# PROSPECTUS 2027

PROUDLY PRESENTED BY:

SOCIETY OF Rural Physicians OF CANADA

R&R Rural and Remote Medicine Conference

## 34TH ANNUAL RURAL AND REMOTE MEDICINE CONFERENCE

**APRIL 29 - MAY 1, 2027 | HALIFAX, NS**
Halifax Convention Center

## PARTNER WITH US TO SHAPE THE FUTURE OF RURAL MEDICINE



*Inspiring Sessions*



*Hands-on Workshops*



*Family-Friendly Event*

**RURALANDREMOTECONFERENCE.CA**

## SRPC IS PROUD TO PRESENT

# 34TH ANNUAL RURAL AND REMOTE MEDICINE CONFERENCE

For thirty-four years, the SRPC has provided a unique opportunity for exhibitors to enjoy meeting and networking with rural physicians, residents, and medical students in a central location. Whether your intention is to raise awareness, advocate for a cause, or simply gain insight about the challenges and opportunities that rural medicine poses, this is the conference where your goals will be achieved.

**REGISTER HERE**




# EXHIBITORS INFORMATION 2027

SRPC's Rural & Remote Medicine Conference is one of Canada's leading gatherings for rural and remote healthcare professionals, bringing together physicians, residents, students, healthcare providers, and industry partners from across Canada and beyond.

Each year, the conference provides a dynamic environment for attendees to build clinical skills, share knowledge and experiences, explore emerging approaches to rural medicine, and strengthen professional connections. Beyond the educational program, the conference creates valuable opportunities to connect with colleagues, develop lasting relationships, and engage with the evolving needs of rural and remote communities.

With a strong national audience and a focus on practical, relevant education, the conference offers sponsors a unique opportunity to connect with the rural healthcare community.








# DELEGATE DEMOGRAPHICS

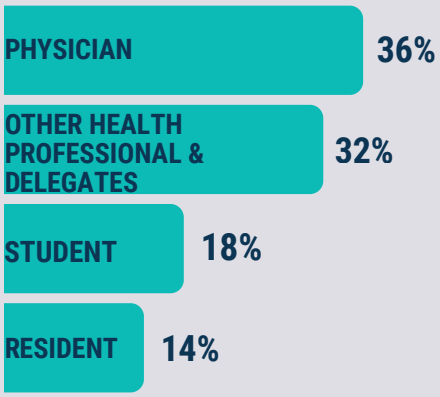
The majority of delegates are physicians practising in rural and remote Canada, along with medical students and residents interested in rural medicine.

Other delegates include nurses, physician assistants, medical educators, health administrators, and academics.

