

**LAB
CON**
2018
labcon.csmls.org



Exhibitor & Sponsor Prospectus

Windsor, ON



Exhibit Dates: May 25-26, 2018

Move-in: Thursday, May 24, 2018
Move-out: Saturday, May 26, 2018

WELCOME TO LABCON2018

Showcase your products/services while networking with your target market.

Thank you for your interest and support. The Canadian Society for Medical Laboratory Science (CSMLS) is excited to host LABCON2018, our annual conference, in Windsor, ON. LABCON is Canada's premier medical laboratory science conference, and we want to invite you to join us!

Conference Highlights:

- Exhibitors' Reception
- Ability to host Industry Sessions
- A la carte Sponsorship Options
- Exhibit Hall Highlight (dedicated time to explore tradeshow with no concurrent sessions)

2018 is promising to be one of our largest conferences to date. Hosted at Caesar's Windsor, CSMLS is pleased to offer a variety of opportunities for vendors to interact with delegates.

You will find all the information you need about our sponsorship and exhibiting in this prospectus. If you have any questions please feel free to contact us directly at 1-800-263-8277.

We look forward to seeing you at LABCON2018!



Michael Grant
Director, Marketing & Communications



ABOUT CSMLS

The Canadian Society for Medical Laboratory Science is the national certifying body for medical laboratory technologists and medical laboratory assistants, and the national professional society for Canada's medical laboratory professionals. We are a not-for-profit organization that is funded entirely by membership dues and revenues from goods and services.

Incorporated in 1937 as the Canadian Society of Laboratory Technologists, the society has over 14,500 members in Canada and in countries around the world.

Medical laboratory professionals work in a dynamic and ever-changing field. CSMLS is committed to providing professional development and continuing education programs to help members update their skills and knowledge, and achieve their professional goals.

We constantly expand our services to find new ways to meet the continuing education needs of our members.



WHAT IS LABCON?

LABCON is an annual conference that attracts medical laboratory professionals from across Canada for three days of learning, collaborating and networking.

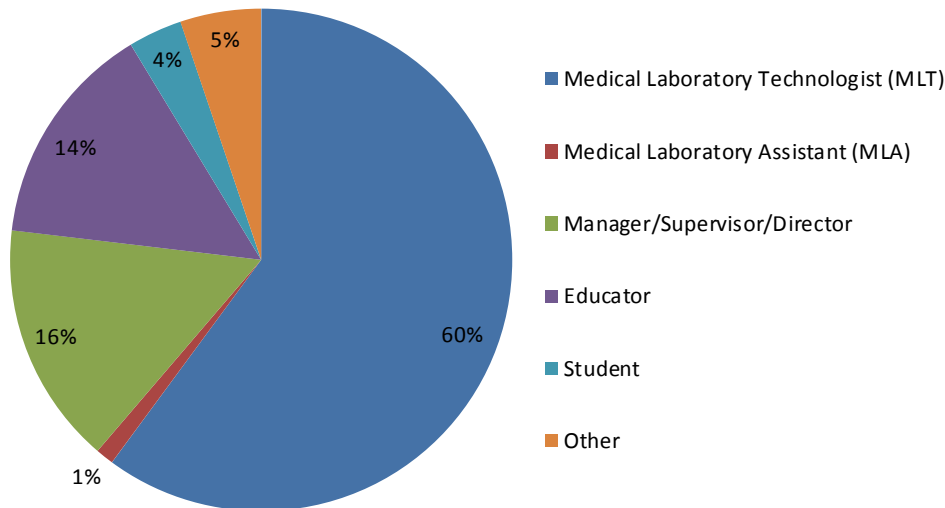
Hosted by CSMLS, LABCON is a place for lab professionals, managers, directors and educators to share knowledge, explore new technology and connect with colleagues from across the country. We create a conference experience that keeps our delegates coming back year after year.

99% of past delegates would **recommend LABCON to others**

WHO ATTENDS LABCON?

