



# EXHIBITOR & SPONSOR PROSPECTUS

**November 9-12, 2022 - In-Person**  
Metro Toronto Convention Centre

**November 16-19, 2022 – Virtual**  
30 to 60 days - On Demand

**CANADA'S LARGEST  
FAMILY MEDICINE CONFERENCE**

**THE COLLEGE OF  
FAMILY PHYSICIANS  
OF CANADA**



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

## CFPC – WHO ARE WE

- CFPC is a member based organization for all Family Physicians in Canada
- CFPC current membership 41,881 (11.21.2021)
- CFPC offers official designations and certification in Family Medicine (CCFP)
- CFPC accredits family medicine student and residency programs
- CFPC offers continuing education, training and support for teachers, researchers and clinicians
- CFPC advocates for the specialty of family medicine, family physicians and their patients
- CFPC strives to advance family medicine to improve lives and the health of all people in Canada

## CFPC DEMOGRAPHICS

CFPC Member Demographics – By Location

CFPC MEMBERSHIP - GEO	
AB	13%
BC	16%
MB	4%
NB	2%
NL	2%
NS	3%
NT	0%
NU	0%
ON	41%
PE	0%
QC	11%
SK	3%
YT	0%
INT	1%
US	2%
No Chapter	1%

CFPC Member Demographics – By Category

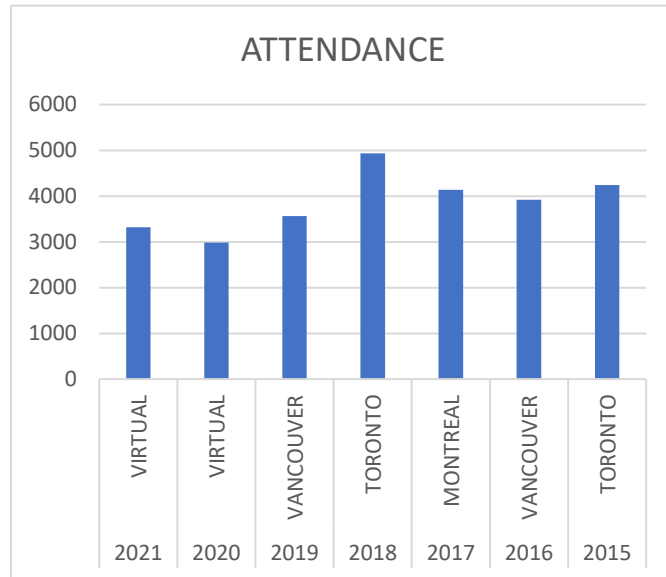
CFPC MEMBERSHIP – BY CATEGORY	
Full Member	76%
Resident	6%
Student	3%
Senior	4%
Retired	3%
Life/Honorary	7%
Affiliate/Associate	1%

CFPC MEMBERSHIP – BY DESIGNATION	
CCFP	64%
Fellowship	15%
MCFP	9%
CAC – Emergency	8%
CAC – Other	4%

CAC - Certificate of Added Competence in Addiction Medicine, Care of the Elderly, Emergency Medicine, Enhanced Surgical Skills, FP Anesthesia, Obstetrical Surgical Skills, Palliative Care, Sports & Exercise Medicine

# FMF DEMOGRAPHICS

Annual Attendance by FMF Location (3000-5000)

