diverticulitis.

Attendees will also benefit from presentations on legalities in wound care, harm reduction best practices, and expert recommendations on pressure injury policy across Canada. With interactive panels such as “Crucial Conversations” from the perspective of people living with an ostomy addressing accessibility, appliance management, and sexuality, participants will gain practical insights and strategies to address real-world experiences from the patients they support.

This year’s conference is set to be an enriching experience for all who attend, with dynamic programming designed to improve patient care and support a more equitable, diverse, inclusive and accessible healthcare system.

NSWOCC 44th National Conference Corporate Partnership Package

May 21-25, 2025 // Hotel Bonaventure, Montréal, Québec

www.nswocconference.com

Corporate Partnership Opportunities

By participating, you will have the opportunity to speak with key NSWOC Experts and aligned healthcare professionals with a wound, ostomy and continence interest from across Canada who can discuss how you can contribute to specialized care. We have frozen the prices for corporate partnership and exhibitor levels from last year.

Our Corporate Partnership Opportunities are structured to ensure fairness and organization in NSWOCC Conference sponsorships. Gain corporate recognition among pivotal product decision-makers through four distinct sponsorship tiers tailored to accommodate companies of all sizes:

- 1. Honoured Corporate Partner - \$17,000:** As an Honoured Corporate Partner, enjoy exclusive access to showcase your products at the “Posters, Products, and Punch” event during the evening on Thursday, May 22, 2025.
- 2. Corporate Partner - \$8,000:** Benefit from significant exposure as a Corporate Partner, enhancing your presence among industry professionals.
- 3. Corporate Supporter - \$4,500:** Make your mark as a Corporate Supporter, aligning your brand with the conference’s specialized care focus.
- 4. Conference Exhibitor - \$3,500:** Secure your spot as a Conference Exhibitor to display your products and services, with a reduced rate of \$3,000 available for NSWOCC Industry Associates or NSWOCC Industry Associate Plus Members.

Furthermore, explore the opportunity to sponsor Power Breakfasts, Power Lunches, or Poster Prizes for added visibility.

We’re also including the NIAC Industry and Science Day on Thursday, May 22, 2025 to bolster connections between industry and NSWOCC Members. This event will feature industry-sponsored sessions that present cutting-edge products and technologies through a scientific and evidence-based educational approach. With six 50-minute sessions in two concurrent slots (3 from 10:00am-10:50am and 3 from 1:40pm to 2:30pm), sponsoring and hosting a NIAC Industry and Science Day session comes at an investment of \$7,500, mirroring last year’s pricing.

Mark your calendar: Companies can secure their partnership level starting Thursday, October 3, 2024, at 5pm ET online at www.nswocconference.com/partners.

To explore additional sponsorship opportunities, kindly confirm your partnership level first. Your involvement is pivotal in advancing specialized care and fostering valuable industry connections. You can learn more about these opportunities on [page 10](#).

Join us at the NSWOCC 44th National Conference to embrace diversity, innovation, and specialized care!

Sincerely,

NSWOCC 44th National Conference Planning Committee

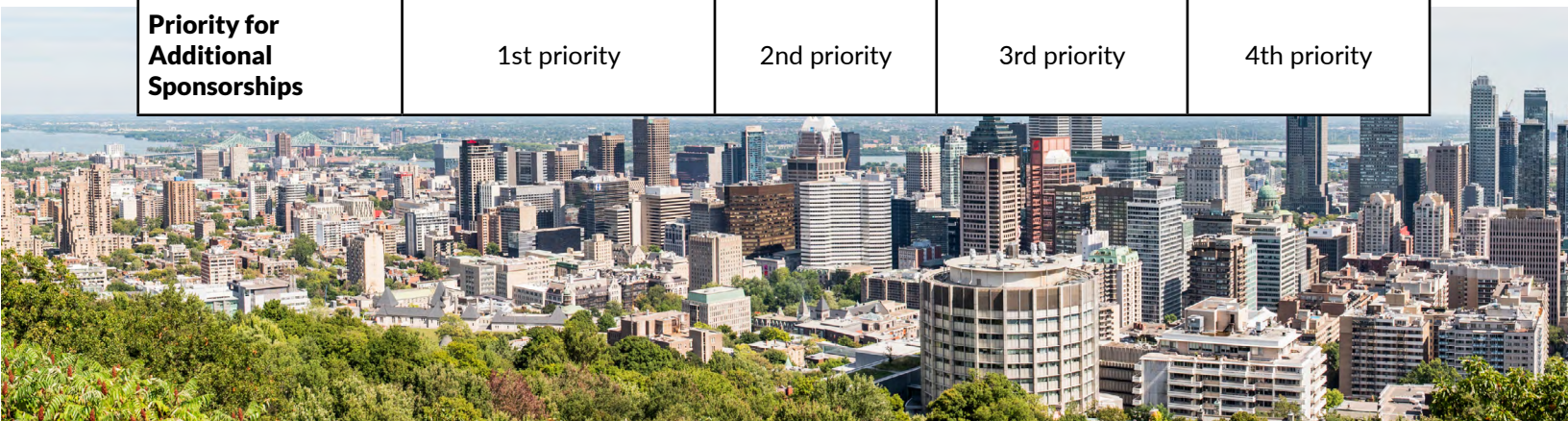
NSWOCC 44th National Conference Corporate Partnership Package

