

New Brunswick Association of Nursing Homes

# AGM 2027

## Sponsorship & Engagement Guide



Great speakers



Great Networking



Great Entertainment

**MAY 19 & 20 | 2027**

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# SPONSORSHIP PROPOSAL

2027

**As a sponsor,** your organization will gain direct exposure to influential leaders and decision-makers responsible for the operation, procurement, and delivery of care across New Brunswick's nursing home sector.

**Your brand** will be showcased to stakeholders representing 79 nursing homes that employ more than 8,300 dedicated professionals who provide quality care and support to over 5,400 residents throughout the province.

**This unique opportunity** positions your company at the forefront of the long-term care sector, fostering valuable connections, enhancing brand recognition, and creating opportunities for meaningful business partnerships.

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**Presented by**  
Gilles A. Gauthier

**Prepared for**  
NBANH AGM 2027





SALON - AGM  
May 13-14.2026

# ABOUT THE EVENT

Sponsoring the Annual General Meeting (AGM) of the New Brunswick Association of Nursing Homes (NBNH) provides a unique opportunity to connect with one of New Brunswick's most important healthcare sectors. As the province's premier gathering of nursing home leaders, the AGM brings together executive directors, administrators, directors of nursing, board members, government representatives, and industry partners from across the province.

This highly anticipated event offers exceptional visibility, meaningful engagement, and direct access to key decision-makers responsible for shaping the future of long-term care. Sponsors benefit from valuable networking opportunities, enhanced brand recognition, and the ability to showcase products, services, and innovative solutions to a targeted audience of healthcare professionals and sector leaders.

By partnering with NBNH, your organization demonstrates its commitment to supporting quality long-term care while building strong, lasting relationships within a sector that touches the lives of thousands of New Brunswick seniors, families, and healthcare professionals.

MAY 19 & 20 - 2027

## ➤ OPENING CEREMONY (**MEMBERS ONLY**)

The AGM Opening Ceremonies feature the keynote address, presentation of the Lieutenant Governor Award, and special remarks from provincial leaders and elected officials, including the Premier, Ministers, and MLAs.

## ➤ EXHIBITOR'S RECEPTION (**MEMBERS & VENDORS**)

A two-hour networking event where delegates, exhibitors, and sponsors connect and build relationships while enjoying music, wine and hors d'oeuvres served au plateau. **Open to 5 Sponsorships of \$1,000.**

## ➤ DON-DOC LUNCH & LEARN SESSION (**SPONSORS AVAILABLE**)

A sponsored educational session bringing together Directors of Nursing and Directors of Care to explore emerging issues and innovations in long-term care. **Open to 1 sponsor of appx. \$5,000+, lunch sponsor for 60 attendees.**

## ➤ TALK & LEARN SESSIONS (**OPEN - SPONSORS AVAILABLE**)

New for 2027, these TED Talk-style presentations provide vendors with an opportunity to share innovative ideas, products, services, and industry insights. **Open to 8 sponsors of \$500 to Corporate Members in good standing.**

## ➤ GALA EVENING (**MEMBERS & VENDORS - TICKETS AVAILABLE**)

An evening of celebration, entertainment, and networking open to delegates, vendors, sponsors, and guests. Gala tickets are complimentary based on sponsorship level, with additional tickets available for purchase at **\$125 each**. **Open to 2 sponsors of \$4,000 each.**



PIC - AGM May 14.2026



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# EXHIBITOR & TRADE SHOW SCHEDULE

