



2024 SIM EXPO

HEALTHCARE SIMULATION EXPOSITION

NOVEMBER 25–26

FAIRMONT BANFF SPRINGS · BANFF, ALBERTA

SPONSOR & EXHIBITOR PACKAGE



REGISTER NOW

To participate, please complete the [2024 SIM Expo Sponsor & Exhibitor Application Form](#).
Application forms must be received no later than October 25, 2024.

2024 SIM EXPO — CANADA'S PREMIER HEALTHCARE SIMULATION CONFERENCE!

The SIM Expo is **Canada's premier and largest healthcare simulation** conference, drawing 300+ attendees and 28 industry representatives in previous years. 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 largest gathering of industry and exhibitors in Canada.

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?

As an important part of the simulation community, industry participants have dedicated networking time spread across both days and ample exhibit time. Plus, there are opportunities to participate in conference programming, such as demonstrations, showcases, networking and exhibit time, and games designed to drive participants to booths.

97%

OF ATTENDEES WOULD RECOMMEND THE SIM EXPO TO A COLLEAGUE

82%

OF EXHIBITORS RATE SIM EXPO AS "OUTSTANDING" OR "BETTER THAN OTHER" CONFERENCES OF SIMILAR SIZE

95%

AVERAGE CHANCE THAT EXHIBITORS WILL RETURN

“ The SIM Expo is the only tradeshow I attend on an annual basis that feels like a packed room full of decision makers across the country, while still providing a personalized experience beneficial for each vendor. We will continue attending the show for as long as it goes! ”

SIM Expo Exhibitor

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.

Simulation and Advocacy

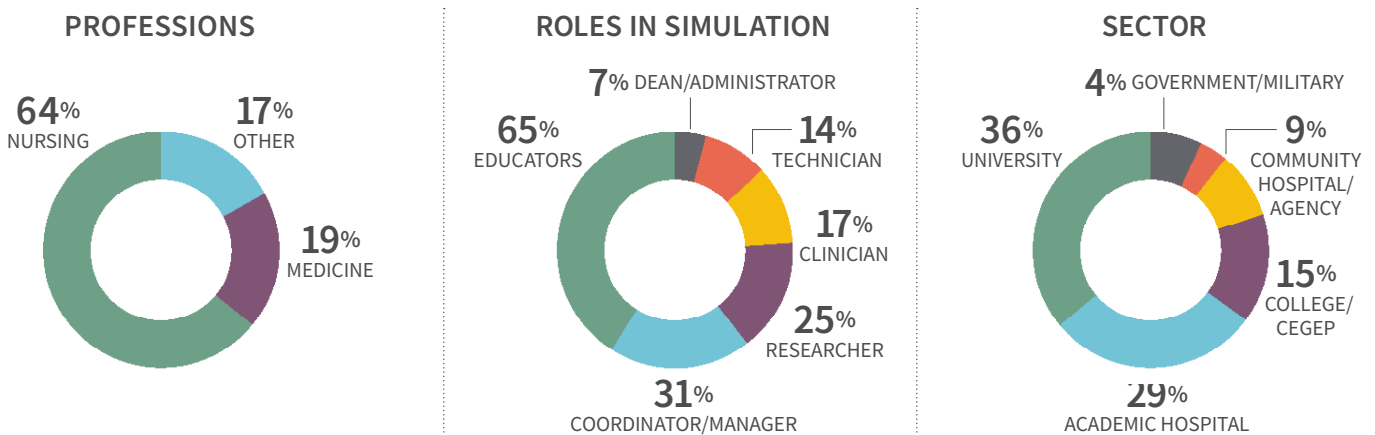
The importance of simulation is growing—both for workforce development and for quality improvement and patient safety. This year, we focus on how we can better advocate for, within, and using simulation: How can we convey to leaders and stakeholders the value of simulation and investment in it? How can we advocate within simulation for personal and team growth? And how can we use simulation to help our learners develop skills to more effectively advocate on behalf of their patients and clients? Join us as we explore the many perspectives on this unique and powerful intersection!

