



NURSES SPECIALIZED IN
WOUND, OSTOMY AND CONTINENCE
CANADA
INFIRMIÈRES SPÉCIALISÉES EN
PLAIES, STOMIES ET CONTINENCE
CANADA

NSWOCC Industry Advertising, Sponsorship, and Partnership Opportunities



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NSWOCC Industry Advisory Council (NIAC)

The NSWOCC Industry Advisory Council (NIAC) is a dedicated group of representatives from companies who manufacture and or who market/sell products and technologies in the wound, ostomy, and continence healthcare market sectors. NIAC members meet regularly to collaborate with NSWOCC to receive updates on information and provide feedback and ideas to enhance our offerings, aiming to improve care and support for patients.

Join NIAC

By joining NIAC, companies can actively participate in shaping the future of wound, ostomy, and continence care through dialoguing with NSWOCC. NIAC members provide valuable input to NSWOCC as a platform to connect healthcare professionals with industry members, influencing decisions and strategies that benefit the entire community.

[Learn more about NIAC.](#)

Join the NIAC Mailing List: [NIAC Membership](#)



Advertising, Sponsorship, and Partnership Opportunities

NSWOCC offers a range of opportunities for companies to engage as advertisers, sponsors, and partners. Below are the details of these opportunities:

Becoming an Industry Associate or Industry Associate Plus

- Industry Associate Membership (\$175 per year): This membership provides companies with the same benefits as other NSWOCC Members & Associates, including access to members-only events, receiving exclusive communications like the NSWOC Advance & Members' Newsletter, networking opportunities with nurses specialized in wound, ostomy and continence, and more! For the full list of benefits, please visit <https://www.nswoc.ca/membership-benefits>.
- Industry Associate Plus Membership (\$500 per year): In addition to all the benefits of the Industry Associate Membership, the Industry Associate Plus Membership offers additional perks such as higher visibility at events, discounts on hosting webinars and inserting newsletter announcements, priority placement in advertisements, and first rights of refusal for sponsorship opportunities at major events like the National Conference.
- [Learn more about Industry Associate Membership](#)

	Industry Associate	Industry Associate Plus
Yearly NSWOCC Registration Fee	\$175	\$500
Cost to Host a \$2,000 Continuing Education Webinar in Partnership with NSWOCC	No discount	Discounted rate (\$250 off)
National Conference	No additional benefit	First to receive the list of sponsorship opportunities for the NSWOCC National Conference 10% discount for individual representatives' registration for the NSWOCC National Conference
NSWOC Advance	No additional benefit	First right of refusal for ad placement in the NSWOC Advance
Job Postings	Notified of new job postings	Ability to add job postings on https://www.nswoc.ca/jobs
NSWOCC Newsletter	No additional benefit	Recognition in the NSWOCC Newsletter
NSWOCC Industry Advisory Committee (NIAC) Interest Group	Membership to the NIAC Interest Group as a main contact for your company/organization	
Communications	Important Members/Associates-only Email Communication and Announcements from NSWOCC Subscription to 3 Issues of The NSWOC Advance : The Official Publication of NSWOCC, which contains some Peer-Reviewed Articles Discounted subscription to The peer-reviewed Journal Of Wound, Ostomy and Continence Nursing (JWOCN) Exclusive Members-Only Area Access to Best Practice Recommendations in Wound, Ostomy, and Continence	
Advocacy	Access to the Power Of 3 Campaign	
International Recognition	Access to International Skin Tear Advisory Panel Information and Events	
NSWOCC National Networking	Access to national network of nurses specialized in wound, ostomy and continence (NSWOC) through our members-only directory & Database: you have full access to change and update your own contact information instantly. Invitation to NSWOCC Regional Meetings and regional networking groups for information and support allow you to developnet works on a more regional or provincial level	
Attending Members-Only Webinars	Complimentary Access to English & French Webinars	



Take the ISWA Program

The self-paced, fully online Industry Skin Wellness Associate (ISWA) Program provides specialized training and an official designation for industry professionals in wound, ostomy and/or continence care. By taking the ISWA program, or sponsoring a representative to take the program, you will be supporting education and training in the field, while gaining recognition, trust, and visibility among healthcare professionals including NSWOCs and SWANs.



Program Structure

Level 1 – Clinical component in Wound, Ostomy, and/or Continence (3 separate modules)

Level one prepares the student to have an enriched understanding of Wound, Ostomy, and Continence related issues. To complete level 1, students must complete at least one (1) course (Wound, Ostomy, and /or Continence). Once a student has completed at least one (1) level one course, they can then take level 2.

Level 2 – Advanced component

Addresses:

- o Partnerships with healthcare professionals
- o Product placement
- o Navigating the healthcare system
- o Business plan development

Level two prepares students with an enhanced ability to position their product portfolios from a clinical practice lens and to provide optimal support for nurses caring for those with wound, ostomy, and continence issues. Level two is designed to provide industry partners the enhanced ability to work collaboratively with healthcare professionals and to be ambassadors for the ethical partnerships with industry.

