



EXHIBITOR & SPONSOR POLICIES & GUIDELINES

November 8-10, 2023 - In-Person
Palais des Congrès de Montréal

Virtual – Date TBD

**CANADA'S LARGEST
FAMILY MEDICINE CONFERENCE**

**THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA**



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

POLICIES | GUIDELINES | MANUAL – FMF 2023

[Applications](#) will be accepted until October 15th, 2023

IN-PERSON FMF – PALAIS DES CONGRES DE MONTREAL - NOV 8-10, 2023

FMF is a 4-day conference for our attendees, the exhibit hall is open Wed – Fri

Exhibit Hall Move In Hours:

Monday, Nov 6 Large exhibitors, by appointment only
Tuesday, Nov 7 8 am – 6 pm

Exhibit Hall Move Out Hours:

Friday, Nov 10 4 pm – 10 pm

Exhibit Hall Hours:

Wednesday, Nov 8 8:00 am – 3:30 pm
Thursday, Nov 9 8:00 am – 3:30 pm
Friday, Nov 10 8:00 am – 3:30 pm

Booth Space Orders:

Each 10 x 10 booth is a blank slate with a draped 8' high back wall and 3' side walls. You are welcome to bring in or utilize the decorator of your choice to furnish and carpet your booth space. Our FMF official suppliers will have the following items available to rent: Carpet, counters, tables, chairs, display cases, electrical, internet, lighting, sign production, rigging etc. For more information about our official in-person suppliers, please carefully review the [Exhibitor Manual](#).

Note: Carpet / Flooring coverings are mandatory

Exhibitor Registration:

Each 10 x 10 booth includes 6 staff badges (non-transferable). All exhibitor staff must be registered [here](#). Exhibitor registration opens September 2023. Additional badges available online (\$). Badges will be issued in the official company name and provides access to the exhibit hall only.

Exhibit Hall Guide Advertising:

The Official Exhibitors Guide will be published exclusively online and promoted to all in person and virtual attendees. The Official Exhibitors Guide will be published and promoted for over one month leading up to FMF and throughout the in person, virtual and on demand conference. Increase your exposure by including a full colour promotional ad. Please find ad specs and submission details [here](#).

Exhibit Hall Guide Listing:

All exhibitors receive a complimentary listing in the Official Exhibitors Guide. Please submit your company description [here](#) as soon as possible.

Exhibit Hall Guide Publishing Schedule & Deadlines:

Official Exhibitors Guide – initial upload will be October 1st – materials deadline is AUGUST 31st, 2023
Official Exhibitors Guide - final upload will be November 1st – materials deadline is OCTOBER 1st, 2023

Exhibitor Travel:

Discounts for airlines, train and hotels are available approximately six months in advance of FMF [here](#).

Disclaimer: FMF does not employ a travel company and never solicits exhibitor hotel reservations by telephone. If you receive a call, do not provide any personal information and report immediately to fmfexhibits@cfpc.ca.

Exhibitor Meals:

Exhibitors will have access to light breakfast and some coffee and snacks throughout the day. Lunch is not provided to exhibitors, but reasonably priced nearby options will be shared closer to the event. If you do wish to add the Convention Centre boxed lunch for all staff, for all days, it will be supplied at a cost of \$60 per person per day. Please contact fmfexhibits@cfpc.ca if you wish to add this to all staff for all days.

Insurance: Required

As an exhibitor or sponsor you must provide a copy of a certificate issued specific to FMF. You and any third parties 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 2023 – Palais des Congrès de Montréal
- Dates of the show: November 6–11, 2022 (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.

Advance Shipping:

For all advanced shipping needs, we recommend you contact [Freeman](#) directly. They will provide all shipping instructions. See official supplier list [here](#) for contact info. Advance shipments accepted Oct 6th-Oct 27th:

Family Medicine Forum 2023

ADVANCE WAREHOUSE SHIPPING

C/O FREEMAN

61 BROWNS LINE

Toronto, Ontario, M8W 3S2

Exhibiting Company Name / Booth #

Please affix shipping label to every box or item.

