



EXHIBITOR & SPONSOR PROSPECTUS

November 8-10, 2023 – Exhibits

November 8-11, 2023 – Sessions

Palais des congrès de Montréal

**CANADA'S LARGEST
FAMILY MEDICINE CONFERENCE**



CFPC – WHO ARE WE

- CFPC is a member-based organization for all Family Physicians in Canada
- CFPC current membership 43,530 (10.31.2022)
- 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%

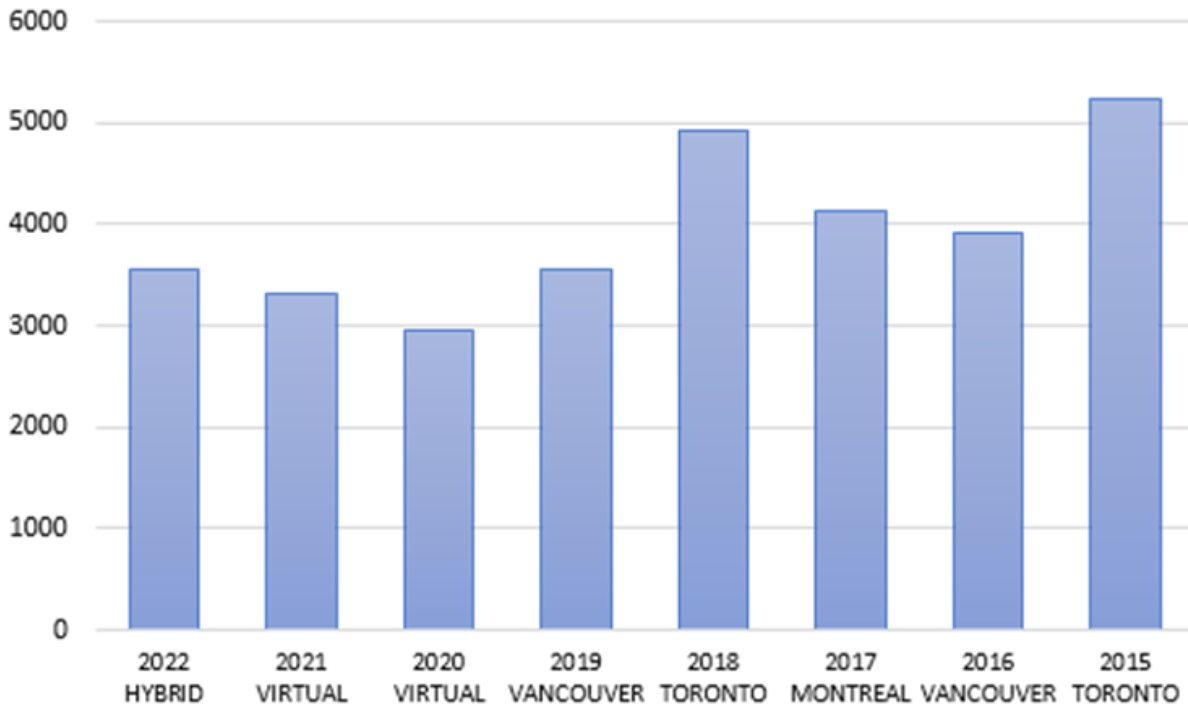
CFPC MEMBERSHIP – BY DESIGNATION	
CCFP	64%
Fellowship	15%
MCFP	9%
CAC – Emergency	8%
CAC – Other	4%

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

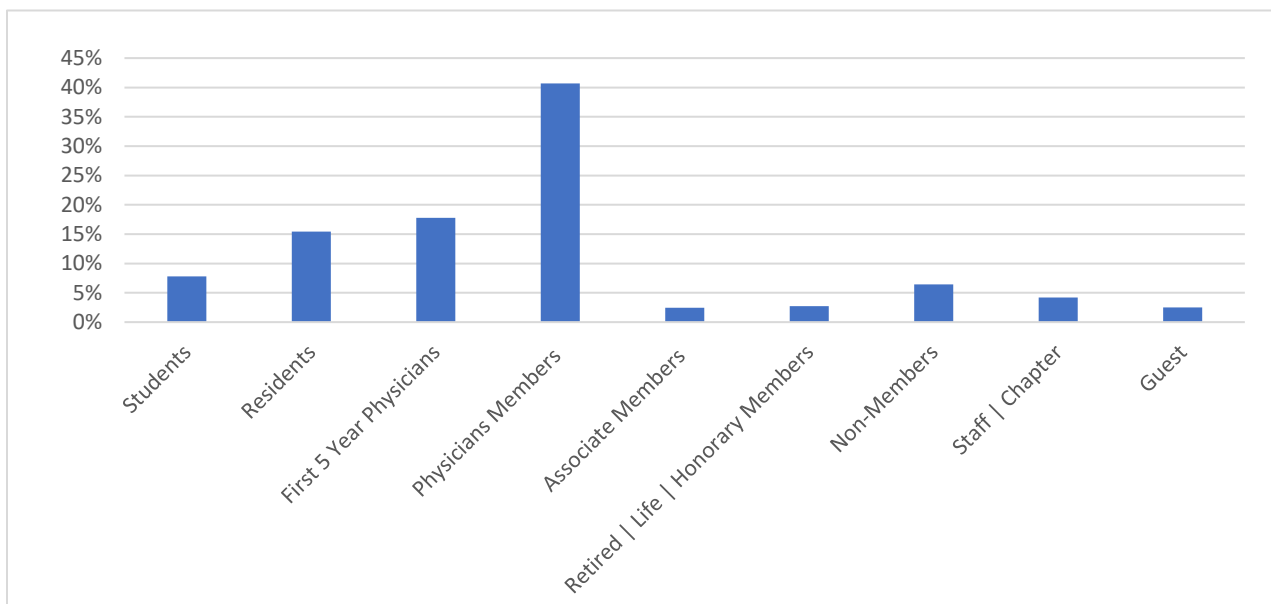


FMF DEMOGRAPHICS

Annual FMF Attendance



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

EXHIBIT FEES – IN PERSON

Join fellow exhibitors from diverse categories such as academic, association, lifestyle and technology.
Application deadline – October 15, 2023

EXHIBIT SPACE TYPE

- 20' x 30' Island
- 20' x 20' Island
- 10' x 30' Prime
- 10' x 20' Prime
- 10' x 10' Prime or corner
- 10' x 10' Regular
- 10' x 10' Government | NFP
- 10' x 10' Charity booth

IN PERSON

- \$34,025
- \$22,900
- \$17,050
- \$11,525
- \$6,025
- \$5,575
- \$4,385
- \$1,425

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

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

MAJOR PARTNER OPPORTUNITIES



\$8,500

- ~ 10' x 10' regular booth
- ~ 6 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



\$12,500

- ~ 10' x 10' prime 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



\$22,500

- ~ 10' x 20' prime 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



\$40,000

- ~ 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

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!



Support and connect with family doctors from across Canada

CONTACT INFO

Find out more here:

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

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We look forward to working with you in 2023!