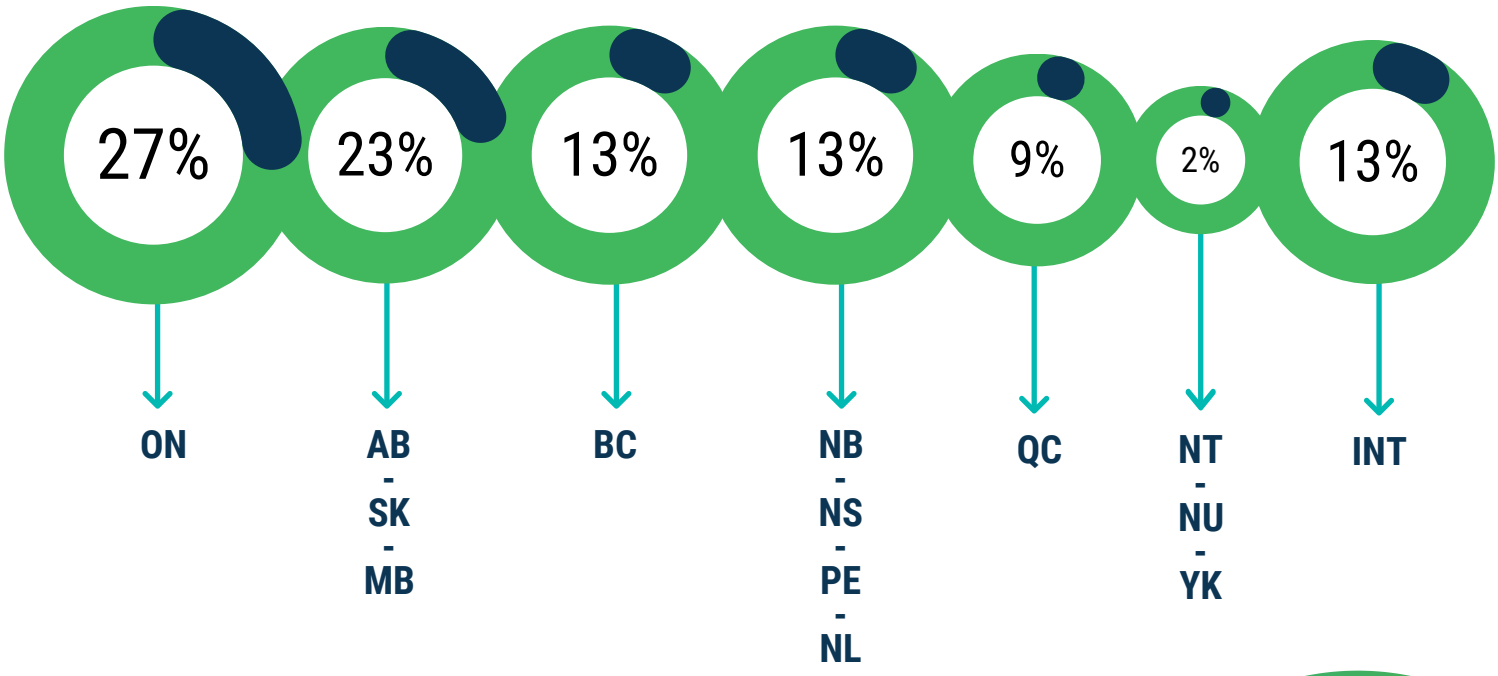
Funds raised through your contribution ensure the ongoing viability of this valuable conference. It is the only one of its kind, addressing the needs of rural doctors on a national level.

All sponsorship contributions are considered unrestricted educational grants.

## WHO ATTENDS R&R




## OUR NATIONAL REACH - 2026 CONFERENCE PARTICIPANTS BY PROVINCE/TERRITORY






## PLATINUM SPONSORSHIP

**$25,000**

- Premium 10 x 20 Exhibit Space in a prime location near registration, giving you immediate visibility and access to delegates as they arrive and throughout the conference.
- Your company name, logo and website will be featured in the conference app, with a direct link to your website.
- Receive recognition at morning plenary AND through the app
- Your organization will be prominently recognized on conference website pages with a direct hyperlink to your website.
- Showcase your organization with a full-page advertisement in the Canadian Journal of Rural Medicine.
- Receive acknowledgement on the Canadian Journal of Rural Medicine website.
- Four complimentary exhibitor representatives included
- Four complimentary tickets to the Saturday Wrap-Up Party.

> "Tons of foot traffic! We thought the conference overall was a great experience. Personally, it was my favourite conference to date!"

***Please note that your Sponsorship will only be confirmed once payment has been received in full. Sponsorship taxes are not included.***

## GOLD SPONSORSHIP

**$15,000**

- 10' x 20' exhibition space in a prime location of your choice
- Your company name, logo and website will be featured in the conference app, with a direct link to your website
- Showcase your organization with a half-page advertisement in the Canadian Journal of Rural Medicine
- Receive acknowledgement on the Canadian Journal of Rural Medicine website
- Three complimentary exhibitor representatives included
- Three complimentary tickets to the Saturday Wrap-Up Party

## SILVER SPONSORSHIP

**$8,500**

- 10 X 10 exhibition space in a prime location of your choice
- Your company name and website will be featured in the conference app, with a direct link to your website
- Receive acknowledgement on the Canadian Journal of Rural Medicine website
- Two complimentary exhibitor representatives included

