

# Sponsor Prospectus

## POST-PANDEMIC PRIMARY CARE: RESPOND, RECOVER, REBUILD

OCTOBER 27-28, 2021

#AFHT02021

**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 27-28

2021 **Virtual** Conference

# Facts About Primary Care Teams

188 member organizations.  
(as of June 30, 2021)

Over 3,000 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.

## Top Roles Represented by Attendees

**Executive Directors, Board Members, & Administrators**

**Physicians & Nurse Practitioners**

**Nurses (RN/RPN)**

**Interprofessional Health Care Providers (IHPs)**

Including: pharmacists, registered dietitians, social workers, etc.

Half of conference attendees are key decision makers within Family Health Teams, Nurse Practitioner-Led Clinics, and other organizations

## Conference Program Themes

Beyond our walls: expanding access to interprofessional team-based care

Primary care leading in health system transformation

Harnessing the power of relationships

Right care at the right time: building digital models of care

Equity as the foundation in delivery of care

# Build Your Visibility Package

**Select any combination of package options.** In addition to benefits for the selected option, all sponsors will receive the benefits listed in the grid below, based on the total value of options selected.

Sponsorship Options	Elite (\$8,000+)	Premier (\$2,500+)	Signature (\$1,000+)	Patron (\$500+)
Logo in sponsor list on website, with weblink	✓	✓	✓	✓
Virtual display space in Sponsor Showcase (a static presentation area where sponsors can post logo, show videos, link to website, offer downloadable materials, etc. Upgrade your space to collect contact information and host a live video feed)	✓	✓	✓	✓
Attendee list (list of organizations represented + individuals who opt in)	✓	✓	✓	
Recognition in sponsor loop between sessions and in virtual lobby	Logo	Logo	Name	
Complimentary conference registrations	4	2	1	
Logo in sponsor carousel visible at all times while people are logged on to the event	✓	✓		
Dedicated email blast to membership	✓	✓		
Dedicated push notifications recognizing sponsorship or you can provide messaging (notifications also show on a feed in the virtual lobby)	1 per day	1 per day		
Dedicated social media posts with logo and tagging social channels	3	2		
30 second commercial break	2	1		
30 second video to play in virtual lobby	1			

## Sponsor Showcase only

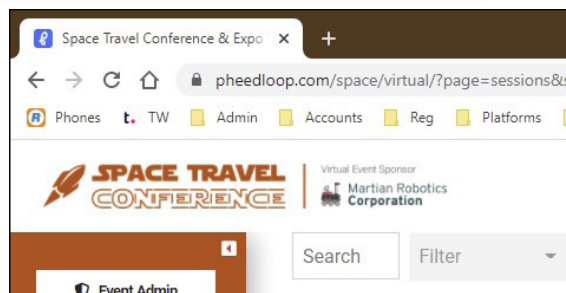
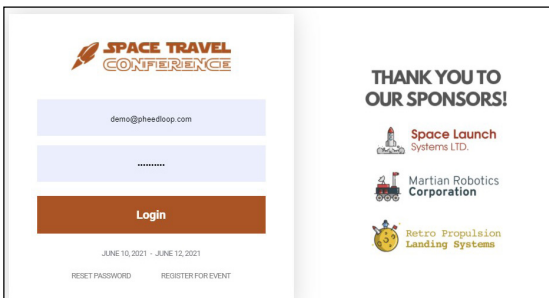
- \$550
- \$500 for not for profit organizations
  - Eligibility: government agencies, charities or health care organizations with the sole purpose of providing free resources/services to AFHTO conference participants.

## Email Sponsorship

- \$700
- maximum 3 to be sold
- Benefits
  - Your logo will be featured on all promotional email blasts for the virtual conference (the conference distribution list includes over 3,400 contacts)

## Platform Sponsorship

- \$2,000
- exclusive sponsorship (maximum 1 to be sold)
- Benefits
  - Your logo will be featured on virtual event platform login screen
  - Your logo will be part of a banner visible at all times while people are logged on to the event
  - Your logo with weblink will be included on the email blast to attendees with login credentials



## Attendee Swag Box Sponsorship

We will coordinate the mail out of a package\* with an attendee gift, that we will mail out to up to 200 attendees of your choosing\*\*. You decide what swag or gift (such as promotional swag, candy, or gift card) goes in the box. You can include up to 3 pieces of additional collateral or resources on conference themes with your gift.

\*AFHTO retains right to approve package content and materials.

