



2022 SIM EXPO

HEALTHCARE SIMULATION EXPOSITION

OCTOBER 17-18

DELTA TORONTO HOTEL • TORONTO, ONTARIO

SPONSOR & EXHIBITOR PACKAGE

REGISTER NOW

To participate, please complete the [2022 SIM Expo Sponsor & Exhibitor Application Form](#).
Application forms must be received no later than September 17, 2022.

“The best conference we’ve attended in a very, very long time!”
SIM Expo Exhibitor

2022 SIM EXPO — CANADA’S PREMIER HEALTHCARE SIMULATION CONFERENCE!

- Simulation Canada’s Healthcare Simulation Exposition is the largest interprofessional healthcare simulation conference in Canada.
- The SIM Expo welcomes the largest gathering of industry and exhibitors in Canada.
- Each year, the SIM Expo brings together healthcare leaders in university, college and hospital sectors, comprised of administrators, educators, clinicians, SIM centre managers/directors, and researchers from all health professions.
- The SIM Expo prides in its strong culture of networking, building relationships, and uniting the simulation community—academia and industry. The annual conference allows you to connect directly with decision-makers in healthcare simulation.



Why Exhibit at the SIM Expo?

- **Canada’s premier and largest healthcare simulation** conference, drawing 300+ attendees and 28 industry representatives in previous years
- We see industry as part of the simulation community
- Agenda includes dedicated networking time spread across both days and ample exhibit time
- Participants are purchasing decision-makers and influencers, including deans, program directors/coordinators, faculty, and sim lab managers/directors
- Interprofessional and multidisciplinary audience with representation from 15 professions/providers (details on pg. 3)
- Opportunities to participate in conference programming, such as demonstrations, showcases, networking and exhibit time, and games designed to drive participants to booths.

“The event attracts many key opinion leader and decision makers from institutions across the country, there is incredible value for the investment to attend and the atmosphere is always upbeat and positive.”
Echo Healthcare

About the Conference

The SIM Expo is Canada's premier gathering of simulation enthusiasts. It is a true multidisciplinary conference, which hosts everyone from the healthcare simulation community—from a variety of professions—including clinicians, researchers, and educators. It is a unique, annual opportunity for great minds in healthcare simulation to unite, collaborate on current issues in simulation, share knowledge, and advance simulation.

Highlights of this year's event include:

- An industry-integrated Expo.
- Dedicated networking time and events, including time to visit exhibitors.
- Thought-provoking keynote speakers will be announced as they are confirmed. Previous speakers have included **Nicole Harder**, *Interprofessional SIM Champion & Psychological Safety Researcher from University of Manitoba*; **Jenny Rudolph**, *World-leading Researcher from Massachusetts General Hospital*; **Adam Cheng**, *Simulation Researcher from University of Calgary*; **Alyshah Kaba**, *IPE/C Researcher from Alberta Health Services*; **Teresa Gore**, *President of INACSL*; **Teodor Grantcharov**, *Canada Research Chair in Simulation and Surgical Safety*; and **Carla Pugh**, *Professor of Surgery at University of Wisconsin School of Medicine and Public Health*.
- Interactive learning and workshops.
- Expanded presentations and demonstrations, covering of the amazing breadth of leading-edge research and innovation in simulation.
- Simulation awards, such as the SIM Citizenship and SIM Innovator Award, which will recognize an individual and organization who are advancing the boundaries of simulation in Canada.
- Back by popular demand: Booth traffic-builders, such as the SIM Expo mystery game, contests and more!

Who Attends the Expo?

In 2019, the SIM Expo held in Montréal, QC welcomed:

- Attendees from 125 different university faculties, colleges, Cégeps, hospitals, and stakeholder organizations (not including industry);
- Approximately 1/3 were from universities, 1/3 from colleges and 1/3 from hospitals or emergency services;
- 30% of participants had decision-making authority (VPs, deans, directors, managers);
- 16 professions were represented, with nursing and medicine being the largest.

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

The 2022 SIM Expo offers **Platinum, Gold** and **Silver** Sponsorship for maximum exposure and opportunities for interaction with conference delegates.

Supporters can also stand out by sponsoring one of our Awards, a keynote speaker, a coffee break, or more. Please contact us if you have additional suggestions as to how your organization would like to get involved. We welcome opportunities to collaborate and innovate!



All participation levels features include:

- Company description in the digital program.
- Invitation to participate in industry feedback session with Simulation Canada on Day 2.
- Opportunity to apply to present as part of the demonstrations or showcases—spaces for industry are limited!
- Inclusion in the SIM Expo mystery game. Participants must visit exhibitors for information to solve the mystery.
- First opportunity and advance notice to participate in the 2023 Exhibitor/Sponsorship program.
- All sponsor and exhibitor booths include: 8' high back drape, 6'x30" skirted table(s), 2 chairs, unless otherwise indicated.