With the addition of the **Managers' Intensive Program** (a stream of sessions geared towards those who manage others in the laboratory), we are pleased to say that the number of Supervisors/Managers/Directors has increased since 2016. This program will be offered again in 2018 with the continued goal to draw more decision makers and increase the return for LABCON sponsors and exhibitors.

Below is the breakdown of LABCON attendance for 2015 and 2016.



2017	(Banff, AB)	348 delegates	39 speakers
2016	(Charlottetown, PE)	260 delegates	39 speakers
2015	(Montreal, QC)	374 delegates	35 speakers
2014	(Saskatoon, SK)	262 delegates	32 speakers
2013	(Victoria, BC)	363 delegates	49 speakers
2012	(Gatineau, QC)	328 delegates	36 speakers
2011	(Halifax, NS)	422 delegates	23 speakers

Nearly **50%** of delegates are involved in **purchasing or RFP process**



SPONSORSHIP

LABCON sponsorship aligns your company with one of the most reputable conferences in the medical laboratory industry in Canada and the only national conference for the profession. Your support of LABCON demonstrates your commitment to the laboratory profession and the continuous delivery of high quality products and services.

We understand how important it is to see a return on your sponsorship dollars. With this in mind, CSMLS now provides post-event reports to our sponsors which include conference statistics and delegate demographic information. In addition, we include exhibit space with most of our sponsorship levels to make it easier to sponsor and exhibit at LABCON.

From the time you sign on until the post-event reports are sent, CSMLS will work with you every step of the way to ensure your participation in LABCON is a success!

LABCON is funded through registration fees and sponsorship. Industry support significantly enhances the conference's long-standing reputation and the ability to offer high-quality educational programming. At the same time, it also presents a unique opportunity to engage with medical laboratory technologists, assistants, and other health care professionals.

LABCON OFFERS UNIQUE SPONSORSHIP PACKAGES

All companies are not uniform so why do most conferences make the sponsorship packages uniform? LABCON allows companies choose from high impact, pre-determined sponsorship levels as well as exclusive lower-cost a la carte options.

Looking for something different? Contact us and we can customize a sponsorship to align with your company goals or budget! Contact us at labcon@csmls.org for more information.

WHY YOU SHOULD PARTICIPATE

Generate **leads** and
build relationships
with new clients

Increase **industry exposure**
and enhance your image

Create **national awareness** about your
products and services

Keep up on **industry trends**
and explore new technology



SPONSORSHIP LEVELS

	Platinum \$20,000	Gold \$15,000	Silver \$10,000	Bronze \$5,000	Exhibitor \$2,000
8'x10' booth	2	2	1		X
Priority booth placement	X	X	X	X	
Host plenary session (book by Dec 31)	X				
Host concurrent session (book by Jan 31)		X	X		
Name badge scanners for use at booth	2	1			
Ad in the on-site program	1 page	1 page	½ page		
Space for company vehicle	X	X			
KeyCard sponsorship	X				
Insert in delegate bag	X	X	X	X	
Logo placement on LABCON materials (banners, signs, program)	X	X	X	X	
Verbal recognition and logo display during Opening Ceremonies	X	X	X	X	
Logo placement and link to company website on LABCON site	X	X	X	X	
Name badges with ribbons recognizing sponsorship level	X	X	X	X	
Use of LABCON logo for promotional purposes	X	X	X	X	X
LABCON Event App Promotions					
Company profile (name, description, website, social media links)	X	X	X	X	X
Company logo and sponsor ribbon	X	X	X	X	
Alerts to attendees through app	2	1			
Home screen ad in app	X				
Banner ad within the app (speaker, agenda, attendee pages)		X	X	X	
Presence in Event app gamification (formerly passport game)	X	X	X	X	
General Advertising (can be done throughout the year)					
Ad in bi-weekly eNEWS	4 ads	2 ads	1 ad	1 ad	
LabBuzz Sponsorship (2 issues/month)	3 issues	2 issues	1 issue		
Ad in CJMLS	1 page	½ page			



À LA CARTE SPONSORSHIP

Water Bottle Sponsorship **\$5,000**

(1 available)

In an effort to go green, beverages will be served in jugs instead of disposable bottles.

