

Canadian Dental Hygienists Association 50th Anniversary National Conference



Toronto, October 3–5, 2013

Exhibit and Sponsorship Application Form

I/we hereby make application to lease from the Canadian Dental Hygienists Association (CDHA), commercial exhibit space for the CDHA 50th anniversary national conference, to be allotted by CDHA, and to reserve the sponsorship opportunities which I/we have specified herein. I/we agree to abide by all rules and regulations governing commercial exhibit space rental and sponsorship as printed in the Terms and Conditions contained within this document that forms part of this contract. I/we hereby acknowledge that I/we have read and understood the said document.

Contact Name _____
Company Name _____
Address _____
City _____ Province/State _____ Postal/Zip Code _____
Telephone (_____) _____ Extension _____
E-mail Address _____

From the following selections, please check the appropriate Exhibitor and/or Sponsorship package(s) you wish to reserve:

EXHIBITOR PACKAGE — 32 Exhibit Booths

- Golden Jubilee Exhibit Booth \$ 1,450
- *8'x10' booth space includes standard booth backdrop – 8' high background drape, 3' side drape, one 6' draped table, one wastebasket and two chairs.*
 - *Each booth provided with one 750 watt, 120 volt circuit.*
 - *Two complimentary exhibit hall passes for each booth.*
 - *Event sponsors receive first right of refusal for priority booth location.*



SPONSORSHIP PACKAGES

- Snowball Dance Party & Exhibit Extravaganza \$ 5,000
 - *An informal gathering of delegates with refreshments, networking and exhibits on Thursday afternoon and early evening. A special feature this year will be a dance demonstration! Includes a complimentary exhibit booth.*

- Happy Days Opening & Back to the Future Closing Ceremonies \$9,000
 - *Title sponsor of two of the conferences pre-eminent official events featuring keynote speaker. Includes branded recognition on delegate bags and a complimentary exhibit booth.*

- Pre conference Pep Rally workshops
 - *Exclusive sponsor one of these pre-conference workshops being held on Thursday. Choose between*
 - Educators' Workshop \$5,000
 - Skills for Job Seekers Workshop \$5,000
 - Laser Workshop (tentative; off-site) \$5,000
 - Infection Control Workshop (tentative; off-site) \$5,000

- Guru Guest Speaker
 - Two hour educational sessions with CDHA invited guest speakers (limit of seven speakers) each \$5,000
 - One hour industry sponsored educational presentations (limit of four sessions with industry recommended, CDHA approved, speakers) each \$3,000

NOTE: Partners are encouraged to spotlight their company's history by sharing vintage ads/posters, etc.

- Pop Culture Poster Presentations & Memory Lane Exhibit \$ 3,000
 - *Sponsor the Dixon Room that will house poster presentations and a collection of dental hygiene artifacts from bygone days celebrating the history of the profession and CDHA's golden anniversary.*

- Luncheons
 - *Sponsor the delegate luncheon(s). Choose from*
 - "Those Were the Days" delegate buffet luncheon on Friday located in the exhibit hall (complimentary booth included) \$5,000
 - Golden Anniversary Awards Gala, Saturday evening \$5,000



- Snacking through the Decades Refreshments \$2,000 each
- Choose from
- | | | |
|--------------------------|---------------|---|
| <input type="checkbox"/> | Friday a.m. | Psychedelic 60s snacks |
| <input type="checkbox"/> | Friday p.m. | Groovy Grub (from the 70s) |
| <input type="checkbox"/> | Saturday a.m. | Gnarly Nosh (from the 80s) |
| <input type="checkbox"/> | Saturday p.m. | Macarena Munchies (from the 90s) |
- Slam Dunk Snack Pack \$6,000
- Exclusive sponsor package of all four refreshment breaks

Benefits

At a minimum, all conference sponsors receive:

- Recognition in all onsite marketing materials including signage, printed program, website and social media feed promotions.
- Verbal recognition at sponsored event.
- First right of refusal for priority choice of exhibit space.

Additional benefits (complimentary *Oh CANADA!* eMagazine advertising, eNews or web banners, media recognition, etc.) may be negotiated/allocated based on level of funding provided.

Contact

Exhibit and Sponsorship Opportunities

Peter Greenhough, Vice President
Keith Communications Inc.
905-278-6700 x18
pgreenhough@keithhealthcare.com



Payment Options

- Cheque Money Order Visa MasterCard

Send completed **Application Form** with credit card information using any one of the methods listed below:

- E-MAIL info@cdha.ca
- FAX 613-224-7283
- MAIL CDHA 50th Anniversary National Conference
Canadian Dental Hygienists Association
96 CentrepoinTE Drive, Ottawa, ON K2G 6B1

Credit Card Number _____ Expiry _____

Cardholder Name _____

Signature _____

Authorization

I am an authorized representative of the above named company with the full power and authority to sign and deliver this application. The company agrees to comply with all of the policies contained in the Exhibit and Sponsorship Prospectus and the **Terms and Conditions** set out herein.

