

THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

FMF

Family Medicine Forum
Forum en médecine familiale

EXHIBITOR AND SPONSORSHIP PROSPECTUS

VIRTUAL
Family Medicine Forum

Canada's Largest Family Medicine
Conference

WHO WE ARE

The College of Family Physicians of Canada (CFPC) is the leading professional organization, responsible for the standards of education, certification, and training of family physicians across Canada. We advocate for the specialty of family medicine, family physicians and their patients. Our mission and vision are simple; advance family medicine to improve lives and the health of all people in Canada.



THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA

WHAT WE DO

Whether you have been a devoted long term supporter of FMF or participating for the first time, supporting our Canadian Family Doctors is more important than ever.

EDUCATION

Four energizing days of practical, certified, cutting edge and thought provoking education featuring impressive daily keynotes and a vast array of continuing professional development (CPD). Including 30 days of on-demand access after the live conference!

POSTER SESSIONS

Poster Sessions are expertly vetted and designed specifically for family physicians, researchers and teachers as a group learning event.

SPECIAL EVENTS

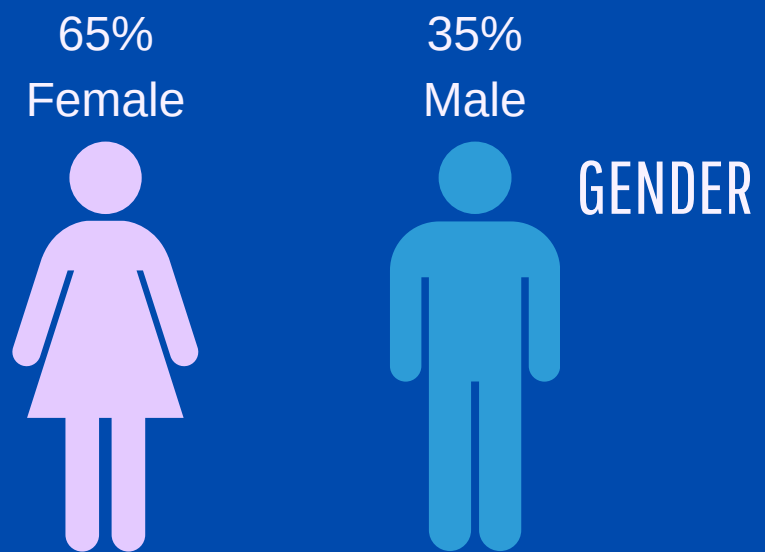
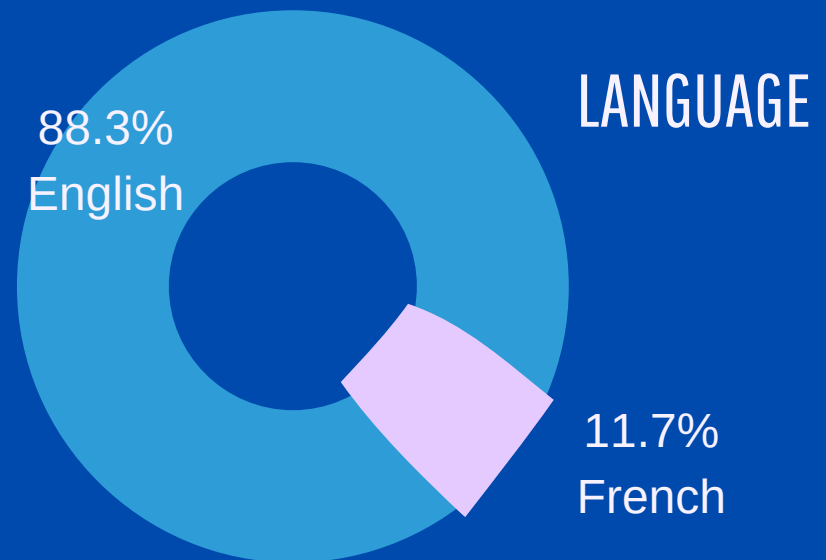
FMF also offers many special events, celebrations of achievements in family medicine, an Awards Gala, virtual cooking and fitness sessions, and many networking opportunities that allow you to recharge and network with peers and colleagues.

EXHIBIT HALL

A completely re-imagined Exhibit Hall, with services and resources to support family medicine and active exhibit booths featuring product information, tips, videos, polls, surveys and chat discussions.