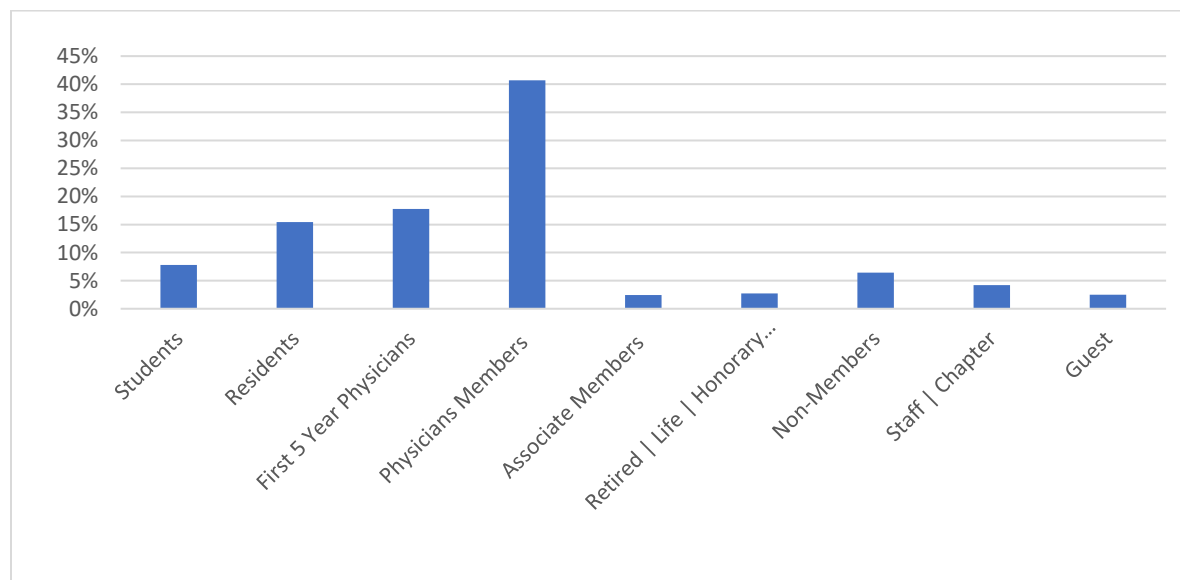


Breakdown of where attendees work/live

TORONTO 2018		VIRTUAL 2021	
AB	7%	AB	11%
BC	6%	BC	11%
MB	4%	MB	7%
NB	2%	NB	4%
NL	2%	NL	3%
NT	0%	NT	0.5%
NS	4%	NS	4%
NU	0%	NU	0%
ON	61%	ON	42%
PEI	1%	PEI	1%
QC	9%	QC	11%
SK	4%	SK	5%
YT	0%	YT	0.5%

FMF Audience is 98% Canadian, 2% international from: Argentina, Australia, Barbados, Belgium, Bermuda, Brazil, Cayman Islands, Chile, China, Ghana, Guyana, Haiti, Indonesia, Ireland, ,Nigeria, Norway, Qatar, Rwanda, Saudi Arabia, South Africa, Taiwan, Uganda, United Arab Emirates, United Kingdom, USA (*per FMF 2021*)

## FMF ATTENDANCE BY CATEGORY (AVERAGE)



## WHY PARTICIPATE IN FMF

- Gain access to more family doctors in one place than any other event in Canada.
- Support family doctors and family medicine in Canada
- Provide and promote your solutions, products and services that help support our family doctors
- Connect with physicians in an active in person exhibit hall and / or in our robust virtual platform

## WHY EXHIBIT | SPONSOR AT FMF IN PERSON

- The exhibit hall is the central hub of activity throughout the conference
- It provides the perfect opportunity to connect with the thousands of physicians
- Dedicated exhibit time before sessions, at the break and over lunch
- Almost all attendee food and beverage is served in the exhibit hall
- Lounges and attractions are interspersed throughout the hall to encourage flow
- Designed to complement the scientific program and meet member needs
- The most interactive and exciting way to showcase new products and services
- A unique opportunity to offer hands on demos, trials and promotional items
- Meet new clients and foster existing relationships
- Strengthen your brand and show your support and dedication to family medicine

## WHY EXHIBIT | SPONSOR AT FMF VIRTUAL

- Set up your booth one time, and your assets are accessible for over 60 days
- Low cost to exhibit with no travel, set up or other additional costs to consider
- You only need one person available to staff the booth during the live days
- Throughout the on-demand period check in 1-2 times / week for messages
- Attendees can explore booths, download files and watch videos on their own
- FMF drives engagement and traffic via gamification, push notifications and more
- Stimulate discussion with messages on your chat wall and questions via polls
- Attendee traffic is tracked in real-time via a comprehensive analytics dashboard
- People can call, send a direct message or leave a note on your wall for questions
- A virtual booth is a great, low cost, low maintenance way to reach new prospects

## WHY EXHIBIT | SPONSOR IN PERSON & VIRTUAL

- Get all the benefits above and reach the maximum number of attendees in both formats!

