



CANADIAN ASSOCIATION OF
SELF EMPLOYED
REGULATED NURSES

**2026 Virtual Conference: “Reframing
Nursing: Nurses in Business”**

SATURDAY, OCTOBER 24, 2026

CONFERENCE PROSPECTUS



Dear Industry Partner,

Welcome to the **Canadian Association of Self-Employed Regulated Nurses (CASE RNs) 2026 Virtual Conference**, taking place on Saturday, October 24, 2026. We invite you to engage with nurse entrepreneurs and leaders from across Canada during this dynamic and innovative online event. The 2026 theme, **“Reframing Nursing: Nurses in Business,”** highlights the growing impact of nurses as business owners, innovators, and leaders across the healthcare continuum. Delivered virtually via Zoom Webinar and the dedicated Virtual Conference site, this national event is designed to maximize engagement and long-term visibility for participants & sponsors alike.

This national event brings together Self-Employed RNs who own, operate, or are exploring the development of independent healthcare businesses. Our attendees are decision-makers and influencers whose work spans the full continuum of care—from hospital to community and community to hospital. Participants include owners and leaders of nursing agencies, primary care clinics, community-based services (such as foot care, wound care, and ostomy care), long-term care and home care services, as well as professionals engaged in research, advocacy, coaching, administration, and not-for-profit or regulated charitable organizations.

Connect and Collaborate Virtually

Connect and network with many nurse leaders, CASE RNs members and affiliate healthcare and nursing organizations from across Canada. Discover through various educational sessions how Nurse Entrepreneurs are changing the business of healthcare. Learn from Independent Nurses how they are generating innovative ideas, promoting new thinking and developing new markets.

This Conference will be supported by the latest technology and trends, and amazing educational sessions designed to generate ideas in independent practice. Learn how to start a healthcare businesses and promote new thinking. Participate in live Q&A sessions after each presentation and join virtual breakout rooms to network in English and French.

A Unique Sponsorship Opportunity

As an Industry Sponsor, you will have a unique opportunity to showcase your brand, products, and services on a single, centralized virtual platform. Importantly, the conference website will remain live for 12 months after the event, providing extended visibility and ongoing engagement. Recognizing that marketing priorities may evolve, sponsors will have the flexibility to update content, links, and resources throughout the year via the CASE RNs webmaster to ensure information remains current and relevant.

We look forward to partnering with you to support innovation, entrepreneurship, and excellence in nursing-led healthcare.

Our Goals

- Increase awareness of your products and services among nurse entrepreneurs and decision-makers
- Build sustainable, long-term partnerships between CASE RNs, our members, and industry
- Strengthen virtual education infrastructure to support RNs who own and operate independent healthcare businesses across Canada



Sponsorship Opportunities & Key Benefits

\$2,500 – Platinum Sponsor

- Second-priority logo placement within the Virtual Exhibit Hall
- Dedicated Virtual Exhibit Booth
- One sponsored session included in the official conference program*
- Five (5) complimentary conference registrations
- Access to the Conference Discussion Forum

*** Sponsored Session Details:**

Platinum sponsors may choose to deliver their sponsored session live or pre-recorded

- Pre-recorded sessions must be submitted in .mp4 or .mov format no later than October 17, 2026
- Sponsored sessions are allotted 10 minutes total
- Sponsors may use the full 10 minutes for a presentation or allocate time for a live Q&A with attendees

\$1,500 – Gold Sponsor

- Third-priority logo placement within the Virtual Exhibit Hall
- Dedicated Virtual Exhibit Booth
- Three (3) complimentary conference registrations
- Access to the Conference Discussion Forum

\$900 – Silver Sponsor

- Fourth-priority logo placement within the Virtual Exhibit Hall, linked directly to your website
- One (1) complimentary conference registration
- Access to the Conference Discussion Forum

\$300 – CASE RNs Self-Employed RN Member Package

(Exclusive to CASE RNs Self-Employed RN Members)

- Priority logo placement within the Virtual Exhibit Hall
- Dedicated Virtual Exhibit Booth
- Access to the Conference Discussion Forum

Confirm your spot!

