



# OUT OF THE ASHES OF COVID STRONGER RURAL COMMUNITIES

SRPC.CA  
@SRPCANADA



SPONSORS & EXHIBITORS INFORMATION

29TH ANNUAL RURAL AND REMOTE MEDICINE COURSE  
APRIL 21-23, 2022 | OTTAWA SHAW CENTRE



# WELCOME TO THE 29TH ANNUAL RURAL AND REMOTE MEDICINE COURSE.

This is a one of a kind opportunity for sponsors to meet and network with hundreds of rural doctors, residents, and medical students all in one location. Whether your aim is to raise awareness, promote a cause, introduce a product, or simply learn more about the challenges and opportunities that rural medicine poses, this is the conference where your goals will be achieved.

# DELEGATE DEMOGRAPHICS



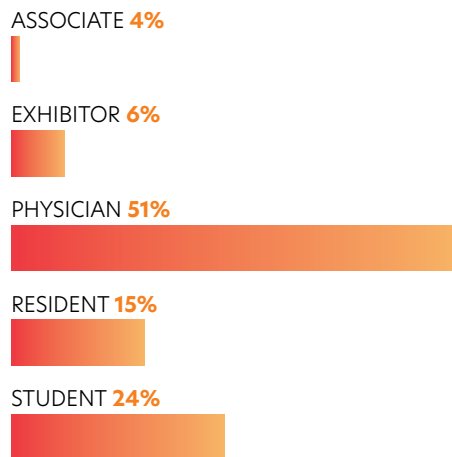
The majority of delegates are experienced doctors who are practicing in rural and remote Canada as well as students and residents interested in rural medicine.

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

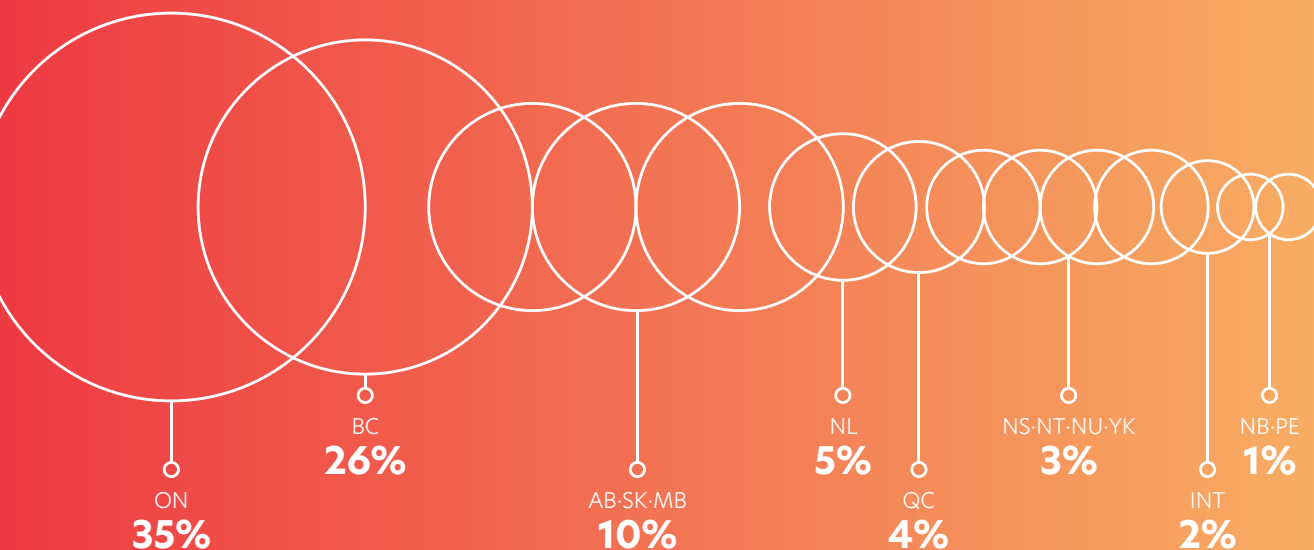
Funds raised through your contribution ensure the ongoing viability of this valuable conference. It is the only one of its kind, addressing the needs of rural doctors on a national level.

