WELCOME TO ICAM

The International Congress on Academic Medicine will bring together educators and education scholars in medical education as well as health researchers and health research education leaders. It will be the place for the academic medicine community to meet, network with, and develop new relationships and collaborations with colleagues from around the world.

By being a sponsor or exhibitor at ICAM, you will have access to thousands of leaders, educators, researchers, administrators, and students from the academic medicine community globally – they are the change-makers and innovators that are creating solutions to address global health issues and meet the needs of populations they serve.

We invite you to explore the unique sponsorship and exhibition opportunities being offered to engage with our attendees.

We look forward to seeing you in Québec City.

Sincerely,

Geneviève Moineau, MD, FRCPc
AFMC President and CEO
Founded in 1943, the Association of Faculties of Medicine of Canada (AFMC) represents Canada’s 17 faculties of medicine and is the voice of academic medicine in the country. Our member faculties graduate over 2,700 MDs per year; teach over 11,500 undergraduate medical students; train over 15,000 postgraduate trainees; employ nearly 48,000 full and part-time faculty members and undertake over 3 billion dollars of biomedical and health care research annually.

We collaboratively lead and deliver a highly responsive system of medical education and research aligned with the health needs of all Canadians driven by the highest standards of quality, excellence and social accountability.
The International Congress on Academic Medicine is taking place

Wednesday, April 12 to Tuesday, April 18, 2023, in Québec City, Canada at the Québec City Convention Centre.

The core programming will take place over five days from Thursday to Monday allowing for business meetings before and after the congress.

ICAM 2023 features:
• World-renowned international speakers
• Cutting edge plenaries and accredited courses tackling global themes in academic medicine
• International presentations and symposiums like the Gairdner Symposium
• Workshops/orals/poster presentations from the best and brightest emerging talent
• Dynamic and memorable networking opportunities (in-person and online)
• A five-day career fair and exhibit hall welcoming the top-talent in Canadian and International medicine
• The AFMC Awards and AFMC’s 80th anniversary celebration
• Incredible sponsorship opportunities to meet your business and recruitment objectives.

All in hybrid format to support in-person and virtual participation from delegates and industry from around the world. You do not want to miss ICAM 2023.
QUÉBEC CITY

Bask in the European charm of this UNESCO World Heritage treasure as you stroll and take in over 400 years of history in the birthplace of French North America. Québec City attracts international travelers looking for a world-class cultural and culinary experience matched only by Canadian hospitality. Recipient of the multiple Travel + Leisure and Condé Nast Traveler (US and UK) awards – Québec City has been ranked as one of the best small cities in the world to travel to (outside of the US).

Reference: www.quebec-cite.com
QUÉBEC CITY CONVENTION CENTRE

Since 1996, the Québec City Convention Centre has hosted over 2,000 events. Nestled atop Parliament Hill, the convention centre is steps from Old Québec and is conveniently connected to ICAM hotel partners, Québec Hilton, and the Québec Delta.

1000, boul. René-Lévesque Est Québec (Québec) G1R 5T8
www.convention.qc.ca/en/

HOTEL PARTNERS

ICAM is pleased to partner with five premier hotels within walking distance or travel to the conference. All exhibitors and sponsors will have access to ICAM’s group rate, associated benefits, and discounts.

Quantities and deadlines apply.

1. Hilton Québec
1100 Rene Levesque East, Québec, QC, G1K 7K7, Canada
www.guestreservations.com/hilton-quebec/booking

2. Marriot Québec
850 Rue D’Youville, Québec, QC, G1R 3P6, Canada

3. Delta Québec
690 Boul René Lévesque Estates, Québec City, QC, G1R 5A8, Canada
www.marriott.com/hotels/travel/yqbd-quebec-delta-hotels-quebec

