



FAMILY
MEDICINE
SUMMIT

MARCH 6-8, 2020
Rimrock Resort Hotel | Banff, AB

*Celebrating
65 Years*



ALBERTA COLLEGE of
FAMILY PHYSICIANS

Sponsorship and Research
Promotion Opportunities



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Family Medicine Summit 2020

Invitation to Participate

For 65 years, the Family Medicine Summit has delivered practice-changing continuing professional development (CPD) and provided a forum for family physicians, family medicine residents, and medical students to connect and share best practices.

As one of the largest gatherings for family physicians in the province, the Family Medicine Summit (Summit) is an

excellent investment opportunity for organizations who want to promote their research, services, resources, and connect with Alberta family medicine professionals.

We encourage you to consider the opportunities outlined in this prospectus and look forward to welcoming you to beautiful Banff in March 2020.

Alberta College of Family Physicians

The ACFP is the provincial chapter of the College of Family Physicians of Canada (CFPC) and was established 65 years ago. The ACFP is a professional voluntary organization, representing more than 5,000 family physicians, family medicine residents, and medical students in Alberta. We strive for excellence in family practice through advocacy, CPD, and primary care research.

As Family Physicians...

...We Value Professionalism

The ACFP acts with integrity and respect, being accountable, and responsible to its members.

...We Value Lifelong Learning

The ACFP supports and inspires lifelong learning through strong post-secondary and practice based learning and continuing medical education for its members.

...We Value Health for People, Centered in Excellent Care

The ACFP is comprised of caring, comprehensive, and integrated family medicine leaders who value excellence. The ACFP inspires personal interactions that build strong, trusting relationships among our members and the communities they serve in order to improve health outcomes.

...We Value Proactive Leadership

The ACFP leads and participates in credible and proactive collaboration with stakeholders to advance excellence in family medicine.

...We Value the Views and Needs of Our Membership

The ACFP is inclusive and reflective of its members' views and needs advancing professional autonomy through responsive and adaptive advocacy, research, and education.

About the Summit

Hosted by the ACFP, the Summit provides opportunities for family physicians to gain valuable CPD and to network with colleagues to share best practices in primary care. Education for Family Docs by Family Docs!

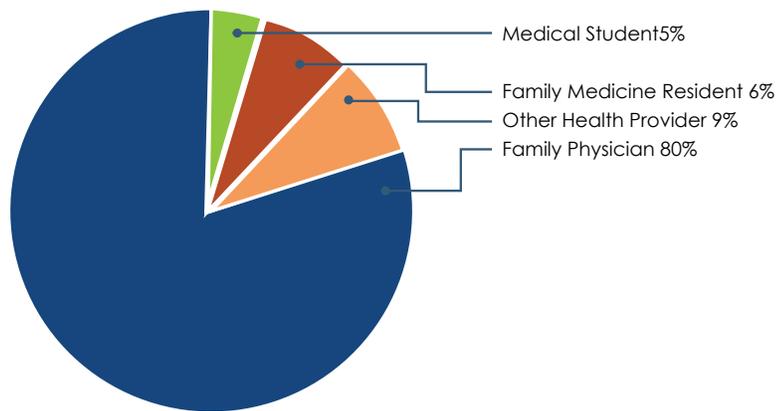
The ACFP's Summit Planning Committee oversees conference development, including sponsorship, and is comprised of family physicians from various locations in Alberta.

Historically, the Summit has taken place at the end of February/early March in Banff, Alberta, Canada. For the past several years, the Summit has reached its attendee capacity.

