



SPONSOR
Prospectus

**WE ARE
AFHTO**

The Association of Family Health Teams of Ontario (AFHTO) is a not-for-profit organization that unites nearly 200 primary care teams, nurse practitioner-led clinics, and other forward-thinking interprofessional healthcare teams across Ontario. We equip and empower these teams with the advocacy, resources, and professional development they need to advance the future of healthcare in Ontario. AFHTO is a hub for collaboration and evidence-based care, fostering a strong community of providers and other healthcare leaders dedicated to transforming the primary care landscape in the province.



ABOUT

Our Members

Primary care is where we typically turn first when we're sick, vulnerable or in need of someone to listen and guide us. It's there we find trust, comfort and continuity of care while feeling seen, heard and valued. These teams of dedicated healthcare professionals work together to look after you, the whole you. While every team looks a little different, they all share a common goal: care through collaboration. Primary care teams often include family physicians and nurse practitioners working alongside dietitians, social workers and other professionals who come together to change lives. The best care takes a team and for AFHTO members that may include as many as 15 different providers.

- AFHTO currently has 190 member organizations.
- Over 2,000 family physicians and 2,400 other health professionals work in our member teams.
- Primary care teams, not just AFHTO members, provide comprehensive primary health care to over three 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.

NOT AN ORDINARY

Healthcare Conference

The Power of Primary Care isn't your typical healthcare conference. It's built for providers and healthcare leaders who are done with the status quo and ready to shake things up. This annual event brings together interprofessional providers from AFHTO member organizations, government bodies, and beyond to unite for real talk, bold ideas, and to spark something bigger.

This conference is a unique opportunity to engage with a diverse audience and even connect one-on-one with executive directors, nurse practitioners, physicians, front-line staff and others shaping healthcare. Whether you're connecting with big city, rural, or Northern teams of any size, *The Power of Primary Care* conference, hosted by AFHTO, offers an experience that could transform the way you do business with the healthcare sector.

**This is more than a conference.
It's where the future of healthcare takes shape.
Will you be part of it?**

WHO YOU'LL MEET AT The Conference

The Power of Primary Care brings together over 500 frontline innovators, bold leaders, and system-shapers. You'll be in the room with a high-impact crowd, including:

- Executive directors and board members
- Physicians and nurse practitioners
- Administrators and program leads
- Nurses (RNs/RPNs)
- Quality improvement professionals

Over half of all attendees are decision-makers. That means real influence, real connections, and a real opportunity to make meaningful connections.



EXHIBIT Booth

Your 10-foot booth space includes:

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

Pricing

Early Bird until Sept 4th
\$3,000+HST

After Sept 4th
\$3,250+HST

There are a limited number of Not-for-Profit Exhibit Booths available at a discounted rate of \$2,325 Early Bird / \$2,575 after Sept 4th + HST*

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

2025 CONFERENCE

SPONSORSHIP Levels

Connector Sponsor

\$4,300

Get in front of the people who make primary care happen. Get on their radar, build awareness, and make meaningful first connections.

- ✓ Booth (with inclusions listed and priority placement on the exhibit floor)
- ✓ Logo and sponsorship level on conference website with weblink to company URL
- ✓ Logo and sponsorship level on sponsor loop played during meals
- ✓ Recognition on AFHTO social media channels
- ✓ One piece of promotional material in registration bag
- ✓ Logo and profile page in mobile app with weblink to company URL
- ✓ Option for double-wide booth at reduced rate

Advocate Sponsor

\$9,000

Go beyond visibility and gain access to more opportunities for engagement. As an Advocate sponsor, you're not just in the room, you're part of the movement for change.

- ✓ Connector level benefits +
- ✓ Complimentary upgrade to double-wide booth space
- ✓ 2 Complimentary conference registrations (valued at \$1,250 each)
- ✓ Attendee list (list of organizations represented & individuals who opt in)
- ✓ Dedicated slide in sponsor loop played during meals
- ✓ Recognition during Opening Plenary
- ✓ 3 Dedicated posts on AFHTO social media channels
- ✓ Your logo with weblink featured on all promotional email blasts for the conference
- ✓ First Right of Refusal on same sponsorship for 2026 (subject to changes in the sponsorship and conference program)
- ✓ Option to donate grand prize for draw
- ✓ Push notification in mobile app

Visionary Sponsor

\$15,000

Get recognized as a thought leader, innovator, and champion of what's next in healthcare by those pushing for change.