2027

## EXHIBITOR SPACE INFORMATION

### NEW FOR 2027

MEMBERS

NETWORKING SALON

### TWO (2) DAY PASSES

Day 1 - Wednesday, May 19

Day 2 - Thursday, May 20

### NEW FOR 2027

**ONE (1) DAY PASS - ONLY**

Wednesday, May 19, 2027

### NEW FOR 2027

INFORMATION SESSIONS

Thursday, May 20, 2027



# EXHIBITOR SPACE INFORMATION



## Each exhibitor space includes:

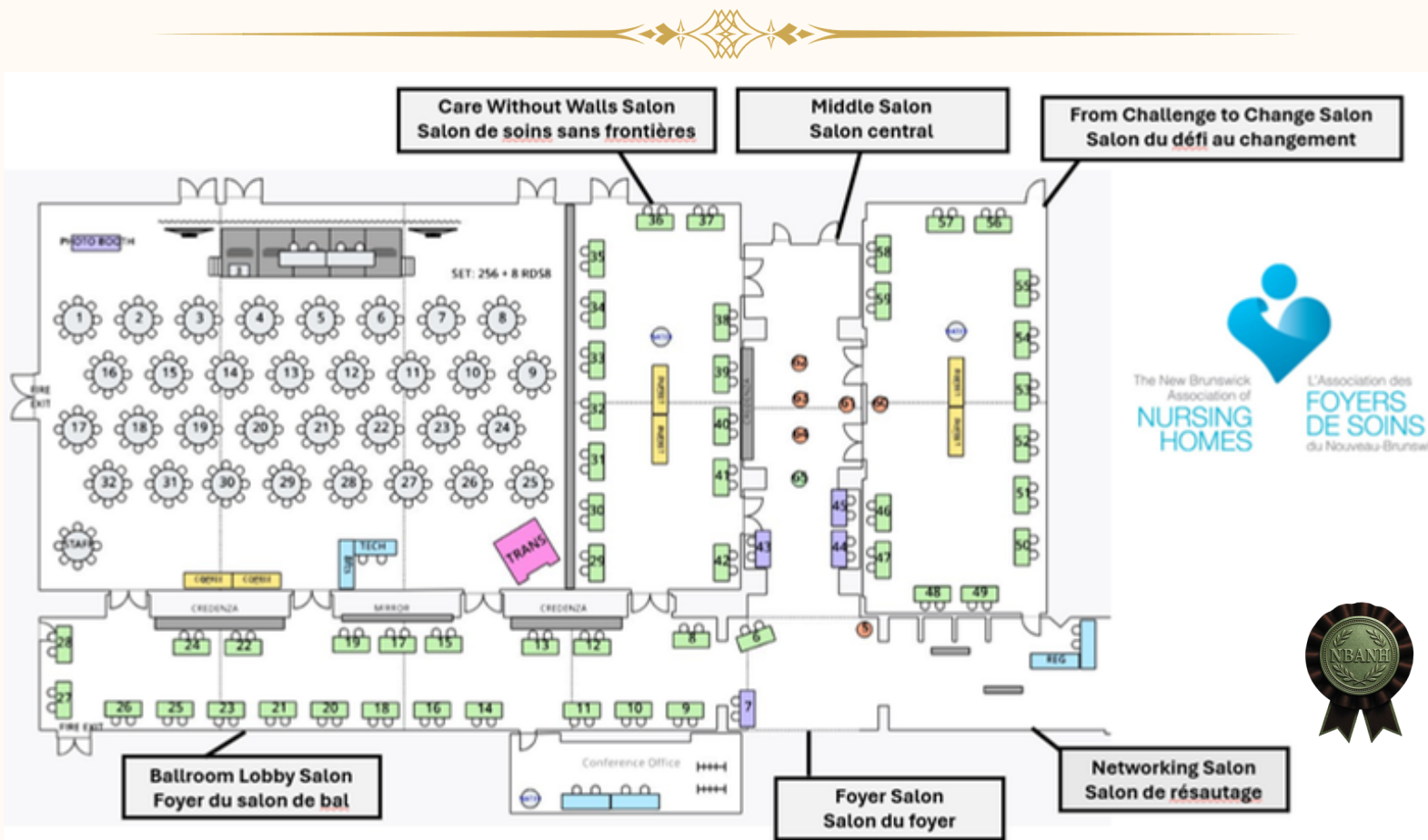
- **One (1)** 6' covered table with two (2) chairs
- Options available if a vendor needs more than one table space
- Open-concept trade show layout. No pipe and drape dividers between tables
- **Two (2) complimentary** conference registrations for exhibitor representatives

## Additional Exhibitor Representatives:

Additional exhibitor registrations **are available for \$100 per person.**

**Meal Options: Breakfast and lunch buffet passes for Day 2 of the conference are available to exhibitors for an additional \$60 per meal, for a total cost of \$120, which covers all applicable taxes and gratuity.**

Exhibitors are encouraged to create engaging and welcoming displays that maximize visibility within the open-concept trade show environment.



The floor plan will be slightly modified for the 2027 AGM.

## NEW FOR 2027

### MEMBERS NETWORKING SALON

(seen on the map as - Networking Salon)

This new area is where our **Members** will be served their meals and gather for general service and networking.