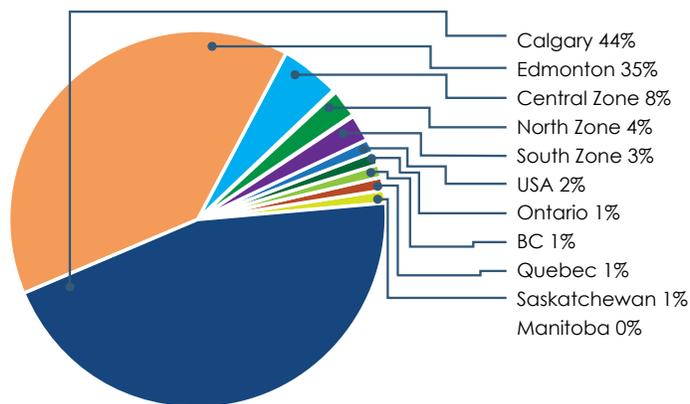
Registrants represent a range of practice profiles from different geographic locations, however the majority of attendees are from Alberta.

Registration at the Summit is limited to family physicians, family medicine residents, and medical students. Audience demographics from last year's conference are shown below.

Registration by Profession



Registration by Region



Summit at a Glance

THURSDAY EVENING - MARCH 5
FRIDAY MORNING - MARCH 6

Display Move-in

FRIDAY, MARCH 6

Preconference Workshops
Welcome Address
Keynote Presentation
Concurrent Sessions

Display Time
Doctor's Lounge
Welcome Reception
Research Poster Presentation

SATURDAY, MARCH 7

Keynote Presentations
Concurrent Sessions
Display Time

Doctor's Lounge
Game Night and Dance
Display Tear Down

SUNDAY, MARCH 8

Keynote Presentation
Plenary Sessions
Closing Address

Venue



The Rimrock Resort Hotel is a AAA/CAA Four Diamond Hotel located in the heart of the Canadian Rockies and Banff National Park. The Rimrock Resort Hotel offers exceptional views of the Canadian Rockies, fine dining, a luxury spa, along with special accommodation packages to suit your needs.

With unmatched style, decor, and superb hospitality, the Rimrock Resort Hotel is a very special place to visit for a truly remarkable experience.

The Rimrock Resort Hotel is pleased to offer exclusive accommodation in a unique location. Offering 343 guestrooms, the Rimrock has something for everyone. With warm contrasting earth tones and dark wood accents; all of its guestrooms are complemented by the natural beauty surrounding the hotel.

Participant Room Block

All confirmed participants will be contacted directly about accommodations. Only registered participants will be accepted in the Summit Room Block.

Participant Benefits

The ACFP's Summit is an excellent investment opportunity for organizations who want to promote their research, services, resources, and connect with Alberta's family physicians.

The ACFP welcomes the opportunity to discuss ideas and suggestions to maximize your investment. All sponsorship and research promotion is subject to approval by the Summit Planning Committee. For further information, please contact Kerri McNabb at Kerri.McNabb@acfp.ca or call 780-488-2395, Extension 207.

