



quality worklife
quality healthcare
collaborative
www.qwqhc.ca

The Quality Worklife Quality Healthcare Collaborative's 4th Annual Summit

***Healthy Workplaces in Action:
Working Together to Deliver Quality Care***

Sponsorship Opportunities

*February 25-26, 2010
Crowne Plaza Hotel, Ottawa, Ontario*



Become a sponsor of the Quality Worklife-Quality Healthcare Collaborative's 4th Annual Summit.

The Summit is the premier "meeting place" for individuals committed to better patient/client, organizational and health systems outcomes by improving the health and quality of worklife across healthcare workplaces in Canada.

Our annual event, which continues to grow, is expected to draw 200-250 delegates from a cross-section of professional and leadership roles in healthcare. Summit attendees come from a variety of organizations, including: hospitals, long-term care facilities, home care agencies, community care, health systems/authorities, professional/national/provincial associations, and government.

This year's Summit will provide participants with the opportunity to learn, share and build their knowledge base and experience through thought-provoking plenary presentations, an informative provincial panel session, interactive concurrent sessions, an innovations showcase and post-Summit workshops.

The 2010 QWQHC Summit is an excellent opportunity to:

- Increase your understanding of the importance of healthy workplace environments;
- Learn from and be inspired by individuals and organizations taking action;
- Strengthen networks and connect with colleagues to share experiences, practical strategies, and resources.

Confirmed keynote speakers include:

- Maura Davies, *President & Chief Executive Officer, Saskatoon Health Region*
- Rob Devitt, *President & Chief Executive Officer, Toronto East General Hospital*
- Heather Laschinger, *Distinguished University Professor, Arthur Labatt Family Nursing Research Chair in Health Human Resource Optimization, University of Western Ontario*

To ensure a diverse cross-section of participants, the Summit offers reasonable registration rates for participants. This is possible through sponsorship by organizations such as your own. As a sponsor of the Summit, you will have ample opportunity to interact with participants, gaining insight into emerging issues and trends in the field, and learning about the latest innovations. Additionally, your essential support will be recognized throughout the event.

The following page outlines additional tangible benefits to sponsorship.

For more information about the QWQHC, please visit www.qwqhc.ca. For further Summit information and registration details, please visit www.eplyevents.com/qwqhc2010.

If you are interested in discussing sponsorship opportunities at this event, please contact Sally Cleford at Face 2 Face Events Management:

Sally Cleford, President/Event Manager
Face 2 Face Events Management
39 Aintree Place, Ottawa, ON K2M 2G5
Local Tel: 613-288-9239, ext. 101
Toll Free: 866-306-5714
Fax: 613-599-7805
Email: sally@f2fe.com
www.qwqhc.ca



2010 Sponsorship Benefits

A range of benefits are available to our sponsors. There are two ways to sponsor this event:

- General sponsorship at the Gold, Silver, or Bronze levels --
- Selection of specific component(s)/item(s) --

The tailoring of packages to suit your organizations needs is also possible.

Platinum Level \$15,000

- One (1) exhibit space
- Premier recognition on the event web site (logo), with a hyper-link to your website
- Premier recognition on the sponsor banner at the event – (logo)
- Premier recognition in PowerPoint presentation at all plenaries – (logo)
- Premier recognition in the final program – (logo)
- Complimentary advertisement in the final program (Full Page)
- Opportunity to introduce a plenary session
- Promotional insert included in delegate kits (subject to approval by the Secretariat)
- Three (3) complimentary registration(s) to the event – value \$425 each
- Acknowledgement by the QWQHC Chair at the opening and closing of the event
- One (1) promotional item to be distributed on-site (subject to approval by the Secretariat)

Gold Level \$10,000

- One (1) exhibit space
- Prominent recognition on the event web site – (logo)
- Prominent recognition on the sponsor banner at the event – (logo)
- Prominent recognition in PowerPoint presentation for all plenaries – (logo)
- Prominent recognition in the final program – (logo)
- Complimentary advertisement in the final program (Half Page)
- Opportunity to introduce a plenary session
- Promotional insert included in delegate kits (subject to approval by the Secretariat)
- Two (2) complimentary registration(s) to the event – value \$425 each

Silver Level \$5,000

- One (1) exhibit space
- Recognition on the event web site – (logo)
- Recognition on the sponsor banner at the event – (logo)
- Recognition projected in PowerPoint presentation for all plenaries– (logo)
- Recognition in the list of sponsors in the final program – (logo)
- Promotional insert included in delegate kits (subject to approval by the Secretariat)
- One (1) complimentary registration to the event – value \$425

Bronze Level \$2,500

- Recognition on the event web site – (logo)
- Recognition on the sponsor banner at the event – (logo)
- Recognition projected in PowerPoint presentation for all plenaries– (logo)
- Recognition in the list of sponsors in the final program – (logo)
- Promotional insert included in delegate kits (subject to approval by the Secretariat)

Directed Sponsorship Benefits

Choosing a directed sponsorship provides a unique opportunity to raise the profile of your organization at the 2010 Summit. We would be delighted to tailor a benefits package for your organization.