MEET OUR MEMBERS



REGISTRATIONS BY PROVINCE



Province	Percentage
ON	40%
QC	13%
BC	12%
AB	10%
MB	8%
SK	5%
NS	4%
NB	3%
NL	3%
PEI	1%

REGISTRATIONS BY COUNTRY



2901



21

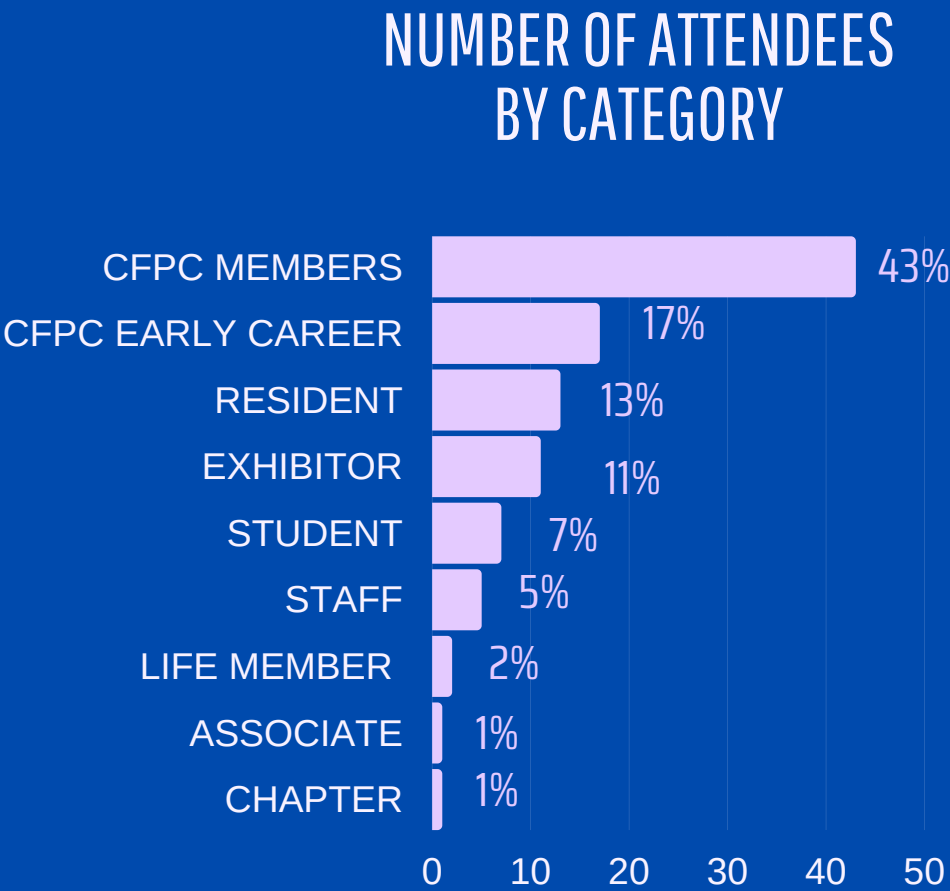


36

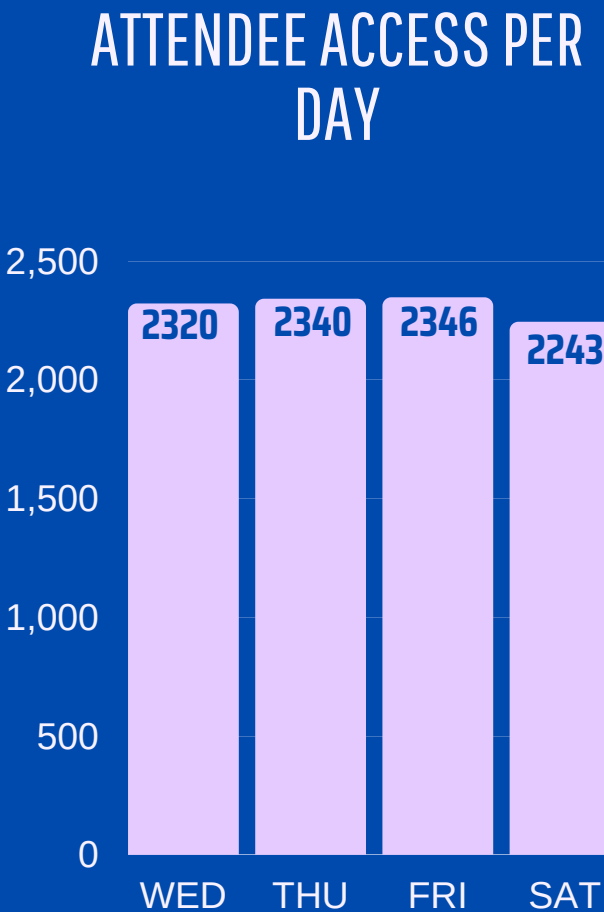
INTERNATIONAL REACH

Attendees joined FMF from 22 countries including