**Booth selection for Gold, Silver, and Bronze sponsors is available on a first-come, first-served basis**

## BRONZE SPONSORSHIP

**$6,500**

- 10 X 10 exhibition space in a prime location of your choice
- Your company name, logo and website will be featured in the conference app, with a direct link to your website
- Two complimentary exhibitor representatives included

## NON-PROFIT/MEDICAL SCHOOLS

**$3,000**

- 10 X 10 exhibition space
- Your company name and logo will be featured in the conference app, with a direct link to your website
- Two complimentary exhibitor representatives included

***Please note that your Sponsorship will only be confirmed once payment has been received in full. Sponsorship taxes are not included.***

## STUDENT/RESIDENT/MENTOR CO-SPONSORSHIP

**$1,000**

Support the next generation of rural medicine. Help bring medical students, residents and rural physicians together for an evening of networking, mentorship and connection with colleagues from across Canada.

**Co-sponsorship includes:**

- Logo recognition on event promotional materials and signage
- Recognition in the conference app
- Acknowledgement during the mentorship reception
- Recognition as a supporting organization on SRPC social media
- Opportunity to support meaningful mentorship and connection within the rural medical community

Limited co-sponsorship opportunities available. Interested in sponsoring? Contact Kristen Kluke at **kristenk@srpc.ca** by March 12 to secure this opportunity.

## CHARGING STATIONS SPONSORSHIP

**$5,000** LIMITED TO ONE SPONSOR

**Keep delegates connected.**
Put your brand in front of delegates throughout the conference with prominent recognition at our high-traffic charging stations — a convenient place to recharge, reconnect and take a break between sessions.

**Sponsorship includes:**

- Prominent sponsor branding at charging stations throughout the conference
- Recognition in the conference app and on the R&R conference website
- One dedicated social media acknowledgement

## DIGITAL SPOTLIGHT SPONSORSHIP

**$1,500**

Put your organization in front of the R&R community — digitally.

As R&R goes paperless, our new Digital Spotlight offers sponsors a high-visibility way to connect with delegates before and during the conference.

**Sponsorship includes:**

- One dedicated sponsor recognition post on SRPC's social media
- Logo and website link on Rural and Remote conference website
- Recognition in the conference app

## COFFEE BREAK SPONSOR

**$5,000**

**Fuel the conversations at R&R.**
Coffee breaks are a natural gathering point at R&R, bringing delegates together between sessions to recharge, connect and visit the exhibit hall. Put your organization front and centre during one of the conference's busiest networking times.

**Sponsorship includes:**

- Recognition as the Coffee Break Sponsor for your selected day
- Opportunity to provide branded napkins at coffee stations throughout the day
- Signage at coffee stations during your sponsored day
- Recognition in the conference app and on the R&R website

Three opportunities available — one sponsor per conference day.

## MIX N' MINGLE SPONSORSHIP

**$10,000** EXCLUSIVE TO ONE SPONSOR

Become the exclusive presenting sponsor of the Mix N' Mingle Reception, one of R&R's signature social events and the official kick-off to the conference.

Held on opening night in the exhibit hall, the Mix N' Mingle brings delegates, exhibitors and families together for food, drinks, entertainment and connection.

**Sponsorship includes:**

- Exclusive recognition as Mix N' Mingle Reception presented by [Sponsor]
- Prominent sponsor signage throughout the reception
- Logo recognition on Mix N' Mingle promotions
- Recognition in the conference app and on the R&R website
- Formal acknowledgement during the opening morning plenary
- Dedicated social media recognition before and during the event
- Opportunity to provide a tasteful branded element at the reception

## PHOTO BOOTH SPONSORSHIP

**$2,500** LIMITED TO ONE SPONSOR

**Put your brand in the picture.** Sponsor a fun, shareable conference experience that gives delegates a reason to stop, connect and capture their R&R experience.