All sponsorship monies are considered to be unrestricted educational grants.

## % OF 2021 CONFERENCE PARTICIPANTS



## % OF 2021 CONFERENCE PARTICIPANTS BY PROVINCE TERRITORY



# SPONSORS & EXHIBITORS INFORMATION 2022



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

- Double booth exhibition space in a prime location
- Company logo displayed at the plenary sessions
- Opportunity for auxiliary display at the registration area
- Acknowledgement as a Platinum Sponsor in the course syllabus
- 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 full-conference delegate registrations
- 4 tickets to the *Saturday Wrap Up Party*





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

- Double booth exhibition space in a prime location
- Company logo displayed at the plenary sessions
- Opportunity for auxiliary display at the registration area
- Acknowledgement as a Gold Sponsor in the course syllabus
- 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 × 10 Exhibition space
- Opportunity for auxiliary display at the registration area
- Acknowledgement as a Silver Sponsor in the course syllabus
- Company name and website listed on the event app
- A promotional insert in the conference registration kits
- Acknowledgement in the Canadian Journal of Rural Medicine
- 2 representatives at the booth

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

- 10 × 10 Exhibition space
- Acknowledgement as a Bronze Sponsor in the course syllabus
- Company name and website listed on the event app
- 2 representatives at the booth

## **NON-PROFIT/MEDICAL SCHOOLS: \$2,800**

- 10 × 10 Exhibition space
- A promotional insert in the registration bags
- 2 representatives at the booth
- Company name and website listed on our event app



## ALL EXHIBIT SPACE INCLUDES:

- Skirted table and 2 chairs
- Electrical outlet
- Free WiFi
- Access to meals/breaks and plenary sessions
- Carpeted exhibit space

## EXHIBIT DATES:

**Move-in/Set-up:** Wednesday, April 20th between 6 pm and 9 pm

**Show dates:** Thursday, April 21st\*

Friday, April 22nd

Saturday, April 23rd

**Tear down:** Saturday, April 23rd at 5 pm

PLEASE NOTE: the conference hours are from 8 am to 5 pm on all 3 days. These are the recommended times, but we do acknowledge that these are long days, so we leave the scheduling to your own discretion.

\* Thursday evening the Mix N' Mingle is held 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 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 fine entertainment.

Mix N' Mingle sponsor benefits include:

- Display your banner at the reception
- Acknowledgement as the Mix N' Mingle sponsor at the morning plenary
- Acknowledgement as the Mix N' Mingle sponsor in the course syllabus
- Your company logo printed on the complementary drink tickets
- Opportunity to provide each guest with branded merchandise



## 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 1, 2022**

**||** 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. Over the years we have found that doing this has increased traffic to our booth. Visitors to our booth have advance knowledge of why we are there and what we can offer. 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 insert 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

## ADVERTISING COURSE SYLLABUS: \$800/\$400

Limited advertising space throughout the course syllabus is available at the following rates:

- Full page before table of contents—\$800
- Full page elsewhere—\$400

## 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
- Acknowledgement as Student/Resident/Mentor Reception Co-Sponsor in the course syllabus
- Your logo on the flyer announcing the event that is included in all registration bags
- Acknowledgement at the reception



## EXCLUSIVE R&R 2022 APP SPONSOR: \$5,000

The R&R 2022 conference app is a great opportunity for you to put your brand in the palms of delegates before and during the conference as they review the program, visit the exhibition hall, and read news feeds.

- Sponsor logo included on the app home page
- Opportunity to include a full page ad in the course syllabus
- Acknowledgement as the R&R 2022 App Sponsor with your company logo displayed in rotation on a Power
- Acknowledgement as R&R 2022 App Sponsor of the conference in the course syllabus
- Inclusion of your logo and company name on the conference registration page