Participation Opportunities

Showcase Sponsor \$3,750

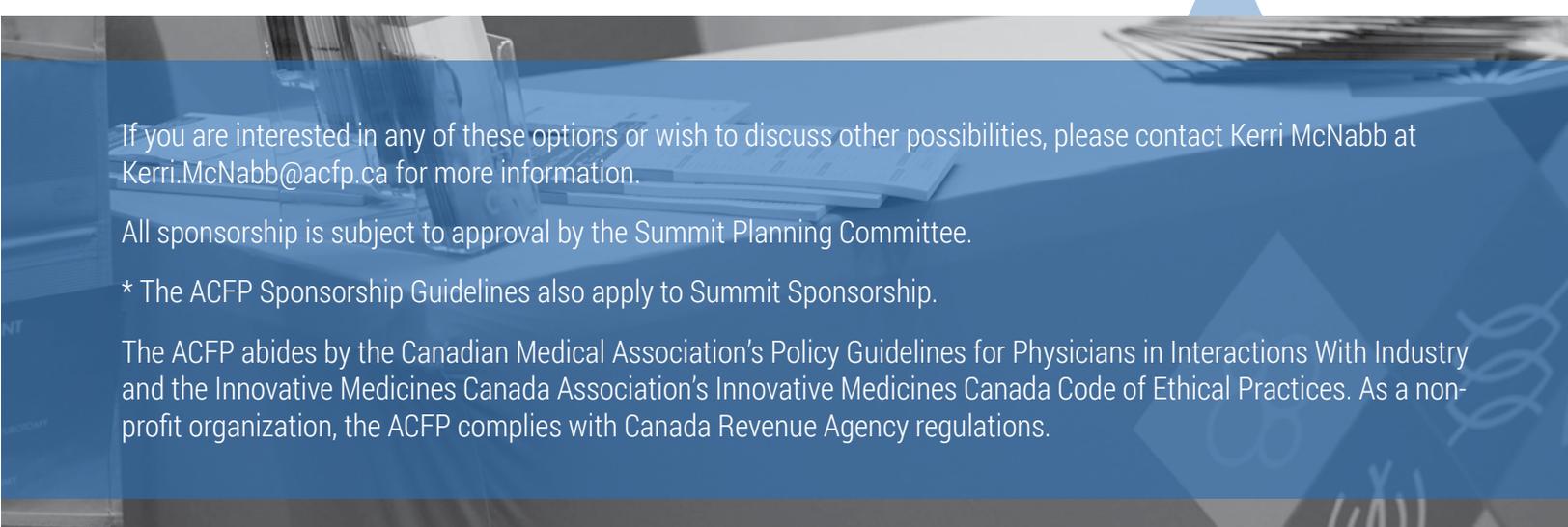
- Display space in the Summit Showcase (pedestal table)
- Logo recognition in all sponsor boards—print and online
- Logo recognition and company/organization description in the Sponsor Section in the final conference program guide
- Logo recognition and company/organization description in the Sponsor Section in the event app
- Up to two complimentary tickets to the Summit Welcome Reception and Research Poster Display
- Participation in "Display Passport Game"

Research Revue \$850 (5 spots available)

- Display space in the Glacier Suite (pedestal table)
- Recognition and network/project description in the Research Revue section in the event app
- Up to two complimentary tickets to the Summit Welcome Reception and Research Poster Display
- Participation in the "Display Passport Game"
- ACFP reserves the right to cancel this offering if fewer than 3 spots are sold

Family Game Night and Dance Sponsor - \$5,000

- Exclusive sponsorship of the popular Family Medicine Summit's Family Game Night and Dance
- Logo recognition in all sponsor boards—print and online
- Logo recognition and company/organization description in the Sponsor Section in the final Program
- Logo recognition and company/organization description in the Sponsor Section in the event app



If you are interested in any of these options or wish to discuss other possibilities, please contact Kerri McNabb at Kerri.McNabb@acfp.ca for more information.

All sponsorship is subject to approval by the Summit Planning Committee.

* The ACFP Sponsorship Guidelines also apply to Summit Sponsorship.

The ACFP abides by the Canadian Medical Association's Policy Guidelines for Physicians in Interactions With Industry and the Innovative Medicines Canada Association's Innovative Medicines Canada Code of Ethical Practices. As a non-profit organization, the ACFP complies with Canada Revenue Agency regulations.

Sponsor and Research Display Information

Display Details

MOVE IN

- Thursday, March 5: 12 noon–9 p.m.
- Friday, March 6: 7–10:00 a.m.

FRIDAY, MARCH 6 - MEETING & BRUNCH

10–11:30 a.m. (Laurel)

FRIDAY, MARCH 6 - DISPLAY TIME

12:30–5 p.m.
(official open time is 1 p.m.)

We invite you to attend the Friday evening Research Poster Presentation and Welcome Reception. Held in the Prefunction area, the reception is a great opportunity to relax and engage Summit registrants.

SATURDAY, MARCH 7 - DISPLAY TIME

8 a.m.–5 p.m.

