



# 74TH ANNUAL REFRESHER COURSE FOR FAMILY PHYSICIANS

## SPONSORSHIP PROSPECTUS



**Bureau du développement  
professionnel continu**

**Office of Continuing  
Professional Development**



Infinity Convention Centre,  
2901 Gibford Drive,  
Ottawa, Ontario, Canada



[ldarbon@uottawa.ca](mailto:ldarbon@uottawa.ca)



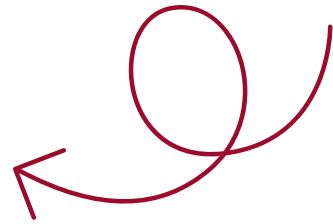
# WHY SPONSOR THE 2025 ANNUAL REFRESHER?



## About the 74th Annual Refresher Course for Family Physicians

This comprehensive course is designed to provide family physicians and other health-care providers with relevant and recent information about approaches to the diagnosis and management of conditions across the breadth of family medicine in both rural and urban settings. Each day consists of a combination of lectures and workshop sessions designed specifically for family physicians and healthcare providers which allows course attendees to customize their learning experience. We expect to welcome over 200 participants to the event this year!

Event sponsorship provides institutions and organizations with high visibility and interaction with participants in an intimate setting. Funding provided assists in the development of an engaging and exciting event for all participants. This event will be a hybrid model giving sponsors the opportunity to engage with participants both in person and virtually.



## Why Sponsor?

- Aligning your brand with family physician events allows you to position yourself as a supporter of healthcare professionals. Demonstrating your commitment to advancing primary care and improving patient outcomes.
- It offers a platform to showcase your products, services, or innovations to a relevant and captive audience.
- Your brand gains visibility and recognition within the medical community, potentially leading to increased trust among healthcare professionals.

## Who Attends?

Family Physicians

Other Healthcare Professionals

Medical Students

## 2024 Overview



301 Attendees  
(225 In Person)



21 Industry Sponsors



30 Educational Speakers



18 Section 1 & 18 Mainpro+ Credits



3 Sponsored Lunch Symposias



Over 300,000 Social Media Impressions

## Our 2025 Planning Committee

Dr. Parisa Rezaiefar, Family Medicine (Course Chair)  
Dr. Celeste Collins, Family Medicine  
Dr. Matthew Dionne, Family Medicine  
Dr. Michelle Lawler, Family Medicine  
Dr. Karen Li, Family Medicine

Dr. Heather Lochnan, Endocrinology  
Ms. Caryn McKee, Nurse Practitioner  
Dr. Eric Wooltorton, Office of CPD  
Ms. Cynthia Way, Pharmacist



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# PREMIUM SPONSORSHIP OPPORTUNITIES

**Gold Sponsor** | Limited Opportunity

**\$7,500**

## Key Entitlements

- Half Page Ad Included in the Onsite Guide
- **NEW!** Raffle ballet included in Onsite Guide
- **NEW!** Access to Cocktail Reception
- Acknowledgement as Gold Sponsor in Conference App
- Acknowledgment in Opening Remarks Each Day
- Acknowledgment on Sign in Meal Room
- Social Media Shoutouts During Events

## Branding & Visibility

- Lead Contact Retrieval
- Logo Included in Course Program and Splash Slides
- Acknowledgment in Course Welcome Emails
- **NEW!** Acknowledgment as Cocktail Reception Sponsor
- **NEW!** Customized lighting to match your brand in exhibit hall
- **NEW!** Interactive Exhibit Game for Participants

## Exhibit Information

- 2 Exhibit Days
- Exhibit booth size - 8 x 16
- 5 Onsite Representatives
- Additional Badges Available for Purchase (\$500 per day)
- Complimentary Meals and Parking for Representatives



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## Build Your Package!

**Educational Opportunity** | \$5,200

Satellite Symposia provides your organization with a unique opportunity to host an unaccredited educational session over the lunch hour. Gold Sponsors have priority access with a discounted price. Only two symposia opportunities will be permitted, reserve yours today!



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# PREMIUM SPONSORSHIP OPPORTUNITIES

Silver Sponsor | Limited Opportunity

**\$6,000**

## Key Entitlements

- 1/4 Page Ad Included in Exhibitor Guide
- Acknowledgement in Conference App as Silver Sponsor
- **NEW!** Access to Cocktail Reception

## Exhibit Information

- 2 Exhibit Days
- Exhibit booth size - 8 x 8
- 2 Onsite Representatives
- Additional Badges Available for Purchase (\$500 per day)
- Complimentary Meals and Parking for Representatives

## Branding & Visibility

- Lead Contact Retrieval
- Acknowledgement in Conference App
- Logo Included in Course Welcome Emails
- Logo Included in Course Program and Splash Slides
- **NEW!** Acknowledgment as Cocktail Reception Sponsor
- **NEW!** Interactive Exhibit Game for Participants

## What Attendees Are Saying...

"There was adequate time for networking opportunities with event attendees."  
- Previous Sponsor

"Overall I love this meeting and have returned to it almost every one of the past 15 years. It's relaxed, informative, and good value."

"Well done, well managed, was a positive interactive experience for us"  
- Previous Sponsor



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# PREMIUM SPONSORSHIP OPPORTUNITIES

**Bronze Sponsor** | Limited Opportunity

**\$3,500**

## Key Entitlements

- Logo and name included in Exhibitor Guide
- Acknowledgement in Conference App as Bronze Sponsor

## Exhibit Information

- 1 Exhibit Day - Friday, April 11, 2025
- Exhibit booth size - 6ft Table Display
- 1 Onsite Representative
- Additional Badges Available for Purchase (\$500 per day)
- Complimentary Meals and Parking for Representatives

## Branding & Visibility

- Lead Contact Retrieval
- Acknowledgement in Conference App
- Logo Included in Course Welcome Emails
- Logo Included in Course Program and Splash Slides
- **NEW!** Interactive Exhibit Game for Participants

**Not-for-Profit Rates are Available!**

Please contact [ldarbon@uottawa.ca](mailto:ldarbon@uottawa.ca) for more details



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# SPONSORSHIP OPPORTUNITIES



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## Educational Opportunity | Limited Opportunity \$8,000

Satellite Symposia provides your organization with a unique opportunity to host an unaccredited educational session over the lunch hour. Only two symposia opportunities will be permitted, reserve yours today!

Sign up as a Gold Sponsor to receive a discount on this opportunity! See Gold Sponsor page for details.

## Lounge Sponsor | Exclusive Opportunity \$1,500

Don't miss this exclusive opportunity! Have your own room at the conference. Add this package to your sponsorship and get access to your own private lounge for participants to visit.

**TO CONFIRM YOUR  
SPONSORSHIP PLEASE  
CLICK HERE**



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