**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.

**WHAT DELEGATES ARE SAYING?**

“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.”

---

### DAILY SCHEDULE

#### WEDNESDAY MAY 6, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00am - 4:55pm</td>
<td>Pre-conference (Conference Centre)</td>
</tr>
<tr>
<td>8:00am - 8:00pm</td>
<td>Exhibitor Move-in (HALL 2)</td>
</tr>
</tbody>
</table>

#### THURSDAY MAY 7, 2020 FRIDAY MAY 8, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am - 8:00am</td>
<td>Exhibit Hall Open</td>
</tr>
<tr>
<td>7:30am - 8:30am</td>
<td>Keynote Speaker</td>
</tr>
<tr>
<td>8:30am - 9:30am</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>9:30am - 10:15am</td>
<td>Sessions</td>
</tr>
<tr>
<td>10:15am - 11:15am</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>11:15am - 12:25pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>11:25am - 12:25pm</td>
<td>Exhibits &amp; Lunch Break</td>
</tr>
<tr>
<td>12:25pm - 1:50pm</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>1:50pm - 2:50pm</td>
<td>Keynote Speaker</td>
</tr>
<tr>
<td>2:50pm - 3:35pm</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>3:35pm - 4:35pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>4:35pm - 4:45pm</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>4:45pm - 5:45pm</td>
<td>Sessions</td>
</tr>
</tbody>
</table>

#### SATURDAY MAY 9, 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00am - 9:30am</td>
<td>Sessions</td>
</tr>
<tr>
<td>9:30am - 10:00am</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>10:00am - 11:00am</td>
<td>Sessions</td>
</tr>
<tr>
<td>11:00am - 11:30am</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>11:30am - 12:30pm</td>
<td>Keynote Speaker</td>
</tr>
<tr>
<td>11:30am - 4:30pm</td>
<td>Exhibitor Move-out</td>
</tr>
<tr>
<td>12:40pm - 1:40pm</td>
<td>Symposia Lunch / Additional Learning Opportunity</td>
</tr>
<tr>
<td>1:50pm - 2:50pm</td>
<td>Keynote Speaker</td>
</tr>
<tr>
<td>2:50pm - 3:35pm</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>3:35pm - 4:35pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>4:35pm - 4:45pm</td>
<td>Exhibits &amp; Networking Break</td>
</tr>
<tr>
<td>4:45pm - 5:45pm</td>
<td>Sessions</td>
</tr>
<tr>
<td>6:00pm - 7:00pm</td>
<td>Symposia Dinner / Additional Learning Opportunity</td>
</tr>
</tbody>
</table>
Having breaks pretty well every hour is an advantage for attendees to explore the exhibit floor and engage with exhibitors.

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.

WHAT EXHIBITORS ARE SAYING?

75%
Average number of exhibitors that return every year due to high ROI.

80%
Of delegates agreed spending time with Exhibitors helped them and/or their practice.

EXHIBIT SPACE OPPORTUNITIES

WHAT’S INCLUDED

- Unlimited badges for booth personnel or office staff
- FREE materials handling and storage
- Full delegate list (A-Z) by physician name and city
- Company listing in conference guide
- Company link and profile on Pri-Med Canada website
- Exhibitor Lounge
- Draped 8ft. back wall and 3 ft. side rails
- Company profile, link and interactive booth location posted on our App

WHAT’S NOT INCLUDED

- Carpet (You MUST have carpet in your booth)
- Furniture/decorating and displays
- Electrical power/lighting/ signs and banners hanging
- Dedicated internet
- Cleaning service

IMPORTANT ITEMS THAT NEED YOUR ATTENTION:

- Insurance
- Health & Safety Form
- Lead Retrieval Scanner

OPPORTUNITIES

Minimum size 10’x10’ $5,175 + TAX

Non-Profit Association: Special discount per 10’x10’ $300 + TAX

Corner premium (per corner) $1,120 + TAX

Panel display $12,000 + TAX

Learning Lounge Add dedicated space beside or across from your booth for learning session

A/V INCLUDES: Monitor with stand, wireless system, basic audio system
DECOR INCLUDES: 12 chairs, drape and carpet

CONTACT MAUREEN GRAF FOR MORE INFO.

Exhibitor Kit will be available in March 2020 with all supplier forms and preferred hotels. Please note, fraudulent companies offering hotels that are not posted on our website, are not endorsed by Pri-Med Canada.
### 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)
- **$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)
- **$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**

**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
- **$5,000 + TAX**

**Aisle Signs**
Great visibility! Your company logo and booth number displayed all over the exhibit floor aisle signs.
- **$10,000 + TAX**

**Welcome Morning Coffee or Juice Bar**
Sponsor 3-day one hour coffee or juice.
- Thursday, Friday and Saturday from 7:30am - 8:30am
- **$15,000 + TAX**

**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**

**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**

**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)
- **$3,995 + 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

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

$2,250 + 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.

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
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.