**Access to this area will be monitored and restricted to registered members.**

**Vendors** may access the area only when **presenting a valid prepaid meal pass (see details above).**



## EXHIBITOR & TRADE SHOW SCHEDULE

### **TWO (2) DAY PASSES - Day 1 - Wednesday, May 19**

(Ballroom Lobby Salon, Care Without Wall Salon & Foyer Salon) - (Tables #5 through #45 - **SEE MAP ON PAGE 5**)

#### **Wednesday, May 19, 2027**

Trade Show Hours (**NEW HOURS FOR 2027**) - 3:00 p.m. – 10:00 p.m.

Suggested Dinner Break for Exhibitors - 6:00 p.m. – 7:30 p.m.

***(Meal arrangements and expenses are the responsibility of each exhibitor)***

**Special Evening Event - Exhibitor Reception - 8:00 p.m. – 10:00 p.m.**

Designed with vendors in mind, this networking event offers a unique opportunity to connect directly with members in a relaxed and engaging atmosphere. Members are invited to attend the Exhibitor Reception to meet exhibitors, discover products and services, and build valuable professional relationships. The evening features music, wine, and hors d'oeuvres, creating the perfect setting for networking and conversation.

### **TWO (2) DAY PASSES - Day 2 - Thursday, May 20**

(Tables #5 through #45 - **SEE MAP ON PAGE 5**)

#### **Thursday, May 20, 2027**

Trade Show Hours (**NEW HOURS FOR 2027**) - 7:30 a.m. – 1:00 p.m. (suggested break - 10 a.m.)

**Meal Options: Breakfast and lunch buffet passes for Day 2 of the conference are available to exhibitors for an additional \$60 per meal, for a total cost of \$120, which covers all applicable taxes and gratuity.**

#### **IMPORTANT NOTE:**

All exhibitors must take down their display tables by 3 p.m. to allow the Hotel staff to prepare the room for the Gala Evening event.

## **NEW FOR 2027 - ONE DAY ONLY PASS**

## EXHIBITOR & TRADE SHOW SCHEDULE

**ONE DAY PASS** (From challenge to Change Salon) - (Tables #46 through #60 - **SEE MAP ON PAGE 5**)

#### **Wednesday, May 19, 2027 (1 DAY - ONLY)**

Trade Show Hours (**NEW HOURS FOR 2027**) - 3:00 p.m. – 10:00 p.m.

Suggested Dinner Break for Exhibitors - 6:00 p.m. – 7:30 p.m.

***(Arrangements and expenses are the responsibility of each exhibitor)***

#### **Exhibitor Reception**

8:00 p.m. – 10:00 p.m.

**Members and vendors** are invited to join us for our Exhibitor Reception. **See details above.**

#### **IMPORTANT NOTE:**

All one day exhibitors (**Tables #46 through #60**) must take down their display tables **immediately following the Exhibitors Reception** (by no later than 11:30 p.m.) to allow the Hotel staff to prepare the room for the subgroup education sessions the next morning.

# NEW FOR 2027

## EXHIBITOR & TRADE SHOW SCHEDULE

(From challenge to Change Salon)



### INFORMATION SESSIONS

Thursday, May 20, 2027



## Presenting Opportunity – TED-Style Talk: \$500 (additional fee)

A \$500 fee applies to each TED-Style Talk and provides vendors with the opportunity to present directly to AGM delegates who register for the session, in the language of their choice.

This contribution also helps offset AGM conference costs **while supporting a session door prize** to encourage attendance and participant engagement.

## What are TED-style sessions?

**Our TED-Style Sessions** are designed to deliver concise, engaging, and impactful presentations focused on practical ideas and real-world solutions.

**Each session is limited to 18 minutes**, following the standard TED Talk format, allowing speakers to share key insights in a focused and dynamic way while maximizing audience engagement.

**Topics will primarily focus on operational and sector-related issues**, including leadership, workforce development, quality improvement, innovation, best practices, resident care, technology, and emerging trends affecting long-term care organizations. **These fast-paced sessions** are intended to spark new ideas, encourage discussion, and provide attendees with actionable takeaways they can bring back to their organizations.