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 **Adam Cheng**, Simulation Researcher from University of Calgary; **Sandra Goldsworthy**, Professor of Nursing at Nipissing University; **Teresa Gore**, President of INACSL; **Nicole Harder**, Interprofessional SIM Champion & Psychological Safety Researcher from University of Manitoba; **Janice Palaganas**, Director of Educational Innovation and Development for the Center for Medical Simulation (CMS) in Boston; and **Carla Pugh**, Professor of Surgery at University of Wisconsin School of Medicine and Public Health; **Jenny Rudolph**, World-leading Researcher from Massachusetts General Hospital; and **Margaret Verkuyl**, Professor of Nursing at Centennial College.
- 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 2023, the SIM Expo held in Ottawa, ON welcomed 300+ participants:



Banff, Alberta

The 2024 SIM Expo will be held in Fairmont Banff Springs, nestled within the Banff National Park, a UNESCO World Heritage Site. The world-famous historic landmark, situated within the Rocky Mountains, is located near a number of attractions and natural landmarks, including Bow Falls, Banff Upper Hot Springs and Lake Louise.



“ SIM Expo was valuable to [us] as a first-time exhibitor... meaningful conversations with potential customers and more qualified leads. ”
SIM Expo Exhibitor

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

The 2024 SIM Expo offers **Platinum** and **Gold** Sponsorship for maximum exposure and opportunities for interaction with conference delegates.

Supporters can also stand out by sponsoring one of our Awards, a coffee break, or more. And special this year—sponsor a customized experience! 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 participate in a dedicated industry demonstration time slot.
- 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 2025 Exhibitor/Sponsorship program.
- All sponsor and exhibitor booths include: 8' high back drape, 6'x30" skirted table(s), 2 chairs, unless otherwise indicated.



“Conversations with attendees were very meaningful — great group of people drawn to this event! Lots of time to network with attendees.”
SIM Expo Exhibitor

SPONSORSHIP BENEFITS

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

	PLATINUM★	GOLD★	PREMIUM EXHIBITOR	STANDARD EXHIBITOR	NON-PROFIT***
FEES*	\$14,000 \$12,050 for Industry Collaborators	\$9,000 \$7,550 for Industry Collaborators	\$4,250 \$3,275 for Industry Collaborators	\$2,750 \$1,925 for Industry Collaborators	\$900
CONFERENCE RECOGNITION	Opportunity to introduce a keynote speaker				
	Prominent recognition as a sponsor on website, marketing materials, signage, digital program, and projected slides		Recognition as an exhibitor on website, marketing materials, signage, digital program, and projected slides		
	Full-page ad in the digital program	Half-page ad in the digital program	Quarter-page ad in the digital program		
	Large logo and priority listing on Expo website	Medium logo and premium listing on Expo website	Small logo and inclusion on Expo website		
CONFERENCE PARTICIPATION	Participate in the dedicated time for exhibitor demonstrations				
	Electronic list of conference registrants (name, title, organization and email)†				
BOOTH SIZE	150 sq. ft. <i>Premium location</i>	100 sq. ft. <i>Premium location</i>	80 sq. ft. <i>Premium location</i>	64 sq. ft.	6' x 30" skirted table
REGISTRATIONS INCLUDED**	4	3	2	1	1
ADVERTISING	Custom ad space on Simulation Canada website for 2 months				
	Large logo and priority listing of logo, link and description in dedicated exhibitors' promotional e-newsletter (5000 recipients)	Medium logo and premium listing of logo, link and description in dedicated exhibitors' promotional e-newsletter (5000 recipients)	Company logo, link and description in dedicated exhibitors' promotional e-newsletter (5000 recipients)		

* All fees are subject to applicable sales taxes.

** Registration for each additional delegate is \$425 plus GST.

*** The non-profit rate is available to academic/healthcare institutions or other incorporated organizations that are legally recognized as not-for-profit or charities, and that do not operate as subsidiaries of for-profit corporations.

† We cannot provide contact information due to Canadian anti-spam legislation; registrants will have the option to opt-in to approve distribution of their information.