SATURDAY, MARCH 7 - TEAR DOWN AND MOVE OUT

5 p.m. and beyond

Location

The Rimrock Resort Hotel
300 Mountain Avenue
Banff, AB T1L 1J2

Display Supplies

- Each Research Revue space includes a pedestal table and 2 padded stools

Payment

- The ACFP accepts payment via VISA, MasterCard, and American Express
- Full payment must be submitted in order to confirm your participation
- The ACFP's GST number is: 10695 3821 RT0001

Cancellations & Refunds

- Cancellations will be accepted on or before January 24, 2020
- A non-refundable \$300 cancellation fee will apply to cancellations received on or before January 24, 2020
- Refunds will not be considered for cancellations received on or after January 25, 2020

Internet Connection

T1 connections are also available from the Rimrock at a cost of \$100 per day.

ACFP SPONSORSHIP, RESEARCH and DISPLAY GUIDELINES

Participant Insurance

The ACFP requires each Participant to submit a Certificate of Insurance prior to participating in the Summit. For more information, please contact Kerri.McNabb@acfp.ca.

Eligibility

At the discretion of the ACFP, the following guidelines will be applied:

1. In addition to accepting sponsorship, the Summit Planning Committee may decline sponsorship, deny installation, request removal of any participant exhibit, or discontinue any promotion, totally or in part, that in its opinion is not in keeping with the character and purposes of the conference or the ACFP.

2. While we recognize that not all participants are members of Innovative Medicines Canada, the ACFP abides by the Canadian Medical Association Guidelines for Physicians in Interactions With Industry and the Innovative Medicines Canada Code of Ethical Practices.

For more information, visit <http://innovativemedicines.ca/ethics/code-of-ethics/>. Download the Innovative Medicines Canada Code of Ethical Practices at: http://innovativemedicines.ca/wp-content/uploads/2018/06/Code-Formatted_Regular_EN-2.pdf.

3. Promotional giveaways must be approved by the ACFP.

ACFP Sponsorship, Research and Exhibition Guidelines

The ACFP abides by the Canadian Medical Association's Policy Guidelines for Physicians in Interactions With Industry and the Innovative Medicines Canada Association's Code of Ethical Practices. As a non-profit organization, the ACFP complies with Canada Revenue Agency regulations.

ACFP's Guidelines describe the principal approach the ACFP will follow when considering sponsorship. While these guidelines will apply to all ACFP conferences and events, Sponsorship and Exhibition Programs specific to individual events/conferences and research promotion requests will also be observed.

Definition of Sponsorship

The ACFP defines sponsorship as the financial or in-kind support of an event, organization, activity or item by an un-related network/company/organization.

Sponsorship objectives include raising the profile of the network/company/organization; research project/marketing products and/or services; and increasing positive awareness in markets and among stakeholders.

General Participant Guidelines

When considering the acceptance of displays, the ACFP will:

- Consider and accept participants only from those whose products, services, policies, and values align with the ACFP vision, values, goals, and strategic priorities
- No promotional material may be distributed inside or near any educational sessions

- In the case of in-kind support, the ACFP and participant will negotiate a monetary value for such support
- Track and monitor participation to fulfill the ACFP's reporting obligations to Canada Revenue Agency
- Consider all participation requests and offers objectively while observing these guidelines
- Consider all expressions of interest where there is more than one participation opportunity
- Provide recognition dependent upon the level of support as determined for each conference or event
- Restrict access to the ACFP membership in accordance with current policies and procedures
- Reserve the right to decline offers of potential participation
- Develop a written agreement to be approved and signed by the ACFP Executive Director or designate
- Retain final approval of all messages, signage and advertising displayed at the event
- Reserve the right to reject or remove at any time any participant material for any reason. Explanation for the removal will be provided to the Participant

The ACFP will not:

- Allow its name and/or logo to be used in relation to an official endorsement of a participant's project/product/service or company
- Allow influence of ACFP policies, programs or procedures

A participant will:

Abide by the ACFP Guidelines, the relevant Event Program, and the written agreement.

Rules of Conduct

Participants are reminded that all participant displays at the Summit adhere to the CMA Code of Ethics and Regulatory Guidelines and the Innovative Medicines Canada Code of Ethical Practices and applies it to all Participants unless expressly exempted.

