

# LAB CON 2019



## Exhibitor & Sponsor Prospectus

Fredericton Convention Centre  
Fredericton, NB



Exhibit Dates: May 24-25, 2019

Move-in: Thursday, May 23  
Move-out: Saturday, May 25



# WELCOME TO LABCON2019

## **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 LABCON2019, our annual conference, in Fredericton, New Brunswick. LABCON is Canada's premier medical laboratory science conference, and we invite you to join us!

### Conference Highlights:

- Exhibitors' Reception - a 2 hour cocktail reception with food and drinks and dedicated time for participants to mingle with exhibitors
- Opportunity to host Industry Sessions - a 75 min. concurrent session during regular programming
- A la carte Sponsorship Options (see page 7 for list - we are happy to customize based on your suggestions!)
- Exhibit Hall hours are dedicated time to explore tradeshow with no concurrent sessions

### **NEW FOR 2019: EXHIBITOR OF THE YEAR**

The winning exhibitor has the chance to address the full delegation! (see page 8 for full details)

2019 is promising to be one of our largest conferences to date. Hosted at the Fredericton Convention Centre in Fredericton, NB, CSMLS is pleased to offer a variety of opportunities for industry partners 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 LABCON2019!



Michael Grant  
Director, Marketing & Communications



# CSMLS & LABCON

## 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 strive to expand our services and discover new ways to meet the continuing education needs of our members.

**95%** of past delegates feel they **reached their learning goals** at LABCON

## ABOUT 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.

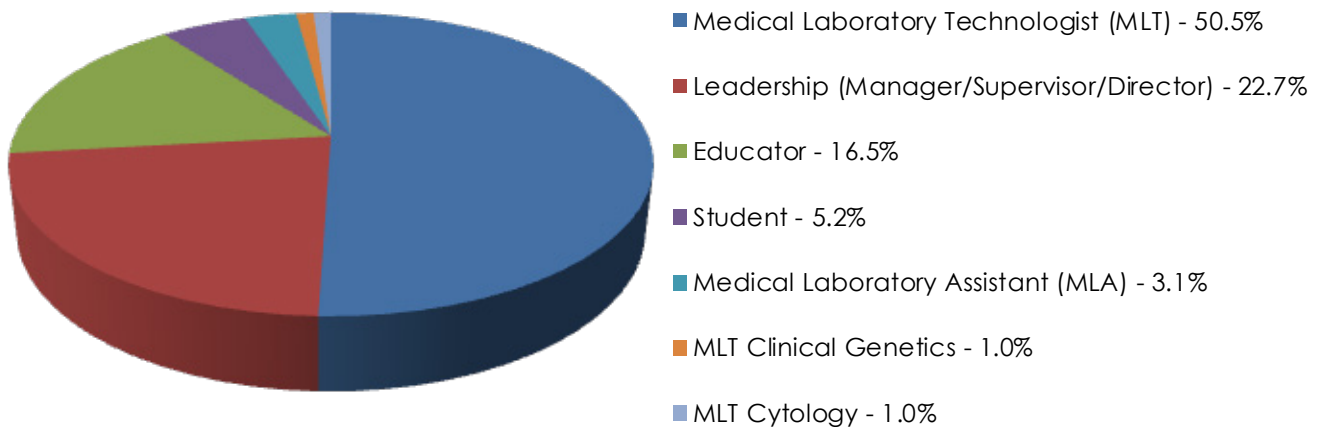
**99%** of past delegates would **recommend LABCON to others**  
(based on both the 2017 & 2018 surveys)



# 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 2019 with the continued goal to draw more decision makers and increase the return for LABCON sponsors and exhibitors.

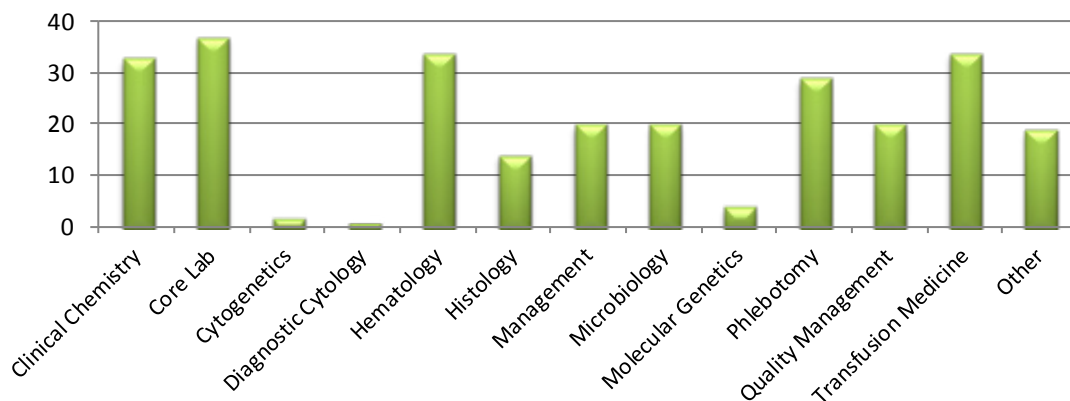
## Breakdown of LABCON attendance by profession:



2018	(Ottawa, ON)	302 delegates	35 speakers
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

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

## Breakdown of LABCON attendance by areas of practice:



# 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](mailto: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
<b>Onsite at LABCON</b>					
8'x10' booth	X	X	X		X
Priority booth placement (booked by Jan 31, 2019)	X	X	X	X	
Space for company vehicle	X	X			
Host plenary session, address full delegation & include materials on tables(booked by Dec 31)	X				
Host concurrent session (if booked by Jan 31)		X	X		
Opportunity to address full delegation		X			
<ul style="list-style-type: none"> <li>KeyCard sponsorship</li> <li>Charging Station</li> <li>Chair drop at plenary session</li> <li>Room drop (at hotels)</li> <li>Promo video on website</li> <li>Standalone e-blast to delegates</li> </ul>	2 items from the list (first-come, first-served)	1 item from the list (first-come, first-served)			
Name badge scanners for use at booth	X	X			
Ad in the on-site program	1 page	1 page	½ page	½ page	
Recognition during Opening Ceremonies	X	X	X	X	
Badge ribbons recognizing sponsorship level	X	X	X	X	X
<b>Event App Promotions</b>					
Alerts to attendees through app	2	1	1		
Banner ad in app		X	X		
Presence in App Game (questions for delegates to answer during the event)	X	X	X		
Live Display placement on digital signboards throughout venue	Day 1	Day 2	Day 3		
Company profile in event app	X	X	X	X	X
<b>General Advertising (can be done throughout the year)</b>					
Ad in CJMLS	1 page	½ page			
Banner ad in pre-conference email (sent in April and May)	X	X			
Ad in bi-weekly eNEWS (throughout the year)	3	2	1		
LabBuzz Sponsorship	2 issues	1 issue	1 issue		
<b>Additional Considerations</b>					
Logo on LABCON materials	X	X	X	X	
Company logo/link on LABCON website	X	X	X	X	
Insert in delegate bag	X	X	X	X	
Use of LABCON logo for promotional purposes	X	X	X	X	X
Social media mentions	X	X	X	X	X



# À LA CARTE SPONSORSHIP

## **Keynote Sponsor** **\$6,000**

(1 available)

- Chance to address delegates and introduce speaker
- Recognition in pre-conference and onsite literature
- Company materials on tables for all delegates
- Ability to have self-standing signage displayed during keynote presentation
- Email blast to mailing list advertising session and promoting company

## **Welcome Reception Sponsor** **\$5,000**

(1 available)

- Chance to address attendees during reception
- Recognition in pre-conference and onsite literature
- Company materials on tables for all delegates
- Ability to have self-standing signage on display
- Email blast to mailing list advertising session and promoting company
- Recognition throughout delegate registration process

## **Water Bottle Sponsor** **\$4,500**

(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 place materials at charging station

*(sponsor to arrange creation and shipping)*

- 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 Space** **\$2,500**

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

## **Wellness Activity Sponsor** **\$2,000**

(2 available)

- Opportunity to address participants
- 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 Room Drop Sponsor** **\$2,000**

(1 available)

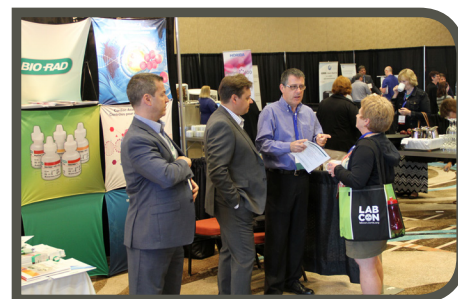
- Opportunity to have materials distributed to all delegates hotel rooms in the form of a door hanger or slipped under guestroom door

*(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

At LABCON, we program the tradeshow hours around the educational programming. This way, you're not in competition with any concurrent or plenary sessions.

During the exhibit hall hours, it's all about YOU – the vendors!

### NEW FOR 2019 - EXHIBITOR OF THE YEAR

To ensure delegates are visiting and engaging with every booth, beginning in 2019, CSMLS will be presenting an “Exhibitor of the Year” award.

Based on the participants votes and feedback, one winner will be selected from all the exhibitors in the tradeshow. That company will be called upon during the plenary session on Saturday afternoon (following the close of the tradeshow) and will be given a few minutes to address the full delegation while they accept their award.

