

# Sponsor & Exhibitor Prospectus

## TECTONIC SHIFTS: REBUILDING PRIMARY CARE IN A NEW WORLD

#AFHTO2020

**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)

OCTOBER 8-9

2020VirtualConference

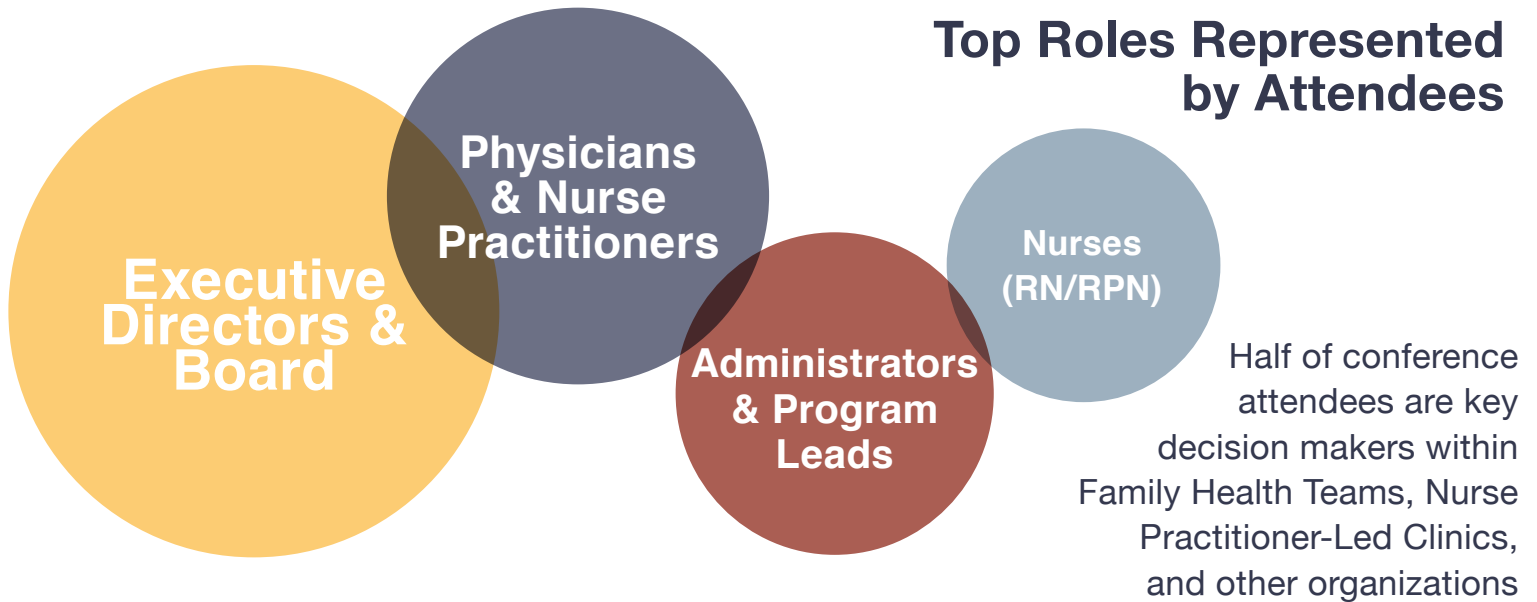
# Facts About Primary Care Teams

AFHTO has 192 member organizations. (as of July 1, 2020)

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

Mental health and addiction support in primary care

Integrating digital health and virtual care

Integrated care and community responses

Public health and primary care

Addressing social determinants of health

# Sponsorship Options

1

Build your visibility package by selecting any combination of package options

## Virtual Display Booth

An online display space area where you can show videos, have video or text chats with visitors, link to your website, and offer downloadable materials.

- \$450 + HST  
(\$400 + HST for not-for-profit exhibitors)
- Eligibility: government agencies, charities or health care organizations with the sole purpose of providing free resources/services to AFHTO conference participants.

### ADDITIONAL BENEFITS

- Inclusion in conference game
- Company name in exhibitor list in digital program
- Company name in exhibitor list on website
- Log-in credentials for 2 people to man the virtual booth (NO access to presentations / concurrent sessions)
- Lead retrieval / tracking of visitors to your booth

## Care Package Sponsorship

We will coordinate the mail out of a care package to each registrant. You can decide what goes in the package – be it fun promotional swag, collateral or resources on conference themes, gift cards or wellness tools. AFHTO retains right to approve package content and materials

- starting at \$500 + HST (Let's build a package together - we can assess costs once a plan is in place)
- maximum 3 to be sold

### ADDITIONAL BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

## Email Sponsorship

Your logo will be featured on all promotional email blasts for the virtual conference

- \$600 + HST
- maximum 3 to be sold

### ADDITIONAL BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

## Platform Sponsorship

Your logo will be featured on virtual event platform navigation or a banner. It will be visible at all times while people are logged on to the event.

