



NURSING LEADERSHIP
NETWORK OF ONTARIO



NLN.ON



CONFERENCE
2026

SPONSORSHIP OPPORTUNITIES

Monday, September 28, 2026 | Tuesday, September 29, 2026

White Oaks Conference Resort, Niagara-on-the-Lake, ON

The Nursing Leadership Network of Ontario (NLN.ON) is a major organization in Canada dedicated to addressing the unique needs of nursing leaders in Ontario. With a membership of over 700 professionals across Ontario, NLN.ON includes Chief Nursing Executives, Vice-Presidents, Advanced Practice Leaders, RNs, Directors, Managers, and Students, overseeing a variety of patient care and professional practice portfolios.

Building on the incredible success of our 2025 in-person conference, which attracted more than 200 leaders from diverse sectors (e.g., acute care, community/home care, long-term care) and regions across Ontario, the NLN.ON Conference is recognized as one of the premier gatherings of nursing leaders in the province.



Leading with Impact: Strength and Adaptability in Nursing

This year's theme is **Leading with Impact: Strength and Adaptability in Nursing**. This gathering will explore how we can build enduring capacity from within, empowering nurses to lead with wisdom and resilience. It will also showcase the power of collaboration across practice, research, and academia, and highlight the importance of workforce wellbeing and sustainability. Your sponsorship will contribute to advancing these vital areas, ensuring that nurses continue to lead with the strength and adaptability that our healthcare system urgently needs. This conference will enable nurses at every level to lead from where they are and to make a lasting impact within the nursing profession.

Why Support NLN.ON?

NLN.ON IS A VITAL PART OF ONTARIO'S HEALTH CARE COMMUNITY

Our annual conference provides a key platform for leadership development, sharing best practices, and driving innovation in nursing. By attending, nursing leaders gain valuable education, build peer-to-peer networks, and connect with VIPs and sponsors—enhancing their professional growth and expanding their professional connections.

The sponsorship opportunities outlined here can be customized to fit your company's unique goals. Whether you choose a stand-alone option or a bundled package, we are committed to helping you achieve optimal visibility, market reach, and brand perception with this influential group of nursing leaders.

Benefits of Sponsorship

BRAND VISIBILITY

The NLN.ON Annual Conference offers unparalleled opportunities to raise awareness for your company. With promotion across multiple platforms, this event facilitates valuable personal connections with a vibrant community of healthcare leaders. NLN.ON also maintains a dynamic website, offering dedicated sponsor and exhibitor pages that feature your company’s overview, along with links to expand your digital footprint and social media presence.

STRATEGIC ALIGNMENT

As key contributors to Ontario’s healthcare system, NLN.ON members—nurse leaders and administrators—are committed to improving the health of all Ontarians. Partnering with NLN.ON highlights your brand with these respected professionals who play a pivotal role in shaping the future of healthcare in the province.

Type of Branding	Distribution Numbers	Type of Coverage
Website nlm.on.ca	NLN.ON has a dedicated website that is promoted 365 days a year. In addition to this, conference partners will promote the event on their individual sites.	A separate webpage devoted to our sponsors; highlighting products, services, and relationship to health care (50-150 words). Sponsor logos also appear down the side of each conference related web page.
Electronic Marketing	Combined distribution of 1,800 E-newsletter	Professional groups, members, non-members, other association event listings.
Social Media @NLN.ON	X (formally Twitter) followers 627 Facebook has over 2.5k subscribers	Sponsor participation to be included in our Twitter and Facebook activity.
Corporate Promotional Piece	Opportunity to distribute 200 of your corporate promotional pieces to attendees	A corporate promotional piece is included for Diamond and Gold sponsors and available for Silver and Exhibitor levels at an additional cost.
Agenda App	Sponsor logos are featured in our agenda app, available to all conference attendees.	Full-colour logo and sponsor recognition based on level of sponsorship participation.
Event Signage PowerPoint Slides	Onsite sponsor recognition signage and PowerPoint slides between speakers visible to entire audience	Full-colour logo and sponsor recognition of level participation.