Benefits of Directed Sponsorship include:

- Recognition highlighting the sponsored event/item on signage and in communication materials (final program, web site and signage)
- Recognition in the final program – (logo)
- Opportunity to introduce sponsored session(s) (as applicable)

Options include:

- Networking Breakfast(s)
- Wellness Activity
- Luncheon
- Showcase Reception
- Showcase/Networking Break(s)
- Delegate Bags
- Re-usable Water Bottles/Water Stations
- Concurrent Session(s)



Sponsorship Terms and Conditions

These terms and conditions are an essential part of the Sponsorship Agreement. Please retain this page for your records and appropriate follow up.

1. **MANAGEMENT** – The Quality Worklife-Quality Healthcare Collaborative's 4th Annual Summit (The Secretariat) reserves the right to render all interpretations and to establish further or to amend regulations as it may be deemed necessary for the proper conduct and general success of the event.

2. **SALES** – All sales are final. Refunds will not be issued.

3. **DEADLINES** – Sponsors must provide information and deliverables to The Secretariat by deadlines in order to receive specified benefits. If information and other materials do not arrive by the deadline, sponsors waive their rights to those benefits. The Secretariat is under no obligation to issue reminders.

4. **CONTACT PERSON** – Companies are urged to assign one person to communicate with The Secretariat on all matters pertaining to their participation as sponsors. The Secretariat will send information and materials to the contact person listed on the Application Form. The Secretariat is not responsible for relaying information among different branches/departments of sponsoring companies.

5. **SPONSORSHIP AND EXHIBIT** – The QWQHC is committed to healthy lives and healthy Canadians. Sponsorship and exhibits from organizations whose primary business is manufacturing or promoting products or services such as tobacco products, weapons, gambling or pornography, sourcing from slave labour or other products that violate QWQHC's and partners' policies, are not eligible. The Secretariat, on behalf of the QWQHC, reserves the right of final approval of all sponsorship and exhibits and the right to refuse or terminate any sponsorships and exhibits.

6. **TERMINATION OF CONTRACT** – This contract will terminate without liability to either party if substantial performance of either party's obligations is prevented by an unforeseeable cause reasonably beyond that party's control. Such causes include but are not limited to the following: acts of God; regulations or orders of governmental authorities; fire, flood or explosion; war, disaster, curtailment of transportation facilities; or other emergency making it illegal, or otherwise impossible to provide the facilities or the services to hold the meeting; any delay in necessary and essential construction or preparation of the meeting facility, strike, lockout or work stoppage or other restraint of labour, either partial or general, from whatever cause. The Secretariat will, in the event of impossibility of performance for any of the above, reimburse the sponsor on a pro-rata basis on any amount paid, less any and all legitimate expenses incurred, such as but not limited to rent, advertising, salaries and operating costs.



Preliminary Program

This program is subject to change. Please visit the registration site for updates to the program and other Summit materials at www.epl events.com/qwqhc2010. Please also feel free to visit us directly at www.qwqhc.ca.

DAY 1: Thursday, February 25, 2010	
7:00am - 7:45am	Wellness Activity
7:30am - 8:30am	Registration & Networking Breakfast
8:30am - 8:45am	Opening Remarks <ul style="list-style-type: none">▪ <i>Pamela Fralick, Chair, Quality Worklife-Quality Healthcare Collaborative Steering Committee and President & Chief Executive Officer, Canadian Healthcare Association</i>
8:45am - 10:00am	Keynote Address from Ministry of Health and Long Term Care of Ontario appointed Healthy Work Environments Champions <ul style="list-style-type: none">▪ <i>Rob Devitt, President & Chief Executive Officer, Toronto East General Hospital</i>▪ <i>Heather Laschinger, Distinguished University Professor, Arthur Labatt Family Nursing Research Chair in Health Human Resource Optimization, University of Western Ontario</i>
10:00am - 10:30am	Networking Break/Initiatives Showcase <ul style="list-style-type: none">▪ The Initiatives Showcase is an excellent opportunity to view, discuss and share initiatives, resources, practical strategies, and experiences with colleagues who are taking steps towards improving the health of the healthcare work environment.
10:30am - 12:00pm	Concurrent Sessions A
12:00pm - 1:30pm	Lunch
1:30pm - 3:00pm	Concurrent Sessions B
3:00pm - 3:30pm	Networking Break / Initiatives Showcase
3:30pm - 4:45pm	Provincial Panel <ul style="list-style-type: none">▪ Moderated by <i>Carla Angleheart, Director Organizational Development, Nova Scotia Association of Health Organizations</i>▪ <i>Angela Best, Organizational Health Manager, Cumberland Health Authority</i>▪ <i>Kevin MacDonald, Chief Executive Officer, Guysborough Antigonish Strait Health Authority</i>
4:45pm - 5:45pm	Reception / Initiatives Showcase



