Alliance for Healthier Communities
Alliance pour des communautés en santé

2027 Alliance Annual Conference

Sponsorship & Exhibitor Package

Equity in Action:

Innovations in Primary Health Care

2027 Alliance Conference
Wednesday June 2 & Thursday June 3, 2027
Sheraton Parkway Toronto North Hotel & Suites
600 Hwy 7, Richmond Hill, ON L4B 1B2

For Alliance 2027 Conference Sponsorship and Exhibitor inquiries contact:
Joyce Morocco, CSEP
Elements of Success, Professional Meeting Planner
E: joyce.morocco@allianceON.org T: 905.351.1757

Invitation to Participate

Dear partner,

We are pleased to invite you to partner with us for the Alliance for Healthier Communities' Annual Conference 2027, taking place on June 2-3, 2027, at the Sheraton Parkway Toronto North Hotel & Suites, Richmond Hill, Ontario.

Our 2027 theme, **Equity in Action: Innovations in Primary Health Care**, builds upon our ongoing mission of advancing health equity while placing a sharp focus on innovation. True progress in primary health care requires moving beyond traditional approaches to champion creative, forward-thinking, and community-driven innovations. This year's conference will focus heavily on how cutting-edge solutions, digital health tools, and modern care-delivery models can dismantle barriers and drive meaningful change, especially for equity-denied populations that face the most barriers to proper care.

Building on the success of our previous conference which welcomed **over 720 participants**, our annual gathering brings together a diverse cross-section of the health sector: clinicians, community leaders, policymakers, researchers, tech innovators, advocates, board members, and system partners focused on health equity.

Together, we gather to exchange insights, showcase innovations, have "a-ha" moments, and discuss actionable ways to advance equity, adoption of innovations, and sustainability in primary health care. This is your premier opportunity to highlight your organization's innovative solutions and engage directly with a large network of leaders and practitioners from across the sector. It's also an opportunity to generate leads and build relationships with executive leaders, administrators, program managers, board members, and providers from multi-service health and social agencies, as well as increase awareness about your organization through impactful in-person connections and our wide social media reach.

Attached to this letter is a detailed exhibitor and sponsorship package information. It can also be accessed through the Alliance's website.

Sincerely,



Sarah Hobbs
CEO, Alliance for Healthier Communities

About the Alliance

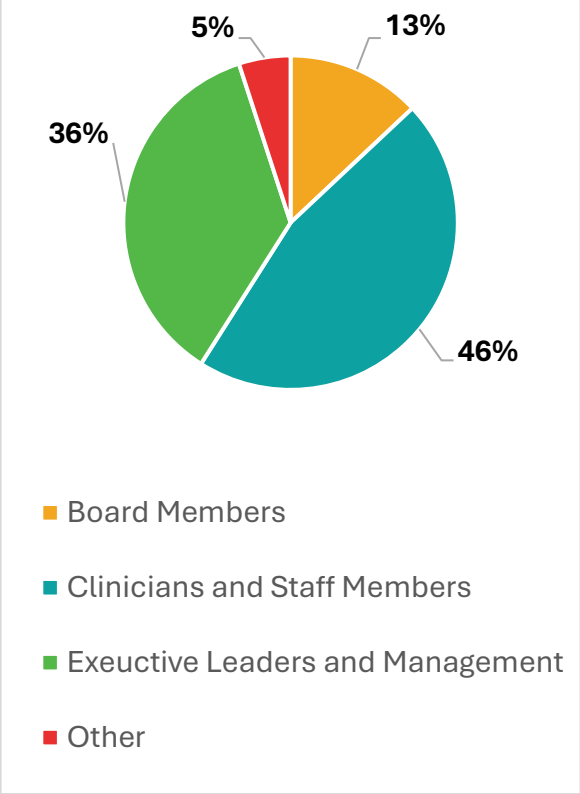
Alliance for Healthier Communities represents community-governed, inter-professional, comprehensive primary health care organizations. Alliance members serve diverse communities across the province and are rooted in the communities they serve. We share a commitment to advancing health equity through the delivery of comprehensive primary health care.

We are committed to seeing transformative change to the health system in Ontario. We exist to improve the health and wellbeing of the 3.5 million people in Ontario facing the most social and environmental barriers to good health, especially Indigenous people, Francophones, Black and racialized communities, isolated seniors, people with disabilities and mental health challenges, recent immigrants and refugees, people who are 2SLGBTQ+ and people living in Northern, rural and remote areas. Together with members and partners, the Alliance for Healthier Communities stands for healthier people, healthier communities, a more inclusive society, and a more sustainable health care system.

Our Audience

Our conference attendees come from across Ontario and Canada and include:

- Board Members
- Clinicians
- Executive Leaders and Management
- Staff Members
- Other



36% Executive Leadership and Management – This includes Chief Executive Officers, Executive Directors, Directors, Managers, Vice-Presidents, etc.

