

According to exhibitors, participating in the AFHTO Conference provides valuable opportunities to interact with clients.

#### Conference Participants

About 900 executive directors, board members, physicians and staff from family care teams across Ontario, about half of whom are key decision makers and leaders. Stakeholder associations and government representatives will attend as well.

#### The conference program is built around these themes:

1. Accountability and governance for patient-centred care
2. Engaging the patient in their care
3. Responding to community needs
4. Team collaboration in patient-centred care
5. Integrating the community around the patient
6. Using data to improve transitions of care and care coordination
7. Clinical innovations in comprehensive primary care

#### Facts about family care teams:

- AFHTO members provide comprehensive primary health care to over 3 million patients. That's more than 25% of all Ontarians.
- Over 2,000 family physicians and 2,400 other health professionals
- The smallest teams serve over 1,000 patients and the largest serve approximately 240,000 patients.

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

AFHTO is a not-for-profit association representing Ontario's family care teams, which includes Family Health Teams, Nurse Practitioner-Led Clinics and others who provide interprofessional comprehensive care. AFHTO works to support the implementation and growth of family care teams by promoting best practices, sharing lessons learned, and advocating on behalf of all family care teams.

## In Partnership with Patients: True Integration of Care

### Sponsor & Exhibitor Prospectus



### AFHTO 2014 Conference

Wednesday, October 15 &  
Thursday, October 16

Westin Harbour Castle  
One Harbour Square  
Toronto, ON

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

Increase your corporate visibility with  
**900 leaders** from primary care  
organizations across Ontario.

#### Sponsorship options allow you to:

- Showcase your products and services live to the people who will directly benefit from them
- Reach all conference participants by including materials in registration kits
- Link your company's name with excellence in healthcare delivery by sponsoring an AFHTO "Bright Light" Award

**afhto** association of family  
health teams of ontario

# Sponsorship & Exhibitor Opportunities

General Sponsorship	Gold \$10,000	Silver \$7,000	Bronze \$4,000
# of conference registrations included (\$650 value per registration)	3	2	1
Complimentary snacks and lunches	x	x	x
Free WiFi internet access	x	x	x
6ft table top exhibit	prime location	x	x
Logo and sponsorship level listed in conference program	x	x	x
One piece of promotional material in registration bag	x	x	-
Recognition during opening plenary	x	-	-



## Sponsorship Upgrade Options

(Must be a gold, silver or bronze sponsor to apply)

	Add \$
<b>Networking room and charging station</b> • Signage with company logo will be placed near entrance and on charging station	min \$2,500
<b>Day 1 or 2 luncheon sponsorship</b> • Signage with company logo will be placed near buffet station • Up to 12 sponsors per lunch (exclusive option available*)	min \$4,000
<b>Day 1 or 2 breakfast sponsorship</b> • Signage with company logo will be placed near buffet station • Up to 10 sponsors per breakfast (exclusive option available*)	min \$3,000
<b>Day 1 or 2 refreshment break sponsorship</b> • Signage with company logo will be placed near buffet station • Up to 6 sponsors per break (exclusive option available*)	min \$2,500

**\*To build your sponsorship and exhibitor package, please contact Sal Abdolzahraei.**

Phone: (647) 234-8605 ext. 200 | Email: [saleemeh@afhto.ca](mailto:saleemeh@afhto.ca)

## 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.

## Bright Light Awards Sponsorship

(Must be a gold, silver or bronze sponsor to apply)

	Add \$
<b>Education grant to winning team</b> • Select a prize or grant to be used for continuing education, innovation or another appropriate purpose by the winning team • Earn a \$1,000 discount on your sponsorship • One complimentary dinner ticket (\$95 value) • Send a delegate to present award to winner	\$3,000
<b>Awards dinner table wine</b> • Logo can be supplied to place on wine bottles at each table • Acknowledgement during awards dinner opening remarks	\$3,000
<b>Awards dinner reception</b> • Signage with company logo placed in reception area • Acknowledgement during awards dinner opening remarks • Maximum 2 sponsors (exclusive option available*)	min \$2,500



## Exhibit Space – WAITLIST ONLY

	Total
• 6ft table top exhibit (total space is 5ft by 8ft) • One complimentary conference registration (value \$650) • Complimentary breakfast, snacks and lunch • Free WiFi internet access • Exhibit space will be assigned based on sponsorship level and date confirmed. <b>Book your space early for a prime location.</b>	\$2,000
<b>Not-for Profit exhibitor (SOLD OUT)</b> <i>Eligible organizations: government agencies, charities or healthcare organizations that have the sole purpose of providing free resources/services to AFHTO conference participants.</i>	\$1,500

## Policies & Key Information:

- AFHTO reserves the right to accept or decline any organization.
- Key deadlines and information will be forwarded upon acceptance of sponsorship/exhibit.