DAY 2: Friday, February 26, 2010	
7:00am - 7:45am	Wellness Activity
7:30am - 8:30am	Registration & Networking Breakfast
8:30am - 8:45am	Opening Remarks
8:45am - 10:15am	Concurrent Sessions C
10:15am - 10:45am	Networking Break / Initiatives Showcase
10:45am - 11:45am	Keynote Address <ul style="list-style-type: none">▪ <i>Maura Davies, President & Chief Executive Officer, Saskatoon Health Region</i>
11:45am - 12:00pm	Closing Remarks <ul style="list-style-type: none">▪ <i>Pamela Fralick, Chair, Quality Worklife-Quality Healthcare Collaborative Steering Committee and President & Chief Executive Officer, Canadian Healthcare Association</i>
1:00 - 4:00pm	Post-Summit Workshops
	Workshop #1: "Effective Teamwork and Communication: Strategies to Support Patient Safety" Presented by: <i>Canadian Patient Safety Institute (CPSI)</i>
	Workshop #2: "Bridging Evidence-Based and Action Learning Approaches to Foster Cultural Transformation in Managerial Practices" Presented by: <i>Research and Intervention Centre for Healthy Workplaces (CRISO-MUHC), McGill University Health Centre, Montreal, Quebec, Canada.</i> <ul style="list-style-type: none">▪ <i>Mélanie Lavoie-Tremblay, Assistant Professor at McGill School of Nursing, Action-Research Advisor at CRISO</i>▪ <i>Serge Gagnon, Principal Investigator, Organizational Development Consultant and Associate Director of CRISO</i>
	Workshop #3: "Together We're Better: The Rich and Rocky Road to Interprofessional Practice" <ul style="list-style-type: none">▪ <i>Dr. Derek Puddester, Director Faculty Wellness Program, University of Ottawa</i>▪ <i>Irmajean Bajnok, Director, Centre for Professional Nursing Excellence, Registered Nurses' Association of Ontario</i>



Canadian College of
Health Service Executives
Collège canadien des
directeurs de services de santé

MAINTENANCE OF CERTIFICATION MOC I:

Attendance at this program entitles certified Canadian College of Health Service Executives members (CHE / Fellow) to 11.75 Category I credits toward their maintenance of certification requirement.



Sponsorship Application Form

SPONSORING ORGANIZATION/COMPANY:

Contact Person: _____ Email Address: _____
Mailing Address: _____
Daytime Telephone: _____ Website: _____

SPONSORSHIP LEVEL/OPTIONS: *(Please confirm amounts and/or items)*

- | | | |
|---|----------|---|
| <input type="checkbox"/> <i>Platinum Level</i> (\$15,000) | \$ _____ | <input type="checkbox"/> <i>Directed Sponsorship Item</i> (specify) _____ |
| <input type="checkbox"/> <i>Gold Level</i> (\$10,000) | \$ _____ | _____ |
| <input type="checkbox"/> <i>Silver Level</i> (\$5,000) | \$ _____ | <input type="checkbox"/> <i>Directed Sponsorship Level</i> (specify) \$ _____ |
| <input type="checkbox"/> <i>Bronze Partner</i> (\$2,500) | \$ _____ | |

SPONSORSHIP INCLUSIONS:

LOGO (for all sponsorship levels) - Name of the person who will be responsible for coordinating the logo for this organization/company:

Name *Email* *Daytime Telephone*

I confirm we will send you a logo for our organization/company to be used for promotional purposes for the Summit only.

** Logos are required no later than January 25, 2010.*

EXHIBIT SPACE (Platinum, Gold and Silver Levels) - Name of the person who will be responsible for coordinating the exhibit for this organization/company:

Name *Email* *Daytime Telephone*

COMPLIMENTARY REGISTRATIONS: *(See sponsorship levels to determine how many are included)*

** Please provide the names for the complimentary registrations no later than February 1, 2010.*

#1 Name *Email* *Daytime Telephone*

#2 Name *Email* *Daytime Telephone*

#3 Name *Email* *Daytime Telephone*

(We will contact each of these individuals with instructions for registering for the event using their complimentary fees.)

PAYMENT INFORMATION: *(Name of person to be invoiced)*

** Please submit payment no later than February 15, 2010.*

Name *Email* *Daytime Telephone*

SIGNATURE: _____ *Date:* _____

For more information about this event, please contact Sally Cleford, President/Event Manager at:

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Local Tel: 613-288-9239, ext. 101 ▪ Toll Free: 866-306-5714 ▪ Fax: 613-599-7805 ▪ Email: sally@f2fe.com ▪ www.qwqhc.ca