

THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

EXHIBITOR PROSPECTUS



NOVEMBER 8–11, 2017 • MONTREAL

NOVEMBER 14–17, 2018 • TORONTO

WHY CHOOSE FAMILY MEDICINE FORUM?

THE COLLEGE OF FAMILY PHYSICIANS OF CANADA

As the voice of family medicine in Canada, the College of Family Physicians of Canada (CFPC) is the national professional organization responsible for ensuring the highest standards of training, certification, and lifelong education of Canadian family doctors; for educating and informing the public about healthy living; and for advocating on behalf of family physicians. The CFPC serves more than 35,000 members across the country through its national headquarters in Mississauga, Ontario, and its Chapter offices in each Canadian province.

FAMILY MEDICINE FORUM (FMF)

Family Medicine Forum is the showcase event of the CFPC. FMF offers the highest calibre of education, research, and teaching alongside the annual meeting of members and a host of engaging networking and recognition opportunities. Since 2000, FMF has more than tripled its original attendance and has become the largest national gathering of family physicians in Canada. FMF was recognized by *Tradeshow Week* as one of the 50 fastest-growing shows in North America in 2005. The FMF Exhibit Hall was also recognized by the Trade Show News Network as one of the 50 largest shows in Canada for 2011, 2012, and 2013.



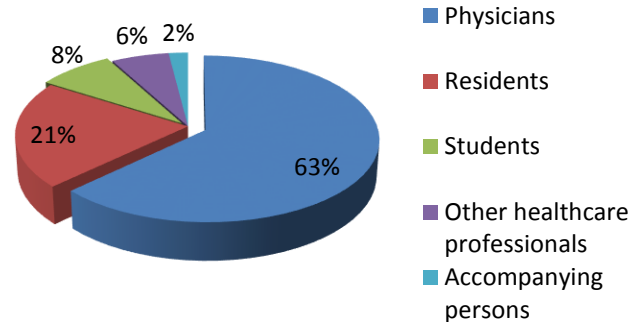
The Value of FMF to our family physicians

Several surveys have provided an extensive evaluation of what the FMF experience means to our registrants.

Networking with colleagues is second only to learning and professional updating. “FMF is an opportunity to attend an event that is attended by so many people across the country,” one attendee said. “I bumped into former colleagues and classmates that I hadn’t seen in years. The talks were excellent ... the event well-organized. ... I look forward to the next FMF.”

Our Exhibit Hall has been designed to be an integral part of the conference. In addition to the knowledge and skills they learn in sessions, our registrants rely heavily on the exhibits to learn about resources available to them and their patients. They appreciate the practical elements the exhibits bring to their learning experience.