Upon completion of level two graduates will be eligible to use the ISWA designation.

Designation is dependent on the number of courses completed:

ISWA-O (Ostomy module)

ISWA-C (Continence module)

ISWA-W (Wound module)

Or a combination such as: ISWA-OC, ISWA-OCW, etc.

[Learn more about the ISWA Program](#)

National Conference

The annual National Conference (held in-person in May of each year) is a key event for NSWOCC, bringing together healthcare professionals from across the country who focus on wound, ostomy and continence care, including NSWOCs, SWANs, NPs, and physicians. Our National Conference offers various levels of exhibitor and sponsorship opportunities, allowing companies to showcase their products and services to a targeted audience.

Corporate Partnership Package:

This package is first launched to NIAC Members in the Fall of each year. It includes options for becoming an exhibitor, sponsoring specific elements of the conference, and participating in networking events. Industry Associate Plus members receive first rights of refusal and exclusive discounts on these opportunities.

Once published, the Corporate Partnership Package will exist on the conference website at <https://nswocconference.com/partners>.



Exhibition & Partnership Levels:

- **Honoured Corporate Partner**—Highest level of partnership & attendee engagement with the first priority and right of refusal for additional sponsorship opportunities & booth selection.
- **Corporate Partner**— Second highest level of partnership & attendee engagement with the second priority and right of refusal for additional sponsorship opportunities & booth selection.
- **Corporate Supporter**—Third highest level & priority
- **Exhibitor**—Exhibit Booth only

Sponsorship Opportunities:

NIAC Industry & Science Day Session

Caring for individuals facing wound, ostomy, and continence challenges is intricate. To address this, Nurses Specialized in Wound, Ostomy, and Continence (NSWOCs) need up-to-date research and innovative products, where industry partners play a key role. Scientific progress is now a potent catalyst for advancements in specialized care, leading to better outcomes, efficient resource use, and cost savings.

The Industry and Science Day sessions are designed to bridge the gap between science and industry, providing a platform for attendees to delve deeper into the intersection of these two critical aspects. These sessions offer valuable insights into how product performance can directly influence patient care delivery. Attendees will gain a comprehensive understanding of the synergy between scientific evidence and product innovation in the context of wound, ostomy, and continence care.

Power Breakfast or Power Lunch

Sponsor a Power Breakfast or Power Lunch to host a dynamic 1-hour educational session focused on wound, ostomy, and/or continence care. This exclusive opportunity allows you to curate the session by selecting the topic and speakers, providing a unique platform to highlight your organization's expertise and foster specialized learning for conference attendees. Whether you choose to energize the day or lead an insightful midday break, your session will leave a lasting impact. All topics and speakers must be approved by the NSWOCC National Conference Planning Committee to ensure they align with the conference's educational objectives.

Poster Sponsor

Sponsorship for poster presentations, including poster board costs and prizes.

For more details or the full list of opportunities, we will just direct them to visit the [partners page](#).

Webinar Series

The NSWOCC WOC Institute hosts a series of 1-hour educational webinars on Zoom for NSWOCs, SWANs, and allied healthcare professionals throughout the year, excluding summer months.

Partnering with NSWOCC to host an educational webinar gives you the chance to choose your own speaker to present your wound, ostomy, and/or continence products or services while educating and interacting with attendees directly through Q&A sessions.

Webinar Stats for May '23-May '24:

Day of the Week	Webinars held	Average Live	Average Registrants	Average Attendance
Tuesday	9	167	388	43%
Wednesday	20	159	366	43%
Thursday	7	149	332	45%
Monday	3	122	279	45%
Total	39	156	358	43.7%

NSWOCC collaborates with partners to create marketing materials, promote the event, and manage logistics, including moderating and issuing certificates, and providing you with post-webinar attendance reports.

The cost to host a sponsored webinar is \$2,000. Industry Associate Plus types receive a \$250 discount on all webinars they sponsor.

All webinars must be booked a minimum of 28 days in advance through the [NSWOCC website](#). When you book a webinar, you will reserve a full week block. This will ensure that other webinars will not be booked right before/after your webinar date or oversaturate our educational calendar.

