



# EXHIBITOR MANUAL POLICIES & GUIDELINES

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

**November 16-19, 2022 – Virtual**

**November 20-January 7, 2023 – On Demand**

## CANADA'S LARGEST FAMILY MEDICINE CONFERENCE

THE COLLEGE OF  
FAMILY PHYSICIANS  
OF CANADA



LE COLLÈGE DES  
MÉDECINS DE FAMILLE  
DU CANADA

## **POLICIES AND GUIDELINES – FMF 2022**

### **IN-PERSON FMF - Metro Toronto Convention Centre - November 9-12, 2022**

#### **Exhibit Hall Hours**

**Move In:** Tuesday, Nov 8            10:00 am – 10:00 pm

**Move Out:** Friday, Nov 11        3:30 pm – 10:00 pm

#### **Exhibit Hall Hours:**

Wednesday, Nov 9            8:00 am – 3:30 pm

Thursday, Nov 10            8:00 am – 3:30 pm

Friday, Nov 11                8:00 am – 3:30 pm

### **VIRTUAL FMF - November 16-19, 2022**

From November 1, 2022, until January 7<sup>th</sup>, 2023, attendees can explore the Virtual Exhibit Hall 24/7.

#### **Pre-Live days: Nov 1- 15, 2022**

- Confirm your booth looks great and all links are functioning well
- Post messages on your booth message wall and add polls to encourage interactivity

#### **Live Virtual Days: Nov 16-19, 2022**

- During the virtual live days, we encourage exhibitors to have a staff member available every day
- Exhibitors | attendees can use the Talk now | Call now feature daily for 11 am – 3 pm ET
- Post messages, follow up on leads and contribute to networking discussions

#### **On demand Days: Nov 20-Jan 7, 2023**

- Check in to your booth 1-2 times per week to respond to any chat messages posted
- Continue to review your analytics tab for new visits and leads
- Follow up as appropriate for inquiries and questions
- Keep posting on your message wall to encourage further interactions

### **Submit company description, logo and booth staff**

After your application has been approved, use this [link](#) to submit your 40-word description for the guide, proof of insurance for in-person, booth staff names, and logo. If you wish to edit your staff after submitting, please email [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca)

## **Policies and Guidelines – FMF 2022**

**Please note that the following exhibitor policies and guidelines apply to both in person and virtual exhibitors**

### **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 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**

- Full payment is required by September 1, 2022
- FMF accepts cheques, credit cards and bank transfers

### **Cancellation**

All requests for cancellations must be made in writing and emailed to [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca). Cancellations made by August 31, 2022, will receive a full refund, less a \$500 admin fee. After August 31st, 2022, all contracts are payable at 100% and are non-refundable.

Should the in-person event at FMF be cancelled, your booth or sponsorship will be transferred to the virtual platform and the price difference will be refunded or credited to your account for future use. To request a full refund or for alternative opportunities please reach out to [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca).

### **Privacy Policy**

The collection of attendees' personal information is subject to Canadian privacy laws (PIPEDA) and the CFPC Privacy Policy [here](#). The CFPC does not provide attendee lists to exhibitors or participants.

## **NEW IN PLATFORM DIRECT MESSAGING GUIDELINES**

- Exhibitors, sponsors and all representatives may only send 1-2 direct messages to:
- Attendees who visit your booth, connect via talk now, leave a voicemail, or chat message
- Attendees who reach out or ask questions in your Exhibitor Main Stage presentation
- Exhibitors, sponsors and all representatives may freely send direct messages to:
- Attendees with whom they have an existing relationship (ie. Existing clients)
- Attendees who specifically request info and/or leave their card and direct contact info
- Attendees who reach out you and / or send you a direct message
- Other messaging and / or push notifications requires express consent of FMF management
- Please reach out to [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca) to explore these opportunities

## **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.
- Quebec [Code of Ethics](#) where applicable
- [FMF Policies and Guidelines](#) (this document) and any changes or amendments as required

## **GUIDELINES FOR SAMPLES, INCENTIVES/GIVEAWAYS, AND CONTESTS**

**1. 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). As below:

### **Canadian Medical Association Policy:**

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.

**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.

**Innovative Medicines Canada (For [IMC members](#) only):** 10.1.3.2.5 a Member is not allowed to distribute samples at a conference or congress.

**2. 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 and Giveaways must follow all guidelines as specified by CMA Policy, National Standard, FMF Policies & Guidelines and Innovative Medicines Canada (where applicable). Policies as below.

**Canadian Medical Association Policy:**

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.

**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.

**Innovative Medicines Canada (For [IMC members](#) only):**

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.

**3. CONTESTS** - Contests are permitted, with approval only, submitted in writing a minimum of 30 days prior for approval by FMF Management. Prizes should 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).

**National Standard:** 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/provincial changes will supersede these guidelines

**Quebec [Code of Ethics](#):**

Page 12. As part of a CPD activity, the organizer is allowed to organize a draw. The prize must be an acceptable educational tool which is awarded for the primary purpose of helping a healthcare professional and his patients, and not to provide anyone with a personal advantage. As for types of incentives, one must make a distinction between commercial incentives (e.g., passports that are given out to increase traffic at a trade show) and those that aim to make the educational process better (e.g., filling out a survey to define needs or evaluate an activity). The first type of incentive is to be prohibited. The second type, whether it is awarded on an individual or group-basis (draws), it must be sensible and have an educational purpose.

**Innovative Medicines Canada: (For [IMC members](#) only):** 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.

All policies and guidelines related to Sampling, incentives and contests are detailed in Appendix A.

### **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

### **NATIONAL STANDARD OVERALL GUIDELINES FOR A CERTIFIED EVENT**

- 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.

### **EXHIBITORS & SPONSORS MAY BE ASKED TO PROVIDE:**

- Statements of key messaging, branding and all disclosures
- A listing of all products or services planned for promotion at FMF
- Copies of all print materials planned for distribution at FMF
- Proof of signage or displays related to FMF

## FMF Exhibitor | Sponsor Code of Conduct

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- 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, Innovative Medicines (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, signage and/or displays, details of any contests, incentives or samples, 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 / virtual lead follow up 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.
- New Email Guidelines - Exhibitors, sponsors and all representatives may only send 1-2 direct messages to:
  - Attendees who connect via talk now, leave a voicemail, chat message or visit your booth
  - Attendees who reach out or ask questions in your Exhibitor Main Stage presentation
- Exhibitors, sponsors and all representatives may freely send direct messages to:
  - Attendees with whom they have an existing relationship (ie. Existing clients)
  - Attendees who specifically request info and/or leave their card and direct contact info
  - Attendees who reach out you and / or send you a direct message
- Other messaging and / or push notifications requires express consent of FMF management

Agreed to and accepted by: \_\_\_\_\_

Company Name

\_\_\_\_\_

Print Name

\_\_\_\_\_

Title

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

Complete and email to [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca)

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