- \$1000 + HST
- exclusive sponsorship (maximum 1 to be sold)

### ADDITIONAL BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

## Virtual Registration Kit Sponsorship

Your logo will be featured on the landing page where registrants will download the digital version of the program book and other registration kit materials. You can provide a video link or promotional graphic to be embedded on the page. You may also choose to provide digital collateral or other resource for download. AFHTO retains right to approve materials and video

- \$1000 + HST
- exclusive sponsorship (maximum 1 to be sold)

### ADDITIONAL BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

# Sponsorship Options

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## Networking Lounge Sponsorship

Your name and/or logo will show on the virtual event platform navigation menu and in the virtual networking room, available to attendees throughout the day. If you want to be active in the space, you will have the option to structure informal content (trivia or games, moderated discussions, etc) or have a host present. AFHTO retains right to approve content.

- \$500 + HST per day
- semi-exclusive sponsorship (maximum 1 per day to be sold)

### ADDITIONAL BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

## Wellness Break Sponsorship

Wellness breaks will be held between sessions and provide attendees with a bit of edu-tainment in the form of yoga or meditation practice, cooking demonstration, DJ battle, or something similar. Your name and/or logo will show on the virtual event platform navigation menu and in the virtual break room.

- \$500 + HST per day
- semi-exclusive sponsorship (maximum 1 per day to be sold)

### ADDITIONAL BENEFITS

- Verbal recognition during the break
- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

## Social Feed Sponsorship

Your name and/or logo will show on the virtual event platform navigation menu and in the social feed accessible from the online platform.

- \$500 + HST
- exclusive sponsorship (maximum 1 to be sold)

### ADDITIONAL BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program
- Dedicated social media posts with logo and tagging social channels

## Conference Meals Sponsorship

We will coordinate the distribution of a gift card for Skip the Dishes (or other food delivery option) to each registrant. Your logo will be prominent in the delivery and a weblink to your site will be provided to recipients.

- starting at \$3000 + HST per day (Let's work together - we suggest a gift card value of \$15-20 per person but we will work with you to set the value)
- semi-exclusive sponsorship (maximum 1 per day to be sold)

### ADDITIONAL BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

# Sponsorship Options

# 3

## Coffee Sponsorship

We will coordinate the distribution of a gift card for Tim Hortons (or other coffee shop) to each registrant. Your logo will be prominent in the delivery and a weblink to your site will be provided to recipients.

- starting at \$1500 + HST per day (Let's work together - we suggest a gift card value of \$5-10 per person but we will work with you to set the value)
- semi-exclusive sponsorship (maximum 1 per day to be sold)

### ADDITIONAL BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

## Podcasts Sponsorship

The conference will feature podcasts and on-demand content in addition to the presentations and live sessions. Your name will show on the virtual event platform navigation menu and/or the on-demand space.

- \$500 + HST per day or per theme
- semi-exclusive sponsorship (maximum 1 per day or 1 per theme to be sold)

### BENEFITS

- Logo in sponsor list on website, with weblink
- Logo in sponsor list in digital program

## 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.
- Payment is due upon receipt of invoice. If any account is not paid within 30 days, interest will be charged on the outstanding balance at a rate of 6% per annum, from the original invoice date until payment is received. Booth space is not guaranteed until payment in full is received.
- Exhibitors or sponsors who wish to cancel a booking are eligible to receive a refund, less 15% administration fee, until 45 days before the conference starts. Cancellations must be made in writing to [afhto@mosaicevents.ca](mailto:afhto@mosaicevents.ca). Cancellation requests received within 45 days of the start of the conference will be accepted as a withdrawal from the program but will NOT receive any refund on payments made.
- **Registration Requirement:** AFHTO's policy is that all who attend the AFHTO conference, including speakers and those participating in virtual booths, must register for the conference at the appropriate rate. A unique log-in will be required for each person attending the virtual event and a registration form must be completed to create the log-in credentials.
- Log-in credentials for 2 people to man the virtual booth will be provided with a virtual display space. No access to presentations or on-demand content is included – a full conference registration must be purchased for access to these materials.
- Additional full conference registrations or booth staff log-ins must be purchased for additional participants.
- **Booth log-in credentials and access to set up the virtual display space will not be provided until invoices are paid in full.**
- The AFHTO Conference virtual 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.

The virtual conference provides an opportunity for exhibitors to interact with clients through video chats and share materials online.

**CLICK  
HERE**  
to book your  
booth space  
online

### CONTACT INFORMATION

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