



OMD  
EDUCATES



DIGITAL HEALTH  
CONFERENCE

# 2025 Sponsorship and Exhibitor Prospectus

**September 18 and 19, 2025**

Toronto Congress Centre (South Building)

**Maximize Your Presence – More Engagement. Greater Impact!**

- Customized sponsorship options
- Unparalleled networking opportunities
- More interaction time with clinicians about your products and services!





## About OntarioMD

OntarioMD (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.](#)



## The Event

**Join us for two exceptional days of connecting, networking, and innovating at the Toronto Congress Centre.** The OMD Educates: Digital Health Conference is an award-winning digital health event with the opportunity to connect face-to-face with clinicians to showcase your solutions to help streamline their practice and improve patient care.



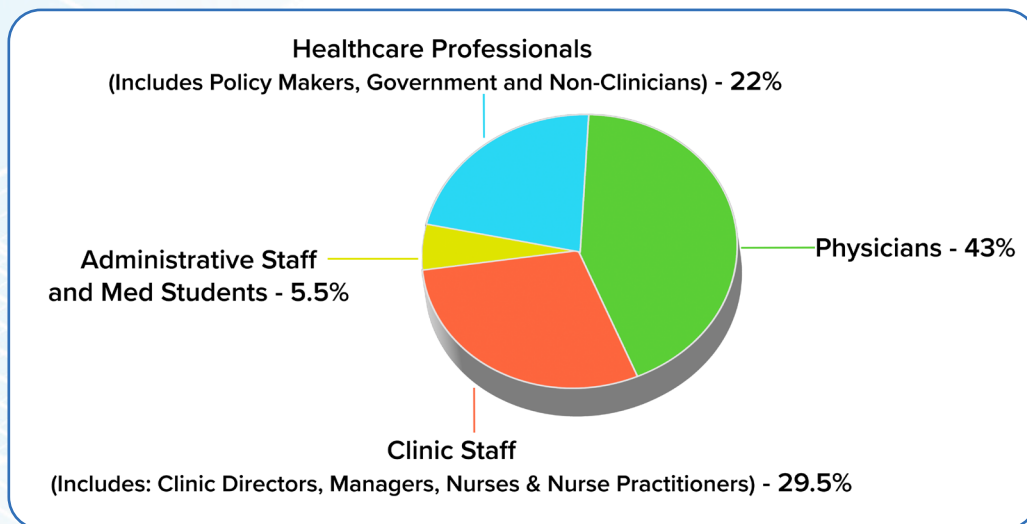
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# The Attendees

**Clinicians attendees are the target audience for your products!** The OMD Educates: Digital Health Conference brings together a diversity of physicians, nurse practitioners, nurses, allied health professionals, health system stakeholders, policy makers, IT and administrative staff to learn about 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 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](mailto:omd.events@ontariomd.com) for details and to confirm your sponsorship. **Act fast and reserve your spot today!**

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

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## Sponsored Spotlight and Concurrent Sessions:

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

To apply, email Revin Samuel, at [ond.events@ontariomd.com](mailto:ond.events@ontariomd.com) including your company description and suggested title and outline for your session.

**Morning Spotlight Session:**  
**\$10,000 (+HST)**  
**1 sold / 1 available**

**Lunch Spotlight Session:**  
**\$10,000 (+HST)**  
**SOLD OUT**

**Concurrent Session:**  
**\$4,500 (+HST)**  
**3 sold / 2 available**

\*Note: 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 is a star attraction 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 sales objectives.

## Exhibitor Package Inclusions for Two Days:

- 10 ft. x 10 ft. exhibitor space
- 1 x 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) 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 Rate until 31st July:**  
Single space: **\$3,599 +HST**  
Double space: **\$7,000 + HST**

**Regular Price:**  
Single space: **\$4,499 + HST**  
Double space: **\$8,850 + HST**

The exhibitor early bird rate is available until July 31, 2025

### Additional Items

**Note:** Internet Connectivity, lead retrieval, power, and other exhibitor accessories (e.g., carpet) are available at an additional cost and can be ordered from the exhibitor kit.

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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 x 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

**Start Up Zone Rate:**  
**\$1,999 + HST (Limited availability)**

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

**Note:** Internet Connectivity, lead retrieval, power, and other exhibitor accessories (e.g., carpet) are available at an additional cost and can be ordered from the exhibitor kit.



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# Live Podcast Activation Sponsorship

