

# PCDSC 9TH ANNUAL CONFERENCE

SPONSORSHIP & EXHIBITION PROSPECTUS



**WESTIN TORONTO AIRPORT HOTEL**  
TORONTO, ONTARIO

FRIDAY, OCTOBER 3 - SATURDAY, OCTOBER 4, 2025



## **PRESIDENT'S MESSAGE**

Dear Industry Partner,

On behalf of the Board of Directors, it is with great excitement that The Primary Care Dermatology Society of Canada (PCDSC) announces the 9th Annual Conference, happening on Friday, October 3 to Saturday, October 4, 2025, at the Westin Airport Hotel in Toronto, Ontario!

This past year has been a time of transformation and growth for the PCDSC. We've worked tirelessly through Board restructuring, and we want to extend a heartfelt thank you for your patience and unwavering support. Change isn't always easy, but like the Phoenix, we rise--stronger, more focused, and more committed than ever to elevating primary care dermatology in Canada.

This year's conference theme, the Phoenix, embodies renewal, resilience, and the power of collaboration. Together, we're strengthening our society's reputation, deepening our connections with like-minded professionals, and setting new standards of care. Our goal? To push the boundaries- of knowledge with cutting-edge topics, thought- provoking discussions, and an incredible lineup of renowned speakers who will inspire and challenge us all.

As always, the Annual Conference is a must-attend event for healthcare professionals passionate about dermatology. It is the only conference organized by GP derm for GP derms. This is an unparalleled opportunity for education, networking, and, most importantly, meaningful engagement with you-- our valued industry partners. Your collaboration with the PCDSC isn't just about visibility; it's about building relationships, fostering innovation, and driving change in how we approach dermatology in primary care.

We'd love for you to be part of this journey as a sponsor and/or exhibitor, sharing your expertise and showcasing the latest advancements in our field. Our program is carefully curated to deliver high-impact sessions in a dynamic, collegial environment where science, experience, and passion intersect.

Your partnership means the world to us. Thank you for being a part of our story. We can't wait to welcome you to Toronto!

Dr. Natalie Skinner  
President  
Primary Care Dermatology Society of Canada





## ABOUT PCDSC

### WHO WE ARE

The Primary Care Dermatology Society of Canada (PCDSC) is a physician-based organization dedicated to elevating the awareness, treatment and support of dermatological issues encountered by primary care doctors.

We strive to be the essential resource for primary care dermatology in Canada. Our society is a forum where doctors can share ideas and insights, access the latest research, discover opportunities for further education, including meetings and conferences, and facilitate links to dermatology specialists and patient support groups.

Through this work, we will become a voice for primary care dermatology and encourage research by primary care physicians into dermatological issues.

### SCIENTIFIC PLANNING COMMITTEE

**Danielle Roy**, MD, BSc, CCFP, FCFP, Dip of Practical Dermatology  
**Scientific Planning Committee Chair**

**Monica Bertolo**, MD, CCFP, FCFP, Dip of Practical Dermatology

**Mamdouh Andrawis**, MD, MSc Dermatology, CCFP, FCFP, Dip of Practical Dermatology

**Natalie Skinner**, MD, CCFP, Dip of Practical Dermatology

**Lana Wicentovich**, MD, BSc(Hons), CCFP, FCFP, Dip of Practical Dermatology

### BOARD OF DIRECTORS

**Natalie Skinner**, MD, CCFP, Dip of Practical Dermatology  
**President**

**Yana Simice**, MD, BSc, CCFP (EM), FCFP, Dip of Practical Dermatology  
**Past-President**

**Monica Bertolo**, MD, CCFP, FCFP, Dip of Practical Dermatology  
**Treasurer**

**Mamdouh Andrawis**, MD, MSc Dermatology, CCFP, FCFP, Dip of Practical Dermatology  
**Board Member**

**Danielle Roy**, MD, BSc, CCFP, FCFP, Dip of Practical Dermatology  
**Board Member**

**Lana Wicentovich**, MD, BSc(Hons), CCFP, FCFP, Dip of Practical Dermatology  
**Board Member**





## VENUE & ACCOMMODATION

**WESTIN®**  
HOTELS & RESORTS

950 DIXON RD,  
TORONTO, ON,  
M9W 5N4

The Westin Toronto Airport is located less than five minutes from the YYZ airport and close to both the International Centre and the Toronto Congress Centre. For easy business travel, our hotel offers a complimentary 24-hour airport shuttle and is near the Pearson Train Station and the Kipling Subway Station.



