EXHIBITOR PROSPECTUS

Canada's Interprofessional CME Conference
and Exhibition for Family Physicians, Nurse Practitioners, Pharmacists and other Health Professionals

18th Annual CME Conference
MAY 6-9, 2020
THE INTERNATIONAL CENTRE
TORONTO, ON

For more Information:
pri-med.ca/CANADA
WHAT MAKES PRI-MED CANADA UNIQUE?

• Great opportunity to reach over 3300 primary care medical professionals in only 3 days
• Custom sponsorships to increase brand awareness and drive sales.
• Excellent Pri-Med Canada app to showcase exhibitors, add favourites and view booth locations on the tradeshow map.
• Up to 25 hours of CME through our partner The University of Toronto Department of Family & Community Medicine.
• Over 10 hours of break time to promote your products and services.
• Engage with over 245 diverse medical exhibitor companies for peer to peer networking.

It is very geared to a certain demographic in the medical industry – Doctors, Nurse Practitioners and Pharmacists and you are dealing with decision makers.

Everything is excellent, I would say the audience is definitely unique because it is not a conference people attend to just attend, it’s a conference people look forward to year in and year out. The relationships and opportunities for all health professionals is excellent and this reflects both for attendees and exhibitors.

The exhibitor section is very well organized and large, and attendees have tons of time to browse between sessions.

WHAT DELEGATES ARE SAYING?

“...”
Pri-Med Canada is a well organized and well attended event that allows a lot of interaction.

Having breaks pretty well every hour is an advantage for the attendees to explore the exhibit floor and engage with exhibitors.

Pri-Med is the Cadillac of medical industry events. It allows you to showcase your company and educate on what is out there for the medical industry.

The level of engagement from the attendees is outstanding! Great questions.

It is a great opportunity to have conversations with primary care providers.

Great location in the GTA, and offers free parking!

Attendees take the time to visit all the booths.
SPONSORSHIP OPPORTUNITIES

Directory Advertising in the Official Guide
Full page advertisement in the Official Guide includes a company profile, booth #, and description of your products and services which is given to all delegates on-site.
*Upon request, material will require PAAB approval/logo or PAAB letter of exemption (review contract for more details)

$1,365 + TAX

EXCLUSIVE Floor Poster Display
A series of 10 branded floor poster displays in prominent areas throughout the exhibit hall that direct delegates to your booth.
*Upon request, material will require PAAB approval/logo or PAAB letter of exemption (review contract for more details)

$2,795 + TAX

Delegate Bag Inserts
One double-sided literature insert up to 8.5” x 11”.
*Upon request, material will require PAAB approval/logo or PAAB letter of exemption (review contract for more details)
** Inserts to be provided by sponsor

$2,965 + TAX

Premium Delegate Bag Inserts
Premium inserts go into the same delegate bag but are larger than one double sided 8.5” X 11” page and may include brochures and educational booklets.
*Upon request, material will require PAAB approval/logo or PAAB letter of exemption (review contract for more details)
** Inserts to be provided by sponsor

$3,965 + TAX

EXCLUSIVE Water Stations
Provide delegates with a refreshing water break in three strategic locations on the trade show floor. Organization logo will be displayed on signage along with a literature rack and promotion on-site.

$3,995 + TAX

EXCLUSIVE Mobile Charging Station
With today’s growing need for connectivity and use of technology, charging stations are in high demand. Allow delegates to power up their mobile phones, tablets, and other devices for free.
• Locate the Charging Station near your booth.
• Includes signage on the Charging Station featuring your company’s name and logo
• Includes lounge furniture and literature rack to place promotional material

INCREASE TRAFFIC AND OPPORTUNITIES TO NETWORK

$5,000 + TAX

EXCLUSIVE Aisle Signs
Great visibility! Your company logo and booth number displayed all over the exhibit floor aisle signs.