May 21-25, 2025 // Hotel Bonaventure, Montréal, Québec
www.nswocconference.com

Corporate Partnerships Table

Note: *A discounted rate of \$3,000 is available for NSWOCC Industry Associates or NSWOCC Industry Associate Plus Members for Conference Exhibitor level.

Corporate Partnership Level	Honoured Corporate Partner	Corporate Partner	Corporate Supporter	Conference Exhibitor
Cost	\$17,000	\$8,000	\$4,500	\$3,500*
Engagement Level	Highest Level	Great	Strong	Exhibition opportunity
Product Demonstration	Exclusive product showcase during "Posters, Products, and Punch" event	-	-	-
Recognition	Acknowledgement during key events, website footer, conference app, NSWOC Advance March, September issues	Conference app, NSWOC Advance March, September issues	Conference app, NSWOC Advance March, September issues	Conference app, NSWOC Advance March, September issues
Advertisement	1 full page color ad in Conference Syllabus	-	-	-
Exhibit Presence	Double booth, 1st choice premium space	Double booth, 2nd choice premium space	Single booth, 3rd choice space	Single booth, 4th choice space
Complimentary Registrations	6	5	4	2
Access to Conference Sessions	Yes	Yes	Yes	Yes
Lead Retrieval	Access to registrant info, Digital Lead Retrieval included	Access to registrant info, Digital Lead Retrieval included	Access to registrant info, option to purchase Digital Lead Retrieval	Access to registrant info, option to purchase Digital Lead Retrieval
Priority for Additional Sponsorships	1st priority	2nd priority	3rd priority	4th priority



NSWOCC 44th National Conference Corporate Partnership Package

May 21-25, 2025 // Hotel Bonaventure, Montréal, Québec
www.nswocconference.com

Honoured Corporate Partner: \$17,000

The Honoured Corporate Partner program is the highest level of corporate support which provides the most sophisticated corporate involvement and promotion.

Product Demonstration

Honoured Corporate Partners will have the exclusive opportunity to demonstrate their products during the inaugural “Posters, Products, and Punch” event in the exhibit hall on the evening of Thursday, May 22, 2025.

Company & Sponsorship Recognition

- Recognition as an Honoured Corporate Partner at key conference events including the Opening Ceremonies, Grand Opening of the Exhibit Hall, “Posters, Products, and Punch” event, NSWOCC Banquet and Graduation Ceremony, and Networking Event
- Recognition as an Honoured Corporate Partner at the registration site welcome sign
- Recognition as an Honoured Corporate Partner on the conference website
- Recognition as an Honoured Corporate Partner in the conference edition of the NSWOCC official publication the “NSWOC Advance” in the centre spread of the March 2025 issue (deadline January 25), and recognition again in the September 2025 issue

Advertisement

- 1 full page colour advertisement in the Conference Syllabus

Conference Exhibiting

- Double booth (two 8x10' spaces)
- 1st choice of premium booth space
- Listing on Conference App’s Virtual Exhibit Hall

Conference Registration

- 6 complimentary registrations
- Includes access to all education sessions, on site meals, “Posters, Products, and Punch” event, networking event and banquet
- Additional Registrations may be purchased online for \$475.00 (\$50 discount)

Lead Retrieval

- Access lead retrieval list for conference registrants that give permission to have their information shared before and after conference.
- Digital Lead Retrieval using Conference App and Attendee Badges included

Priority

1st Priority for Additional Sponsorship Opportunities



Corporate Partner: \$8,000

The Corporate Partner program is the second highest level of corporate support which provides great corporate involvement and promotion.