SPECIAL SPONSORSHIPS

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 (5000 recipients)

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



“SIM Expo is a great conference series to connect with new and existing simulation experts, it sets me up for upcoming customer appointments resulting from the conference.”
SIM Expo Exhibitor

ADDITIONAL VISIBILITY

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

SPONSOR A CUSTOMIZED EXPERIENCE | Starting from \$500 +

The 2024 SIM Expo’s picturesque location offers many opportunities for unique, memorable and customized experiences. Sponsor an activity, an excursion, even a gondola ride. Host a reception or meeting in a VIP room. Cost range varies.

Talk to us for additional ideas and to confirm your decision. We will then connect you with a local organizer to plan the activity.

We can help promote your experience or assist in selecting participants.



DIGITAL PORTAL SPONSOR | \$3,000 | First offer goes to sponsors

We will launch the digital conference portal during the 2024 SIM Expo. This opportunity offers one organization the exclusive right to be the digital sponsor, with your brand permanently associated with the 2024 SIM Expo content within this digital portal.

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 all

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, 15 minutes max. These are expected to be a demonstration of a simulation scenario or learner experience, not just a presentation of a simulator. To participate in the free Showcase Demonstration, industry representatives need to opt-in on the exhibitor application form. You will need to provide a title and a short description of your live demo at a later date.

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, November 24	Monday, November 25	Tuesday, November 26
Exhibitor Registration & Setup <i>Timing to be confirmed</i>	Full conference day	Full conference day
	Exhibit hall open 8:00 a.m. – 5:00 p.m.	Exhibit hall open 8:00 a.m. – 5:00 p.m.*
		Tear Down 5:00 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 and Gold Sponsors, then [Simulation Canada Industry Collaborators](#), then all Exhibitors in order that payment is received.
- Please note the cost for each additional delegate is \$425+GST.

Shipping & Delivery

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

Travel & Accommodation

To take advantage of the 2024 SIM Expo travel and accommodation discount, go to simulationcanada.ca/conferences-events/sim-expo/#travel.

Information will be posted as it becomes available.

Cancellation Policy

The following cancellation fees apply:

1. **Before or on September 26:** 25% of exhibitor and sponsorship fees
2. **September 27 to October 24:** 50% of exhibitor and sponsorship fees
3. **October 25 or later:** 100% of exhibitor and sponsorship fees

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

Simulation Canada reserves the right to cancel the 2024 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, organization and email) who consent to having this information shared. Please note that this is NOT everyone who registers for the event.
- Please do not send payment with your application—an invoice will be issued upon receipt of your form.

Travel Advisory

Weather conditions in Banff, Alberta Canada in November can range between 0-10 degrees celsius. The ski season in the area also typically starts in November. Simulation Canada is not responsible for any interruptions or cancellations (shuttles, flights, etc.) due to weather. Be sure to arrange any shipping of freight or items with these considerations.

Please visit our website for details on travel and accommodations information.

Public Health Measures

Due to the ongoing public health measures, Simulation Canada will be adhering to all guidelines and restrictions set by the Town of Banff, Alberta Health Services and the Province of Alberta as well as any additional measures outlined by Fairmont Banff Springs. 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 the [Town of Banff and Alberta health services \(if applicable\) and CBSA](#), 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 [Town of Banff and Alberta health services \(if applicable\) and CBSA](#), 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.

PAYMENT DETAILS

All fees are in Canadian dollars and subject to GST.

- 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: 2024 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, Director of Operations & Events, at NFunc@simulationcanada.ca.
Please check back on <https://simulationcanada.ca/conferences-events/sim-expo> for event updates.
Thank you for your support!

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HEALTHCARE SIMULATION EXPOSITION

NOVEMBER 25–26

FAIRMONT BANFF SPRINGS
BANFF, ALBERTA



SPONSOR & EXHIBITOR
PACKAGE — XR ZONE

NEW &
EXCLUSIVE!

DON'T MISS THE CHANCE TO BE PART OF THE NEW XR ZONE AT THE 2024 SIM EXPO — CANADA'S PREMIER HEALTHCARE SIMULATION CONFERENCE!

Recognizing the growing importance of XR technologies in healthcare education, and the incredible innovation happening in Canada and internationally, we are introducing a dedicated XR Zone for the first time at the SIM Expo!