The ACFP retains full authority in the interpretation and enforcement of all rules and regulations governing Participants. These regulations may be amended at any time by the ACFP. The ACFP reserves the right, even after an application to exhibit has been approved, to restrict and/or to cancel any booked exhibit which it deems to be undesirable or objectionable.

Participants must not place demonstration areas on the aisle line of their exhibit. Participants whose display arrangements or presentations cause spectators to interfere with normal aisle traffic, or unduly overflow into the display area of neighbouring exhibits, may be asked to limit or eliminate their presentations.

Order-Taking and Selling by Non-Pharmaceutical Participants

Non-pharmaceutical participants may take orders and sell product. This includes book publishers, medical instrument or device manufacturers. Products for sale must be the participant's own unaltered, marketed products, and the products or services must be pertinent to the attendees' professional interest.

Promotional Material

Participants are responsible for ensuring that all promotional and product or service related information intended for distribution to attendees during the Summit is factually accurate, provides appropriate referential, and scientific data, and is professionally tasteful in its presentation. No promotional material may be distributed inside or near any educational sessions.

Distribution of Product Samples, Food and Beverages

Participants, whether or not they are members of the Innovative Medicines Canada, may not distribute from their exhibit booths product samples of prescription products, non-prescription products, medical devices or equipment, foodstuffs of any kind, beverages, nutritional samples, cosmetics, etc., to attending attendees or directly to the room blocks for Summit registrants in the area hotels. Participants wishing to display their product samples at their exhibit may have one sample to be used for demonstration purposes only, and may stack empty product containers as part of their display if they wish. This distribution policy includes all exhibiting companies at the Summit.

Novelty Gifts and Souvenir Give-aways

All novelty gifts and souvenir give-aways that are intended for distribution to attendees at the Summit must be submitted to the ACFP for review and approval.

All submitted items will be reviewed on the basis of whether or not they contribute to the health care professional's or the patient's understanding of a condition or its appropriate treatment. These premiums must be of minimal value (under \$10) and related to the physician's work or his/her patient.

Examples of approved giveaways include: Hand Sanitizer, Baby Check Score Card, Adhesive Bandage Dispenser, Brochures, Calorie Counter, Child ID Kit, Dosage Cards, Dosage Spoon, First-Aid Kits, Geriatric Evaluation Cards, Medicine Bottle Cap, OB Wheel, Patient Diary, Pedometer, Penlight, Pill Box, Posters (Educational), Tape Measures (cloth/vinyl), Teaching Laminates, Brochures, Dictionary, Exam Forms, Tissue Packets, Magazines (Health Related), Magnets/Magnetic Boards, Memo Clip, Penlights, Stethoscope Name Tags, Sewing Kit, USB Sticks.

Privacy Policy

The collection of registrants' personal information is subject to privacy laws (FOIP). Your corporate privacy policy must be available for review by registrants. The ACFP does not provide registrant lists to participants. Registrant information may be gathered, with the registrant's permission, by disclosing such activity verbally or on the entry form.

