



# 2019 SIM EXPO

HEALTHCARE SIMULATION EXPOSITION

OCTOBER 21 & 22

HÔTEL BONAVENTURE • MONTRÉAL, QUÉBEC

SPONSOR & EXHIBITOR PACKAGE

## REGISTER NOW

To participate, please complete the [2019 SIM Expo Sponsor & Exhibitor Application Form](#).  
Application forms must be received no later than September 21, 2019.

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

2018 SIM Expo Exhibitor

## 2019 SIM EXPO — CANADA’S PREMIER HEALTHCARE SIMULATION CONFERENCE!

- Simulation Canada’s (formerly SIM-one, the Canadian Network for Simulation in Healthcare) 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 SIM in Action and the Virtual Showcase, networking and exhibit time, including a mystery game 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.

**The 2019 SIM Expo theme – *Interculturalism: Identity and Safety in Simulation / L'interculturalisme: identité et sécurité en simulation* – will emphasize the intersection of cultures in 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 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, including the popular Simulation in Action.
- 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 individuals and organizations who are advancing the boundaries of simulation in various regions of Canada.
- Back by popular demand: Booth traffic-builders, such as the SIM Expo mystery game, contests and more!

## Who Attends the Expo?

The following demographics represent average data from the past SIM Expos:

- Over 300 participants in previous years.
- Participants representing up to 122 different university faculties, colleges, hospitals and other healthcare agencies
- A breadth of professions; up to 15 different professions with nursing representing 50-60%, medicine 20%, EMS 10%.
- Participation from across Canada and the US is growing annually:
  - ✓ Delegates from 9 provinces attended most years, plus some international participation
- Many diverse roles with respect to simulation: deans/administrators, educators, lab managers, technicians, and researchers.
- 25% of delegates have decision-making authority for purchases.

# SPONSORSHIP & EXHIBITOR OPPORTUNITIES

The 2019 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 Simulation in Action demonstrations or the Virtual Showcase — 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 2020 Exhibitor/Sponsorship program.
- All sponsor and exhibitor booths include: 8' high back drape, 6'x30" skirted table(s), 2 chairs, unless otherwise indicated.



“Expo 2018 was exceptional...  
The list of keynote speakers read like an all star line-up of simulation thought leaders!”  
*2018 SIM Expo Exhibitor*

# SPONSORSHIP BENEFITS

Note Simulation Canada [Industry Collaborators](#) receive 20% of the standard exhibitor booth fee plus 10% off sponsorship upgrades.

	PLATINUM	GOLD	SILVER	PREMIUM EXHIBITOR	STANDARD EXHIBITOR	NON-PROFIT
<b>Fees*</b>	\$13,000	\$8,000	\$4,000	\$2,799 <small>EARLY BIRD</small> \$2,999 <small>AFTER JULY 31</small>	\$2,299 <small>EARLY BIRD</small> \$2,499 <small>AFTER JULY 31</small>	\$899
<b>Conference Recognition</b>	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		
<b>Conference Participation</b>	Priority opportunity to participate in a free Sim-in-Action or Virtual Showcase demonstration†					
	Invitation to the Simulation Canada Board Reception in the evening on October 20 prior to the Expo					
	Electronic list of conference registrants (name, title and organization)††					
<b>Booth Size</b>	150 sq. ft.	100 sq. ft.	80 sq. ft.	64 sq. ft.	64 sq. ft.	6' x 30" skirted table
<b>Registrations Included**</b>	4	3	2	1	1	1
<b>Advertising</b>	180 x 150 custom ad space on SIM-one.ca for 2 months, ad space on the Expo Program webpage					
	Company logo, link and description in dedicated exhibitors' promotional e-newsletter (1950 recipients)					

\* All fees are subject to applicable sales taxes

\*\* Registration for each additional delegate is \$339 plus GST/QST

† Must submit separate application for a Sim-in-Action or Virtual Showcase demo 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 (1950 recipients)

## **KEYNOTE SPEAKER SPONSOR** \$2,500

Introduce a keynote speaker of your choice

## **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 AWARDS SPONSOR** \$2,500

Reflecting Simulation Canada's growth across Canada, the SIM Innovator Awards are regional-level awards that recognize an organization in each of the 4 regions of Canada who has demonstrated exceptional commitment to innovate, advocate and advance simulation in their region.

Promotion in all calls for award submissions | Speak before the SIM Innovator Awards are 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.

### **SIM-IN-ACTION/VIRTUAL 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. This year, all conference delegates will rotate among a number of Sim-in-Action stations, which may include some contributed by industry. All stations are expected to be a demonstration of a simulation scenario or learner experience, not just a presentation of a simulator. Virtual Showcase (for screen-based, AR, and VR sims) is done as a rapid-fire plenary panel then dedicated demonstration time. Industry applicants must submit a separate application for review and approval by the Expo abstract review committee. [View the SIM Expo Abstracts application.](#)

**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-exhibitors
Quarter page	\$150	\$300
Half page	\$275	\$550
Full page	\$500	\$1,000
2-page spread	\$900	\$1,800

**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 20	Monday, October 21	Tuesday, October 22
	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.*
Exhibitor Registration & Setup After 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 connected to the plenary and table 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 \$339+GST/QST.

### Shipping & Delivery

- GES 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 2019 SIM Expo travel and accommodation discount, go to [www.sim-one.ca/simexpo/travel](http://www.sim-one.ca/simexpo/travel).

### Cancellation Policy

The following cancellation fees apply:

- 1. Before or on September 21:** 25% of exhibitor and sponsorship fees
- 2. September 22 to October 14:** 50% of exhibitor and sponsorship fees
- 3. October 15 or later:** 100% of exhibitor and sponsorship fees

Cancellation of booth space or sponsorship must be received in writing to Nicole Fung at [NFunc@sim-one.ca](mailto:NFunc@sim-one.ca).



## FAQ

- 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 have a lead retrieval system.
- 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.

## PAYMENT DETAILS

### All fees are in Canadian dollars and subject to GST/QST.

- 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: 2019 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 [NFunc@sim-one.ca](mailto:NFunc@sim-one.ca).  
Please check back on [www.sim-one.ca/simexpo/simexpo](http://www.sim-one.ca/simexpo/simexpo) for event updates.  
Thank you for your support!

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