

Looking to connect with participants who are engaged and receptive to timely information and new ideas?

Here's your opportunity ▶



FMS 2022
FAMILY MEDICINE SUMMIT

Knowledge for the Now

WHY FMS?

FMS gives Ontario's family physicians access to the latest information on the most pressing topics affecting family medicine. The **fully virtual program** has been recognized by participants for its value in bringing together leading clinicians and thought leaders, to explore the most relevant issues for clinical practice and the health system.

CREDIBLE, RESPECTED SOURCE

- ▶ The OCFP is a go-to source for reliable information for our **15,000+** family-physician members, a profile that has been solidified in the pandemic.

BROAD REACH

- ▶ From our largest cities to the smallest hamlets, and communities of every size in between, OCFP members bring their family medicine skills to all corners of the province.

ENGAGED PARTICIPANTS

- ▶ FMS 2021 attracted **more than 750 engaged participants**, taking part in 65 certified sessions.

DIVERSE REPRESENTATION

- ▶ From residents and early career physicians, to seasoned practitioners and mentors, **FMS participants are decision-makers** working across the health system.

EXTENDED ACCESS

- ▶ Given **extended access to conference content**, participants accessed the FMS 2021 website for an average of more than 17 hours over six months.

ROBUST SOCIAL ENGAGEMENT

- ▶ The OCFP's **strategic approach to social media** has garnered thousands of followers and high levels of engagement on popular social platforms, including more than 5,000 followers of @OntarioCollege on Twitter and strong #MedTwitter engagement.

"Honestly, the best family medicine conference I have ever attended."

"... the ability to view presentations according to my schedule was very helpful. This allowed me to gain significantly more information/learning ..."

"The OCFP has been the BEST, clearest and most comprehensive resource through this entire pandemic... Your team has sent us the information that we need in Family Medicine consistently ahead of any other resource."

"Great way to obtain up to date knowledge that I could use and apply the next day to help and answer my patients."

– FMS 2021 participants

▶ For more information: fms@ocfp.on.ca | 416-867-9646 | [OCFPsummit.ca](https://www.ocfpsummit.ca)



► Sponsorship Opportunities

Two high-impact options for your message:

► CONFERENCE SPONSOR

PROMINENT LOGO PLACEMENT and additional recognition at all FMS networking activities, including these special events available in real-time to all participants:

- Conference launch social event in the week leading to the FMS 2022
- Networking event on livestream day 1, Friday, January 28
- Networking event on livestream day 2, Saturday, January 29

HIGH VISIBILITY in Conference Sponsor Showcase on the FMS website, available for more than six months. This dedicated static display area gives you the opportunity to present your organization's logo and details, link to your company's website, show videos, and offer downloadable materials.

RECOGNITION THROUGHOUT THE CONFERENCE, including acknowledgement in opening and closing remarks.

SOCIAL MEDIA POSITIONING, including tagging/mention in OCFP sponsorship-related posts.

COST: For-Profit: \$5,000 | Non-Profit: \$2,000

► DELEGATE PACKAGE ITEMS

Our special conference care package offers an excellent opportunity to reach FMS participants directly. The OCFP's **Family Docs Rock** Box is delivered to the first 850 registrants and speakers, providing supplementary materials to enhance the conference experience. Box contents can be practical *and* fun – such as our handy Conference-at-a-Glance and key dates cheat-sheets, and our sought-after OCFP socks.

Make a lasting impression and add your message to our special delivery with a postcard, flyer, or branded merchandise!

FAMILY DOCS ROCK DELEGATE PACKAGE ITEM

OPTION 1*: Provide your branded items and we'll ensure insertion and mailout in the FMS Delegate Package. Price covers insertion and inclusion for mailing of 850 delegate packages. HST (13%) extra.

OPTION 2:** Select from our list of customisable items and provide your logo – we'll take care of the rest. Price covers merchandise, insertion and inclusion for mailing of 850 delegate packages. HST (13%) extra.

OPTIONS FOR DELEGATE PACKAGE ITEMS

	OPTION 1*: You provide your items for insertion.	OPTION 2**: Give us your logo and we'll do the rest.
Bookmark	\$500	\$1,400
Pen	\$500	\$1,600
Notepad	\$750	\$1,800
Magnet	\$750	\$2,100
Chocolate	\$750	\$3,500
Tea/Coffee	\$1,000	\$4,000
Sunglasses	\$1,500	\$6,500
Toque	\$2,000	\$11,000
Mittens	\$2,000	\$11,000

Don't see your idea as an option? Let us know and we would be happy to discuss!

* Sponsor is responsible for delivering items to distribution centre by December 3, 2021.

** Sponsor is responsible for delivering company logos and related information to the OCFP by November 1, 2021

