



2026 Sponsorship and Exhibitor Prospectus

OMD Educates: Digital Health Conference October 1 and 2, 2026

Automotive Building at Exhibition Place, Toronto, ON. Canada

More interaction time with clinicians.

- Meaningful engagement with buyers and influencers
- Showcase your solutions in an environment designed for collaboration
- Unparalleled networking opportunities
- Customized sponsorship options available



The Digital Health Conference

“The ability to be so much more productive with our clinical practices by finding a tool here that I would never have been exposed to anywhere else.”
– Dr. Greg Athaide, Chief of Obstetrics and Gynecology, Lakeshore Health.

Join us for two exceptional days of connecting, networking, and innovation at the Automotive Building at Exhibition Place in Toronto. The OMD Educates: Digital Health Conference is an award-winning digital health event in Canada dedicated to digital health tools, including AI, EMRs, billing, appointment booking systems, patient engagement and more. Make the most of this opportunity to connect face-to-face with clinicians to showcase your solutions to help streamline their practice and improve patient care.



About OntarioMD

OntarioMD (OMD) is a national leader in advancing artificial intelligence (AI) and other innovative technologies for primary care. OMD supports clinicians and practice staff in adopting technology for patient care and provides change management resources to integrate provincial digital health tools with EMR workflows. OMD is a wholly owned subsidiary of the Ontario Medical Association and is funded by the province of Ontario. [Learn more about us.](#)

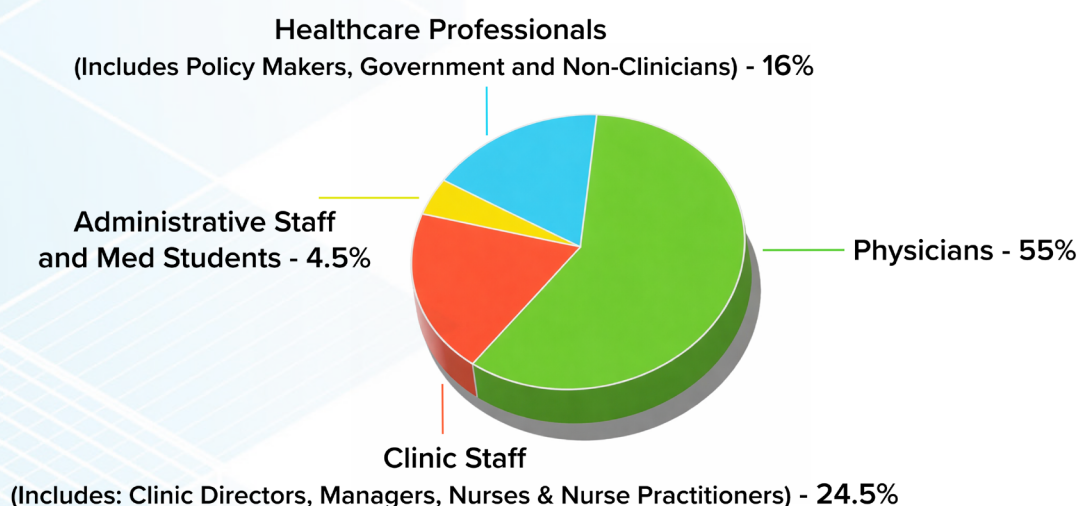
“OntarioMD remains highly clinician focused and they continue to drive innovation.”
– Dr. Jane Philpott

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Looking for a customized package? Email us at omd.events@ontariomd.com.

Who are the Attendees?

If clinicians are your target audience, you need to be here.



All are interested in digital health products, services, best practices, and other solutions that can save them time, effort and money.

Why Participate?

