

# FMF EXHIBITOR OPPORTUNITIES

EXCITING NEW WAYS TO ENHANCE YOUR EXPOSURE AT FMF



As a valued exhibitor we are pleased to offer these exciting opportunities to elevate your exposure at FMF 2016. We will attract approximately 4,000 family physicians and related professionals from across Canada to attend this year's event in beautiful British Columbia. Enhance your experience and leave a lasting impression at FMF!

## BOOTH DRAWS



Exhibitors may now have their own prize draws from their booth. Prizes must follow CMA guidelines and be approved by FMF. An overview of contest, prizes, number of winners and winners' names must be provided for verification. All terms and conditions to be provided by the exhibitor. NO FEE.

## EXHIBIT HALL PROGRAM



The Exhibit Hall will now have its own dedicated program to provide online and print exposure. This will include the floor plan, list of exhibitors, photos and other important FMF information. Circulation/Distribution: Approximately 4,000 family medical professionals onsite at FMF.

Costs: Full page ad \$1500. Half Page ad \$800. Enhanced listing with a logo \$250.

## EXHIBIT BOOTH TRAFFIC DRIVERS



Exhibitors may purchase traffic drivers such as food and non-alcoholic beverages options directly from the Vancouver Convention Centre to enhance your opportunity to engage with delegates. Contact us for a list of opportunities. Please note that no outside food is permitted in the Exhibit Hall.

## BAG INSERTS



Bag inserts will continue to be available to exhibitors to promote products, services, prizes and/or booth location in the exhibit hall. A sample or proof with dimensions and weight is required for approval by September 15<sup>th</sup>. A shipping label and instructions will be provided. Approximately 4,000 printed pieces need to be shipped to our assembly warehouse in Mississauga by October 1<sup>st</sup> for inclusion. Fee is \$1500 per standard sized insert.

## SPONSORSHIP OPPORTUNITIES



There are many high-profile opportunities available to sponsor items or events in the Exhibit Hall. Please contact us for sponsorship ideas to enhance your company's profile at Family Medicine Forum!

All exhibitors are required to review the guidelines as stated in the [Canadian Medical Association's Code of Ethics](#) and [Innovative Medicine Canada's Code of Ethical Practices](#). Incentive-based opportunities are not applicable to exhibitors who aim to influence patient care decision-making by family physicians.

Contact us today! Joan Morin, FMF Coordinator, Exhibits Lead, Phone: 905-629-0900 x 209, [jmorin@cfpc.ca](mailto:jmorin@cfpc.ca)



# FAMILY MEDICINE FORUM (FMF) SPONSORSHIP OPPORTUNITIES

Vancouver, British Columbia  
November 9-12, 2016



Here are some exciting new sponsorship opportunities to boost your company profile at FMF:

Item	Cost
<p><b>Hydration Station</b> FMF delegates are provided with a refreshing water stations throughout the conference venue. <i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Your company name/logo will be displayed on signage and promotion in the Exhibit Hall and in the Vancouver Convention Centre foyer areas.</li> </ul>	<p>\$1,000/station/day  <i>(Multiple stations are available)</i></p>
<p><b>Coffee / Nutrition Break</b> Coffee and nutrition breaks are provided for all FMF delegates. <i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Your company name/logo will be displayed on signage at coffee/nutrition break stations throughout the Exhibit Hall.</li> </ul>	<p>\$1,000/station/day  <i>(Multiple stations are available)</i></p>
<p><b>Registration Bag Insert</b> All delegates (approximately 4,000 delegates) receive a registration bag upon arrival. You would need to provide a sample by Sept 15<sup>th</sup> for CFPC approval and 4000 pieces. Suggestions include: pens, notepads, low value merchandise. Deadline and shipping details would be provided. <i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Leave a lasting impression on over 4,000 delegates with your contribution.</li> </ul>	<p>\$1,500/flyer or card \$2,500/smaller item \$3,500/larger items</p>
<p><b>Coat Check</b> A complimentary coat check is available for all FMF delegates. <i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Your company name/logo will be displayed on signage at the coat check in the Vancouver Convention Centre.</li> </ul>	<p>\$1,500/day</p>
<p><b>Full or Half Page Advertisement</b> Online and print programs will feature a full page ad, half page ad and/or a logo accompanying your exhibitor listing. <i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Printed FMF program is distributed to approximately 4,000 FMF delegates.</li> </ul>	<p>\$1,500/full page \$800/half-page \$250/logo</p>

<p><b>Networking Lounge</b></p> <p>Networking is a key priority for FMF registrants. Several themed lounge areas have been designed in the Exhibit Hall for delegate lunch and networking.</p> <p><i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Your company name/logo will be displayed on signage at the in the lounge areas in the Exhibit Hall.</li> </ul>	<p>\$2,500/lounge/day</p>
<p><b>Photo Booth</b></p> <p>Delegates want to create memories. They will load photos to social media and take home prints.</p> <p><i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Includes booth space, photo booth equipment, branding for the sponsor.</li> </ul>	<p>\$7,500/all 4 days</p>
<p><b>Phone Charging Station</b></p> <p>Charging stations for mobile devices are a must-have at conferences.</p> <p><i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>FMF delegates will charge their phones at this this branded kiosk with your company name/logo will be displayed at the station.</li> </ul>	<p>\$7,500/all 4 days</p>
<p><b>Breakfast Station</b></p> <p>Delegates are provided a daily hot breakfast in the Exhibit Hall.</p> <p><i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Your company name/logo will be displayed on signage at breakfast stations throughout the Exhibit Hall.</li> </ul>	<p>\$7,500/day</p>
<p><b>Lunch Station</b></p> <p>All FMF delegates are provided with a nutritious boxed lunch.</p> <p><i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Your company name/logo will be displayed on signage at lunch stations throughout the Exhibit Hall.</li> </ul>	<p>\$12,500/day</p>
<p><b>Wi-Fi</b></p> <p>Wi-Fi is provided free to all FMF delegates. This sponsorship supports Wi-Fi access for all attendees throughout the Convention Centre.</p> <p><i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Your company logo on signage throughout conference and acknowledgement in the FMF program as the exclusive Wi-Fi sponsor.</li> </ul>	<p>\$15,000/all 4 days</p>
<p><b>Mobile App</b></p> <p>The mobile app is provided to delegates free of charge. It includes the FMF program, exhibitor biographies, floor plans and general information.</p> <p><i>Exposure Benefits:</i></p> <ul style="list-style-type: none"> <li>Have your custom graphic/banner displayed on the access page of the mobile app and acknowledgement in the FMF program as the exclusive app sponsor.</li> </ul>	<p>\$20,000/all 4 days</p>

**\*BONUS OFFER:**

**“Own the Day”** – sponsor breakfast, am break, lunch and break for a single day of the conference and receive a discounted rate. Please contact us for more information.