



SPONSOR & EXHIBITOR KIT



**FROM BURNOUT
TO BRILLIANCE:**
REIGNITING PASSION IN
RESPIRATORY CARE & EDUCATION

**NATIONAL RESPIRATORY CARE & EDUCATION CONFERENCE
HYATT REGENCY, CALGARY, AB, OCTOBER 23RD - 25TH**



SPONSOR & EXHIBITOR INFORMATION

The Canadian Network for Respiratory Care (CNRC) is a non-profit association and registered charity. CNRC, through its certified educators and member organizations, works to improve the quality of life for Canadians and their families living with respiratory diseases, and tobacco use disorder by developing, promoting and advocating the highest standards of education in health promotion and care.

CNRC offers a national certification program for respiratory educators – the Certified Asthma Educator (CAE) and Certified Respiratory Educator (CRE). CNRC provides the Certified Tobacco Educator (CTE) credential for healthcare professionals who provide tobacco prevention and cessation services to their clients. CNRC also offers the Certified COPD Educator (CCE) credential for US healthcare professionals working with clients who have COPD.

CNRC's National Respiratory Care and Education Conference is held every two years. Content focuses on health promotion, patient education, and respiratory care – particularly asthma, COPD, allergy, pulmonary rehabilitation, tobacco prevention & cessation, lung cancer, other lung diseases (including IPF and Alpha-1 Antitrypsin Deficiency) and relevant co-morbidities. Content also focuses on the importance of vaccine education, smoking cessation, and access to relevant diagnostic testing and appropriate management. Delegates reflect the multidisciplinary nature of the respiratory management and tobacco education teams, including: respiratory therapists, nurses, pharmacists, specialist physicians and physiotherapists.

CNRC respiratory and tobacco educators are on the frontlines of patient care, working in a wide variety of healthcare settings, from hospital-based respiratory education clinics to family health teams to school-based asthma education programs to community pharmacies. Geographically, they are located all over Canada, from the Yukon to PEI. CNRC educators increasingly work in primary care with family physicians who regard them as respiratory care experts. We expect to have between 300 and 350 delegates in Calgary.



BENEFITS OF SPONSORSHIP

- You will have access and exposure to a unique, multi-disciplinary group of Canadian healthcare professionals with a commitment to respiratory health.
- This is your opportunity to support the critical role that Certified Asthma, Respiratory and Tobacco Educators (CAEs, CREs and CTEs) perform in helping Canadians.
- You will be given complimentary exhibit space and the opportunity to place your literature in the delegate bags.
- You will be given visual and verbal recognition in the on-site program, delegate bag and CNRC website.

BENEFITS OF EXHIBITING

- This is the only conference that will give you exclusive access to the CAE, CRE, CCE and CTE community as well as other health professionals with an interest in respiratory care and education. This opportunity is only available in person every two years!
- You will have the opportunity to include a brief write-up of your products and/or services in the on-site program.



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CNRC PARTNER

CNRC corporate partners provide an annual grant to support critical CNRC programming. For more information about becoming a CNRC Partner, please contact Cheryl Connors, CNRC Executive Director at cconnors@cnrhome.net.

BOOK SOON
to get your first selection

SPONSORSHIP LEVELS

DIAMOND

Two Exclusive Symposium Opportunities

CNRC Partner: \$55,000 Other: \$60,000

There are only two breakfast and two lunch symposiums available and these will go fast. Symposiums take place in the main plenary room. All CNRC delegates attend the symposiums, providing great access to delegates. You may also choose to host a symposium at a pre-conference event (prior to the Welcome Reception), host a speaker at the Opening Welcome Reception or host an after-luncheon speaker.

Diamond sponsors will have first choice of symposium (first come-first served). Corporate partners will also be given priority.

YOUR CONTRIBUTION INCLUDES:

- First choice on **two** exclusive symposiums
- First choice of **two** 10' x 8' exhibit booths
- Ten full complimentary registrations to the conference
- Your colour logo on all conference signage
- Your logo on the conference bag and the conference program
- Your promotional material in the conference bag

PLATINUM

Exclusive Symposium Opportunity

CNRC Partner: \$30,000 Other: \$35,000

There are only two breakfast and two lunch symposiums available and these will go fast. Symposiums take place in the main plenary room. All CNRC delegates attend the symposiums, providing great access to delegates. You may also choose to host a symposium at a pre-conference event (prior to the Welcome Reception), host a speaker at the Opening Welcome Reception or host an after-luncheon speaker.

CNRC partner organizations are given first option for the symposiums.

YOUR CONTRIBUTION INCLUDES:

- An exclusive symposium
- Preferential choice of a 10' x 8' exhibit booth
- Six full complimentary registrations to the conference
- Your colour logo on all conference signage
- Your logo on the conference bag and the conference program
- Your promotional material in the conference bag

GOLD

CNRC Partner: \$25,000 Other: \$30,000

You may host a workshop (topic to be approved by conference planning committee) or short luncheon presentation (no more than 15 minutes).

CNRC partner organizations are given first option for the workshops and luncheon presentations.

