



OMD  
EDUCATES



DIGITAL HEALTH  
CONFERENCE 2024

# Sponsorship and Exhibitor Prospectus

**September 12 and 13, 2024**

Delta Hotels by Marriott™ Toronto Airport & Conference Centre

**Now expanded to two days for greater engagement with clinicians!**

- More sponsorship opportunities
- More networking time
- More chances to interact with clinicians about your products and services!



## About Us

OntarioMD (OMD) supports clinicians and practice staff in adopting technology for patient care and provides guidance on integrating 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.](#)



## The Event

Join us for two inspired days of learning, networking and innovation at Delta Hotels by Marriott™ Toronto Airport & Conference Centre. The [OMD Educates: Digital Health Conference](#) offers an extraordinary opportunity to interact with clinicians about their EMR experience and showcase your digital health products and services as solutions to streamline patient care and practice operations to prospective clients.



Looking for a customized package? Email us at [omd.events@ontariomd.com](mailto:omd.events@ontariomd.com).

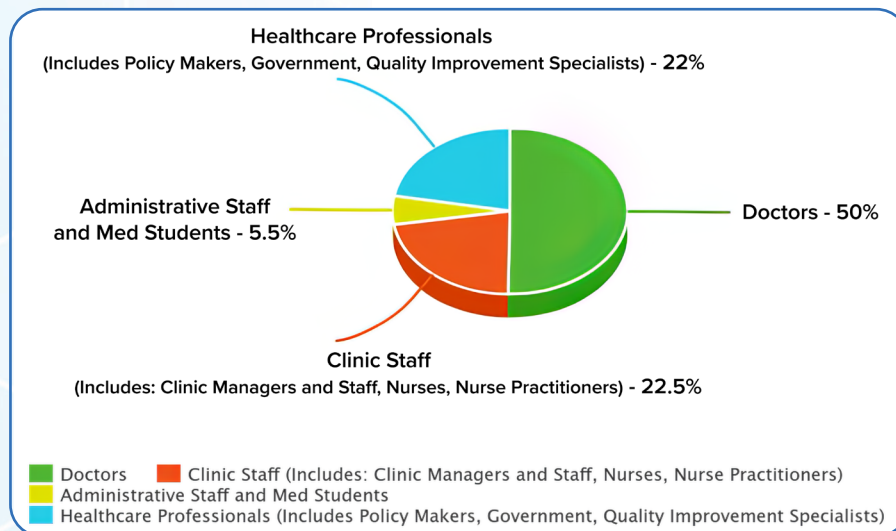
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# The Attendees

**The clinicians who attend this event are the target audience for your products!** The OMD Educates: Digital Health Conference is where physicians, nurse practitioners, nurses, allied health professionals, IT and administrative staff come together to learn about digital health and the products and services that can save them time, effort and money. It's the largest conference of its kind in Canada.

Health system decision makers also attend to inform their strategies and policies on digital health and primary care and connect with digital health users for their feedback on system integration and usability.



## Why Participate?

Using digital health tools is a team effort, involving an entire practice. As the largest annual digital health event specifically for Canadian clinicians, the OMD Educates: Digital Health Conference attracts physicians, nurse practitioners, nurses, allied health professionals, IT and administrative staff who want to know which digital tools are available for the Canadian market. They are interested in seeing how different digital tools work and can be incorporated into their practice. The conference gives them a unique opportunity to meet companies with innovative products and services under one roof.

Expand your network of government decision makers keen on hearing about the potential of your products and services to transform our health-care system. Gain valuable insights on their strategies and policies on digital health and primary care.



[Sign up Today!](#)

## Exhibit in the Vendor Showcase!

The Vendor Showcase is a star attraction of the OMD Educates: Digital Health Conference. It provides the ideal forum for vendors to match their digital solutions with the needs of clinicians by showcasing products at booths, providing demos and explaining product features. We drive attendees to your booths during breaks and advertise your participation before, during and after the conference to keep your products top of mind.

### Exhibitor Package Inclusions for 2 Days:

- 8x10 ft. exhibitor space
- 1 x 8 ft. table & 2 x chairs
- Table drape
- Free Wi-Fi internet access
- 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) 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)

#### Early Bird

Single space: \$3,100 + HST  
Double space: \$6,000 + HST

#### Regular Price

Single space: \$4,100 + HST  
Double space: \$8,000 + HST



[Sign up Today!](#)

## Start-Up Zone

Secure an exhibitor booth (limited availability) in the exclusive Start-Up Zone, a dedicated space for emerging digital health companies in Canada. Exhibitors benefit from increased visibility and networking opportunities with clinicians and industry leaders.

