

PROUDLY PRESENTED BY:

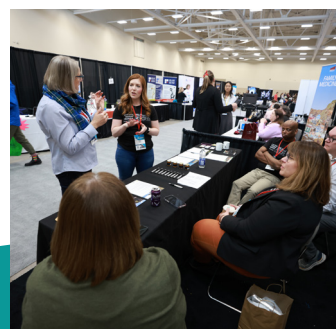


31ST ANNUAL  
**RURAL AND REMOTE  
Medicine Conference**

**EDMONTON CONVENTION CENTRE  
EDMONTON, ALBERTA**

**APRIL 18–20, 2024**

**PREPARE FOR THE FUTURE OF RURAL MEDICINE**



[SRPC.CA](https://srpc.ca)

[SRPC.CA/EVENTS](https://srpc.ca/events)

[#SRPC2024](https://twitter.com/SRPC2024)



**SRPC IS PROUD TO PRESENT**

# **THE 31ST ANNUAL RURAL AND REMOTE MEDICINE COURSE**

For thirty-one years, the SRPC has provided a unique opportunity for sponsors to enjoy meeting and networking with rural physicians, residents, and medical students in a central location. Whether your intention is to raise awareness, advocate for a cause, advertise a product, or simply gain insight about the challenges and opportunities that rural medicine poses, this is the conference where your goals will be achieved.

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# SPONSORS & EXHIBITORS INFORMATION 2024

SRPC's Rural and Remote Medicine Conference has become one of the most well-attended rural medical conferences anywhere. In previous years it has attracted nearly 1,000 attendees from across Canada as well as from other countries. It offers rural doctors opportunities to gain and upgrade vital skills, exchange knowledge, develop their professional and social networks, and compare notes on the evolving field of rural medical practice.

## PLATINUM SPONSORSHIP: \$35,000

- 10 X 20 exhibition space in a prime location of your choice
- Company logo displayed at the plenary sessions
- Opportunity for auxiliary display at the registration area
- Acknowledgement of sponsorship at the morning plenary sessions
- Company name and website on our event app
- Exclusive sponsor of the registration bags with the sponsor logo displayed
- Exclusive sponsor of the delegate name tags with the sponsor logo displayed on the attendee name tags
- A promotional insert in the registration bags
- Your logo and company name on the conference website pages with a Hyperlink to your website
- Full page advertisement in the Canadian Journal of Rural Medicine
- Acknowledgement in the Canadian Journal of Rural Medicine
- 4 representatives at booth
- 4 tickets to the Saturday Wrap Up Party

Sponsorship taxes are not included.



#### GOLD SPONSORSHIP: \$15,000

- 10 X 20 exhibition space in a prime location of your choice
- Company logo displayed at the plenary sessions
- Opportunity for auxiliary display at the registration area
- Company name and website listed on our event app
- A promotional insert in the registration bags
- Half page advertisement in the Canadian Journal of Rural Medicine
- Acknowledgement in the Canadian Journal of Rural Medicine
- 3 representatives at the booth
- 3 tickets to the *Saturday Wrap Up Party*

#### SILVER SPONSORSHIP: \$8,500

- 10 X 10 exhibition space in a prime location of your choice
- Opportunity for auxiliary display at the registration area
- Company name and website listed on our event app
- A promotional insert in the registration bags
- Acknowledgement in the Canadian Journal of Rural Medicine
- 2 representatives at the booth

#### BRONZE SPONSORSHIP: \$6,500

- 10 X 10 exhibition space in a prime location of your choice
- A promotional insert in the registration bags
- Company name and website listed on our event app
- 2 representatives at the booth

#### NON-PROFIT/MEDICAL SCHOOLS: \$3,000

- 10 X 10 exhibition space
- Company name and website listed on our event app
- 2 representatives at the booth

Based on first come first served basis for Gold, Silver and Bronze Sponsorships.

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#### ALL EXHIBIT SPACE INCLUDES:

- Skirted table and 2 chairs
- Electrical outlet
- Complementary Wi-Fi
- Access to meals/breaks
- Exhibitors are welcome to attend open and plenary sessions
- Lead Retrieval is available

#### EXHIBIT DATES:

**Move-in/Set-up:** Wednesday, April 17, 2024  
between 3 pm and 8 pm

**Show dates:** Thursday, April 18th\*  
Friday, April 19th  
Saturday, April 20th

**Tear down:** Saturday, April 20th  
after 5 pm

#### PLEASE NOTE:

The conference hours are from 8 am to 5 pm on all 3 days. Breakfast and Registration is at 7:00 am each morning. These are the recommended times, but we do acknowledge that these are long days, so we leave the scheduling to your own discretion.