$600 + TAX

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

For full FAQ on website for more information
www.myshowlead.com/faq-support

Additional Sponsor Opportunities

- Virtual MeetNIGHT booth
- Photo Booth
- Pillar Wraps
- Lanyard Logo
- Delegate bag logo
- Wellness Lounge
- Branded Cube seating
- Oxygen Experience

Show Leads
Available on the
App Store
Google Play

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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.
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.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Company Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>L’Oreal Canada - CeraVe Skincare</td>
<td>Luminova Healthcare</td>
</tr>
<tr>
<td>Lundbeck Canada Inc.</td>
<td>Machealth- McMaster University</td>
</tr>
<tr>
<td>MacHealth/McMaster University</td>
<td>Master Clinician Alliance</td>
</tr>
<tr>
<td>MCI Medical Clinics Inc.</td>
<td>MD Agility Inc.</td>
</tr>
<tr>
<td>MD Financial Management</td>
<td>mDBriefCase Group</td>
</tr>
<tr>
<td>Medcan Health Clinic</td>
<td>Medcentre Family Health Care Clinics</td>
</tr>
<tr>
<td>Medical Mart</td>
<td>Medicaid clinics</td>
</tr>
<tr>
<td>Medgicentres</td>
<td>Medlink</td>
</tr>
<tr>
<td>Morgan Meighen &amp; Associates</td>
<td>Mylan</td>
</tr>
<tr>
<td>National Access Cannabis Medical</td>
<td>National Bank of Canada</td>
</tr>
<tr>
<td>National Home Doctor</td>
<td>Nature’s Source Inc.</td>
</tr>
<tr>
<td>NeilMed Pharmaceuticals Inc.</td>
<td>Nicor Laboratories</td>
</tr>
<tr>
<td>NorthWest Healthcare Properties</td>
<td>Nova Scotia Health Authority</td>
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<tr>
<td>Nova Nordisk Canada Inc.</td>
<td>N-Two Medical Inc.</td>
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<tr>
<td>N-Two Medical Inc.</td>
<td>Nurse Practitioners Association of Ontario</td>
</tr>
<tr>
<td>Ontario Association of Osteopathic Manual Practitioners</td>
<td>Ontario Chiropractic Association</td>
</tr>
<tr>
<td>Ontario Chiropractic Association</td>
<td>Ontario HIV Treatment Network Booth</td>
</tr>
<tr>
<td>Ontario HIV Treatment Network Learning Lounge</td>
<td>Ontario Medical Association Insurance Inc.</td>
</tr>
<tr>
<td>Ontario Society of Chiropractors</td>
<td>Ontario Society of Chiropodists</td>
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<tr>
<td>OntarioMD</td>
<td>Ormed Pharmaceuticals</td>
</tr>
<tr>
<td>Orthotics Prosthetics Canada</td>
<td>Osteoporosis Canada</td>
</tr>
<tr>
<td>Otsuka and Lundbeck Canada Alliance</td>
<td>Otsuka Canada Pharmaceuticals Inc.</td>
</tr>
<tr>
<td>Partners in Advanced Cardiac Evaluation (P.A.C.E)</td>
<td>Pacso Canada</td>
</tr>
<tr>
<td>Pedipharma Inc.</td>
<td>Pendopharm a division of Pharmascience Inc.</td>
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<tr>
<td>Pfizer - Women’s Health</td>
<td>Pfizer - Vaccines</td>
</tr>
<tr>
<td>Physicians For You</td>
<td>Procter &amp; Gamble - Dermatology</td>
</tr>
<tr>
<td>Prescription To Get Active</td>
<td>Procter &amp; Gamble - Gillette/Venus</td>
</tr>
<tr>
<td>Primacy Golden Mile Medical Centre</td>
<td>Procter &amp; Gamble - Personal Health Care</td>
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<tr>
<td>Primacy Management Inc.</td>
<td>Progenics Cord Blood Cryopank</td>
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<tr>
<td>Project ECHO Ontario</td>
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<tr>
<td>Prostate Cancer Canada</td>
<td>Public Health Agency of Canada</td>
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<tr>
<td>Purdue Pharma</td>
<td>Queens Urgent Care</td>
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<tr>
<td>Raymond James Ltd.</td>
<td>Renascent Treatment Centres</td>
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<tr>
<td>Roche Diabetes Care</td>
<td>Roche Diabetes Care</td>
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<td>Roche Diabetes Care</td>
<td>RSRS - Record Storage &amp; Retrieval Services Inc.</td>
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<tr>
<td>RxFiles</td>
<td>Saint Elizabeth Health Care</td>
</tr>
<tr>
<td>Sanofi Pasteur</td>
<td>Seafood Pharmaceuticals Inc.</td>
</tr>
<tr>
<td>Servier Canada</td>
<td>Shoppers Drug Mart</td>
</tr>
<tr>
<td>Sigvaris Corporation</td>
<td>SkyCare Pharmacy</td>
</tr>
<tr>
<td>Smith’s Pharmacy</td>
<td>Solace Health Network</td>
</tr>
<tr>
<td>Solica Medical Equipment</td>
<td>Spectrum Cannabis</td>
</tr>
<tr>
<td>Sprout Pharmaceuticals Canada Ltd.</td>
<td>STI Technologies Limited</td>
</tr>
<tr>
<td>Sunnybrook St. John’s Rehab</td>
<td>Sunovion Pharmaceuticals Inc.</td>
</tr>
<tr>
<td>Surgo Surgical Supply</td>
<td>Takeda Canada Inc.</td>
</tr>
<tr>
<td>Telus Health Solutions Inc.</td>
<td>The College of Family Physicians of Canada (CFPC)</td>
</tr>
<tr>
<td>The Lung Association</td>
<td>The Michener Institute of Education at UHN</td>
</tr>
<tr>
<td>The Ontario Centre of Excellence for Child and Youth Mental Health</td>
<td>The Regional Municipality of Halton</td>
</tr>
<tr>
<td>Thermor Ltd.</td>
<td>Tilray</td>
</tr>
<tr>
<td>Toronto Public Health</td>
<td>Toronto Vascular Ultrasound</td>
</tr>
<tr>
<td>Trudell Medical International</td>
<td>TruMed Supply Network Ltd.</td>
</tr>
<tr>
<td>University Heights Medical Centre</td>
<td>University of Manitoba Ongomiizwin Health Services</td>
</tr>
<tr>
<td>University of Toronto Bookstore</td>
<td>University of Toronto Undergraduate Program</td>
</tr>
<tr>
<td>Urgent Care Centres</td>
<td>Valneva Canada</td>
</tr>
</tbody>
</table>
Access the Interactive Floorplan on our website under the tab EXHIBITOR INFO.
May 6–9, 2020
The International Centre
Toronto, ON
Pri-Med.ca/Canada

