

**VENDORS, SPONSORS, & CHIROPRACTORS** – Please join us in-person at CMCC on Wednesday, February 11, 2026.

**CHIROPRACTORS ONLY** – Can also join us virtually on Wednesday, February 18, 2026 from 11:00 a.m. – 3:00 p.m. ET!

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### **ABOUT PRACTICE OPPORTUNITY:**

Each year, CMCC proudly hosts **Practice Opportunity** – a premier networking and job fair event that brings together over 500 students, faculty, chiropractors, and industry partners for an unforgettable day of connection and collaboration.

As the leading event of its kind, Practice Opportunity offers an unparalleled chance to engage with the next generation of chiropractors and showcase your presence within the profession. Among the attendees are all 200 members of the Year IV class, graduating in June 2026, for whom participation is mandatory. Students from Years I–III also join in, eager to build relationships, explore career paths, and deepen their understanding of the chiropractic profession.

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### **WHAT DOES HYBRID MEAN?**

We will be offering our in-person event on **Wednesday, February 11, 2026**. All sponsors, vendors, and chiropractors are welcome to attend! Please note, we will not be offering pipe and drape, and electricity will be on a first come, first served basis.

**CHIROPRACTORS ONLY\***: for those who are not able to attend the in-person event, **or want to attend BOTH events**, we are hosting a virtual event as well on **Wednesday, February 18, 2026 from 11:00 a.m. – 3:00 p.m. ET!** We will be using the same virtual platform (vFairs) that we have used since 2021. Our virtual booths are easy to build, with step-by-step guidelines along the way. They offer text chat, video chat, upload documents, videos, catalogs, job opportunities with easy ‘apply now’ button, search student profiles, and much more! **To learn more about our virtual event, scroll down to the "VIRTUAL EVENT" section for all the details!**

*\*this option is also available for associations who aren't able to attend in person.*

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## WHAT CAN I DO AT PRACTICE OPPORTUNITY '26?

- **CHIROPRACTORS:** will be able to discuss any of the following opportunities with students: associateships, practices for sale, space for lease, and locums.
  - **CHIROPRACTIC ASSOCIATIONS:** will be able to meet with students to discuss membership and to share information on benefits and services they provide!
  - **VENDORS:** will be able to showcase the latest equipment, products, supplies, and services, all while establishing a relationship with students and other visitors.
  - **SPONSORS:** will be able to showcase their brands to a large audience! Based on the sponsorship level, you will receive many benefits such as your logo on our webpage and marketing materials, larger booths, premium booth locations, lunch, free parking, exhibitor seats, and much more!
  - **CMCC STUDENTS & EMPLOYEES:** the in-person and virtual events are complimentary to all current CMCC students and employees!
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## IN-PERSON EVENT - WEDNESDAY, FEBRUARY 11:

8:45 a.m.	Lecture hall opens for CMCC Students & Employees
9:00 a.m. – 10:30 a.m.	<p><b>Practice Realities Panel Discussion Sponsored by the Ontario Chiropractic Association (OCA)</b></p> <p><b>Moderator:</b></p> <ul style="list-style-type: none"><li>○ Dr. Antonio Anziano (CMCC Class of 1996)</li></ul> <p><b>Panelists:</b></p> <ul style="list-style-type: none"><li>○ Dr. Paolo De Ciantis (CMCC Class of 2013)</li><li>○ Dr. Kyla Meadley (CMCC Class of 2023)</li><li>○ Dr. Phoenix Wong</li></ul> <p><a href="#">CLICK HERE</a> to learn more about our panelists and moderator!</p>
10:00 a.m. – 11:45 a.m.	<b>Exhibitors &amp; Chiropractors:</b> arrive to set up their booths

8:45 a.m.	Lecture hall opens for CMCC Students & Employees
11:00 a.m. – 12:00 p.m.	<p><b>Keynote Address Sponsored by the Canadian Chiropractic Association (CCA)</b></p> <p><b>Speaker:</b></p> <ul style="list-style-type: none"> <li>○ Dr. Dan Nighswander (CMCC Class of 2020)</li> </ul> <p><b>Address:</b></p> <ul style="list-style-type: none"> <li>○ The Anatomy of a Chiropractic Business: Lessons, Learnings, and Real Life</li> </ul> <p><a href="#">CLICK HERE</a> to learn about Dr. Nighswander and Keynote Address Description</p>
11:00 a.m. – 12:00 p.m.	<b>Exhibitors &amp; Chiropractors: Lunch</b>
12:00 p.m. – 3:00 p.m.	<b>All: Exhibit Hall is open!</b>

- **BOOTHS:** we will not be using pipe and drape for this event, but we will clearly mark all booth locations.
  - **Sponsors** will receive the number of 6 ft tables listed in the sponsorship packet under your sponsorship level.
  - **Vendors** will receive one 6 ft rectangular table.
  - **Chiropractors** will receive one square desk table.