\* The Mix N' Mingle is held Thursday evening in the exhibit area from 5 pm to 7 pm.

#### MIX N' MINGLE SPONSORSHIP: \$5,000

The Mix N' Mingle Reception takes place the first evening of the conference allowing the attendee's and their family the opportunity to get acquainted, meet with old friends and is a splendid genre for networking. Thanks to your sponsorship, guests will enjoy a memorable evening with peers and other delegates over good food, good wine, and family fun entertainment.

#### MIX N' MINGLE SPONSOR BENEFITS INCLUDE:

- Display your banner at the reception
- Acknowledgement as the Mix N' Mingle sponsor at the morning plenary.

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# SPONSOR LEVELS

	PLATINUM	GOLD	SILVER	BRONZE	MEDICAL/NON-PROFIT*
10 X 20 double booth exhibition space in a prime location in the exhibition area	✓	✓			
Company logo displayed at the plenary sessions	✓	✓			
Booth exhibition space in the exhibition area			✓	✓	✓
Exclusive sponsor of the registration bags with the sponsor logo displayed	✓				
Exclusive sponsor of the delegate name tags with the sponsor logo displayed on the attendee name tags	✓				
Acknowledgment of sponsorship at the morning plenary sessions	✓				
Company name and website listed on our event app	✓	✓	✓	✓	✓
Your logo and company name on the conference website pages with a hyperlink to your website	✓				
A promotional insert in the registration kits	✓	✓	✓	✓	
Full page advertisement in the Canadian Journal of Rural Medicine	✓				
Half page advertisement in the Canadian Journal of Rural Medicine		✓			
Acknowledgement in the Canadian Journal of Rural Medicine	✓	✓	✓		
Opportunity for auxiliary display at the registration area	✓	✓	✓		
4 representatives at booths	✓				
4 tickets to the wrap up party	✓				
3 representatives at the booth		✓			
3 tickets to the wrap up party		✓			
2 representatives at the booth			✓	✓	✓
	\$35,000	\$15,000	\$8,500	\$6,500	\$3,000

\*limited spaces available

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RURAL AND REMOTE MEDICINE CONFERENCE  
SOCIETY OF RURAL PHYSICIANS CANADA

## ADVERTISING REGISTRATION KIT INSERT: \$750

Organizations can directly reach delegates through inserts in the registration bags. Finished inserts to be provided by the sponsor.

Inserts may take the form of:

- Brochure or flyer
- Branded merchandise
- Product samples

Send 750 pieces of your merchandise to the address on the registration form no later than **March 15, 2024.**

Save on some shipping costs and have your inserts printed at our local print shop.

**Buy Local** — have your inserts and swag printed/ordered for the registration bags locally to save on shipping costs from you to us.

**Pontiac Printshop Inc.**

**Email:** Breanna Adams [prepress@theequity.ca](mailto:prepress@theequity.ca)

**Tel:** 819-647-2204

*The Saskatchewan Medical Association always chooses the inserts into the registration bags at the annual SRPC conference as a way to promote our booth and our messaging. We have found that this has also helped us to have more meaningful conversations with physicians we meet. In fact, the style and design of our inserts are often our first topic of conversation. We will continue to use the inserts into the registration kits for future years.*

## ADVERTISING CONFERENCE WEBSITE: \$500

- Advertising space is available on the conference registration page
- Send us your logo and link to your website

### Accepted file types: JPEG, and PNG

- Minimum 150 resolution
- Maximum file size is 50kb
- Please include the click-through URL

### Suggested sizes: Vertical Layout

- 160 x 160 px
- 32 x 32 px

### Horizontal Landscape Layout

- 250 x 150 px
- 350 x 75 px

## STUDENT/RESIDENT/MENTOR CO-SPONSORSHIP: \$500

- Sponsors of the Student/Resident/Mentor Reception will help contribute towards the cost of providing the students, residents and mentors with an opportunity to relax and mingle
- Your logo on the flyer announcing the event that is included in all registration bags
- Acknowledgement at the reception

## COFFEE CART SPONSOR: \$2,000

There will be coffee carts strategically located to draw the delegates through the exhibition hall.