Argentina, Australia, Bahrain, Bermuda, Brazil, Canada, Cayman Islands, China, Haiti, Indonesia, Ireland, Kenya, Maldives, Norway, Pakistan, Qatar, Saudi Arabia, Uganda, United Arab Emirates, United Kingdom, USA, and Virgin Islands.

GET TO KNOW US



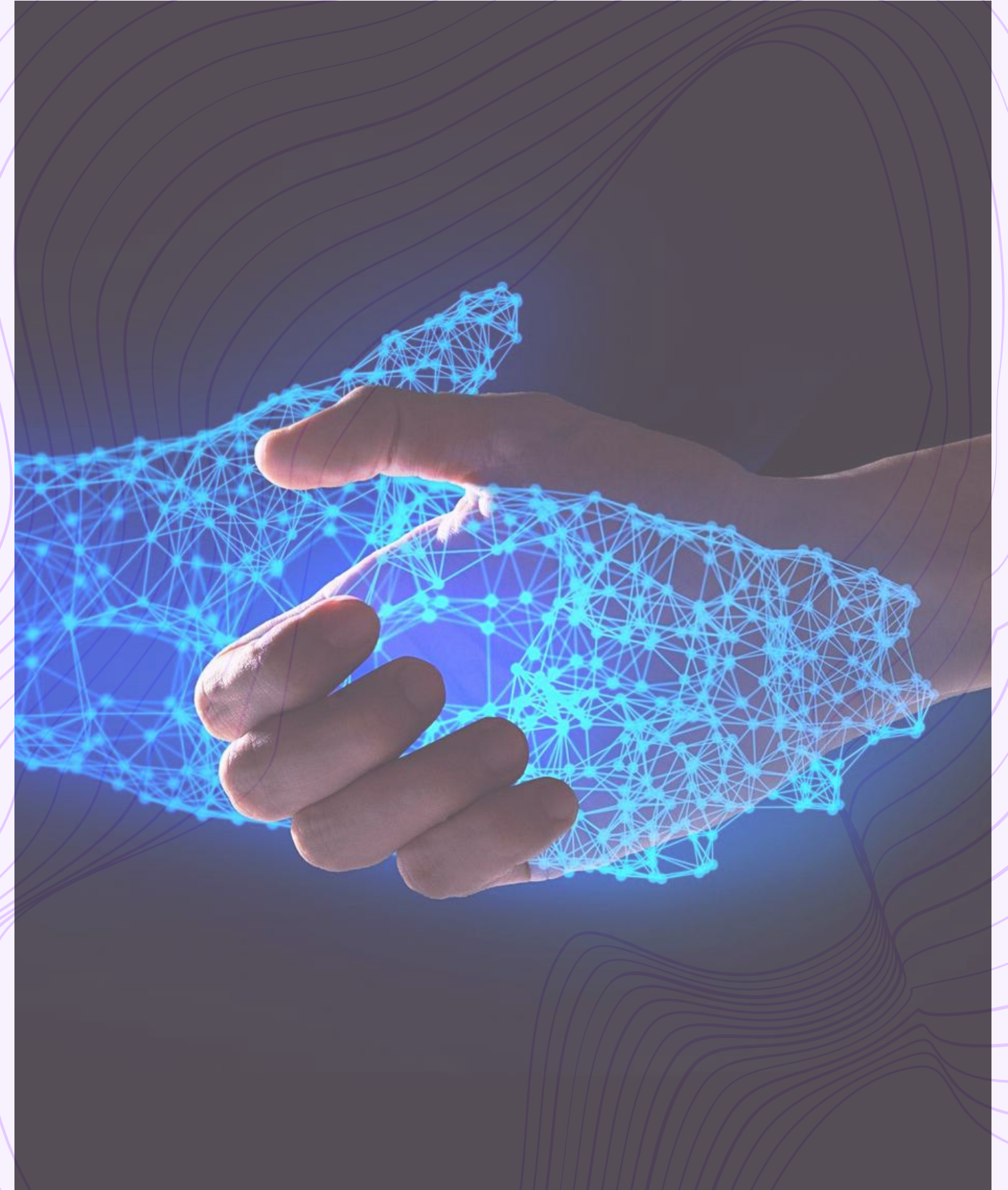
The first virtual FMF had a total number of **27,125** platform visits over the course of 40 days.



