

**THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA**



**LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA**



**Virtual FMF 2021
Exhibitor
Policies and Guidelines Manual**



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 in a virtual, hybrid and live conference format. 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 application form 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 your application
- Full payment is required by October 1st, 2021
- All applications submitted after October 1st, 2021 must include full payment
- FMF accepts cheques, credit cards and bank transfers

Cancellation

All requests for cancellations must be made in writing and emailed to fmfexhibits@cfpc.ca
The deposit is refundable, less a \$500 admin fee, for cancellations by August 31, 2021
As of September 1st, 2021, all contracts are payable at 100% and are non-refundable

Exhibit Hall Hours

Full Exhibit Hall Promotional Period: Nov 1-Dec 15, 2021

What do attendees have access to during this period: This area of the virtual platform is available to attendees 24-7 to view your profile, files, links, and videos.

Interactivity: Attendees may post messages on the chat wall at anytime during this period. Please check periodically for chat messages and provide your response.



Live Exhibit Hall Dates: Nov 10-13, 2021

Interactivity: Exhibitors are encouraged to be available to ‘talk now’ daily as follows:

During the AM Break – 11 am – 11:30 am Eastern Time

During the Mid Break – 12:30 pm – 1:30 pm Eastern Time

During the PM Break – 2:30 pm - 3 pm Eastern Time

Important to note: you are welcome to be available anytime, these are the recommended hours.

TIME – ET	WEDNESDAY NOV 10 2021	THURSDAY NOV 11 2021	FRIDAY NOV 12 2021	SATURDAY NOV 13 2021
9:55-11:00	Certified CPD	Certified CPD	Certified CPD	Certified CPD
11:00-11:30	VISIT EXHIBITORS			
11:30-12:30	Certified CPD	Certified CPD	Certified CPD	Certified CPD
12:30-1:30	VISIT EXHIBITORS			
1:30-2:30	Certified CPD	Certified CPD	Certified CPD	Certified CPD
2:30-3:00	VISIT EXHIBITORS			
3:00-4:00	Certified CPD	Certified CPD	Certified CPD	Certified CPD

Standard Virtual Booth

- Name: Edit the name of your organization
- Logo: minimum 300x300 px size, JPG or PNG – photo can be cropped
- Header Banner: EXACT SIZE 1170x145 px size, JPG or PNG
- Description: This is a rich text field you can directly include:
 - Images JPG, GIF, PNG files
 - Video links – link will take to an external site
 - Weblinks – take you to an external site
 - Bold text, underline text
 - We encourage bilingual text but not required
- Tags: select from all list or create your own (attendees can search by tags)
- Website: can include multiple links (please test)
- All social media: add links for Twitter, Facebook, Instagram (please test)
- Video link: if Vimeo or YouTube the video will embed into your booth

Exhibitor Registration

1. After your application has been approved you may submit your list of exhibit staff
2. Please use this [link](#) to submit your booth staff names, logo and 40 word description for the guide
3. If you wish to edit your staff after submitting please email fmfexhibits@cfpc.ca
4. Once the platform becomes accessible all staff listed will receive a link to claim profile

Under Manage your team – Add all your staff to your Exhibit Booth

If your team member is already registered and has a profile **you** can add them to your team:

- Click + New Member
- A pop-up window will appear
- Search by name (Person) or email
- If you need to submit additional staff please email fmfexhibits@cfpc.ca

Under Manage your team – Enable ALL team members for TALK NOW

- In your exhibit booth, you will see all your staff and click the box to Enable Talk Now



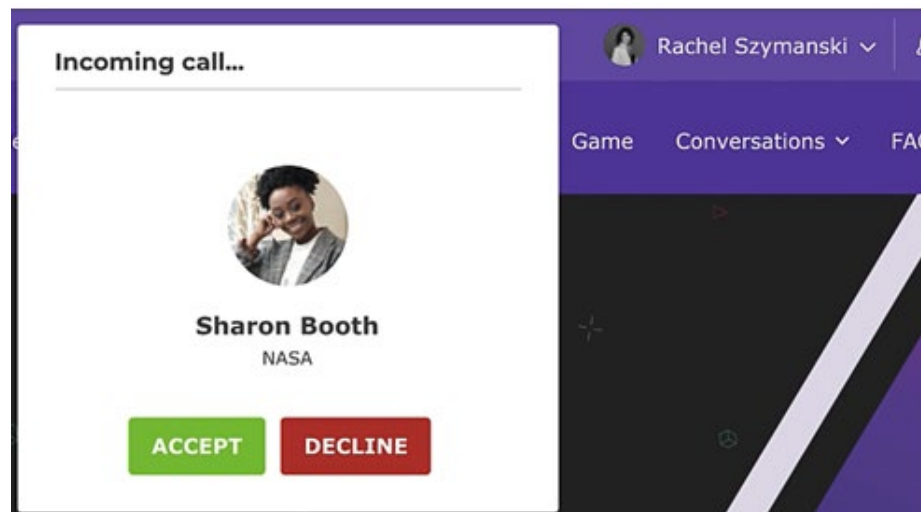
TALK NOW TOGGLE

Providing your tick box is enabled (as above) this toggle will appear in the top right corner of your screen, at all times, while you are in the FMF Virtual platform. **Orange = ON | Grey = OFF**



WHAT DOES A 'CALL' LOOK LIKE

Screen capture of an incoming call



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. In a virtual conference format, the FMF attendees are given the opportunity to opt in to receiving emails from exhibitors. Aggressive solicitation of delegate information is prohibited, as well as public promotion outside of the virtual exhibit hall.

Unauthorized Promotion

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

IMPORTANT GUIDELINES

The College of Family Physicians of Canada adheres to 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. Exhibitors are required to follow all national and provincial contest and raffle rules and regulations as well as guidelines 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:

1. Exhibitor/sponsor must agree to follow all national and provincial contest policies and guidelines
2. Exhibitor/sponsor must agree to adhere to all CASL and PIPEDA regulations
3. Exhibitor/sponsor are prohibited from assigning CFPC or FMF names or logos to their contests
4. All contests must be approved by CFPC / FMF Management 30 days prior to FMF
5. Added restrictions imposed by CFPC, national and provincial changes 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

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).



FMF EXHIBITOR | SPONSOR CODE OF CONDUCT

- 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.
- All policies and guidelines will be monitored and strictly enforced in a live or virtual setting
- 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.
- The CFPC and FMFC continue to monitor the ongoing situation. The CFPC may be required to alter many aspects of the Exhibit Hall, booth or sponsor inclusions.
- 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

Email to fmfexhibits@cfpc.ca

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