- Signage on the coffee cart for the duration of the conference



*"The entire conference was well organized. The networking with other exhibitors, physicians, residents and students is always great."*

*"SRPC was organized very well. There was someone to answer any questions and for any guidance before and while at the conference. The organizers make this event seem seamless."*

*"Really liked the setting, venue, hotels and the food was fantastic. Felt like we spoke with all 677 attendees, very busy which was perfect."*

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# DELEGATE DEMOGRAPHICS

The majority of delegates are experienced doctors who are practicing in rural and remote Canada as well as students and residents interested in rural medicine.

Other delegates include nurses, physician assistants, medical educators, health administrators, and academics.

Funds raised through your contribution ensure the ongoing viability of this valuable conference. It is the only one of its kind, addressing the needs of rural doctors on a national level.

All sponsorship monies are considered to be unrestricted educational grants.

## % OF 2023 CONFERENCE PARTICIPANTS

ASSOCIATE 6%

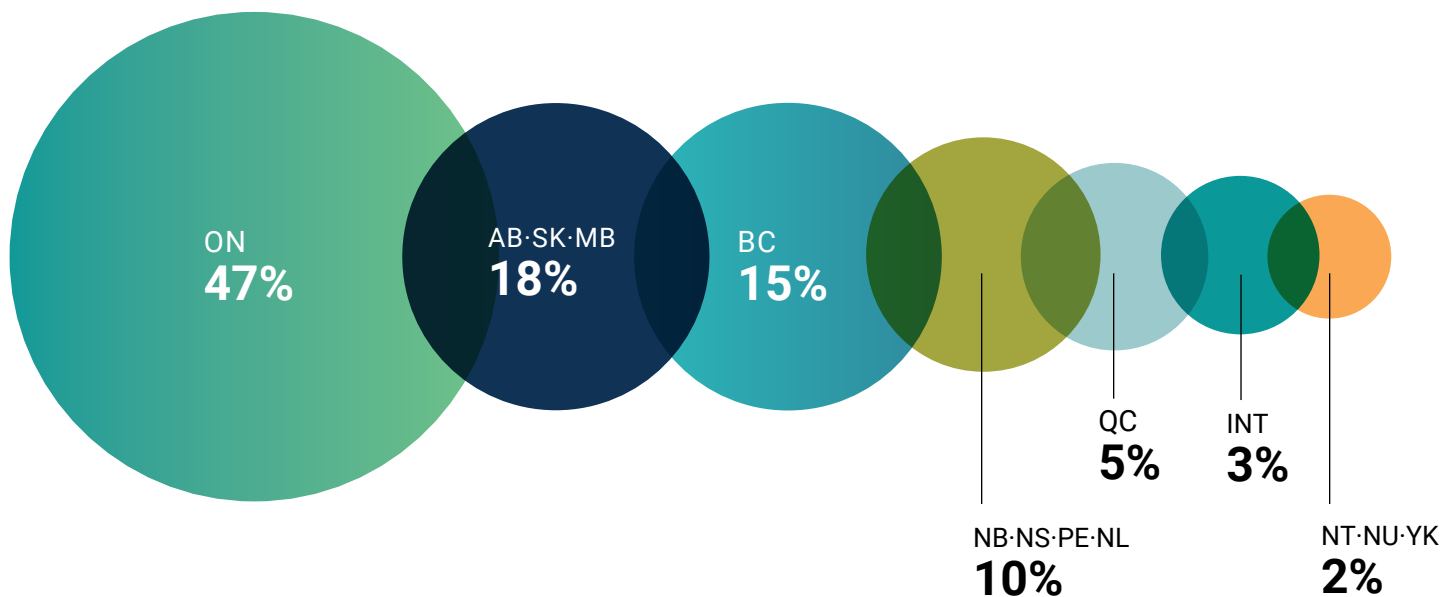