$6,500 + TAX

EXCLUSIVE Welcome Morning Coffee or Juice Bar
Sponsor 3-day one hour coffee or juice. Thursday, Friday and Saturday from 7:30am - 8:30am

$10,000 + TAX

SOLD Neck and Shoulder Massage
Delegates relax with a complimentary massage by a professional RMT. Includes 10 X 20 ft. carpeted area beside your booth, RMT for duration of tradeshow hours, pre-conference promotion on direct mail, web site and on-site signage.

$15,000 + TAX

SOLD EXCLUSIVE Registration Sponsorship
First impressions really count! Company name and logo will be prominently displayed on panels featured in the main registration area providing maximum exposure.

$15,000 + TAX

For additional information contact:
Maureen Graf
Senior Exhibition Manager
mgraf@pri-med.ca
Direct: 905-593-0869
Toll Free: 877-669-6961
NEW E-MARKETING OPPORTUNITIES

E-Newsletter Advertisement
Stand out to the Pri-Med Canada pre-registered attendees before they come to the show. Boost your brand and draw attendees to your booth.
Provide your logo, 120 words company description, booth no., and a link to your website in a spot in our e-newsletter.
*A maximum of 4 spots available
**Deployment date to be confirmed by Pri-Med

$950 + TAX ea

Leaderboard Advertisement
Promote to our 14,000 est. national database.
650 x 90 pixel | JPEG Format | 72 dpi resolution
*A maximum of 4 e-blasts, 1 leaderboard per e-mail.
**Upon request, material will require PAAB approval/logo or PAAB letter of exemption (review contract for more details)
***Deployment date to be confirmed by Pri-Med

$600 + TAX

Mobile App Digital Tile
600 x 100 pixel | JPEG Format | 72 dpi resolution
Banner ad featured in the company listings section of the Pri-Med Canada app 1 week before and during the event.
The banner ad leads to a pop-up window which contains up to 150 words message, features the booth number and links to exhibit main description
*A maximum of 5 spots available
**Banner live a week before and during the 3-day event

$2,250 + TAX

EXCLUSIVE Custom E-Blast (only 1 opportunity)
Promote directly to attendees prior to the show.
Provide us with your custom message in HTML format and Pri-Med Canada will e-mail to the event pre-registered attendees.
*Upon request, material will require PAAB approval/logo or PAAB letter of exemption (review contract for more details)
**Deployment date to be confirmed by Pri-Med

$600 + TAX

LEAD RETRIEVAL APP

26,305 leads were generated from our lead retrieval service in 2019.

1. Use your phone or tablet as a Conference Lead Capturing Device.
2. Acquire leads from anywhere while at the event.
3. Instantly view name, title, organization, address, email, phone and much more.
4. Quickly qualify and ask unlimited survey questions, add notes, photos.
5. Download your leads into Excel at any time - no waiting for your leads to be sent to you!
6. Leads captured under your event license code will be shared and visible to all other devices within that license.

$475 + TAX Includes 2 device activations, each additional activation $50
*Activations are non-transferable between devices.

Fraudulent companies offering attendee listings are not endorsed by Pri-Med Canada.

For additional information contact:
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For full FAQ on website for more information
www.myshowlead.com/faq-support
Pri-Med was well organized and on time. The vendors were amazing, so fun. The video/splits when presenting was so good. Speakers were great overall. The App was genius.

High quality speakers. Excellent and practical topics.

The sessions I attended were top class and very informative. Good speakers with thorough knowledge of their subjects.

Attended for the first time. Excellent topics and speakers. Venue and exhibits were great. Will attend future CME events.

One of the best conferences I have attended. So much relevance to today’s topics and helping to ensure my practice remains updated.

The program is an excellent means of providing updates relevant to my practice as well as networking.

I've been coming to this conference for several years now. All sessions are well thought out, well organized and the faculty is always exceptional.

I think this is one of the best conferences available for GPs.