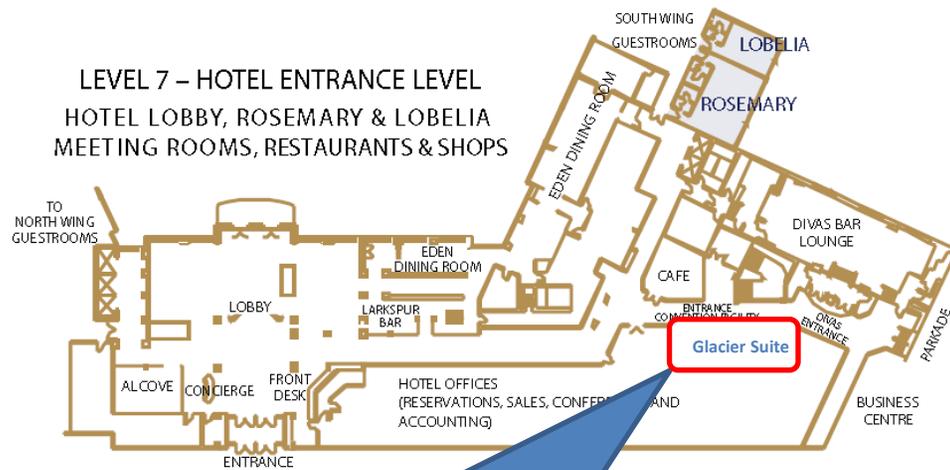
Last Year's Sponsors

Alberta Health Services - Screening Programs
Alberta Medical Association - Integrated Programs
Alberta Medical Association - Physician and Family Support Program
Alberta Medical Association - Sections of General Practice and Rural Medicine/Billing
AVA Industries
Canada Health Infoway
College of Physicians & Surgeons of Alberta
Physician Learning Program
University of Alberta
University of Calgary

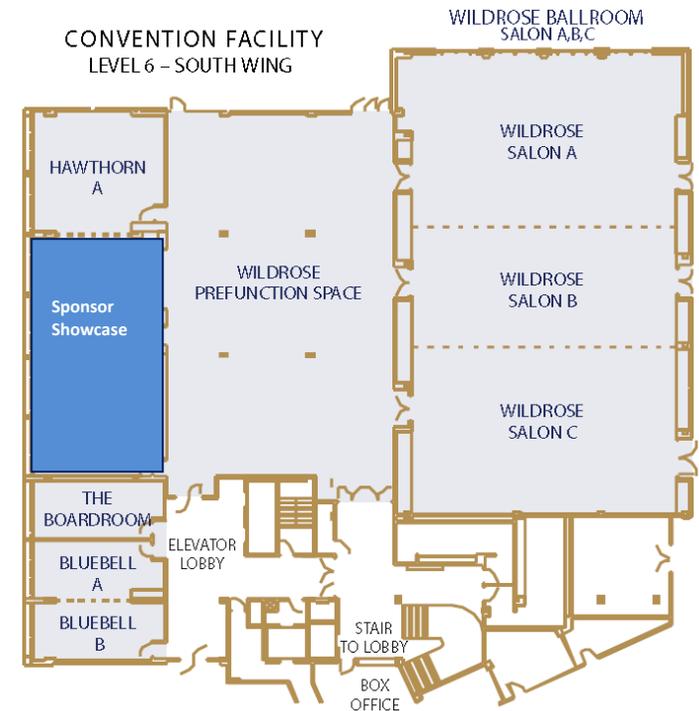
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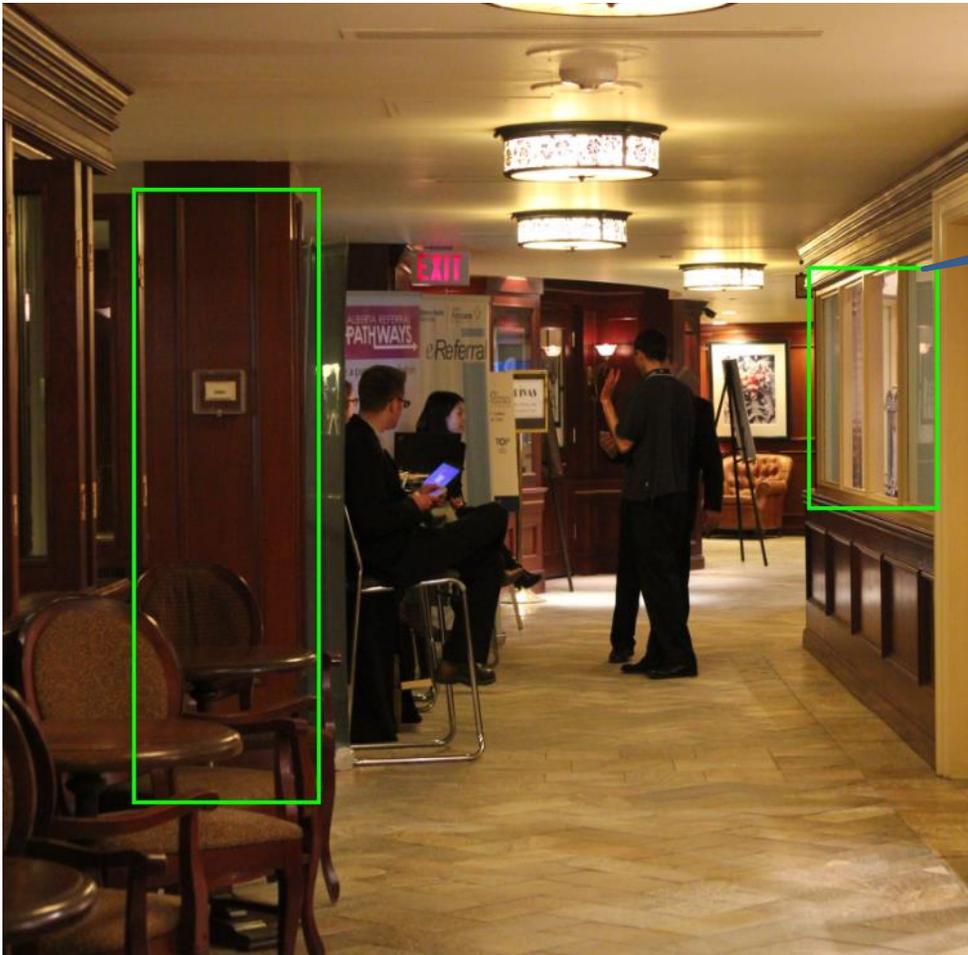
Main Lobby - Glacier Suite - Research Revue location