Company & Sponsorship Recognition

- Recognition as a Corporate Partner at key conference events including the Opening Ceremonies, Grand Opening of the Exhibit Hall, NSWOC Banquet and Graduation Ceremony, and Networking Event
- Recognition as a Corporate Partner at the registration site welcome sign
- Recognition as a Corporate Partner on the conference website
- Recognition as an Corporate Partner in the conference edition of the NSWOC official publication the “NSWOC Advance” in the centre spread of the March 2025 issue (deadline January 25), and recognition again in the September 2025 issue

Conference Exhibiting

- Double booth (two 8x10' spaces)
- 2nd choice of premium booth space
- Listing on Conference App's Virtual Exhibit Hall

Conference Registration

- 5 complimentary registrations
- Includes access to all education sessions, on site meals, the networking event and banquet
- Additional Registrations may be purchased online for \$475.00 (\$50 discount)

Lead Retrieval

- Access lead retrieval list for conference registrants that give permission to have their information shared before and after conference.
- Digital Lead Retrieval using Conference App and Attendee Badges included

Priority

- 2nd Priority for Additional Sponsorship Opportunities



Corporate Supporter: \$4,500

The Corporate Supporter program is the third highest level of corporate support.

Company & Sponsorship Recognition

- Recognition as a Corporate Supporter at key conference events including the Opening Ceremonies, Grand Opening of the Exhibit Hall, NSWOC Banquet and Graduation Ceremony, and Networking Event
- Recognition as a Corporate Supporter at the registration site welcome sign
- Recognition as a Corporate Supporter on the conference website
- Recognition as a Corporate Supporter in the conference edition of the NSWOC official publication the "NSWOC Advance" in the centre spread of the March 2025 issue (deadline January 25), and recognition again in the September 2025 issue

Conference Exhibiting

- Single booth (one 8x10' space)
- 3rd choice of booth space
- Listing on Conference App's Virtual Exhibit Hall

Conference Registration

- 4 complimentary registrations
- Includes access to all education sessions, on site meals, the networking event and banquet
- Additional Registrations may be purchased online for \$525

Lead Retrieval

- Access lead retrieval list for conference registrants that give permission to have their information shared before and after conference.
- OPTIONAL: Purchase Digital Lead Retrieval using Conference App and Attendee Badges for \$250

Priority

3rd Priority for Additional Sponsorship Opportunities



Conference Exhibitor: \$3,500*

An Exhibitor takes advantage of an opportunity to exhibit at the National Conference.

*Please note that a discounted, \$3,000 rate for the Conference Exhibitor type will be available to NSWOC Industry Associates or NSWOC Industry Associate Plus Members.

Company & Sponsorship Recognition

- Recognition as an Exhibitor on the conference website
- Recognition as an Exhibitor in the conference edition of the NSWOC official publication the “NSWOC Advance” in the centre spread of the March 2025 issue (deadline January 25), and recognition again in the September 2025 issue

Conference Exhibiting

- Single booth (one 8x10' space)
- 4th choice of booth space
- Listing on Conference App's Virtual Exhibit Hall

Conference Registration

- 2 complimentary registrations
- Includes access to all education sessions, on site meals, the networking event and banquet
- Additional Registrations may be purchased online for \$525

Lead Retrieval

- Access lead retrieval list for conference registrants that give permission to have their information shared before and after conference.
- OPTIONAL: Purchase Digital Lead Retrieval using Conference App and Attendee Badges for \$250

Priority

- 4th Priority for Additional Sponsorship Opportunities



Additional Sponsorship Opportunities

Unlock the potential for enhanced visibility and engagement by securing an additional sponsorship opportunity at the 44th National Conference.

Booking and Request Process

Confirm Your Partnership: Begin by securing your spot at one of the four partnership levels: Honoured Corporate Partner, Corporate Partner, Corporate Supporter, or Exhibitor. Use the booking form on our official website, www.nswocconference.com, to finalize your partnership level.

