

# Exhibitor Prospectus

Canada's Interprofessional Primary Care CME Conference  
And Exhibition For Family Physicians, Nurse Practitioners,  
Pharmacists And Other Health Care Professionals.

**pri**  **med** | **CANADA**  
*Virtual*

**18<sup>TH</sup>** Annual CME  
Conference

May 5-7, 2021

[pri-med.ca/Canada](http://pri-med.ca/Canada)

# Pri-Med Canada is going VIRTUAL

Here is  
why you  
need to  
exhibit

Engage with over 2500 HCP's in our interactive Virtual Exhibit area with 5.5+ hours of dedicated exhibitor break time over our 3 day event. Dynamic traffic driving activities such as our Passport Contest will further encourage delegates to visit your Virtual Exhibit.

Customize your very own Virtual Exhibit by adding your company description, web/social media links, logo's, show promotions, products, videos, custom colors + more! Additional interactive features include live chat, external video chat, meeting scheduler and survey link.

Our Virtual Exhibit area will be available to all attendees for the entire month of May following the event. This will give you even more exposure with our audience.

Easy access to ROI reports regarding booth visits, file downloads, website and social media traffic.

Introducing our new educational partner Humber River Hospital providing 24 hours of top quality CME.

Virtual Platform attracts a new/different audience.

*“The Immunization talk on September 2<sup>nd</sup> was spectacular...I have made all my appointments for shots!”*

*- Part 3 Attendee*

**pri med | NOW**    HOME    ON-DEMAND    VIRTUAL EVENTS    EXHIBITS    DISCUSSIONS

< Previous    Next >

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**Pri-Med NOW**

**pri med | NOW**

1101 Kingston Road  
Unit 310  
Pickering, ON, L1V 1B5  
**Phone: 1-877-669-6861**  
Visit Website

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INTRODUCING  
G Pri Med NOW



**pri med | NOW**

ONLINE KNOWLEDGE AT YOUR FINGERTIPS

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**Description**

Pri-Med is one of the largest primary care medical education providers in North America. We understand the learning needs of busy physicians given our expertise in CME and meeting management. Consequently, over 40,000 primary care clinicians register for our large portfolio of CME conferences across the United States and Canada every year. Through our partnerships with academic medicine and industry, Pri-Med continues to deliver balanced accredited education to drive better patient outcomes through learner feedback, reinforcement and reflection.

Pri-Med NOW

[Booth Chats](#)    [Booth Stats](#)

Hello laine vella - Please set your availability.

I am available to chat

Name	Type	Last Response	With	View
John Smith	Attendee	Nov 13, 2020 11:55am		<a href="#">View</a>

Pri-Med NOW

[Booth Chats](#)    [Booth Stats](#)

The Hit stats below are total cumulative hits.

<p>Booth Profile</p> <p>Hits</p> <p>392</p> <p><a href="#">Details</a></p>	<p>Website Hits</p> <p>2</p> <p><a href="#">Details</a></p>	<p>File Downloads</p> <p>27</p> <p><a href="#">Details</a></p>	<p>Booth Chats</p> <p>1</p> <p><a href="#">Details</a></p>	<p>Email Messages</p> <p>1</p> <p><a href="#">Details</a></p>
<p>Survey Link</p> <p>Hits</p> <p>0</p> <p><a href="#">Details</a></p>	<p>Schedule Link</p> <p>Hits</p> <p>0</p> <p><a href="#">Details</a></p>	<p>Passport Check-ins</p> <p>37</p> <p><a href="#">Details</a></p>		

# Daily Speaker Schedule 2021

## Exhibitor Hours:

Wednesday May 5<sup>th</sup> and Thursday May 6<sup>th</sup> from 9:30am to 4:30pm EST. Friday May 7<sup>th</sup> from 9:30am-4pm EST.