The Conference Room Rate for a Standard room at the Westin Toronto Airport Hotel is:

**\$199.00 CAD plus taxes**

If you require accommodation please contact the hotel directly at  
1 (866) 937-8461 and quote:

**"Primary Care Dermatology Society of Canada Conference"**  
to receive the Conference Room Rate.





## WHY SPONSOR?

This is your opportunity to capture the attention of physicians, allied health professionals and others who will attend the 2024 PCDSC. We are asking you to become a sponsor, exhibitor, or both through supporting our educational program.

Each of the sponsorship opportunities provides an avenue for your company to be recognized as a valuable leader in the provision of products and services for health care professionals and their patients. As a sponsor, your company will be profiled prominently in a variety of ways, as outlined below.

This is an exciting opportunity to display your products and services in front of the decision makers of the dermatology industry. This visibility is an excellent way to maximize your company's exposure.

**We invite you to join us, so that together we can enhance dermatological care for our communities.**

## AS A SPONSOR YOU CAN:

Support the Primary Care Dermatology Society of Canada in our goals to:

1. Provide a forum for family physicians with a focused practice or special interest in dermatology and skin surgery to share ideas, exchange knowledge and learn new skills.
2. Deliver quality dermatological educational activities for primary care physicians with a special interest in dermatology and family physicians in general.





## **SPONSORSHIP OPPORTUNITIES**

### **DIAMOND**

**\$15,450.00**

**SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:**

- One (1) Tabletop Exhibit Displays at the PCDSC conference in Exhibit Hall and Six (6) Representatives passes.
- Opportunity to host a 45 minute Breakfast Symposium Friday or Saturday
- Provide a 15 minute pre-recorded advertisement to be posted on PCDSC's website in the members only area, and on the PCDSC Private Facebook Group for one month.
- Ability to host a 'Company Profile' within our Event App, inclusive of two (2) banner ads and your six (6) in-person representatives to communicate with attendees via the app.
- Recognition on PCDSC marketing material.
- Company logo and 100 word description on Sponsorship page of PCDSC website.
- Signage representing your company name and level of sponsorship.
- List of final attendees who consent, with name and city (sent after the event).

### **SAPPHIRE**

**\$12,350.00**

**SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:**

- One (1) Tabletop Exhibit Display at the PCDSC conference in Exhibit Hall and Four (4) Representatives passes.
- Opportunity to sponsor a Refreshment Break
- Ability to host a 'Company Profile' within our Event App, inclusive of one (1) banner ad and your four (4) in-person representatives to communicate with attendees via the app.
- Recognition on PCDSC marketing material.
- Company logo and 50 word description on Sponsorship page of PCDSC website.
- Signage representing your company name and level of sponsorship.
- List of final attendees who consent, with name and city (sent after the event).





## SPONSORSHIP OPPORTUNITIES

### EMERALD

**\$7,725.00**

SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- One (1) Tabletop Exhibit Display at the PCDSC conference in Exhibit Hall and Three (3) Representatives passes.
- Ability to host a 'Company Profile' within our Event App, inclusive of one (1) banner ad and your three (3) in-person representatives to communicate with attendees via the app.
- Recognition on PCDSC marketing material.
- Company logo on Sponsorship page of PCDSC website.
- Signage representing your company name and level of sponsorship.
- List of final attendees who consent, with name and city (sent after the event).

## EXHIBITION OPPORTUNITIES

### SINGLE TABLETOP EXHIBIT

**\$3,000.00**

WILL RECEIVE THE FOLLOWING BENEFITS:

- One (1) Tabletop Exhibit Display at the PCDSC Conference in Exhibit Hall and Two (2) Representative passes.
- Ability to host a 'Company Profile' within our Event App, and your two (2) in-person representatives to communicate with attendees via the app.
- List of final attendees who consent, with name and city (sent after the event).

