

AFHTO 2019 Conference

***Health System Integration Built on the Foundation  
of Team-Based Primary Health Care***

September 19-20, 2019

# Sponsor & Exhibitor Prospectus

Register Early - Space is Limited  
and sold out in 2018!

[Click here to book your booth  
space online](#)

AFHTO 2019 Conference

Thursday, September 19 &  
Friday, September 20

Westin Harbour Castle  
One Harbour Square  
Toronto, Ontario

**The Association of Family Health Teams of Ontario (AFHTO)** is a not-for-profit association representing Ontario's primary care teams, which includes Family Health Teams, Nurse Practitioner-Led Clinics and others who provide interprofessional comprehensive care.

To learn more please visit [www.afhto.ca](http://www.afhto.ca).

Interact one-on-one with a diverse range of your clients and gain visibility with more than **800 leaders** from primary care organizations across Ontario.

### Facts About Primary Care Teams

AFHTO has 192 member organizations. (as of March 1, 2019)	Over 2,000 family physicians and 2,400 other health professionals work in our teams.	AFHTO members provide comprehensive primary health care to over 3 million patients. That's more than 25% of all Ontarians.	The smallest teams serve over 1,000 patients and the largest serve approximately 260,000 patients.
--	--	--	--



### Conference Program Themes

1. Access to care: improving access to team-based care
2. Continuous care: ensuring seamless transitions for patients across the continuum of care
3. Comprehensive team-based care
4. Patient and family-centred care
5. Community and social accountability
6. Enabling high-performing primary health care

# Exhibitor Booth

\$2,100

Booth spaces are 8' wide x 5' deep and include the following:

- 6' table + 2 chairs
- Free WiFi Internet Access
- Inclusion in "Conference Passport Game"
- Company name in Exhibitor list in printed program
- Company name in Exhibitor list on conference website
- 1 complimentary conference registration (value \$720)
- Breakfast, lunch and all-day refreshments for 2 days

**Not-for Profit Exhibitor:** \$1,575 (limited spaces available)

**Eligibility:** government agencies, charities or health care organizations with the sole purpose of providing free resources/services to AFHTO conference participants.

## Sponsors get additional visibility and benefits!

	Gold \$10,500	Silver \$7,350	Bronze \$4,200
Maximum number of sponsors per level	3	3	6
Complimentary 8x5 booth space (with inclusions listed above)	X	X	X
Logo and sponsorship level listed in printed program	X	X	X
First Right of Refusal on same sponsorship for 2020 (subject to changes in the sponsorship and conference program)	X	X	X
Opportunity to select special activation with additional visibility and benefits (see list below)	X	X	X
One piece of promotional material in registration bag	X	X	
Logo and sponsorship level on conference website, with weblink to company URL	X	X	
Recognition on AFHTO social media channels	X	X	
Additional complimentary conference registration (value \$720)	2	1	
Recognition during Opening Plenary	X		
Dedicated posts on AFHTO social media channels	3		

**NEW for 2019: Upgrade to a 10' wide booth for \$250!**

A limited number of 10' wide booths are available, on a first-come-first-served basis

[Click here to book your booth space online](#)

# Sponsorship Activation Packages

## Bright Lights Award Sponsor

Your company would be associated with excellence in health care through presentation of a Bright Lights award.

### Visibility & Benefits:

This sponsorship is available to sponsors at the Gold level only (additional \$2,500 contribution per award)

- Opportunity to select award category for sponsorship (first come, first served)
- Recognition as donor of grant for continuing education, innovation or other appropriate purpose
- Recognition as an awards sponsor during awards ceremony
- Opportunity for representative to present award (and attend Lunch and Opening Plenary)
- Opportunity to play short video or make brief remarks to the audience at awards ceremony

## Official Coffee Sponsor

Your company name and logo would be prominent with all coffee service on 1 or 2 days of the conference.

### Visibility & Benefits:

Customize this visibility option to meet your needs: this sponsorship is available to sponsors at all 3 levels.

**Bronze** (additional \$2000 contribution required)

- Name and logo displayed on coffee stations for 1 day
- Right to host latte/specialty coffee station at coffee break(s). All associated costs will be the responsibility of the sponsor (AFHTO reserves the right to approve plans)

**Silver** (no additional contribution)

- Name and logo displayed on coffee stations for 1 day
- Right to host latte/specialty coffee station at coffee break(s). All associated costs will be the responsibility of the sponsor (AFHTO reserves the right to approve plans)
- Opportunity to supply logo'd napkins at coffee stations throughout the day
- 2 dedicated tweets about coffee sponsorship during the event, to include handle or hashtag

**Gold** (no additional contribution)

- Name and logo displayed on coffee stations for 2 days
- Logo on napkins at coffee stations throughout the conference
- Right to host latte/specialty coffee station at coffee breaks. All associated costs will be the responsibility of the sponsor (AFHTO reserves the right to approve plans)
- 3 dedicated tweets about coffee sponsorship during the event, to include handle or hashtag
- Logo on paper cups used at the coffee stations OR opportunity to supply logo'd plastic tumblers for each attendee to use on-site and take home
- **Enhancement:** With an additional contribution of \$2,000, we will arrange for latte/specialty coffee station, which will also feature logo/signage

## "Twitter Wall" Sponsor

A screen would be prominently placed in the foyers outside the plenary room and breakout rooms during the 2-day conference, to feature a running feed of social media content using #afhto2018, courtesy of your company.

### Visibility & Benefits:

This sponsorship is available to sponsors at all 3 levels (additional \$1,500 contribution required).