Date	Time	Topic	Speaker
Wednesday May 5	10:00 – 11:00 AM	The Latest on MicroBiome	Dr. Peter Lin
	11: 15 – 12:15 PM	Symposia	TBD
	11: 15 – 12:15 PM	Prostate Cancer update	Dr. Gerard Morton
		Breast Cancer – Updates in Screening and Treatments for Primary Care	Dr. Alexandra Ginty
	12: 30 – 1:30 PM	Symposia	TBD
	12:30 – 1:30 PM	Approach to PTSD in Primary Care	Dr. Jon Davine
		Cannabis & Risk Considerations	Dr. Melissa Snider-Adler
	1: 45 – 2:45 PM	Symposia	TBD
	1:45 – 2:45 PM	Latest Treatment Strategy in Optimizing Asthma Care – Better Control & Fewer Exacerbations	Dr. Harold Kim
		Deprescribing in the Elderly	Ms. Pam Howell
3:00 – 4:00 PM	COVID-19	Dr. Isaac Bogoch	
Thursday May 6	10:00 – 11:00 AM	Triglyceride Update	Dr. Subodh Verma
	11: 15 – 12:15 PM	Symposia	TBD
	11:15 – 12:15 PM	ADHD	Dr. Shawn Kao
		Ocular Manifestations of Systemic Disease	Dr. Ken Mandadakis
	12: 30 – 1:30 PM	Symposia	TBD
	12:30 – 1:30 PM	Women's Heart Health	Dr. Beth Abramson
		Headache Update	Dr. Christine Lay
	1: 45 – 2:45 PM	Symposia	TBD
	1:45 – 2:45 PM	Antibiotic Stewardship in the era of COVID-19	Dr. Allan Grill
Update on Thyroid Disease		Dr. Shereen Ezzat	
3:00 – 4:00 PM	COVID-19 Mental Health	Dr. Sonu Gaiind	
Friday May 7	10:00 – 11:00 AM	Obesity – New CPG	Dr. Arya Sharma
	11: 15 – 12:15 PM	Symposia	TBD
	11:15 – 12:15 PM	Inflammatory Back Disease	Dr. Adrienne Bacher
		Depression in the Elderly	Dr. Samir Sinha
	12: 30 – 1:30 PM	Symposia	TBD
	12:30 – 1:30 PM	Food Allergy, Anaphylaxis and the Underutilization of Epinephrine	Dr. Moshe Ben-Shoshan and Ms. Jennifer Gerdts
		It Is a Short Leap from Humour to Compassion	Dr. Kenneth Shonk
	1: 45 – 2:45 PM	Symposia	TBD
	1:45 – 2:45 PM	Immunization Update	Dr. Vivien Brown
		TBD	TBD
3:00 – 4:00 PM	Diabetes Care in 2021	Dr. Alice Cheng	

# Virtual Exhibit Space Opportunities:

## What's included?

### Pricing:

Virtual Non-Profit/Association booth **\$2,000**

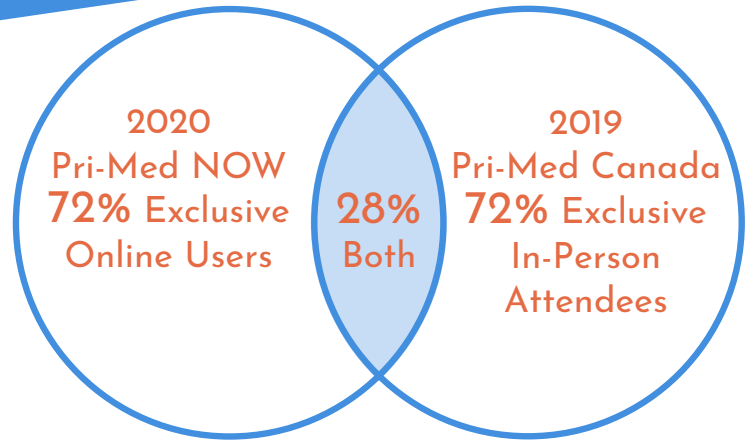
Virtual Regular booth **\$3,250**

- Company description, web/social media links, logo's, educational materials, show promotions, products, videos, custom colors, + more!
- Additional interactive features include built-in live text chat, external video chat, meeting scheduler and survey link.
- Register up to 15 Exhibit staff over duration of conference.
- Additional exposure with Exhibits live for the entire month of May (this does not include the built-in booth chat feature.)
- View Exhibit stats in real-time including total Exhibit views, web/social media clicks, file downloads, video views and more. Stats include first+last name, profession and company.
- Traffic driving activities such as the passport contest, surveys, moderator reminders + more.
- Dedicated marketing including email blasts, social media and web promotion.