**Sponsorship includes:**

- Your organization branding at the photo booth
- Sponsor recognition on digital photo outputs where technically possible
- Recognition in the conference app
- Social media recognition and tagging when SRPC shares photo-booth content

## SATURDAY WRAP-UP PARTY PRESENTING SPONSOR

**$15,000** EXCLUSIVE TO ONE SPONSOR

**End R&R on a High Note**
Become the exclusive presenting sponsor of R&R's Saturday night celebration — a chance for delegates to reconnect, celebrate and wrap up an incredible conference together.

**Sponsorship includes:**

- Exclusive recognition as Saturday Wrap-Up Party presented by [Sponsor]
- Prominent sponsor signage throughout the party
- Logo recognition on party promotions
- Recognition in the conference app and on the R&R website
- Formal acknowledgement during the event
- Dedicated social media recognition before, during and after the party
- Opportunity to sponsor or brand a memorable party feature
- Four complimentary tickets to the Wrap-Up Party

## STUDENT AND RESIDENT SPONSOR

**$3,000** EXCLUSIVE TO ONE SPONSOR

Support connection, community and a little fun! Help bring medical students and residents together for a relaxed evening of fun, networking and connection. As the exclusive sponsor, your organization will be front and centre at one of R&R's dedicated student and resident social events.

**Sponsorship includes:**

- Exclusive recognition as the Student & Resident Social Sponsor
- Prominent sponsor recognition on event signage and promotions
- Opportunity to provide branded giveaways or prizes
- Recognition in the conference app
- Social media recognition

# ALL EXHIBIT SPACE INCLUDES:

- Skirted table and 2 chairs
- Electrical outlet
- Complementary Wi-Fi
- Access to meals/breaks
- Exhibitors are welcome to attend open and plenary sessions
- If physicians are registered as exhibitors and not attendees, they will not receive their CME credits.
- Lead Retrieval is available

**PLEASE NOTE:** Conference programming runs from 8:00 a.m. to 5:00 p.m. daily, with breakfast and registration beginning at 7:00 a.m. Exhibitors are encouraged to be at their booths during scheduled breaks, meals and other high-traffic periods in the exhibit hall. Outside of these key times, exhibitors may manage their booth schedule at their discretion.

## EXHIBIT DATES

**Move-in/Set-up:**
Wednesday, April 28th, 2027
between 3 pm and 8 pm

**SHOW DATES:**
Thursday, April 29th
Friday, April 30th
Saturday, May 1st

**TEAR DOWN:**
Saturday, May 1st after 3 pm

REGISTER HERE





> Exhibiting with the MD Financial Management/Scotiabank team at this event was such a treat, thank you for organizing everything! I loved all the opportunities we had to promote our booth on the app. It saved us so much time.

> As a booth staff for Vancouver Island Health Authority, I wanted to say thank you for putting together such an incredible event! Can't wait for the next one!