### NON-PROFIT ORGANISATIONS

**\$775.00**

- We have a limited number of exhibit spaces available for Non-Profit Organizations. Table top exhibits will be available for one day only i.e. first day of Conference or second day of Conference.
- Exhibit booths will be allocated on a first come first serve basis.





# MARKETING & PROMOTIONAL OPPORTUNITIES

## ADDITIONAL EXHIBITOR PASS

**\$285.00**

- Each Exhibitor Pass includes representative name-badge and food and beverage for the conference.

## WELCOME RECEPTION SPONSOR

**\$1050.00**

- Friday Evening Reception will feature company name as the support sponsor. Company name to appear on signage.

## LUNCH BREAK SPONSOR

**\$2100.00**

- Friday or Saturday Lunch will feature company name as the support sponsor. Company name to appear on signage.







# **PCDSC EXHIBITOR/SPONSOR GUIDELINES**

The guidelines outlined in this brochure are applicable to every exhibitor/sponsor. The PCDSC retains full authority in the interpretation and enforcement of all rules and regulations governing exhibitors/sponsors. These regulations may be amended at any time by the PCDSC. Exhibitors/sponsors agree to abide by all conditions in this document and by all conditions under which space has been leased to the PCDSC, and further accept responsibility for informing all their employees, suppliers, agents, staff and volunteers involved with their exhibit of these conditions and agree that these individuals will also abide by these conditions. Exhibitors/sponsors and their representatives hereby agree to indemnify and hold the PCDSC harmless, and all its official suppliers, employees, agents and affiliates against all claims for loss, damage, theft, or injury. Indemnification includes the move in and move out period prior to and following PCDSC.

Requirements related to exhibits and the types of materials that can and cannot be displayed:

- Product-specific advertising, promotional materials or branding strategies cannot be included on, appear within, or be adjacent to: • any educational materials, slides, abstracts and handouts used as part of an accredited Continuing Professional Development (CPD) activity; • activity agendas, programs or calendars of events (preliminary and final); • any webpages or electronic media containing educational material.
- Product-specific advertising, promotional materials or branding strategies cannot be included on/appear within locations where accredited CPD sessions are occurring (e.g. lecture halls, small group discussion rooms) immediately before, during or immediately after an accredited CPD activity.
- The Scientific Planning Committee cannot be required by an exhibitor to accept advice concerning the CPD activity development, delivery or evaluation as a condition of their exhibit. Specific interests of any exhibitor must have no direct or indirect influence on any aspect of the CPD activity development, delivery or evaluation.
- Any incentive provided to participants associated with an accredited CPD activity must be approved by the CPD provider organization.
- Commercial exhibits or advertisements must be arranged in a location that is clearly and completely separated from the accredited CPD activity.

Requirements related to sponsorship:

- Any sponsorship received for PCDSC must be documented in a written agreement and signed by an authorized representative of the sponsoring organization.
- All sponsorship of PCDSC must meet professional and legal standards including the protection of privacy, confidentiality and copyright and contractual law regulations.
- Sponsors are prohibited to have any direct or indirect influence of any aspect of the development, delivery or evaluation of any certified CPD activity.
- Sponsorship requests from commercial interests are subject to enhanced vetting guidelines





# EXHIBITOR|SPONSOR CODE OF CONDUCT

Exhibitors and sponsors agree to abide by all the conditions set forth here:

- Your organization and all representatives agree to strictly follow PCDSC Guidelines, and all amendments as required.
- All guidelines will be monitored and strictly enforced in a live or virtual setting.
- The Primary Care Dermatology Society of Canada retains full authority in the interpretation and enforcement of all rules and regulations and these regulations may be amended at any time by the PCDSC.
- The PCDSC reserves the right, even after an application to exhibit or sponsor has been approved, to restrict and/or to cancel any booked exhibit or sponsor which it deems to be undesirable or objectionable.
- The PCDSC continue to monitor the ongoing situation. The PCDSC may be required to alter many aspects of the Exhibit Hall, booth or sponsor inclusions.
- In certain instances, it may be necessary for the PCDSC to request additional information from the exhibitor or sponsor regarding their corporate affiliations and practices.
- Exhibitors and sponsors may be required to supply some of the following materials upon request: a listing of all products being promoted at PCDSC, copies of all print materials, signage and/or displays, details of any contests, incentives or samples, key messaging and all disclosure statements.
- From time to time the PCDSC may restrict certain categories of exhibitors and sponsors.
- During the event exhibitors and sponsors are expected to conduct themselves in a professional manner.
- Exhibitors and sponsors accept full responsibility for informing all employees, contractors, and onsite staff of all conditions and agree that their employees, suppliers or agents will also abide by these conditions.
- The expected code of conduct as outlined will be observed and enforced. Any infractions or inappropriate conduct may result in immediate removal, without remuneration, and exclusion from future opportunities.
- New Email Guidelines - Exhibitors, sponsors and all representatives may only send 1-2 direct messages to:
  - Attendees who connect via chat message or visit your booth
  - Attendees who reach out or ask questions in your symposium
- Exhibitors, sponsors and all representatives may freely send direct messages to:
  - Attendees with whom they have an existing relationship (ie. Existing clients)
  - Attendees who specifically request info and/or leave their card and direct contact info
  - Attendees who reach out to you and/or send you a direct message
- Other messaging and/or push notifications requires express consent from PCDSC

**AGREED TO AND ACCEPTED BY:**

-----  
COMPANY NAME

-----  
SIGNATURE

-----  
DATE

-----  
PRINT NAME

-----  
TITLE





## SPONSORSHIP & EXHIBITION INVOICE

Company:	Contact:
Address:	City, Prov/State, Postal/Zip:
Telephone:	Fax:
Email:	Website:
Products/equipment to be displayed at the PCDSC Conference:	

### SPONSORSHIP CATEGORIES

- |   |  |
|---|--|
| <input type="checkbox"/> DIAMOND: \$15,450.00 CAD | <input type="checkbox"/> SAPPHIRE: \$12,350.00 CAD |
| <input type="checkbox"/> EMERALD: \$7,725.00 CAD  |  |

### EXHIBITION CATEGORIES

- |  |  |
|--|--|
| <input type="checkbox"/> SINGLE TABLETOP EXHIBIT | # of Tabletop Exhibits___ @ \$3,000.00 CAD |
| <input type="checkbox"/> NON-PROFIT ORGANISATION | # of Tabletop Exhibits___ @ \$775.00 CAD   |

### MARKETING AND PROMOTIONAL OPPORTUNITIES

- |  |   |
|--|---|
| <input type="checkbox"/> WELCOME RECEPTION SPONSOR: \$1,050.00 CAD                               | Subtotal of all fees:<br>\$___-___-___-___-___-___-___-___          |
| <input type="checkbox"/> LUNCH BREAK SPONSOR: \$2,100.00 CAD<br>(Please specify which day) _____ | HST @ 13% (78561 7325 RT0001):<br>\$___-___-___-___-___-___-___-___ |
| <input type="checkbox"/> ADDITIONAL EXHIBITOR PASSES: \$285.00 CAD<br># of Passes_____           | Total:<br>\$___-___-___-___-___-___-___-___                         |





PCDSC 2025  
TORONTO, ONTARIO  
9TH ANNUAL CONFERENCE | OCTOBER 3-4

## SPONSORSHIP & EXHIBITION AGREEMENT

### Terms of Agreement:

Full payment must be submitted with the application to confirm conference sponsorship. Fees are non-refundable and all cancellations must be received in writing at the PCDSC Office. 50% of your payment will be allocated to the PCDSC Conference the following year if you decide to cancel.

**Signature:** By signing this agreement, we understand that we must submit our completed agreement form along with full payment to participate at the PCDSC 9th Annual Conference. We understand that our company will not be allowed to participate if full payment is not received.

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
TITLE

**Please contact us at [info@pcdscanada.ca](mailto:info@pcdscanada.ca) to specify your preferred sponsorship level and to discuss the payment arrangements.**



# PCDSC

Primary Care Dermatology  
Society of Canada

e: [info@pcdscanada.ca](mailto:info@pcdscanada.ca)  
w: [www.pcdscanada.ca](http://www.pcdscanada.ca)

## THANK YOU FOR YOUR SUPPORT OF PCDSC!