# Attendee Demographics

“Thank you for the great day,  
and the slide deck for future  
reference. Much appreciated.”

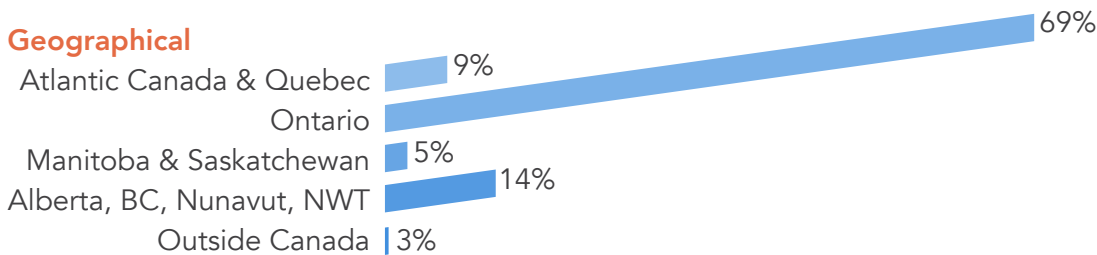
- Part 3 Attendee



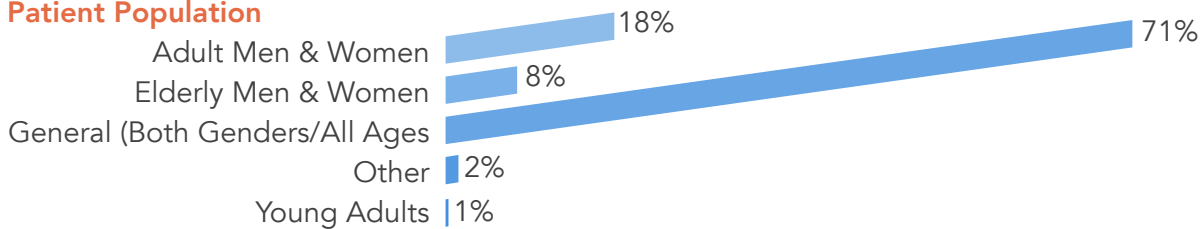
## Pri-Med NOW Demographics

(3,200+ registered as of November 6, 2020)