Participants will be instructed to choose the booth that they feel is the most interactive and interesting, with friendly and knowledgeable staff.

The winner of the 2019 award will be given priority booth placement for LABCON2020 in Winnipeg (following sponsors) and an email announcement about the company will be sent to the full CSMLS distribution list.



# FLOOR PLAN

## EXHIBIT HALL:

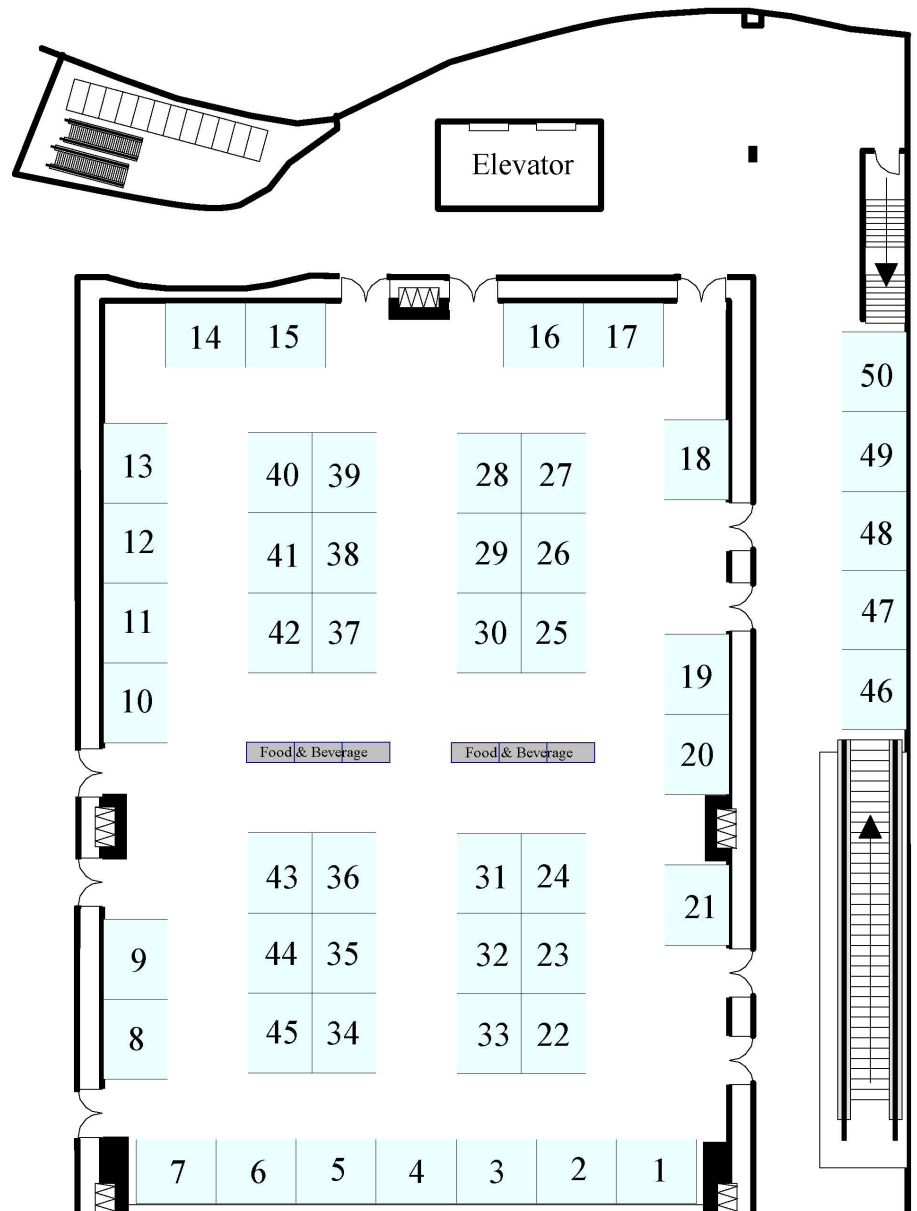
### Location:

Pointe Sainte-Anne BCD & Foyer  
2nd Level  
Fredericton Convention Centre  
670 Queen Street  
Fredericton, NB E3B 1C2

### Booth Includes:

- 10' wide x 8' deep booth
- 8' high drape back wall
- 3' high side drape
- One covered/skirted table
- Two chairs
- Complimentary Wi-Fi
- Registration for two representatives 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 2019 and notification will be sent via email to the contact supplied. Official LABCON2019 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.



