

FAMILY MEDICINE FORUM

FMF

Family Medicine Forum
Forum en médecine familiale

NOVEMBER 14TH - 17TH 2018
TORONTO, ON
METRO TORONTO CONVENTION CENTRE

POLICIES AND GUIDELINES

ISIS LAMB

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Policies and Guidelines

Eligibility to Exhibit

All businesses and associations who offer knowledge, products and/or services pertaining to family medicine professionals are welcome to apply to exhibit at Family Medicine Forum. The Family Medicine Forum Committee (FMFC) determines the overall criteria for eligibility to exhibit. The CFPC reserves the right, even after an application to exhibit has been approved, to restrict and/or cancel any booked exhibit it deems undesirable or objectionable.

Conditions of Contract to Exhibit

The policies and guidelines outlined in this manual are applicable to every exhibitor. The CFPC retains full authority in the interpretation and enforcement of all rules and regulations governing exhibitors. These regulations may be amended at any time by the CFPC. Exhibitors agree to abide by all conditions in this document and by all conditions under which space has been leased to the CFPC. Exhibitors further accept responsibility for informing all their employees, suppliers, agents, staff and volunteers involved with their exhibit of these conditions, and agree that these individuals will also abide by these conditions. Exhibitors and their representatives hereby agree to indemnify and hold the CFPC harmless, and all its official suppliers, employees, agents and affiliates against all claims for loss, damage, theft, or injury. Indemnification includes the move in and move out period prior to and following FMF. The exhibitor, upon signing the contract, releases the foregoing parties from all claims for loss, theft, damage, or injury. Under no circumstance is the CFPC responsible for an exhibitor's expenses or any other incidental or consequential damages.

Payment Terms

- 50% due within 30 days of submitting the application
- Full payment is required August 24, 2018
- All applications submitted after August 24, 2018 must include full payment
- FMF accepts cheques, credit cards, and bank transfers.

Cancellation

- All cancellations must be made in writing
- All cancellations are subject to a \$500 administrative fee
- Before August 23, 2018, all contracts are payable at 50% of the contracted amount
- As of August 24, 2018, all contracts are payable at 100% and non-refundable

Exhibit Hall Hours

Move In: Tues Nov 13 1 pm – 8 pm & Wed Nov 14 8 am – 8 pm

Move Out: Sat Nov 17 3 pm – 8 pm

Exhibit Hall Hours: NEW – Hall opens at 9 am each day

Thurs Nov 15 9 am – 5 pm

Fri Nov 16 9 am – 4 pm

Sat Nov 17 9 am – 3 pm



Booth Dimensions and Furnishings

Standard booth: 10' x 10'

Includes: One 6' skirted table in white and two chairs

Includes: Six exhibitor badges

Includes: 8' high draped back wall and 3' high draped side walls

Not Included: Carpet (floor covering is mandatory)

Mini-booth: 6' x 5'

Includes: One 4' skirted table and one chair

Includes: Two exhibitor badges

Includes: 8' high draped back wall and 3' high draped side walls

Not Included: Carpet (floor covering is mandatory)

Academic booth: 10' x 10'

Includes: One 6' skirted table, two chairs, carpet

Includes: One exhibitor badge

Includes: 8' high draped back wall and 3' high draped side walls

Exhibit Space Assignment

For contracts received by June 30

1. Exhibitors will be asked to indicate their top five location choices
2. Booth location will be assigned based on Priority Points:

Priority Points System

5 Points = Per each \$10,000 expenditure in sponsorship

2 Points = Booking by the Early Bird Deadline

1 Points = Per each 10x10 Booth

1 Points = Per each advertisement in Exhibit Hall Guide

For contracts received as of July 1

1. Exhibitors will be asked to indicate their top five location choices
2. Booth location will be assigned based on availability and FMF Management discretion

Important note for all exhibitors and sponsors

The FMF Management Team retains the right to reassign space as required prior to the opening of the Exhibit Hall. Every effort will be made to accommodate preferences and requests, but this cannot be guaranteed.