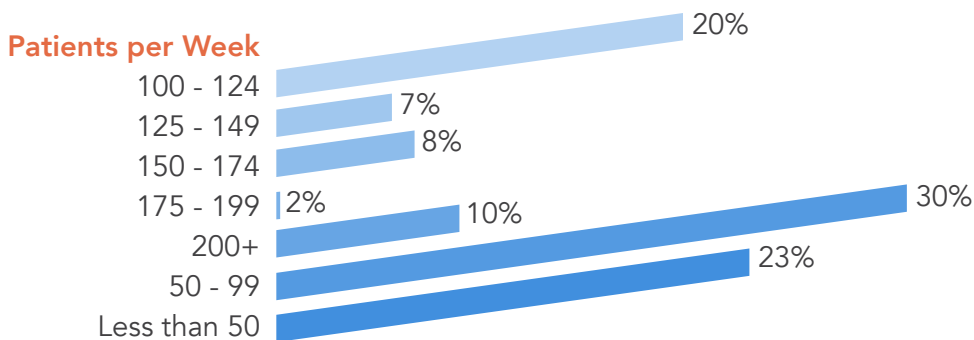
### Geographical



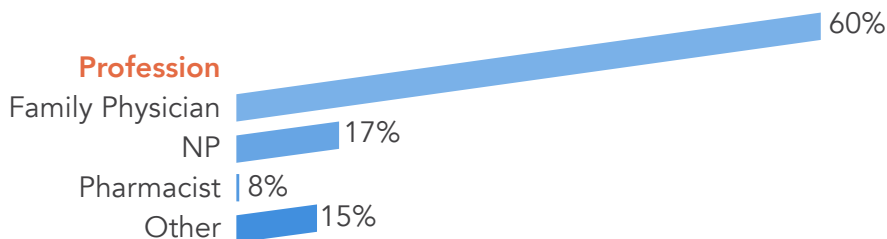
### Patient Population



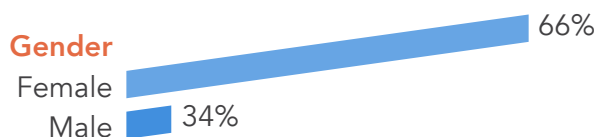
### Patients per Week



### Profession



### Gender



# Additional Sponsorship

**\*Additional opportunities to maximize your impact and generate more leads.** \*As of February 24, 2021

## Lead Retrieval Add-On

**Price: \$475<sup>+TAX</sup>**

This add-on feature allows you to capture contact information for attendees that interact with your virtual booth. The delegate information includes name, title, organization, address, email, phone and much more. All leads lists will be sent to the main booth contact following the event. Only attendees that gave us permission to share their information will be included in this list.

## Exhibitor Demo Video Presentation - Limited availability

**Price: \$2,500<sup>+TAX</sup>/ day**

Pre-Show promotion of Exhibitor Demo's included. Exhibitor Pre-Recorded Demo's run from 9:30am-10:00am each day. Exhibitor to provide speaker(s) and any honorarium. Show Management has final approval on presentation.

## New Product Showcase

**Price: \$500<sup>+TAX</sup>/ product**

Showcase your new product! Exhibitor receives a New Product tile that includes an image of your new product, your logo and a link to your Virtual Booth. Show Management has final approval on all new products.

## Official Guide Advertisement

**Price: \$1,400<sup>+TAX</sup>**

Full page advertisement in the Official Show Guide which will be distributed to all attendees and will also be available on our website. PAAB approval may be required.

## Exclusive Wellness Zone

**Price: \$5,000<sup>+TAX</sup>**

Sponsorship includes all three days. Pri-Med to provide 15 pre-recorded stretching videos. Sponsor can provide up to 3 pre-recorded short wellness videos and other wellness handouts. Sponsor will receive full branding of the Wellness Zone and sponsor recognition with all attendee promotion.

## Platinum Sponsorship - Limited availability

**Price: \$5,000<sup>+TAX</sup>**

Prime location in the Virtual Exhibit area, giving you high visibility and driving more attendees to your booth. This also includes a Leaderboard Banner Ad on our home page.

## Banner Advertisements - Limited availability

Rotating ads during the month of May with high visibility which can include a hyperlink directing attendees to your website.

**Skyscraper 160 X 600px**

**Price: \$1,200<sup>+TAX</sup>**

**Leaderboard 728 X 90px**

**Price: \$1,500<sup>+TAX</sup>**

PAAB approval may be required.

## Exclusive Custom E-Blast - Only 1 opportunity

**Price: \$2,500<sup>+TAX</sup>**

Promote directly to attendees. Provide us with your exclusive custom message in HTML format and Pri-Med Canada will e-mail to the event pre-registered attendees. PAAB approval may be required. Deployment date to be confirmed by Pri-Med.