The OMD Educates: Digital Health Conference is the largest digital health event for clinicians in Canada! Attendees want to know about new and existing technologies that can be easily incorporated into their workflows and other options to help better manage their practices. This includes the chance to promote your company directly to would-be users and:

- Personally engage with hundreds of clinicians about your products and services
- Expand your network of health system decision makers
- Gain valuable insights to inform strategies for future initiatives

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Platinum, Gold and Silver Sponsorship

The Platinum, Gold, and Silver sponsorships provide exclusive opportunities to maximize your company's exposure and visibility. As a top-tier sponsor, you'll be at the forefront of the largest conference in Canada dedicated to digital health tools, including electronic medical records (EMRs), AI, billing, appointment booking systems, patient engagement, and more.

Don't miss this opportunity to boost your digital health leadership! All packages are available for customization. Contact Events Manager Revin Samuel at omd.events@ontariomd.com for details and to confirm your sponsorship. **Act fast and reserve your spot today!**

Inclusions	Platinum	Gold	Silver
	SOLD OUT	SOLD OUT	SOLD OUT
25-minute sponsored session	✓ (spotlight)	✓ (concurrent)	
Exhibitor booth (10 ft. x 10 ft., includes power and internet)	✓	✓	✓
Lead retrieval unit	✓	✓	✓
Conference passes	✓ (10)	✓ (5)	✓ (2)
Access to conference attendee list (consent-based)	✓	✓	✓
Recognition in event communications	✓	✓	✓
Social media call-outs (25,000+ followers)	✓ (5)	✓ (3)	✓ (2)
Verbal acknowledgement during conference	✓	✓	✓
Conference promotional video	✓	✓	✓
Link to OntarioMD website on sponsor page (includes logo and link)	✓	✓	✓
Promo item/literature in attendee bag	✓ (2)	✓ (1)	
Plenary room sponsor for both days. Pop-up banner outside the room for increased visibility during key sessions	✓		
Spotlight on conference website: exclusive recognition, top positioning, and brand exposure	✓		
Dedicated conference email blast to attendees (350 words)	✓		
Cost	\$20,000 (35% in savings)	\$12,000 (over (20% in savings)	\$8,000 (15% in savings)

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Sponsored Spotlight and Concurrent Sessions

Limited opportunities are available to demonstrate your thought leadership in sponsored spotlights or concurrent sessions.

To apply, email Manager of Events, Revin Samuel, at omd.events@ontariomd.com, including your company description, suggested title and outline for your session.

Morning Spotlight Session:
\$9,100 +HST
2 available

Lunch Spotlight Session:
\$11,500 +HST
2 available

Concurrent Session:
\$5,500 +HST
3 available

*Note: One 10 ft. x 10 ft. exhibitor booths and access to the attendee list (consent-based) are included as part of the morning or lunch spotlight sessions.

Exhibit in the Vendor Showcase!

The Vendor Showcase provides high engagement and is a significant component of the OMD Educates: Digital Health Conference. It's the ideal forum to promote your brand, boost market awareness and generate leads from a clinician audience looking for high-value digital health solutions. We drive attendees to your booth, and advertise your participation with strategically timed breaks before, during, and after the conference, for maximum visibility.

OMD offers a variety of Vendor Showcase options to help you realize your objectives.

**Over 85% of our vendors
return year over year!**



Exhibitor Package Inclusions for Two Days:

- 10 ft. x 10 ft. exhibitor space
- (1) One 6 ft. table & 2 chairs
- Table drape
- Company name on the exhibitor list in the conference app with a link to your website
- Company name on OntarioMD.ca with a link to your website
- (1) One Social media acknowledgement
- Company name, logo with a link to your website listed in emails to attendees
- (2) Two complimentary booth staff registrations (includes meals)
- Exhibit hall is carpeted and has basic Wi-Fi available (Exhibitors can also order an upgrade through the exhibitor kit)

Early Bird Rate until August 21
Single space: **\$3,599 +HST**
Double space: **\$7,000 + HST**

Regular Price
Single space: **\$3,999 + HST**
Double space: **\$7,990 + HST**

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Start-Up Zone

If your business is new to the digital health market, the Start-Up Zone is for you! Start-Up Zone exhibitors benefit from a dedicated space for their products and services at a reduced rate.

