



EXHIBITOR & SPONSOR PROSPECTUS

November 6-9, 2024 – Full Conference

November 6-8, 2024 – Exhibit Hall Open

Vancouver Convention Centre

CANADA'S LARGEST FAMILY MEDICINE CONFERENCE

**THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA**



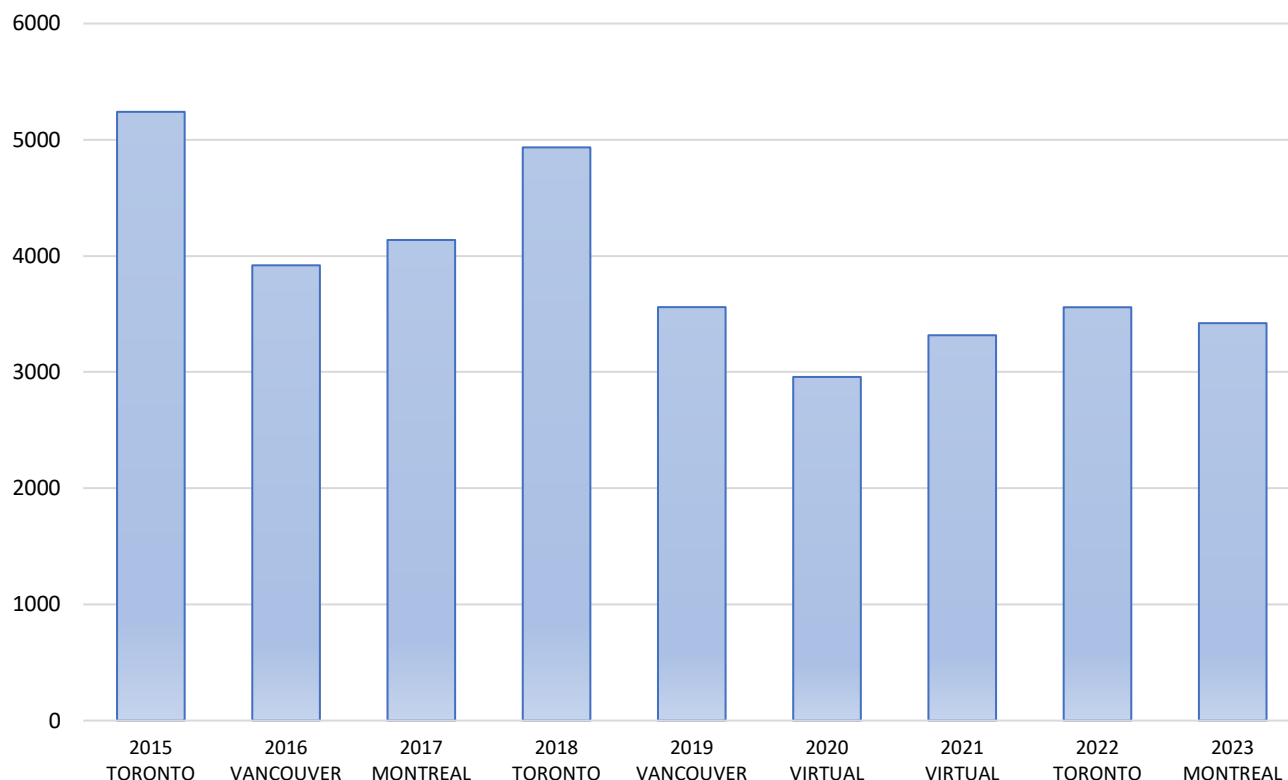
**LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA**

The College of Family Physicians of Canada (CFPC)

WHO WE ARE

- A member-based organization for all family physicians in Canada
- Has a current membership of 44,422 (December 31, 2023)
- Offers official designations and certification in Family Medicine (CCFP)
- Establishes the standards for post graduate family medicine training in Canada's 17 medical schools
- Provides continuing education and support for teachers, researchers, clinicians, students and residents
- Advocates for the specialty of family medicine, family physicians, and their patients
- Strives to advance family medicine to improve the health of all Canadians

YEAR OVER YEAR ATTENDANCE



FMF 2023 OVERVIEW



ATTENDANCE AND REGISTRATION



ON	39%
QC	16%
AB	11%
BC	8%
MB	7%
SK	5%
NS	5%
NB	4%
NL	3%
PE	1%
NU	0.2%
NT	0.2%
YT	0.1%

NUMBER OF ATTENDEES PER CATEGORY

FMF 2023 was a success, with a total of 3421 attendees.

