



DIGITAL HEALTH  
CONFERENCE 2023

**SPONSORSHIP  
&  
EXHIBITOR  
PROSPECTUS**

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**September 28, 2023  
Beanfield Centre  
Toronto, ON**

# About Us

OntarioMD (OMD) is a wholly owned subsidiary of the Ontario Medical Association and receives funding from the province of Ontario to support clinicians and practice staff to adopt and efficiently use digital health technology to care for their patients. We connect clinicians to provincial digital health tools and integrate them into EMR workflows. [Learn more about OntarioMD.](#)



# The Event

## About

OMD is excited to announce our award - winning OMD Educates: Digital Health Conference 2023 will be back in person this fall. Join us at the Beanfield Centre in Toronto on Thursday, September 28, for a full day of interactive discussions with your clinician customers, opportunities to get in front of new prospects and demonstrate your products and services that can help them save time and effort in their practices or optimize the use of their EMRs to benefit patient care.

## Who Attends

Using digital health tools involves the entire practice. The Digital Health Conference attracts physicians, nurse practitioners, nurses, allied health professionals, IT staff, and administrative staff. Health system decision-makers also attend to inform their strategies and policies for digital health and primary care and network with digital health users who can provide them with valuable feedback on the usability and system integration. The clinicians that attend this event are the ones using products like yours in their practice every day!



## Why should your organization participate?

The OMD Educates: Digital Health Conference 2023 is where the digital health community comes together. It attracts more clinicians, allied health professionals and digital health organizations than any other digital health conference in Canada. It is a unique opportunity that happens once a year to expose attendees to products and services that can help enhance practice efficiency and improve patient care.

# The Vendor Showcase!

A key component of the OMD Digital Health Conference 2023 is the vendor showcase. It's the perfect forum to bring clinicians and vendors supporting EMRs and digital health together. Vendors showcase their products at their booths through demonstrations and discuss planned product innovations of interest to their clinician customers. The conference will feature strategically timed breaks to drive attendees to the showcase. **Join the Vendor Showcase**

**Regular Price: \$3,000 (+HST)**

- 1 x 6' table & 2 x chairs
- Free WiFi Internet access
- Company name in exhibitor list in conference app linking to your website
- Company name on OntarioMD.ca exhibitor list with link to your website
- Social Media acknowledgement
- Company name, logo with link to your website listed in email to attendees
- (2) Two meal passes
- (2) Two complimentary booth staff badges



## Sponsored Sessions



We have limited opportunities available (six 25 minutes sessions) for vendors to present at the conference as part of our sponsored sessions. The sponsored sessions are a great opportunity for your organization to get in front of current and potential customers to talk about your innovative digital health products and services.

**To inquire about a sponsored session**, please email the conference organizers, Revin Samuel and Brooke Baker, at [omd.events@ontariomd.com](mailto:omd.events@ontariomd.com) with any questions. To get started, please supply your company description, suggested session title and description of the session. (Sponsored sessions include exhibitor booth)

### Sponsored Sessions

**Sold Out** Morning Session: ~~\$10,000 (+HST) Spotlight Session~~

Afternoon Session: ~~\$7,000~~ (+HST) Concurrent Session  
\$5,000

# \*New Item\*

## Reception Sponsor

Looking to get in front of key leaders and decision-makers in the digital health community? This is a unique opportunity to be an exclusive or partner sponsor for our Stakeholder Reception on **September 27** at Hotel X.

**Exclusive Sponsorship:** \$25,000 (+ HST)

**Co- Sponsorship:** \$12,500 (+ HST)

**Partner Sponsor:** \$6,000 (+ HST) (4 Available)

### Sponsorship Benefits:

- Exclusive sponsorship or co-sponsorship of the reception the evening before the conference for 75-100 physicians and technology decision-makers
- 15 min. speaking opportunity to promote your business to attendees (exclusive sponsor)
- 5 min. speaking opportunity (co-sponsor)
- 3 min. speaking opportunity (partner-sponsor)
- Signage with your business name and logo on all tables
- Acknowledgement of your support in OntarioMD's eTips newsletter (23,000 clinician circulation)
- 3 social media acknowledgements and post-reception thank you
- Logo included on website and conference app in a premium position with link to your website
- Company brochure or promotional item in attendees' conference bag
- 150-word promotion of your business in a conference email blast to attendees
- Verbal acknowledgement of your support on the day of the conference before the conference keynote speaker (Andre Picard of the Globe & Mail) and during the closing remarks

**Note:** If co-sponsoring, the other sponsor will be from a different industry to enhance your exclusivity

# Our Packages

~~Platinum  
Sponsor  
(1 Available)~~

~~\$12,000~~

- Prime exhibitor space (includes power and lead retrieval unit)
- 25-minute sponsored presentation
- Complimentary registration for four representatives (includes meals, sessions and vendor showcase access)
- Banner ad in the conference app and logo as title sponsor in the conference program
- Spotlight on the OntarioMD website as the platinum sponsor
- Plenary Room Sponsor / Keynote Sponsor (includes pop-up banner outside the room)
- Link to your company website from the OntarioMD website
- 2 promo items / literature in the attendee bag
- Logo on the front cover of the event program distributed to all attendees
- Listing as the title sponsor in all emails inviting clinicians and their staff, confirming their attendance, and event reminders emails to all attendees (multiple emails)
- Social media call outs (5 call outs)
- Multiple verbal acknowledgements by executives and other presenters during the conference
- Dedicated conference email blast to attendees (500 -word maximum)