For additional information contact:

**Maureen Graf**

Senior Exhibition Manager

mgraf@pri-med.ca

Direct: 905-593-0869 | Toll Free: 877-669-6961

For Symposia Opportunities:

**Trish MacNeil**

Senior Account Manager, Pri-Med Canada & Pri-Med Updates

tmacneil@pri-med.ca

Tel:(905) 376-0402

# Virtual Tradeshow Example

**pri med | NOW**    HOME    ON-DEMAND    VIRTUAL EVENTS    EXHIBITS    DISCUSSIONS

Filter by Categories

Search by Keyword

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

☆ Show My Favs Only



**1. MAILING ADDRESS**

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Company Name: \_\_\_\_\_

Product Division(s): \_\_\_\_\_

Street Address/PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Website Address: \_\_\_\_\_

Key Account Contact : \_\_\_\_\_ Email: \_\_\_\_\_

Materials Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

BILLING ADDRESS (if different from above)

Company Name: \_\_\_\_\_

Street Address/PO Box: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

A/P Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

A/P Contact Person: \_\_\_\_\_ A/P Email: \_\_\_\_\_

**2. AGREEMENT OF RESPONSIBLE PARTIES**

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The above described hereby agrees with Diversified Communications ULC ("Pri-Med"), to pay the below described fees on the below noted dates, as invoiced, and to comply with the Rules and Regulations **Exhibit A** (see below) and incorporated herein by reference, except that in the event that an advertising agency or other billing company is referenced above, the payment obligations under this Contract shall belong to the billing company exclusively.

**3. PAYMENT TERMS**

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- Balance due net 60 days prior to the start of each online program

All payments must be made payable to:  
Diversified Communications ULC

**4. PAYMENT METHODS**

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- **Cheque** - Diversified Communications ULC, Bank of America, Canada Branch, Lockbox 918640, Box 4090, Station A, Toronto, ON M5W 0E9
- **Wire Transfer/ACH**: Instructions available upon request.

Pri-Med reserves the right to charge late fees and assess penalties for overdue payments as set forth in **Exhibit A**. For billing inquiries, contact Accounts Receivable at (617) 406-4038 or at [accounts.receivable.invoice@pri-med.com](mailto:accounts.receivable.invoice@pri-med.com)

**5. CANCELLATION POLICY**

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No cancellation is effective unless given in writing by mail to Diversified Communications ULC, 1101 Kingston Road, Suite 310, Pickering, ON L1V 1B5 ATTN: Maureen Graf or by email to [mgraf@pri-med.ca](mailto:mgraf@pri-med.ca) The terms and conditions for cancellation are set forth in the Rules and Regulations attached hereto and incorporated herein.

**All outstanding fees are payable immediately upon cancellation.**

**6. PROMOTIONAL SERVICES (IN CANADIAN DOLLARS)**

Quantity	Description	Cost	HST	Total Cost Per Unit	Total
	Virtual Regular booth	\$3,250	\$422.50	\$3,672.50	
	Virtual Non-Profit/Association booth	\$2,000	\$260	\$2,260	
	Platinum Sponsorship	\$5,000	\$650	\$5,650	
	Exhibitor Demo Video Presentation	\$2,500	\$325	\$2,825	
	Banner Advertisement - Leaderboard	\$1,500	\$195	\$1,695	
	Banner Advertisement - Skyscraper	\$1,200	\$156	\$1,356	
	Exclusive Custom E-Blast	\$2,500	\$325	\$2,825	
	Official Guide Advertisement	\$1,400	\$182	\$1,582	
	Exclusive Wellness Zone	\$5,000	\$650	\$5,650	
	New Product Showcase	\$500	\$65	\$565	
	Lead Retrieval Add-On	\$475	\$61.75	\$536.75	
Total Fees for All Promotional Services:					

**NOTE: Failure of Advertiser to remit its advertising content, materials, graphic, and digital assets on the Material Due Date(s) provided to Content Manager may result in delay of campaign without consideration to Advertiser’s preferences. A materials checklist will be shared listing all requirements.**

**7. PRI-MED ACCEPTANCE**

The undersigned on behalf of Advertiser has reviewed and affirms that it shall abide by all Rules and Regulations set forth at **Exhibit A** (see below) Advertiser further affirms that acceptance of this Contract by Diversified Communications ULC constitutes a legal and binding agreement and that the undersigned is authorized to bind Advertiser regarding same.

