



# 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**



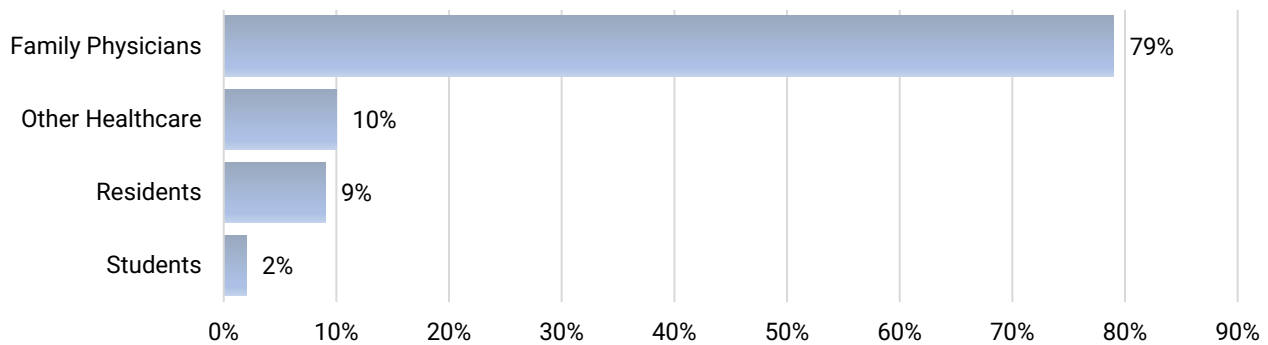
# The College of Family Physicians of Canada (CFPC)

## WHO WE ARE

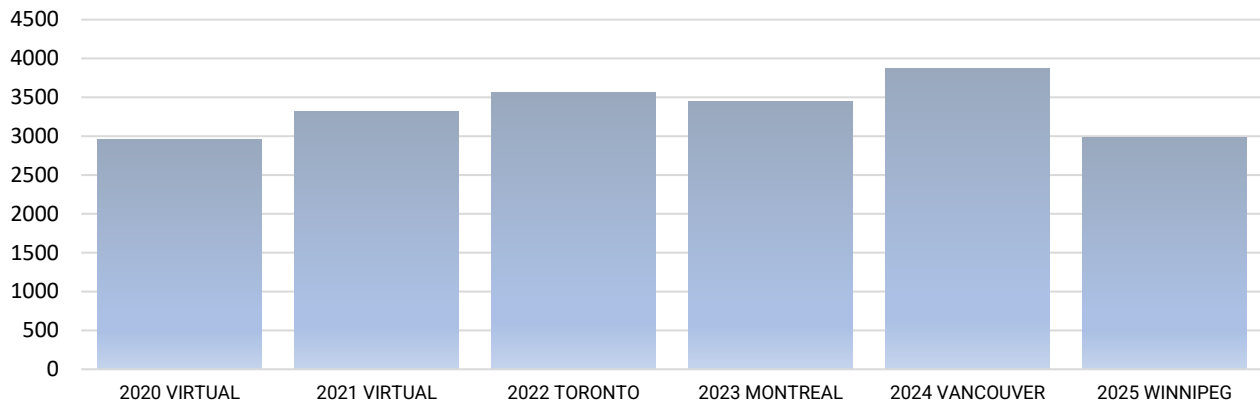
- A member-based organization for all family physicians in Canada
- Includes current membership of 47,288 (March 31, 2026)
- Offers official designations and certification in Family Medicine (CCFP)
- Establishes the standards for post graduate family medicine training in Canada’s medical schools
- Provides 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

**\$1,100** 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

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*.

**Sponsorship: \$30,000**



### HEADSHOT STATION

Showcase your company/brand at a high traffic headshot station, capturing strong visibility as attendees refresh their professional image. Includes recognition in the Exhibit Hall Guide and FMF app, plus a full page thank you ad in *CFP Medical Journal*.

**Sponsorship: \$25,000**

### CONNECT | WORK | RECHARGE LOUNGE

Dedicated 20' x 20' branded area, exclusive to your organization. Feature your logo and brand in a high traffic space where attendees can work, network, and charge devices. Includes recognition in the Exhibit Hall Guide and FMF app, plus a full page thank you ad in *CFP Medical Journal*.

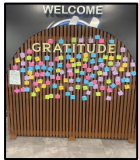
**Sponsorship: \$25,000**



### MASSAGE AREA

Promote your brand in an exclusive, dedicated high traffic wellness area where attendees relax and recharge with complimentary massages. Includes recognition in the Exhibit Hall Guide and FMF app, plus a full page thank you ad in *CFP Medical Journal*.

**Sponsorship: \$20,000**



### GRATITUDE WALL / REFLECTION BOARD

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*.

**Sponsorship: \$15,000**

### COFFEE / BEVERAGE / SNACK STATION

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*.

**Sponsorship: \$15,000**



### RECHARGE ROOM

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*.

**Sponsorship: \$15,000**

### EATING ZONES

In Exhibit Hall Food and Beverage Area, showcase your company/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*.

**Sponsorship: \$15,000**

Contact us to explore customized sponsorship opportunities tailored to your goals



# UNIQUE SPONSOR OPPORTUNITIES

Optimize your exposure as a leading health care partner!

## LOUNGE SPONSOR

**Sponsorship: \$15,000**

Transform a 20' x 20' space into a branded networking lounge where attendees connect, recharge, and engage. Includes customizable décor and prominent signage to reflect your brand, along with recognition in the Exhibit Hall Guide, FMF website, and the *CFP Medical Journal*.

## WASHROOM MIRROR DECALS

**Sponsorship: \$12,000**

Turn a routine stop into a high impact moment by placing your logo/brand message in Exhibit Hall washrooms. Mirror graphics and optional QR codes create unexpected, high visibility touchpoints that capture attention and invite quick engagement.



## EXHIBITOR MAIN STAGE

**Sponsorship: \$7,500**

Present a 30-minute non-certified session or demo at the Main Stage with seating, mic, projector, and AV support. Choose from three time slots per day. 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**

Capture attention from across the hall with two bold, full-colour ceiling banners positioned above your booth. Includes complete design, production, installation, and artwork approval for a seamless, high impact brand presence.

## CRUISER TABLE SIGNAGE

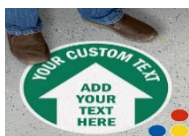
**Sponsorship: \$7,000**

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**

Keep attendees powered and connected while putting your brand at the centre of their day. Feature a custom-branded charging station in the Exhibit Hall, designed in consultation to suit your goals. Includes recognition in the Official Exhibitor Guide and on the FMF website.



## FLOOR DECALS

**Sponsorship: \$4,500**

Drive attention straight to your space with two large, branded aisle decals placed near your booth. Includes full-service design, production, installation, and artwork approval for a seamless, high impact presence on the show floor.

*CFP Medical Journal* - 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:

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FMF Coordinator - Exhibits Lead

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1-800-387-6197 ext. 522

*We look forward to working with you in 2026!*