# ACCOMMODATIONS

## OVERNIGHT ACCOMMODATIONS

### Hilton Garden Inn

The Hilton Garden Inn Fredericton is a stylish base for your travels in New Brunswick. It's only a few steps from restaurants, shopping, the Beaverbrook Art Gallery and Historic Garrison District. The hotel's convenient skywalk connects you to the adjoining Fredericton Convention Centre. Our downtown location is close to the Legislative Assembly Building and just 15 minutes from Fredericton International Airport (YFC).

Rates from **\$179/night** (plus taxes)

Group Code: **LABCON**

*Reservations must be made prior to April 27, 2019 to secure the discount rate.*



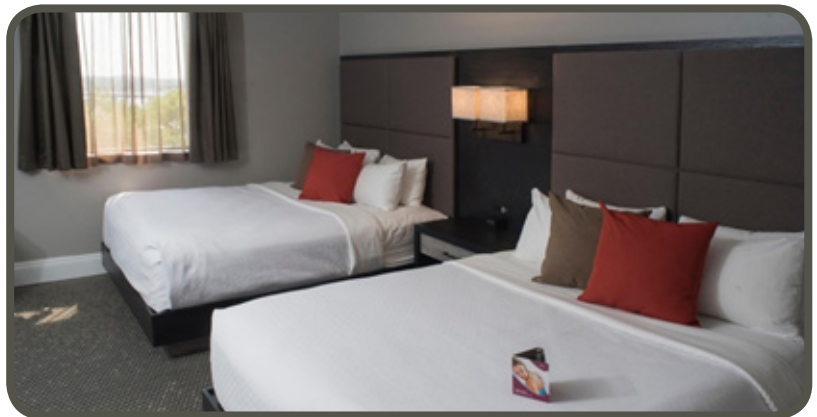
### Crowne Plaza Lord Beaverbrook

The Crowne Plaza Fredericton Lord Beaverbrook hotel is located in the heart of downtown Fredericton, New Brunswick across the street from the Fredericton Convention Centre. The hotel is only 13 km from the Fredericton International Airport (YFC) and situated on the banks of the majestic Saint John River - steps away from the Beaverbrook Art Gallery, Fredericton Playhouse, Boyce Farmer's Market, Officer's Square and Fredericton's unique shopping and entertainment district.

Rates from **\$179/night** (plus taxes)

Group Code: **LABCON**

*Reservations must be made prior to April 27, 2019 to secure the discount rate.*



# SHOW SERVICES

Global Convention Services (GCS) has been appointed as the official Show Service Company. GCS 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 2019 in the Exhibitors Information Package.

## **Shipping & Transportation:**

GCS 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: Greg Condon*

*Email: gcondon@globalconvention.ca*

## **Delivery:**

Shipments should be made to GCS's advance warehouse. Information regarding shipping will be included in the Exhibitor Kit.

Please note that the Fredericton Convention Centre 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 GCS 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. GCS is the preferred customs broker for LABCON2019.

*Contact: Greg Condon*

*Email: gcondon@globalconvention.ca*

## **Audio Visual:**

The Fredericton Convention Centre has an in-house audio visual supplier. Information regarding ordering will be included in the Exhibitor Kit.

## **Catering:**

The Fredericton Convention Centre 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 to ensure an edible giveaway is permitted. For information on catering services, please contact:

*Contact: Jennifer Phillips*

*Email: jennifer.phillips@frederictonconventions.ca*



# 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 30 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 or relocated, exhibitors will have the option 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.

## **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.



# LABCON2019 PARTICIPATION AGREEMENT

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

- |  |  |
|--|--|
| <input type="checkbox"/> Platinum (\$20,000)                               | <input type="checkbox"/> Water Bottle Sponsor (\$4,500)          |
| <input type="checkbox"/> Gold (\$15,000)                                   | <input type="checkbox"/> Charging Station Sponsor (\$3,000)      |
| <input type="checkbox"/> Silver (\$10,000)                                 | <input type="checkbox"/> Hotel Key Card Folder Sponsor (\$2,500) |
| <input type="checkbox"/> Bronze (\$5,000)                                  | <input type="checkbox"/> Company Vehicle Space (\$2,500)         |
| <input type="checkbox"/> 8' X 10' Booth (\$2,000 + 15% HST = \$2,300 each) | <input type="checkbox"/> Wellness Activity Sponsor (\$2,000)     |
| Number of booths: _____  | <input type="checkbox"/> Hotel Room Drop (\$2,000)               |
| <input type="checkbox"/> Keynote Sponsor (\$6,000)                         | <input type="checkbox"/> Delegate Bag Insert (\$1,500)           |

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 LABCON2019 promotional materials.**

Send completed Contracts to:  
Natalie Marino ([labcon@csmls.org](mailto: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





Exhibitor/Sponsor Contact  
Natalie Marino,  
Marketing & Events Specialist

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