## Session Schedule

8:30 a.m. (2 separate sessions – 18 minute TED talk style – 1 French – 1 English)

10:15 a.m. (2 separate sessions – 18 minute TED talk style – 1 French – 1 English)

12:30 p.m. (2 separate sessions – 18 minute TED talk style – 1 French – 1 English)

3:30 p.m. (2 separate sessions – 18 minute TED talk style – 1 French – 1 English)

## Logistics

**Presenters will be provided** with an HDMI connection to a TV display for use with a laptop or other presentation device. PowerPoint presentations, videos, and other visual aids are encouraged to enhance audience engagement. Each session room is configured with five tables and seating for up to 30 participants in a half-moon style layout, creating an interactive and comfortable learning environment.

**Presenters are encouraged** to test their equipment and presentation materials prior to their session to ensure a seamless experience.



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# ENGAGEMENT PACKAGES & PARTNERSHIP LEVELS

2027

WHY SPONSOR  
US?

ALL LEVELS OF  
SPONSORSHIP

WHAT IS NOT  
INCLUDED WITH  
REGISTRATION

SPONSORSHIP  
COMPARISON GRID

—





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MAY 19 & 20 - 2027

# WHY SPONSOR US?

Sponsoring our AGM places your organization in front of a highly engaged audience of long-term care leaders, decision-makers, and sector professionals from across New Brunswick.

Your support demonstrates a commitment to quality care while providing valuable opportunities to increase brand visibility, build relationships, generate leads, and contribute to the future of long-term care.



Beverly Beuermann-King  
Speaker - 2026

## ➤ TARGETED AND INCREASED BRAND EXPOSURE

Your sponsorship demonstrates a commitment to quality senior care, community well-being, and the continued advancement of long-term care services in New Brunswick.

The AGM provides an excellent opportunity to showcase your products, services, and innovations to a targeted audience of nursing home leaders and decision-makers from across the province.

## ➤ ENHANCED CUSTOMER ENGAGEMENT OPPORTUNITIES

Position your organization as a trusted partner in New Brunswick's long-term care sector through direct engagement with attendees at networking events, educational sessions, and social activities. These valuable interactions help build relationships, enhance credibility, foster trust, and create lasting connections with key decision-makers and industry leaders.

## ➤ MULTI-CHANNEL PROMOTION = NETWORKING AND BUSINESS GROWTH OPPORTUNITIES

Sponsoring NBANH's AGM is more than a branding opportunity—it is an investment in the future of long-term care in New Brunswick. It demonstrates leadership, builds meaningful relationships, and connects your organization with one of the province's most important and growing sectors. This integrated approach helps reinforce your brand message.

## ➤ PROVEN TRACK RECORD

Our proven track record reflects years of successfully delivering high-quality conferences that bring our members and our valued sponsors together from across New Brunswick's long-term care sector. Consistently strong attendance, positive participant feedback, and long-standing sponsor partnerships demonstrate the value, credibility, and impact of the AGM experience.

# ENGAGEMENT PACKAGES & PARTNERSHIP LEVELS

## ➤ EXHIBIT SPACE & MORE

### ALL LEVELS OF SPONSORSHIPS

Your exhibit space includes one 6-foot draped table, two chairs, and Wi-Fi access.

Should you require additional services or equipment, such as electrical connections, television screens, audiovisual support, or dedicated internet access, these arrangements must be made directly with Delta Hotels Fredericton. **Additional fees may apply.**



## ➤ INCLUDED WITH EVERY SPONSORSHIP

### ALL LEVELS OF SPONSORSHIPS

Every sponsor receives valuable recognition and visibility throughout the conference, including:

- Recognition in the AGM Program and Attendee Guide
- Personalized AGM Sponsor and Exhibitor Badges
- Complimentary Tickets to the AGM Gala Banquet (quantity varies by sponsorship level)
- Priority Access to Present Educational Sessions at the AGM
- Visual Recognition Throughout the AGM

## ➤ AWARDING OF SPONSORSHIPS

### FOR ANY LEVEL OF SPONSORSHIPS

Sponsorship opportunities are allocated on a priority basis.

- **Existing sponsors receive first right of renewal and upgrade opportunities.** Priority access is determined by sponsorship level and financial commitment. Any remaining opportunities will then be offered to other Corporate Members and then to new applicants on our waiting list.
- **All remaining sponsorship opportunities will be assigned on a first-come, first-served basis.**
- To reserve a sponsorship or discuss the opportunities available, please contact **Gilles A. Gauthier at [ggauthier@nbanh.com](mailto:ggauthier@nbanh.com) or 506-232-0706.**
- **All sponsors must be Corporate Members in good standing at the time of booking and throughout the event period.**

## ➤ IMPORTANT NOTE

### WHAT IS **NOT** INCLUDED WITH REGISTRATION

Please note that exhibitor and sponsor registrations **do not include attendance** at AGM member-only activities. Registration is limited to tradeshow and sponsorship-related participation.