Secure your sponsorship at the CASE RNs Conference and connect with nurse entrepreneurs and healthcare decision-makers from across Canada.

To confirm your participation, please email admin@case-rns.ca with your desired sponsorship level.





What Does a Virtual Exhibit Booth Look Like?

Your Virtual Exhibit Booth serves as a customizable, branded landing page within the conference platform—designed to showcase your organization, engage delegates, and support meaningful lead generation before, during, and after the event.

Company & General Information

This section allows you to present key details about your organization, including:

- Company name and logo
- Company website URL
- Social media accounts
- Primary contact email
- Company description
- A welcome image or short video that auto-plays upon page entry (optional)
- An embedded form, survey, or lead retrieval tool created by your organization to collect registrant information

Product & Service Education

This area highlights how your organization supports education related to your products or services. Content may include:

- In-services
- Patient education materials
- Presentations, documents, or downloadable files
- Product or service overviews

If your organization does not offer formal education programs, this section may be used to further describe your offerings and value proposition.

Product Literature File Limits by Sponsorship Level:

- CASE RNs Self-Employed RN Members: up to 3 files
- Platinum Sponsors: up to 5 files
- Gold Sponsors: up to 3 files

Product File URLs

Files may be uploaded or linked via URLs. To support performance tracking, we strongly recommend using UTMs or link-tracking tools (such as Bitly).

While optional, this allows you to monitor engagement and file downloads. Guidance on creating UTMs is available upon request. [If you want to learn more about how to create UTMs, please click here.](#)

Product & Company Videos

This section allows you to share embedded video content related to your products, services, or organization.

- Supported platforms: YouTube, Vimeo, or Facebook
- Video files do not need to be submitted directly (.mp4 or .mov not required)

Video Limits by Sponsorship Level:

- CASE RNs Self-Employed RN Members: up to 3 videos
- Platinum Sponsors: up to 5 videos
- Gold Sponsors: up to 3 videos



Connect with your Team

In this area, you will be able to promote your Team Members, their titles, and email addresses so that visitors to your Virtual Exhibitor Booth can connect with them right away!

- CASE RNs Self Employed RN Members: up to 3 Team Members
- Platinum: up to 5 Team Members
- Gold: up to 3 Team Members

Lead Retrieval & Contact Form

Each Virtual Exhibit Booth includes a dedicated Lead Retrieval area designed to help you connect directly with conference delegates—not just track clicks.

You may embed a form created using platforms such as SurveyMonkey, HubSpot, Mailchimp, or similar tools. Simply provide the embed code or URL, and the form will appear exactly as designed. Submissions will automatically feed into your own CRM or form platform.

We encourage sponsors to be creative—consider:

- Contests or prize draws
- Sample requests
- Surveys or polls
- Mailing list sign-ups

These incentives can significantly increase engagement and lead capture.

Additional Features

Post-Conference Analytics Report

All sponsors will receive a comprehensive Virtual Exhibit Booth Analytics Report, including:

- Total Page Views (including repeat visits)
- Total Sessions (number of sessions where your page was viewed)
- Unique Visitors
- Bounce Rate (visits without engagement)
- Average Time Spent on Page

These metrics help demonstrate reach, engagement, and return on investment.

“Lightbox” Pop-Up Feature (Optional)

A customizable Lightbox pop-up can be triggered:

- After a set amount of time on your page, or
- When a visitor clicks a specific button or link

This feature can be used to promote:

- Giveaways or contests
- Featured products or services
- Mailing list sign-ups
- Special calls to action

To inquire about enabling this feature, please indicate your interest when confirming your sponsorship.

Next Steps

Confirm your participation as an industry partner at the CASE RNs Conference by emailing admin@case-rns.ca with your desired sponsorship level.

Once confirmed, you will receive detailed instructions and four simple documents to submit your booth content & links, including company information, files, and videos. We encourage early submission to ensure optimal setup and visibility ahead of the conference. Final submission deadlines will be communicated shortly.