



2025 SIM* EXPO

HEALTHCARE SIMULATION EXPOSITION

NOVEMBER 3 & 4

MARRIOTT MONTREAL CHATEAU CHAMPLAIN

SPONSOR & EXHIBITOR PACKAGE



REGISTER NOW

To participate, please complete the [2025 SIM Expo Sponsor & Exhibitor Application Form](#).
Application forms must be received no later than October 3, 2025.



2025 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.

96%

OF ATTENDEES WOULD RECOMMEND THE SIM EXPO TO A COLLEAGUE

83%

AVERAGE CHANCE THAT EXHIBITORS WILL RETURN



“

Simulation Canada Expo is a great event. It is well put together by a fabulous team. The quality of attendees is second to none if you are looking to do business with the Canadian healthcare simulation community.

”

Pocket Nurse

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.

AI in Simulation: Ethics, Evidence, and Execution

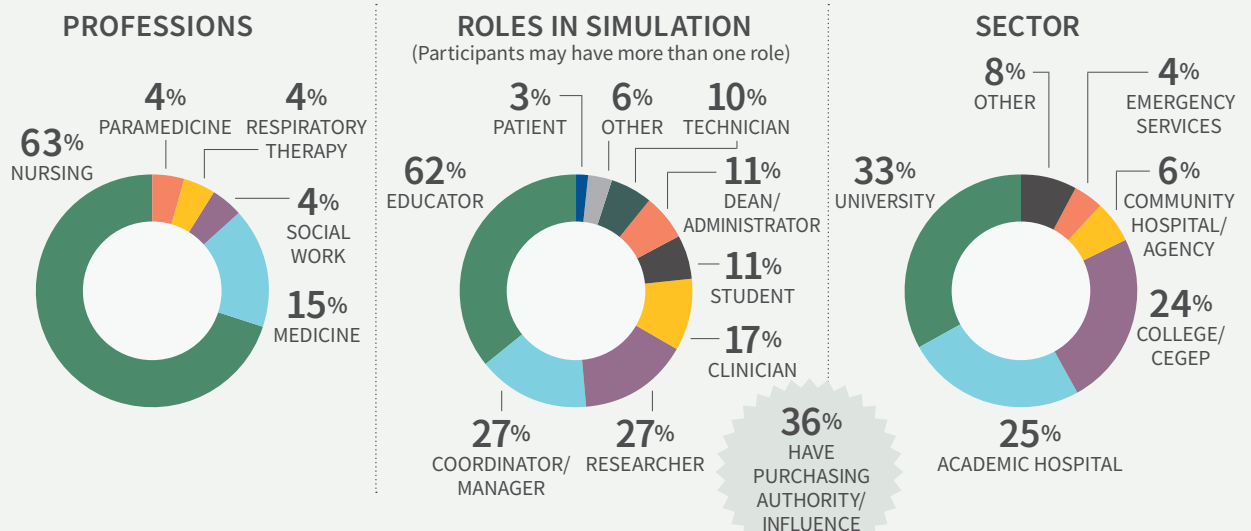
At SIM Expo 2025, we’re diving into one of the most transformative forces in healthcare simulation: Artificial Intelligence. Reflecting its rapid rise to ubiquity, we will explore not just what’s possible, but what’s responsible. From future-looking innovations to real-world applications, we’ll tackle the ethical considerations, examine the latest evidence, and showcase how AI is being implemented successfully — and where it’s falling short. Join us to engage with experts and colleagues, to see what they are doing with AI, how you can do it, and to imagine what’s possible.

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 **Rebecca Szabo**, Lead, Obstetrician/Gynaecologist and Medical Educator for the Gandel Simulation Service; **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 game, contests and more!

Who Attends the Expo?

In 2024, the SIM Expo held in Banff, Alberta welcomed 300+ participants.



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

The 2025 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.
- Inclusion in the SIM Expo game to drive traffic to your booth.
- First opportunity and advance notice to participate in the 2026 Exhibitor/Sponsorship program.
- All sponsor and exhibitor booths include: 8' high back drape, 6'x30" skirted table(s), 2 chairs, unless otherwise indicated.



“SIM Expo has brought vendors, current, and new customers together with increasing efficiency year over year. It is also the only event where vendors have the opportunity to participate in a vendor feedback session. Thank you for allowing us to help shape the future of SIM Expo!

”
Limbs and Things



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	Electronic list of conference registrants (name, title, organization and email)† NEW this year: Badge QR codes for onsite lead retrieval to facilitate future engagement.				
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 taxes.

** Registration for each additional delegate is \$425 plus QST 9.975% and GST 5%.

*** 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. Limited availability.

† 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

“

The quality of the attendees and their focus on healthcare simulation was exceptional.

”

2024 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.

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

The digital conference portal was launched 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 2025 SIM Expo content within this digital portal.

BADGE SPONSOR | \$1,000 | First offer to platinum sponsor

Your logo will be included on the 2025 SIM Expo badges. This opportunity gives one organization increased brand visibility directly to attendees, helping establish your presence as a key participant in the expo. The platinum sponsor will be given first option for this opportunity.

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. These are expected to be a demonstration of a simulation scenario or learner experience, not just a presentation of a simulator. Conference delegates may submit an abstract for a demonstration or panel session. See the call for abstract information for details. Companies must comply with the requirements and timelines specified in the call for abstracts.

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 2	Monday, November 3	Tuesday, November 4
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 exhibitor areas, limited spaces within the main plenary, and a separate exhibitor hall adjacent to the plenary.
- 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 plus QST 9.975% and GST 5%.

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 2025 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 7:** 25% of exhibitor and sponsorship fees
- 2. September 8 to October 5:** 50% of exhibitor and sponsorship fees
- 3. October 6 or later:** 100% of exhibitor and sponsorship fees

Cancellation of booth space or sponsorship must be received in writing and sent to expo@simulationcanada.ca.

Simulation Canada reserves the right to cancel the 2025 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.
- Following feedback from exhibitors and participants last year, we will be integrating XR companies with other exhibitors, rather than have a separate space.
- 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. Badge QR codes for onsite lead retrieval to facilitate future engagement will be offered this year.
- Please do not send payment with your application—an invoice will be issued upon receipt of your form.

Health & Safety Plan

Simulation Canada will be adhering to all guidelines and restrictions set by local public health and the [Province of Quebec](#) and [Canada Border Services Agency](#), as well as any additional measures outlined by the Marriott Chateau Champlain Montreal. Masking, hand hygiene, and distancing continue to be effective strategies to reduce the spread of respiratory illnesses. Wearing a mask is recommended, and masks will be available. Hand sanitizer will be available on all tables. For any questions about health and safety or what to do if you have symptoms, you can also contact us at expo@simulationcanada.ca.

The health and safety requirements for SIM Expo are subject to change to reflect changes in public health requirements. Please adhere to all travel protocols required (air, train etc.).

PAYMENT DETAILS

All fees are in Canadian dollars and subject to applicable taxes.

- Simulation Canada will issue an invoice upon confirmation.
- Simulation Canada accepts only electronic or credit card* payments with Visa, MasterCard, and American Express.
**Processing and service fees will apply*

CONTACT

For further information, please contact us at expo@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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