

2026 CNA CONFERENCE



RBC Convention Centre
WINNIPEG

SPONSORSHIP, EXHIBITOR AND ADVERTISING PROSPECTUS

SEPTEMBER 21-23, 2026

TREATY 1 TERRITORY, WINNIPEG, MANITOBA

events@cna-aiic.ca

THE
POWER OF
NURSES
TO TRANSFORM
HEALTH
OUR EXPERTISE, OUR IMPACTS



RBC Convention Centre

TREATY 1 TERRITORY, WINNIPEG, MANITOBA
Traditional lands of the Anishinaabe (Ojibwe),
Ininew (Cree), and Dakota peoples, and in the National
Homeland of the Red River Métis.



WHO ARE WE?

The Canadian Nurses Association (CNA) is the national and global professional voice for **half a million** nurses across Canada and has been driving nursing and health policy since 1908. CNA unites all regulated nurses, including nurse practitioners, to advance the profession, drive health system innovation, and improve outcomes in Canada's publicly funded, not-for-profit health system. Through advocacy, leadership, and strategic partnerships, CNA offers sponsors direct access to an influential, diverse community dedicated to excellence, equity, and shaping the future of Canadian health care. For corporate sponsors, partnering with CNA means aligning your brand with trusted health leaders, gaining visibility among decision-makers, and demonstrating a commitment to advancing health and well-being nationwide.

CONFERENCE VALUE FOR NURSING PROFESSIONALS

Join CNA on Treaty 1 Territory, Winnipeg, Manitoba, September 21–23, 2026, for our conference, which carries the theme, **The Power of Nurses to Transform Health: Our Expertise, Our Impacts**. This national event brings together licensed and registered practical nurses, registered psychiatric nurses, registered nurses, nurse practitioners, retired nurses, and nursing students to advance excellence, innovation, and equity across Canadian health systems.

This will be the first national nursing conference organized by CNA in eight years, and a significant opportunity to gather, share our expertise, and celebrate our impact. The three-day program features half-day workshops, strategic sessions, plenary keynotes, concurrent sessions, poster presentations, and interactive health and healing spaces. Special events include a welcome reception, a signature charity event supporting the Canadian Nurses Foundation, and opportunities to explore Winnipeg.

Corporate sponsors and exhibitors benefit from high-visibility branding, exclusive engagement opportunities, and direct access to Canadian nurses. Connect with decision-makers and direct care leaders to help shape the future of nursing and health systems in Canada.

WHY PARTNER?

Partnering with or sponsoring the CNA Conference 2026 offers your brand direct access to Canada's largest and most influential gathering of nursing professionals, spanning all categories, sectors, and specialties.

By aligning with CNA, your organization demonstrates a commitment to health-care excellence, innovation, and equity — values that resonate with decision-makers, regulated nurses, nurse practitioners, and system partners nationwide. Sponsorship provides high-visibility opportunities, including prominent logo placement, exclusive event access, and direct engagement with attendees through branded experiences and speaking opportunities.

CONFERENCE DESCRIPTION: THE POWER OF NURSES TO TRANSFORM HEALTH — OUR EXPERTISE, OUR IMPACTS

More than 600 in-person attendees will connect with colleagues across Canada to discuss the impacts of ethical nursing practice, nurse-led innovation through technology, specialty nursing practice, and nurse- and co-led solutions on well-being and retention. The aim is to explore how nurses can build a healthier Canada (for more information, see the [Call for Abstracts](#)).

These opportunities will be showcased over three days and include hands-on workshops, concurrent presentations, keynotes and panels, and networking with leaders, vendors, and partners shaping the future of health systems across Canada. The conference offers opportunities for professional development, continuing education, and collaboration across specialties, empowering nurses to drive innovation and excellence in their practice.

SPONSORSHIP PROMOTION

As a valued sponsor, your brand will benefit from a comprehensive, multi-channel promotional strategy designed to maximize visibility and engagement before, during, and after the event. Sponsors receive prominent logo placement on conference materials, the conference app, the official website, and social media platforms, ensuring high recognition among attendees and the broader nursing community. Your brand will be featured in event communications, including email campaigns and press releases, and highlighted through on-site signage, branded experiences, and speaking opportunities. Exclusive access to networking events and the chance to engage directly with decision-makers and health leaders further amplifies your reach. After the conference, sponsors are recognized in follow-up communications and reports, extending your brand's impact beyond the event itself.