## COFFEE CART SPONSOR: \$2,000

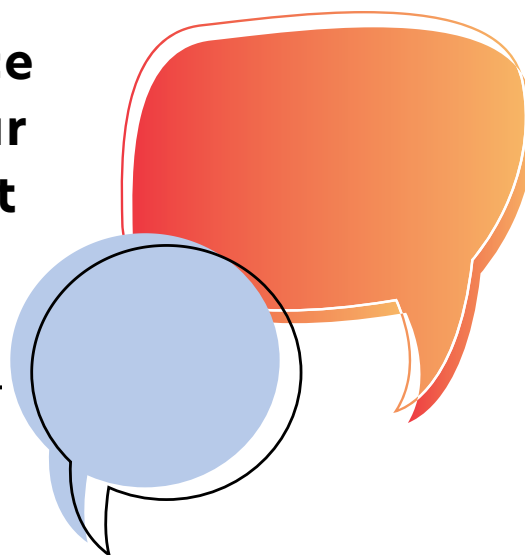
There will be coffee carts strategically located to draw the delegates through the exhibition hall.

- Signage on the coffee cart for the duration of the conference
- Acknowledgement as the Coffee Cart Sponsor in the course



**We had hundreds of really great authentic conversations. It was nice to be beside other similar vendors so we could chat about working together as well."**

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# SPONSOR LEVELS



	PLATINUM	GOLD	SILVER	BRONZE	MEDICAL/NON-PROFIT*
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	✓	✓	✓	✓	✓
Acknowledgement of your sponsor level in the course syllabus	✓	✓	✓	✓	
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 full-conference delegate registrations	✓				
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	\$2,800