# EXHIBIT FEES – IN PERSON | VIRTUAL | BOTH

Join fellow exhibitors from diverse categories such as academic, association, lifestyle and technology.

EXHIBIT SPACE TYPE	IN PERSON	*VIRTUAL	**BOTH
20' x 30' Island	<input type="checkbox"/> \$34,025	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$35,550
20' x 20' Island	<input type="checkbox"/> \$22,900	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$24,500
10' x 30' Prime	<input type="checkbox"/> \$17,050	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$18,800
10' x 20' Prime	<input type="checkbox"/> \$11,525	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$13,375
10' x 10' Prime or corner	<input type="checkbox"/> \$6,025	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$7,900
10' x 10' Regular	<input type="checkbox"/> \$5,575	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$7,500
10' x 10' Government   NFP	<input type="checkbox"/> \$4,385	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$5,950
10' x 10' Charity booth	<input type="checkbox"/> \$1,425	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$2,225

\*Virtual includes a single virtual booth location

\*\*Both includes the In Person Exhibit Space Size and Type plus a single virtual booth

## OFFICIAL EXHIBITOR GUIDE

Promote your brand in this full colour online magazine.







### ADVERTISING RATES

- Double Page Spread: \$5,200
- Full Page: \$3,250
- Half Page: \$1,950
- Quarter Page: \$1,150
- Logo only: \$ 250



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

# UNIQUE SPONSOR OPPORTUNITIES – IN PERSON

	<p><b>LOUNGE SPONSOR</b> <span style="float: right;"><b>Sponsorship: \$10,000</b></span></p> <ul style="list-style-type: none"> <li>• Sponsor recognition in one of the networking lounges</li> <li>• Company name, logo, and branding signage in the lounge</li> <li>• Carpet colour choice and accent pillow preference</li> <li>• Sponsorship recognition in Exhibit Hall Guide</li> <li>• Sponsor recognition on the FMF website</li> <li>• Sponsor inclusion in full page ad in CFP magazine</li> <li>• Dedicated half page ad in the Official Exhibitor Guide</li> </ul>
 <p><b>COAT CHECK</b></p>	<p><b>COAT CHECK</b> <span style="float: right;"><b>Sponsorship: \$7,500</b></span></p> <ul style="list-style-type: none"> <li>• Top promotional spot in main foyer with great visibility</li> <li>• Branded with your company logo</li> <li>• Logo placement at entrance of coat check</li> <li>• Dedicated half page ad in the Official Exhibitor Guide</li> <li>• Sponsorship acknowledgement on FMF Website</li> </ul>
	<p><b>CEILING BANNERS</b> <span style="float: right;"><b>Sponsorship: \$7,500</b></span></p> <ul style="list-style-type: none"> <li>• Promote corporate brand in a bold way in the Exhibit Hall</li> <li>• Two large over-head ceiling banners</li> <li>• Includes design, production, and installation</li> <li>• Full approval on design and artwork mockups</li> </ul>
	<p><b>CRUISER TABLE SIGNAGE</b> <span style="float: right;"><b>Sponsorship: \$7,000</b></span></p> <ul style="list-style-type: none"> <li>• Promote your logo or brand at casual conversation areas</li> <li>• Custom branded logo on 8-10 cruiser tables</li> <li>• Placement of tables throughout common areas</li> <li>• Sponsorship acknowledgement on FMF Website</li> <li>• Sponsorship acknowledgement in Official Expo Guide</li> </ul>
	<p><b>CHARGING STATIONS</b> <span style="float: right;"><b>Sponsorship: \$6,500</b></span></p> <ul style="list-style-type: none"> <li>• Custom branded charging station with your brand</li> <li>• Premium positioning of the charging station in Exhibit Hall</li> <li>• Sponsor acknowledgement in the Official Expo Guide</li> <li>• Sponsor acknowledgement on the FMF website</li> <li>• Charging stations vary, clients will be consulted</li> </ul>
	<p><b>FLOOR DECALS</b> <span style="float: right;"><b>Sponsorship: \$4,500</b></span></p> <ul style="list-style-type: none"> <li>• Two large company logo branded 3M long aisle decals</li> <li>• Design, production, and full installation</li> <li>• Exclusive aisle positioning inside the exhibit hall, near booth</li> <li>• Full approval on design and artwork mockups</li> </ul>