- Logo on re-usable water bottles distributed to delegates at registration
- Logo on LABCON website and on-site program

Charging Station Sponsor **\$3,000**

(1 available)

- Logo on signage at charging station
- Opportunity to distribute materials at charging station
- *(sponsor to arrange creation and shipping)*
- Logo on LABCON website and on-site program

Wellness Activity Sponsor **\$2,500**

(2 available)

- Support wellness by sponsoring a yoga or running session in the morning
- Logo on signage at wellness area
- Logo on LABCON website and on-site program

Hotel Key Folder Sponsor **\$2,500**

(1 available)

- Logo on all folders used to hold hotel key cards
- Space to include ad or personal message to conference delegates
- Logo on LABCON website and on-site program

Company Vehicle **\$2,500**

- Area for your company vehicle
- Footprint must be submitted in advance
- (subject to availability based on sponsorship level and order of confirmation)

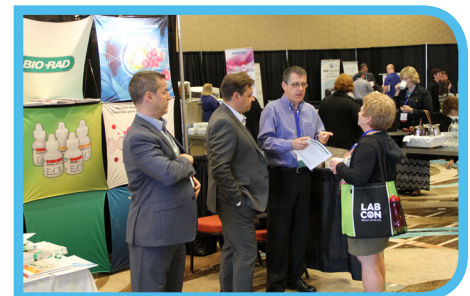
Room Drop **\$2,000**

(1 available)

- Opportunity to have materials distributed to all delegates hotel rooms in the form of a door hanger or slipped under guestroom door
- *(sponsor to arrange creation and shipping)*

Delegate Bag Insert **\$1,500**

- Logo on LABCON website and on-site program
- Provide item (brochure, promotional item, etc.) to be included in each delegate bag
- *(sponsor to arrange creation and shipping)*



EXHIBITING AT LABCON

SPEND QUALITY TIME WITH DELEGATES

LABCON gives you a unique opportunity to meet your customers face-to-face, get to know their needs and concerns and build your connections. We encourage you to take part and expand your clientele. The conference schedule has been designed to allow multiple opportunities for delegates to visit the exhibits to learn about the exciting products and services that you have to offer.

The tradeshow also gives you a sneak peek at emerging industry trends and a unique look at your target market.



LABCON ENCOURAGES TRADE SHOW TRAFFIC

- * Breaks will be held in the exhibit hall, driving delegates onto the tradeshow floor
- * Coffee stations are up on the exhibit floor throughout the conference
- * Engaging and fun games designed to get delegates to visit and connect with exhibitors

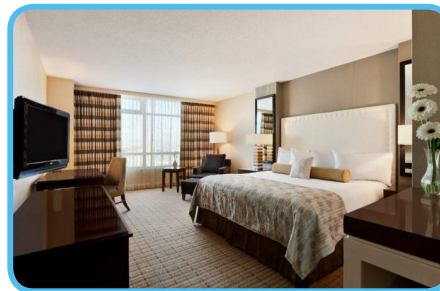
EXHIBITOR FOCUSED: EXHIBIT HALL HIGHLIGHT

We will once again be offering the Exhibit Hall Highlight at LABCON2018. This stand-alone time period provides an additional opportunity for conference delegates to visit the exhibit hall - with no competing sessions.

During this time, it's all about YOU - our exhibitors!

OVERNIGHT ACCOMMODATIONS

Overlooking an international waterfront, with meandering, manicured riverfront trails and a cosmopolitan skyline, Caesars Windsor is the sparkling jewel at the center of a distinctive, diverse city. Winner of the AAA Four Diamond award, Caesars Windsor defines modern luxury in timeless elegance. Step inside these spectacular Windsor accommodations to discover the essence of indulgence, comfort and luxury.



Deluxe guestrooms are available in the Augustus Tower

Modern elegance and comfort define the Deluxe Rooms located in the family-friendly Augustus Tower. Unwind with incredible cityscapes views.