“The place to meet people of all levels of experience and expertise to talk about outcomes, giant ideas and collaborative adventures. Energizing!”
SIM Expo Participant

SPONSORSHIP BENEFITS

Note Simulation Canada [Industry Collaborators](#) receive 30% of the standard exhibitor booth fee plus 10% off sponsorship upgrades.

	PLATINUM	GOLD	SILVER	PREMIUM EXHIBITOR	STANDARD EXHIBITOR	NON-PROFIT
Fees*	\$13,000	\$8,000	\$4,000	\$2,999	\$2,499	\$899
Conference Recognition	Opportunity to introduce a keynote speaker					
	Recognition as a sponsor/supporter in digital program and on rotating slides					
	Full-page ad in the digital program Large linked logo on the Expo Exhibitors webpage	Half-page ad in the digital program Medium linked logo on the Expo Exhibitors webpage	Quarter-page ad in the digital program Small linked logo on the Expo Exhibitors webpage	Small colour logo on the Expo Exhibitors webpage		
Conference Participation	Priority opportunity to participate in a live demonstration session†					
	Electronic list of conference registrants (name, title and organization)††					
Booth Size	150 sq. ft.	100 sq. ft.	80 sq. ft.	64 sq. ft.	64 sq. ft.	6’ x 30” skirted table
Registrations Included**	4	3	2	1	1	1
Advertising	Custom ad space on Simulation Canada website for 2 months, ad space on the Expo Program webpage					
	Company logo, link and description in dedicated exhibitors’ promotional e-newsletter (2340 recipients)					

* All fees are subject to applicable sales taxes

** Registration for each additional delegate is \$380 plus HST

† Must submit separate application for a live demonstration session, which must be accepted by our independent abstract review committee

†† We cannot provide contact information due to Canadian anti-spam legislation; registrants must approve distribution of their information

SPECIAL SPONSORSHIPS

Note Simulation Canada [Industry Collaborators](#) receive 10% off sponsorship upgrades.

All special sponsorships include:

Recognition as a special sponsor | Recognition in the digital program | 1 delegate registration |
Company name, link and description in dedicated exhibitors' promotional e-newsletter (2340 recipients)

KEYNOTE SPEAKER SPONSOR | \$3,000 (maximum 2 available)

Introduce a keynote speaker of your choice. Keynote speakers to be announced.

SIM CITIZENSHIP AWARD SPONSOR | \$3,000

The SIM Citizenship is a national-level award presented to a simulationist who exemplifies the values of Simulation Canada, especially collaboration and community-building. This prestigious award honours endeavours that are difficult to capture and recognize in the traditional sense.

Promotion in all calls for award submissions | Speak before the SIM Citizenship Award is presented |
Recognition in post-Expo news story

SIM INNOVATOR AWARD SPONSOR | \$3,000

Reflecting Simulation Canada's growth across Canada, the SIM Innovator Award recognizes an organization in Canada who has demonstrated exceptional commitment to innovate, advocate and advance simulation.

Promotion in all calls for award submissions | Speak before the SIM Innovator Awards is presented |
Recognition in post-Expo news story



ADDITIONAL VISIBILITY

Take advantage of these opportunities as an addition or alternative to an exhibit booth.
Note Simulation Canada [Industry Collaborators](#) receive 10% off sponsorship upgrades.

COFFEE/ TEA BREAK | \$500 for exhibitors | \$1,000 for non-exhibitors

Sponsor a coffee break. We will announce your sponsorship of the break and include prominent signage at the coffee stations.

SHOWCASE DEMONSTRATION | FREE option for industry collaborators | \$500 for exhibitors | \$1,500 for non-exhibitors

This is an excellent way to emphasize the educational—not just technical—capabilities of your products. Conference delegates will be able to participate and experience the showcase by live demonstration—which may include some contributed by industry. These are expected to be a demonstration of a simulation scenario or learner experience, not just a presentation of a simulator. Industry applicants must submit a separate application for review and approval by the Expo abstract review committee. Please include a brief description and Simulation Canada will follow up with you directly.

PRIZE DRAW | FREE option for exhibitors | \$500 for non-exhibitors

Donate a prize (minimum value \$100) and we will announce your prize and draw a name for the winner during a plenary session plus recognize your contribution in the digital program.

PROGRAM ADVERTISEMENT

Add a colour ad to the digital program.

