



THE POWER OF PRIMARY CARE • SUMMIT 2026

Sponsorship *Prospectus* + exhibitor opportunities

DATES

October 15–16, 2026

VENUE

Hilton Toronto/Markham
Suites Conference Centre & Spa

HOSTED BY

Association of Family Health
Teams of Ontario

WE ARE AFHTO

Care through collaboration.

The Association of Family Health Teams of Ontario 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 — fostering a community of providers and leaders dedicated to transforming the primary care landscape.



FIG. 01 An interprofessional team can include up to **15 different providers** working together.

ABOUT · 01.1 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 where 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 the whole you.

190

member organizations across Ontario

2,000+

family physicians in member teams

2,400+

other health professionals

3M+

patients receiving primary care — over 25% of all Ontarians

The smallest teams serve over 1,000 patients. The largest serve approximately 260,000. Primary care teams often include family physicians and nurse practitioners working alongside dietitians, social workers, and other professionals who come together to change lives.

WANT MORE IDEAS?

Browse the full sponsor portal → [sponsor portal](#)

WANT SOMETHING SPECIFIC?

Design a custom package → [book a 30-min call](#)

LOOKING FOR A BOOTH?

Reserve exhibitor space directly → [exhibitor portal](#)

WHY PARTNER WITH AFHTO

Connect with the people *shaping* Ontario's healthcare system.

Sponsoring The Power of Primary Care Summit puts your organization in the room with the leaders driving change across Ontario's primary care landscape.

- **Engage** directly with decision-makers from primary care organizations.
- **Showcase** solutions that support clinical care and transformation.
- **Build** relationships with leaders from across Ontario's health system.
- **Increase** visibility among clinicians, executives, and innovators.



02.1 • Digital Reach **Your brand, beyond the room**

Your brand reaches our engaged community of primary care leaders, clinicians, and decision-makers across Ontario — both in the room and well beyond the conference.

<p>190 AFHTO member orgs</p>	<p>5,456 Newsletter subscribers</p>	<p>2,326 LinkedIn followers</p>	<p>~68k Annual afhto.ca visits</p>
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NOT AN ORDINARY HEALTHCARE CONFERENCE

The Power of Primary Care Summit.

Built for providers and healthcare leaders done with the status quo and ready to shake things up. Real talk, bold ideas, and the connections that spark something bigger.

This is more than a conference. It's where the future of healthcare takes shape. Whether you're connecting with big-city, rural, or Northern teams of any size, The Power of Primary Care Summit offers an experience that could transform the way you do business with the healthcare sector.



CONFERENCE AT A GLANCE

Two days.
One movement.

600+ attendees from across Ontario	40+ educational sessions	50+ poster presentations	50+ participating organizations (13 sponsors + 37 exhibitors in 2025)
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03.1 · Who you'll meet

A high-impact crowd

Over **600 frontline innovators, bold leaders, and system-shapers** in one room. **Over half are decision-makers** — meaning real influence, real connections, and real opportunity.

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

STAKEHOLDERS INCLUDE

Leaders from **Family Health Teams, Nurse Practitioner-Led Clinics, Ontario Health Teams, Community Health Centres**, government and regulatory bodies, and academic institutions and research organizations.

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SPONSORSHIP LEVELS

Pick the level that *matches your goals.*

Three levels of progressively deeper engagement and visibility — or [book a call](#) to build a custom partnership around what you're trying to accomplish.

01 · HIGHEST VISIBILITY

Visionary Sponsor **\$17,500 +**
HST

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

- Sponsored 60-minute conference session (one of only five available)
- Two (2) full conference registrations
- Exhibit booth with priority placement on the exhibit floor
- Recognition from the main stage at both Opening Plenary and Closing session
- Dedicated email blast to AFHTO mailing list ahead of the conference
- Three (3) dedicated social media posts with sponsor input
- Prominent logo in all conference signage and pre-conference communications
- On-screen logo recognition throughout meal and break periods
- One (1) in-app push notification per conference day plus a pre-conference notification
- Dedicated banner in the conference mobile app
- Logo and profile page in the mobile app with weblink
- Logo and sponsorship level on the conference website with weblink
- Attendee list (organizations represented and individuals who opt in)
- One piece of promotional material in the registration bag
- Option to donate a grand prize for the conference draw
- First right of refusal on the same sponsorship for 2027

02 · ACTIVE ENGAGEMENT

Advocate Sponsor **\$10,000 +**
HST

Beyond visibility — gain access to deeper engagement opportunities. As an Advocate, you're not just in the room, you're part of the movement.