46% Clinicians and Staff Members – This includes counsellors, nurses, physicians, social workers, administrative staff, communication staff, health navigators, health promoters, mental health workers, community workers, etc.

13 % Board Members – This includes Chairs, Vice Chairs, Directors, Secretaries, Treasurers etc.

5 % Other – This includes Consultants, Researchers, Students, etc.

Sponsorship Packages

Presenting Sponsor: $25,000

Transformative Change Awards:

Help us celebrate the incredible work of community health leaders across Canada at the Transformative Change Awards gala. These awards honour leaders, innovators and collaborators who have reframed problems, broken new ground, and created transformative solutions that have improved health outcomes for people and communities.

- Welcome guests at Transformative Change Awards, Wednesday evening (2 min intro)
- Six (6) Transformative Change Awards gala tickets with VIP seating

Visual Recognition:

- Presenting sponsor recognition on conference passport
- 15-30-second video advertisement played daily during breaks (video to be supplied to the Alliance)
- Full page, inside cover ad space in conference passport
- Logo recognition on the sponsorship page in the conference passport
- Company banners located at the entrance to the plenary ballroom
- Logo featured on digital event signage
- Recognition in promotional e-blast messages
- Logo and link featured on sponsorship webpage
- Logo and link on the conference app

Exhibitor Booth & Registration:

- Exhibit booth (double space, 8x20) in a prime location
- Six (6) complimentary exhibitor badges for 2-day conference.
  Access for up to six (6) staff maximum.
- Additional badges can be purchased at the regular rate.

Add on: Conference Bags Sponsor – **$5,000**

- Logo on conference bags

Sponsorship Packages

Community Health Champions: $15,000

Visual Recognition:

- Community Health Champion recognition on sponsorship page in conference passport
- Full page, inside back cover ad in conference passport
- Logo featured on digital event signage
- Logo and link featured on sponsorship webpage
- Logo and link on the conference app
- Recognition in promotional e-blast messages

Exhibitor Booth & Registration:

- Exhibit booth (single space, 8x10) in a prime location
- Four (4) complimentary exhibitor badges for 2-day conference.
  Access for up to four (4) staff maximum.
- Four (4) Transformative Change Awards Gala tickets with VIP seating
- Additional badges can be purchased at the regular rate.

Add on: Conference Bags Sponsor – **$5,000**

- Logo on conference bags

Sponsorship Packages

Change Makers: $10,000

Visual Recognition:

- Change Maker sponsor recognition on the sponsorship page in the conference passport
- Full colour, half-page ad in conference passport
- Logo featured on digital event signage
- Logo and link featured on sponsorship webpage
- Logo and link on the conference app
- Recognition in promotional e-blast messages

Booth & Registration:

- Exhibit booth (single space, 8x10)
- Two (2) complimentary exhibitor badges for 2-day conference.
  Access for up to two (2) staff maximum.
- Two (2) Transformative Change Awards Gala tickets with VIP seating
- Additional badges can be purchased at the regular rate.

Sponsorship Packages

Allies: $ 5,500

Visual Recognition:

- Ally sponsor recognition on the sponsorship page in the conference passport
- Full colour, half-page ad in conference passport
- Logo and link featured on sponsorship webpage
- Logo and link on the conference app
- Logo featured on digital event signage

Booth & Registration:

- One (1) complimentary registration for 2-day conference.
  Access for one (1) staff maximum.
- Additional badges can be purchased at the regular rate.

Add on: Exhibitor Booth – **$2,495**

- Exhibit booth (single space, 8x10)

Other Sponsorship Opportunities

Breakfast or Lunch Sponsorship: $5,000

(One of Four Opportunities)

Meals are more than just a break. They're a chance for delegates to recharge, connect, and reflect on the day's learning. By sponsoring a conference breakfast or lunch, your organization will be recognized, visually and through announcements, as providing this essential service.
Sponsors will receive on-site and online logo recognition and one (1) complimentary registration for 2-day conference. Access for one (1) staff maximum.

Wellbeing Break Sponsorship: $4,000

(One of Three Opportunities)

Reach our conference delegates during a morning or afternoon coffee break on Wednesday or Thursday as they head into their learning sessions. Sponsors will receive on-site and online logo recognition and one (1) complimentary registration for 2-day conference. Access for one (1) staff maximum.

Exhibitors / Vendors

We welcome organizations and companies from across Canada to meet our conference delegates with an exhibit booth. Whether you're a post-secondary institution, health organization, professional craftsperson/artisan, tech start-up or not-for-profit group, our delegates want to meet you.

Our dedicated break times will give you ample opportunities to connect with our conference delegates and keep them informed about your latest products and services.