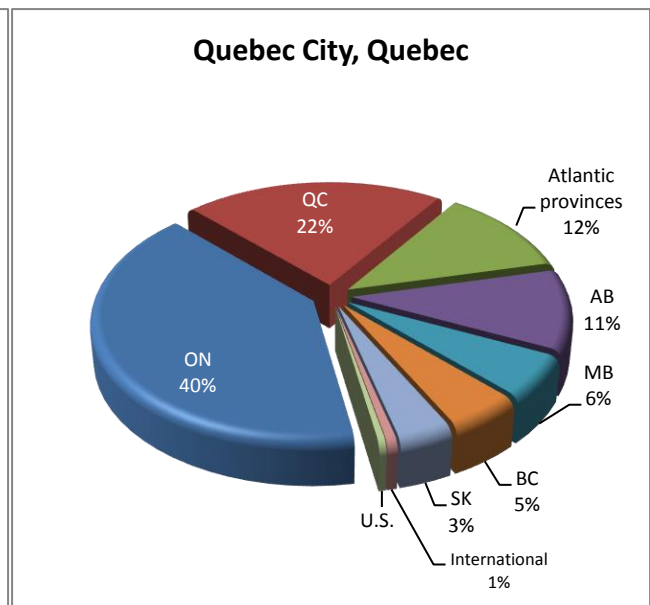
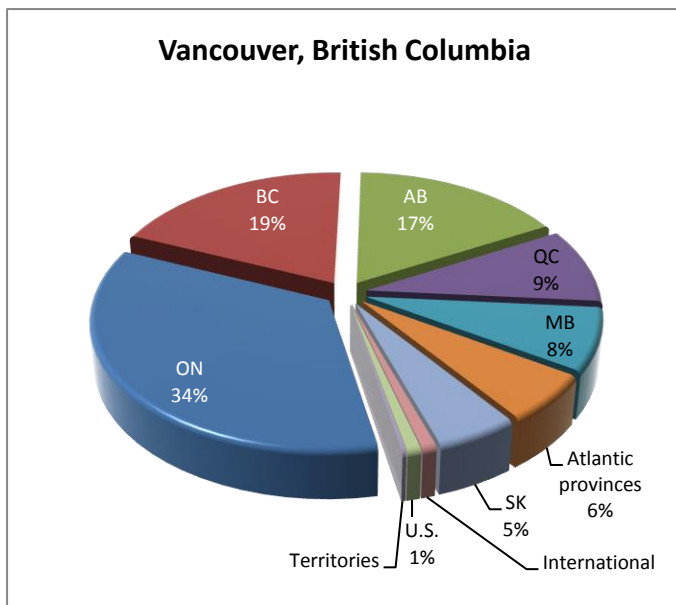
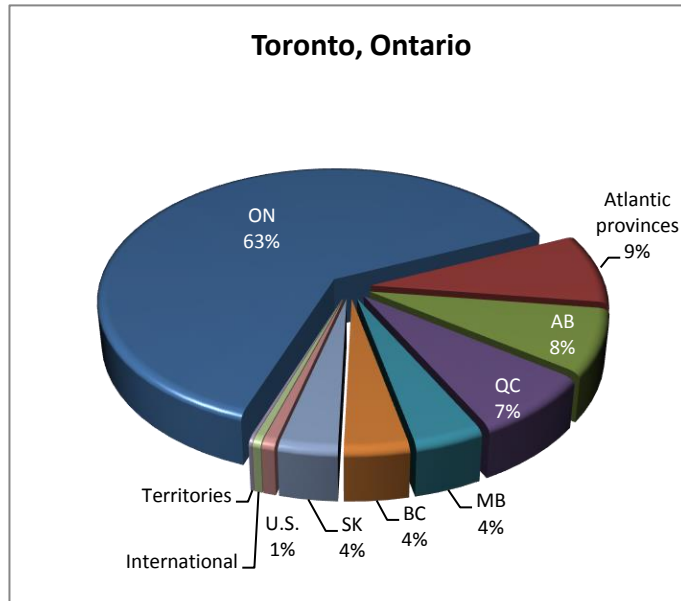
Typical Delegate Registrations at FMF by Category



FMF delivers the audience you want to reach

Delegate registration is approximately 4,000 annually. Delegates come from across Canada, the United States, and overseas.

Typical FMF delegate registrations from province/region according to meeting location



THE FMF EXHIBIT HALL



The FMF Exhibit Hall is a marketplace of activity designed to complement the clinical and educational activities of the scientific program sessions. Attendees are able to evaluate the latest developments relevant to family medicine in pharmaceuticals, medical equipment, diagnostics, computer hardware and software, educational publishing, patient care, nutrition, and information management, and become familiar with other services and suppliers that meet the standards of generally accepted medical practice. The conference schedule has been designed to provide several hours of free time for physicians to visit the Exhibit Hall.

EXHIBIT HALL ACTIVITIES

Each year we work on developing a floor plan that ensures even flow through the hall. We pay special attention to feature areas and networking locations that encourage delegates to spend more time visiting the booths.