EXHIBITOR 26%

PHYSICIAN 40%

RESIDENT 9%

STUDENT 19%

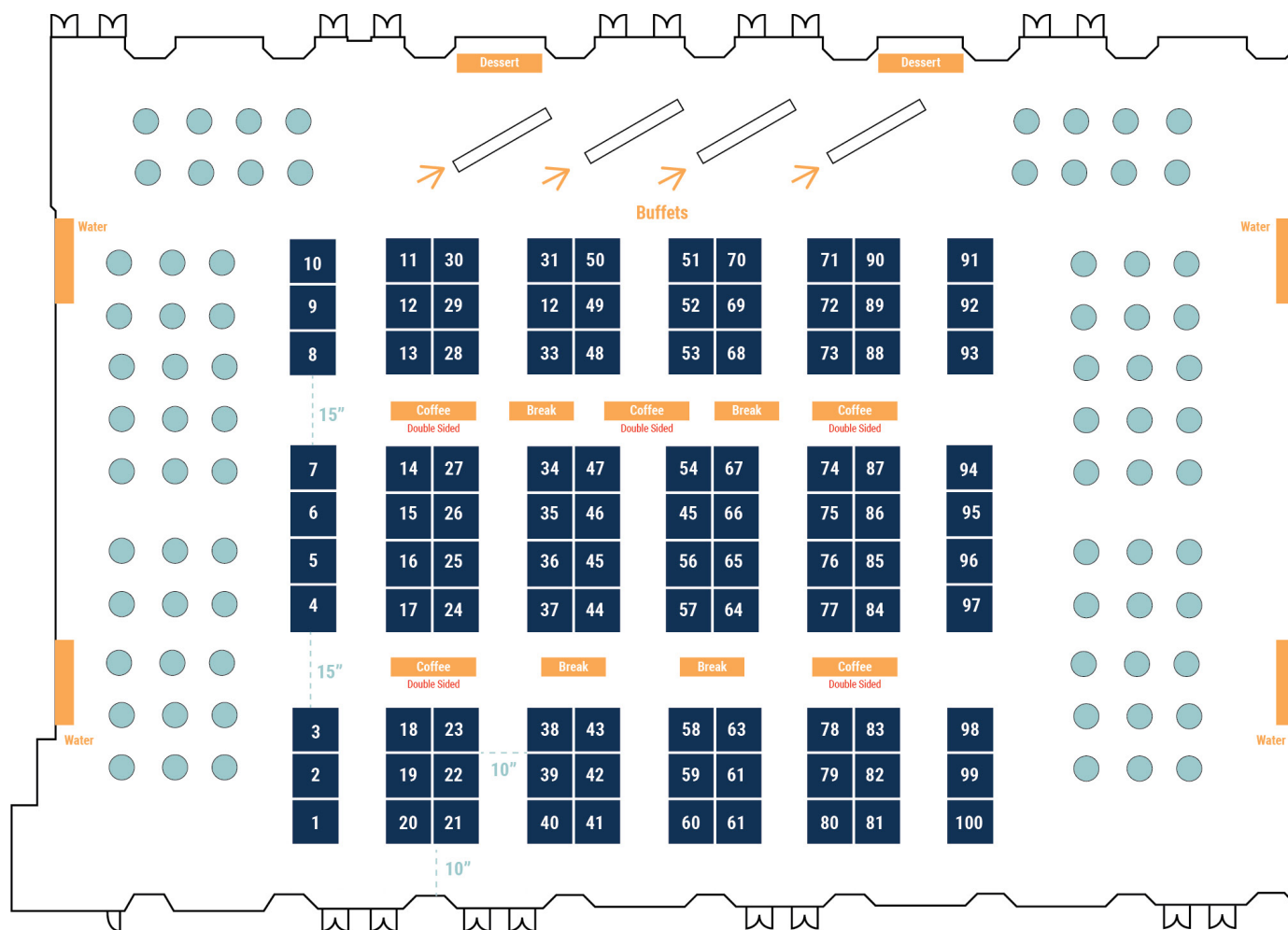
## % OF 2023 CONFERENCE PARTICIPANTS BY PROVINCE TERRITORY



# FLOOR PLAN

EDMONTON CONVENTION CENTRE - HALL AB

## 31ST ANNUAL RURAL & REMOTE MEDICINE COURSE



Floor plan may be subject to change



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SOCIETY OF RURAL PHYSICIANS CANADA



*Really enjoyed being an exhibitor at this conference, I saw value in attending and look forward to attending in the future.*

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- All prices are in Canadian dollars and exclusive of GST.
- Full payment is due 30 days after receipt of your registration form. All payments must be made in full by March 1, 2024.
- Bookings will be released for resale if full payment is not received within 30 days of submitting the application.
- Notice of cancellation must be submitted by email to [kristenk@srpc.ca](mailto:kristenk@srpc.ca).
- Cancellations made prior to or on March 1, 2024 will receive a refund of 75% of the fees paid. Cancellations after March 1, 2024 will not be refunded and any outstanding balance remains payable.



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