



2026 Virtual Respiratory Conference Sponsorship Prospectus

Four Focused Days of Respiratory Education

Wednesday, November 25 Asthma and Allergy

Thursday, November 26 Vaccines, COPD and Other Lung Diseases

Wednesday, December 2 Tobacco, Vaping and Cannabis

Thursday, December 3 Foundational Health Education

Connect with Canada's respiratory educators and multidisciplinary healthcare professionals through four targeted learning streams and extended virtual visibility.

About Our Delegates

The Canadian Network for Respiratory Care (CNRC, through its certified educators and member organizations, works to improve the quality of life for Canadians and their families living with respiratory diseases, and tobacco use disorder by developing, promoting and advocating the highest standards of education in health promotion and care. CNRC offers a national certification program for respiratory educators – the Certified Asthma Educator (CAE) and Certified Respiratory

Educator (CRE). CNRC provides the Certified Tobacco Educator (CTE) credential for healthcare professionals who provide tobacco prevention and cessation services to their clients. CNRC also offers the Certified COPD Educator (CCE) credential for US healthcare professionals working with clients who have COPD.

Content focuses on health promotion, patient education, and respiratory care – particularly asthma, COPD, allergy, pulmonary rehabilitation, tobacco prevention & cessation, lung cancer, other lung diseases (including IPF and Alpha-1 Antitrypsin Deficiency) and relevant co-morbidities. Content also focuses on the importance of vaccine education, smoking cessation, and access to relevant diagnostic testing and appropriate management.

Delegates reflect the multidisciplinary nature of the respiratory management and tobacco education teams, including: respiratory therapists, nurses, pharmacists, specialist physicians and physiotherapists. CNRC respiratory and tobacco educators are on the frontlines of patient care, working in a wide variety of healthcare settings, from hospital-based respiratory education clinics to family health teams to school-based asthma education programs to community pharmacies. Geographically, they are located all over Canada, from the Yukon to PEI. CNRC educators increasingly work in primary care with family physicians who regard them as respiratory care experts.

The Format

The conference will be streamed live over the four designated days. Registered delegates will have access to the recordings in CNRC's private community space. CNRC's Certified Respiratory Educators are required to have 14 hours of continuing education every year in order to keep their credentials current. Access to continuing education is challenging for our educator community and we expect to have very good attendance both live and viewing the recordings after the event.

Partnership Opportunities

The Canadian Network for Respiratory Care invites organizations committed to respiratory health and professional education to support its 2026 virtual conference. The four-day format provides focused access to healthcare professionals interested in asthma, allergy, COPD, vaccination, other lung diseases, tobacco, vaping, cannabis and health education.

Sponsors may choose broad conference visibility, exclusive alignment with one educational stream, or a dedicated sponsored presentation. Educational programming developed by CNRC remains independent of commercial influence.

Sponsorship at a Glance

Opportunity	Investment	Availability	Primary Benefit
Presenting Sponsor	\$10,000	Exclusive	Conference-wide leadership visibility
Stream Sponsor	\$7,500	One per stream	Exclusive association with one stream
Symposium Sponsor (one hour)	\$5,000	Limited	One-hour sponsored session. Sponsors may book multiple symposia.
Spotlight Session (30 minutes)	\$2,500	Limited	30-minute sponsored presentation. Sponsors may book multiple Spotlight Sessions.

Presenting Sponsor

\$10,000 Exclusive opportunity

The highest level of recognition across all four conference days and throughout the conference's promotional and on-demand period.

- Exclusive recognition as Presenting Sponsor of the CNRC Virtual Respiratory Conference
- Premier logo placement on the conference website, virtual platform and digital program
- Premier recognition in conference promotional emails and selected social-media posts
- Logo displayed on opening, break and closing slides on all four conference days
- Verbal acknowledgement by the moderator at the opening and closing of each conference day
- Premium virtual exhibitor profile with company description, video, links and downloadable resources
- One full-page advertisement in the digital conference program
- Six complimentary conference registrations
- Recognition on available on-demand recordings and recording pages
- Post-conference engagement summary and aggregate analytics, where available

Stream Sponsor

\$7,500 One sponsor per stream

Exclusive recognition connected to one of the conference's four focused educational streams.

- Exclusive recognition as sponsor of the selected stream
- Prominent logo placement on the selected stream's webpage, program listing and sessions throughout the day
- Recognition in promotional emails and selected social-media posts related to the stream
- Logo displayed on opening, break and closing slides throughout the sponsored stream
- Verbal acknowledgement by the stream moderator at the beginning and end of the day
- Premium profile with company description, video, links and downloadable resources
- Four complimentary conference registrations
- Recognition on available on-demand recordings and recording pages for the selected stream
- Post-conference engagement summary and aggregate analytics for the stream, where available

Available Streams

Date	Stream
November 25	Asthma and Allergy
November 26	Vaccines, COPD and Other Lung Diseases
December 2	Tobacco, Vaping and Cannabis
December 3	Innovations in Foundational Health Education

Symposium Sponsor

\$5,000 One-hour sponsored session

- One 60-minute sponsored session scheduled within an available conference time slot
- Session listing in the digital program
- Sponsor logo displayed on the session listing and opening disclosure slide
- Virtual profile with company description, links and downloadable resources
- Three complimentary conference registrations
- Session recording made available on demand in CNRC's private online group, subject to speaker permission
- Aggregate attendance and engagement information, where available

Spotlight Session

\$2,500 30-minute sponsored presentation

- One 30-minute sponsored presentation scheduled within an available conference time slot
- Session listing in the digital program
- Sponsor logo displayed on the session listing and opening disclosure slide
- Virtual profile with company description, links and downloadable resources
- Two complimentary conference registrations
- Aggregate attendance information, where available
- Session recording made available on demand in CNRC's private online group, subject to speaker permission

Sponsored Session Requirements

The following requirements apply to Symposium and Spotlight Sessions:

- The sponsor is responsible for selecting, inviting and paying all costs associated with its speaker or speakers, including honoraria.
- The proposed topic, title, learning description and speaker information must be submitted to CNRC for review and approval.
- Sponsored sessions must be clearly identified as sponsor-developed.
- The sponsor and speakers are responsible for accurate content, appropriate disclosures, permissions and compliance with applicable laws, codes and organizational policies.
- CNRC will determine the final session time and provide access to the conference platform and standard technical support.
- Speakers must participate in a technical orientation or rehearsal when requested and provide presentation materials by CNRC's deadline.
- CNRC reserves the right to decline topics, speakers, claims or materials that are inconsistent with its mandate, audience or educational standards.

General Sponsorship Terms

- Sponsorship does not provide influence over CNRC-developed educational content, speaker selection or accreditation decisions.
- Benefits are subject to production deadlines and the timely receipt of logos, advertisements, links and other materials in the requested format.
- Delegate contact information will not be provided without the delegate's express consent. Reporting will otherwise be aggregate and subject to platform capabilities.
- All sponsorship opportunities are subject to availability, CNRC approval and a signed sponsorship agreement.
- Applicable taxes are additional. Payment terms and cancellation conditions will be set out in the sponsorship agreement.

Become a Sponsor

To discuss availability or reserve an opportunity, please contact:

Canadian Network for Respiratory Care

Cheryl Connors

Executive Director

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