- AGM General Meetings are reserved for **member delegates ONLY**.
- Opening Ceremonies **attendance is not included**.
- Educational and presenter sessions **are restricted to registered member delegates**.
- Meals and refreshments are **not included unless specified in your sponsorship package or purchased separately** through the AGM registration process.

# ENGAGEMENT PACKAGES & PARTNERSHIP LEVELS

## ➤ PRESENTING SPONSOR

**\$15,000**

### Premium Sponsor Benefits

Celebrates exceptional dedication to eldercare, excellence, and innovation.

- Most prominent logo placement in all AGM materials, including the AGM Program & Attendee Guide
- Most prominent logo placement on the NBANH website
- Corporate logo projected in the main meeting room throughout the AGM (Gobo recognition)
- Recognition on NBANH social media platforms before, during, and after the AGM
- Verbal recognition with an exclusive opportunity to present the Keynote Speaker during the AGM Closing Gala Evening
- Opportunity to host an AGM Information Session (additional cost – first right of refusal)
- Complimentary ½-page advertisement in the AGM Program & Attendee Guide
- Complimentary ½-page advertisement in the May edition of the heartBEAT newsletter & (3) complimentary ¼-page advertisements in subsequent editions
- Complimentary Tradeshow Table, Complimentary NBANH Corporate Membership & 2 complimentary meal tickets.
- Six banquet tickets included



## ➤ LEGACY SPONSOR

**\$10,000**

### Premium Sponsor Benefits

Honours long-standing commitment to eldercare, excellence and innovation.

- Most prominent logo placement in all AGM materials, including the AGM Program & Attendee Guide
- Most prominent logo placement on the NBANH website
- Corporate logo projected in the main meeting room throughout the AGM (Gobo recognition)
- Recognition on NBANH social media platforms before, during, and after the AGM
- Verbal recognition with an exclusive opportunity to present the Keynote Speaker during the AGM Opening Ceremonies
- Opportunity to host an AGM Information Session (additional cost – first right of refusal)
- Complimentary ½-page advertisement in the AGM Program & Attendee Guide
- Complimentary ½-page advertisement in the May edition of the heartBEAT newsletter & (3) complimentary ¼-page advertisements in subsequent editions
- Complimentary Tradeshow Table, Complimentary NBANH Corporate Membership & 2 complimentary meal tickets.
- Five banquet tickets included



## ➤ ANGEL OF CARE SPONSOR

**\$6,500**

Symbolizes extraordinary compassion and unwavering dedication to our mission.

- Prominent logo placement in all AGM materials, including the AGM Program & Attendee Guide
- Prominent logo placement on the NBANH website
- Corporate logo projected in the Ballroom Lobby Salon throughout the AGM (Gobo recognition)
- Recognition on NBANH social media platforms before, during, and after the AGM
- First right of refusal to host an AGM Information Session (additional cost applies)
- Complimentary ¼-page advertisement in the AGM Program & Attendee Guide
- Complimentary ¼-page advertisement in one edition of the heartBEAT newsletter
- Logo Placement on Vendor ID Badges
- Visual recognition in the main room throughout the AGM
- Complimentary Tradeshow Table, Complimentary NBANH Corporate Membership & 2 complimentary meal tickets.
- Four banquet tickets included



# ENGAGEMENT PACKAGES & PARTNERSHIP LEVELS



## CIRCLE OF LOVE SPONSOR

**\$5,000**

Highlights the human connections that bring residents, families, and caregivers together

- Logo placement in all AGM materials, including the AGM Program & Attendee Guide
- Logo placement on the NBANH website
- Corporate logo projected in the Ballroom Lobby Salon throughout the AGM (Gobo recognition)
- Recognition on NBANH social media platforms before, during, and after the AGM
- First right of refusal to host an AGM Information Session (additional cost applies)
- Complimentary ¼-page advertisement in the AGM Program & Attendee Guide
- Complimentary ¼-page advertisement in one edition of the heartBEAT newsletter
- Logo Placement on Vendor ID Badges
- Visual recognition in the main room throughout the AGM
- Complimentary Tradeshow Table, Complimentary NBANH Corporate Membership & 2 complimentary meal tickets.
- Three banquet tickets included



## CARE CHAMPION SPONSOR

**\$3,500**

Recognizes active supporters of caregiving teams, residents, and sector advancement.