**Exhibitor Contract**

**Company:**

**Address:**

**City:**

**Contact:**

**Phone:**

**Fax:**

**E-mail:**

**P.O. #:**

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### **Exhibit Space: Standard Booth Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate per sq. ft.</th>
<th>Booth Corners @ $</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’</td>
<td>$15.75</td>
<td>$83.75</td>
</tr>
<tr>
<td>20’ x 20’</td>
<td>$31.50</td>
<td>$630.00</td>
</tr>
</tbody>
</table>

**# Booth Corners @ $300 each**

---

### **Booth # Selection Choices**

**BOOTH # Selection Choices**

**Exhibit booth: 1**, **2**, **3**

---

### **Exhibitors Booth**

**Exhibitor Booth:** The exhibitor agrees to exhibit in the booth designated on the show floor plan.

**Exhibit Contents:** Exhibitors are responsible for compliance with all pertinent regulations and for any damage to exhibits, materials, or equipment. Exhibitors must comply with all regulations, rules, and policies governing the show and must remove all materials at the conclusion of the show.

**Exhibit Booth Hours:** Exhibitors must be in their booths at least 30 minutes prior to the opening of the show and must remain open during all hours of the show.

**Exhibit Booth Operation:** Exhibitors must operate their booths in a professional manner and conform to all rules, regulations, and policies of the show. Exhibitors must maintain their exhibits in a neat, clean, and attractive manner.

**Exhibit Booth Maintenance:** Exhibitors must maintain their exhibits in a neat, clean, and attractive manner and must remove all materials at the conclusion of the show.

**Exhibit Booth Removal:** Exhibitors must remove all materials from their exhibits at the conclusion of the show and must not leave any unsightly equipment or materials on the floor.

---

### **Payment Policy:**

**100% Due within 30 days in advance of the show.**

---

### **General Conditions**

**a) Compliance:** The exhibitor agrees to comply with all rules, regulations, and policies of the show, and agrees to abide by all terms and conditions of this contract.

**b) No Alterations:** Exhibitors are not permitted to make any alterations to their exhibits without the prior written consent of the show management.

**c) No Subletting:** Exhibitors are not permitted to sublet or assign their exhibits without the prior written consent of the show management.

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### **Insurance Policy**

**a) General Liability:** Exhibitors are required to carry general liability insurance of at least $1,000,000 per occurrence.

**b) Property Damage:** Exhibitors are required to carry property damage insurance of at least $1,000,000 per occurrence.

**c) Volunteer Liability:** Exhibitors are required to carry volunteer liability insurance of at least $1,000,000 per occurrence.

**d) Non-Owned:** Exhibitors are required to carry non-owned liability insurance of at least $1,000,000 per occurrence.

**e) Loss of Use:** Exhibitors are required to carry loss of use insurance of at least $1,000,000 per occurrence.

---

### **Exhibitor Signature**

**Exhibitor Signature:**

---

### **Payment Options**

**Please send payment to:**

**Insurance Policies:**

**Insurance Policies:**

---

### **HST:**

**HST:**

---

### **Contract Total:**

**Contract Total:**

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