\*\*Selection of who receives the swag box will be made based on organization and/or role (no personal attendee information will be shared)

- \$600 + mailing costs
- semi-exclusive sponsorship (maximum 3 swag boxes, each will have a single sponsor)

## Hot Topics & Group Brain Dates Sponsorship

Virtual group networking spaces, where up to 5 people at a time can gather to discuss a hot topic, will be available to attendees throughout the conference. You can choose up to 4 hot topics or themes per day for the networking spaces, related to the conference themes.\*

\*AFHTO retains right to approve topics.

- \$700
- exclusive sponsorship (maximum 1 to be sold)
- Benefits
  - Virtual group networking spaces will be named with your organization and selected topics.
  - You will be recognized, with your logo, in one (1) push notification per day reminding people to visit the networking spaces and highlighting the hot topics (notifications also show on a feed in the virtual event platform lobby)
  - Your logo will show on a dedicated slide in sponsor loop, to play between sessions and in the virtual event platform lobby, highlighting the hot topics of the day
  - You will be recognized verbally in opening remarks each day, as the hot topics are featured

## Sunrise Yoga Sponsorship

- \$650 per day
- semi-exclusive sponsorship (maximum 1 per day to be sold)
- Benefits
  - Your name will be listed with the yoga session on the agenda on the conference website

*NOTE: HST will be added to all fees*

- You will be recognized verbally in closing remarks the day before your session (reminding people to attend) and during the session
- Your logo with weblink will be included on the email sending out the login link
- You will be recognized in 3 social media posts regarding the yoga session
- You will receive log-on credentials for up to 5 people to attend the yoga sessions both days

## Coffee Sponsorship

We will coordinate the distribution of a gift card for a local coffee shop to each registrant, so they can enjoy a hot beverage during the break.

- \$750 per day + cost of gift cards (we suggest a gift card value of \$5-10 per person but you set the value)
- semi-exclusive sponsorship (maximum 1 per day to be sold)
- Benefits:
  - Your logo with weblink will be included on the email or in the delivery of the virtual gift cards
  - You will be recognized verbally at all break times during the day

## Wellness Break Sponsorship

Wellness breaks will be held between sessions and provide attendees with a bit of edu-tainment in the form of meditation practice, cooking demonstration, DJ battle, or something similar.

- \$700 per day
- semi-exclusive sponsorship (maximum 1 per day to be sold)
- Benefits
  - Your name will be listed with the break on the agenda on the conference website
  - Your name will be listed with the break on the virtual event platform navigation menu
  - Your logo will be visible during the break
  - You will be recognized verbally during the break and in closing remarks in the preceding session (reminding people to attend)
  - You will be recognized, with your logo, in one (1) push notification, at the start time, reminding people to attend (notifications also show on a feed in the virtual event platform lobby)

## Musical Appreciation Sponsorship

We'd love to show our primary care providers appreciation for their tireless work during the COVID-19 pandemic, with a celebrity performance of a song dedicated to them. The recorded performance would be played as part of the poster breaks.

- \$250 + cost/coordination of entertainment
- semi-exclusive sponsorship (maximum 1 per day to be sold)
- Benefits:
  - Your name will be listed with the break on the agenda on the conference website
  - Your name will be listed with the musical appreciation on the virtual event platform navigation menu
  - Your logo will be visible when the recording is played
  - You will be recognized verbally in closing remarks in the preceding session (reminding people to attend)

## Session Sponsorship

- \$1,100
- semi-exclusive sponsorship (maximum 1 per session)
- Benefits:
  - You may select the session for sponsorship (first come, first served) – sessions will be 45-60 minutes featuring presentations or panels on hot topics
  - Your name will be listed with the sponsored session on the agenda page on the conference website
  - Your logo with hyperlink will be included on the session description page on the conference website
  - Your name and logo will be listed with sponsored session on the virtual event platform navigation menu
  - Your logo will be visible during sponsored session
  - You will be recognized verbally during the sponsored session

## Posters Sponsorship

- \$1,100
- exclusive sponsorship (maximum 1 to be sold)
- Benefits:
  - Your logo with weblink will be included on description page on conference website for each poster
  - You will be recognized on the posters page on conference website

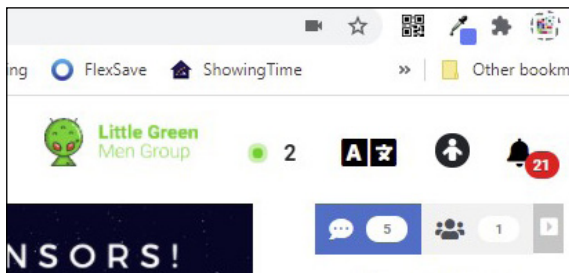
*NOTE: HST will be added to all fees*

- Your logo will be visible when attendees are viewing posters
- You will be recognized verbally in closing remarks in the session preceding poster breaks (reminding people to attend)
- You will be recognized in push notifications reminding people to visit the posters (notifications also show on a feed in the virtual event platform lobby)