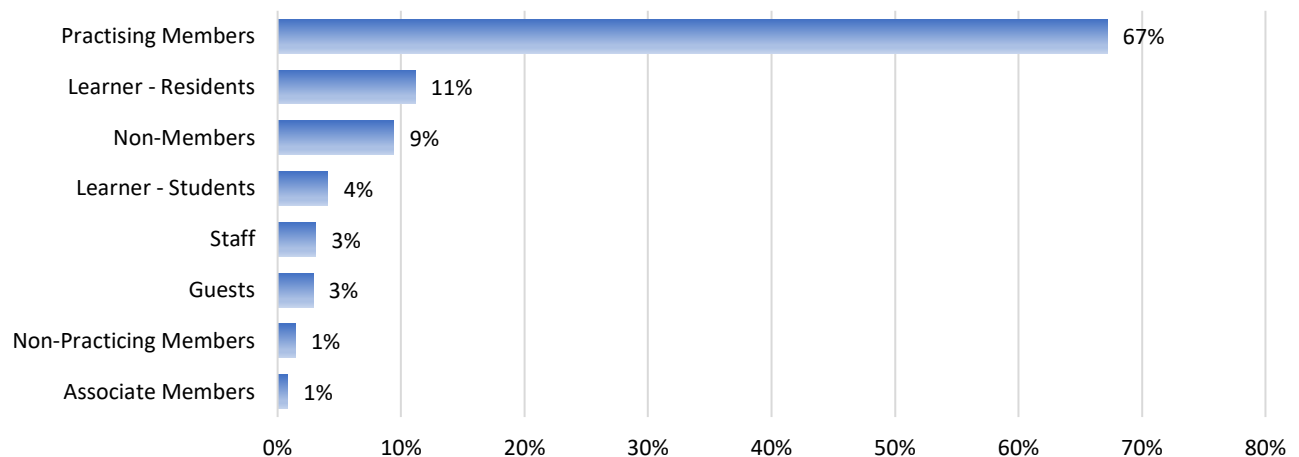


EXHIBIT HALL FEATURES

- Designed to complement the scientific program and meet member needs
- Central hub of activity throughout the conference
- Access to more family doctors in one place than any other event in Canada
- Dedicated exhibit time before sessions, at the breaks and over lunch
- Location of attendee food and beverage
- Attendee lounges and attractions are interspersed throughout the hall to encourage flow

WHY EXHIBIT | SPONSOR AT FMF

- Maximize your reach with the opportunity to connect with thousands of physicians
- Showcase and promote your solutions, products and services to health care decision makers
- Generate qualified leads to increase your sales
- Participate in a unique opportunity to offer hands-on demos and promotional items
- Foster existing relationships and develop lasting connections with new clients
- Strengthen your brand and show your support and dedication to family medicine
- Become an FMF sponsor and gain additional exposure



EXHIBIT BOOTH FEES

Application deadline – October 15, 2024

Booth Inclusions:

- White draped 8' back wall and 3' side walls
- Booth sign displaying company name
- 10x10 & 10x20 booths - 6 exhibitor badges
- Company bio and website in Official Exhibitor Guide
- Company bio and link to location in the FMF App

NEW - Turnkey booth package (see application for pricing and details)

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

ULTRA PRIME BOOTH UPGRADE

\$1,500 Limited quantities available

Upgrade your Prime booth to Ultra Prime and get exclusive choice on the highest traffic booth locations.

EXHIBIT HALL GUIDE

Share your message and promote your brand in this full colour online magazine. Attendees gain access via the FMF app and website

ADVERTISING RATES






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



Showcase your products and services and ensure your brand is front and centre, where the family medicine community comes together. Reserve your booth!






UNIQUE SPONSOR OPPORTUNITIES

Take your exhibiting experience to the next level!