*Your table and area are yours to design! Feel free to bring pull-up banners, tablecloths, swag, products, display items, pamphlets, etc!*

- **ELECTRICAL:** if you require electrical service, please respond to your registration confirmation email letting us know, as soon as possible. **Electrical is limited and is only guaranteed to sponsors.** Vendors and chiropractors must request it.

- **LUNCH:**

- **Sponsors** will receive the number of vouchers listed in the sponsorship packet.
- **Vendors** will receive two lunch vouchers.
- **Chiropractors** will receive one lunch voucher.

Additional lunch vouchers will be available for purchase at **\$25** each and must be purchased in advance by responding to your confirmation email. Any dietary requirements must be submitted via email as soon as possible.

- **PARKING:** is **LIMITED** and we highly recommend carpooling.

- **Sponsors** will receive the number of parking passes listed in the sponsorship packet.
- **Vendors & Chiropractors** each receive **ONE** spot.

If additional spots are required, you will be charged a **rate of \$20 for the day** for each pass.

- **HOTEL:** Our preferred hotel is the **Best Western Parkway Toronto North Hotel**, located at 600 Highway 7, Richmond Hill, Ontario L4B 1B2. Please make your reservations soon to ensure you receive the CMCC discounted room rate. The group rate is only available until **Tuesday, January 27!**

Available dates: Tuesday, February 10 – Thursday, February 12

Discounted rate: \$149 CAD per night + taxes and fees (4% common facilities fee\* plus 13% HST)

*\*Included in the daily Common Facilities Fee is enhanced in room Wi-Fi, parking, fitness centre and pool access.*

[Click here to book your room!](#)

- **SHIPPING:** if you are shipping items for your table in advance, please send to:

Canadian Memorial Chiropractic College  
**ATTN: Kristin Earle, PO '26**  
6100 Leslie Street  
North York, ON M2H 3J1

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## **VIRTUAL EVENT - WEDNESDAY, FEBRUARY 18, 2026 | 11:00 a.m. – 3:00 p.m.:**

Connect with motivated chiropractic students from anywhere – **no travel, no clinic closure, no lost work time.** Our virtual platform is the *easiest and most effective* way to showcase your opportunity and engage with students who are actively exploring their future careers.

- **How the Virtual Event Works:** The above timeframe is the **live day**, however, please note that attendance during those hours is completely up to you. Your virtual booth – including student profiles, resumes, and direct contact information – remains accessible to all CMCC students **until June 1, 2026**, giving you months of continued exposure and connection.
- **VIRTUAL EVENT BENEFITS – Maximum Exposure, Minimal Effort!**
  - Save on travel and time away from your clinic or office – **participate without changing your schedule.**
  - The ability for live interaction during the event – **engage** with students through text chat and video conferencing during the live day. Note: Students will be in class or in clinic during this time, so live chatting may be intermittent – but connections can continue well beyond the live hours.
  - Showcase everything you have to offer! Link your social media accounts, website, upload documents and videos, add an **“Apply Now”** button directly to your opportunity, and much more!
  - **Extended access for three months post-event** – continue receiving interest, applications, and messages long after the live day wraps up.
  - Customizable virtual booths, with a step-by-step guide – no tech experience required!
  - **Effortless Networking!** Browse detailed student profiles including: resumes, preferred provinces to work in, contact information, and message students instantly through the virtual platform or follow up by email at your convenience.

- **BEST PART – You don't need to be online to benefit!** Even if you are not able to log in during the live event, students can still view your booth, contact you directly, and apply to your opportunity! You'll receive email notifications whenever someone expresses interest – allowing you to follow up **on your own time**, when it works best for you.

**The virtual platform is the smartest, most flexible way to connect with future chiropractors.** No time off. No missed opportunities. Just meaningful connections – made easy.

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## SPONSORSHIPS

CMCC is a not-for-profit, charitable organization that receives no direct government funding and relies on events such as Practice OpportUnity for support. All sponsors will be issued a business receipt in accordance with Canada Revenue Agency regulations.

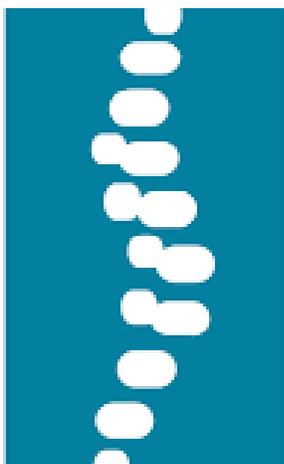
Click the packet below to learn more about our opportunities:

If you have any questions or concerns regarding sponsorship, please contact Kristin Earle, Manager, Alumni Engagement & Special Events, at [events@cmcc.ca](mailto:events@cmcc.ca)

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## THANK YOU TO OUR SPONSORS:

### TITLE SPONSOR:



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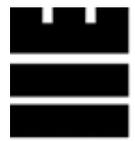
**KEYNOTE ADDRESS SPONSOR:**

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