

EIGHTEENTH ANNUAL OTTAWA CONFERENCE

**STATE OF THE ART CLINICAL APPROACHES
TO SMOKING CESSATION**

JANUARY 23 - 24, 2026 • ROGERS CENTRE • OTTAWA, CANADA

SPONSORSHIP PROSPECTUS



**OTTAWA MODEL
FOR SMOKING CESSATION**

POWERED BY THE UNIVERSITY OF OTTAWA HEART INSTITUTE

Dear Colleague,

The University of Ottawa Heart Institute is pleased to announce the **18th Annual Ottawa Conference “State of the Art Clinical Approaches to Smoking Cessation”** to be held on January 23 and 24, 2026 at the Rogers Centre located in downtown Ottawa.

**WE ARE CELEBRATING 18 YEARS – NO BETTER WAY TO
RECOGNIZE NATIONAL NON-SMOKING WEEK 2026!**

For the past 18 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 2026 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. Presentation topics will include: addressing nicotine pouches from a policy perspective; climate change, smoking cessation, and cardiovascular health; smoking cessation and concurrent alcohol/substance use; social media, youth vaping uptake, and vaping cessation; and many more!

We invite you to become an important part of our event by participating as an Ottawa conference 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 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 18th 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.ca. We look forward to personally welcoming you in January 2026!

Sincerely,



KERRI-ANNE MULLEN, BSC, MSC, PHD

Ottawa Conference Program Committee Chair
University of Ottawa Heart Institute
Division of Cardiac Prevention and Rehabilitation
40 Ruskin Street, Ottawa, ON K1Y 4W7



HASSAN MIR, MD, FRCPC

Cardiologist and Assistant Professor of Medicine
University of Ottawa Heart Institute
Division of Cardiac Prevention and Rehabilitation
40 Ruskin Street, Ottawa, ON K1Y 4W7

PLATINUM | \$50,000

- Recognition as the Platinum Sponsor on all promotional materials:
 - Verbal acknowledgement of sponsorship level at the daily welcoming address
 - Logo featured in the conference agenda and on the OMSC website
 - Corporate logo included on the conference delegate notebook
 - One promotional insert (to showcase your organization or service) in the delegate notebook
 - Acknowledgement of sponsorship level on all print materials
 - Logo included in the conference promotional video and in two social media posts
- 10 x 20-foot exhibit space in premium location
- Three exhibitor badges
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the reception and poster session
- Tickets to the reception and poster session
- Host of a conference networking event

GOLD | \$30,000

- Recognition as the Gold Sponsor on various promotional materials:
 - Verbal acknowledgement of sponsorship level at the daily welcoming address
 - Logo featured in the conference agenda and on the OMSC website
 - Corporate logo included on the conference delegate notebook
 - Acknowledgement of sponsorship level on all print materials
- One exhibit table with tabletop display
- Two exhibitor badges
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the reception and poster session provided for registered representatives
- Tickets to the reception and poster session

SILVER | \$20,000

- Recognition as the Silver Sponsor on various promotional materials:
 - Verbal acknowledgement of sponsorship at the daily welcoming address
 - Logo featured in the conference agenda and on the OMSC website
 - Acknowledgement of sponsorship level on all print materials
- One exhibit table with tabletop display
- Two exhibitor badges
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the reception and poster session

BRONZE | \$10,000

- Logo featured in the conference agenda and on the OMSC website
- One exhibit with tabletop display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the reception and poster session

SUPPORTER | \$5,000

- Acknowledgement of sponsorship on the OMSC website
- One exhibit with tabletop display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks, and hors d'oeuvres during the reception and poster session

EXHIBITOR | \$2,500

- One exhibit with tabletop display
- One exhibitor badge
- Daily continental breakfast, lunch, two coffee breaks and hors d'oeuvres during the reception and poster session

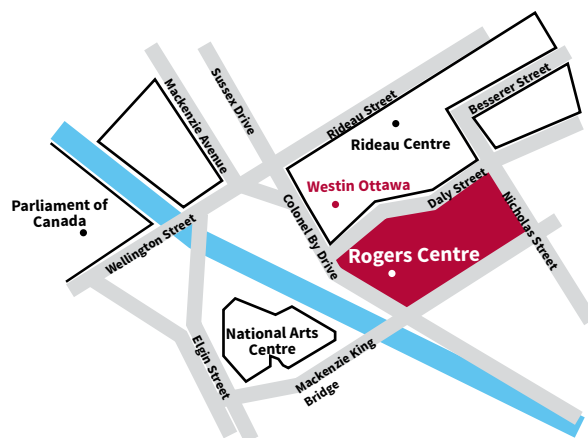


CONFERENCE LOCATION

ROGERS CENTRE

55 Colonel By Drive
Ottawa, ON K1N 9J2

Located in the heart of the city, the Rogers Centre is just steps away from the city's most popular attractions. Lose yourself in the energy of the bustling Byward Market; indulge in world class shopping in the attached Rideau Centre; or explore the natural beauty of the Rideau Canal.



HOTEL ACCOMMODATIONS

A limited block of guest rooms have been reserved for conference delegates at the following hotel:



WESTIN OTTAWA HOTEL
11 Colonel By Drive
Ottawa, ON K1N 9H4
1-800-WESTIN-1
Room rate: \$260/night

In order to receive the negotiated group rate, please reference "18th Annual Smoking Cessation Conference" and book your reservation before December 22nd, 2026. Please note that all room rates are subject to 13% Harmonized Sales Tax (HST) and 4% Municipal Accommodation Tax (MAT).

EXHIBIT SETUP

EXHIBIT SET UP TIME

Thursday, January 22, 2026
3:00 p.m. to 5:00 p.m.

EXHIBIT HALL SHOW HOURS

Friday, January 23, 2026
7:30 a.m. to 3:00 p.m.
Saturday, January 24, 2026
7:30 a.m. to 2:45 p.m.

EXHIBIT SPACE

Each exhibit area will be equipped with one 6-foot table and two chairs. Platinum Level Sponsors are provided with larger exhibitor space as per the package features. Please note: Electricity, extra tables and chairs, etc. must be ordered separately from the Rogers Centre. These items are not included in your exhibit space cost.

SHIPPING INFORMATION

Please send all exhibitor materials to:

ROGERS CENTRE
55 Colonel By Drive
Ottawa, ON K1N 9J2



**FOR MORE INFORMATION OR TO CONFIRM
YOUR COMMITMENT OF SUPPORT, PLEASE
CONTACT THE CONFERENCE COORDINATOR:**

OTTAWACONFERENCE@OTTAWAHEART.CA

*In order to be included in our printed program, confirmation must be received by December 1st, 2026. Exhibit tables are assigned on a first-confirmed, first-served basis. Exhibitor space will be allocated on-site.