- One (1) full conference registrations
- Exhibit booth with priority placement on the exhibit floor
- Recognition from the main stage during the Opening Plenary
- Two (2) dedicated social media posts with sponsor input
- Logo with weblink featured on all promotional email blasts
- On-screen logo recognition throughout meal and break periods
- One (1) in-app push notification per conference day
- Logo and profile page in the mobile app with weblink
- Logo and sponsorship level on the conference website with weblink
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03 · FIRST CONNECTIONS

Connector Sponsor **\$5,700 +**
HST

Get in front of the people who make primary care happen. Build awareness and make meaningful first connections.

- One (1) full conference registration
- Exhibit booth with priority placement on the exhibit floor
- On-screen logo recognition throughout meal and break periods
- Recognition on AFHTO social media channels
- Logo and sponsorship level on the conference website with weblink
- Logo and profile page in the mobile app with weblink
- One piece of promotional material in the registration bag

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TAKE YOUR PLACE ON THE FLOOR

Exhibit at *The Power of Primary Care Summit.*

A tabletop presence on the exhibit floor — built for meaningful conversations with the providers, decision-makers, and innovators shaping primary care across Ontario.

STANDARD

Tabletop space

\$4,400 + HST

- 6' tabletop space with one chair
- Free Wi-Fi internet access
- One (1) full conference registration
- Company name in exhibitor list — conference app & website

NOT-FOR-PROFIT

Tabletop space

\$3,089 + HST

- 6' tabletop space with one chair
- Free Wi-Fi internet access
- One (1) full conference registration
- Company name in exhibitor list — conference app & website

Eligibility: government agencies, registered charities, and healthcare organizations providing free resources.

Reserve your tabletop directly through the exhibitor portal →

[exhibitor portal](#) ↗

OTHER OPTIONS

Let your brand *bring the magic.*

À la carte options offer creative, high-visibility ways to show up, stand out, and contribute to the energy of the conference. Limited opportunities — get in early.

Bright Lights Award \$25,000

Align your brand with excellence. Recognition across the awards program — on-stage, on signage, and in communications before and after the event.

Community Insight Board \$8,000

A large interactive board built around the conference themes. Attendees come back to write, reflect, and connect — your brand hosts the conversation.

Delegate Bags \$6,000

Every delegate carries your brand from session to session, then back to the clinic.

Coffee Station \$5,000

Sponsor the coffee that keeps the conference moving. Branded presence at the most-visited stations on the floor.

Breakfast or Lunch \$4,000

Put your brand front-and-centre at one of the most social moments of the conference.

Wi-Fi \$3,000

Be the brand keeping everyone connected — visibility on the Wi-Fi splash page and signage throughout the venue.

Conference T-Shirts \$15,000

Sponsor the official conference tee — instant visibility on day one and for years to come.

ReCharge Lounge \$6,500

Sponsor the dedicated quiet space where delegates step away to recharge between sessions.

Registration \$5,000

Be the first thing delegates see. Visibility across lanyards, the registration desk, and the touchpoints leading up to the conference.

Conference App \$4,200

Sponsor the digital hub. Visibility every time someone checks the schedule, speaker list, or session map.

Photo Booth \$3,800

A branded photo activation that delegates share long after the conference ends.

PROMOTIONAL ADD-ONS

Limited opportunities available

Branded Insert in Delegate Bags \$1,100

Featured Ad in Email Blasts · *rotating basis* \$900

Thematic Kiosk · Shared Vendor Display \$1,650

Push Notification in Conference App \$600

Rotating Banner Ad in Conference App \$600

LOOKING FOR SOMETHING TAILORED?

Build a custom partnership around your goals.

No two organizations have the same goals. Whether you're building awareness, generating qualified leads, launching a product, or deepening relationships — reach out and we'll set up a brief call.

[Book a 30-min call →](#)

TERMS · IN BRIEF

AFHTO reserves the right to accept or decline any sponsor or exhibitor. Booth locations are assigned on a first-come, first-served basis.

PAYMENT

Payment is due upon purchase. Applications are not approved until payment is received.

CANCELLATION

No refunds after August 1, 2026. Requests in writing to afhto@itmevents.ca.

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