Exhibitor Registration

Exhibitor personnel must be registered for FMF using our online registration system. A link will be available [here](#) approximately 6 weeks before FMF. Badges are required by all booth staff and they are non-transferable. Additional badges are available online, subject to fees. Badges will only be issued in the name of the paid and officially recognized exhibitor company name.



Exhibitor Travel

The FMF team have arranged for discounts with airlines, hotels, and rental cars. The complete list and links are available [here](#). **Disclaimer: FMF does not employ a travel company** and never solicits exhibitor hotel reservations by telephone. If you receive a call about hotel reservations for FMF, do not provide any personal information and report immediately to the FMF Team.

Privacy Policy

The collection of registrants' personal information is subject to Canadian privacy laws (PIPEDA). Your corporate privacy policy must be available for review by registrants. The CFPC does not provide registrant lists to exhibitors. Lead retrieval equipment is available for a fee [here](#). Please ensure you scan only delegates who agree to be scanned. The scanner provides full contact details for each scanned delegates. Aggressive solicitation of delegate information is prohibited.

SHIPPING

Advance Shipping

For all advanced shipping needs, we recommend you contact Lange Transportation and Storage directly. They will provide all shipping instructions. See official supplier list [here](#) for contact info.

Direct Shipping

Shipments to Metro Toronto Convention Centre can ONLY be accepted between Tuesday November 13th and Saturday November 17th, 2018. Shipments must be addressed to:

METRO TORONTO CONVENTION CENTRE- SOUTH BUILDING
FAMILY MEDICINE FORUM 2018 – HALL D
222 BREMNER BLVD, TORONTO, ONTARIO, M5V 3L9
Company Name & Booth Number

Please affix shipping label found [here](#) to every box or item.

The College of Family Physicians of Canada accepts no responsibility or liability for goods shipped by individual companies to this convention. Please note the Metro Toronto Convention Centre is unable to store exhibitor freight prior to any event. The MTCC reserves the right to refuse delivery of exhibitor freight that arrives at the facility prior to the appropriate move-in date. All materials will be delivered to your booth by Freeman and drayage charges will apply.

Foreign Exhibitors

For all customs and shipping needs, we recommend you deal directly with the official customs broker. Mendelssohn Commerce will advise how best to ship goods and will assist exhibitors in the completion of customs documents. See official supplier list [here](#) for contact info.



Insurance

As an exhibitor or sponsor you must provide a copy of a certificate issued specific to FMF. You are required to have a **minimum of \$2,000,000** in liability insurance to participate. You may obtain this from your own insurance provider or via our official supplier Exhibitorinsurance.com

The following items are **mandatory** on your certificate of insurance:

- College of Family Physicians of Canada and Freeman *listed as an additional insured.*
- *Event Name:* Family Medicine Forum 2018 - Metro Toronto Convention Centre
- *Dates of the show:* November 12- 18, 2018 (includes move in and out dates)
- Comprehensive General Liability of \$2,000,000

Additional insurance such as theft, fire, etc. are not required but strongly encouraged for your own protection. Under no circumstances will the College of Family Physicians of Canada, its affiliates, staff or subsidiaries be liable for any losses, injuries or damages of any kind regardless of the cause or concern.

Height & Sightline Restrictions

Please contact show management if your booth plans for a height exceeding 8 feet. All exposed parts of displays must be draped or finished to present an attractive appearance when viewed from aisles or adjoining exhibits. An exhibit may be 8' high along the back 50% of the sides of your booth. The front 50% on both sides must be free from obstructions.

Subletting Space

Subletting space in the Exhibit Hall is not permitted. Two or more organizations may not exhibit in a single space unless these arrangements have been submitted in writing to the CFPC and approved prior to the conference. Any violations may result in immediate expulsion without compensation or refund.