- 8x10 exhibitor space
- 1 x 8' table & 2 x chairs
- Table drape
- Free WiFi internet access
- Company name in exhibitor list in conference app linking to your website
- Company name on OntarioMD.ca Start Up Zone list with 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 badge (includes meals)
- Additional badges can be purchased

**Start Up Zone:**  
**\$1,150 + HST**

(Eligibility: Must be founded within the last 5 years. 500K or less in revenue and have 10 employees or less)

## Sponsored Spotlight and Concurrent Sessions:

Limited opportunities are available (morning and lunch) for vendors to present to current and potential customers in sponsored sessions about your innovative digital health products and services. Sponsored sessions include built-in AV for your session, an exhibitor booth and all the benefits associated with an exhibitor booth.

To sponsor a spotlight session, please email the conference organizers, Revin Samuel and Brooke Baker, at [ond.events@ontariomd.com](mailto:ond.events@ontariomd.com) with any questions. Please include your company description as well as the suggested title and outline of your session.

**Morning Spotlight Session:**  
**\$10,000 (+HST) – 2 available**

**Lunch Spotlight Session:**  
**\$10,000 (+HST) – 2 available**

**SOLD OUT**

**Concurrent Session:**  
**\$3,500 (+HST) – 3 available**

\*Exhibitor booth inclusion available as part of the Morning or Lunch spotlight session only.



**Sign up Today!**



# Platinum Sponsorship

Thank you for considering sponsorship at the upcoming OMD Educates: Digital Health Conference 2024. This premier package is designed to maximize your brand exposure, engagement and networking opportunities. As a Platinum Sponsor, your organization will be at the forefront of one of the largest digital health conferences in Canada.

Make a lasting impact at the conference by demonstrating your industry leadership! Contact the event organizers, Brooke Baker and Revin Samuel at [omd.events@ontariomd.com](mailto:omd.events@ontariomd.com) for more details and to confirm your sponsorship.

## Platinum Sponsorship Inclusions

- Prime exhibitor space (8x10 ft. including power): prominent location, with high traffic and attendee engagement, to showcase products and services
- Lead retrieval: access to valuable attendee data through lead retrieval, enabling targeted follow-ups and relationship-building
- 25-minute sponsored presentation: dedicated presentation slot to showcase your offerings to clinicians
- Complimentary registration for (10) ten representatives: full conference access, covering meals, sessions and vendor showcase participation
- Platinum sponsor banner ad and logo in conference app: prominent placement in conference app and program to elevate your brand
- Spotlight on OntarioMD website (20,000+ page views in 2023): exclusive recognition and brand exposure as Platinum sponsor
- Plenary room sponsor/keynote sponsor for both days of the conference: a pop-up banner outside the plenary room, ensuring visibility during key sessions
- Link to your company website: direct link from OntarioMD.ca, driving traffic to your website and enhancing your online presence
- Promo items/literature in attendee bag: your promotional items or literature in attendee bags, providing a tangible touchpoint for conference participants
- Platinum sponsor placement in event emails, including invitations, attendance confirmations and event reminders, to clinicians and their staff
- (5) Social media callouts: multiple references to your Platinum sponsorship on our social media platforms (18,000+ followers) for increased visibility
- Verbal acknowledgements during the conference: multiple verbal acknowledgments by executives and presenters, amplifying your conference presence
- 1) Dedicated conference email blast (500-word maximum) to all attendees

**1 available**  
**\$25,000 + HST (40% in savings)**

**[Sign up Today!](#)**

# Gold and Silver Sponsorships

As a Gold or Silver sponsor, you will have a prime location in the Vendor Showcase, visual and verbal recognition leading up to, and throughout the conference, as well as exclusive complimentary access for staff. All packages may be customized to suit your objectives. Contact Revin Samuel and Brooke Baker at [omd.events@ontariomd.com](mailto:omd.events@ontariomd.com) for more details and to confirm your sponsorship.

## Gold Sponsorship Inclusions

- Prime 8x10 ft. exhibitor space, including power, lead retrieval unit and all items listed in exhibitor package
- Complimentary registration for (5) five representatives, including meals, sessions and Vendor Showcase access
- Banner ad in conference app
- Premium recognition and brand exposure as Gold sponsor
- Full-day plenary room sponsor, including pop-up banner outside the room
- Link to your company website: direct link from OntarioMD.ca
- (1) One promo item or literature piece in attendee bags
- Gold sponsor placement in event emails, including attendance confirmations and event reminders, to clinicians and their staff
- (3) Three social media callouts: references to your Gold sponsorship on our social media platforms (18,000+ followers) for increased visibility
- Verbal acknowledgement during the conference by executives and presenters, amplifying your conference presence
- (1) Promotional inclusion in email blast (250-word maximum) to all attendees

**2 available**  
**\$10,000 + HST (40% in savings)**

## Silver Sponsorship Inclusions

- Prime 8x10 ft. exhibitor space, including power, lead retrieval unit and all items listed in exhibitor package
- Complimentary registration for (2) two representatives, including meals, session and Vendor Showcase access
- Spotlight on OntarioMD website (20,000+ page views in 2023): premium recognition and brand exposure as Silver sponsor
- Link to your company website: direct link from OntarioMD.ca
- Silver sponsor placement in event emails, including reminders, to clinicians and their staff
- (2) Two social media callouts: references to Silver sponsorship on our social media platforms (18,000+ followers) for increased visibility
- Verbal acknowledgement during the conference by executives and presenters, amplifying your conference presence