The first virtual FMF was a success with a total attendance of **2958** for the live and on-demand event.

RE-IMAGINED EXHIBIT HALL

The Virtual Exhibit Hall provides the most interactive and exciting way to discover new products and services. Meet with exhibitors from diverse categories such as academic, association, lifestyle, and technology.



THE VIRTUAL PLATFORM



Tangible ROI and
Extensive
Reporting Stats



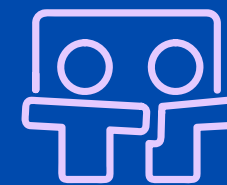
Enhanced
Technology and
Virtual Features



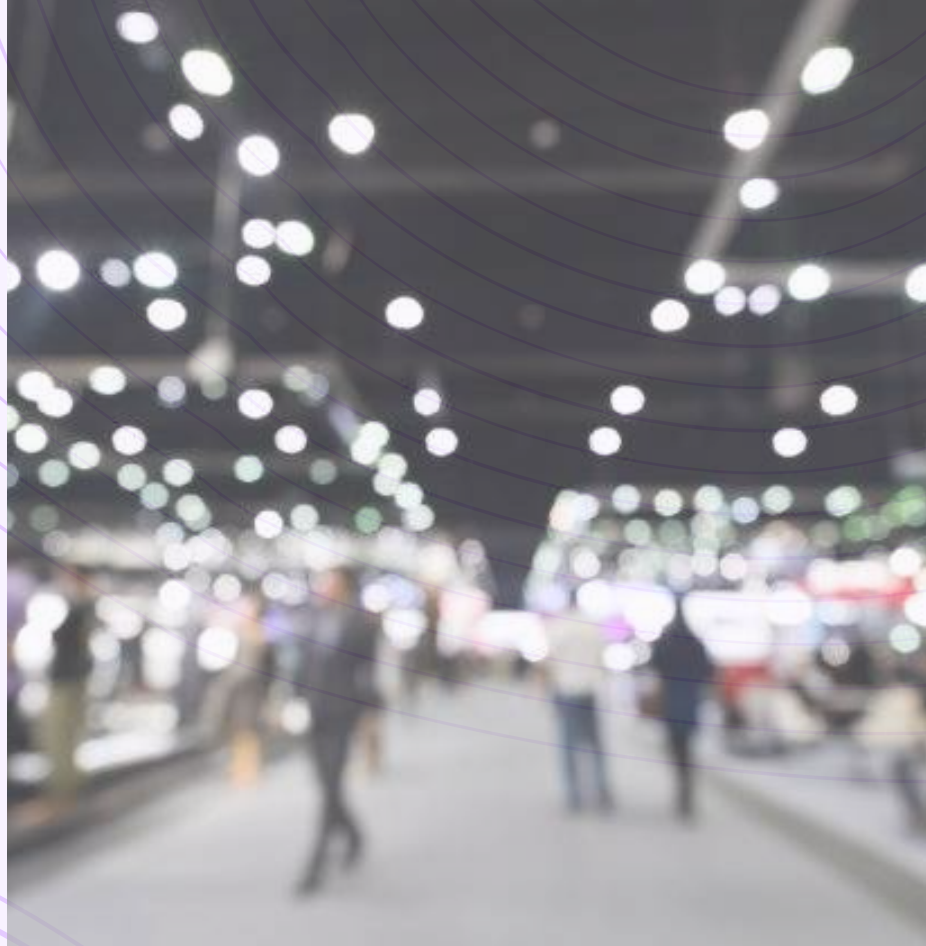
Direct
Communication to
Members



30-Day Access to
the Platform



Extended, Broader
Virtual Audience Reach



WHAT WE OFFER

REGULAR BOOTH \$3,000

NFP / GOVERNMENT BOOTH \$2,000

CHARITY BOOTH \$1,000

- Brand your exhibit booth to visually connect our audience.
- Interact with audience via chat and 1:1 video meetings.
- Drive engagement and brand awareness via gamification.
- Upload materials and pre-recorded videos.
- Stimulate discussion with surveys and polls.