- Logo placement in all AGM materials, including the AGM Program & Attendee Guide
- Logo placement on the NBANH website
- First right of refusal to host an AGM Information Session (additional cost applies)
- Complimentary ¼-page advertisement in the AGM Program & Attendee Guide
- Logo Placement on Vendor ID Badges
- Visual recognition in the main room throughout the AGM
- Complimentary Tradeshow Table
- NBANH Corporate Membership (preferred rate of \$250 – rebate of 50%) – additional cost
- Two banquet tickets included



## KINDNESS IN ACTION SPONSOR

**\$2,500**

Recognizes and values the emotional connections that enrich the lives of our residents.

- Logo placement in all AGM materials, including the AGM Program & Attendee Guide
- Logo placement on the NBANH website
- First right of refusal to host an AGM Information Session (additional cost applies)
- Logo Placement on Vendor ID Badges
- Visual recognition in the main room throughout the AGM
- Complimentary Tradeshow Table
- NBANH Corporate Membership (preferred rate of \$250 – rebate of 50%) – additional cost
- One banquet ticket included



## TABLE ONLY

**\$1,500**

One day only!

**\$1,700**

2 day pass!

Recognizes active supporters of caregiving teams, residents, and sector advancement.



## CORPORATE MEMBERSHIP

**\$500**

Fosters meaningful relationships with our residents.



# ENGAGEMENT PACKAGES & PARTNERSHIP LEVELS

## SPONSORSHIP COMPARISON GRID

PRICELESS

Embraces the emotional  
connections with our residents

| BENEFIT                                                  | PRESENTER<br>AND LEGACY<br>SPONSOR | ANGEL OF CARE<br>SPONSOR | CIRCLE OF LOVE<br>SPONSOR | CARE CHAMPION<br>SPONSOR | KINDNESS IN ACTION<br>SPONSOR |
|----------------------------------------------------------|------------------------------------|--------------------------|---------------------------|--------------------------|-------------------------------|
| Logo in AGM Program & Attendee Guide                     | Most Prominent                     | Included                 | Included                  | Included                 | Included                      |
| Logo Placement on NBANH Website                          | Most Prominent                     | Included                 | Included                  | Included                 | Included                      |
| Corporate Membership                                     | Included                           | Included                 | Included                  | 50% Discount \$250       | 50% Discount \$250            |
| Tradeshow Booth                                          | Included                           | Included                 | Included                  | Included                 | Included                      |
| Advertisement in AGM Program                             | ½ Page                             | ¼ Page                   | ¼ Page                    | ¼ Page                   | —                             |
| Personalized Delegate Badge                              | Included                           | Included                 | Included                  | Included                 | Included                      |
| Banquet Tickets                                          | 6 & 5                              | 4                        | 3                         | 2                        | 1                             |
| Information Session Opportunity (First right of refusal) | Included (\$500 Value)             | \$400 Preferred Rate     | \$425 Preferred Rate      | \$450 Preferred Rate     | \$475 Preferred Rate          |
| VISUAL Recognition During AGM                            | Included                           | Included                 | Included                  | Included                 | Included                      |
| AGM Social Media Recognition                             | Included                           | Included                 | Included                  | —                        | —                             |
| Recognition at Other NBANH Events                        | Included                           | Included                 | —                         | —                        | —                             |
| Present Keynote Speaker Opening Ceremony                 | Exclusive to Legacy Sponsor        | —                        | —                         | —                        | —                             |
| Present Keynote Speaker Gala Evening                     | Exclusive to Presenting Sponsor    | —                        | —                         | —                        | —                             |