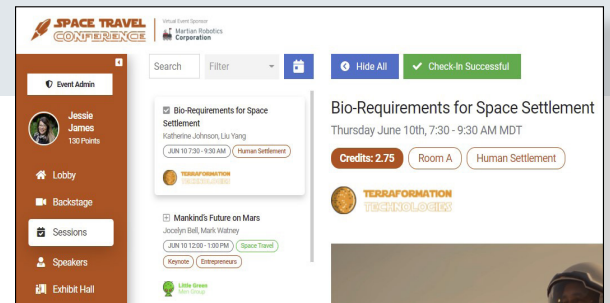
## Keynote Sponsorship

Do you want your brand to be associated with one of the conference keynotes? Contact us to talk about title sponsorship options!

- Opening Keynote: TBC
- Closing Keynote: Manta Gautam

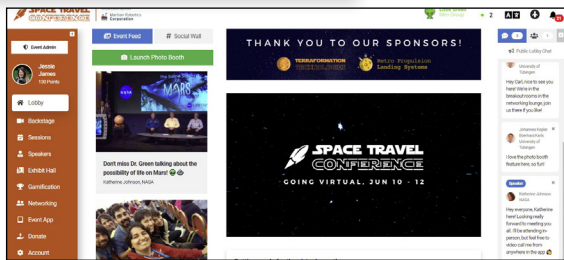


LOGO IS SPONSOR CAROUSEL\*



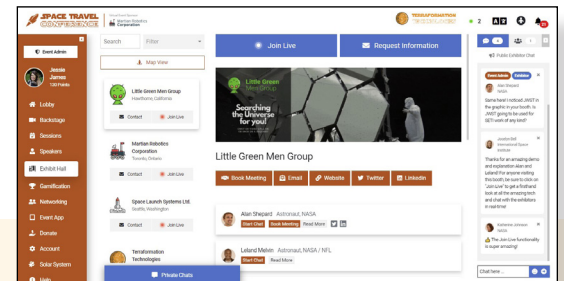
KEYNOTE + WELLNESS BREAKS + SESSIONS + MUSICAL APPRECIATION

DEDICATED SLIDE IN SPONSOR LOOP\*



SPONSOR SHOWCASE + INTERACTIVE DISPLAY

\*also included in the package for some \$ levels



## Additional Visibility Add-Ons

- **Interactive Display Space**  
Add a live group video chat to your display space and collect contact information from those who visit your booth. Includes login credentials for 1 booth staff to man your live chat.  
- \$110
- **Commercial Break**  
Provide a video up to 30 seconds to air at the end of a session of your choice (first come, first served) and in the virtual event platform lobby.  
- \$300 each - Limited opportunities
- **Dedicated slide in sponsor loop**  
The sponsor loop will play between sessions and in the virtual event platform lobby.  
- \$100 per day - Limited opportunities
- **Push notification**  
Send a message to attendees during the event, to show on a feed in the virtual event platform lobby and as a pop-up.  
- \$100 each - Limited opportunities
- **Logo in sponsor carousel**  
The carousel is visible at all times while people are logged on to the event.  
- \$100 per day - Limited opportunities
- **Supplemental contribution**  
We welcome contributions of any amount – this is a way to boost your total sponsorship to the next level, for added visibility.

NOTE: HST will be added to all fees

## 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.
- 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 1.5% per month, from the original invoice date until payment is received. Log-in credentials and access to set up the virtual display space will not be provided until invoices are paid in full.
- 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 managing virtual display spaces, 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.
- **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 Sponsor Showcase and virtual displays 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 sponsors adhere to this environment and avoid undue marketing of products.
- The Sponsor Showcase is intended as a virtual display space to provide resources to attendees. While attendees will be encouraged to visit the Sponsor Showcase during breaks or following sessions, no dedicated exhibition time is included in the program. Registered attendees from sponsoring organizations can interact with conference attendees via the platform chat and one-to-one video networking tool (Elite, Premiere, and Signature level sponsors are entitled to complimentary registration(s). Virtual display spaces do not include platform access for staff to participate in the display space, unless the interactive display add-on is purchased.

**CLICK  
HERE**  
to confirm your  
sponsorship

### CONTACT INFORMATION

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