Noise Restrictions

Noise from any electrical or mechanical apparatus must not interfere with the rights and privileges of the exhibitors. Show management will monitor noise, light, and odor levels, and the CFPC reserves the right to exercise its own judgment in responding to exhibitor complaints in this regard.

Banner Hanging

Exhibitors may hang banners along the pipe if appropriate S hooks are used. No material, pins, or tape may be attached to the drape. No signs, posters, or other items or articles are to be fastened to Convention Centre property by any means.

Off-Site Promotion

No advertising, promotional, or demonstrative materials are permitted on trailers, trucks, corridors or any display devices on MTCC property or official hotel lobbies.

Unauthorized Promotion

Only Exhibitors and Sponsors have the exclusive right to promote or sell goods and services in this show. All other parties who attempt to solicit delegates without the express written permission of FMF Management will be permanently removed from the FMF Venue.

Fire Safety

All display materials must be flame-proofed and subject to inspection by the local fire department. Please refrain from using any flammable materials within the facility. In the event of an emergency, follow emergency exit signage and any instructions from facility staff.

Health and Safety

- Exhibitors are responsible for the health and safety of all their staff, volunteers, affiliates and contractors throughout the duration of the event, including move in and move out.
- Exhibitors must ensure all their employees, representatives and affiliates comply with all required safe work practices and be properly trained to carry out their job tasks safely.
- Any injury must be reported immediately to the FMF management team and the facility.
- Exhibitors and their contractors must respect and give right of way to vehicle and forklift traffic during move-in and move-out
- Personal protective equipment should be worn in all cases where there is a risk of worker injury.
- To minimize the risk of foot injury, exhibitors and contractors are highly encouraged to wear safety shoes during the move-in and move-out periods.
- Open-toe shoes or high heels may not be worn in the hall during move-in and move-out.
- Tables and chairs may not be used as an installation platform at any time.
- We highly recommend contracting official labour services via Freeman for all installations.
- To reduce risk of slips, trips and falls, dispose of all waste and packaging immediately.
- Please strive to keep aisles clean and clear of debris for the duration of the show.
- If there are any special arrangements required to install or build an exhibit, the exhibitor must advise the FMF Exhibits Lead prior to move-in.
- Exhibitors and contractors may not bring children under the age of 16 into the exhibit areas during set-up or tear-down.

IMPORTANT GUIDELINES

The College of Family Physicians of Canada adheres to and supports all relevant industry guidelines for FMF. All exhibitors and sponsors are required to read, know, understand and follow all guidelines. All exhibitors must review and comply with the following industry guidelines:

- [Canadian Medical Association's Guidelines for Physicians in Interactions with Industry](#)
- [The National Standard for Support of Accredited CPD Activities](#)
- [Innovative Medicines Canada's Code of Ethical Practices](#); where applicable. FMF Policies and Guidelines (this document) and any changes or amendments as required

GUIDELINES FOR SAMPLES, INCENTIVES/GIVEAWAYS, AND CONTESTS

SAMPLES - Samples are permitted, with approval only, submitted in writing a minimum of 30 days prior for approval by FMF Management. Samples must adhere to all guidelines as specified by [CMA Policy](#), [National Standard](#), FMF Policies & Guidelines, [Innovative Medicines Canada](#) (as applicable).

Canadian Medical Association Policy – Guidelines for Physicians in interaction with Industry:

42. The distribution of samples should not involve any form of material gain for the physician or for the practice with which he or she is associated.

43. Physicians who accept samples or other health care products are responsible for recording the type and amount of medication or product dispensed. They are also responsible for ensuring their age-related quality and security and their proper disposal.

Innovative Medicines Canada - Code of Ethical Practices: (for applicable members)

10.1.3.2.5 a Member is not allowed to distribute samples at a conference or congress.

FMF Policies & Guidelines: Exhibitors may not distribute drugs, devices, products, or other healthcare goods, services or therapies that may be prescribed to patients or ordered by doctors in the diagnosis, treatment, monitoring, management or palliation of health conditions.