SPONSORSHIP ROI AND MEASUREMENT

Sponsoring the CNA conference delivers measurable value and impact for your brand. Sponsors benefit from high-visibility branding across conference materials, the official website, social media, and event communications, ensuring broad recognition among Canada's largest nursing community.

Throughout the event, sponsors have direct engagement opportunities with decision-makers and direct care/clinical leaders, including exclusive networking events, branded experiences, and speaking opportunities.

To help sponsors assess their return on investment, CNA provides post-conference analytics and reports detailing attendee engagement, social media impressions, and brand exposure. Sponsors also receive opportunities for follow-up communications, extending the impact of their partnership beyond the event.

CONFERENCE PROGRAM

Date	Time	Activities	Location/Notes
Mon, Sept 21	Morning	Welcome and land acknowledgement; CNA board of directors meeting; Association of Regulated Nurses of Manitoba (ARNM) meeting	Main Hall, Breakout Rooms
		CNA's Canadian Network of Nursing Specialties (CNNS) affiliates, other nursing organizations, or partners will lead workshops in specialty nursing practice (3 workshops offered in 2 morning blocks)	Breakout Rooms
		Setup for exhibits and poster presentations	Exhibit Hall
	Afternoon	CNA strategic planning session; ARNM meeting	Main Hall, Breakout Rooms
		CNNS affiliate workshops (offered in 2 afternoon blocks)	Breakout Rooms
		Health and healing spaces set up (for Elder in Residence, meditation, or quiet time with scheduled activities)	Wellness Room
		Opportunities to visit Winnipeg sites (e.g., Canadian Museum for Human Rights, The Forks, Waterways)	External
		Setup for poster presentations — open for informal viewing	Exhibit Hall
	Evening	CNA welcome reception	Exhibit Hall
		Poster presentations viewing and exhibitor networking	Exhibit Hall
Tues, Sept 22	Morning	Opening ceremony; plenary session with keynote and/or panel; breakfast	Main Hall
		Concurrent sessions (5); Exhibit Hall and poster area open; morning networking break	Breakout Rooms; Exhibit Hall
		Health and healing spaces (for Elder in Residence, meditation, or quiet time with scheduled activities)	Wellness Room
	Afternoon	Concurrent sessions (5 sessions offered in 2 afternoon blocks); lunch and exhibitor/poster viewing	Breakout Rooms; Main Hall
		Opportunities to visit Winnipeg sites	External
		Health and healing spaces (for Elder in Residence, meditation, or quiet time with scheduled activities)	Wellness Room
		Afternoon networking break	Main Hall
		Plenary session with keynote speaker and/or panel	Main Hall
	Evening	Canadian Nurses Foundation Reception: An Evening of Inspiration and Impact. This fundraising event offers separate sponsorship opportunities.	York Ballroom 2-4

CONFERENCE PROGRAM CONTINUED

Date	Time	Activities	Location/Notes
Wed, Sept 23	Morning	Plenary session with a keynote and/or panel; breakfast	Main Hall
		Concurrent sessions (5)	Breakout Rooms
		Exhibit Hall and poster area open; morning networking break	Exhibit Hall
		Health and healing spaces (for Elder in Residence, meditation, or quiet time with scheduled activities)	Wellness Room
	Afternoon	Concurrent sessions (5 sessions offered in 2 afternoon blocks)	Breakout Rooms
		Lunch and exhibitor/poster viewing; afternoon networking break	Main Hall
		CNA closing plenary	Main Hall
		Health and healing spaces (for Elder in Residence, meditation, or quiet time with scheduled activities)	Wellness Room
		Poster takedown	Exhibit Hall

