

VENDORS, SPONSORS, & CHIROPRACTORS - Please join us in-person on Wednesday, February 12, 2025.

CHIROPRACTORS ONLY – Can also join us virtually on Wednesday, February 26 & Thursday, February 27, 2025 from 11:00 a.m. – 2:00 p.m. ET!

ABOUT PRACTICE OPPORTUNITY:

Each year, we bring together over 500 CMCC students, faculty, chiropractors, and industry vendors to an extraordinary networking event. Practice Opportunity is the ideal venue to connect with a valuable demographic of the next generation of chiropractors.

Those in attendance include 200 students from the Year IV Class, graduating in June 2025, as it is mandatory for them to attend. Students from Years I-III also attend to begin creating bonds and building knowledge of their chosen profession.

We are excited to bring the conference to a wide audience again this year as we are offering a hybrid event for **CHIROPRACTORS** across Canada and the world!

WHAT DOES GOING HYBRID MEAN?

We will be offering our in-person event on **Wednesday, February 12, 2025** - All sponsors, vendors, and chiropractors are welcome to attend! Please note, we will not be offering pipe and drapes, and electricity will be on a first come first serve 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 26 & Thursday, February 27, 2025** from 11:00 a.m. – 2:00 p.m. ET! We will be hosting this event on two days to ensure that all Year IV clinic rotations can attend at least one of the days. 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, post documents, videos, catalogs, job opportunities with easy ‘apply now’ button, search student profiles, and much more!**

WHAT CAN I DO AT PRACTICE OPPORTUNITY '25?

- **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 webpage and marketing materials, larger booths, premium booth locations, lunch, free parking, exhibitor seats, lead generation report, and much more!
- **CMCC STUDENTS & EMPLOYEES:** the in-person and virtual events are complimentary to all current CMCC students and employees!

IN-PERSON EVENT - WEDNESDAY, FEBRUARY 12:

- **Agenda:**

8:45 a.m.	Lecture hall opens for CMCC Students & Employees
9:00 a.m. – 10:30 a.m.	<u>Students:</u> Practice Realities Panel Discussion Sponsored by the Ontario Chiropractic Association (OCA) Moderator: Dr. Prabjhot Singh (CMCC Class of 2022) Panelists: Dr. Nekessa Remy (CMCC Class of 2007) Dr. Emily Danson (CMCC Class of 2010) Dr. Stephen Gray (CMCC Class of 2020 & This Year's OCA Early-Career Award Winner) CLICK HERE to learn more about our panelists and moderator!
10:00 a.m. – 11:45 a.m.	Exhibitors & Chiropractors: arrive to set up their booths
11:00 a.m. – 12:00 p.m.	<u>Students:</u> Keynote Address Sponsored by the Canadian Chiropractic Association (CCA) Keynote Address Speaker: Dr. Ricky Singh (CMCC Class of 2014) CLICK HERE to learn about Dr. Singh

8:45 a.m.	Lecture hall opens for CMCC Students & Employees
11:00 a.m. – 12:00 p.m.	Exhibitors & Chiropractors: Lunch
12:00 p.m. – 4:00 p.m.	All: Exhibit Hall is open!

- **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, **Exhibiting Chiropractors** will receive one square desk table. Your table and area is yours to design! Feel free to bring pull-up banners, table cloths, swag, products, display items, pamphlets, etc.
- **ELECTRICAL:** if you need electrical, 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; Exhibiting Chiropractors will receive one. **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 & Exhibiting 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 Sheraton Parkway Toronto North Hotel & Suites, located at 600 Highway 7, Richmond Hill, Ontario L4B 1B2. Please make your reservations soon to ensure you receive our discounted room rate – our group rate is only available until **Friday, January 17, 2025!**
 - **Available dates:** Tuesday, February 11 – Thursday, February 13, 2025
 - **Discounted rate:** \$189 CAD per night + taxes and \$10 Amenity Fee*

**Included in the daily Amenity Fee of \$10 per room per night 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 '25

6100 Leslie Street

North York, ON M2H 3J1

VIRTUAL EVENT - WEDNESDAY, FEBRUARY 26 & THURSDAY, FEBRUARY 27, 2025:

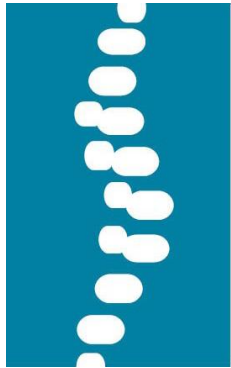
- **TIMEFRAME:** the virtual portion of the event will take place at the same time on each of the event days for three hours: **11:00 a.m. - 2:00 p.m. ET.**
- **VIRTUAL EVENT BENEFITS:**
 - Real time interaction with students
 - Save on travel and time away from your clinic or office
 - Live chat through messaging and video conferencing
 - Link your social media accounts, website, post documents and videos, opt in to have an 'apply now' button to your opportunity, and much more!
 - Continued access to your profile following live event for 30 days
 - Connect 1:1 or create a presentation to address a crowd
 - Customizable booths, with a step-by-step guide
 - Networking! It has never been easier, just click and meet
- **BEST PART:** You don't need to be at your virtual booth to be contacted or have your job opportunity applied to! Everyone who is interested in YOU can easily click the contact button and you will receive an email letting you know.

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.

THANK YOU TO OUR SPONSORS:

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