*Contract must be signed & the deposit received to secure the resources needed to provide the Promotional Services described herein.*

**SEEN AND AGREED TO ON BEHALF OF ADVERTISER. IN THE EVENT THAT AN ADVERTISING AGENCY SIGNS BELOW, IT SIGNS ON ITS OWN BEHALF AS WELL.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**SIGNED ON BEHALF OF DIVERSIFIED COMMUNICATONS ULC**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_ Title: \_\_\_\_\_

**EXHIBIT A**  
**Promotional Services Rules and Regulations**

1. **ADVERTISING** – Diversified Communications ULC or Publisher shall use reasonably diligent efforts to provide the promotional services described above including the internet-related, digital or print advertising outlined within this Agreement. Any advertising content, graphics, materials or digital assets submitted by Advertiser must be in form and substance acceptable to Publisher and must be in compliance with commonly accepted industry standards including but not limited to the standards set forth in Publisher’s Terms of Use set forth at <https://now.pri-med.ca/terms-and-conditions> and fully incorporated herein by reference (hereinafter said standards are “Publisher’s Standards”). Additionally all of the rights and obligations of parties using Pri-Med websites, which are described in the above referenced Terms of Use, as the same may be updated and amended from time to time, shall also bind Advertiser even if the marketing services provided are only contained in printed or digital publications or materials that are not located on Pri-Med’s Website.

2. **PUBLISHER’S STANDARDS** – Publisher reserves the right to refuse to publish advertising for Advertiser or for any party whose product, service, or proposed advertisement is not in keeping with the character of the relevant Pri-Med event or publication, or whose advertising materials are not in compliance with Publisher’s Standards.

3. **FEES** – The fees set forth in this Contract shall be payable in accordance as invoiced on the dates and time frames set forth in the Contract.

a. For any amounts more than sixty (60) days past due, Advertiser’s rights in the marketing shall be forfeit and Publisher shall have the right to offer that marketing to others. Further Publisher shall have the right to terminate the contract and hold Advertiser responsible for payment of all amounts due as of the termination date, which shall accrue interest at the rate of 1.5% of the contract value per month, or if lower, the highest rate permitted by law.

b. For any amounts one hundred twenty (120) days past due, Pri-Med reserves the right to pursue collection through a third party collection agency and otherwise pursue all other rights and remedies that may be available to it, whether provided by law, equity or statute.

c. All rights and remedies of Publisher set forth herein are cumulative and not exclusive of any other rights or remedies that may be available to it, whether provided by law, equity, or statute.

4. **CANCELLATION** – In the event Advertiser desires to cancel all or part of the Contract the following provisions shall apply:

a. Written notice of cancellation must be delivered to Management by certified mail or an acknowledged e-mail to Diversified Communications ULC 1101 Kingston Road Unit 310, Pickering, ON L1V 1B5 [tmacneil@pri-med.ca](mailto:tmacneil@pri-med.ca).

b. In the event written notice of cancellation is received by Advertiser at least one (1) month (30 days) prior to the opening date of the Event(s) or the Digital Campaign start date (as the case may be) Advertiser will be responsible for and Publisher may retain one half (50%) of the Contract fee.

c. In the event written notice of cancellation is not received by Publisher least one (1) month (30 days) prior to the opening date of the Event(s) or the Digital Campaign start date, Advertiser shall be obligated to pay and Publisher may retain a cancellation fee equal to 100% of the Contract fee. All cancellation fees that may become due hereunder are acknowledged by Advertiser to constitute liquidated damages and are a reasonable and good-faith estimate of Publisher’s loss in the event of cancellation.

d. No Credits will be issued for previous Contract cancellations.