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# GALA EVENING TICKETS

2027

NEW FOR 2027  
52 MORE SEATS ADDED  
Thursday, May 20, 2027

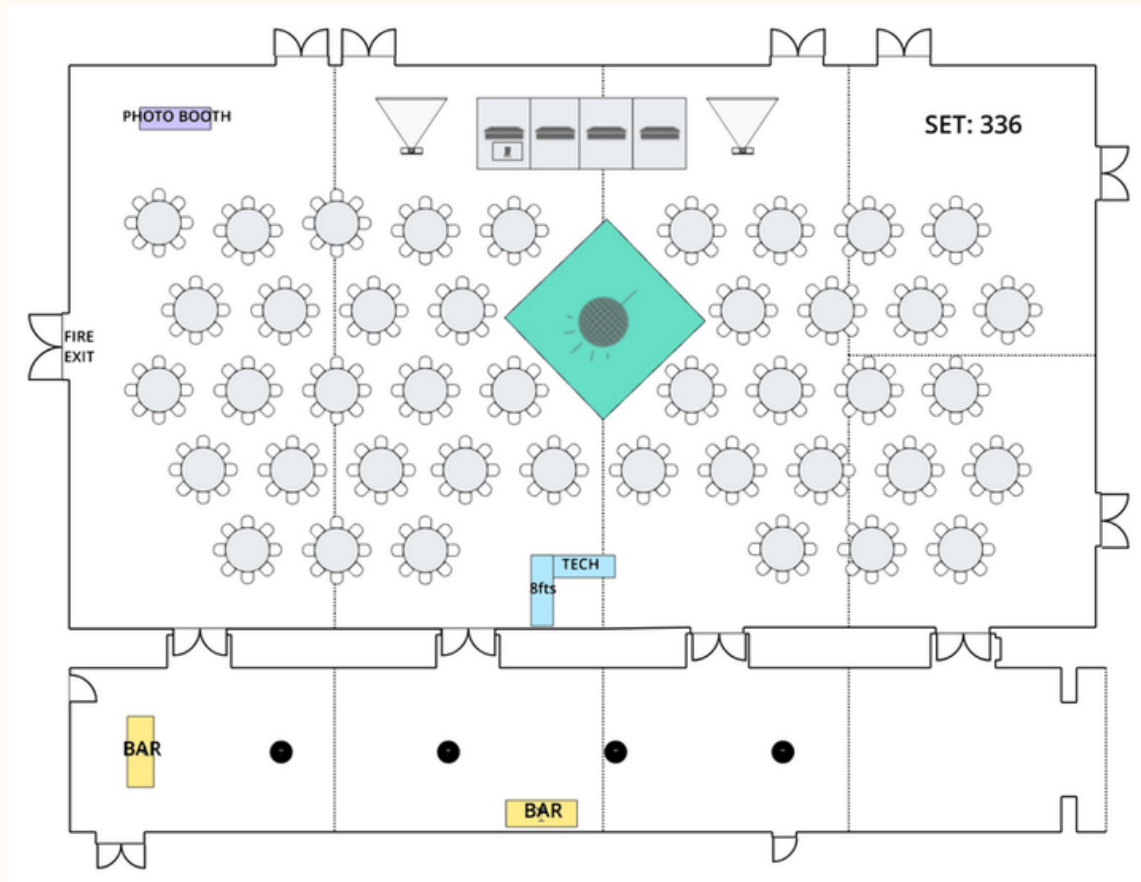


# NEW FOR 2027

## GALA EVENING TICKETS

(Main Ball Room)

**52 MORE SEATS ADDED -Thursday, May 20, 2027**



**Depending on the sponsorship level you select,** complimentary Gala Evening tickets may be included in your sponsorship package. Please refer to the Sponsorship Package for details regarding ticket allocations and benefits.

A limited number of **52 additional** Gala Evening tickets are available for members, exhibitors, and vendors on a first-come, first-served basis. Availability is not guaranteed, and tickets will be allocated until sold out.

### **Ticket Cost:**

\$125 per person

**The Gala Evening** offers an excellent opportunity to network with nursing home leaders, administrators, board members, sector partners, and other conference attendees in a relaxed, enjoyable setting.

### **Seating Options**

**Vendors may choose one of the following seating arrangements:**

- Sit together with members of their team at an assigned vendor table; or
- Be seated at separate member tables throughout the room to maximize networking opportunities and develop new professional relationships with conference delegates and sector leaders.

**Final table assignments and seating requests will be coordinated by conference organizers** based on availability and attendee preferences.

**We encourage vendors and sponsors** to take advantage of this unique networking opportunity to strengthen existing relationships and build new connections within New Brunswick's long-term care sector.



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# CONNECT WITH US!

Let's connect! We would be pleased to discuss how a sponsorship partnership can help you achieve your marketing, networking, and business development goals.

Our team can work with you to identify the opportunities that best align with your organization's objectives while maximizing your visibility and engagement throughout the AGM experience.

EMAIL



Gilles A. Gauthier



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