# UNIQUE SPONSOR OPPORTUNITIES – VIRTUAL

	<p><b>EXCLUSIVE WELLNESS PARTNER</b> <span style="float: right;"><b>Sponsorship: \$10,000</b></span></p> <ul style="list-style-type: none"> <li>• Exclusive sponsorship of Wellness Zone area</li> <li>• Minimum four activities dedicated to physician wellness</li> <li>• Exposure for all four live days plus the on demand</li> <li>• Logo placement on each wellness activity</li> <li>• Pre-recorded video message to air at each wellness event</li> <li>• Live thank you acknowledgement at each event</li> <li>• Push notification within the platform</li> <li>• Social media promotion with sponsor mention</li> <li>• Logo exposure in the Official Exhibit Guide CFP Journal</li> <li>• Opportunities to chat with attendees throughout the event</li> </ul>
	<p><b>EXCLUSIVE FAMILY ZONE</b> <span style="float: right;"><b>Sponsorship: \$10,000</b></span></p> <ul style="list-style-type: none"> <li>• Exclusive sponsorship of Family Zone</li> <li>• Minimum four activities to engage the entire family</li> <li>• Pre-recorded video message to air before the demo</li> <li>• Logo placement in Non-Certified Agenda for the event</li> <li>• Inclusion in push notification within the platform</li> <li>• Social media post/video promotion with sponsor mention</li> <li>• Logo exposure in the Official Exhibit Guide &amp; CFP Journal</li> <li>• Recording posted for 30-60 days of on demand</li> </ul>
	<p><b>NON CERTIFIED EXHIBITOR MAIN STAGE</b> <span style="float: right;"><b>Sponsorship: \$5,000 - \$8,000</b></span></p> <ul style="list-style-type: none"> <li>• 30 Minute Session: \$5,000 or 60 Minute Session: \$8,000</li> <li>• Opportunity for live or pre-recorded speaking opportunity</li> <li>• Enhanced listing within the Exhibit Hall Guide</li> <li>• Inclusion in the Exhibit Hall Mainstage Ad</li> <li>• Included in the virtual platform non-certified agenda</li> <li>• Recording posted 30-60 days post FMF for on-demand viewing</li> <li>• Session will be tagged to your booth</li> <li>• Provide a 30 second video for promotional use</li> </ul>
	<p><b>EXCLUSIVE GAMIFICATION SPONSOR</b> <span style="float: right;"><b>Sponsorship: \$5,000</b></span></p> <ul style="list-style-type: none"> <li>• Logo placement on Gamification page</li> <li>• Logo placement includes Virtual booth link</li> <li>• Sponsorship acknowledgement on FMF Platform</li> <li>• Sponsorship acknowledgement on FMF Website</li> <li>• Inclusion in full page sponsor ad as gamification sponsor</li> <li>• Dedicated half page ad in the Official Exhibitor Guide</li> <li>• Contribution of suitable gamification prize(s)</li> </ul>