- ✓ Connector and Advocate level benefits +
- ✓ Dedicated email blast to mailing list, leading up to the conference
- ✓ Option to host sponsored session

CONTRIBUTE TO THE CONVERSATION

Sponsored Sessions

We're inviting a limited number of partners to sponsor and support six dedicated 1-hour sessions integrated directly into *The Power of Primary Care: The Foundation of Integrated Health Systems* conference program. These sessions offer a unique platform to share timely, relevant, and evidence-informed perspectives that align with the conference's core focus: strengthening team-based primary care as the foundation of a high-performing health system.

This is not a promotional opportunity—it's a chance to meaningfully contribute to the learning objectives

of an accredited conference, curated in accordance with the College of Family Physicians of Canada's ethical standards. All content will be reviewed for alignment with program goals and developed independently from commercial influence.

By supporting a sponsored session, you demonstrate your organization's commitment to advancing collaborative, integrated care—and position yourself as a thought partner in building stronger primary care systems across Canada.

Contact us to discuss further.

OTHER

Options

Let your brand bring the magic.

Looking for something a little different? Our à la carte options offer creative, high-visibility ways to show up, stand out, and contribute to the energy of *The Power of Primary Care* conference. These add-ons are perfect for organizations that want to make a splash while supporting an unforgettable delegate experience. À la carte options include recognition on the conference website, mobile app and sponsor loop. Limited opportunities available so get in early!

T-Shirts **\$7,500**

Who doesn't love a great tee?

Sponsor our official conference T-shirt, perfect for team photo ops, giveaways, and instant visibility. Delegates will be repping your brand long after the event ends. (Spoiler alert: matching tees = instant team selfies.)

Photo Booth **\$3,500**

Say "primary care!"

Help us bring the fun with a branded photo booth complete with team photo competitions and shareable moments. Your logo will live on every photo strip and Instagram story. Who says health systems can't be photogenic?

Whiteboard Wall **\$7,500**

Ideas, doodles, and big conversations start here.

This giant, interactive wall will feature key questions tied to the conference themes. Attendees will keep coming back to write, reflect, and connect. It's a living installation and your brand gets top billing as the host of the conversation.

WiFi **\$2,500**

Everyone's favourite sponsor (whether they admit it or not).

Stay connected-literally. With your name on the WiFi splash page and signage, you're the hero keeping the conference online and running smoothly.

Conference App **\$3,800**

Power the digital hub of the conference!

Sponsor the official app and gain logo visibility every time someone checks the schedule, speaker list, or session map. You are recognized where info about the app is listed on the conference website, program, sponsor loop and emails PLUS in two social media posts about the app. As sponsor you get first right of refusal on app sponsorship for 2026 conference (if a mobile app is offered).

Co-Branded Delegate Bags **\$1,815**

Smart, functional, and everywhere.

Put your logo alongside ours on the bags every delegate receives. They'll carry your brand from session to session and probably straight back to the clinic after the conference wraps.

Registration **\$3,150**

- 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, confirmation emails, and know before you go email
- Opportunity to position your team members at the registration desk to personally welcome and assist attendees
- First right of refusal on registration sponsorship for 2026 conference

Coffee Station **\$1,525/day**

- Name and logo displayed on coffee stations throughout the day
- Right to host latte/specialty coffee station or hospitality at break(s)*
- 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 social media post across AFHTO channels, about break sponsorship during the event

Breakfast or Lunch **\$1,525/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*
- One dedicated social media post across AFHTO channels, about sponsorship during the meal
- 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 conference app
- 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

ReCharge Lounge **\$4,250**

- 6' table & two chairs in lounge
- Two complimentary booth staff badges (option to upgrade badges to full conference registrations at a discounted rate)
- Lead retrieval available at additional cost
- Right to display pop-up banner or other signage in lounge
- A dedicated slide will be included in sponsor loop during meals
- You will be recognized where information about the lounge is listed on signage and in the mobile app

DO YOU HAVE ANOTHER IDEA?

Please let us know. Or contact us to learn more about Fireside Chat, rural travel subsidies, or Bright Lights.

* All costs associated with the hospitality will be the responsibility of the sponsor (AFHTO reserves the right to approve hospitality plans)

PROMOTIONAL

Opportunities

**Limited opportunities
available for:**

- Branded Insert in Delegate Bags – \$1,000
- Featured Ad (on rotating basis) in Email Blasts – \$800
- Rotating Banner Ad in Conference App – \$500
- Push Notification in Conference App – \$500
- Thematic Kiosk: Shared Vendor Display – \$1,500



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 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 \$1,250).
- Complimentary booth staff badge includes meals but no access to conference sessions and presentations (regular price \$475). These badges may be upgraded to full conference registrations for \$510.

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 Power of Primary Care 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

PHONE:
1-888-245-4634

EMAIL:
afhto@mosaicevents.ca

Click to
Confirm Your
Sponsorship

2025 CONFERENCE