

PRACTICAL
meets **INCREDIBLE**

WeRPN 2026

Sponsor Prospectus

The WeRPN Annual General Meeting (AGM) is where you will find one of the largest audiences of registered practical nurses, administrators, managers and others from across the province.

Founded in 1958, the Registered Practical Nurses Association (WeRPN) will be holding its **68th AGM in Mississauga on October 29 & 30, 2026**. RPNs are regulated health professionals who are employed across all sectors of health care and work tirelessly to care for Ontario's vulnerable populations in health settings like long-term care, hospitals, clinics and in the broader community. These dedicated nurses play a vital role in supporting the health and well-being of Ontarians.

This year, WeRPN is pleased to be hosting a two-day Annual General Meeting (AGM) & Conference. Our theme – *Today's RPN Redefined: Practical Meets Incredible* – celebrates the evolution of the RPN role and the extraordinary impact practical nurses make every day. As always, we are committed to ensuring this event is an equally inspiring and engaging opportunity for RPNs. **We look forward to celebrating the incredible contributions that nurses continue to make to our health system.**

PAST CONFERENCE SPONSORS

		
		
		
		
		
		
		

Benefits of Sponsorship

BRAND VISIBILITY

The WeRPN AGM is promoted on multiple platforms. One of the best communications mechanisms to achieve awareness for your company is through this annual event and the connection with your customers. In addition, WeRPN supports a dynamic website for its growing membership and partnerships. This website can link directly to sponsor webpages highlighting your company's overview enhancing your digital footprint and social media presence.

TARGET MARKET

There are approximately 65,000 RPNs in Ontario. WeRPN has grown to nearly 15,000 members. Target market includes promotion to all members and their organizations. As part of the broader healthcare team, RPNs can share and advocate information about your unique product or service with many other healthcare professionals and influence buying decisions.

SOCIAL MEDIA

WeRPN's social channels reach a highly active and engaged nursing audience. With **21,000+ Facebook subscribers, 10,000+ Instagram followers and 6,100+ LinkedIn followers**, the WeRPN community continues to grow at a rapid rate each year.

ALIGNMENT

These respected health professionals, registered by the College of Nurses of Ontario, play a vital role in Ontario's healthcare community and share a common goal to contribute to the health of all Ontarians.

ENGAGEMENT

WeRPN places audience and vendor engagement at the core of sponsorship value. Our sponsors will be given opportunities to engage with a vested audience in a meaningful and memorable way, via multiple touchpoints before and during the event.



Sponsorship Opportunities

Diamond Sponsor *1 opportunity*

SOLD

DIAMOND SPONSOR BENEFITS:

MAXIMUM BRAND VISIBILITY: prime logo placement on the event website, signage, event materials, and promotional emails

FEATURED SPEAKING OPPORTUNITY: 5-min welcome message during Awards Ceremony

VIP CONFERENCE REGISTRATION:
4 VIP registrations for your team

PREMIUM BOOTH LOCATION:
Largest exhibit space at the event

SOCIAL MEDIA FEATURE: Inclusion in event posts across WeRPN social media platforms

NETWORKING & RECEPTION: Access to networking and awards reception

CUSTOM CONTENT OPPORTUNITY:
Branded content shared via event website and email campaigns

VIP SUPPORT: Prioritized support throughout the event, including booth set up assistance, on-site coordination and event logistics.

Gold Sponsor *Investment: \$7,500*

\$7,500

GOLD SPONSOR BENEFITS:

ENHANCED BRAND VISIBILITY: logo placement on event website, signage, event materials, and promotional emails

SPEAKING OPPORTUNITY: 5-minute message and introduction of the keynote speaker or introduction of the guest speaker during an education session

VIP CONFERENCE REGISTRATION:
3 VIP registrations for your team

PREFERRED BOOTH LOCATION: prominent exhibit space at the event

SOCIAL MEDIA FEATURE: Inclusion in event posts across WeRPN social media platforms

NETWORKING & RECEPTION: Access to networking and awards reception

VIP SUPPORT: Dedicated support for your team, including priority assistance with on-site coordination and event logistics

Silver Sponsor *Investment: \$5,000*

\$5,000

SILVER SPONSOR BENEFITS:

BRAND VISIBILITY: Logo placement on event website, signage, event materials, and promotional emails

EXHIBIT SPACE: Standard booth placement at the event

VIP CONFERENCE REGISTRATION:
2 VIP registrations for your team

SOCIAL MEDIA FEATURE: Inclusion in event posts across WeRPN social media platforms

NETWORKING & RECEPTION: access to networking events and awards reception

VIP SUPPORT: On-demand support for any event-related inquiries or assistance

Exhibitor / Vendor* *Investment: \$1,800*

\$1,800

EXHIBITOR / VENDOR BENEFITS:

EXHIBIT SPACE: Standard booth at the event at the main foyer

BRAND VISIBILITY: Logo included on event website and signage

EVENT REGISTRATION: 1 complimentary booth pass (includes breaks and lunch; additional passes can be purchased for \$100+tax)

NETWORKING & RECEPTION: access to networking events and awards reception

SUPPORT: Basic support to assist any event-related inquiries or assistance

*Vendor applications are subject to review and approval.

Additional Opportunities

Prospective partners have the opportunity to purchase additional visibility:

Lunch Sponsor –Investment: \$8,500

LUNCH SPONSOR BENEFITS:

EXCLUSIVE BRAND VISIBILITY:

Exclusive logo placement on signage, menus, and the main conference screen during lunch

SPEAKING OPPORTUNITY:

Opportunity to give a 5-minute welcome during lunch (if desired)

VIP ACCESS:

2 VIP passes for your team

SOCIAL MEDIA FEATURE:

Inclusion on event posts across WeRPN social media platforms

NETWORKING & RECEPTION:

Access to networking and awards reception

VIP SUPPORT:

Prioritized support from our liaison team throughout the event, including on-site coordination, event logistics and special requests.



Coffee Break Sponsor –Investment: \$2,500

COFFEE BREAK SPONSOR BENEFITS:

EXCLUSIVE BRANDING:

Exclusive logo placement on coffee break tables, serving areas, and related event materials during the sponsored break

VIP ACCESS:

1 VIP pass for your team

SOCIAL MEDIA FEATURE:

Inclusion on event posts across WeRPN social media platforms

NETWORKING & RECEPTION:

Access to networking and awards reception

VIP SUPPORT:

Support from our liaison team throughout the event, including on-site coordination, event logistics and special requests.



Delegate Package Insert –Investment: \$500

DELEGATE PACKAGE INSERT BENEFITS::

BRAND VISIBILITY

Your materials right in the hands of all conference attendees.

Materials to be provided by purchasing organization and received by WeRPN a minimum of 2-weeks prior to the event.



Exposure

PLATFORM	DISTRIBUTION	TYPE OF COVERAGE
Sponsorship Booth	Diamond, Gold and Silver: direct opportunities to connect with RPNs live on site and showcase brand materials.	Sponsors have the opportunity to connect with AGM attendees throughout the full day event
Website	WeRPN has a dedicated website that is promoted 365 days a year. In addition, AGM partners can further promote the event on their individual sites.	A separate webpage devoted to AGM and feature sponsors; highlighting products, services and relationship to health care (50-150 words). Sponsor logos already appear down the side of each web-tab.
Social Media	With 19,000+ Facebook subscribers, 8,100+ Twitter followers and 8,500+ Instagram followers	Sharing news, events and keeping our community informed, engaged and connected. The WeRPN social community is highly active and engaged.
Printed/Digital AGM Booklet	Sponsor logos are highlighted on the AGM app and printed material that will be distributed at the event.	Full-colour logo and sponsor recognition of level of participation. Opportunity for short message inclusion to RPNs.

IMPORTANT INFO FOR SPONSORS

Sponsorship confirmation deadline:

September 4, 2026

Payment due by:

September 18, 2026

Event dates:

October 29 & 30, 2026

Event Location:

Hyatt Place Toronto/Mississauga
Luxe Convention Centre: 5787 Hurontario St,
Mississauga, ON L5R 4B4

CUSTOMIZED BENEFITS

We are happy to work with each sponsor to customize benefits to better suit your needs. For more information or to discuss specific opportunities, please contact JP Munro at jpmunro@werpn.com