Select Additional Opportunities: After selecting your partnership level, you can request to book up to two (2) of the additional sponsorship opportunities listed below.

Booking Period: The booking form for these sponsored opportunities will open on Thursday, October 3, 2024, at 5pm ET.

Priority Allocation: Following one week, on October 10 2024, at 5pm ET, NSWOC will allocate sponsorship opportunities based on the priority of the partnership level. Priority will be given to higher partnership levels in case of overlapping requests.

Ongoing Requests: The request for booking form will remain open until all sponsorship opportunities are filled. Similar to the initial allocation, new sponsorship requests will be processed weekly on Thursdays at 5pm ET.

Fair Selection Process: If two companies at the same partnership level vie for the same additional sponsorship opportunity, the NSWOC President will employ a randomizer to impartially select the successful company.



NSWOCC 44th National Conference Corporate Partnership Package

May 21-25, 2025 // Hotel Bonaventure, Montréal, Québec
www.nswocconference.com

Three (3) Power Breakfasts (\$16,000 each)

Help us kickstart the day with an engaging and insightful educational session curated by you. Tailored to wound, ostomy, and/or continence care, this 1-hour session allows you to select the topic and speakers, providing a valuable platform to showcase your expertise and contribute to specialized learning. All topics and speakers require approval by the NSWOCC National Conference Planning Committee, ensuring alignment with the conference's educational goals.

1. Thursday, May 22, 2025, 7:30am-8:30am
1. Friday, May 23, 2025, 8:00am - 9:00am
2. Saturday, May 24, 2025, 8:00am - 9:00am

Sponsorship Benefits:

Educational Impact

Your sponsorship directly contributes to enriching the educational experience for attendees. By hosting an insightful session, you empower participants with valuable insights and advancements in wound, ostomy, and continence care.

Fueling Connections

Your support ensures that all conference registrants can enjoy a nourishing breakfast and coffee, fostering a conducive environment for networking and idea exchange.

Prominent Recognition

Your brand will shine in the official conference program, conference app, and the March 2025 issue of the renowned NSWOC Advance publication, reaching a wide and engaged audience.

Three (3) Power Lunches (\$20,000 each)

Take center stage by hosting an engaging educational session during lunchtime. Your chosen topic and speakers will create an insightful and memorable experience for attendees. Tailored to wound, ostomy, and/or continence care, this 1-hour session allows you to select the topic and speakers, providing a valuable platform to showcase your expertise and contribute to specialized learning. All topics and speakers require approval by the NSWOCC National Conference Planning Committee, ensuring alignment with the conference's educational goals.

1. Thursday, May 22, 2025, 12:30pm - 1:30pm
2. Friday, May 23, 2025, 12:00pm - 1:00pm
3. Saturday, May 24, 2025, 12:00pm - 1:00pm

Sponsorship Benefits:

Educational Impact

Your sponsorship directly contributes to enriching the educational experience for attendees. By hosting an insightful session, you empower participants with valuable insights and advancements in wound, ostomy, and continence care.

Fueling Connections

Your support ensures that all conference registrants can enjoy a nourishing lunch and coffee, fostering a conducive environment for networking and idea exchange.

Prominent Recognition

Your brand will shine in the official conference program, conference app, and the March 2025 issue of the renowned NSWOC Advance publication, reaching a wide and engaged audience.

NSWOCC 44th National Conference Corporate Partnership Package

May 21-25, 2025 // Hotel Bonaventure, Montréal, Québec
www.nswocconference.com

Six (6) Concurrent NIAC Industry & Science Day Sessions (\$7,500 each)

1. Thurs., May 22, 2025 10:00am-10:50am (3)
2. Thurs., May 22, 2025 1:40pm-2:30pm (3)

Enhancing Specialized Care through Knowledge and Innovation

Caring for individuals facing wound, ostomy, and continence challenges is intricate. To address this, NSWOCs & SWANs need up-to-date research and innovative products, where industry partners play a key role. Scientific progress is now a potent catalyst for advancements in specialized care, leading to better outcomes, efficient resource use, and cost savings.

The Industry and Science Day sessions are designed to bridge the gap between science and industry, providing a platform for attendees to delve deeper into the intersection of these two critical aspects. These sessions offer valuable insights into how product performance can directly influence patient care delivery. Attendees will gain a comprehensive understanding of the synergy between scientific evidence and product innovation in the context of wound, ostomy, and continence care.