Exhibit hall meals

The primary food service area for the entire conference is the Exhibit Hall! This keeps delegates flowing in and out of the hall throughout the duration of the event. The Exhibit Hall is the central hub of activity at FMF and provides the perfect opportunity to connect with the thousands of physicians and healthcare professionals in attendance. There are lounge seating areas throughout the Exhibit Hall that provide ample opportunities for registrants to enjoy their breaks and interact with one another and the exhibitors.

Booth awards

Physician delegates are encouraged to submit ballots that rank the exhibitors in three categories: Best Booth Representatives, Most Innovative Booth, and Most Educational Booth. Votes are tabulated and the winning exhibitors receive an award on the second day of the conference.



FMF mobile app

The FMF mobile app allows registrants to view the program and design personalized schedules. It also features the entire exhibitor list and an interactive Exhibit Hall map. Exhibitor web addresses are provided as live links to exhibitors' home pages.

Exhibit booth description and logo use for the FMF program and mobile app

The program available to registrants at the conference includes a section on exhibitors. Exhibitors may supply a 40-word description of the organization's products or services so registrants know what to expect from your booth. All descriptions appear in both English and French. For the FMF mobile app you may supply your logo, and your website address will be hyperlinked from the app.

EXHIBITOR EXCLUSIVES

Communications

Before the conference, exhibitors receive periodic email updates and newsletters from FMF organizers with announcements and reminders about upcoming deadlines.

The CFPC shares its exhibitor contact list only with official suppliers so that they may assist with the processing of exhibitor orders. If you do not wish to be contacted by our suppliers, please let us know.

LinkedIn group

Exhibitors are invited to join the Family Medicine Forum Group on [LinkedIn](#). The show manager uses this group to share information about the planning process and activities for FMF. It is intended to provide an open forum for feedback, suggestions, and communication that may be of interest to members of the group.

APPLICATION DETAILS – SEE FMF WEBSITE FOR MORE INFORMATION

Go to the [FMF website](#) to download the exhibitor application form and browse additional information about exhibiting at FMF. As information is updated, you will find our floor plan, supplier contacts and forms, and detailed answers to frequently asked questions.

Eligibility to exhibit

The FMF Exhibit Hall includes a diverse range of products and services aimed at family physicians. Exhibitor categories currently include academic institutions, recruiters, not-for profit associations, medical equipment distributors, publishers, practice management software, investment, nutrition, communications, and pharmaceutical companies, to name a few. We are actively expanding our range of exhibitors to offer a broad and stimulating experience for our delegates. The FMF Committee determines the eligibility of any company, product, or service to exhibit at FMF.

Code of conduct

The FMF Exhibit Hall adheres to the [Canadian Medical Association's Code of Ethics](#) and respects [Innovative Medicines Canada's Code of Ethical Practices](#) (Rx&D Code). Additional details regarding samples, giveaways, and other practices may be found in the [Policies & Guidelines](#). Exhibitors agree to abide by all of the conditions published online under the FMF Exhibitor Rules of Conduct, as well as by all conditions under which space has been leased to the CFPC. Exhibitors further accept the responsibility to ensure their employees, suppliers, agents, and temporary staff involved with their exhibit activities will also abide by these conditions.

Conditions of contract to exhibit

The CFPC acts for exhibitors and their representatives in the capacity of an agent, not as a principal. The CFPC assumes no liability for any act of omission or commission with this agency. Exhibitors and their representatives hereby agree to indemnify and hold harmless the CFPC, its official suppliers, the employees thereof and their representatives and agents, against any and all claims for loss, damage, theft, or injury. Indemnification includes the period of storage prior to and immediately following the FMF. The exhibitor, on signing the contract, releases the foregoing parties from any and all claims for loss, theft, damage or injury.

FMF BOOTHS

- Approximately 200 commercial booths will be available. Locations are 10-foot deep x 10-foot wide or in multiples of that size. Prices are \$5455 for a 10-foot x 10-foot inline booth, or \$5895 for prime locations. Discounts apply to larger pavilions. Please call or email for details.
- Discounted rates are available for not-for-profit associations, provincial/federal government departments, charities, and the 5-foot x 6-foot mini booths.