ENHANCE YOUR EXPOSURE

Join us on this virtual journey and be part of the impact this conference will make. The largest family medicine conference that will deliver your message to the most engaged family doctors of Canada, in a time they need YOU most!

*All sponsorships are subject to approval by FMF management



OFFICIAL GUIDE ADVERTISING

Double Page Spread \$5,200
Front Cover/Back Cover \$3,850
Full Page \$3,200
Half Page \$1,950
Quarter Page \$1,150
Logo \$250

A photograph of two women practicing yoga in a bright studio with large windows. The woman in the foreground is in a lunge position with her arms raised, wearing a black and grey patterned sports bra and black leggings. The woman in the background is also in a lunge position, wearing a blue sports bra and white leggings. The text "EXCLUSIVE WELLNESS PARTNER" is overlaid in white on the left side of the image.

EXCLUSIVE WELLNESS PARTNER

Everyone needs a virtual break. Provide attendees with a revitalizing activity that reboots their energy, drive and focus. Including live, guided workouts with professionally trained instructors. Provides an opportunity to move and stretch contributing to the overall mental and physical health of our family physicians.

*Programming selection and coordination by the FMF team

- Exclusive sponsorship of Wellness Zone area
- Exposure for all four live days plus the on demand
- Logo placement on each wellness activity
- Pre-recorded video message to air at each wellness event
- Live thank you acknowledgement at each event
- Push notification within the platform
- Social media promotion with sponsor mention
- Logo exposure in the Official Exhibit Guide CFP Journal
- Opportunities to chat with attendees throughout each event

Sponsorship Investment \$10,000

CELEBRITY CHEF DEMO

Live celebrity chef demos making a healthy meal or snack to fuel our front liners on busy days in office, clinic or on call duty in the hospital. Includes full ingredient list, step by step recipe instructions live cooking demo and a Q&A period via chat facilitated by assigned moderators.

- Exclusive sponsorship of a chef demo
- Logo placement on the agenda for the session
- Pre-recorded video message to air before the demo
- Live thank you acknowledgement at the event
- Push notification within the platform
- Social media post/video promotion with sponsor mention
- Logo exposure in the Official Exhibit Guide & CFP Journal
- Opportunities to chat with attendees throughout the demo
- Recording posted for 30 days of on demand viewing

Sponsorship Investment \$5,000 per demo



CELEBRATION GIFT DELIVERY

Treat special event attendees to a gourmet gift item during one of our FMF celebratory special events. We will coordinate a special delivery for all pre-registered attendees, and you will get all the credit!

* Selections and coordination by the FMF team

- Logo placement associated with the special event
- Live or pre-recorded speaking opportunity
- Live thank you acknowledgement at each event
- Push notification within the platform
- Social media promotion with sponsor mention
- Logo exposure in the Official Exhibit Guide & CFP Journal
- Opportunities to chat with attendees throughout the event
- Recording posted for 30 days of on demand viewing

Sponsorship Investment \$15,000 per session

EXCLUSIVE GAMIFICATION SPONSOR

Really get the attendees involved, networking and interacting with your brand by hosting the virtual conference gamification options.

