



BETTER OUTCOMES TOGETHER: Empowering Teams for Patient-Centered Care

SPONSOR PROSPECTUS

About AFHTO

The Association of Family Health Teams of Ontario is a not-for-profit association that represents almost 200 Family Health Teams, Nurse Practitioner-Led Clinics and other interprofessional primary care teams in Ontario. AFHTO supports its member organizations with advocacy, training and resources, community, professional development and networking opportunities.

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ABOUT AFHTO MEMBERS

For most Ontarians, primary care providers are the entry point to the health care system. When patients are sick or hurt, they turn to them first. And for the best care, it takes a team.

Primary health care teams are teams of interprofessional health providers that provide comprehensive primary care. Although team composition may differ, they typically include family physicians and nurse practitioners who work in concert with other healthcare providers, such as dietitians, social workers and more. AFHTO members have as many as 15 different health care providers that work in team-based care. And all these providers take care of the whole patient.

- AFHTO currently has 190 member organizations
- Over 2000 family physicians and 2400 other health professionals work in our member teams.
- Primary care teams, not just 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.

ABOUT THE CONFERENCE

The annual AFHTO Conference brings together over 500 interprofessional team members from AFHTO member organizations, government and regulatory bodies, and others in the primary care sector to exchange ideas and share knowledge. The goal of the conference is to help primary care providers advance their efforts towards

- improving quality of care,
- increasing capacity to assure access for patients, and
- reducing the total cost of care to support a sustainable health care system.

The program includes keynote speakers, peer presentations and posters, collaborative working sessions, and informal networking. The conference includes an exhibit hall to provide primary care providers with opportunities to build networks, make connections with support organizations and learn of potential resources to improve patient care.

The AFHTO conference provides exhibitors and sponsors with a valuable opportunity to interact on a one-to-one level with a diverse range of clients (executive directors, NPs, other health care providers, between physicians and staff) from primary health care teams, including small, rural and Northern teams.

CONCURRENT SESSION THEMES

Expanding
access to team-
based care

Supporting the
implementation
of primary care
networks

Investing in the
digital health of
primary care

Mental health
and addictions

SPONSOR PROSPECTUS

OVER 500
ATTENDEES

REPUTATION FOR
PRIORITISING
RELEVANT CONTENT

MUST-ATTEND
EVENT FOR MANY
IN PRIMARY CARE

ABOUT THE AUDIENCE

The AFHTO Conference attracts over 500 attendees including interprofessional team members from AFHTO member organizations, government and regulatory bodies, and others in the primary care sector.

Top roles represented by attendees:

- Executive Directors & Board
- Physicians & Nurse Practitioners
- Administrators & Program Leads
- Nurses (RN / RPN)
- Quality Improvement Professionals

**HALF OF CONFERENCE
ATTENDEES ARE KEY
DECISION MAKERS**

EXHIBIT BOOTH

EXHIBIT BOOTH

Early Bird Pricing
until Aug. 25th

\$2,800+HST

After Aug. 25th

\$2,900+HST

Your 10-foot booth space includes:

- 6' table & two chairs
- Free WiFi Internet Access
- Company name in Exhibitor list in printed program
- Company name in Exhibitor list on conference website
- Two complimentary booth staff badges (option to upgrade badges to full conference registrations at a discounted rate)
- Lead retrieval available at additional cost

There are a limited number of Not-for-Profit Exhibit booths available at a discounted rate of \$2,170 Early Bird / \$2,270 after Aug 25 + HST

Eligibility: government agencies, charities or health care organizations with the sole purpose of providing free resources/services to AFHTO conference participants.

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SPONSORSHIP

As a sponsor you'll get an exhibit booth in a priority location in the exhibit hall, logo recognition leading up to and during the event, and complimentary conference registration(s). Select your visibility package below.

| Sponsorship Options | Gold \$12,500 | Silver \$8,750 | Bronze \$5,000 |
|---|---------------------------------|---------------------------------|-------------------|
| 10-foot booth space (with inclusions listed above) The value of this benefit is taxable so \$222.30 HST will be added to the invoice | ✓ | ✓ | ✓ |
| Logo and sponsorship level listed in printed program | ✓ | ✓ | ✓ |
| Recognition on AFHTO social media channels | ✓ | ✓ | ✓ |
| Logo and sponsorship level on conference website | ✓ (with weblink to company URL) | ✓ (with weblink to company URL) | ✓ |
| Complimentary conference registration (value \$1,159) | 2 | 2 | |
| First Right of Refusal on same sponsorship for 2025 (subject to changes in the sponsorship and conference program) | ✓ | ✓ | |
| One piece of promotional material in registration bag | ✓ | ✓ | |
| Attendee list (list of organizations represented & individuals who opt in) | ✓ | ✓ | |
| Logo and sponsorship level on sponsor loop played during meals | ✓ | ✓ | |
| Dedicated email blast to membership, leading up to the conference | ✓ | | |
| Recognition during Opening Plenary | ✓ | | |
| Dedicated posts on AFHTO social media channels | 3 | | |