	<p>LUNCH SPONSOR Sponsorship: \$100,000</p> <ul style="list-style-type: none"> • Opportunity to sponsor one day's lunch for all attendees • Company name, logo, and branding signage in food area • Custom print signage, sign holders and labour included • Sponsorship recognition in Exhibit Hall Guide • Promoted in the online Exhibit Hall Guide and FMF mobile app • Inclusion of logo in full page thank-you ad in *CFP medical journal • Dedicated full page ad in the Official Exhibitor Guide
	<p>BREAKFAST SPONSOR Sponsorship: \$25,000</p> <ul style="list-style-type: none"> • Opportunity to sponsor one breakfast for all attendees • Company name, logo, and branding signage in food area • Sponsorship recognition in Exhibit Hall Guide • Promoted in the online Exhibit Hall Guide and FMF mobile app • Inclusion of logo in full page thank-you ad in *CFP medical journal • Dedicated full page ad in the Official Exhibitor Guide
	<p>LOUNGE SPONSOR Sponsorship: \$10,000</p> <ul style="list-style-type: none"> • Sponsor recognition in one of the 20x20 networking lounges • Company name, logo, and branding signage in the lounge • Carpet colour and accent pillow preference • Sponsorship recognition in Exhibit Hall Guide • Sponsor recognition on the FMF website • Inclusion of logo in full page thank-you ad in *CFP medical journal • Dedicated half page ad in the Official Exhibitor Guide
	<p>EXHIBITOR MAIN STAGE Sponsorship: \$7,500</p> <ul style="list-style-type: none"> • Deliver an engaging, interactive presentation on a hot topic • Host a non-certified 30-minute presentation • Dedicated theatre with seating in the Exhibit Hall • Standard AV equipment – laptop, projector, screen, mic • Promoted on signage at the Main Stage Theatre • Promoted in the online Exhibit Hall Guide and FMF mobile app • Preannouncement over PA system • Included in the non-certified program with description • All applications are subject to approval
	<p>COAT AND BAGGAGE CHECK Sponsorship: \$7,500</p> <ul style="list-style-type: none"> • Top promotional spot in main foyer with great visibility • Branded with your company name • Sponsor recognition on Exhibit Hall entrance unit • Sponsor recognition in Exhibit Hall Guide • Sponsor recognition on the FMF website • Inclusion of logo in full page thank-you ad in the CFP journal • Dedicated half page ad in the Exhibit Hall Guide

UNIQUE SPONSOR OPPORTUNITIES

Optimize your exposure as a leading health care partner!

	<p>CEILING BANNERS Sponsorship: \$7,500</p> <ul style="list-style-type: none"> • Be visible to all attendees and promote your corporate brand in a bold way in the Exhibit Hall • Two large full colour ceiling banners over booth • 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 in casual conversation areas • 8 cruiser tables with custom branded logo signage on tabletops • Placement of tables throughout the Exhibit Hall • Sponsorship recognition on FMF Website • Sponsorship recognition in Exhibit Hall Guide
	<p>CHARGING STATIONS Sponsorship: \$6,500</p> <ul style="list-style-type: none"> • Custom branded charging station with your logo • Premium positioning of the charging station in Exhibit Hall • Sponsor recognition in the Official Exhibitor Guide • Sponsor recognition on the FMF website • Charging stations vary, clients will be consulted
	<p>COFFEE BREAK SPONSOR Sponsorship \$6,500</p> <ul style="list-style-type: none"> • Opportunity to sponsor one morning or afternoon coffee break • Company name, logo, and branding signage in coffee station • Sponsorship recognition in Exhibit Hall Guide • Promoted in the online Exhibit Hall Guide and FMF mobile app • Inclusion of logo in full page thank-you ad in *CFP medical journal • Dedicated full page ad in the Official Exhibitor Guide
	<p>FLOOR DECALS Sponsorship: \$4,500</p> <ul style="list-style-type: none"> • Two large company 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

- CFP - Canadian Family Physician (CFP), a peer reviewed medical journal, is the official publication of the College of Family Physicians of Canada (CFPC) and is distributed to all CFPC members

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.

MAJOR PARTNER OPPORTUNITIES



\$8,500

- ~ 10' x 10' regular booth
- ~ 6 exhibitor badges
- ~ Quarter page ad in Exhibit Hall Guide
- ~ Signage in entrance of Exhibit Hall
- ~ Bronze Partner recognition on FMF website
- ~ Inclusion of logo in thank-you ad in CFP medical journal
- ~ Enhanced exhibitor listing
- ~ Corporate logo in Exhibit Hall Guide



\$12,500

- ~ 10' x 10' prime booth
- ~ 6 exhibitor badges
- ~ Half Page Ad in Exhibit Hall Guide
- ~ Signage in entrance of Exhibit Hall
- ~ Silver Partner recognition on FMF website
- ~ Inclusion of logo in thank-you ad in CFP medical journal
- ~ Enhanced exhibitor listing
- ~ Corporate logo in Exhibit Hall Guide



\$22,500

- ~ 10' x 20' prime booth
- ~ 12 badges
- ~ Full Page Ad in Exhibit Hall Guide
- ~ Signage in entrance to the Exhibit Hall
- ~ Gold Partner recognition on FMF website
- ~ Inclusion of logo in thank-you ad in CFP medical journal
- ~ Enhanced exhibitor listing
- ~ Corporate logo in Exhibit Hall Guide



\$40,000

- ~ 20' x 20' island booth
- ~ 24 badges
- ~ Full Page Ad in Exhibit Hall Guide
- ~ Signage in entrance to the Exhibit Hall
- ~ Platinum Partner recognition on FMF website
- ~ Inclusion of logo in thank-you ad in CFP medical journal
- ~ Enhanced exhibitor listing
- ~ Corporate logo in Exhibit Hall 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 (FMF),
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/>

Call or email:

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We look forward to working with you in 2024!