- Logo placement on Gamification page
- Virtual Booth linking
- Sponsorship acknowledgement on FMF Platform
- Sponsorship acknowledgement on FMF Website
- Dedicated sponsor push notification
- Optional contribution toward gamification prizes

Sponsorship Investment: \$2,500

NON-CERTIFIED EXHIBITOR MAIN STAGE

Host an information session or technical demo, attract a national audience on the Exhibit Hall Main Stage

- 30 or 60 minute live or pre-recorded speaking opportunity
- Enhanced listing within the Exhibit Hall Guide
- Inclusion of Exhibit Hall Mainstage Ad
- Included in the virtual platform non-certified agenda
- Recording posted 30 days post FMF for on-demand viewing
- Session will be tagged to your booth
- Provide a 30 second video for promotional use

Sponsorship Investment

30-Minute Session: \$5,000

60-Minute Session: \$7,500

VIRTUAL WINE TASTING

60 minutes of a guided wine tasting with a certified wine consultant. Those pre-registered for this event have the wines delivered to them in advance for interactive participation. A list of wines will be provided for those who wish to purchase the wine themselves. The perfect opportunity to relax, network, laugh and toast their accomplishments.

- Exclusive sponsorship of Virtual Wine Tasting
- Logo placement in Non-Certified Agenda for the event
- Pre-recorded video / commercial to air before the demo
- Live thank you acknowledgement at the event
- Push notification within the platform
- Social media post/video promotion with sponsor mention
- Logo exposure in the Official Exhibit Guide & CFP Journal
- Opportunities to chat with attendees throughout the demo
- Recording posted for 30 days of on demand viewing

Sponsorship Investment \$2,500

KIDS ZONE

Knowing that some of our family doctors have children at home with them, we provide an inclusive opportunity that engages children in the fun of music, learning and play. This gives caregivers a chance to take a break or time to engage in some fun with their children during their busy day!

- Exclusive sponsorship of Kids Zone
- Pre-recorded video message to air before the demo
- Logo placement in Non-Certified Agenda for the event
- Push notification within the platform
- Social media post/video promotion with sponsor mention
- Logo exposure in the Official Exhibit Guide & CFP Journal
- Recording posted for 30 days of on demand viewing

Sponsorship Investment \$3,500

BECOME A PARTNER



- Virtual Booth at FMF
- Premier Virtual Booth placement within the Exhibit Hall
- Enhanced exhibitor listing with corporate logo
- Inclusion of logo and special thank-you advertisement in CFP
- FMF Exhibit Hall Partner recognition on FMF Platform
- FMF Exhibit Hall Partner recognition on FMF Website
- Quarter Page Advertisement in the FMF Exhibit Guide

Sponsorship Investment: \$6,500

BECOME A PARTNER



- Virtual Booth at FMF
- Premier Virtual Booth placement within the Exhibit Hall
- Enhanced exhibitor listing with corporate logo
- Inclusion of logo and special thank-you advertisement in CFP
- FMF Exhibit Hall Partner recognition on FMF Platform
- FMF Exhibit Hall Partner recognition on FMF Website
- Half Page Advertisement in the FMF Exhibit Guide
- Rotating Banner within FMF Platform

Sponsorship Investment: \$12,500

BECOME A PARTNER



- Virtual Booth at FMF
- Premier Virtual Booth placement within the Exhibit Hall
- Enhanced exhibitor listing with corporate logo
- Inclusion of logo and special thank-you advertisement in CFP
- FMF Exhibit Hall Partner recognition on FMF Platform
- FMF Exhibit Hall Partner recognition on FMF Website
- Full Page Advertisement in the FMF Exhibit Guide
- Push Notifications to all attendees through FMF virtual Platform
- Rotating Banner within FMF Platform

Sponsorship Investment: \$22,500

BECOME A PARTNER



- Virtual Double Booth at FMF
- Premier Virtual Booth placement within the Exhibit Hall
- Enhanced exhibitor listing with corporate logo
- Inclusion of logo and special thank-you advertisement in CFP
- FMF Exhibit Hall Partner recognition on FMF Platform
- FMF Exhibit Hall Partner recognition on FMF Website
- Full Page Advertisement in the FMF Exhibit Guide
- Push Notifications to all attendees through FMF virtual platform
- Rotating Banner within FMF Platform
- Branding and sponsorship acknowledgement in networking area
- 40 Minute Non-Certified Exhibitor Main Stage
- Promotion within the Non-Certified Agenda

Sponsorship Investment: \$40,000

GET IN TOUCH

Tel: 905-629-0900
Fax: 1-888-843-2372
Toll Free: 1-800-387-6197



CARA FERREIRA

FMF Customer Service
fmfexhibits@cfpc.ca Ext: 522



CHERYL SELIG

FMF Manager
cselig@cfpc.ca Ext: 414