	Exhibitors	Non-exhibitor
Quarter page	\$250	\$400
Half page	\$375	\$650
Full page	\$600	\$1,100
2-page spread	\$1,000	\$1,900

WIFI SPONSOR | \$1,500

Sponsor wifi at the venue for all delegates. We will recognize your sponsorship in the digital program and verbally during a plenary session.

AGENDA OVERVIEW*

Sunday, October 16	Monday, October 17	Tuesday, October 18
	Full conference day	Full conference day
	Exhibit hall open 8:00 a.m. – 5:00 p.m.	Exhibit hall open 8:00 a.m. – 4:00 p.m.*
Exhibitor Registration & Setup After 6:00 p.m.		Tear Down 4:00 p.m. onwards*

*Subject to change, a detailed agenda with exhibit times will be provided

IMPORTANT INFORMATION

Allocation

- We will have designated exhibit areas in and connected to the plenary and exhibit space in the foyer.
- On the exhibitor form, please indicate your preferred location based on the preliminary floorplan.
- Booths are allocated once payment is received.
- Priority goes to Platinum, Gold and Silver Sponsors, then [Simulation Canada Industry Collaborators](#), then all Exhibitors in order that payment is received.
- Please note the cost for each additional delegate is \$380+HST.

Shipping & Delivery

- Freeman Show is Simulation Canada's official show provider.
- Full service show kit forms will be provided upon registration (including shipping details and any additional auxiliary services required).
- We do not accept deliveries prior to the start of the event, unless otherwise arranged (*subject to restrictions*). Please note that we are not responsible for materials sent without prior arrangement.

Travel & Accommodation

To take advantage of the 2022 SIM Expo travel and accommodation discount, go to www.sim-one.ca/simexpo/travel. Information will be posted as it becomes available.

Cancellation Policy

The following cancellation fees apply:

1. **Before or on September 17:** 25% of exhibitor and sponsorship fees
2. **September 18 to October 9:** 50% of exhibitor and sponsorship fees
3. **October 13 or later:** 100% of exhibitor and sponsorship fees

Cancellation of booth space or sponsorship must be received in writing to Nicole Fung at NFung@simulationcanada.ca.

Simulation Canada reserves the right to cancel the 2022 SIM Expo should any circumstance beyond the control of the venue or Simulation Canada occurs—to the extent that such makes it illegal or impossible to hold the event. If such does occur, notifications will be provided after learning of such basis and a full refund of exhibitor/sponsorship fees will be provided. Simulation Canada will not be responsible for any other costs incurred by exhibitors and sponsors in arranging their attendance at the SIM Expo.

Additional Notes

- Sharing your exhibit space is not permitted. If you wish to include a representative from another company, please contact us. No major signage from that company will be permitted at the booth. All requests will be evaluated on a case-by-case basis.
- Simulation Canada does not release delegate contact information to third parties. We will provide a list of the basic information of delegates (name, title, affiliation) who consent to having this information shared.
- Please do not send payment with your application—an invoice will be issued upon receipt of your form.

COVID-19 Measures

Due to the ongoing pandemic, Simulation Canada will be adhering to all guidelines and restrictions set by local Toronto Public Health and the Province of Ontario as well as any additional measures outlined by Delta Hotel Toronto. All attendees must comply with all public health requirements, including vaccine and mask mandates, in place at the time of the event. If applicable, vaccine and ID checks will be required upon entry into the event space; those without will NOT be permitted entry. Simulation Canada will closely monitor guidelines and will communicate any current measures and changes to all attendees of the conference.

For all exhibitors, please be aware of the local public health measures set out by [Toronto Public Health](#) and adhere to all travel protocols required (air and train travel). Exhibitor fees will not be reimbursed if the exhibitor has not followed travel protocols.

For international exhibitors, please be sure to check with the federal travel guidelines required to enter into [Canada](#). Please be aware of the local public health measures set out by [Toronto Public Health](#) and adhere to all travel protocols required. Exhibitor fees will not be reimbursed if the exhibitor has not followed travel protocols or is not permitted entry to Canada.

These measures are set in place to keep our staff, your team, attendees and our community safe. Your cooperation as we move forward through this pandemic is greatly appreciated.

PAYMENT DETAILS

All fees are in Canadian dollars and subject to HST.

- Simulation Canada will issue an invoice upon confirmation.
- Simulation Canada accepts cheques and online payments* with Visa, MasterCard, and American Express.
- Please send cheque payments to:
Simulation Canada
RE: 2022 SIM Expo
PO Box 50214, Sunnybrook PO
660 Eglinton Ave E.
Toronto, ON M4G 2K0
Canada

**Processing and service fees will apply*

CONTACT

For further information, please contact Nicole Fung at NFung@simulationcanada.ca.
Please check back on www.sim-one.ca/simexpo/simexpo for event updates.
Thank you for your support!

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