Rates from **\$169/night** (plus taxes)

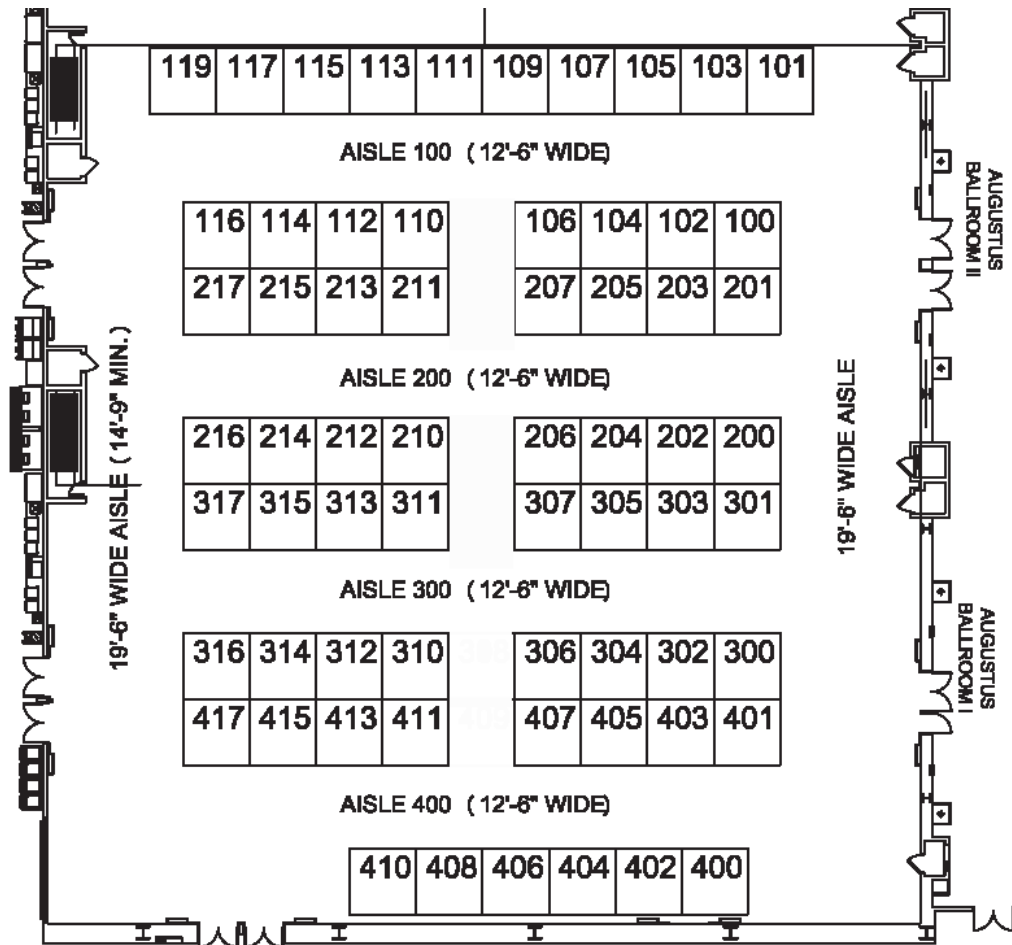
Group Code: **AML0528**



FLOOR PLAN

EXHIBIT HALL LOCATION:

Caesars Windsor, Augustus Ballroom I/II



Booth Includes:

- 10' wide x 8' deep booth
- 8' high drape back wall with 3' high side drape
- One covered/skirted display table with two chairs
- One electrical outlet per booth
- Complimentary Wi-Fi available on tradeshow floor
- Tradeshow registration for two staff members per booth
(Additional staff may register for a fee - forms will be provided)

Booth Allocation:

Allocation of specific booth numbers will be done in March 2018 and notification will be sent via email to the contact supplied. Official LABCON2018 sponsors will be given priority allocation as noted in sponsorship benefits. Booth assignment is then done in order of receipt of Exhibitor Contracts. Please indicate the preferred booth location on the agreement. CSMLS cannot guarantee that preferred booth numbers selected will be the booth numbers assigned.