## MAJOR PARTNER OPPORTUNITIES - HYBRID

 <p><b>BRONZE</b> SPONSOR</p> <p>Sponsors Investment for both \$9,500</p>	<p><b>IN-PERSON \$6,500</b></p> <p>Mini Booth 2 exhibitor badges Quarter Page Ad in Official Exhibitor Guide Signage in entrance of Exhibit Hall Bronze Partner recognition on FMF Website Inclusion of logo in thank-you ad in CFP Enhanced exhibitor listing Corporate logo in Exhibitor Guide</p>	<p><b>VIRTUAL \$6,500</b></p> <p>Booth at FMF Premier Booth placement within Exhibit Hall Enhanced exhibitor listing with corporate logo Inclusion of logo in special thank-you ad in CFP FMF Partner recognition on FMF Platform FMF Partner recognition on FMF Website Quarter Page Ad in Official Exhibitor Guide</p>
 <p><b>SILVER</b> SPONSOR</p> <p>Sponsor Investment for both \$17,500</p>	<p><b>IN-PERSON \$12,500</b></p> <p>10' x 10' booth 6 exhibitor badges Half Page Ad in Official Exhibitor Guide Signage in entrance of Exhibit Hall Silver Partner recognition on FMF Website Inclusion of logo in thank-you ad in CFP Enhanced exhibitor listing Corporate logo in Exhibitor Guide</p>	<p><b>VIRTUAL \$12,500</b></p> <p>Booth at FMF Premier Booth placement in the Exhibit Hall Enhanced exhibitor listing with corporate logo Inclusion of logo in special thank-you ad in CFP FMF Partner recognition on FMF Platform FMF Partner recognition on FMF Website Half Page Ad in Official Exhibitor Guide Rotating Banner within FMF Platform</p>
 <p><b>GOLD</b> SPONSOR</p> <p>Sponsor Investment for both \$32,500</p>	<p><b>IN-PERSON \$22,500</b></p> <p>10' x 20' booth 12 badges Full Page Ad in Official Exhibitor Guide Signage in entrance to the Exhibit Hall Gold Partner recognition on FMF Website Inclusion of logo in thank-you ad in CFP Enhanced exhibitor listing Corporate logo in Exhibitor Guide</p>	<p><b>VIRTUAL \$22,500</b></p> <p>Booth at FMF Premier Booth placement within Exhibit Hall Enhanced exhibitor listing with corporate logo Inclusion of logo in special thank-you ad in CFP FMF Partner recognition on FMF Platform FMF Partner recognition on FMF Website Full Page Ad in Official Exhibitor Guide Push Notification via FMF virtual Platform Rotating Banner within FMF Platform</p>
 <p><b>PLATINUM</b> SPONSOR</p> <p>Sponsor Investment for both \$55,000</p>	<p><b>IN-PERSON \$40,000</b></p> <p>20' x 20' island booth 24 badges Full Page Ad in Official Exhibitor Guide Signage in entrance to the Exhibit Hall Platinum Partner recognition on Website Inclusion of logo in thank-you ad in CFP Enhanced exhibitor listing Corporate logo in Exhibitor Guide Sponsor acknowledgement in a Lounge area 2 tickets to Awards Gala Acknowledgement of contribution</p>	<p><b>VIRTUAL \$40,000</b></p> <p>Double Booth at FMF Premier Booth placement within Exhibit Hall Enhanced exhibitor listing with corporate logo Inclusion of logo in special thank-you ad in CFP FMF Partner recognition of FMF Platform FMF Partner recognition of FMF Website Full Page Ad in Official Exhibitor Guide Push Notification via FMF platform Rotating Banner within FMF Platform 60-minute Non-Certified Exhibitor Main Stage Full page ad in the Non-Certified Agenda</p>

Support and connect with family doctors from across Canada  
 Become an exhibitor, advertiser or sponsor of Family Medicine Forum  
 the flagship event of the College of Family Physicians of Canada  
 Contact us for customized opportunities today!





## CONTACT INFO

Find out more here:

<https://fmf.cfpc.ca/exhibitors/>

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*We look forward to working with you in 2022!*