SPONSORSHIP PROSPECTUS



JANUARY 22 - 23, 2027 • ROGERS CENTRE • OTTAWA, CANADA

OTTAWA MODEL
FOR SMOKING CESSATION
POWERED BY THE UNIVERSITY OF OTTAWA HEART INSTITUTE

OTTAWAMODEL.CA

Dear Colleague,

The University of Ottawa Heart Institute is pleased to announce the **19th Annual Ottawa Conference: State of the Art Clinical Approaches to Smoking Cessation** to be held on January 22 and 23, 2027 at the Roger's Centre located in downtown Ottawa.

WE ARE CELEBRATING 19 YEARS – NO BETTER WAY TO RECOGNIZE NATIONAL NON-SMOKING WEEK 2027!

For the past 19 years, the Ottawa Conference has become the national reference point for health professionals seeking up-to-date knowledge of clinical tobacco treatment strategies. Since 2009, over 5000 healthcare professionals have attended this conference, and participant numbers have steadily increased each year. Preparations for the 2027 conference are underway. We are assembling national and international experts who will share the latest concepts in clinical tobacco treatment, program development, and smoking cessation research.

We invite you to become an important part of our event by participating as a sponsor. This is a distinct opportunity to interact with Canadian and international health professionals – many of whom are clinical leaders and highly engaged practitioners in the field of smoking and vaping cessation.

A variety of sponsorship levels have been developed for this event, and we are seeking support from government, corporate, community, and other healthcare agencies. On behalf of the Ottawa Conference Program Committee, we thank you for your consideration of our invitation to participate in the 19th Annual Ottawa Conference as a sponsor. To learn more about the Ottawa Model for Smoking Cessation and the Ottawa Conference, please visit our website at ottawamodel.com. **We look forward to personally welcoming you in January 2027!**

Sincerely,

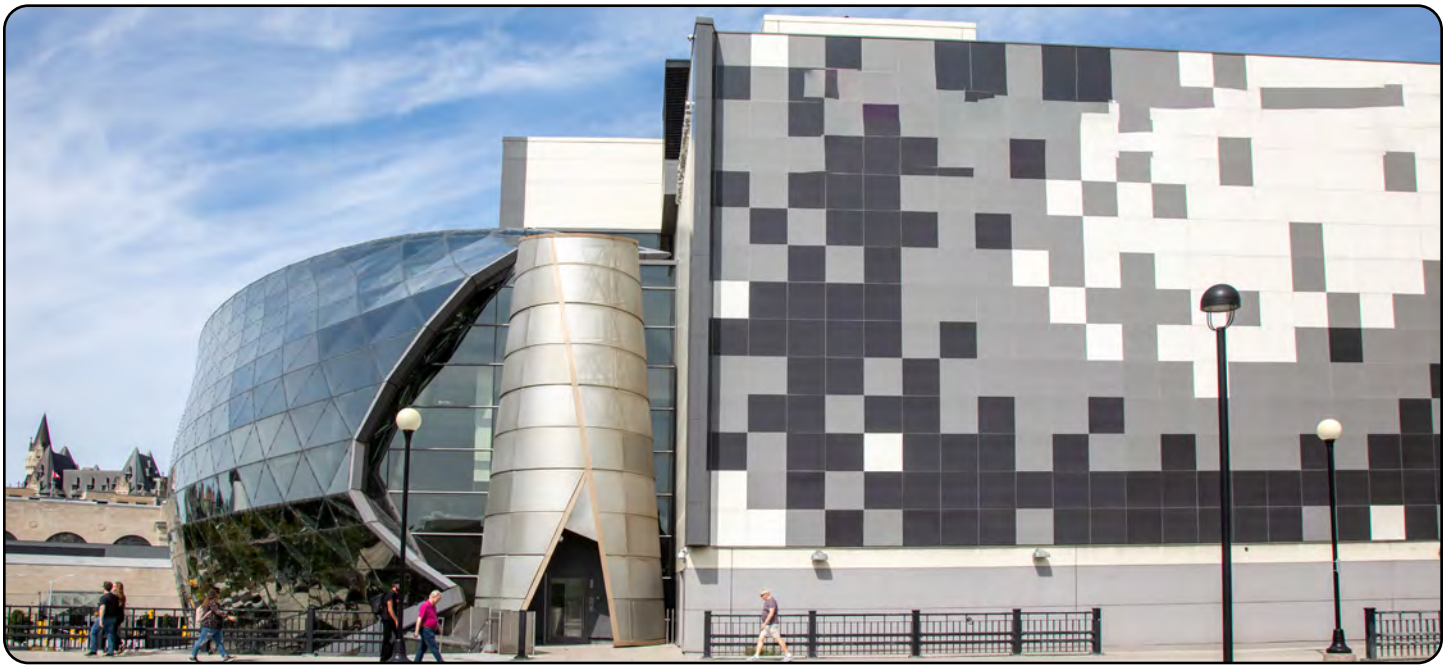
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HASSAN MIR, MD, FRCPC
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ABOUT THE CONFERENCE