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OTHER OPTIONS

REGISTRATION SPONSOR

\$3,000

- Your Name or logo will be featured on lanyards
- Your logo will be included on signage at the registration desk
- Your logo with weblink to company URL will be featured on the registration form and confirmation emails
- Opportunity to position your team members at the registration desk to personally welcome and assist attendees
- First right of refusal on registration sponsorship for 2025 conference

COFFEE SPONSORSHIP

\$1,450/day

- Name and logo displayed on coffee stations throughout the day
- Right to host latte/specialty coffee station or hospitality at break(s)
 - All costs associated with the hospitality will be the responsibility of the sponsor (AFHTO reserves the right to approve hospitality plans)
- Your logo will be posted on conference website under meals & coffee sponsorship
- Opportunity to supply logo'd napkins at coffee stations throughout the day
- One dedicated tweet about break sponsorship during the event, to include handle or hashtag

EMAIL SPONSORSHIP

\$800

- Your logo with weblink featured on all promotional email blasts for the conference

BREAKFAST/LUNCH SPONSOR

\$1,450/meal

- Name and logo displayed on buffet stations at sponsored meal
- Right to host specialty beverage station, chef-attended action station or other hospitality at sponsored meal
 - All costs associated with the hospitality will be the responsibility of the sponsor (AFHTO reserves the right to approve hospitality plans)
- One dedicated tweet about sponsorship during the meal, to include handle or hashtag
- Right to display pop-up banner or other signage during sponsored meal
- A dedicated slide will be included in sponsor loop during sponsored meal
- Your name will be listed with the sponsored meal in the conference agenda on the website and in the printed program book
- Opportunity to supply branded swag on tables for sponsored meal
- Your logo will be included on a tent card placed on tables during meals
- Your logo will be posted on conference website under meals & coffee sponsorship



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OTHER OPTIONS

MOBILE APP SPONSORSHIP

\$3,600

- Your logo will be featured on the mobile app splash page and banners
- Your logo will be included on the email to attendees and in the program book with instructions to download the app
- You will be recognized where information about the app is listed on the conference website and emails
- You will be recognized in 2 social media posts regarding the app
- Your logo will show on a dedicated slide in sponsor loop, highlighting the app
- First right of refusal on app sponsorship for 2025 conference (if a mobile app is offered)

GRAND PRIZE SPONSOR

\$750

- Your logo will be featured on conference game ballot given to each attendee
- Your logo will be included on signage at the ballot drop box
- You will be recognized verbally from the podium when winners name is drawn
- Your logo will show on a dedicated slide in sponsor loop, highlighting the conference game and prize(s)
- Right to have representative on-stage to draw name and present the prize

CO-BRANDING ON DELEGATE BAG

\$1,750

- Your logo will be featured, with AFHTO logo, on the bag given to each attendee

BRIGHT LIGHTS AWARDS SPONSORSHIP

- Contact us to discuss options for participation in our Bright Lights program

YOGA SPONSORSHIP

\$790

- Your name will be listed with the yoga session on the agenda and registration form
- Your logo with weblink will be included on the email sending out session details to those signed up
- You are invited to send up to 5 people to join the yoga session (and/or you will receive log-on credentials for an unlimited number to participate virtually)

GROUP BRAIN DATES SPONSORSHIP

\$2,500

- Your logo will be displayed at group networking spaces
- Your name will be listed with the group brain dates information in the printed program
- You will be recognized in 2 social media posts regarding the group brain dates
- Your logo will show on a dedicated slide in sponsor loop, highlighting the hot topics and networking spaces



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SPONSOR PROSPECTUS

TERMS & CONDITIONS

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/booth.

Registration Requirement: AFHTO's policy is that all who attend the AFHTO conference, including speakers and those participating in booths, must register for the conference. Your sponsorship/booth includes complimentary access to the event for a set number of participants, as listed above, any additional participants must register for the conference at the appropriate rate.

- Complimentary conference attendance provides access to conference sessions and presentations, and meals (regular price \$1,159)
- Complimentary booth staff badge includes meals but no access to conference sessions and presentations (regular price \$430). These badges may be upgraded to full conference registrations for \$500.

Booth numbers will be assigned based on a first-come-first-served basis, with sponsors getting priority placement. Booth numbers will not be assigned until sponsorship/exhibit invoice is paid in full.

The AFHTO Conference Exhibit Hall is meant to provide primary care providers with opportunities to build networks, make connections with your organization 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.

Promotional materials to be placed in registration bags must be approved by AFHTO. A sample or soft-copy will be requested.

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 2.5% per month, from the original invoice date until payment 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. 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.

Contact Information

Stephanie Barkley, CMP

AFHTO Conference Sponsorship Coordinator

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