



Partnership Arrangements

The Canadian Council of Cardiovascular Nurses (CCCN)/ Conseil canadien des infirmières et infirmiers en soins cardiovasculaires is a national bilingual organization and the voice for cardiovascular nursing in Canada. CCCN believes that through participation in national and regional conferences, advertising in their peer-reviewed journal *Canadian Journal of Cardiovascular Nurses (CJCN)* and other promotional vehicles, industry partners can increase their company's profile, solidify brand identity and strengthen their corporate reputation within the cardiovascular nursing community.

CCCN is looking to create unique strategic partnerships and alliances with corporations to promote its mission, vision and values. An extensive list of organizations was reviewed for potential partnerships and alliances.

CCCN has developed a **year-long program** and marketing plan which will enable your organization, and ours, to plan and budget for funding and sponsorship to support the implementation of our programming plans.

CCCN Strategic Partner Promotional Benefits:

The following corporate strategic partner promotional benefits will be coordinated through CCCN's head office and are also described in Table 1:

- Logo on CCCN Website
- Advertising in the CJCN (4 advertisements per year)
- Direct communication to CCCN members regarding industry products via e-mail (2 per year)
- Business Intelligence Gathering – survey CCCN membership (2 per year)
- Corporate Profile – via CCCN's E-newsletter (2 per year)
- Coupon Opportunity – via CCCN's E-newsletter (2 per year)
- Exhibitor space at CCCN's Spring Conference

Package price: \$7,500.00



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Additional Opportunities:

(Includes Strategic Partner Promotional Benefits)

CCCN is the second largest delegate group at the Canadian Cardiovascular Congress (CCC), during which time they hold their annual general meeting and scientific sessions.

- Breakfast sponsor for CCCN's Opening Session during CCC - \$13,000
(1 opportunity available)
- Breakfast sponsor for CCCN's Health Promotion & Advocacy Session during CCC - \$10,000
(1 opportunity available)
- Evening reception/networking session for CCCN members and guests during CCC - \$11,000.00
(4 opportunities available)
- Multiple grant opportunities to support CCCN Educational Sessions - \$10,000 - \$15,000

Other Advertising Opportunities:

Canadian Journal of Cardiovascular Nursing (CJCN)

Promote your company's products, services or special events through CCCN's peer-reviewed journal (CJCN). CJCN has bilingual content and is distributed 4 times a year to the approximate 800 membership of the CCCN. In addition, the CJCN is received by a number of hospital and university libraries throughout Canada and around the world.

Website and E-news Banner Advertising

Website Banner advertising is a new CCCN advertising opportunity that attracts and connects your company's message prominently on CCCN's homepage

We look forward to working with your corporation to the mutual benefit of both our organizations.



Table 1. CCCN Strategic Partner Promotional Benefits

Program	Description	Benefits
Corporate branding	<ul style="list-style-type: none"> Having corporate logo on CCCN's website 	<ul style="list-style-type: none"> Brand identity and corporate awareness
Corporate advertising	<ul style="list-style-type: none"> Advertising in CCCN peer-reviewed Journal 	<ul style="list-style-type: none"> Target marketing, product & program awareness
Corporate promotional communications	<ul style="list-style-type: none"> Communicating with CCCN members 	<ul style="list-style-type: none"> Contact CCCN membership twice / year (e.g. for tactical promotions) through mailings* or email <p>*Please note this contact will be at participant's expense and access to membership will be done through CCCN head office (in accordance with privacy legislation)</p>
Corporate business intelligence gathering	<ul style="list-style-type: none"> Tapping into the opinions of CCCN's national bilingual membership 	<ul style="list-style-type: none"> Conduct surveys of the CCCN membership* on two occasions per year to gather information regarding their upcoming meetings, solicit feedback on your destination, test new product / service offerings, etc. <p>*Please note CCCN will e-mail the surveys on your behalf to maximize the response rate and protect member privacy.</p>



<p>Corporate profile</p>	<ul style="list-style-type: none"> • Profiling your company in CCCN E-newsletter 	<ul style="list-style-type: none"> • Profile your organization twice per year with a link to your company's website on those occasions. • Submit up to two articles per year.
<p>Corporate Coupon opportunity</p>	<ul style="list-style-type: none"> • Sending members valuable coupons via CCCN's E-newsletter 	<ul style="list-style-type: none"> • Promote product awareness <p>*Please note access to membership will be done through CCCN head office (in accordance with privacy legislation)</p>
<p>Corporate product exhibition</p>	<ul style="list-style-type: none"> • Exhibiting your company's products at CCCN's national Spring Conference via a display table or exhibit booth space depending on the venue 	<ul style="list-style-type: none"> • Communicate face to Face with CCCN members.