Direct Shipping:

Direct shipments will only be received November 6th-8th, 2023:

Family Medicine Forum 2023

Palais des Congrès de Montréal

1001 Pl. Jean-Paul-Riopelle, Montréal, QC H2Z 1H5

Exhibiting Company Name / Booth #

Please affix shipping label 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 Palais des Congrès de Montréal is unable to store exhibitor freight prior to any event. The Palais des Congrès de Montréal 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 please contact [Freeman](#)

Material Handling

Exhibitors may hand-carry their own freight into the exhibit facility. All exhibitors handling their own freight will be responsible to arrange their own storage of empty containers during the show. No storage will be available on the show floor. The use of pump trucks and other mechanical equipment is not permitted. You may bring your own dolly to use. Any material handled by Freeman will be charged according to the rates listed within the service manual. Please refer to the [Material Handling Order Form](#) for charges. **There are no dollies available, if you are handling your own materials, you must bring your own dolly.**

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 fmfexhibits@cfpc.ca 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 the principal venue property or hotel lobbies without express written consent.

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 attendees 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.

VIRTUAL FMF - TBD

Pre-Live days:

- Confirm your booth looks great and all links are functioning well
- Post messages on your booth message wall to encourage interactivity
- Attendees can explore the Virtual Exhibit Hall 24/7

Live Virtual Days:

- 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:

- 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

During On demand days attendees can:

- Browse exhibit booths by scrolling or searching by name, tags, or keywords
- View images, read your information, watch videos, click links, and download files
- Use the conversation box to start a conversation, like a post or reply to another post
- Answer any polls you have set up in the platform
- Click on any exhibit staff member to send them a direct message
- Gain points on the Leaderboard by visiting your booth

GETTING STARTED - Access the virtual platform | Claim your account:

- All registered staff will receive a personalized link and needs to set up a profile
- **From:** Hybrid FMF 2023 <no-reply@pathable.com>
- **Subject:** Exhibitor login link for Virtual FMF 2023

SET UP YOUR PROFILE:

- Enter your name, email, create a password, agree to terms, and click **COMPLETE PROFILE**
- Add a headshot, fun facts, tags, city, social media links etc, hit save
- You can click your name on the top menu to edit your profile any time
- **Tip! Add this link to your Bookmarks Bar** <https://hybridfmf2023.pathable.co/>

BUILD YOUR BOOTH:

- Enter Hybrid FMF <https://hybridfmf2023.pathable.co/> go to the EXHIBITORS tab
- Find your booth, click it, and click the MANAGE button to edit your booth anytime
- Click BACK TO ORGANIZATION DETAILS (beside your logo) to toggle back to attendee view
- Under Manage – there 7 tabs at the top to build and manage your booth

BASICS TAB – Set this up in advance:

- This is your main promotional area, set this up as soon as possible, you can also edit anytime
- Name: The name of your organization

- Logo: minimum 300 x 300 px size, JPG or PNG
- Header Banner: exact size 1170 x 145 px size, JPG or PNG
- Additional Poster: *disregard this field* for poster only
- 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
 - Bilingual text encouraged but not required
- Tags: select from the list or create your own (attendees can search by tags)
- Links: can include multiple links for instance website (please test)
- Social media: add links for Twitter, Facebook, Instagram (please test)

LEADS TAB – No set up required:

- An attendee will become a lead if they use Talk Now, Call Now or they click Leave your card
- Click on each lead to view name, title, email, and phone number (if provided)
- You can export all leads and visits at any time by hitting the export all leads button on the leads tab

VISITS TAB – No set up required:

- Anyone who clicks your booth will appear on the visits tab
- At any time, you can view the attendee profile and send a direct message to them
- Click the ellipses “...” beside the attendee’s name and you can send a direct message in the platform,

ANALYTICS TAB – No set up required:

- In this tab you have booth analytics at your fingertips
- The metrics will show information about booth visits, conversations, and content consumption
- Click the ? beside each to find out more

POLLS TAB – Set this up in advance:

- Click +ADD POLL (top right corner)
- Friendly name: for your reference only, not displayed
- Question Type: multiple choice, free-text, or rate out of 5 stars
- Options: depend on the poll type selected – please test, edit, delete as needed
- Display Result as: these options also depend on the poll type
- Vote button text: suggest VOTE or RESPOND or SHARE
- Only speakers can view poll results: Check if you DON’T want to share results
- Hide poll from attendees until session starts: Recommend leaving this unchecked
- RESULTS appear for attendees AFTER they submit an answer (unless hidden)

CONTENT ASSETS TAB – Set this up in advance:

- **Manage Videos:** Click add new video to upload or add an external links i.e., YouTube, Vimeo
- Note: If linking to a video ensure the link is not set to private or it will not display (please test!)
- Use the star icon to display up to 6 videos in the video carousel on your page
- Drag and drop using the = to place them in the sequence you want them to display
- **Manage files:** Click add new file to upload a file or add an external link
- Use the star to highlight 4 files on your main booth page
- Drag and drop using the = to place them in the sequence you want them to be displayed

TALK NOW | CALL NOW TAB:

- This feature can be removed from your booth
- This tab tracks all interactions – who called, who answered, wait time, meeting time
- You can also download this information by clicking the download CSV file
- **Important!** Talk Now only works on laptops, and computers, not available on mobile or tablet
- Only staff with the Talk Now tick box enabled (BASICS TAB) will see the Talk Now toggle

TALK NOW | CALL NOW AVAILABLE from 11 am – 3 pm ET VIRTUAL LIVE DAILY:

- Attendees have two ways of talking to booth staff - Direct Call or Talk Now
- Both are a 1:1 call in zoom with option for video
- TALK NOW uses round robin logic among all staff members that are toggled on
- The call is routed to one of the available staff members that are toggled on and available
- If no one picks up, the caller is prompted to send a written message which will go to the leads tab
- CALL NOW allows attendees to select a single staff member to talk to a specific person
- If the staff member misses a direct call, they will receive a personal notification with details
- Call Now works the same as Talk Now it is a 1:1 video call with the attendee

TALK NOW TOGGLE – Share this with your whole team:

- A toggle will appear in the top right corner while you are in the FMF Virtual platform
- **Orange = ON | Grey = OFF**
- Each staff member will manage their own availability status
- Each time you log in you always start with Talk Now turned OFF
- You must manually toggle on to be in the call rotation 11 am – 3 pm ET
- Upon taking a call, the system will automatically toggle you OFF
- Make yourself available again by toggling your availability status back on

WHAT DOES A 'CALL' LOOK LIKE:

- When attendee places a call a pop window will show up on your page
- To accept the call hit the green ACCEPT button
- This will launch a 1:1 zoom call with audio, video, and share screen options
- A chat tab is available to text chat directly with the caller
- A leads tab allows you to take notes, make sure you hit save!
- When your call is finished you can choose CLOSE & BECOME AVAILABLE or CLOSE (to remain off)
- Once you end the call and close the room you will be directed to an agenda details page
- The meeting details is also saved in your My Agenda on the agenda page
- Once ready for the next call, toggle your availability status back on

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 to explore these opportunities

Policies and Guidelines – FMF 2023

Policies and guidelines apply to ALL 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, 2023
- FMF accepts cheques, credit cards and bank transfers

Cancellation:

All requests for cancellations must be made in writing and emailed to fmfexhibits@cfpc.ca. Cancellations made by August 31, 2023, will receive a full refund, less a \$500 admin fee. After August 31st, 2023, 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 or full refund upon request.

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.** If you receive any calls or emails from an unauthorized service, please report to fmfexhibits@cfpc.ca

Covid Safety:

- FMF strongly recommends all onsite attendees be up to date with their COVID-19 vaccinations
- FMF strongly encourages attendees wear a mask unless maintaining a distance of 6' from others and / or actively eating or drinking
- Subject to the Province of Quebec and/or the City of Montreal' public health guidelines and restrictions at the time of FMF

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 to fmfexhibits@cfpc.ca 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 to fmfexhibits@cfpc.ca using this [form](#) 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

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: _____

Print 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!