

BE A PART OF OUR
INAUGURAL EVENT!



THE

IMG

CONFERENCE & EXPO

**SPONSORSHIP &
EXHIBITOR PROSPECTUS**



JULY 6, 2024
Toronto Marriott Markham

THE COLD HARD FACTS

CURRENT LANDSCAPE



Canada is estimated to be short nearly **44,000 physicians** including over **30,000 family doctors** and general practitioners, before the end of the decade.



In its 2023-2025 **Immigration Levels Plan**, Ottawa has set its immigration target for 2023 at 465,000 new permanent residents.



Canada is set to welcome **485,000 new permanent residents** in 2024 and another 500,000 in 2025. That's a total of 1.45 million immigrants to Canada over the coming three years.



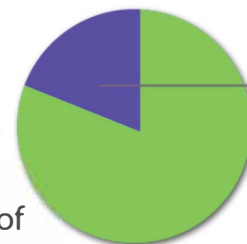
CANADIAN PHYSICIAN WORKFORCE

Number of **active physicians** (excluding residents) as of January, 2019
86,092

There are **2.41 physicians** per 1,000 population.



75% graduated from a Canadian medical school



CANADIAN PHYSICIAN DISTRIBUTION

 **8% of physicians** practise in rural areas throughout Canada.

 **19% of Canadians** live in rural areas across the country.

 The figure for family physicians is **14% compared** to 2% of specialists.

There is a higher concentration of foreign medical graduates in Saskatchewan (**52% of all physicians**) and Newfoundland (**37%**) than in provinces such as Quebec where only 10% graduated outside Canada.



25% graduated from a foreign medical school

IMGs make up about one-quarter of Canada's doctors, and for some provinces, this ratio is considerably higher—46% in Saskatchewan and 38% in Newfoundland and Labrador (Canadian Institute for Health Information CIHI, 2012).

MATCH RATES

In 2023 – 555 IMGs matched into a residency position across Canada vs 439 in 2022

IMGs residing in Canada have a significantly lower successful match rate than in other developed countries, such as the United States and Britain.

In the U.S., 61.6 % of American-born or naturalized citizens who go to school abroad are matched with a residency position (NRMP).

Tens of thousands of pre-med students are competing for just 2,800 first-year openings at the country's 17 medical schools. Their acceptance rate is only about 5.5 per cent.



Outside of the 17 Canadian medical schools currently in the country, many Canadians choose to go to medical school in **Ireland, the Caribbean and Australia.**

For every 1 Canadian medical school studying in Canada, there are approx. **4 Canadians studying abroad (CSA).**



IT. IS. TIME.

IMG CONFERENCE & EXPO 2024 TORONTO, CANADA

Now more than ever, this country needs direction and guidance within the healthcare sector, especially for the tens of thousands of internationally-trained physicians who call Canada 'home' and the many more hoping to live out their dreams in this fantastic country. The International Medical Graduate (IMG) Conference aims to be a staple in the Canadian landscape for years that will draw stakeholders alike with the common goal of addressing the needs of internationally educated medical students and foreign-trained medical graduates.

We're excited to put this staple event together in Toronto, ON, Canada, and work with our many partners, stakeholders, and attendees to provide a platform to help address the many issues facing IMGs while showcasing the many opportunities that exist for this uniquely skilled workforce!

The mission of the IMG conference is simple - Provide a growing platform to help IMGs further their education, training, and licensing opportunities while simultaneously connecting them with future employers and accessing relevant resources to help progress their career goals.

WHY PARTICIPATE & EXHIBIT AT THE IMG CONFERENCE

- Join the very first inaugural IMG CONFERENCE in Canada by MRX North Communications. As a valued partner/stakeholder, this is the perfect opportunity to connect with thousands of physicians from all specialties in one place, more than any other event in Canada.
- Access this highly educated and unique subset of the population to promote your services, products, and solutions
- Employers gain access to qualified and skilled labor all under one roof.
- Aggregate in one shared space and hear from our lineup of excellent speakers and panelists.
- Businesses can offer hands-on demos, trials, and promotional items.
- Strengthen your brand and show your support and dedication to the growing community of International Medical Graduates throughout Canada.
- Plus, reach the next generation of future physicians (e.g. high school and university prospects).

FACT.

Ontario is currently home to over **15,000** IMGs who do not actively work in their trained/educated field. And that's just in Ontario!

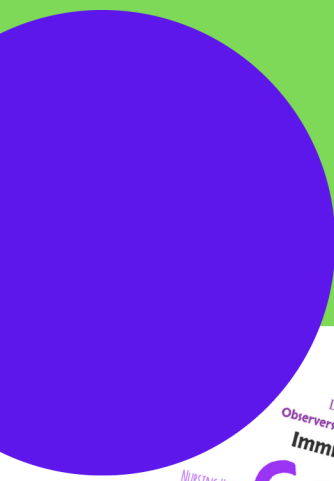


50/50 CHARITY RAFFLE

During the IMG Conference & Expo, we'll be selling raffle tickets. At 7:00 PM, we'll draw one lucky attendee to take home 50% of the jackpot. We'll also raffle away the remaining 50% to one of our lucky charity/non-profit exhibitors towards their cause (as a donation from the attendee winner). It's a win-win for everyone!