5. **CAMPAIGN START/END DATES** – All advertising campaigns will end no later than 5 PM Eastern Standard Time (EST) on the Campaign End Date. Publisher requires all advertising content, graphics, materials or digital assets to be submitted by Advertiser as set forth in the fulfillment letter provided by Pri-Med to Advertiser on or about the effective date of this Contract, which fulfillment letter is incorporated herein by reference. Failure to comply with Publisher’s Standards or due dates in the fulfillment letter will result in a delay of campaign without respect to Campaign End Date and in such a case Publisher reserves the right not to run Advertiser’s campaign at all. Advertiser is liable for all fees associated with the creation, development and design of advertising content, graphics, materials

or digital assets in association with this Agreement. An Advertiser whose campaign is delayed or cancelled due to Advertiser's failure to comply with Publisher's standards or due dates set forth in the fulfillment letter shall remain liable for all advertising fees described herein.

6. INDEMNITY – Advertiser shall at all times defend, indemnify and hold harmless Publisher and its officers, directors, shareholders, employees, accountants, attorneys, agents, affiliates, subsidiaries, successors, and assigns from and against any and all third-party claims, damages, liabilities, costs and expenses, including reasonable legal fees and expenses, arising out of or related to the content of Advertiser's advertisements served by Publisher pursuant to this Agreement and/or any materials to which any Pri-Med website users can link through from those advertisements.

#### 7. LIMITATION OF LIABILITY

a. Under no circumstances shall Publisher be liable to Advertiser or any third party for indirect, merchantability, fitness for particular purposes, suitability, quality or otherwise with respect to any Pri-Med website or Pri-Med printed publications and makes no guarantees that the Advertiser will experience increased business or sales from its advertising.

b. Publisher disclaims any and all representations and warranties, including any regarding incidental, consequential, special or exemplary damages (even if advised of the possibility of such damages), arising from this Agreement, such as, but not limited to, loss of revenue or anticipated profits or lost business, costs of delay, or liabilities to third parties arising from any source.

c. In no event shall Publisher be liable in any way for an amount greater than the payment owed to Publisher set forth in this Agreement.

d. Publisher would not have entered into the Agreement but for the limitations contained within this section.

8. INTELLECTUAL PROPERTY RIGHTS – Neither party will acquire any ownership interest in each other's intellectual property. Publisher shall have the right to place Advertiser's logo, trade name and trademark on any advertising from Advertiser and to otherwise use such items in connection with the purposes of this Contract. To the extent that the promotional services include any white paper, research report, webinar, interactive poster gallery, or virtual presenter, Pri-Med retains all ownership rights in the marketing product and the data set forth therein. Advertiser's rights are limited to a non-exclusive license having usage terms as defined more specifically herein.

9. FORCE MAJEURE – Neither Publisher nor Advertiser shall be liable to the other for any failure or delay in its performance due to any cause beyond its control, including but not limited to acts of war, acts of God, riot, sabotage, labor shortage or dispute, internet interruption, government acts, pandemic and other similar events beyond a parties' control that make performance of the Contract impossible or impracticable.

10. RIGHT OF FIRST REFUSAL – Publisher does not guarantee a Right of First Refusal to Advertiser for any previously selected nor contracted advertising opportunities with any Pri-Med websites, Pri-Med events or Pri-Med printed publications or materials.

11. MISCELLANEOUS – This Agreement constitutes and contains the entire agreement between the parties with respect to the subject matter hereof and supersedes any prior or contemporaneous oral or written Marketing Services agreements. Each party acknowledges and agrees that the other has not made any representations, warranties or agreements of any kind, except as expressly set forth herein. This Agreement may not be modified or amended, except by a written instrument in signed by both of the parties hereto. This Agreement will be deemed entered into in Ontario and will be governed by and interpreted in accordance with the laws of Ontario, excluding that body of law known as conflicts of law.

# Contacts



**Maureen Graf**

Senior Exhibition Manager,  
Pri-Med Canada  
Tel:(905) 593-0869  
Email: [mgraf@pri-med.ca](mailto:mgraf@pri-med.ca)

**Trish MacNeil**

Senior Account Manager,  
Pri-Med Canada & Pri-Med Updates  
Tel:(905) 376-0402  
Email: [tmacneil@pri-med.ca](mailto:tmacneil@pri-med.ca)