



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**



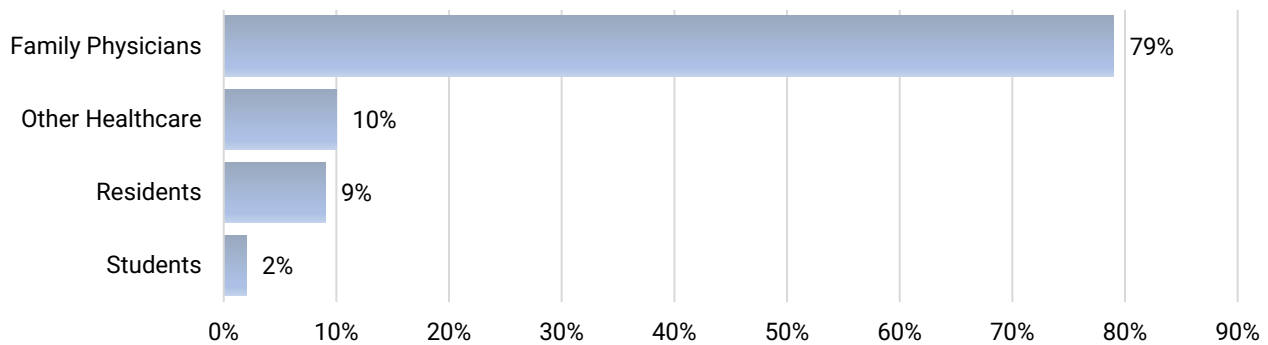
The College of Family Physicians of Canada (CFPC)

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

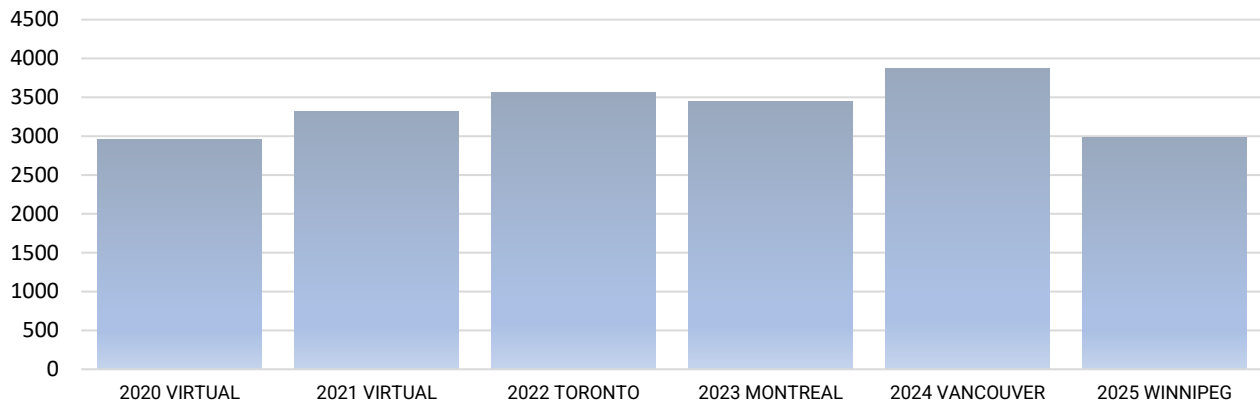


EXHIBIT HALL FEATURES

- 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.

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 your company description



UNIQUE SPONSOR OPPORTUNITIES

Take your exhibiting experience to the next level!

EXHIBIT HALL ENTRANCE UNIT BRANDING

Sponsorship: \$30,000

Prominent branding at an Exhibit Hall entrance, capturing every attendee at a high-traffic entry point for maximum visibility. Includes recognition in the Exhibit Hall Guide, FMF app, and a full-page thank-you ad in CFP Medical Journal.



HEADSHOT STATION

Sponsorship: \$25,000

Showcase your logo at a high-traffic headshot station, maximizing brand visibility. Includes recognition in the Exhibit Hall Guide, FMF app, and a full-page thank-you ad in CFP Medical Journal.

