



# EXHIBITOR & SPONSOR PROSPECTUS

**November 5-8, 2025 – Full Conference**

**November 5-7, 2025 – Exhibit Hall Open**

**Winnipeg RBC Convention Centre**

## CANADA'S LARGEST FAMILY MEDICINE CONFERENCE

**THE COLLEGE OF  
FAMILY PHYSICIANS  
OF CANADA**



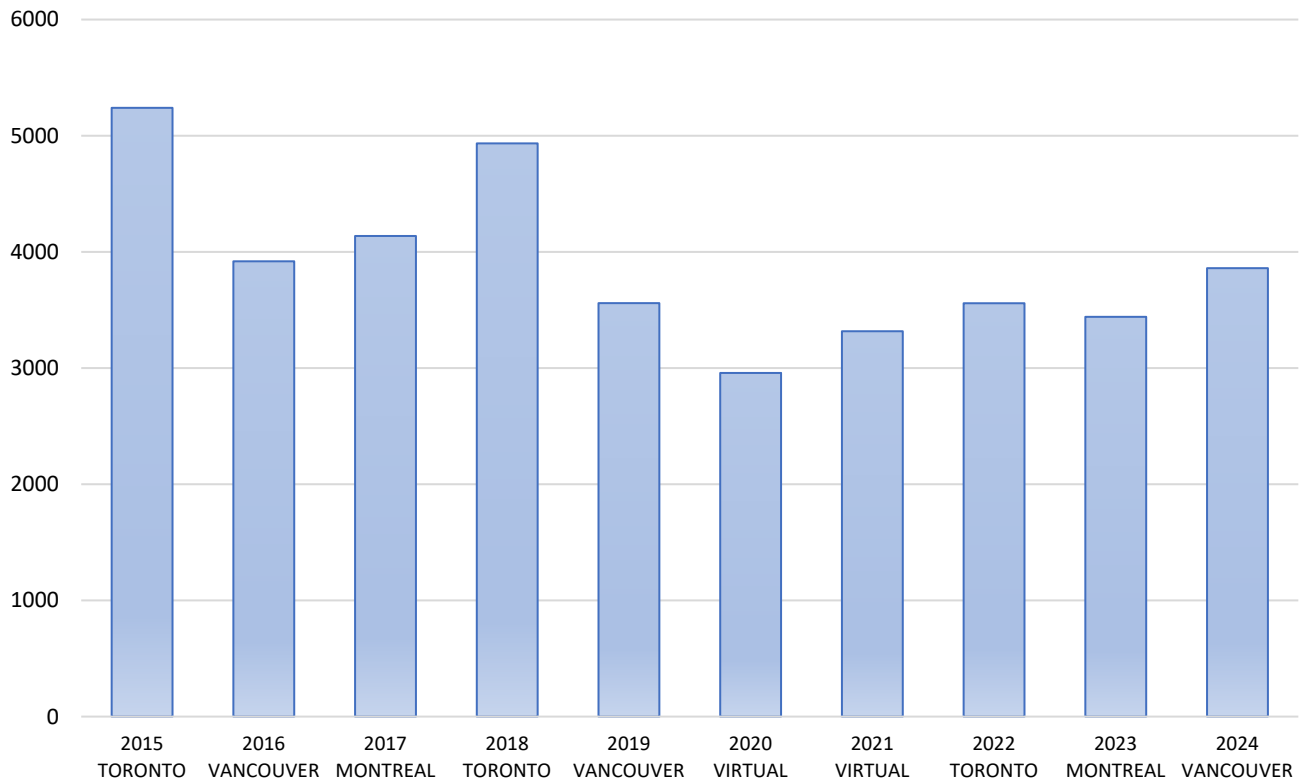
**LE COLLÈGE DES  
MÉDECINS DE FAMILLE  
DU CANADA**

# 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 45,008 (October 31, 2024)
- Offers official designations and certification in Family Medicine (CCFP)
- Establishes the standards for post graduate family medicine training in Canada’s 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 FMF ATTENDANCE



# 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

\*FMF does not employ third party hotel or travel companies. If you receive a call or email do not provide any personal or payment information and report it immediately to [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca)\*

Early bird pricing until February 16, 2025 - Application deadline October 10, 2025

## EXHIBIT SPACE TYPE

20' x 30' Island	\$36,400
20' x 20' Island	\$24,500
10' x 30' Prime	\$18,200
10' x 20' Prime	\$12,300
10' x 10' Prime or corner	\$ 6,400
10' x 10' Regular	\$ 5,900
10' x 10' Government   NFP	\$ 4,600
10' x 10' Charity booth	\$ 1,500

## Booth Inclusions:

- ~ Booth space (minimum 10'x10')
- ~ White draped 8' back wall and 3' side rails
- ~ 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

# BOOTH AD ONS

## BOOTH TURNKEY FURNISHING PACKAGE

\$1,000

Leave the logistics to us for a seamless and impactful experience.

