



EXHIBITOR & SPONSOR PROSPECTUS

November 11-14, 2026 – Full Conference

November 11-13, 2026 – Exhibit Hall Open

Metro Toronto Convention Centre

CANADA'S LARGEST FAMILY MEDICINE CONFERENCE

**THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA**



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



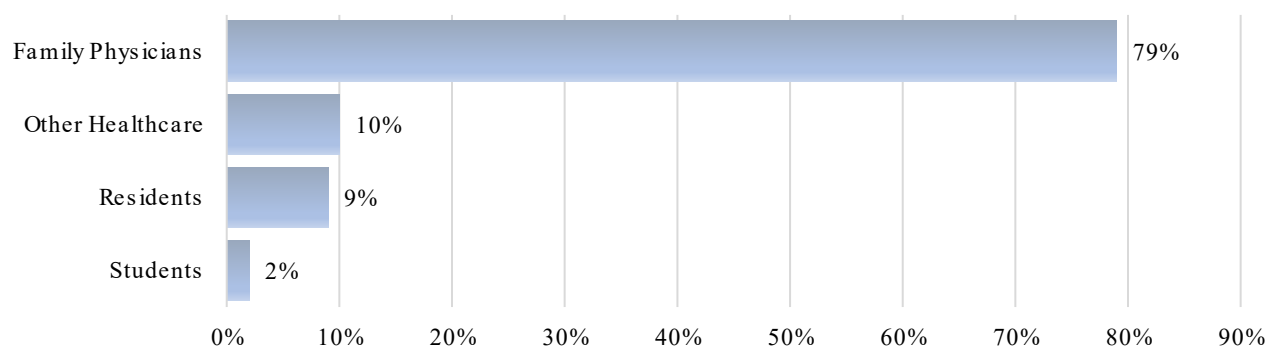
The College of Family Physicians of Canada (CFPC)

WHO WE ARE

- A member-based organization for all family physicians in Canada
- Includes current membership of 47,082 (October 31, 2025)
- 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

NUMBER OF ATTENDEES PER CATEGORY

FMF 2025 had 3011 registered attendees



YEAR OVER YEAR FMF ATTENDANCE

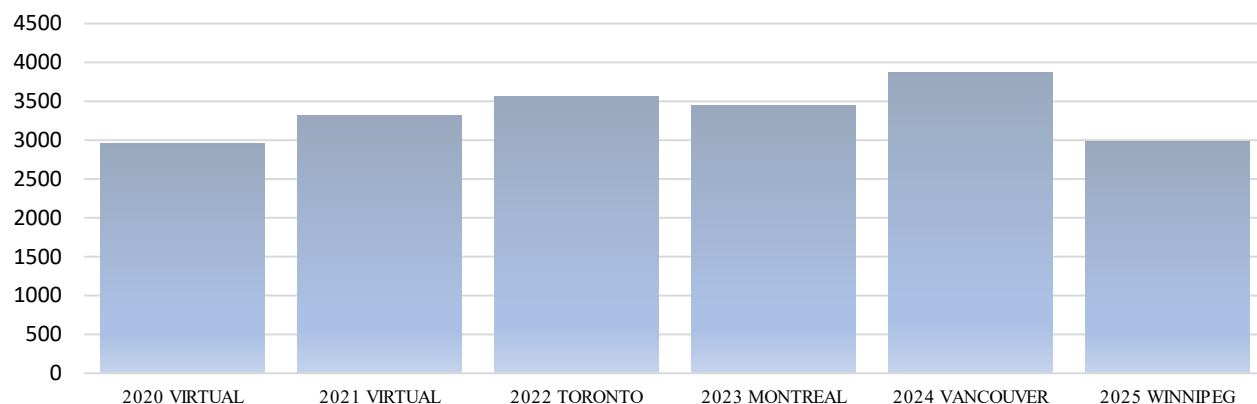


EXHIBIT HALL FEATURES

- 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 after keynotes, 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





EXHIBITOR BOOTH

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.

Early bird pricing until February 13, 2026 - Application deadline October 16, 2026

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 booth location in the FMF App

BOOTH ADD ONS

BOOTH TURNKEY FURNISHING PACKAGE

\$1,000 See application to order

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) sled base side chairs, (1) 15-amp electrical power outlet (120 volts), (1) wastebasket, 7"x44" booth name sign, inclusive of installation and dismantle.

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.

BOXED LUNCH FOR ALL STAFF:

\$800 (10x10/10x20) | \$1,500 (20x20 and up)

Provide your team with a convenient, pre-packaged lunch during the event all three days.

FEATURE YOUR COMPANY





Showcase your brand in full-color, dynamic online magazine on the FMF website.

Advertising Options:

- **Double Page Spread – \$5,200**
Maximum exposure across two full pages
- **Full Page – \$3,250**
Full-page advertisement to highlight your brand
- **Half Page – \$1,950**
Concise, eye-catching message
- **Quarter Page – \$1,150**
Targeted visibility at an affordable rate
- **Logo Only – \$250**
Feature your logo with company description

UNIQUE SPONSOR OPPORTUNITIES






Take your exhibiting experience to the next level!

| | |
|---|---|
|  | <p>LUNCH SPONSOR Sponsorship: \$50,000</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>LOUNGE SPONSOR Sponsorship: \$15,000</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 • Preannouncement over PA system (if available) • Promoted on signage at the Main Stage Theatre • Promoted in the online Exhibit Hall Guide and FMF mobile app • Included in 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 of 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 of 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

Contact us to explore customized sponsorship opportunities tailored to your goals.

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 and in app
- ~ 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 and in app
- ~ 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 and in app
- ~ 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 and in app
- ~ 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

Partner with FMF—the College of Family Physicians of Canada's flagship event—as an exhibitor, advertiser, or sponsor.



Support and connect with family doctors from across Canada.

CONTACT INFO

Find out more here:

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

Call or email:

Cara Ferreira
FMF Coordinator - Exhibits Lead

fmfexhibits@cfpc.ca

1-800-387-6197 ext. 522

Cheryl Selig
FMF Manager

cselig@cfpc.ca

1-800-387-6197 ext. 414

We look forward to working with you in 2026!



THE COLLEGE OF
FAMILY PHYSICIANS
OF CANADA



LE COLLÈGE DES
MÉDECINS DE FAMILLE
DU CANADA