- Name and logo displayed with the 'twitter wall', as sponsor of the running feed
- Recognized as 'twitter wall' sponsor in Registration Kit, subject to CFPC's requirements for promotion of accredited events

## Posters & Exhibit Break Sponsor

One of the extended breaks with food service, in the poster and exhibits area, would be recognized as 'complimentary of your company'.

### Visibility & Benefits:

Customize this visibility option to meet your needs: this sponsorship is available to sponsors at all 3 levels.

#### **Bronze** (additional \$1,500 contribution required)

- Name and logo displayed on food stations during sponsored break
- Right to host hospitality at Poster and Exhibits Break. All costs associated with the hospitality will be the responsibility of the sponsor (AFHTO reserves the right to approve hospitality plans)
- Opportunity to supply logo'd napkins at coffee stations throughout the day

#### **Silver** (no additional contribution)

- Name and logo displayed on food stations during sponsored break
- Right to host hospitality at Poster and Exhibits Break. All costs associated with the hospitality will be the responsibility of the sponsor (AFHTO reserves the right to approve hospitality plans)
- Opportunity to supply logo'd napkins at coffee stations throughout the day
- 1 dedicated tweet about break sponsorship during the event, to include handle or hashtag

#### **Gold** (no additional contribution)

- Name and logo displayed on food stations during sponsored break
- Right to host hospitality at Poster and Exhibits Break. All costs associated with the hospitality will be the responsibility of the sponsor (AFHTO reserves the right to approve hospitality plans)
- Logo on napkins at food stations during sponsored break
- 2 dedicated tweets about break sponsorship during the event, to include handle or hashtag
- **Enhancement:** With an additional \$1,500 contribution, we will arrange enhanced food or beverage offering such as action station, speciality beverage or latte/specialty coffee station, which will feature logo/signage

## Farewell Dessert Sponsor

A dessert action station, with coffee service, would be offered at the close of the conference (following the closing keynote), 'courtesy of your company'.

### Visibility & Benefits:

This sponsorship is available to sponsors at the Gold level only (additional \$2,500 contribution required).

- Name and logo displayed on farewell dessert food/coffee stations
- Logo on napkins at farewell dessert food/coffee stations
- 2 dedicated tweets about Farewell Dessert during the event, to include handle or hashtag

## Photo Booth Sponsor

A photo station would be placed in a foyer space for 1 or 2 days, allowing attendees to pose for fun pictures and receive printed or electronic copies of the photo with your company branding on it.

### Visibility & Benefits:

Customize this visibility option to meet your needs: this sponsorship is available at the Silver and Gold levels (additional \$2,000 contribution required).

#### Silver

- Name and logo displayed prominently at photo booth for 1 day
- Logo featured on photo booth backdrop or imprinted on photos
- 1 dedicated tweet about photo booth during the event, to include handle or hashtag

#### Gold

- Name and logo displayed prominently at photo booth for 2 days
- Logo featured on photo booth backdrop or imprinted on photos
- 2 dedicated tweets about photo booth during the event, to include handle or hashtag
- Right to display company signage (e.g. pop-up banners) at the photo booth

## "Conference Passport" Sponsor

Your brand would be associated with the conference passport game – encouraging engagement between attendees and exhibitors. The grand prize will be awarded 'courtesy of your company'.

### Visibility & Benefits:

Customize this visibility option to meet your needs: this sponsorship is available to sponsors at the Silver and Gold levels.

#### Silver (contribution of grand prize required)

- Name and logo featured prominently on Conference Passport or Game collateral
- Recognition as Conference Passport sponsor in game promotions before and during the event (via social media, e-blasts, etc.)
- Logo displayed at ballot box or prize area
- Verbal recognition as contributor of grand prize by President in closing remarks, following the closing plenary

#### Gold (contribution of grand prize required)

- Name and logo featured prominently on Conference Passport or Game collateral
- Recognition as Conference Passport sponsor in game promotions before and during the event (via social media, e-blasts, etc.)
- Logo displayed at ballot box or prize area
- Verbal recognition as contributor of grand prize by President in closing remarks, following the closing plenary

## Policies & Key Information:

- AFHTO reserves the right to accept or decline any organization for exhibiting or sponsorship.
- Key deadlines and information will be forwarded upon acceptance of sponsorship/exhibit.
- **Registration Requirement: AFHTO's policy is that all who attend the AFHTO conference, including speakers and those participating in exhibitor tables, must register for the conference at the appropriate rate.**
  - Complementary conference registration(s) included in exhibitor/sponsor packages provide access to conference sessions and presentations, and meals.
  - Booth staff badges are available to exhibitors at a reduced rate of \$360+tax (until September 4) - they will include meals but no access to conference sessions
- Booth numbers will be assigned based on sponsorship level and confirmation date.
- **Booth spaces are 8' wide by 5' deep. Displays must fit within these dimensions or exhibitors will be asked to remove their materials. A limited number of 10' wide booths are available, on a first-come-first-served basis, at an upgrade charge.**
- The AFHTO Conference exhibit hall is meant to provide primary care providers with opportunities to build networks, make connections with your organizations and learn of potential resources to improve patient care, without undue risk of clinical or pharmaceutical marketing influence. We ask that all exhibitors adhere to this environment and avoid undue marketing of products.
- Promotional materials to be placed in registration bags must be approved by AFHTO. A sample or soft-copy will be requested.

## Contact Information:

Stephanie Barkley, AFHTO Conference Sponsorship Coordinator  
Phone: 1-888-245-4634 | Email: [afhto@mosaicevents.ca](mailto:afhto@mosaicevents.ca)

[Click here to book your booth space online](#)

**Book early - exhibit space sold out in 2018!**