Package includes - Draped 8' high back wall – white, draped 3' side rails – white, 10'x10' booth carpet – grey, (1) 6' skirted table – white, (2) fabric sled base side chairs, (1) 15-amp electrical power outlet (120 volts), (1) wastebasket, 7"x44" booth name sign, inclusive of installation and dismantle. See application to order.

## 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

Showcase your message and promote your brand in this vibrant, full-color online magazine. Boost your visibility by including your logo with your company description or by placing an eye-catching advertisement.






## ADVERTISING RATES

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



# UNIQUE SPONSOR OPPORTUNITIES






Take your exhibiting experience to the next level!

	<p><b>LUNCH SPONSOR</b> <span style="float: right;"><b>Sponsorship: \$100,000</b></span></p> <ul style="list-style-type: none"> <li>• Opportunity to sponsor one day's lunch for all attendees</li> <li>• Company name, logo, and branding signage in food area</li> <li>• Custom print signage, sign holders and labour included</li> <li>• Sponsorship recognition in Exhibit Hall Guide</li> <li>• Promoted in the online Exhibit Hall Guide and FMF mobile app</li> <li>• Inclusion of logo in full page thank-you ad in *CFP medical journal</li> <li>• Dedicated full page ad in the Official Exhibitor Guide</li> </ul>
	<p><b>BREAKFAST SPONSOR</b> <span style="float: right;"><b>Sponsorship: \$50,000</b></span></p> <ul style="list-style-type: none"> <li>• Opportunity to sponsor one breakfast for all attendees</li> <li>• Company name, logo, and branding signage in food area</li> <li>• Sponsorship recognition in Exhibit Hall Guide</li> <li>• Promoted in the online Exhibit Hall Guide and FMF mobile app</li> <li>• Inclusion of logo in full page thank-you ad in *CFP medical journal</li> <li>• Dedicated full page ad in the Official Exhibitor Guide</li> </ul>
	<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 20x20 networking lounges</li> <li>• Company name, logo, and branding signage in the lounge</li> <li>• Carpet colour and accent pillow preference</li> <li>• Sponsorship recognition in Exhibit Hall Guide</li> <li>• Sponsor recognition on the FMF website</li> <li>• Inclusion of logo in full page thank-you ad in *CFP medical journal</li> <li>• Dedicated half page ad in the Official Exhibitor Guide</li> </ul>
	<p><b>EXHIBITOR MAIN STAGE</b> <span style="float: right;"><b>Sponsorship: \$7,500</b></span></p> <ul style="list-style-type: none"> <li>• Deliver an engaging, interactive presentation on a hot topic</li> <li>• Host a non-certified 30-minute presentation</li> <li>• Dedicated theatre with seating in the Exhibit Hall</li> <li>• Standard AV equipment – laptop, projector, screen, mic</li> <li>• Promoted on signage at the Main Stage Theatre</li> <li>• Promoted in the online Exhibit Hall Guide and FMF mobile app</li> <li>• Preannouncement over PA system</li> <li>• Included in the non-certified program with description</li> <li>• All applications are subject to approval</li> </ul>
	<p><b>COAT AND BAGGAGE 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 name</li> <li>• Sponsor recognition on Exhibit Hall entrance unit</li> <li>• Sponsor recognition in Exhibit Hall Guide</li> <li>• Sponsor recognition on the FMF website</li> <li>• Inclusion of logo in full page thank-you ad in the CFP journal</li> <li>• Dedicated half page ad in the Exhibit Hall Guide</li> </ul>



# UNIQUE SPONSOR OPPORTUNITIES

Optimize your exposure as a leading health care partner!

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

- 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 the 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/>

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*We look forward to working with you in 2025!*

