

Request to Distribute Marketing Materials at Southlake

Individuals and businesses wishing to distribute marketing materials at Southlake to promote their goods and services (herein after referred to as the “Product”) are required to complete a Request to Distribute Marketing Materials application form and forward it to Corporate Communications using one of the following methods:

By Mail: Corporate Communications
Mailbox #15
Southlake Regional Health Centre
596 Davis Drive
Newmarket, ON L3Y 2P9

Drop off: Corporate Communications
Medical Arts Building – Level 5
581 Davis Drive
Newmarket, ON L3Y 2P6

Consideration will only be given to displaying marketing materials on Products that are healthcare or health services related and meet at least one of the following criteria:

1. Complement Southlake’s mandate to meet the healthcare needs of its patients
2. Will aid patients/families upon discharge from the hospital

Note: Southlake does not distribute third party marketing materials that promote legal, financial, or insurance-related services.

Administration Fee

An administrative fee of \$30.00 per item will be charged. An item cannot exceed 100 pieces (e.g., 100 brochures).

The Fee ensures that your items (i.e. brochures) will be distributed by Corporate Communications to the appropriate areas of the Hospital within 14 business days. Vendors will receive a phone call from Southlake’s Third Party Vendor volunteer when their items require replenishing.

Administrative fees may be waived for government-funded services and registered charitable, not-for-profit organizations.



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Administrative fees can be paid online as follows:

1. Go to www.southlakeregional.org
2. Click on “Pay Your Bills Online”, located under Quick Links on the left-hand side of the page.
3. Click on the link: “Pay your hospital bill online”
 - a. Enter Account Number: Insert **Corp Comm**
 - b. Invoice Date: Insert **Current Date**
 - c. Patient Name: Insert **your Company Name**
 - d. Contact Phone Number: Insert **your Phone Number**
 - e. Payment amount: **\$30.00**
4. Click continue
 - a. Re-enter the Account number: **Corp Comm**
5. Click continue
 - a. Review the breakdown of charges
6. Click continue
 - a. Enter Credit Card information
7. Click continue
 - a. Payment processed.

Once the transaction is complete, please forward email notification with receipt attached to communications@southlakeregional.org.

Administrative fees can also be paid by cheque when dropping off items for circulation. Please make cheques payable to Southlake Regional Health Centre.

Disclaimer

Each individual item must include the following disclaimer in a size and location that is visible to the reader:

All goods and services provided by (name of your company) are not associated with or endorsed by Southlake Regional Health Centre, its staff, physicians, or volunteers.

For cost containment purposes, the disclaimer can be printed onto a plain white label and then affixed to each individual item.

Removal of Marketing Materials

Any and all marketing materials found at Southlake, which have not followed the above process will be removed and discarded without notice.

Distribution of Marketing Materials to Physicians

Southlake does not distribute marketing materials to physicians or arrange meetings between physicians and vendors. Please contact their private offices if you wish to make further inquiries.

Product Sales at Southlake

Individuals/businesses wishing to sell their Products at Southlake are invited to contact the Manager of Southlake's Vendor Program at vendorspace@southlakeregional.org.

Requests to Meet with Southlake Personnel

Individuals/businesses wishing to promote their Products or provide demonstrations directly to Southlake staff, physicians, and volunteers must include a written request when dropping off their items to Corporate Communications. The request will be forwarded to the Director or Manager of the requested area(s). She/he will contact the requester directly if it is deemed that the visit would be of benefit to enhancing the services that his/her staff provides.

For the protection and safety of our patients and staff, any unscheduled visits to patient care areas or Hospital departments are strictly prohibited and will result in Security being called to immediately escort individuals off the hospital property. Legal recourse will be considered for repeat offenders.

Southlake reserves the right to decline any application to anyone at any time, and without notice for any reason. All applicants will be contacted by Corporate Communications regardless of whether their application is accepted or denied.

Southlake Regional Health Centre

596 Davis Drive
Newmarket, Ontario L3Y 2P9
Tel: 905-895-4521, ext. 2541
Fax: 905-830-5980
www.southlakeregional.org



SOUTHLAKE
REGIONAL HEALTH CENTRE



Request to Distribute Marketing Materials at Southlake - Application Form

PLEASE PRINT AND ENSURE THAT ALL QUESTIONS ARE COMPLETED AS FULLY AS POSSIBLE.

Individuals and businesses wishing to distribute marketing materials at Southlake to promote their goods and services (herein after referred to as the "Product") to staff, physicians, and volunteers are required to complete the following application form:

Applicant's Name: *(print first, last)*

Date: / /

Name of Business:

Business Registration Number:

Registered Charitable Number *(if a not-for-profit organization):*

Address:

Business Telephone:

Cell Phone:

E-mail:

The Product meets the following criteria:

- It is a healthcare or health-related product or service. In addition, it also meets one or both of the following criteria:
- It complements Southlake's mandate to meet the healthcare needs of its patients.
- It will aid patients/families upon discharge from the hospital.

Please provide a description of the Product and how it meets the selected criteria:

Please check the box below to indicate that you have read and agree to abide by the following statement:

- For the protection and privacy rights of my clients, I do not share the names or contact information of my clients with any other individuals, businesses, or service providers.

PLEASE NOTE:

Each individual item must include the following disclaimer in a size and location that is visible to the reader:

All goods and services provided by (name of your company) are not associated with or endorsed by Southlake Regional Health Centre, its staff, physicians, or volunteers.

For cost containment purposes, the disclaimer can be printed onto a plain white label and then affixed to each individual item.

Southlake reserves the right to decline any application to anyone at any time, and without notice for any reason.

All applicants will be contacted by Corporate Communications regardless of whether their application is accepted or denied.

Additional questions can be directed to Corporate Communications at 905-895-4521, ext. 2541.