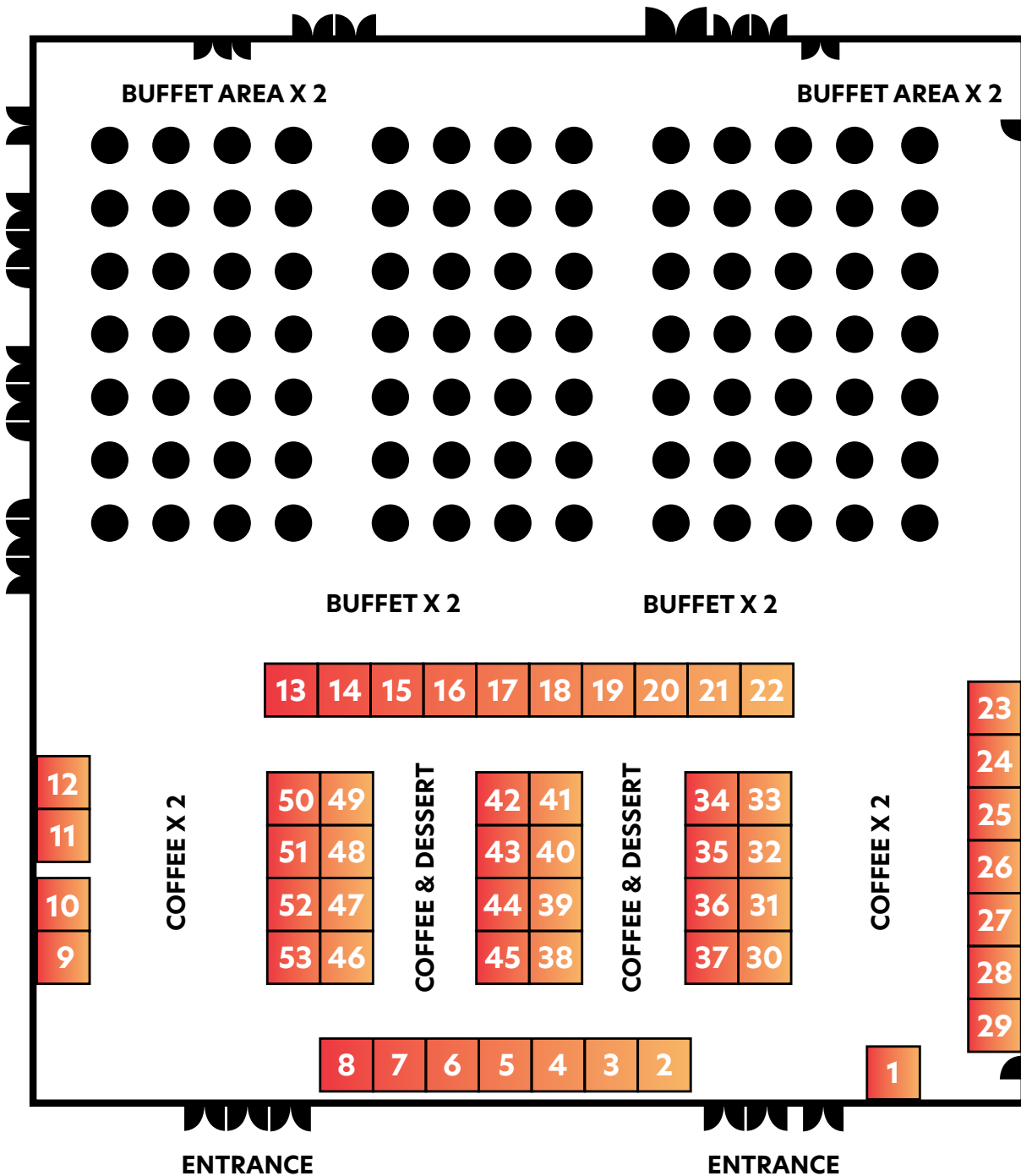
\*limited spaces available

# FLOOR PLAN



## CANADA HALL

SOCIETY OF RURAL PHYSICIANS OF CANADA

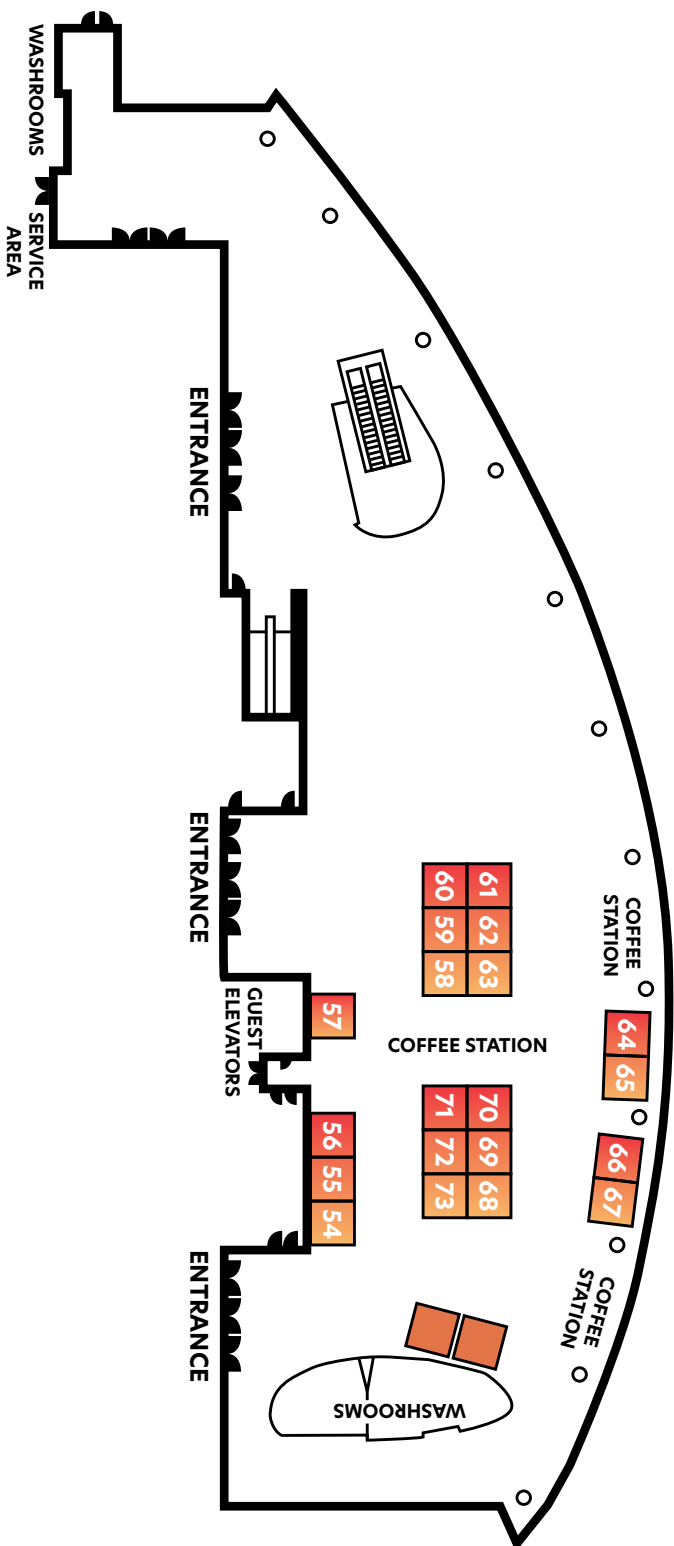


# FLOOR PLAN



## PARLIAMENT FOYER

SOCIETY OF RURAL PHYSICIANS OF CANADA



# REGISTRATION FORM



## CONTACT DETAILS

COMPANY/ORGANIZATION NAME

ADDRESS

CITY/PROVINCE

POSTAL CODE

CONTACT PERSON

EMAIL ADDRESS

PRIMARY PHONE

CELL

FAX

REPRESENTATIVE ATTENDING (1)

REPRESENTATIVE ATTENDING (2)

## SPONSORSHIP AND ADVERTISING OPTIONS

### EXHIBITION PACKAGES

Platinum Sponsor: \$35,000  Gold Sponsor: \$15,000

Silver Sponsor: \$8,500  Bronze Sponsor: \$6,500

Non-Profit: \$2,800  Medical Schools: \$2,800

+ Additional Representative(s) #: \_\_\_\_\_ × \$175/day = \$ \_\_\_\_\_

Name(s): \_\_\_\_\_

### SPONSORSHIP OPPORTUNITIES

Mix N' Mingle Reception: \$5,000

App Sponsor: \$5,000

Coffee cart Sponsor: \$2,000

Student/Resident/Mentor Reception Sponsor: \$500

### ADVERTISING OPTIONS

Registration Kit Insert: \$750  Conference Website: \$500

Course Syllabus:  Before Table of Contents: \$800  After: \$400

### BOOKING AND CANCELLATION POLICY

Full payment due 30 days after invoicing.

All payments must be made in full by March 1, 2022. If payment is not made by this date, bookings will be released for resale. Notice of cancellation must be submitted in writing to [louisea@srpc.ca](mailto:louisea@srpc.ca).