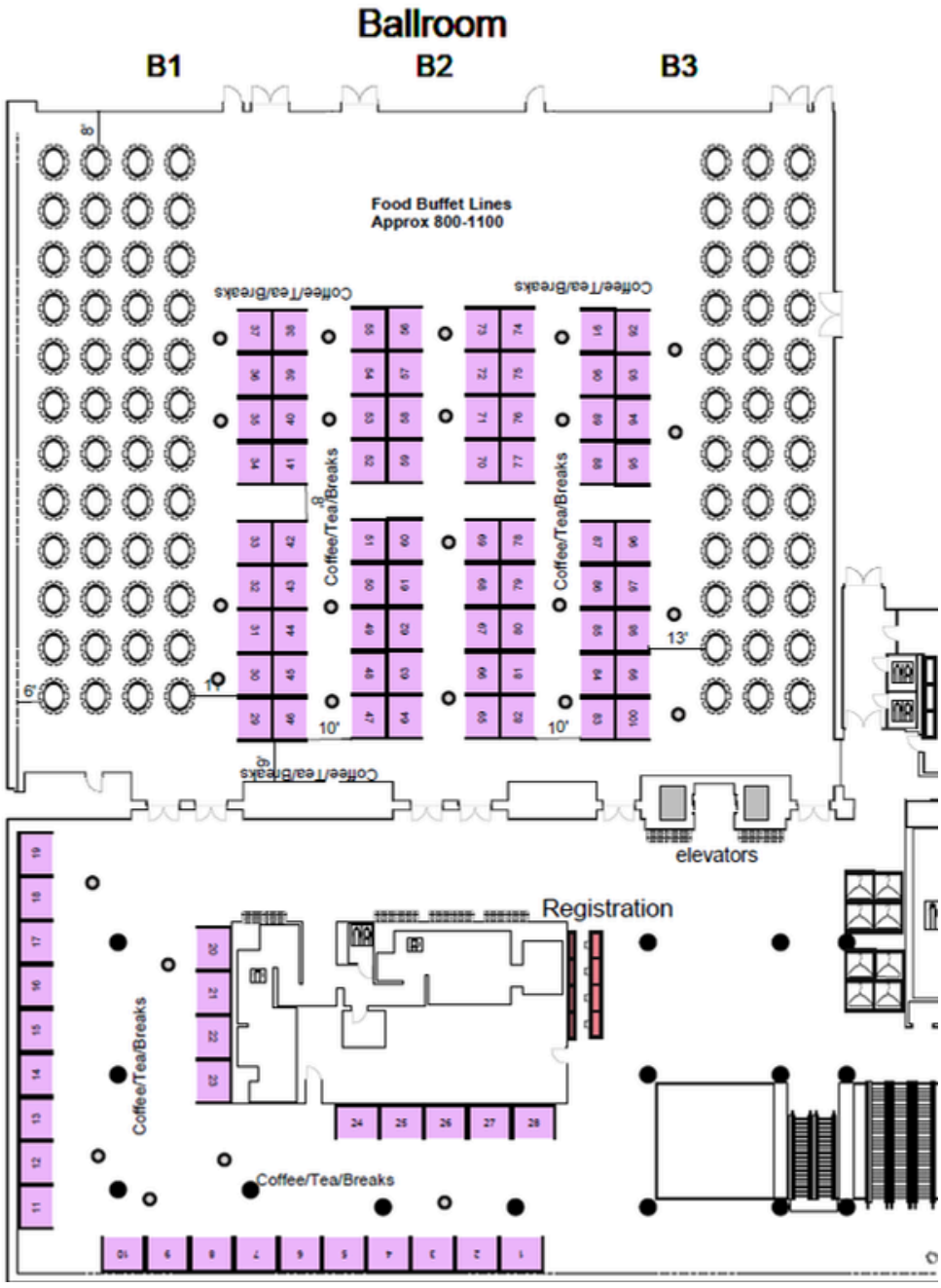
> As an Exhibitor, I wanted to express my sincere thanks and appreciation to you all for putting this together. We had a great experience exhibiting because everything ran so smoothly!

> We had steady traffic and great conversations. Everything ran beautifully, thank you!

# FLOOR PLAN

Halifax Convention Center, Halifax NS

34th Annual Rural & Remote Medicine Conference




**Floor plan may be subject to change**



R&R Rural and Remote Medicine Conference

SOCIETY OF Rural Physicians OF CANADA

> Never disappointed with R&R - attracts great, like-minded individuals, engaging conversations and I appreciate that exhibitors are welcomed (i.e., allowed to eat food, attend sessions, etc.)

- All prices are in Canadian dollars and exclusive of GST & HST.
- Full payment is due 30 days after receipt of your registration form. All payments must be made in full by **April 2, 2027.**
- Notice of cancellation must be submitted by email to Kristen Kluke **kristenk@srpc.ca**

PARTNER WITH US TO SHAPE THE FUTUREOF RURAL MEDICINE

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**RURALANDREMOTECONFERENCE.CA**

**#SRPC2027**