

# Demonstrating and Celebrating the Value of Family Health Teams

## Conference Participants

Over 500 executive directors, board members, physicians, staff, stakeholder associations and government representatives, about half of whom are key decision makers and leaders, will attend.

## The conference program is built around these themes:

- Improving the patient's experience of care
- System integration: building the team beyond the Family Health Team
- Getting data and using it to improve care
- Leveraging technology to improve quality and efficiency of care
- The Triple Aim— better care, better health, better value
- Strengthening Family Health Team leadership and governance
- Improving care for people living with mental health challenges
- Access and capacity
- Best practices in health promotion and chronic care
- Meeting needs of special populations
- Strengthening the team

## Facts about Family Health Teams:

- Family doctors and other health care providers co-ordinate comprehensive high-quality of care for patients and communities. Their focus is on keeping people healthy, not just treating them when they're sick.
- In the 186 Family Health Teams across Ontario there are:
  - Over 2,000 family physicians and 2,400 other health professionals
  - More than 2.8 million Ontarians currently enrolled

## The Association of Family Health Teams of Ontario (AFHTO)

AFHTO is the voice for Family Health Teams in Ontario. AFHTO works with and on behalf of its members as the advocate, champion, network, and resource center for Family Health Teams, to support them in improving and delivering optimal interprofessional care.



association of family  
health teams of ontario

## Sponsorship & Exhibitor Prospectus

Increase your corporate visibility with over 500 leaders from Family Health Teams across Ontario.

## AFHTO 2012 Conference

Tuesday, October 16 & Wednesday, October 17

### Toronto Hilton

145 Richmond St. W,  
Toronto, ON

[www.afhto.ca](http://www.afhto.ca)

## Sponsorship allows you to:

- Reach the decision makers within Family Health Teams.
- Obtain valuable exposure with current and potential clients.
- Deepen your insight into the needs and requirements of Family Health Teams in order to better serve them.
- Demonstrate your support for Family Health Teams in delivering value and quality care to patients.



## Sponsorship & Exhibitor Opportunities

|  | Platinum<br>\$15,000 | Gold<br>\$10,000 | Silver<br>\$7,000 | Bronze<br>\$4,000 | Exhibitor<br>\$2,000 |
|--|----------------------|------------------|-------------------|-------------------|----------------------|
| # of complimentary conference registrations                              | 4                    | 3                | 2                 | 1                 | 1                    |
| Complimentary break snack and lunch included with registration           | x                    | x                | x                 | x                 | x                    |
| Free WiFi wireless internet access                                       | x                    | x                | x                 | x                 | x                    |
| 6ft table top exhibit  | prime location       | prime location   | x                 | x                 | x                    |
| Conference program lists logos of sponsors and their sponsorship level   | x                    | x                | x                 | x                 | -                    |
| Opportunity to sponsor/deliver a workshop presentation at the conference | x                    | x                | x                 | -                 | -                    |
| One piece of promotional material in registration bag                    | x                    | x                | x                 | -                 | -                    |
| Recognition during opening plenary                                       | x                    | x                | -                 | -                 | -                    |
| Full page advertisement included in conference program                   | x                    | -                | -                 | -                 | -                    |

*All sponsorship levels are quoted in Canadian dollars.*

### Registration Requirement

AFHTO's policy is that all who attend the AFHTO conference, including speakers and those participating in exhibitor tables, must register for the conference at the appropriate rate.



### Sponsorship & Exhibitor Request Form

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

#### Please indicate sponsorship level:

|          |          |           |         |
|----------|----------|-----------|---------|
| Platinum | \$15,000 | Silver    | \$7,000 |
| Gold     | \$10,000 | Bronze    | \$4,000 |
|          |          | Exhibitor | \$2,000 |

Please submit completed form and cheque to:

#### Association of Family Health Teams of Ontario

203 College Street, Suite 402  
Toronto ON M5T 1P9

Telephone: (647) 234-8605

E-mail: [info@afhto.ca](mailto:info@afhto.ca)

Web: [www.afhto.ca](http://www.afhto.ca)

#### Policies & key information:

- AFHTO reserves the right to accept or decline any application
- Key deadlines and information will be forwarded upon acceptance of application