WORKSTATION PODS

Sponsorship: \$25,000

Feature your logo on pods, screens, or signage in high-traffic areas where attendees work, network, or charge devices. Highlight your brand as convenient and innovative, encourage social sharing. Includes recognition in the Exhibit Hall Guide, FMF app, and a full-page thank-you ad in *CFP Medical Journal*.

MASSAGE AREA

Sponsorship: \$20,000

Display your logo in a high-traffic relaxation zone where attendees enjoy massages, creating a personal connection. Includes recognition in the Exhibit Hall Guide, FMF app, and a full-page thank-you ad in *CFP Medical Journal*.

GRATITUDE WALL / REFLECTION BOARD

Sponsorship: \$15,000

Align your brand with an interactive space for attendee messages and reflections. Gain high visibility, drive engagement, and receive recognition in the Exhibit Hall Guide, FMF app, and a full-page ad in *CFP Medical Journal*.



COFFEE / BEVERAGE / SNACK STATION

Sponsorship: \$15,000

Align your brand with a high-traffic refreshment station where attendees gather throughout the event. Your logo is prominently displayed on station signage delivering repeated exposure. Includes recognition in the Exhibit Hall Guide, FMF app, and a full-page thank-you ad in CFP Medical Journal.

RECHARGE ROOM

Sponsorship: \$15,000

Feature your brand in a high-traffic relaxation space with signage, branded seating, or digital displays. Connect your brand with attendee well-being, encourage social sharing. Includes recognition in the Exhibit Hall Guide, FMF app, and a full-page thank-you ad in CFP Medical Journal.

EATING ZONES

Sponsorship: \$15,000

In Exhibit Hall Food and Beverage Area, showcase your brand in high-traffic dining areas with signage, table toppers or handouts. Includes recognition in the Exhibit Hall Guide, FMF app, and logo inclusion in a full-page thank-you ad in CFP Medical Journal.



UNIQUE SPONSOR OPPORTUNITIES

Optimize your exposure as a leading health care partner!

LOUNGE SPONSOR

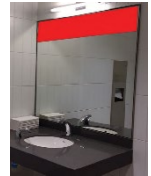
Sponsorship: \$15,000

Sponsor a 20x20 networking lounge with branded signage, customizable décor, and recognition in the Exhibit Hall Guide, FMF website, and CFP Medical Journal.

WASHROOM MIRROR DECALS

Sponsorship: \$12,000

Feature your logo in the Exhibit Hall washrooms for high-visibility exposure, with mirror graphics and optional QR codes.



EXHIBITOR MAIN STAGE

Sponsorship: \$7,500

Present a 30-minute, non-certified session at the Main Stage with seating and AV support. Includes recognition on the FMF website, Main Stage signage, Exhibit Hall Guide, FMF app, and a pre-session PA announcement if available.

COAT AND BAGGAGE CHECK

Sponsorship: \$7,500

Branded with your company name, maximize your visibility with a premium promotional space in the main foyer—one of the highest-traffic areas at FMF. Includes recognition, on the Exhibit Hall entrance unit, in the Exhibit Hall Guide, and on the FMF website.

CEILING BANNERS

Sponsorship: \$7,500

Make a bold impact with two full-colour ceiling banners over your booth—includes design, production, installation, and full artwork approval.

CRUISER TABLE SIGNAGE

Sponsorship: \$7,000

Increase brand visibility with eight custom-logo cruiser tables in high-traffic Exhibit Hall areas for casual networking. Includes recognition on the FMF website and in the Exhibit Hall Guide.

CHARGING STATIONS

Sponsorship: \$6,500

Promote your brand with a custom-branded charging station in the Exhibit Hall, with final type selected in consultation. Includes recognition in the Official Exhibitor Guide and on the FMF website.



FLOOR DECALS

Sponsorship: \$4,500

Stand out with two large branded aisle decals near your booth—includes design, production, installation, and full artwork approval.

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

We look forward to working with you in 2026!