SHOW SERVICES

Strongco has been appointed as the official Show Service Company. Strongco can assist you with all your exhibiting needs, including shipping, booth storage, extra furnishings, as well as move-in and move-out services. Order forms will be provided in early 2018 in the Exhibitors Information Package.

Shipping & Transportation:

Strongco is a full-service, one-stop resource for all your shipping needs. They offer shipping, an on-site expert, on-site package tracking, bills of lading and shipping labels.

Contact: Erik Naar

Email: Erik.N@stronco.com

Delivery:

Shipments should be made to Strongco's advance warehouse. Information regarding shipping will be included in the Exhibitors Information Package. Please note that Caesars Windsor does not allow for advance shipping or storage - any items received prior to set-up day will be refused.

Extra Furnishings:

If you would like to order additional furnishings, tables, chairs or plants for your booth, please contact Strongco directly. Note that all extra furnishings are at the exhibitor's own expense. All display material, furniture and selling aids must be kept within the perimeter of your allocated 8' x 10' area.

Customs Clearance:

Goods entering Canada from a foreign country, even for temporary use, require customs clearance. Strongco is the preferred customs broker for LABCON2018.

Contact: Erik Naar

Email: Erik.N@stronco.com

Audio Visual:

Caesars Windsor has an in-house audio visual supplier. Information regarding ordering will be included in the Exhibitors Information Package.

Catering:

Caesars Windsor is licensed to serve food and beverages. No outside food or beverage may be brought in; this includes distribution of food and beverage from your booth. Please check with Caesars Windsor to ensure an edible giveaway is permitted. For information on catering services, please contact:

Contact: Sue Heath

Email: heath@caesarswindsor.com



TERMS & CONDITIONS

Contract Acceptance

CSMLS reserves the right to accept or to refuse exhibitor contracts from any exhibitor. Once an exhibitor is setup on the show floor, CSMLS may require a modification or removal of its booth, or any part thereof, including printed material, products, signs, lights or sound should CSMLS consider such exhibit to be detrimental to its business, professional or ethical interests or if presentation is objectionable to CSMLS or to other show participants.

Cancellation

If an exhibitor fails to pay by 60 days prior to start of conference, CSMLS has the right to reassign the booth. If the conference is cancelled, a full refund will be issued. If the conference is postponed, exhibitors will have the opportunity to cancel with total refund.

Competing Events

Exhibitors are prohibited from holding events (educational sessions, social events, etc.) that compete with the official conference program.

Subletting/Sharing

Subletting or sharing of exhibit space is prohibited except between affiliated companies and must have prior approval from CSMLS.

Distribution of Material

Distribution of advertising materials at the hotel or conference centre is limited to distribution from within your booth. This restriction also applies to outside the hotel or conference centre such as near entrances or shuttle bus locations. Any such material found will be discarded. Anyone handing out materials outside of their exhibit booth will be removed from the facility. Distribution of advertising materials in hotels is prohibited including promotional pieces slipped under guestroom doors or stacked on registration counters. The host venue has been advised to refuse such requests.

Insurance

While every effort will be made to provide security for exhibits in the trade centre, neither CSMLS nor the conference centre will assume responsibility for loss or damage to exhibits or other exhibition property. CSMLS requires that each exhibiting company secure a rider policy through its insurance agent to cover all booth and display items during transportation to and from the conference as well as during installation, show dates and dismantling.

Booth Requirements/Minimal Expectations

Exhibit displays must comply with all requirements of CSMLS and of the venue, including maximum height requirements. The exhibitor must provide at least one staff per booth to maintain display during show hours. The exhibitor agrees to confine its display to the contracted space only. Signs and other articles on floors, hanging walls, ceilings or other areas must have prior authorization. Only companies officially registered as an exhibitor for the conference are permitted to conduct business on the trade show floor or in the venue throughout the conference. Aisles must remain free of obstruction at all times. Exhibitors are responsible for their own liability insurance.