85% Of delegates agreed the educational content was as good as, or better, than other educational conferences they have attended in the past 12 months.
Access the Interactive Floorplan on our website under the tab EXHIBITOR INFO.
Exhibit Contract

Company: 
Address: 
City: 
Postal Code: 
Contact: 
Phone: 
Fax: 
E-mail: 
P.O #: 

Exhibit Space Standard Booth Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Booth Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10'</td>
<td>$5,175</td>
</tr>
<tr>
<td>20' x 10'</td>
<td>$10,350</td>
</tr>
<tr>
<td>20' x 20'</td>
<td>$20,700</td>
</tr>
</tbody>
</table>

#Booth Comes @ $300 each

Non-Profit Association Booth Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Booth Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>10' x 10'</td>
<td>$26,560</td>
</tr>
<tr>
<td>20' x 20'</td>
<td>$50,300</td>
</tr>
</tbody>
</table>

#Booth Comes @ $300 each

Panel Displays: (physician recruiting and non-profit organizations)

<table>
<thead>
<tr>
<th>Display</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Panel Display</td>
<td>$1,120</td>
</tr>
</tbody>
</table>

Lead Retrieval App

| License (2 activations) | $475 |

Additional activation: $50 each

PLEASE SEND PAYMENT TO:
Bank of America, National Association, Canada Branch
C/O Lockbox 918409, PO Box 4990 STN A Toronto, ON M5W 0E9

Please see invoice for additional payment options.

Please specify any companies you do not wish to exhibit in close proximity to:

BOOTH # Selection Choices

1) __________________  2) __________________  3) __________________

NEIGHBOURING BOOTH

This contract is between Diversified Communications LLC (herein called “Management”) and the Exhibitor. This is a non-assignable contract. Any alteration and amendment of this agreement shall be in writing and shall constitute a breach of this agreement, resulting in cancellation at Management’s discretion.

1. Eligibility and Allotment of Space

Exhibitors will be limited to those companies or other entities offering materials, products or services of specific interest to registrants, as determined by Management in its sole discretion. If Management also reserves the right to determine the eligibility of any product for display at the Exhibit. Exhibitors shall comply with the Audio Visual Association Policy Summary on Physicians and the Pharmaceutical Industry, and the Commercial Support Policy of Continuing Education. Faculty of Medicine - University of Toronto. Space allotments will be made by management in keeping, if possible, with preferences and priorities of the exhibitor concerning location. Management, however, reserves the right to make reasonable adjustments of booths locations.

2. Default in Occupancy and Downgrades

It is understood and agreed by the exhibitor that the event fees fails to install his product in the exhibit space within the time limit for opening exhibits or fails to pay the space rental at the times specified or fails to comply with any other guidelines concerning use of exhibit space, management shall have the right to take possession of said space for such purposes as it sees fit and the exhibitor will be held liable for all full rental price of said space. Downgrades in exhibit space are subject to a 25% penalty of the cost of the downgraded space.

3. Limitation of Liability

Any property of exhibitor is understood to remain under exhibitor’s custody and control, in transit to or from or within the confines of the hall, subject to the rules and regulations of the exhibition.

Exhibitors are recommended to carry a certificate of insurance for $200,000 Commercial General Liability. Insurance is obtained to include Hostile Injury, Property Damage, Personal Injury, Contractual Liability, From Non-Arranged Activities, liability, Products and Completed Operations, Cross Liability Clause, and a Deficiency of Insured Clause.

4. Termination of Liability:

Exhibitor agrees to obtain from any company whatsoever who administers on behalf of exhibitor or on behalf of another exhibitor or for the exhibition, any insurance covering his or her liability to others, including, but not limited to, indemnitly of registrants, employees, other exhibitors and their employees, to the fullest extent required by the laws and regulations or the operation of the event.

Exhibitor is responsible for his or her compliance with all applicable ordinances, regulations, codes and cautions of local, provincial and federal governing bodies concerning fire, safety and health and environmental requirements together with the rules and regulations of the operations and ownership of the property where the exhibit is shown.

