



FMF MARKETPLACE PARTNER PROGRAM

FMF

Family Medicine Forum
Forum en médecine familiale



THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

FAMILY MEDICINE FORUM is Canada's largest and most respected annual event for family physicians, offering the highest calibre of educational events for clinicians, researchers, and educators alongside engaging networking events and a massive Marketplace (Exhibit Hall) of more than 80,000 square feet and 200 exhibits. Hosted by the College of Family Physicians of Canada (CFPC), FMF continues to grow each year, attracting more than 4,000 attendees annually, including many who are new to practice—medical students, family medicine residents, and family physicians in their first five years of practice.

We are pleased to offer the following opportunities to enhance your exposure at FMF.



ADVERTISE IN THE FMF MARKETPLACE GUIDE

Create brand awareness and convey your key messages to thousands of delegates.

- Double Page Spread: **\$4,000**
- Full page / full colour: **\$2,500**
- Half page Horizontal: **\$1,500**
- Half page Vertical: **\$1,500**
- Company Logo (with your listing): **\$250**

BECOME A FMF MARKETPLACE PARTNER

Enhance your exposure and promote your brand to our highly regarded audience. Become an FMF Marketplace Partner to ensure you get noticed!

BRONZE PARTNER LEVEL



*** INCLUDES ADDITIONAL PARTNER RECOGNITION**

- Bronze partnership is a great way to make an impact
- Bronze-level FMF Marketplace Partner signage in the Marketplace entrance area
- Half-page advertisement in the FMF Marketplace Guide
- Total promotional value of more than \$8,500 for your contribution of \$5,000

SILVER PARTNER LEVEL



*** INCLUDES ADDITIONAL PARTNER RECOGNITION**

- Make an impact and enhance your advance, on-site, and post-event exposure
- 10' x 10' Booth space at FMF for your exhibit (includes a table and two chairs)
- Silver-level FMF Marketplace Partner signage in the Marketplace entrance area
- Half-page advertisement in the FMF Marketplace Guide
- Total promotional value of more than \$15,500 for your contribution of \$10,000



*All partner levels include:

- ENHANCED EXHIBITOR LISTING WITH YOUR CORPORATE LOGO IN THE FMF MARKETPLACE GUIDE
- INCLUSION OF YOUR LOGO IN A SPECIAL THANK-YOU ADVERTISEMENT IN *CANADIAN FAMILY PHYSICIAN*
- FMF MARKETPLACE PARTNER RECOGNITION IN THE FMF APP
- FMF MARKETPLACE PARTNER RECOGNITION ON THE FMF.CFPC.CA WEBSITE
- ACKNOWLEDGEMENT OF YOUR CONTRIBUTION TO FMF

NEW UNIQUE AND EXPERIENTIAL OPPORTUNITIES

Create a unique experience for our attendees while showcasing your brands. These are a few of our new and innovative ideas to help you gain extra recognition for your business!

*Networking lounge: A hub of activity for our delegates

- Dedicated sponsor signage in the lounge
- Company name, logo, and branding
- Custom carpet colour and accent pillows
- \$7,500 per lounge

*Photo booth: Create lasting memories for our delegates

- Installation, power, and attendant through peak show hours
- Dedicated sponsor signage
- Company name, logo, and branding
- Backdrop, camera, prints, and all related supplies
- Located within or near your exhibit booth
- \$7,500 for turnkey full event experience

*Electronic charging station: Allow delegates to recharge devices

- Full installation of charging station for mobile devices
- Fully branded with your company logo
- Acknowledgement of your sponsorship of this courtesy station
- \$2,500 and up

*Unique food station: Within your space or adjacent to your booth

- Full installation and dismantle of area and all samples
- Any required attendants, power, furnishings, and serving accessories
- Fully branded with your company logo
- Acknowledgement of your sponsorship of this courtesy station
- \$5,500 and up

*Floor decals and signage: Your brand on oversized floor decals, signage, or pillar wraps

- Design, production, full installation, and exclusive aisle positioning
- Fully branded with your company logo on oversized 3M long-wear adhesive
- \$4,500 and up

Note: Incentive-based opportunities are not applicable to exhibitors who aim to influence patient care decision making by family physicians. Any restrictions imposed by the host province will supersede these guidelines.

GOLD PARTNER LEVEL



*INCLUDES ADDITIONAL PARTNER RECOGNITION

- Take it to the next level with a large booth and enhanced print and digital promotion
- 10' x 20' Prime Marketplace location for your exhibit (includes two tables and four chairs)
- Large floor decals in the aisle in front of your booth
- Gold-level FMF Marketplace Partner signage in the Marketplace entrance area
- Full-page advertisement in the FMF Marketplace Guide
- Total promotional value of more than \$22,000 for your contribution of \$15,500

PLATINUM PARTNER LEVEL



*INCLUDES ADDITIONAL PARTNER RECOGNITION

- Enjoy the most prestigious level of recognition and maximize your on-site exposure
- 20' x 20' Island location for your exhibit (includes fully carpeted space!)
- Large floor decals in the aisle near your booth
- Platinum-level FMF Marketplace Partner signage in the Marketplace entrance area
- Platinum partner recognition in the FMF Marketplace Guide
- Full-page advertisement in the FMF Marketplace Guide
- Branding and acknowledgement of sponsorship of the nearest networking lounge
- Acknowledgement of your contribution to FMF
- Two tickets to attend the fabulous CFPC Awards Gala at FMF
- Total promotional value of more than \$45,000 for your contribution of \$30,000



DONATE TO THE FOUNDATION FOR ADVANCING FAMILY MEDICINE SILENT AUCTION

Donate a Silent Auction prize with a minimum value of \$100 and you will receive recognition in the Silent Auction catalogue and in a FAFMnewsletter, and your company logo will be included in the FMF Marketplace Guide at no extra charge. Note: We cannot accept branded merchandise or product samples. Donations are subject to the Foundation for Advancing Family Medicine's Gift Acceptance Policy.



***Be part of Canada's largest
family medicine conference!***

***Contact us today
for more information.***

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