SPONSORSHIP OFFERINGS



DIAMOND

Sponsored Session

\$4,000 (1 available)

- Offers maximum visibility including a 20-minute session on a topic to be approved by the committee.
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Premium listing on the NLN.ON website
- Listing in the online agenda app
- Corporate promotional piece distributed to all attendees
- 6' table in the foyer
- Pass for one representative at the table Includes two conference passes* (\$1,400 value)

Keynote Speaker

\$4,000 (1 available)

- Provides funding for NLN.ON to provide an honorarium or speaker fee to a high visibility speaker.
- Sponsor introduces the speaker(s) and has 2 minutes to speak about their alignment with NLN.ON
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Premium listing on the NLN.ON website
- Listing in the online agenda app
- Corporate promotional piece distributed to all attendees
- 6' table in the foyer
- Pass for one representative at the table Includes two conference passes* (\$1,400 value)

Networking Dinner

\$4,000 (1 available)

- As the premier sponsor for the evening dinner, your logo will be prominently featured on dinner slides and signage.
- Sponsor welcomes guest to the dinner and has 2 minutes to speak about their alignment with NLN.ON
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Premium listing on the NLN.ON website
- Listing in the online agenda app
- Corporate promotional piece distributed to all attendees
- 6' table in the foyer
- Pass for one representative at the table Includes two conference passes* (\$1,400 value)

GOLD

Delegate Bag

\$3,500 (1 available)

- Sponsor the delegate bag for an ideal way to be remembered after the event.
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Your logo on the bag along with NLN.ON logo
- Premium listing on the NLN.ON website
- Corporate promotional piece distributed to all attendees Premium listing in the online agenda app
- 6' table in the foyer
- Pass for one representative at the table Includes one conference pass* (\$700 value)

Lanyard and Badge Holder

\$3,500 (1 available)

- Sponsor the delegate lanyards and badge holder for an ideal way to be remembered after the event.
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Your logo on the lanyards along with NLN.ON logo
- Premium listing on the NLN.ON website
- Corporate promotional piece distributed to all attendees
- Premium listing in the online agenda app
- 6' table in the foyer
- Pass for one representative at the table Includes one conference pass* (\$700 value)

Branded Hotel Key Cards

\$3,500 (1 available)

- Sponsor logo on all attendee hotel key cards
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Premium listing on the NLN.ON website
- Corporate promotional piece distributed to all attendees
- Premium listing in the online agenda app
- 6' table in the foyer
- Pass for one representative at the table
- Includes one conference pass* (\$700 value)

Poster Reception

\$3,500 (1 available)

- Sponsor the Poster Reception, one of the program highlights of the event.
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Premium listing on the NLN.ON website
- Corporate promotional piece distributed to all attendees
- Premium listing in the online agenda app
- 6' table in the foyer
- Pass for one representative at the table Includes one conference pass* (\$700 value)

SILVER

Agenda App

\$2,500 (1 available)

- Primary listing as the app sponsor
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Listing on the NLN.ON website
- Logo in the online agenda app
- Includes one conference pass* (\$700 value) and website visibility.

Food and Beverages

\$1,500 (6 available)

- Sponsor a breakfast, coffee break or lunch.
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Listing on the NLN.ON website
- Logo in the online agenda app
- Your logo will be featured prominently during the sponsored break. Includes one conference pass* (\$700 value) and website visibility.

Hydration Sponsor

\$1,500 (1 available)

- Showcase your brand and commitment to wellness by providing 200 logo'd water bottles to attendees. (Provided by Sponsor).
- Inclusion in the full marketing campaign from time of contract signature to the conference
- Listing on the NLN.ON website
- Logo in the online agenda app
- Your logo will be featured prominently at all water stations throughout event.
- Includes one conference pass* (\$700 value) and website visibility.

EXHIBITOR BOOTH

\$1,200 (6 available)

- A booth in the main foyer
- Company name listed as exhibitor on the sponsor webpage
- One conference pass for booth attendee (\$700 value)