5. Severability

In the event of any breach or violation of any Naval and or non-commercial standards, the provisions of this Agreement shall be void, ineffective, or unenforceable to the extent of such breach or violation, and the remainder of this Agreement shall remain in full force and effect.

6. Indemnity

You are, as may be applicable, your corporate affiliates, directors, officers, employees, agents, representatives, successors and assignees, agrees to defend, indemnify and hold harmless Diversified Communications Inc. and its corporate affiliates, and their directors, officers, employees, agents, representative, successors and assignees, from any and all claims, damages, costs and expenses, including reasonable lawyers’ fees and disbursements, related to or arising from your participation in PRI-Med Canada, in particular, but without limiting the generality of the foregoing clauses, any actions against Management by any other exhibitor, or for any actions of any nature of management, for not holding the exhibition as scheduled.

Exhibitor assumes all liability with respect to any liability to any Performing Rights Society or other organization with regard any oral and/or recorded music of the exhibitor’s booth.

7. Display and Display Heights

Exhibitors are recommended to carry a certificate of insurance for $200,000 Commercial General Liability. Insurance is obtained to include Hostile Injury, Property Damage, Personal Injury, Contractual Liability, from Non-Arranged Activities, liability, Products and Completed Operations, Cross Liability Clause, and a Deficiency of Insured Clause.

Exhibitors that fail to install their exhibit materials at their booths or not to install their exhibits in accordance with these guidelines will be liable for all full rental price of said space. Downgrades in exhibit space are subject to a 25% penalty of the cost of the downgraded space.

8. Display Heights

Display Heights shall conform to published rules and regulations, which will be forwarded to the exhibitor in the exhibitor’s Annual Meeting approximately 2 months prior to the show.

9. Arrangement of Exhibits

Management shall have full discretion and authority in the placing, arrangement and appearance of all items displayed by exhibitor and may require the replacement, removal and redistribution of any item or booth space liability for costs that may accrue to the exhibitor as a result of the action. Plans for specially built displays in accordance with these guidelines are at exhibitor’s own risk. Management shall be submitted to management for approval. Special pricing at arrival.

10. Storage of Packing Cases and Boxes

Exhibitors will not be permitted to store packing cases and containers in their booths during the period of the show. Properly marked packing materials will be sorted and returned to the booth by service contractors. It is the exhibitor’s responsibility to mark and identify his crates.

11. Abandonment of Exhibits

Any exhibit or display shall be deemed abandoned by the exhibitor as of the last day of the show and the exhibitor shall be liable for all costs incurred in disposing of such displays. The exhibit or display shall be removed from the floor within twenty-four (24) hours after the show closing time of the show and prior to the time the floor is reconfigured for the next event. Management reserves the right to refuse to load the exhibits and materials. All costs incurred with the forced loading will be the responsibility of the exhibitor.

12. Cancellation or Withdrawal of Shows

In the event that PRI-Med Canada is cancelled for any reason, exhibitors are not liable to damages or interest thereon. No claim for cancellation shall be entertained before the expiration of the lease. The exhibitor shall suffer no loss or damage caused by reason of any change in law or regulation or any other cause beyond the control of Management.

13. Payment Due

Exhibitors are responsible for all payment due dates. Management reserves the right to refuse to load the exhibits and materials. All costs incurred with the forced loading will be the responsibility of the exhibitor. Payment is due on or before the due date.

Please see invoice for additional payment options.

SEASONAL TRADE SHOW SCHEDULE

2023:
- PRI-MADE, May 6-9, 2023, Toronto, ON
- PRI-MADE, July 26-28, 2023, Montreal, QC
- PRI-MADE, November 29, 2023, Quebec City, QC

2024:
- PRI-MADE, February 28-29, 2024, Toronto, ON
- PRI-MADE, July 28-29, 2024, Montreal, QC
- PRI-MADE, November 29, 2024, Quebec City, QC

Please visit pri-med.ca for more information.