Presentation Format: Each session is structured as a 50-minute engagement, including dedicated time for questions and answers.

Scientific Evidence: Presentations are required to be firmly grounded in scientific evidence, ensuring the validity and reliability of product claims. The integration of at least two case studies further reinforces the practical application of the presented knowledge.

Deadline to book: Deadline for booking is December 10, 2024.

One (1) Poster Session Sponsor (\$2,000)

Sponsorship for poster sessions, including poster board costs and prizes.

Highlights of Sponsorship:

Supporting Excellence

Your sponsorship directly contributes to the success of our poster sessions by covering the expenses associated with poster boards and the three coveted cash prizes for the poster winners. Your support underscores the value we place on promoting scholarly engagement and recognizing outstanding contributions.

Prominent Recognition

Your company will receive well-deserved recognition as a sponsor in both the conference syllabus and on our official website. This acknowledgment not only showcases your commitment to advancing specialized care but also aligns your brand with excellence in the field.

Conference Presence

Your company representative will have the honor of presenting the poster prizes during the conference, solidifying your active participation and engagement within the event.

Visibility

Your support will be celebrated beyond the conference, as your sponsorship will be featured in the March and September 2025 issues of the prestigious NSWOC Advance publication. This exposure amplifies your association with cutting-edge developments in wound, ostomy, and continence care.

Signature Event

Your company will also be recognized during the "Posters, Products, and Punch" event on the evening of May 22, 2024.

NSWOCC 44th National Conference Corporate Partnership Package

May 21-25, 2025 // Hotel Bonaventure, Montréal, Québec
www.nswocconference.com

2024 National Conference (Calgary, AB) Attendance Report

Overall Attendance

The NSWOCC 43rd National Conference saw a total of 527 attendees across all ticket types. The majority of attendees were NSWOCC Members, comprising 43.1% of the total attendance. Exhibitors made up the second largest group with 31.3%, followed by non-members at 21.6%, and guests at 4%.

We are proud to share that this represents the second largest National Conference in NSWOCC's history, following close behind our 42nd National Conference in Ottawa, Ontario in May 2023, where we had 562 total attendees (264 NSWOCC Members).

National Conference Attendance

Excluding guests (plus-ones), the National Conference had a total of 506 attendees. The distribution across ticket types remained consistent with the overall attendance, with NSWOCC Members comprising the largest portion, followed by exhibitors and non-members.

Healthcare Professional and Patient Attendance

The conference attracted 341 attendees who were either NSWOCC Members or non-member healthcare professionals/patients. This segment comprised 64.7% of the total attendance, indicating a strong representation of healthcare professionals and patients at the event.

Ticket Type	Count
NSWOCC Member	227
Exhibitor	165
Non-Member	114
Guest	21
Grand Total	527

Ticket Type	Count
NSWOCC Member	227
Exhibitor	165
Non-Member	114
Grand Total	506

Ticket Type	Count
NSWOCC Member	227
Non-Member	114
Grand Total	341

Province/Territory	NSWOCC Member	Non-Member	Total	%
Alberta	52	60	112	32.8%
British Columbia	36	2	38	11.1%
Manitoba	2	1	3	0.9%
New Brunswick	6		6	1.8%
Northwest Territories	3		3	0.9%
Nova Scotia	6	2	8	2.3%
Nunavut	2	2	4	1.2%
Ontario	51	19	70	20.5%
Prince Edward Island	4		4	1.2%
Québec	17	5	22	6.5%
Saskatchewan	13		13	3.8%
Yukon		1	1	0.3%
Not Provided	35	15	50	14.7%
International		7	7	2.1%
Total	227	114	341	100%

Provincial/Territorial Distribution of Healthcare Professionals and Patients

The distribution of healthcare professionals and patients varied across provinces and territories. Alberta had the highest representation, with 32.8% of the total, followed by Ontario at 20.5% and British Columbia at 11.1%. International attendees accounted for 2.1% of the total healthcare professional and patient attendance.



NSWOCC 44th National Conference

May 21-25, 2025 | 21 au 25 mai 2025

Hotel Bonaventure, Montréal, Québec

www.nswocconference.com | office@nswoc.ca