SPONSORSHIP OPPORTUNITIES

Level	Fee (CDN)	Logo Visibility	Event Access	Promotional Benefits	Exclusive Perks
Platinum	\$35,000	Highest prominence on conference website, app, and social media	2 full conference registrations and 4 exhibitor passes	All keynote introductions, logo on homepage, keynote slides, recognition in pre-event email, branded items, and 1 approved branded insert (supplied by the Platinum Sponsor) in the attendee bag.	Opportunity to welcome attendees (scripted, non-promotional) 400 sq. ft. exhibit space (4x booths), priority booth placement, verbal recognition
Gold	\$20,000	Prominent logo placement on conference website, app, and social media	2 full conference registrations and 2 exhibitor passes	2 keynote introductions, recognition in pre-event email, and branded items	300 sq. ft. exhibit space (3x booths), verbal recognition
Silver	\$10,000	Logo on conference website, app, and social media	1 full conference registration and 2 exhibitor passes	1 keynote introduction, branded items	200 sq. ft. exhibit space (2x booths), verbal recognition
Bronze	\$6,000	Logo on conference website, app, and social media	1 full conference registration and 1 exhibitor pass	Branded items	100 sq. ft. exhibit space (1 booth), verbal recognition

PREMIUM ADD-ON SPONSORSHIP OPPORTUNITIES

Activation Type	Number Available	Fee (CDN)	Features and Benefits	Agenda Slot/ Timing	What Can Be Sponsored
MEALS					
CNA Opening Reception	2	\$15,000	Host opening reception, branded drinkware, signage, DJ, and custom cocktails	Evening reception	Opening reception branding
Breakfast Sponsor	3	\$12,000	Branding on breakfast schedule, signage, and opportunity to address attendees	Morning sessions	Breakfast service and branding
Lunch Sponsor	3	\$18,500	Branding on lunch schedule, signage, and opportunity to address attendees	Lunch sessions	Lunch service and branding
SPEAKING ENGAGEMENTS, NETWORKING OR SELF CARE					
Concurrent Stream Sponsors	5	\$5,000	Sponsorship for concurrent session streams 1. The Power of Ethical Practice: From Commitments to Measurable Action 2. The Power of Nurse-Led Innovation Through Technology 3. The Power of Specialty Knowledge & Practice 4. The Power of Nurse/Co-Led Solutions on Well-Being & Retention 5. The Power of Nurses to Build a Healthier Canada Read stream details.	Concurrent sessions	Refreshments, signage
Poster Viewing, Networking and Breaks Sponsor	4	\$6,000	Branding during networking breaks and poster viewing, branded items (e.g., napkins, snacks/signage)	Morning/ afternoon break sessions	Break refreshments and signage
Health and Healing Spaces	6	\$2,500	RMT massages, Elder in Residence, healing touch sessions, etc.	Throughout the 2 days, we will offer scheduled activities/ services	Cover the costs of the services
Premium Activation	Flexible	\$10,000	Signature experience (espresso or ice cream cart, creativity corner, etc.), high-touch branding	Flexible	Custom brand experience

Activation Type	Number Available	Fee (CDN)	Features and Benefits	Agenda Slot/ Timing	What Can Be Sponsored
OTHER PROMOTIONS					
Pre/Post-Event Sponsor	2	\$3,500	Digital promotion in official emails, extended brand presence	Pre/post event communications	Email promotion before/after the event
Wi-Fi Sponsor	1	\$2,250	Custom Wi-Fi password, branding on signage, and high attendee visibility	All days	Wi-Fi access branding
Charging Station Sponsor	1	\$3,750	Charging station	All days	Branded charging station

ADD-ON PARTNERSHIP OPPORTUNITIES

Add-On Option	Fee (CDN)
Attendee Bag Partner – co-branded bag sponsorship	\$7,500
Sponsor up to 3 students to attend the conference	\$2,500 (per student)
Sponsor a corporate booth for local Indigenous businesses	\$3,500

EXHIBITOR OPPORTUNITIES

CNA Conference Exhibit Booth Packages

Package	Fee (CDN)	Features & Benefits
Exhibit Booth (10' x 10')	\$2,500	<ul style="list-style-type: none"> • 2 exhibitor passes • Table and chairs • Listing in program and website • Access to networking events (including CNA welcome reception and breaks)
Exhibit Upgrade	\$495 per registrant	<ul style="list-style-type: none"> • Full conference registration with access to sessions and keynotes • Available for up to 2 booth staff

Contact

For questions regarding the CNA Conference, please contact:

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Lead, Member Experience & Projects

Canadian Nurses Association

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For questions or to receive a sponsorship package for the Canadian Nurses Foundation Evening of Impact and Celebration event, please contact:

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