YOUR CONTRIBUTION INCLUDES

- Preferential choice of a 10' x 8' exhibit booth
- Four full complimentary registrations to the conference
- Your colour logo on all conference signage
- Your logo on the conference bag and the conference program
- Your promotional material in the conference bag



SPONSORSHIP LEVELS

SILVER

CNRC Partner: \$15,000

Other: \$20,000

- A 10' x 8' exhibit booth
- Three full complimentary registrations to the conference
- Your colour logo on all conference signage
- Your logo on the conference bag
- Your logo in the conference program
- Your promo material in the conference bag
- Two additional meal passes (for booth representatives)

BRONZE

CNRC Partner: \$7,500

Other: \$10,000

- A 10' x 8' exhibit booth
- Two full complimentary registrations to the conference
- Your colour logo on all conference signage
- Your logo in the conference program
- One additional exhibitor meal pass
- Your promo material in the conference bag
- Two additional meal passes (for booth representatives)

FRIEND

Your Fee of \$5,000 Per Booth includes:

- A 10' x 8' exhibit booth
- One full complimentary registration to the conference
- Two booth representatives
- Your logo in the program
- Your promo material in the conference bag
- Two meal passes (for booth representatives)

EXHIBITOR

Your Fee of \$2,500 Per Booth includes:

- A 10' x 8' exhibit booth
- Two booth representatives
- Your logo in the conference program
- Two meal passes (for booth representatives)

NON-PROFIT

Your Fee of \$1,820 Per Booth includes:

- A 10' x 8' exhibit booth
- One booth representatives
- Your logo in the conference program
- One meal pass





GENERAL INFORMATION

BOOTH SIZE AND AVAILABILITY

Exhibitor spaces will be allocated by sponsorship level, and on a first-come, first-served basis. Space is limited so please make your commitment soon. The size of the booth is 10' wide x 8' feet deep.

Booths are located in the Regency Foyer, just outside the main ballroom (where all plenary sessions and refreshment breaks will be held).

EXHIBIT TIMES

The conference will be held from: Thursday, October 23rd, 2025 to Saturday, November 25th, 2025.

Exhibits are expected to be open during conference hours: Friday, October 24th, 2025, 7:30 a.m. to 5:00 p.m. to Saturday, October 25th, 2025, 7:30 a.m. to 3:15 p.m.

We also have four exclusive exhibit breaks scheduled, though you should expect traffic at your booth throughout the conference. You will find that our delegates are highly educated, knowledgeable, articulate and will be really interested in speaking to you about your services and products. Feedback from our past exhibitors always rates this conference as one of their top exhibiting experiences!

SET-UP

Booth set-up is currently scheduled for: Thursday, October 23rd, 2025 between 11:00 a.m. and 4:00 p.m.

EXHIBITOR SERVICES

A 10' x 8' pipe & drape booth, including 8' high back wall drape and a 3' high side wall drape will be provided. One electrical outlet will also be provided.

HYATT REGENCY FLOOR PLANS HERE





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CONFERENCE

You will be given two exhibitor badges for each booth. This badge will grant you access to all meals during the conference (two breakfasts, two lunches, as well as four refreshment breaks). Badges for additional booth representatives are available for \$250.

CONFERENCE ATTENDANCE

Exhibit fees do not include attendance to conference lectures and sessions. If you or one of your two representatives would like to attend the lectures and workshops, there will be an additional fee of \$150 per attendee.

HOTEL ARRANGEMENTS

We have secured a block of guestrooms at the Hyatt Regency Calgary Hotel at a rate of \$279.

To reserve:

<https://www.hyatt.com/en-US/group-booking/CALRC/G-CNRC>

Or phone: 1 403 717-1234. We do expect that the room block will sell out, so make your reservation as soon as possible.

LIABILITY AND INSURANCE

Exhibitors are responsible for any damage to persons or property caused by their exhibit, employees, agents or servants. The Canadian Network for Respiratory Care or the Hyatt Regency Calgary Hotel will not be responsible for any damage, loss or personal injury, by any means whatsoever (theft, fire etc.) in connection with the showing or viewing of exhibits.

Each exhibitor must maintain in force during all hours of the conference (including move-in and move-out) comprehensive liability insurance in the amount of not less than \$2,000,000 for bodily injury and/or property damage in any occurrence. The insurance must contain a cross-liability clause and shall include the Canadian Network for Respiratory Care and the Hyatt Regency Calgary Hotel.





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**Register
Today!
Exhibit
Booths are
Going Fast**

Payment Information:

Exhibit booths will not be confirmed unless payment is received with registration.

Enclosed is our **cheque** made payable to: Canadian Network for Respiratory Care in the amount of

\$

Electronic Funds Transfer in the amount of

\$

Réseau canadien pour les soins respiratoires  Canadian Network for Respiratory Care

SPONSOR AND EXHIBITOR REGISTRATION

Company Name: _____

Company Street Address: _____ City: _____

Province/State: _____ Postal/Zip Code: _____

Names for Badges: _____

Primary Contact Name: _____

Primary Contact Email: _____

Work Phone Number: _____ Mobile Phone Number: _____

Sponsorship Fees:	Diamond	Partner \$55,000	Other \$60,000
	Platinum	Partner \$30,000	Other \$35,000
	Gold	Partner \$25,000	Other \$30,000
	Silver	Partner \$15,000	Other \$20,000
	Bronze	Partner \$ 7,500	Other \$10,000
	Friend	\$ 5,000	
	Exhibitor	\$ 2,600	
	Non-profit	\$ 1,820	

Sub Total = \$ _____

Extra Exhibitor Badges:

NB: Exhibitors will receive two badges per exhibit booth. (Non-profit, one badge per booth)
Additional badges are available for an additional fee of \$250 x ___ Number of Badges = \$ _____

Conference Attendance:

NB: Exhibitor badges do not include attendance to conference lectures and workshops. If you or one of your two representatives would like to attend the lectures and workshops, there will be an additional fee of \$150 x ___ Number of Badges = \$ _____

Total Payment Due = \$ _____

Please complete all fields on this form, print and mail with your company's cheque made payable to the Canadian Network for Respiratory Care. CNRC reserves the right to change speakers and/or modify program content. Because of the very limited number of sponsor and exhibitor booths available, no refunds will be given.