Start-Up Zone Inclusions:

- 8 ft. x 8 ft. exhibitor space
- (1) One 6 ft. table & 2 chairs
- Table drape
- Company name on the exhibitor list in the conference app with a link to your website
- Company name on the Start-Up Zone list on OntarioMD.ca with a link to your website
- Social media acknowledgement
- Company name, logo with link to your website listed in (1) email to attendees
- (1) One complimentary booth staff registration (includes meals)
- Additional registrations can be purchased
- Exhibit hall is carpeted and has Wi-Fi available (Exhibitors also order an upgrade through the exhibitor kit)

Start Up Zone/Not-for-profit Rate
\$1,999 + HST Limited availability

(Start Up Zone Eligibility: Must be founded within the last 5 years.
\$500K or less in revenue and have 10 employees or less).
Limited availability

Note: Power and lead retrieval units can be ordered from the exhibitor kit at an additional cost.



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Live Podcast Activation Sponsorship

Value – \$15,000

Branding & Visibility

- Name and logo recognition as the Live Podcast Activation Sponsor
- Banner backdrop of the sponsor on camera at all times
- Premium logo placement on the conference website and app
- Ad distribution will be via Breaking Silos in Canadian Healthcare, and OntarioMD platforms
- Promoted as a special feature via emails, app, and in opening remarks
- Two VIP invites to the Welcome Reception
- Option for swag bag insert
- Five full conference passes
- Podcast will be made available via YouTube, Spotify, Apple, Amazon, iHeart, anywhere podcasts are available

Includes:

- 2 full days of filming (up to 8 hours day, continuous rolling)
- Multi-camera cinematic setup with professional audio
- Interview coordination (attendees, vendors, speakers)
- Guest scheduling and interviewing
- Lounge furniture and rentals
- Labour and equipment
- Post-production and distribution/promotion
- Vendor has usage rights to footage and clips to use on their own channels and website
- **Post-Production:**
 - Full-length professionally edited interviews (YouTube, Spotify)
 - 10 short clips optimized for social media
 - Captions and branded thumbnails

Set Design Options (10x10 space):

- Standard: No additional cost. Use of existing conference assets (6 ft. table, sponsor signage, linens, conference chairs)



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Additional Marketing Opportunities

Social media mention (per post and platform)	Choice of social media platform – Facebook, Instagram, LinkedIn	\$349 + HST
Individual email blast to attendees	350-word maximum Includes graphic (300x300) and link	\$2,300 + HST
OMD Digital Health eTips Newsletter Insertion	Newsletter has 30k+ subscribers 100-word maximum, including graphic and link	\$1,510 + HST
Swag Bag insert	Marketing collateral or branded promo item	\$975 + HST
Swag bag sponsor	Exclusive sponsor of the conference bags	\$8,500 + HST
Banner ad – conference app	Image and link to company URL Image size: 800px x 133px - 6:1	\$775 + HST
Banner ad – OntarioMD.Live	Image and link to company URL Image size: Horizontal leaderboard ad – 1456px x 180px	\$999 + HST
Blurb in email to attendees	50-word maximum including graphic and link	\$999 + HST
Coffee break sponsor	• Signage at break stations • Recognition in conference program, app and OntarioMD website • (1) One registration pass (includes meals and access to the session and exhibit areas)	(4 available) \$2,750 + HST
Breakfast or lunch sponsor	• (3) Three registration passes (includes meals and access to the session and exhibit areas) • Signage at food stations • Verbal recognition during opening remarks • Recognition on conference app and program • (1) One item in attendee bags • Inclusion in conference promotional video	(4 available) \$8,000 + HST
Charging Stations	• Your company logo with QR code to a website of your choice at the charging stations • Recognition in conference program, website and app • (2) Two registration passes (includes meals and access to the sessions and exhibit area)	(1 available) \$8,000 + HST