~~Gold  
Sponsor  
(2 Available)  
(1 Available)~~

~~\$10,000~~  
\$7,000

- ~~Prime exhibitor space (includes power and lead retrieval unit)~~
- 25% discount on 25-minute sponsored presentation
- Complimentary registration for three representatives (includes meals, sessions and vendor showcase access)
- Banner ad in the conference app and logo as a gold sponsor in the conference program
- Spotlight on OntarioMD Website as a gold sponsor
- Full Day Plenary Room Sponsor (includes pop-up banner outside the room)
- Link to your company website from the OntarioMD website
- 1 promo item / literature in the attendee bag
- Logo on the back cover of the event program distributed to all attendees
- Listing as a gold sponsor in all emails inviting clinicians and their staff, confirming their attendance, and event reminders emails to all attendees (multiple emails)
- Social media call outs (4 call outs)
- Verbal recognition during the conference and a promotional (250 -word maximum) insertion in one email blast to attendees

~~Silver  
Sponsor  
(2 Available)~~

~~\$8,000~~

- Prime exhibitor space (includes power and lead retrieval unit)
- 15% discount on 25-minute sponsored presentation
- Complimentary registration for two representatives (includes meals, session and vendor showcase access)
- Spotlight on the OntarioMD website and conference app as a silver sponsor
- Link to your company website from the OntarioMD website
- Logo on the back cover of the event program distributed to all attendees
- Listing as a silver sponsor in all emails inviting clinicians and their staff, confirming their attendance, and event reminders emails to all attendees (multiple emails)
- Social media call outs (3 call outs)
- Verbal recognition during the conference

To inquire about one of our packages or for a custom package, please email the conference organizers, Revin Samuel and Brooke Baker at [omd.events@ontariomd.com](mailto:omd.events@ontariomd.com).

## Breakfast

Sponsor

(1 Available)

**\$4,500**

- Three registration passes (includes meals and access to the session and exhibit areas)
- Signage at breakfast stations
- Verbal recognition during opening remarks
- Recognition in the conference program, app and on the OntarioMD website
- One insert in the attendee bag

## Lunch

Sponsor

(1 Available)

**\$10,000**

- Signage at lunch stations
- verbal recognition during closing remarks
- Recognition in the conference program, app and the OntarioMD website
- Email / social media recognition

## Keynote

Sponsor

(1 Available)

**\$5,000**

- Logo on the screen before and after the keynote address
- Pop-Up banner / signage for your company outside the plenary room
- Verbal recognition during opening and closing remarks
- Recognition in the conference program, app and the OntarioMD website

## Morning or Afternoon Break

Sponsor

(2 Available)

**\$ 2,500**

- Signage at coffee stations
- Recognition in the conference program, app and the OntarioMD website
- Verbal recognition during opening or closing remarks

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## Wifi

Sponsor  
(1 Available)  
**\$5,000**

- Signage acknowledging your company on all tables throughout the conference
- Recognition in the conference program and app
- Verbal recognition during opening and closing remarks

## Breakout Room

Sponsor  
(1 Available)  
**\$2,000**

- Logo on easel outside the room
- 1 conference pass
- Recognition in the conference program and website
- Verbal recognition before sessions begin

## Coat Check

Sponsor  
(1 Available)  
**\$3,000**

- Signage recognition at coat check (tickets can also be branded)
- Signage at table

## Photo Booth

Sponsor  
(1 Available)  
**\$3,500**

- Branded backdrop with your company logo
- Logo featured as the sponsor on each photo
- Verbal recognition during opening and closing remarks

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## Marketing Add-Ons

- **Social media mention** (per post and platform). Vendors can choose the platform – Facebook, Instagram, Twitter) - \$199
- **Individual email blast to attendees** (500 -word max. including graphic and link) - \$1,800
- **OMD Digital Health eTips Newsletter** (20k+ Subscribers; 100 -word max. including graphic and link) - \$2,900
- **Sponsorship Material / Conference Bag Insert** - \$925
- **Program ads** (created by purchasing organization) - Full Page - \$800
- **Banner ad** - Event app - \$500
- **30-60 Second promo video** (played during breaks) - \$600
- **150 -word blurb** in event email to attendees - \$700



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# For More Information

[View our Sponsorship Page](#)

[Sign up for Marketing Opportunities/ Vendor Showcase](#)

## Contact Us



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Toronto, ON M5S 3C1



[omd.events@ontariomd.com](mailto:omd.events@ontariomd.com)

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# THANK YOU

**Eligibility:** The OMD Educates Digital Health Conference 2023 vendor showcase and sponsorship/marketing opportunities are available to vendors and health care organizations that provide digital health and virtual care services, as well as vendors with certified EMR offerings, government agencies, and registered charities. If you have any questions about eligibility or do not feel you fit the criteria mentioned above, please email [omd.events@ontariomd.com](mailto:omd.events@ontariomd.com) to see if your organization is eligible to participate. Note: Pharmaceutical companies can apply to participate at the conference. Please email [omd.events@ontariomd.com](mailto:omd.events@ontariomd.com) to get more information.