INCENTIVES / GIVEAWAYS - Incentives/Giveaways of nominal value are permitted with a maximum value of approximately \$20 and can include items such as pens, USB drives, etc. Any unusual items must be submitted in writing a minimum of 30 days prior for approval by FMF Management. Incentives/Giveaways must follow all guidelines as specified by [CMA Policy](#), [National Standard](#), FMF Policies & Guidelines and [Innovative Medicines Canada](#) (where applicable).

Canadian Medical Association Policy – Guidelines for Physicians in interaction with Industry:

44. Practicing physicians should not accept personal gifts of any significant monetary or other value from industry. Physicians should be aware that acceptance of gifts of any value has been shown to have the potential to influence clinical decision making.

Innovative Medicines Canada - Code of Ethical Practices: (for applicable members)

10.1.3.2.2 It is appropriate for the Member to set up a booth or display in the exhibit hall of the conference or congress. In doing so, a Member must respect the conditions set out in Section 11 of this Code. Gifts, offers or enticements provided by a Member to encourage a stakeholder to visit a display are prohibited.

National Standard for Support of Accredited CPD Activities

6.5 Any incentive provided to participants associated with an accredited CPD activity must be approved by the CPD provider organization

FMF Policies & Guidelines: Incentive-based opportunities are not applicable to exhibitors who aim to influence patient care decision-making by family physicians.

CONTESTS - Contests are permitted, with approval only, submitted in writing a minimum of 30 days prior for approval by FMF Management. Prizes must be educational in nature. Contests must follow all guidelines as specified by [CMA Policy](#), [National Standard](#), FMF Policies & Guidelines and [Innovative Medicines Canada](#) (where applicable).

Innovative Medicines Canada - Code of Ethical Practices: (for applicable members)

10.1.3.2.2 It is appropriate for the Member to set up a booth or display in the exhibit hall of the conference or congress. In doing so, a Member must respect the conditions set out in Section 11 of this Code. Gifts, offers or enticements provided by a Member to encourage a stakeholder to visit a display are prohibited.

National Standard for Support of Accredited CPD Activities

6.5 Any incentive provided to participants associated with an accredited CPD activity must be approved by the CPD provider organization

FMF Policies & Guidelines: Any additional restrictions imposed by the host province will supersede these guidelines.

Applicable to all approved opportunities

Distribution of samples, incentives, giveaways, promotional materials and contest solicitation is confined to the Exhibitor’s own booth space. Such activities are not permitted in the aisles, restaurants, registration areas, hallways or in other exhibits. Exhibitors are encouraged to respect their neighbours.

GUIDELINES FOR SPONSORSHIP

- Any sponsorship received for FMF must be documented in a written agreement and signed by an authorized representative of the sponsoring organization.
- All sponsorship of FMF must meet professional and legal standards including the protection of privacy, confidentiality and copyright and contractual law regulations.
- Sponsors must follow all guidelines as specified by [CMA Policy](#), [National Standard](#), FMF Policies & Guidelines and [Innovative Medicines Canada](#) (where applicable).
- Sponsors are prohibited to have any direct or indirect influence of any aspect of the development, delivery or evaluation of any certified CPD activity.
- Sponsorship requests from commercial interests are subject to enhanced vetting guidelines

GUIDELINES FOR COMMERCIAL INTERESTS

In January 2018 the National Standard for support of Accredited CPD Activities was released by the Royal College, the Collège des médecins du Québec (CMQ) and College of Family Physicians of Canada (CFPC) to safeguard the integrity of certified CPD activities from the influence of sponsoring organizations that could lead to bias. The Standard provides a definition of Commercial Interests. This definition will be utilized in determining eligibility to participate in some sponsorship and / or incentive-based opportunities.