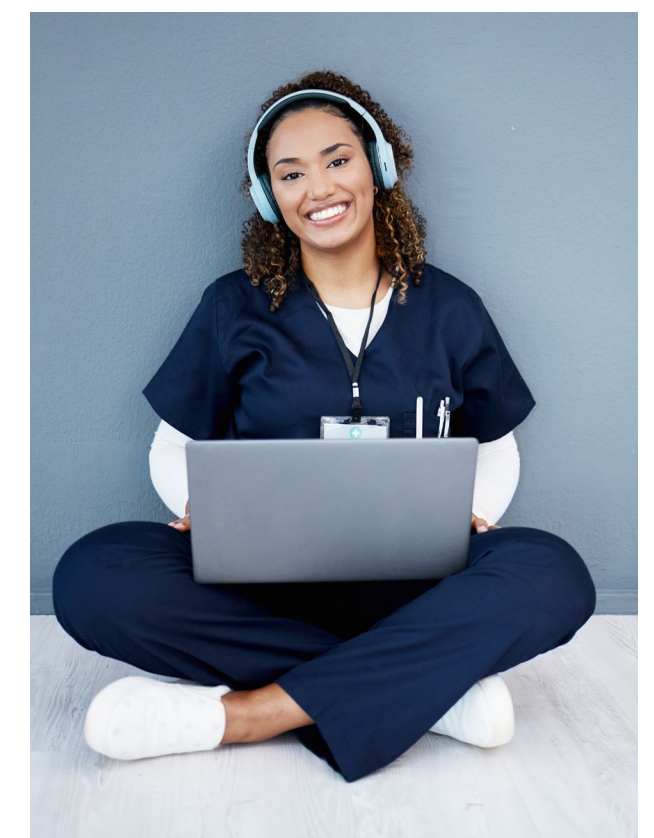
Hosting an educational webinar in French and English

As a commitment to offering education in both official languages, we strongly encourage hosting the education in both languages during two different sessions during your booked week. The cost to offer a webinar in both official languages will remain the same price as just booking one.

Hosting a webinar at multiple hours to accommodate time zones

As a commitment to offering equal access to education for members across Canada, we offer the opportunity to host your webinar up to two times during your booked week at different time slots. For example, you could host a webinar on a Wednesday at 12pm Eastern Time, then another one on either the same day, or a different day during the same week at 12pm Mountain Time.

[Learn more about Webinar Booking](#)



NSWOC Advance Advertising

Published three times per year, the NSWOC Advance is NSWOCC's official publication that reaches a broad audience of over 1,100 NSWOCC Members.

NSWOC Advance accepts contributions in the form of professional news, research projects, and findings, clinical papers, case studies, reports, review articles, questions for Clinical Corner, and letters to the editor. Feature Articles and Case Studies are peer-reviewed. Advertising in this publication allows companies to promote their products and services to a targeted and engaged readership.

Various ad sizes and placements are available to suit different budgets and marketing goals. [Learn more about NSWOC Advance Advertising](#)

Members Newsletter: Industry News & Announcements

The NSWOCC Members Newsletter is sent to Members 4 times per year (February, April, September, December) and includes an Industry News & Announcements section. This section allows Industry Associate or Industry Associate Plus types to submit an announcement, ad, or news piece that will display in this Industry News & Announcements Section.

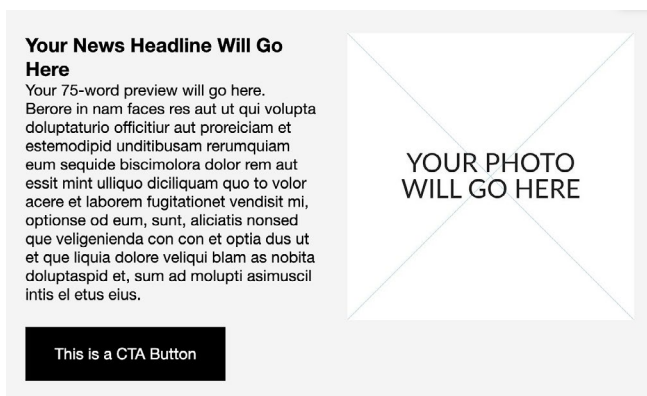
Submissions include full articles, news/blog posts, advertisements, or brief announcements. Longer content will have a 75-word preview in the newsletter with a Call-to-Action button linking to the full post on the NSWOCC website or your own site. Optional: a 1x1 JPG image can be included with the preview.

If you choose to submit a full article or longer-form content, it will be permanently available on the NSWOCC website under "Industry News," with no word or character limit.

Analytics: Upon request, NSWOCC provides analytics for clicks on the newsletter CTA and views on the static news post.

The cost to submit Industry News/Announcements is \$500
Discount for Industry Associate Plus: \$300 off (Total \$200 per post)
Discount for Industry Associate: \$225 off (Total \$275 per post)

[Learn more about Industry News Submission](#)



Sponsoring Best Practice Recommendations and Major Initiatives

NSWOCC frequently develops best practice recommendations and other major initiatives aimed at improving patient care. Companies can sponsor these initiatives to support the advancement of care standards in the industry.

Sponsorship provides visibility and recognition as a leader in promoting best practices and can include branding opportunities in related publications and events.

For more information on sponsoring best practice recommendations and major initiatives, contact NSWOCC directly at office@nswoc.ca or 1-888-739-5072.