**2 available**  
**\$7,000 + HST (30% in savings)**

**[Sign up Today!](#)**

## Marketing Opportunities

<b>Social media mention (per post and platform)</b>	Choice of Facebook, Instagram or X	<b>\$199 + HST</b>
<b>Individual email blast to attendees (500 -word max. including graphic and link)</b>	500-word maximum Includes graphic (300x300) and link	<b>\$1,800 + HST</b>
<b>OMD Digital Health eTips Newsletter</b>	Newsletter has 20k+ subscribers 100-word maximum, including graphic and link	<b>\$2,900 + HST</b>
<b>Bag insert</b>	Marketing collateral or branded promo item	<b>\$925 + HST</b>
<b>Banner ad - conference app</b>	Image and link to company URL Image size: 800px x 133px - 6:1	<b>\$500 + HST</b>
<b>Blurb in event email to attendees</b>	100-word maximum, including graphic and link	<b>\$999 + HST</b>
<b>Break sponsor</b>	<ul style="list-style-type: none"> <li>• Signage at break stations</li> <li>• Recognition in conference program, app and OntarioMD website</li> <li>• (1) One registration pass, including meals and access to session and exhibit areas</li> </ul>	<b>4 available \$2,500 + HST</b>
<b>Breakfast sponsor</b>	<ul style="list-style-type: none"> <li>• (3) registration passes, including meals and access to session and exhibit areas</li> <li>• Signage at lunch stations with company logo</li> <li>• Verbal recognition during opening remarks</li> <li>• Recognition in conference app and program</li> <li>• One insert item in attendee bags</li> </ul>	<b>2 available \$8,000 + HST</b>
<b>Lunch sponsor</b>	<ul style="list-style-type: none"> <li>• (3) registration passes, including meals and access to session and exhibit areas</li> <li>• Signage at lunch stations with company logo</li> <li>• Verbal recognition during opening remarks</li> <li>• Recognition in conference app and program</li> <li>• One insert item in attendee bag</li> </ul>	<b>2 available \$8,000 + HST</b>
<b>Wifi sponsor</b>	<ul style="list-style-type: none"> <li>• Signage acknowledging your company on all conference tables</li> <li>• Recognition in conference app and program</li> <li>• Verbal recognition during opening and closing remarks</li> <li>• (2) Two registration passes, including meals and access to session and exhibit areas</li> </ul>	<b>(1 available) \$5,000 + HST</b>

**Sign up Today!**



## Evening Reception Sponsors

Connect with digital health key leaders, clinicians and decision makers to build your business by becoming an exclusive sponsor of the Evening Reception the night before the conference (September 12) at the Delta Hotels by Marriott Toronto Airport & Conference Centre. This is an excellent opportunity to influence clinicians' purchasing decisions and inform industry leaders of your products and services.

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

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

### Sponsorship Benefits:

Benefits	Exclusive Sponsorship	Co-Sponsorship
Exclusive sponsor for evening reception before the conference for approx. 100 physicians and technology decision makers (input on list of invitees)	Yes (30 passes)	No (15 passes)
Speaking opportunity to promote your business to attendees	Yes (15 Minutes)	Yes (7 Minutes)
Signage with your business name and logo on all tables	Yes	Yes
Acknowledgement of your support in OntarioMD's eTips Newsletter (20,000+ plus subscribers)	Yes	Yes
Social media acknowledgement and thank you	Yes (3 posts)	Yes (2 posts)
Logo on website and conference app with link to your website	Yes	Yes
Verbal acknowledgement of your support on each day of the conference by OntarioMD's CEO before the keynote speaker	Yes	Yes
Promotion of your business in conference email blast to attendees	Yes (150 words)	Yes (75 words)
Conference passes	Yes (8 passes)	Yes (4 passes)
Brochure or promotional item in the attendee bag	Yes	Yes
Pop-up banner at the reception	Yes	No
Access to attendee emails (for those consented)	Yes	Yes
Banner ad in conference app	Yes	No

**Note:** Co-sponsoring opportunities will include sponsors from different industries to enhance your exclusivity.

**[Sign up Today!](#)**

# Thank You!

 OntarioMD.ca

 OntarioMD.blog

 OntarioMD

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 @OntarioEMRs

 OntarioMD

 OntarioMDInc

## September 12 and 13, 2024



Looking for a customized package?  
Email us at [omd.events@ontariomd.com](mailto:omd.events@ontariomd.com).

Brooke Baker  
Event Organizer  
[omd.events@ontariomd.com](mailto:omd.events@ontariomd.com)

Revin Samuel  
Event Organizer  
[omd.events@ontariomd.com](mailto:omd.events@ontariomd.com)

