

ONTARIO **MIDWIFERY** CONFERENCE • 2020



OMC SPONSORSHIP & EXHIBITOR
OPPORTUNITIES



MAY 4-6
Hockley Valley Resort

The AOM is growing!

The Association of Ontario Midwives (AOM) represents registered midwives, Aboriginal midwives and the practice of midwifery in the province of Ontario. We are Ontario's fastest growing health profession with over 1000 midwives, and each year 90 new midwives graduate from Midwifery Education Programs at Laurentian, McMaster and Ryerson. Every practising registered midwife in the province is a member of our association.



QUICK FACTS

MEMBERSHIP AND ATTENDANCE

- Over 1000 members caring for more than 20,000 families* annually
- 400 additional midwives will join over the next 4 years.
- Conference information and packages reach both midwives and students
- 200+ midwifery professionals with prescribing authority expected at the 2020 conference

SOCIAL MEDIA PRESENCE

- Over 10,500 followers on [Facebook](#)
- 6,000+ thought leaders follow us on [Twitter](#)
- 3,000+ followers on [Instagram](#)

FOR MORE INFORMATION

OntarioMidwives.ca

*BORN Ontario, Maternal Newborn Reports, 2015

EXHIBITOR PACKAGES:

On-site - \$725 | **Non Profit** - \$400 | **Marketplace*** - \$200 | **Virtual** - \$175

An excellent opportunity to showcase your company in our exclusive exhibitor space.

Our conference schedule includes dedicated exhibitor time and the conference app returns with the popular game challenge to ensure traffic to your booth.

Triumph over tight budgets and expand your reach with minimal investment. No travel time, shipping fees, accommodation or meal expenses.

On-site Exhibitor Package Includes:

- Exhibitor space - 6 foot skirted table and chair
- Complimentary Wi-Fi
- Power Access
- Breakfast, Lunch and Breaks for one person** for exhibiting dates
- One complimentary virtual delegate bag item
- Company name listed on AOM conference web page
- Company logo and website link on OMC conference app

**Additional meal packages and tickets available for purchase

Virtual Exhibitor Package Includes:

- On-site hub in exhibitor marketplace for delegates to access your presentation video
- Participation in on-site game challenge
- One complimentary virtual delegate bag item
- Company name listed on AOM conference web page
- Company logo and website link on OMC conference app

*For sale of non-midwifery specific items (i.e. clothing, jewelry, artwork, etc)

SPONSORSHIP PACKAGES

Platinum: SOLD OUT

	Gold	Silver	Bronze	Supporting	Gala
	\$8000	\$6000	\$3000	\$1500	\$1500
Your logo with level sponsor recognition in all promotional advertising and conference materials	X	X	X	X	X
Website Presence: Online sponsor recognition three months prior and three months post conference with a direct link to your website	X	X	X	X	X
Sponsor recognition in OMC app and on leaderboard	Half page	Quarter page	Banner	Half banner	Half banner
OMC digital program and link to website	X	X	X	X	X
Prime booth location in main foyer for conference duration	X	X	X		
Conference registrations that can be used by representatives of your company or donated in your company name to those who would otherwise be unable to attend	2	1			
Verbal acknowledgement by AOM at opening and closing remarks	X	X	X	X	X
Delegate Bag Insert	2 pieces	2 pieces	1 piece		
One complimentary virtual delegate bag item	X	X	X	X	X
Ticket to gala dinner					1 ticket

Don't see a package that suits your needs? Contact [Laura Da Rocha](#) to build a package that works for your company.

À LA CARTE



Delegate bag insert: starting at \$125*

Add your company's message, offer a redeemable coupon or share the latest news with a delegate bag insert. Please consider the environment when choosing delegate bag items; eco conscious items are appreciated.

OMC digital program: \$50*

Stand out from the rest. Include a banner ad in the OMC digital program. This ad will pop up on all OMC delegates' devices reminding them to visit your booth and showcasing what you have to offer. This banner ad will also be displayed on the leaderboard that we call on in the main plenary room between sessions.

Website presence: starting at \$50*

Have your logo on our member website conference pages with a live link to your site for the conference entirety (three months prior and three months post). All of our delegates need to register through our site and will see your logo! Traffic for this event can be estimated if requested.

Midwifery Memo: \$50*

Let our membership, supporters and stakeholders know you are attending OMC 2020! 750 - 1000 digital weekly newsletters go to midwifery clinics/satellites/birth centres, 478 stakeholders, 2600 supporters. Is promoted via Facebook (over 5500 likes) and Twitter (over 4200 followers). Bosting an average open rate of 60% (compared with a 22% industry standard).

Looking for something different?*

Other options are available. Are you thinking lanyards, name badges, centerpieces or tasting tables? Let your creative side out! Please contact Laura Da Rocha, Manager of Events and Corporate Partnerships, to discuss potential properties and prices.

**All print and digital artwork must be provided by the sponsor. Deadline for artwork including logos: Mar. 1, 2020.*

REGISTRATION

To become a sponsor or exhibitor visit our [registration page](#) or complete the following:



Please return the signed **SPONSORSHIP & EXHIBITOR FORM**, along with a cheque made payable to:

Association of Ontario Midwives
Attention: Conference Sponsorship
365 Bloor Street East, Suite 800
Toronto, ON M4W 3L4

For credit card payments please call 416-425-9974 x2236.

For questions regarding sponsorship, please contact laura.darocha@aom.on.ca or 416-425-9974 x2250.

We are pleased to have you as a partner at this year's conference.

Company name _____

Contact person _____

Address _____

Postal code _____ Email _____

Office phone _____ Cell phone (optional) _____

Fax _____ Website _____

Please choose your package and add-ons.

SPONSORSHIP PACKAGE SELECTION: (please check one)

- Gold: \$8,000
- Silver: \$6,000
- Bronze: \$3,000
- Supporting: \$1,500
- Gala: \$1,500

EXHIBITOR PACKAGE:

- On-site Exhibitor: \$725
- Non-Profit Exhibitor: \$400
- Marketplace Exhibitor: \$200
- Virtual Exhibitor: \$175
- Extra person at booth: \$90 **per day** - includes breakfast, breaks and lunch
- One day: \$90 (please indicate which day) _____ Two days: \$180
- Extra table: \$50
- Opening ceremonies ticket: \$120
- Gala Dinner Ticket: \$120
- Grand prize donation item: _____ Value: _____

À LA CARTE ITEMS:

- Delegate bag inserts: 1 insert - \$125 2 inserts - \$200
- OMC Digital Program Banner: \$50
- Website presence: \$50
- Midwifery Memo - 1 side bar ad: \$50

Don't forget to take part in the grand prize gift baskets!

*Your contribution includes:
- OMC app recognition*

- Verbal thank you at closing ceremonies

- On-site donator recognition at registration desk signage

TOTAL OWING: _____ **SIGNATURE:** _____ **DATE:** _____