Force Majeure

In the event that the facility or any part of the exhibit area is unavailable for the entire event or a portion of the event, as a result of fire, flood, tempest, inclement weather, pandemic or other such cause or as a result of government intervention, malicious damage, acts of war, terrorist activities, strike, lock out, labour dispute, riot or other cause or agency over which the CSMLS has no control, or should the CSMLS decide that because of such cause that it is necessary to cancel, postpone or relocate the event, or reduce installation time, show time or dismantle time, CSMLS shall not be liable to indemnify or reimburse the exhibitor in respect of any damage or loss, direct or indirect, arising as a result thereof.

Dismantling

Packing up or dismantling exhibits will not be permitted until the official closing time. Doing so will result in your company receiving last choice for booth assignment the following year.

Security

Security will be provided at the trade show area. Exhibitors must carry their own fire, theft and other insurance. No one is permitted to enter the exhibit area without proper identification, which will be issued at the conference registration desk. The CSMLS and conference centre are not responsible for loss or damage to exhibitors' material while in the facility.

Violations

Violation of any provisions, terms and conditions, or rules and regulations will result in penalties, which may include immediate expulsion and/or banning from future CSMLS trade exhibitions.



LABCON2018 PARTICIPATION AGREEMENT

Company Name: _____
Company Contact: _____
Address: _____
City: _____ Prov./State: _____ Postal/Zip Code: _____
Telephone: _____ Email: _____

- | | |
|---|--|
| <input type="checkbox"/> Platinum (\$20,000) | <input type="checkbox"/> Wellness Activity Sponsor (\$2,500) |
| <input type="checkbox"/> Gold (\$15,000) | <input type="checkbox"/> Hotel Key Card Folder Sponsor (\$2,500) |
| <input type="checkbox"/> Silver (\$10,000) | <input type="checkbox"/> Company Vehicle Space (\$2,500) |
| <input type="checkbox"/> Bronze (\$5,000) | <input type="checkbox"/> Hotel Room Drop(\$2,000) |
| <input type="checkbox"/> Water Bottle Sponsor (\$5,000) | <input type="checkbox"/> Delegate Bag Insert (\$1,500) |
| <input type="checkbox"/> Charging Station Sponsor (\$3,000) | <input type="checkbox"/> 8' X 10' Booth (\$2,000 + 13% HST = \$2,260 each) |

Number of booths: _____

Please indicate your preferred booth choices below:

Choice #1 _____ Choice #2 _____ Choice #3 _____ Choice #4 _____

CSMLS makes every effort to arrange the exhibit hall to facilitate fair business interactions. If you prefer exhibit space away from competitors, please list them below. Requests are first-come, first-serve - we may not be able to accommodate all requests.

Total Amount Due for Exhibiting and Sponsorship: _____

Payment Options: Send me an invoice Visa MasterCard American Express

Card # _____ Expiry: _____

Signature of cardholder: _____

Booth Cancellation:

Upon signing this contract – a 10% administration fee will apply, exhibitor will receive 90% refund of any fees
Between 120 and 90 days prior to LABCON – exhibitor will receive a 50% refund of any fees
90-60 days prior to LABCON – exhibitor will receive a 25% refund of any fees
Less than 60 days – there will be no refunds given at this time

Sponsorships are non-refundable once contract is signed.

I have read and understood the Terms & Conditions for this event.

Signed

Date

Book your sponsorship early to ensure inclusion in all LABCON2018 promotional materials.

Send completed Contracts to:
Natalie Marino (labcon@csmls.org) Fax: 905.528.4968
Phone: 905.667.8696 or 1.800.263.8277 ext. 8696

Please send cheques to: CSMLS, 33 Wellington St. North, Hamilton, ON L8R 1M7



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Exhibitor/Sponsor Contact
Natalie Marino, Marketing Specialist

Direct: 905-667-8696
1-800-263-8277 ext. 8696
labcon@csmls.org

