



Put People at the Centre

Advancing Accessible and Sustainable
Primary Health Care in Ontario

Mettre la personne au centre

de l'avancement de l'accessibilité et de la
pérennité des soins de santé primaires en Ontario

Primary Health Care Conference

June, 4 & 5, 2025

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



Alliance for Healthier Communities
Alliance pour des communautés en santé

Invitation to Participate

The Alliance's Annual Conference 2025 is anchored in our collective commitment to put people at the centre of primary health care. This year's theme emphasizes the necessity of ensuring that Ontario's healthcare system remains both accessible and sustainable for everyone, particularly as we navigate the complexities of current and future challenges.

At the heart of this conference lies the question: What does it mean to design health care that truly places people at the center of every decision? We will explore how to create services, programs, and policies that are not only resilient and adaptable but also equitable. Key topics will include enhancing access for all Ontarians, building health system sustainability, and amplifying the voices of the most marginalized populations in shaping healthcare's future. We aim to address pressing issues such as people-centred primary care, integrated and connected care, centering the whole person, and evolving health equity needs to forge a healthcare system that is inclusive and futureproof.

The **Put People at the Centre: Advancing Accessible and Sustainable Primary Health Care in Ontario** conference is designed for **primary health care professionals, community leaders, policy-makers, and system partners**. It will foster a collaborative environment for learning and innovation, driving forward solutions that make Ontario's healthcare system more accessible and centered around the communities it serves.

Our goal is to cultivate a dynamic space for **connection, learning, and action**. Delegates will be encouraged to engage in forward-thinking discussions while integrating new research findings and evidence-informed practices that yield tangible results. We invite you to participate in this pivotal knowledge-sharing event, which offers opportunities for **sponsorship** and **exhibition** to raise awareness about your organization.

We warmly welcome our returning exhibitors and supporters while also looking forward to engaging with new organizations. There are numerous ways to contribute to the movement toward health equity. This document outlines our developed sponsorship packages, but we are eager to hear your creative ideas as well.

Join us for this timely and significant event as we collectively envision a healthcare future that prioritizes people at its core.



Sarah Hobbs
CEO, Alliance for Healthier Communities

To discuss sponsoring, exhibiting or advertising at the 2025 Alliance conference, please contact:

Joyce Morocco, CSEP
Elements of Success, Professional Meeting Planner
T: 905.351.1757
E: joyce.morocco@allianceON.org

About the Alliance

The [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.

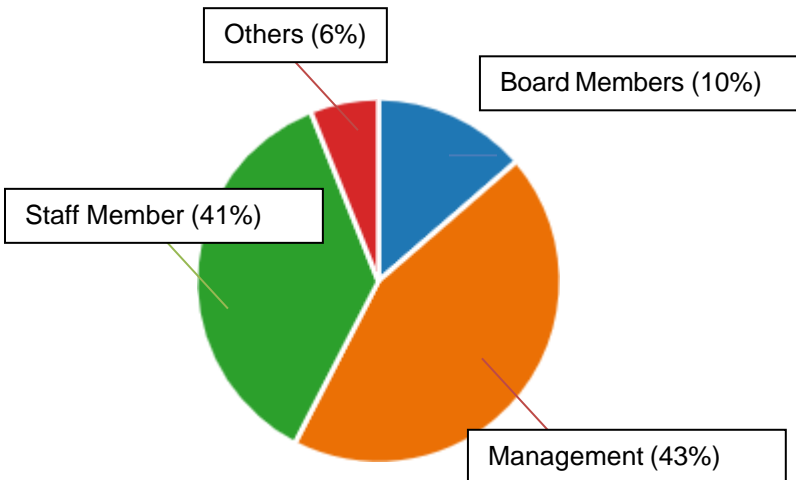
We are committed to seeing transformative change to the health system in Ontario. We exist to improve the health and wellbeing of the 3.5 million people in Ontario facing the most social and environmental barriers to good health, especially Indigenous people, Francophones, Black and racialized communities, 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

Who will attend (numbers based on in-person conference)

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

- > Management
- > Board Members
- > Staff Member
- > Others



- > **43% Executive Leadership/Management** - This includes executive directors, primary care and clinical directors/administrators.
- > **41% Staff Members** - This includes, health promoters, dietitians, communications, counsellors, community developers, etc.
- > **10% Board members**
- > **6% Other roles**

Presenting Sponsor: \$25,000

Transformative Change Awards:

Help us celebrate the incredible work of community 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
- Sponsor acknowledgement on Twitter and Facebook

Exhibitor Booth & Registration:

- Exhibit booth (double space, 8x20) in a prime location
- Six (6) complimentary registrations

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

- Sponsor acknowledgement on Twitter and Facebook

Exhibitor Booth & Registration:

- Exhibit booth (single space, 8x10) in a prime location
- Four (4) complimentary registrations, including four (4) Transformative Change Awards Gala tickets with VIP seating

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
- Sponsor acknowledgement on Twitter and Facebook

Booth & Registration:

- Exhibit booth (single space, 8x10)
- Two (2) complimentary registrations, including two (2) Transformative Change Awards Galatickets with VIP seating

Allies: \$5,000

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:

- Exhibit booth (single space, 8x10)
- One (1) complimentary registration

Wellbeing Break: \$3,000

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 conference registration.



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, Indigenous 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.

Single space (8x10): \$2,950 +HST
Double space (8x20): \$5,500 +HST
Not-for-Profit space (8x10): \$1,995 +HST
(limited availability - first come, first serve)

What's included in your exhibitor/vendor package:

- One 8 x 10 booth (unless double space –16x8)
- 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 exhibitor badges



Show your support for the 2025 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 29, 2025.

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 29, 2025.

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 29, 2025.

Please note: accreditation rules prohibit the inclusion of specific products in advertisements. Please advertise your company, but not a specific product.

2025 Alliance for Healthier Communities Conference

June 4 & 5, 2025

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600 Hwy 7, Richmond Hill, ON L4B 1B2

Sponsorship		Cost
	Presenting Sponsor	\$25,000
	Community Health Champions	\$15,000
	Change Makers	\$10,000
	Allies	\$5000
	Wellbeing Break	\$3000
Exhibitor		
	Single Space	\$2,950
	Double Space	\$5,500
	Not-for-Profit Space	\$1,995
Advertising		
	Full Page	\$800
	Half Page	\$500
	Total *Please note that HST will be charged to applicable items	

CONTACT INFORMATION

Organization:			
Contact Name:		Position:	
Full Address:			
Email:			
Telephone:		Fax:	

Alliance for Healthier reserves the right to accept or decline any application. Payment is required upon acceptance of application. Payment can be made via credit 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, 2025, and are subject to a 25% cancellation fee. No refund of payment will be given for cancellations received after May 1, 2025.



Thank You

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