Each 10' x 10' booth is entitled to six registrations; mini-booths receive two registrations. Breakfast, snacks and coffee breaks will be provided for all exhibitors in their lounge.

Standard booth package

Each 10-foot x 10-foot booth space is equipped with a standard draped 8-foot-high back wall and 3-foot-high side walls.

Included: One 6-foot x 2-foot skirted table in the show colours and two chairs.

To maintain an attractive, professional appearance throughout the trade show hall, **exhibitors must carpet their space** (exceptions noted below).

The mini booth is 6-feet wide x 5-feet deep. The space is draped on three sides and includes carpet, one 4-foot table, and one chair. The back wall is an ideal width for one pull-up banner. If required, the exhibitor may order a vertical poster board to be placed at the back wall.

Booths in the Academic Family Medicine area include carpet, one table, and one chair.

Not included: Carpet, electricity, extension cords, Internet, lead retrieval devices, and material handling. Orders for carpet, additional chairs, poster boards, monitors, Internet, electricity, and other equipment or service requirements must be placed with the official suppliers. Please consult the CFPC website for links to our [supplier order forms](#). Discounts may apply for early orders.



How we apply Priority Points to booth placements

Exhibitors are rewarded not only for the amount of exhibit space reserved, but also for their history of participation at FMF, with Priority Points accruing every year to build an exhibitor's status. Exhibitors who book by the early bird deadline are rewarded with bonus points toward space draws. This gives first-time exhibitors a chance to start building their Priority Points. Exhibitors earn one point per 100 square feet of exhibition space, per year. Cancellations result in a deduction of one-and-a-half times the current year's earned points.

When the floor plan is available, all pre-registered exhibitors will be asked to indicate their top 5 location choices along with any information on competitors near whom they do not wish to be located. In mid-May, exhibitors will be assigned their booth location based upon their Priority Points standing, with preference given to those with higher standing. When two or more exhibitors have requested the same location and have an equal number of points, their record of participation will determine the "winner" of the space. Where "winners" who are also direct competitors request adjacent locations, both parties will be contacted to determine the best alternate choice.

Exhibit space booked after May 26th will be assigned on a first-come, first-served basis to the remaining locations at the discretion of the show manager. The show manager retains the right to reassign space if changes to the floor plan are required prior to the opening of the Exhibit Hall.

THE VALUE OF FMF TO OUR EXHIBITORS

Here are a few of the comments we received from exhibitors last year when we asked for their overall impressions of their FMF exhibit experience:

“First year attending for our organization! The event was great and we had great traffic through our booth.”

“Interacting with our end-users and getting feedback on our tools and resources.”

“The quality of the leads that we generate at this show is always very good and useful well after the conference.”

“The diversity of the physicians attending. An excellent recruitment event and gives tremendous opportunity to connect with physicians.”

“Excellent opportunity to meet medical professionals and colleagues. Great networking opportunity, as well. Event coordinators are awesome to work with.”

Book your space before May 18th to be included in the first round of booth assignments. Download the [application form](#) and join our many returning exhibitors. Visit <http://fmf.cfpc.ca/> for more information today.

CFPC CONTACTS

Please direct any exhibit inquiries for the conference to:

Isis Lamb, FMF Exhibits lead

Telephone (905)629-0900 ext. 541 or 1-800-387-6197 ext.541 . ♦ Fax: 1-888-843-2372 ♦ Email : ilamb@cfpc.ca

or

Susan Boneham, Operations and Administrative Assistant

Telephone: (905) 629-0900 ext. 521 or 1-800-387-6197 ext.521. ♦ Fax: 1-888-843-2372 ♦ E-mail: sboneham@cfpc.ca

or

Cheryl Selig, FMF Manager

Telephone: (905) 629-0900 ext. 414 or 1-800-387-6197 ext. 414 ♦ E-mail: cselig@cfpc.ca

The College of Family Physicians of Canada, 2630 Skymark Avenue, Mississauga, Ontario, Canada, L4W 5A4