MEANINGFUL TALKS

Throughout the day, the IMG Conference & Expo will host a variety of different speakers, and panel discussions, covering many of the key issues that IMGs have raised from licensing and financing pathways, to talks by key stakeholders and decision-makers in the industry. Through all these main stage discussions, the goal is to ensure IMGs (new and old) leave with a better sense of the Canadian healthcare landscape and their future role as a healthcare provider.



CURATED EXHIBITORS



AGENDA*

EXHIBITOR SPACE OPENS
9:00 AM

EXHIBITOR
SPACES WILL BE
OPEN ALL DAY
(EVEN DURING
SESSIONS)

MAIN STAGE

WELCOME & OPENING REMARKS
10:00 AM

KEY NOTE ADDRESS
10:30 AM

IMG SUCCESS PANEL
1:00 PM

IMG FINANCE PANEL
2:30 PM

IMG IMMIGRATION PANEL
4:00 PM

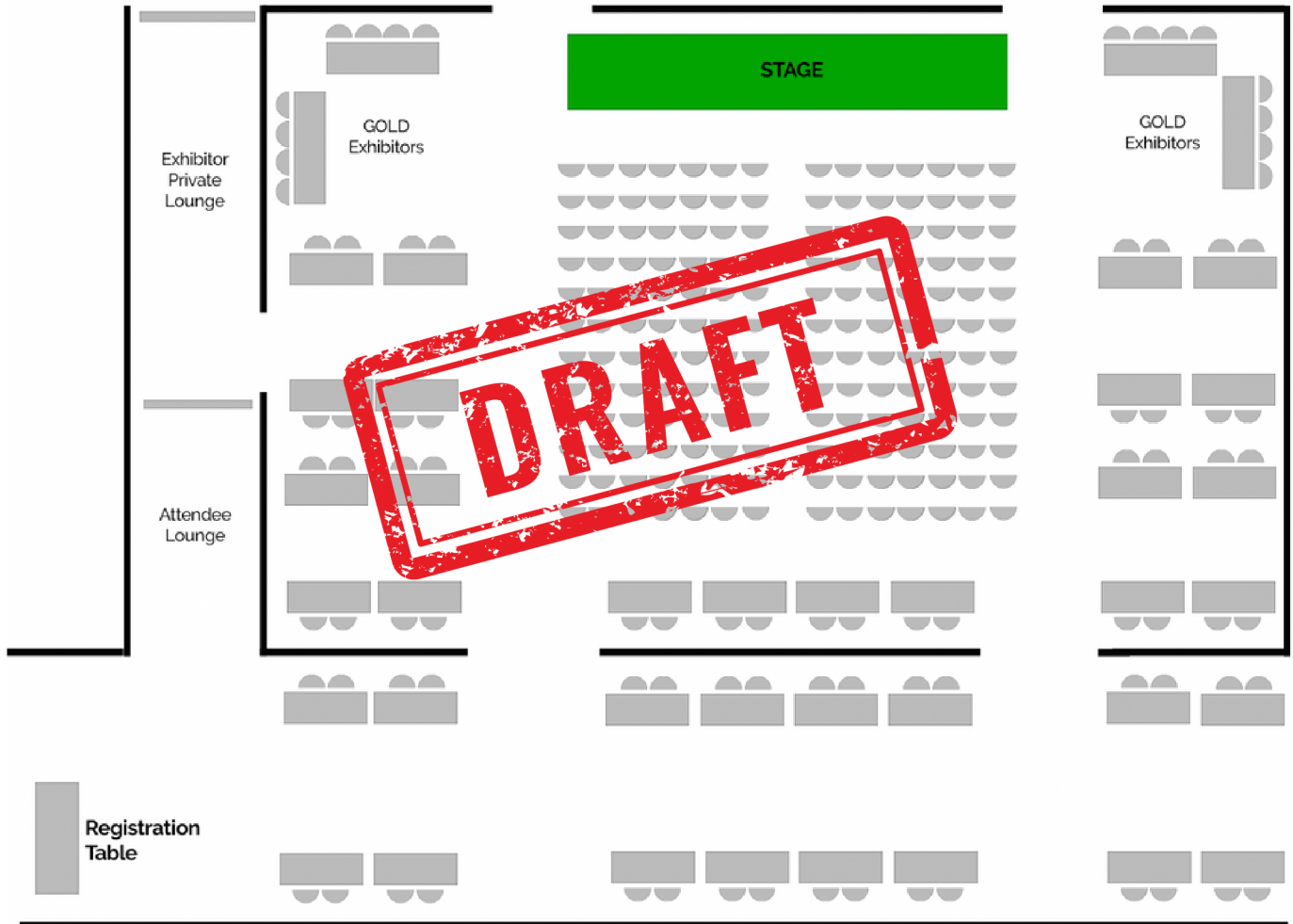
LICENSING PATHWAYS
5:00 PM

EXHIBITOR SPACE CLOSSES
7:30 PM



*AGENDA TO BE FINALIZED 1-2 MONTHS BEFORE EVENT.

