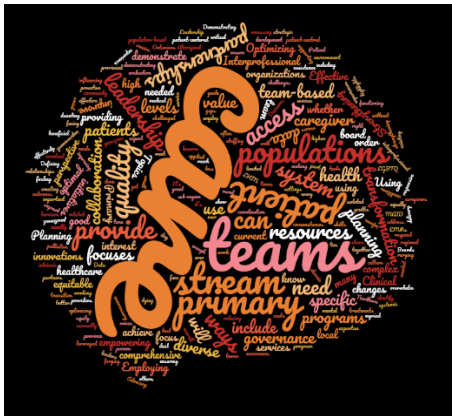


Improving Primary Care Together

Sponsor & Exhibitor Prospectus



Increase your visibility with more than **850 leaders** from primary care organizations across Ontario.

Sponsorship options allow you to:

- Enhance your connection to your clients, health care providers who use your products and services and would benefit from a better understanding of all you have to offer
- Reach all conference attendees by including materials in registration kits
- Link your brand with excellence in health care by sponsoring an AFHTO "Bright Lights" Award

AFHTO 2017 Conference

Wednesday, October 25
& Thursday, October 26

Westin Harbour Castle
One Harbour Square
Toronto, Ontario

www.afhto.ca

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

Sponsorship & Exhibitor Opportunities

All sponsorship levels are quoted in Canadian Dollars (\$CAD).

General Sponsorship	Gold Sponsor \$10,000	Silver Sponsor \$7,000	Bronze Sponsor \$4,000	Exhibitor \$2,000
Complimentary registration (Value \$700 each)	3	2	1	1
Complimentary snacks and lunches	x	x	x	x
Free WiFi internet access	x	x	x	x
6ft table top exhibit	prime location	x	x	x
Inclusion in "Conference Passport Game"	x	x	x	x
Company name in exhibitor list in program	x	x	x	x
Logo and sponsorship level listed in program	x	x	x	
One piece of promotional material in registration bag	x	x		
Recognition during opening plenary	x			
Opportunity to sponsor Bright Lights award	x			

Not-for Profit exhibitor (limited spaces available)

Fee: \$1,500

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

BRIGHT LIGHTS AWARDS



SPONSORS – Add an award sponsorship by June 20, 2017 to associate your brand with excellence in health care

Bright Lights Award Sponsorship \$2,000

Available exclusively to Gold Sponsors

- Present a unique prize or grant to be used for continuing education, innovation or another appropriate purpose by the winning team of an award category
- **NEW** Gain even more exposure with two events- opening lunch and an evening reception
- One complimentary reception ticket (\$40 value)
- Send a delegate to present award
- Additional acknowledgment on AFHTO website and social media

“Conference Passport Game”

All conference sponsors and exhibitors are welcome to participate in this activity to engage with attendees throughout the conference.

- Sponsors and exhibitors are invited to contribute prizes for the winners to be announced at the closing plenary.
- Further details to be announced – stay tuned for more.

To discuss sponsoring or exhibiting at the AFHTO 2017 Conference,
please contact:

Stephanie Barkley, AFHTO Conference Sponsorship Coordinator
Phone: 1-888-245-4634 | Email: afhto@mosaicevents.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.

Conference Participants

More than 850 executive directors, board members, physicians and staff from primary care teams across Ontario, about half of whom are key decision makers and leaders. Stakeholder associations and government representatives will also attend.

The conference program is built around these themes:

1. Effective leadership and governance for system transformation
2. Planning programs for equitable access to care
3. Employing and empowering the patient and caregiver perspective
4. Strengthening partnerships
5. Optimizing use of resources
6. Using data to demonstrate value and improve quality of care
7. Clinical innovations for specific populations

Facts about primary 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 work in our teams.
- The smallest teams serve over 1,000 patients and the largest serve approximately 260,000 patients.

The Association of Family Health Teams of Ontario (AFHTO)

AFHTO is a not-for-profit association representing Ontario's primary care teams, which includes Family Health Teams, Nurse Practitioner-Led Clinics and others who provide interprofessional comprehensive care. To learn more please visit www.afhto.ca.

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.