Value – \$17,000

## Branding & Visibility

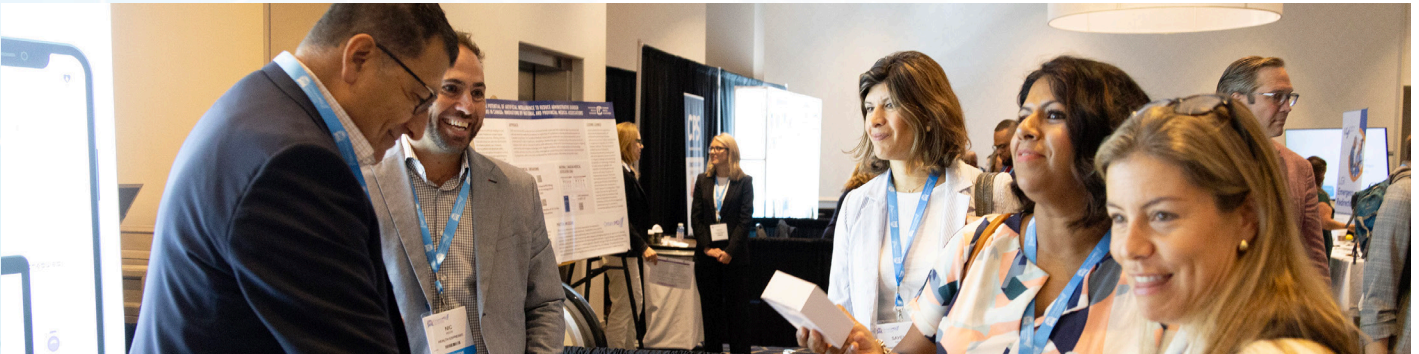
- Name and logo recognition as the Live Podcast Activation Sponsor
- Banner backdrop of the sponsor on camera at all times
- Premium logo placement on the conference website and app
- Ad distribution in Breaking Silos in Canadian Healthcare (and potentially another media outlet)
- Promoted as a special feature via emails, app, and in opening remarks
- Two VIP invites to the Welcome Reception
- Option for swag bag insert
- Five full conference passes.

## Includes:

- Full day of filming (up to 8 hrs/day, continuous rolling)
- Multi-camera cinematic setup with professional audio
- Interview coordination (attendees, vendors, speakers)
- Guest scheduling and interviewing
- **Post-Production:**
  - Full-length professionally edited interviews (YouTube, Spotify)
  - 15 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)



## Additional Marketing Opportunities

<b>Social media mention (per post and platform)</b>	Choice of Facebook, Instagram or X	<b>\$249 + HST</b>
<b>Individual email blast to attendees</b>	350-word maximum Includes graphic (300x300) and link	<b>\$2,100 + HST</b>
<b>OMD Digital Health eTips Newsletter Insertion</b>	Newsletter has 20k+ subscribers 100-word maximum, including graphic and link	<b>\$1,310 + HST</b>
<b>Swag Bag insert</b>	Marketing collateral or branded promo item	<b>\$975 + HST</b>
<b>Swag bag sponsor</b>	Exclusive sponsor of the conference bags	<b>\$8,500 + HST</b>
<b>Banner ad – conference app</b>	Image and link to company URL Image size: 800px x 133px - 6:1	<b>\$650 + HST</b>
<b>Banner ad – OntarioMD.Live</b>	Image and link to company URL Image size: Horizontal leaderboard ad – 1456px x 180px	<b>\$999 + HST</b>
<b>Blurb in email to attendees</b>	50-word maximum including graphic and link	<b>\$999 + HST</b>
<b>Coffee 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 (includes meals and access to the session and exhibit areas)</li> </ul>	<b>4 available \$2,750 + HST</b>
<b>Breakfast or lunch sponsor</b>	<ul style="list-style-type: none"> <li>• (3) Three registration passes (includes meals and access to the session and exhibit areas)</li> <li>• Signage at food stations</li> <li>• Verbal recognition during opening remarks</li> <li>• Recognition on conference app and program</li> <li>• (1) One item in attendee bags</li> <li>• Inclusion in conference promotional video</li> </ul>	<b>4 available \$8,000 + HST</b>
<b>Wifi sponsor</b>	<ul style="list-style-type: none"> <li>• Your company logo, with a QR code to a website of your choice, on tables throughout the conference</li> <li>• Recognition in conference program, website and app</li> <li>• Verbal recognition during opening and closing remarks</li> <li>• (3) Two registration passes (includes meals and access to the session and exhibit areas)</li> </ul>	<b>(1 available) \$8,000 + HST</b>

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## Welcome Reception Sponsors

Boost your business and sponsor our Evening Welcome Reception (on September 18, 2025) 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 technology decision makers (input on list of invitees)	<b>X</b> (30 passes)	<b>X</b> (15 passes)
Speaking opportunity to promote your business to attendees	<b>X</b> (15 Minutes)	<b>X</b> (7 Minutes)
Signage with your business name and logo on all tables	<b>X</b>	<b>X</b>
Acknowledgement of your support in OntarioMD's eTips Newsletter (20,000+ plus subscribers)	<b>X</b>	<b>X</b>
Social media acknowledgement and thank you	<b>X</b>	<b>X</b>
Logo on OntarioMD website and conference app with link to your website	<b>X</b>	<b>X</b>
Verbal acknowledgement of your support on each day of the conference by OntarioMD's CEO before the keynote speaker	<b>X</b>	<b>X</b>
Promotion of your business in conference email blast to attendees	<b>X</b> (150 words)	<b>X</b> (75 words)
Conference passes for your representatives	<b>X</b> (6 passes)	<b>X</b> (3 passes)
Brochure or promotional item in the attendee bag	<b>X</b>	<b>X</b>
Pop-up banner at the reception	<b>X</b>	<b>X</b>
Access to attendee emails (consent-based)	<b>X</b>	<b>X</b>
Banner ad in conference app	<b>X</b>	

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

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# Thank You!



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[OntarioMD](https://www.linkedin.com/company/ontariomd)

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[OntarioMD](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)

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