Name of authorized officer _____

Title _____

Signature _____ Date _____



Terms & Conditions

The Exhibitor/Sponsor agrees:

1. To abide by the terms and conditions set forth in this contract;
2. That each and all of the provisions of the governing law shall be deemed an integral part of this contract with the same force and effect as if set forth in said contract. The law governing the interpretation and implementation of this contract is the law prevailing in the province of Ontario, Canada;
3. That CDHA reserves the right to cancel this contract at any time during the conference should Exhibitors or Sponsors fail to comply with the terms set out herein;
4. All promotional materials intended for hand-out at the exhibit booths are subject to CDHA approval. Exhibitors are to obtain this approval prior to **September 15, 2013**;
5. That in the event it becomes impossible for CDHA to permit occupation of exhibit space due to any *force majeure*, CDHA is released from any kind and all claims for damage which might arise in consequence thereof. If, for any reason, the exhibition is not held as proposed, CDHA, shall be in no way whatsoever liable to the Exhibitor or Sponsor other than to return to the Exhibitor or Sponsor, without interest, all monies received from said Exhibitor or Sponsor less any legitimate expenses on a pro rata basis of costs associated with the preparation of facilities, services, promotion and publicity directly related to the Exhibitor/Sponsor. Further, the Exhibitor or Sponsor shall release CDHA from all claims for said damages;
6. That provision of exhibit space by CDHA does not constitute endorsement of goods and/or services, nor shall an Exhibitor or Sponsor imply, in any way, to a third party, that acceptance as an Exhibitor or Sponsor constitutes endorsement of products or services by CDHA;
7. That allocation of space and reservation of sponsorship opportunities will commence at once and be at the sole discretion of CDHA. There shall be no sharing of exhibit space, unless otherwise expressly approved by CDHA in writing. The Exhibitor or Sponsor further agrees that space may not be sublet or assigned and that cancellation of this agreement must be received in writing as set out herein;
8. Exhibit/Sponsorship fees are refundable, less a 50% administration fee, providing cancellation notice is received, in writing by August 15, 2013. No refunds after August 15, 2013, and notwithstanding the cancellation provisions contained herein, no refund will be made once the order for a sponsored item has been placed by CDHA;
9. Except as specifically provided herein, the Exhibit and Sponsor Agreement does not include such items or services as additional furnishings; carpets; electricity; telephone services; internet services and connections; lighting; transportation; customs brokerage; special materials; conference shipping or drayage and on-site transfer; set up and dismantling of equipment or booths; lift services; security services; or additional staff badges. These items are at the sole cost of the Exhibitor or Sponsor;
10. That CDHA reserves the right to prohibit the installation or enforce the removal of any exhibit or display which, in the opinion of the CDHA may be detrimental to the Conference or the interests of or the Association and/or the profession of dental hygiene;
11. To arrange for the insurance covering the exhibit and staff, if so desired, at own expense. CDHA shall not be liable for any loss or damage to the property of the Exhibitor or Sponsor in any manner whatsoever or howsoever caused. The Exhibitor or Sponsor agrees to indemnify and hold CDHA harmless against any and all claims of any person whomsoever, arising out of the acts of omission of the Exhibitor or Sponsor and their employees or representatives. Further, CDHA assumes no liability for damages or losses resulting from, or related to, the failure of the Exhibitor or Sponsor to comply with the terms of this Agreement;
12. That agents, solicitors and representatives of firms selling commercial products in connection with the Conference will not be permitted to solicit or distribute pamphlets or samples outside the confines of the booth/table space rented unless otherwise expressly approved by CDHA;
13. That advertising, solicitation and distribution of literature, and samples for commercial purposes is only permitted in the exhibited space, unless otherwise expressly approved by CDHA;
14. That there shall be no direct sale of goods or services during the event—orders for goods/services must be fulfilled after the Conference;
15. All installation and set up must be completed within the date and time allotted: **Thursday, October 3, 2013, between noon and 4 p.m.** No display material may be moved into the Exhibit Hall once the show has opened. In the event an exhibitor fails to set up within the time specified, the Exhibitor's property may be removed and stored at the Exhibitor's expense;
16. All exhibits must be packed and removed between **4:30 p.m. and 7:30 p.m. on Friday, October 4, 2013**. Any material left on the floor after that time will be removed and disposed. All costs will be charged back to the Exhibitor;
17. Exhibitor logistics will be emailed to all confirmed exhibitors providing them with booth allocation; exhibit space floor plan; booth set up and dismantling details; delivery contacts, etc.;
18. That all matters not covered in these regulations are subject to the decision and control of CDHA notwithstanding anything in the application for space contained in these regulations. CDHA expressly reserves the right to change the dates but not to reduce the aggregate time of the Conference; to transfer the Conference to another building, if for any reason the Toronto Airport Marriott Hotel should not be available. CDHA expressly reserves the right to change the floor plan, or alter the location, or reduce the size of the exhibitor's space, and alter sponsorship opportunities and packages, if in the opinion of CDHA, it is necessary to do so;
19. That no verbal arrangements or any variation of this agreement or its conditions is binding on the CDHA unless confirmed in writing by CDHA;
20. That all display spaces will include electrical and internet access.