EVENT OVERVIEW

- **Conference Name:** The Ottawa Conference: State of the Art Clinical Approaches to Smoking Cessation
- **Date:** January 22 and 23, 2027
- **Location:** Roger's Centre, Ottawa
- **Expected Attendance:** 250
- **Audience Profile:**
  - Medical professionals (doctors, surgeons, nurses)
  - Allied Health Professionals (Occupational therapists, respiratory therapists, pharmacists)
  - Policy makers (government representatives)
  - Geographic reach:
    - Local/Provincial: 60%
    - National: 35%
    - International: 5%
- **Format:**
  - Keynotes
  - Panels
  - Breakout sessions
  - Networking
  - Expo Hall
  - Awards





MISSION

For nearly two decades, the Annual Ottawa Conference: State of the Art Clinical Approaches to Smoking Cessation has been Canada's leading forum for clinical tobacco treatment and smoking cessation, equipping healthcare professionals with evidence-based strategies to improve patient outcomes. Since 2009, more than 5,000 clinicians, researchers, policymakers, and healthcare leaders have participated, building a strong network dedicated to reducing tobacco and nicotine addiction.

The 2027 conference will bring together leading experts to address emerging issues in tobacco control and cessation, including youth vaping, nicotine pouches, concurrent substance use, cardiovascular health, and digital influences on nicotine use. Sponsorship supports knowledge exchange, collaboration, and innovation in public health while connecting organizations with influential healthcare professionals across Canada and beyond.

WHY SPONSOR

Sponsoring ***The Ottawa Conference: State of the Art Clinical Approaches to Smoking Cessation*** provides opportunities to:

- **Build brand awareness** with a targeted audience
- Generate **qualified leads**
- **Showcase products** and services
- Strengthen **industry relationships**
- Demonstrate **thought leadership**
- **Align with innovation** and community growth

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR • $50,000 • EXCLUSIVE (1 AVAILABLE)



Benefits

- Premier logo placement on all materials
- Verbal recognition during daily welcoming address
- Opportunity to host a sponsored networking event (e.g. breakfast symposium)
- Largest exhibitor booth
- 5 conference passes
- Dedicated social media marketing
- Full-page ad in program guide
- Press release inclusion

GOLD SPONSOR ($30,000)

Benefits

- Prominent branding placement
- Verbal recognition during daily welcoming address
- Premium exhibitor booth location (standard size)
- 3 conference passes
- Half-page program ad
- Website and email recognition
- Social media mentions

SILVER SPONSOR ($20,000)

Benefits

- Logo placement on conference signage
- Standard exhibitor booth
- 2 conference passes
- Website recognition
- Social media acknowledgment



BRONZE SPONSOR ($10,000)

Benefits

- Logo on website and select materials
- 1 conference pass
- Social media acknowledgment



À LA CARTE SPONSORSHIPS

Sponsorship Opportunity	Price (CAD)	Description
Poster Networking Reception Sponsor	$12,000	Sponsor conference Poster Networking Reception, including prominent signage, opportunity to give welcome remarks, branding throughout the event space, and recognition during poster awards.
Sponsor Roundtable Lunch	$8,500	Sponsor the roundtable lunch discussions with mentors on topics aligned with conference themes.
Livestream Sponsor	$8,000	Brand the conference livestream platform and support virtual participation and accessibility.
Conference Wi-Fi Sponsor	$7,500	Sponsor the conference Wi-Fi network with branded login credentials.
Early Career Travel Grant Sponsor	$7,500	Help subsidize attendance for students, trainees, and early career professionals.
Coffee Break Sponsor	$5,000	Sponsor the conference coffee breaks with signage and recognition in the program and app.
Social Media Sponsor	$3,000	Receive recognition across conference social media channels and sponsored event coverage.
Program Advertisement – Full Page	$2,000	Full-page advertisement in the official conference program.
Program Advertisement – Half Page	$1,000	Half-page advertisement in the official conference program.

EXHIBITOR OPPORTUNITIES

PREMIUM BOOTH ($5,000)

Benefits

- Priority exhibit location
- 2 exhibitor passes
- Organization listing on website and program

STANDARD SPONSOR ($2,500)

Benefits

- Standard exhibitor space with table and chairs
- 1 exhibitor pass
- Organization listing on website and program





MARKETING & VISIBILITY

Sponsors receive exposure through:

- Event website
- Email marketing campaigns
- Social media promotion
- Event signage
- Mobile program
- Printed materials
- Press and media outreach