VENUE



Toronto Marriott Markham 170 Enterprise Blvd., Markham, ON



Thinking of staying for a night (before or after) the conference? Get in touch with us ASAP to get access to special hotel nightly rates specially reserved for IMG Conference & Expo exhibitors & attendees.

SPONSORSHIP

We're expecting over 3,000 in attendance!*

STANDARD EXHIBIT BOOTH SPACE

\$1,000.00

- INCLUDES 2 EXHIBITOR PASSES
- 6' SKIRTED TABLE WITH 2 CHAIRS
- COMPANY NAME AND BIO IN EXHIBITOR GUIDEBOOK
- COMPANY NAME MENTION ON-SCREEN BEFORE SESSIONS
- COMPANY NAME AND BIO ON IMG CONFERENCE WEBSITE
- PRIVATE EXHIBITOR LOUNGE WITH COFFEE & CHARGING ACCESS

ONLY 30 SPOTS!

+ ADD-ONS

BRONZE

8 SPOTS

- EVERYTHING IN STANDARD +
- PREMIUM BOOTH LOCATION
- 2 ADDITIONAL EXHIBITOR PASSES (4 TOTAL)
- UP TO 4 BOOTH CHAIRS
- MENTION ON SOCIAL MEDIA IN 2023 & 2024
- QUARTER PAGE AD SPOT IN GUIDEBOOK
- 2 GUEST ATTENDEE PASSES

\$500

SILVER

6 SPOTS

- EVERYTHING IN BRONZE +
- UPGRADE TO HALF PAGE AD IN EXHIBITOR GUIDEBOOK
- NAME & LOGO MENTION ON-SCREEN DURING SESSIONS FOR MORE EXPOSURE
- 1 @ 5.5 X 8.5 PRINT INSERT INTO ATTENDEE SWAG BAG (EXHIBITOR TO PROVIDE)

\$1,000

GOLD

4 SPOTS

- EVERYTHING IN SILVER +
- UPGRADE TO 8' TABLE
- UPGRADE TO FULL PAGE AD IN GUIDEBOOK
- +2 EXHIBITOR PASSES (6 TOTAL) & 3 GUEST PASSES
- NAME & LOGO ON EVENT BANNERS
- UPGRADE TO 1 @ 8.5 X 11 PRINT INSERT INTO ATTENDEE SWAG BAG

\$2,500

PLATINUM

2 SPOTS

\$5,000

- TITLE SPONSOR
- FORMAL ACKNOWLEDGEMENT AND NOTABLE MENTION AT THE BEGINNING, MIDWAY AND END OF SESSIONS
- EVERYTHING IN THE GOLD PACKAGE +
- 2 ADDITIONAL EXHIBITOR PASSES (8 TOTAL) + 5 GUEST ATTENDEE PASSES
- DEDICATED ADVERTISING AND BRANDING DISPLAY THROUGHOUT ALL DIGITAL AND PRINT BEFORE, DURING, AND AFTER THE EVENT INCLUDING E-BLAST TO REGISTERED ATTENDEES AFTER EARLY BIRD REGISTRATION CLOSURE, EARLY 2024 & 1 WEEK BEFORE EVENT
- NAME & LOGO ON PRINTED ON ATTENDEE SWAG BAG
- OPTION TO ADD PROMOTIONAL ITEMS (E.G. PENS) INTO ATTENDEE SWAG BAG
- WELCOME MORNING COFFEE/WATER STATION SIGNAGE FOR ATTENDEES & EXHIBITORS
- DONATION MADE ON BEHALF OF YOUR COMPANY TO HOSPITAL FOUNDATION

ALL PRICES IN CAD. TAXES NOT INCLUDED. * ESTIMATED ATTENDANCE IS CONSERVATIVE ESTIMATION BASED ON CURRENT MARKETING LEADS.



To inquire about participating as an exhibitor/sponsor or to learn more about our sponsorship packages and special pricing, please get in touch with us at 647.510.2101 | info@mrxnorthcommunications.com

**Book your Exhibitor Table and
Sponsorship Package Today!
Promote & Grow your Business &
Make a Meaningful Impact in the
Lives of Future Physicians in Canada!**



THE

IMG

CONFERENCE & EXPO



MRX North Communications, Inc.

3080 Yonge St • Suite 6060 • Toronto • Ontario • M4N 3N1
info@mrxnorthcommunications.com • 647.510.2101