XR Zone Major Sponsor — LIMITED

Major sponsorship is available at \$13,000 and includes:

- Recognition as a major sponsor of the SIM Expo (*listed as the XR Zone sponsor*), with recognition close to what we offer at the [Platinum sponsor level in our exhibitor prospectus](#)
- Prominent recognition as a sponsor on website, marketing materials, signage, digital program and projected slides
- Full-page ad in the digital program
- Medium logo and premium listing of logo, link and description in dedicated exhibitors' promotional e-newsletter (*5000 recipients*)
- Participate in the dedicated time for exhibitor demonstrations — i.e. own space in the XR zone, if desired
- Electronic list of conference registrants (*name, title, organization and email, limited to registrants who consent to us providing this*)
- Custom ad space on Simulation Canada website for 2 months
- 3 registrations included

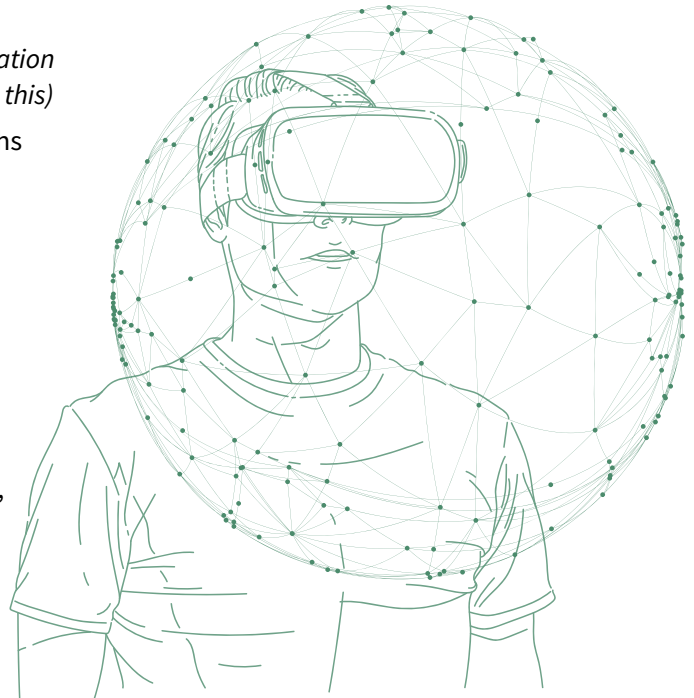
XR Zone Exhibitors — LIMITED

The XR Zone is a unique first for the 2024 SIM Expo! Join us to connect with leading-edge educators, innovators and decision-makers in Canadian healthcare.

One of the objectives of the XR Zone is to make the SIM Expo more accessible to Canadian small businesses in the XR space, so priority for these limited spaces will be given to Canadian SMEs. Larger and international companies are welcome to apply and a booth here may be available, or you could apply as a standard [SIM Expo exhibitor](#) for even more visibility at the conference.

“SIM Expo is a great conference series to connect with new and existing simulation experts, it sets me up for upcoming customer appointments resulting from the conference.

”
2023 SIM Expo Exhibitor



FEE*	RECOGNITION, ADVERTISING & OTHER	LOCATION (TBC) & BOOTH INFO	REGISTRATIONS INCLUDED*
CURRENT FEE \$1250 <i>if a sponsor is not secured</i> (\$700) <i>contingent on sponsorship, difference will be refunded if a sponsor is secured</i>	<ul style="list-style-type: none"> • Recognition as an exhibitor on website, marketing materials, signage, digital program and projected slides • Small logo and inclusion on Expo website • Company logo, link and description in dedicated exhibitors' promotional e-newsletter (<i>5000 recipients</i>) • Electronic list of conference registrants (<i>name, title, organization and email, limited to registrants who consent to us providing this</i>) 	<ul style="list-style-type: none"> • Exhibitor in dedicated XR Zone • 10x10 space in the XR zone • Skirted table and 2 chairs 	<ul style="list-style-type: none"> • 2 registrants included (<i>additional are \$350 each, discounted from usual \$425 for exhibitors</i>)

* All fees are subject to applicable sales taxes.

REGISTER NOW

To participate, please complete the [2024 SIM Expo Sponsor & Exhibitor Application Form](#), selecting the XR exhibitor option. Application forms must be received no later than October 25, 2024. Contact expo@simulationcanada.ca for more details.