4. Hotel Château Laurier
1220, Place George-V Ouest, Québec QC, G1R 5B8 Canada
www.hotelchateaulaurier.com

5. Fairmont Château Frontenac
1 rue des Carrières CITQ No. 040703, Québec City, QC, G1R 4P5, Canada
www.fairmont.com/frontenac-quebec

UNIFIED TODAY FOR A HEALTHIER TOMORROW | UNIS AUJOURD’HUI POUR LA SANTÉ DE DEMAIN
## EVENT FORMAT*

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* This is a draft and is subject to change

W/O/P = Workshops, Orals, Posters

- = Sponsorable Opportunities

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UNITED TODAY FOR A HEALTHIER TOMORROW | UNIS AUJOURD’HUI POUR LA SANTÉ DE DEMAIN
The Association of Faculties of Medicine of Canada (AFMC) is committed to providing delegates with diverse and inclusive programming. ICAM is a congress that transcends borders and reflects our international collective.

**Current congress themes for ICAM 2023:**

- Social accountability
- Diverse representation in medical education and safe learning spaces
- The effects of climate on health (climate declaration)
- Supporting health scientists and health scientists in training
- Health workforce needs of the future (international perspective)
- Post pandemic medical leadership, crisis management and innovations
- An environment forward approach to medicine
- Wellness in academic medicine – protecting front line professionals in a post pandemic world
Academic Medicine at its finest.

The International Congress on Academic Medicine (ICAM), will be a congress that is unparalleled in scope and reputation in Canada, providing unique opportunities for NETWORKING and SHARING OF SCHOLARLY WORK in medical education along the continuum of academic medicine.

For seven days over 2000 of the brightest, most innovative physicians, learners, health researchers, health organizations and leaders spanning the globe will come together to discuss the most pressing questions in academic medicine that bring us closer to a healthier tomorrow.

With the support of AFMC’s international committee, ICAM is set to be the first premier academic medicine congress in North America.
DELEGATE PROFILE

ICAM is a unique opportunity to engage with the academic medicine community globally. Delegates will include:

- Physicians
- Educators
- Health Researchers
- Leaders from faculties of medicine and academic health centers
- Medical Students
- Residents
- Graduate Students
- Post-Doctoral Scholars

REACHING THE RIGHT PEOPLE

The inaugural International Congress on Academic Medicine is an annual event that will unite educators and education scholars along the continuum of medical education as well as health researchers and health research leaders to promote innovation and scholarship in academic medicine on an international scale.

ICAM will be promoted and advertised to members of all seventeen Canadian faculties of medicine including undergraduate medical students, postgraduate trainees, graduate students and post-doctoral scholars, faculty and staff. International sister associations and organizations have committed their support in promoting ICAM to their members.
A HYBRID EXPERIENCE

Engage with ICAM 2023 in-person, online or both. The ICAM virtual platform will provide:

- Access to international learners, health researchers and educators
- Real-time, face-to-face networking with delegates and industry
- Branded and custom sponsorship opportunities like the exhibit hall and career fair
- Live and pre-recorded sessions, presentations, and workshops
- High ROI, measured results and reporting
PARTNER WITH ICAM 2023
A world of possibilities.

AND CONNECT WITH DELEGATES AND INDUSTRY FROM AROUND THE WORLD

Join us as a SPONSOR or EXHIBITOR at ICAM 2023. Opportunities available in-person and online through the congress app. For more information, please contact icam@afmc.ca or sponsorship@afmc.ca.

EXHIBIT
PROMOTE
RECRUIT
ICAM EVENT EXPERIENCE SPONSOR

**Opportunities start at $15,000**

Set your organization apart from the crowd - sponsor an event experience at ICAM 2023.

Reach over 2000 delegates through fun and engaging activations that will leave a lasting impression for years to come.

Sponsor the...
- VIP lounge
- Health breaks
- Technology
- Charging stations
- Entertainment
- Coffee
- Receptions
- And more!