Double space (8x20): $6,495 +HST

Single space (8x10): $3,495 +HST

Not-for-Profit space (8x10): $2,495 +HST
(limited availability - first come, first serve)

What's included in your exhibitor/vendor package:

- One 8 x 10 booth (unless double space – 8 x 20)
- Draped display exhibit area (pipe and drape)
- One 6' table and two chairs
- Wireless internet
- Logo in conference passport
- Logo listed as an exhibitor on the conference website
- Breakfasts and lunches
- Two (2) complimentary exhibitor badges for 2-day conference. Access for up to two (2) staff maximum.

















Print Advertising

Show your support for the 2027 conference with an ad in the conference passport

Sizes available:

- Full Page Advertisement - $800
- Half Page Advertisement - $500

Details and Deadlines

We strongly encourage all advertisements to be submitted in English and French. Artwork must be supplied to the exact specifications listed on this page – files not conforming may not be accepted. Ads must be received by April 30, 2027.

PDF Files (file with all fonts embedded):

- Printed materials–Press-optimized PDF(PDF-x1a) with a minimum resolution of 300 dpi.
- TIFF or JPEG: 300dpi image file with all layers flattened.

NOTE: Images must have a resolution of 300 dpi for highest possible quality for print.
They must be received in the above resolution at 100% of actual size.

Logos

All logos must be supplied to the exact specifications listed on this page – files not conforming may not be accepted.
File formats: .jpeg, or .eps files

Logos must be received by April 30, 2027. Logos received after this date will appear on the website only.

Ad Specs

Full Page (no bleed)

Artwork Dimensions: 5" W x 8" H Misc.: No bleeds or crop marks

Full Page (with bleed)

Artwork Dimensions: 5.75" W x 8.75" H Trim Size: 5.5 X 8.5"
Bleed: .125" on all sides Misc.: Please add crop marks

Half Page

Artwork Dimensions: 5" W x 3.875" H Misc.: No bleeds or crop marks

File Submission

Please send all advertisements and logos to Joyce Morocco:
joyce.morocco@allianceON.org **Files must be received no later than April 30, 2027.**

Note: Please ensure your submission aligns with Alliance's Sponsorship principles

Digital Advertising

Show your support for the 2027 conference with an ad on our digital platforms.

Have your ad displayed throughout the conference on various digital platforms
(i.e. Digital conference display board, main ballroom rotating screen during breaks, etc.)

Sizes available:

- Two slides - $800
- Single slide - $500

Digital Display

- Aspect ratio of 9:16 (portrait), equivalent to 1080 x 1920 pixels
- AODA compliant for accessibility

Main Ballroom Screen

- Aspect ratio of 16:9 (landscape), equivalent to 1920 × 1080 pixels
- AODA compliant for accessibility

Details and Deadlines

File Submission
Please send all advertisements and logos to Joyce Morocco:
joyce.morocco@allianceON.org **Files must be received no later than April 30, 2027.**

Note: Please ensure your submission aligns with Alliance's Sponsorship principles.

Sponsorship Form

2027 Alliance for Healthier Communities Conference – June 2 & 3, 2027

Sheraton Parkway Toronto North Hotel & Suites (600 Hwy 7, Richmond Hill, ON L4B 1B2)

Sponsorship		Cost
☐	Presenting Sponsor	$25,000
☐	Community Health Champions	$15,000
☐	Change Makers	$10,000
☐	Allies	$5,500
☐	Breakfast Break (2 available only)	$5,000
☐	Lunch Break (2 available only)	$5,000
☐	Wellbeing Break (3 available only)	$4,000
Sponsorship Add On		
☐	Conference Bags Sponsor – Logo on conference bags	$5,000
☐	Exhibitor Booth – Single space, 8x10	$2,495
Exhibitor		
☐	Double Space	$6,495
☐	Single Space	$3,495
☐	Not-for-Profit Space	$2,495
Advertising		
☐	Print Ad Full Page	$800
☐	Print Ad Half Page	$500
☐	Digital Ad – 2 Slides	$800
☐	Digital Ad – 1 Slide	$500
	Total *Please note that HST will be charged to applicable items	

CONTACT INFORMATION

Organization:	
Contact Name:	
Title:	
Full Address:	
Email:	
Telephone:	

Sponsorship Form Submission

Please send completed forms to Joyce Morocco, joyce.morocco@allianceON.org

Use Subject Line: Alliance 2027 Conference – [Organization Name]

Alliance for Healthier reserves the right to accept or decline any application. Payment is required upon acceptance of application. Payment can be made viacredit card, cheque or EFT transfer. Key deadlines and information will be forwarded upon acceptance of application. Cancellations must be received in writing before May 1, 2027, and are subject to a 25% cancellation fee. No refund of payment will be given for cancellations received after May 1, 2027.

Thank You

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www.allianceON.org