A Commercial interest (CI) is defined as: *For-profit entities that develop, produce, market, re-sells or distribute drugs, devices, products, or other healthcare goods, services or therapies that may be prescribed to patients or ordered by doctors in the diagnosis, treatment, monitoring, management or palliation of health conditions.*

This section of the National Standard defines the requirements related to exhibits and sponsors:

- 6.1 Product-specific advertising, promotional materials or branding strategies cannot be included on, appear within, or be adjacent to:
 - any educational materials, slides, abstracts and handouts used as part of an accredited CPD activity;
 - activity agendas, programs or calendars of events (preliminary and final);
 - any webpages or electronic media containing educational material.
- 6.2 Product-specific advertising, promotional materials or branding strategies cannot be included on/appear within locations where accredited CPD sessions are occurring (e.g. lecture halls, small group discussion rooms) immediately before, during or immediately after an accredited CPD activity.
- 6.3 Commercial exhibits or advertisements must be arranged in a location that is clearly and completely separated from the accredited CPD activity.
- 6.4 The SPC cannot be required by an exhibitor or advertiser to accept advice concerning the CPD activity development, delivery or evaluation as a condition of their exhibit or advertisement. Specific interests of any exhibitor or advertiser must have no direct or indirect influence on any aspect of the CPD activity development, delivery or evaluation.
- 6.5 Any incentive provided to participants associated with an accredited CPD activity must be approved by the CPD provider organization or scientific planning committee.

Commercial Interests may be required to supply the following materials:

- Exhibitor/sponsor to provide statements of key messaging, branding and all disclosures
- Exhibitor/sponsor to provide a listing of all products or services planned for promotion at FMF
- Exhibitor/sponsor to provide copies of all print materials planned for distribution at FMF
- Exhibitor/sponsor may be asked to provide proofs of signage or displays related to FMF
- All Promotional messaging must follow all guidelines as specified by [CMA Policy](#), [National Standard](#), FMF Policies & Guidelines and [Innovative Medicines Canada](#) (where applicable).

Thank you for reviewing and adhering to all guidelines. We appreciate your support and dedication to family medicine!



FMF EXHIBITOR | SPONSOR CODE OF CONDUCT

APPROVED BY FMFC

- Exhibitors and sponsors agree to abide by all the conditions set forth here, and as published in the FMF Policies & Guidelines Manual and by all conditions specified by FMF and the CFPC.
- Your organization and all representatives agree to strictly follow [CMA Policy](#), [National Standard](#), FMF Policies & Guidelines and [Innovative Medicines Canada](#) (where applicable) and all amendments as required.
- The College of Family Physicians of Canada retains full authority in the interpretation and enforcement of all rules and regulations and these regulations may be amended at any time by the CFPC.
- The CFPC reserves the right, even after an application to exhibit or sponsor has been approved, to restrict and/or to cancel any booked exhibit or sponsor which it deems to be undesirable or objectionable.
- In certain instances, it may be necessary for the CFPC to request additional information from the exhibitor or sponsor regarding their corporate affiliations and practices.
- Exhibitors and sponsors may be required to supply some of the following materials upon request: a listing of all products being promoted at FMF, copies of all print materials for distribution at FMF, proofs of signage and/or displays related to FMF, details regarding any contests, incentives or samples at FMF, key messaging and all disclosure statements. From time to time the CFPC may restrict certain categories of exhibitors and sponsors.
- During the event exhibitors and sponsors are expected to conduct themselves in a professional manner.
- Lead retrieval systems to be utilized in a polite and professional manner.
- Exhibitors and sponsors accept full responsibility for informing all employees, contractors, and onsite staff of all conditions and agree that their employees, suppliers or agents will also abide by these conditions.
- The expected code of conduct as outlined will be observed and enforced. Any infractions or inappropriate conduct may result in immediate removal, without remuneration, and exclusion from future opportunities.

Agreed to and accepted by: _____
Company Name

Print Name Title

Signature Date

Scan and Email to ilamb@cfpc.ca