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Additional Marketing Opportunities

Wifi sponsor	- Your company logo, with a QR code to a website of your choice, on tables throughout the conference - Recognition in conference program, website and app - Verbal recognition during opening and closing remarks (2) Two registration passes (includes meals and access to the session and exhibit areas) (1) One item in conference bag	(1 available) \$8,000 + HST
Wellness Break sponsor	- Your company logo, with a QR code to a website of your choice, on screen in main meeting room at the intro and close of the wellness break (includes verbal recognition) - Recognition in conference program, website and app (1) One registration pass (includes meals and access to the sessions and exhibit areas)	\$2,750 + HST
Keynote Sponsor	- Your company logo, with a QR code to a website of your choice, on screen in main meeting room at the intro and close of the keynote (includes verbal recognition) - Recognition in conference program, website and app (2) Two registration passes (including meals and access to the sessions and exhibit areas) - Two-minute introduction of keynote speaker	\$5,000 + HST
Toronto Destination Experience sponsor	- City information and recommendations – encouraging attendees to extend their stay in Toronto - Recognition in conference program, website and app (1) One social media post (2) Two registration passes (including meals and access to the sessions and exhibit areas)	\$3,500 + HST
Business Lounge sponsor	- Logos and QR code to website of your choice on both signage and display monitor in room - Recognition in conference program, website and app (1) One social media post (2) Two registration passes (includes meals and access to the sessions and exhibit areas)	\$3,500 + HST

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Welcome Reception Sponsors

OMD is offering two opportunities this year to sponsor a
Welcome Reception on Thursday October 1

Option #1 - Invitation-Only Welcome Reception

Boost your business and sponsor OMD's Evening Welcome Reception (on October 1, 2026) to connect with clinicians, digital health key leaders and decision makers. It's a unique opportunity to influence clinicians' buying decisions, meet with health system decision makers, and inform industry leaders of the value of your products and services.

Exclusive Sponsorship:
\$25,000 +HST

Co-Sponsorship:
\$12,500 +HST (2 available)

Sponsorship Benefits

Benefits	Exclusive Sponsorship	Co-Sponsorship
Exclusive sponsor for evening reception before the conference for approx. 100 physicians and other attendees (your input on the list of invitees and passes set aside for your company to distribute)	✓ (30 passes)	✓ (15 passes)
Speaking opportunity to promote your business to attendees	✓ (10 Minutes)	✓ (5 Minutes)
Signage with your business name and logo on all tables	✓	✓
Acknowledgement of your support in OntarioMD's eTips Newsletter (30,000+ plus subscribers)	✓	✓
Social media acknowledgement and thank you	✓	✓
Logo on OntarioMD website and conference app with link to your website	✓	✓
Verbal acknowledgement of your support on each day of the conference by OntarioMD's CEO before the keynote speaker	✓	✓
Promotion of your business in conference email blast to attendees	✓ (150 words)	✓ (75 words)
Conference passes for your representatives	✓ (6 passes)	✓ (3 passes)
Brochure or promotional item in the attendee bag	✓	✓
Pop-up banner at the reception	✓	✓
Access to attendee emails (consent-based)	✓	✓
Banner ad in conference app	✓	

Note: enhance your exclusivity with co-sponsorship opportunities, including sponsors from other industries

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Option #2 - Welcome Reception – Open to all Attendees

Boost your business and sponsor OMD's Evening All Welcome Reception (on October 1, 2026) to connect with clinicians, digital health key leaders and decision makers. It's a unique opportunity to influence clinicians' buying decisions, meet with health system decision makers, and inform industry leaders of the value of your products and services.

Exclusive Sponsorship:
\$25,000 +HST

Co-Sponsorship:
\$12,500 +HST (2 available)

Thank You!



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