Cancellations received by March 9, 2022 will receive a refund of 75% of fees paid.

Cancellations received after that date will not be refunded and any outstanding balance remains payable.

[www.srpc.ca](http://www.srpc.ca) phone: 877-276-1949  
fax: 819-647-2485 Box 893

## PAYMENT

### AMOUNTS

TOTAL FROM EXHIBITION PACKAGES: \$ \_\_\_\_\_ + 13% HST: \$ \_\_\_\_\_ = **TOTAL: \$ \_\_\_\_\_**

INVOICE  CHEQUE PAYABLE TO SRPC  CREDIT CARD (AMEX/MASTERCARD/VISA)

PAYMENT BY CHEQUE OR E-TRANSFER IS APPRECIATED. ONLINE PAYMENT BY CREDIT CARD IS AN OPTION IF YOU PREFER.

\_\_\_\_\_  
CARD NUMBER

\_\_\_\_\_  
EXPIRY  
DATE

\_\_\_\_\_  
NAME ON CARD

\_\_\_\_\_  
CVV#

\_\_\_\_\_  
AUTHORIZED \$



SOCIETY OF  
**Rural Physicians**  
OF CANADA

**SRPC.CA**  
**@SRPCANADA**



**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 to HST.
- Full payment is due 30 days after receipt of your registration form. All payments must be made in full by March 1, 2022
- Notice of cancellation must be submitted by email to [louisea@srpc.ca](mailto:louisea@srpc.ca)
- Cancellations made prior to or on March 1, 2022 will receive a refund of 75% of the fees paid. Cancellations after March 9, 2022 will not be refunded and any outstanding balance remains payable
- Bookings will be released for resale if full payment is not received within 30 days of submitting the application