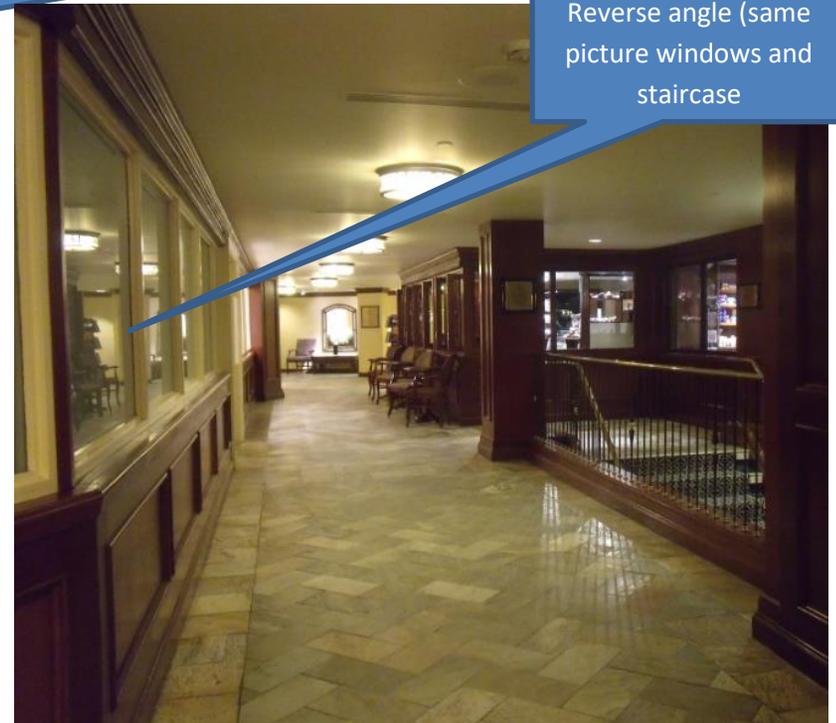
Glacier Suite – Research Revue: situated right across from the Rimrock stairwell convention area and lounge. The suite has picture windows that open up to the hall way. Sponsor can place its branding (materials and banners), and their staff can be set up there to draw traffic to your table) so long as the corridor and path are not blocked



Main Corridor to the stairwell to the conference floor



Picture windows that open up to the hall way from the Glacier Suite. Opposite the windows is the main staircase to the convention level.



Reverse angle (same picture windows and staircase)

Past Photos of Glacier Suite and Ad-Hoc Sponsor Displays

