



# EXHIBITOR & SPONSOR POLICIES & GUIDELINES MASTER DOCUMENT

CANADA'S LARGEST  
FAMILY MEDICINE CONFERENCE

THE COLLEGE OF  
FAMILY PHYSICIANS  
OF CANADA



LE COLLÈGE DES  
MÉDECINS DE FAMILLE  
DU CANADA

# FMF POLICIES & GUIDELINES

## For Annual Specifics Hours, Details, Forms:

Quick Facts available here: <https://fmf.cfpc.ca/exhibitors/manual/>

All Exhibitor orders, links and details will be available in September

**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 30 days after the invoice is received.** For invoices received on or after October 1<sup>st</sup>, **full payment must be received by October 31<sup>st</sup>.** If payment is not received by October 31<sup>st</sup>, participation in the current FMF and potentially future FMFs will be declined by management. FMF accepts cheques, credit cards and bank transfers – contact [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca) for further details. Please note: **All signed contracts remain binding and payment is still required, regardless of participation status or onsite attendance.**

## Cancellation:

All requests for cancellations must be made in writing and emailed to [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca). Cancellations made on or before August 1<sup>st</sup> will receive a full refund, less a \$500 admin fee. After August 1<sup>st</sup>, all contracts are payable at 100% and are non-refundable.

**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](mailto:fmfexhibits@cfpc.ca)

**Booth Contact: IMPORTANT** - The booth contact named on the FMF exhibitor application will receive all communication from [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca) and **will be responsible for passing on all exhibit information to booth staff and contractors.**

**Booth Picks:** In mid-August, an email will go out with the Exhibit Hall floor plan asking for your **top 3** booth picks. Booths are assigned 1-2 weeks later, with the results being communicated by email. Any booths acquired after mid-August will be assigned by management.

## Booth Inclusions:

- ~ White draped 8' back wall and 3' side walls, and booth ID sign displaying company name
- ~ Company bio and website in Official Exhibitor Guide and in the FMF App
- ~ 6 exhibitor badges per 10 x 10 booth

**Booth Furnishing Orders: REQUIRED** – Turnkey Booth package available - leave the logistics to us. See page 2 on the application for more details. You can bring in your own furnishings, utilize the decorator of your choice to furnish and carpet your booth space, OR use our FMF official suppliers who will have the following items available to rent: Carpet, counters, tables, chairs, display cases, garbage bins, electrical, internet, lighting, sign production, rigging, etc. For more information about our official FMF suppliers, please carefully review the [Exhibitor Manual](#).

**Exhibitor Registration: REQUIRED** - All exhibit staff must be registered for FMF. Exhibitor registration opens in September. An email will be provided with the login information and the link.

\*Additional badges can be purchased online in the registration portal

Once registered, badges will be issued to each booth personnel and will include the official booth name. Badges provide access to the Exhibit Hall only. Badges are non-transferable.

**Exhibitor Food and Beverage: Exhibitor meals are not included.** Lunch options are available nearby. Two breaks are provided for attendees and exhibitors may also enjoy these complimentary snacks and coffee.

### **Phishing Scams:**

The CFPC does not provide attendee lists to exhibitors or participants. FMF does not employ a travel company and never solicits exhibitor hotel reservations by telephone or email. 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)

**Insurance: REQUIRED** - As an exhibitor or sponsor you must provide a copy of a certificate issued specifically for FMF. You and any third parties are required to have a **minimum of \$2,000,000** in liability insurance in order to participate. You may obtain this from your own insurance provider or via our official supplier at [Exhibitorinsurance.com](http://Exhibitorinsurance.com) in June.

The following items are **mandatory** on your certificate of insurance:

- Event Name: Family Medicine Forum FMF
- Date of the show: *Includes all dates from Monday to Saturday* (includes move in and out dates)
- *Listed as additional insured* - College of Family Physicians of Canada, Name of Convention Centre , and Freeman
- 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, damages, bodily or mental injury of any kind regardless of the cause or concern.**

**Material Handling:** Exhibitors may hand-carry their own freight into the exhibit facility (booking not required). All exhibitors handling their own freight will be responsible for arranging their own storage of empty containers during the show. Storage will not be available on the show floor. The use of pump trucks and other mechanical equipment is not permitted. 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 can bring and store your own dolly.**

[Freeman](#) will receive all advance shipping or direct shipping onsite and deliver to your booth. Any materials received by Freeman are subject to Material Handling Charges and are the responsibility of the Exhibitor. This also applies to items not ordered through the Official Show Vendors.

**Shipping:** For all shipping/material handling needs, we recommend you explore Freeman Online or contact [Freeman](#) directly. They will provide all shipping instructions. Affix shipping label to every box or item. Shipping labels will be available in the [Exhibitor Manual](#) in September.

*The College of Family Physicians of Canada accepts no responsibility or liability for goods shipped by individual companies to this convention. Please note the RBC Convention Centre Winnipeg 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 material handling/drayage charges will apply.*

**Foreign Exhibitors:** For all customs and international shipping needs please contact [Freeman](#)

**Height & Sightline Restrictions:** Contact show management if your booth will exceed 8 feet in height. 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.

**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](mailto: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-proof 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 the 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 – no exceptions
- FMF will follow provincial and municipal Public Health Guidelines at the time of FMF.

## IMPORTANT GUIDELINES

The College of Family Physicians of Canada adheres to and 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.
- [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, if submitted in writing a minimum of 30 days prior to 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](mailto: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, if submitted in writing a minimum of 30 days prior to [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca) using this form 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.

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.

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 on 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.

## 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.
- ☐ 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.
- ☐ 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. Soliciting attendees in aisles, lounges or outside of assigned booth space is NOT permitted and will be strictly enforced.
- ☐ Lead retrieval systems 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.
- ☐ All FMF attendees and exhibitors are also expected to adhere to the CFPC Member Code of Conduct [here](#).

### 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

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

Print Company Name

Print Name

Title

Signature

Date

Email to [fmfexhibits@cfpc.ca](mailto:fmfexhibits@cfpc.ca)

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