The ICAM team can help build a custom experience for your organization!
CAREER FAIR

Career Fair Exhibitor (Corporate)  $10,000
Career Fair Exhibitor (Non-profit/Government)  $7,500

EXHIBITOR BENEFITS
• 2 in-person complimentary full congress registrations; all meals included
• 2 online complimentary full congress registrations
• 8’ x 8’ booth space
• Face-to-face time with medical professionals looking for employment
• Opportunity to schedule interviews and virtual coffee chats
• Logo recognition on the ICAM Partner website and online virtual application
• Hybrid career fair experience
• Opportunity to purchase additional registrations at a discounted rate
• Recognition in marketing collateral (where applicable)
• Dedicated tech support for online career fair exhibit booth and during the congress
• And more!

47 spaces available (as of October 2021).

Career Fair Sponsor (Category Exclusivity)  $50,000

Recognition as the presenting sponsor of the 2023 ICAM Career Fair

SPONSOR BENEFITS:
• 4 in-person complimentary full congress registrations; all meals included
• 4 online complimentary full congress registrations
• Prominent in-person 10’ x 20’ booth space and online booth
• Face-to-face time with medical professionals looking for employment
• Opportunity to schedule interviews, post videos online and virtual coffee chats
• Logo recognition on on-site and virtual signage where Career Fair is held
• Dedicated email sent to registrants in advance announcing the partnership and participation in the career fair
• Logo recognition on the ICAM Partner website and online virtual application
• Opportunity to purchase additional registrations at a discounted rate
• Recognition in non-programmatic marketing collateral (where applicable)
• Dedicated tech support for online career fair exhibit booth before and during the congress
• And more!
JOIN ICAM AS AN EXHIBITOR

| Exhibit Booth (Corporate)      | $6,000 |
| Exhibit Booth (Non-profit/Government) | $3,500 |

EXHIBITOR BENEFITS
- 2 in-person complimentary full congress registrations; all meals included
- 2 online complimentary full congress registrations
- 8’ x 8’ booth space
- Face-to-face time with medical professionals to meet your business objectives
- Logo recognition on the ICAM Partner website and online virtual application
- Hybrid exhibit hall experience
- Opportunity to purchase additional registrations at a discounted rate
- Recognition in marketing collateral (where applicable)
- Dedicated tech support for online exhibit booth and during the congress
- And more!

Spaces are going fast.
Only 27 spaces available (as of October 2021).
Canadian Residency Sponsor (Category Exclusivity) $20,000

EXHIBITOR BENEFITS

• Recognition as the Canadian Residency Sponsor
• Opportunity to host a workshop or reception inviting guests to network and share learnings from pilot.
• Exhibit space in the exhibit hall
• 1 full conference registration and 2 exhibit hall only passes.
• 10 conference registrations to sponsor student participation (online and in-person) to be distributed at partners discretion.
• Logo recognition on ICAM website partner webpage.
• Dedicated email promoting partnership and activation at ICAM conference.
• Thank you email recognizing all partners
• Opportunity to promote #ICAM2023 sponsorship to stakeholders through partners own channels (messaging must be pre-approved by AFMC).
• Opportunity to have branding at activation site (workshop/reception).
• Opportunity to provide a gift to attendees of ‘student experience event’.
• On-site signage in main entry of conference.
• On-site and virtual support from ICAM team members.
• Dedicated online event experience activation (live or pre-recorded TBD).
• Online branding and recognition on virtual conference application where possible.
COMMITMENT TO SUSTAINABILITY AND ENVIRONMENTALLY FRIENDLY PRACTICES

AFMC is committed to sustainability and green management. That’s why the Québec City Convention Centre was selected as the home of ICAM 2023. The Convention Centre is a leader in sustainable development, practices include: ecofriendly procurement, sustainable water management, a green operations team, and reclaiming of at least 80% of waste materials and compostable products generated by all convention activities. For more information on the Centres green management practices please visit www.convention.qc.ca/en/organizers/sustainability.