



CSMLS  SCSLM

Canadian Society for Medical Laboratory Science
Société canadienne de science de laboratoire médical



2020 Partnership Prospectus

Expand the reach of your sponsorship dollars and extend your ROI - year-round partnerships now available!

LABCON Exhibit Dates:
June 5-6, 2020

Move-in: Thursday, June 4
Move-out: Saturday, June 6

WELCOME TO CSMLS PARTNERSHIPS

Thank you for your interest and support of CSMLS and LABCON.

As part of our continued efforts to expand the value of our sponsorship program, CSMLS is offering a chance for your marketing dollars to extend past LABCON and be used throughout the year, signifying your ongoing support of the profession and partnership with CSMLS.

All sponsorship opportunities are designated as “LABCON” (available during the 3-day conference in June) or “CSMLS” (available year-round).

In this prospectus, you will find all the information you need to learn more about our new partnership model. If you have any questions please feel free to contact us directly at 1-800-263-8277.

We look forward to working with you in 2020!



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.

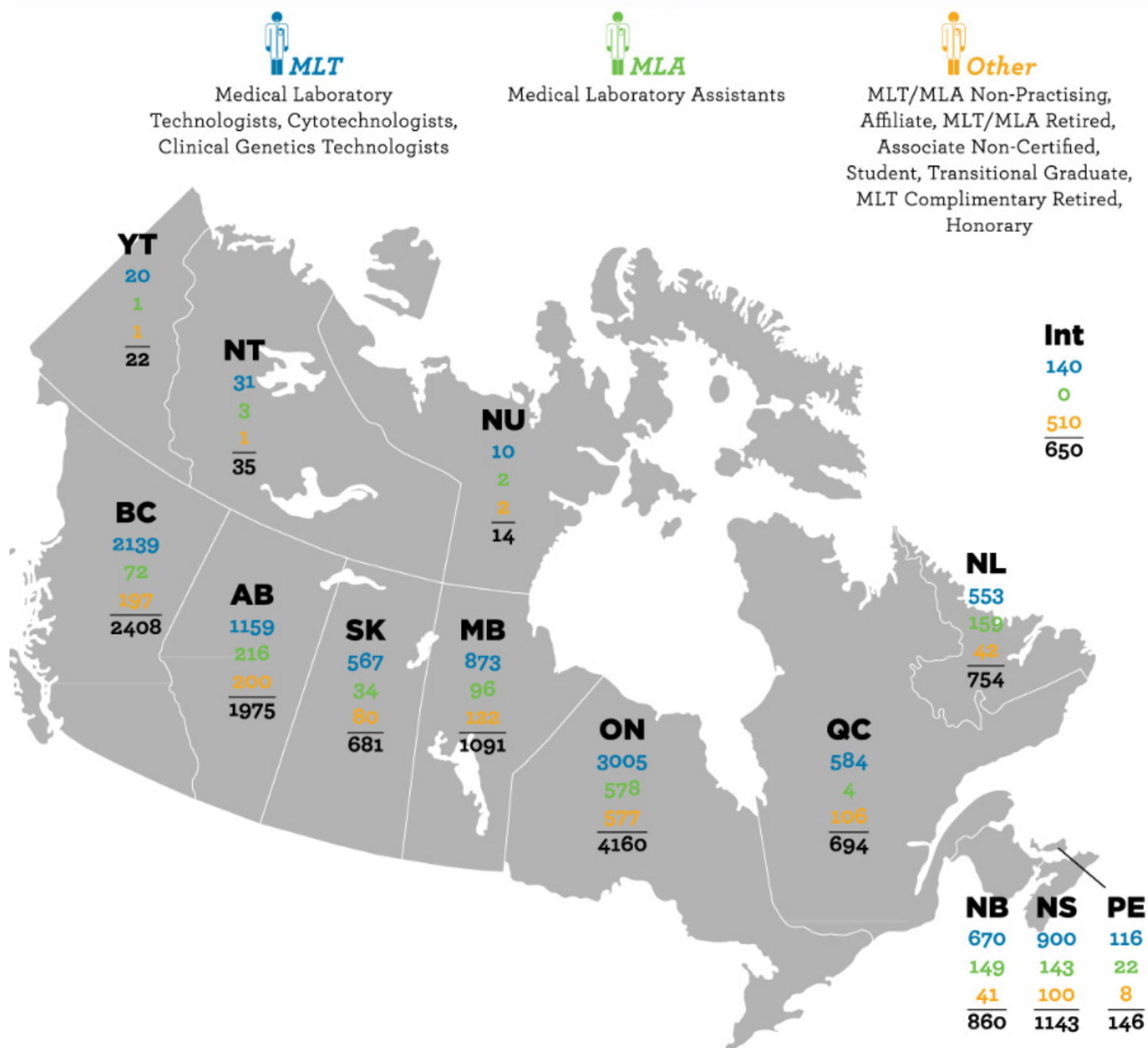
Medical laboratory professionals work in a dynamic and ever-changing field. CSMLS is committed to providing professional development and continuing education programs to help members update their skills and knowledge, and achieve their professional goals.

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



CSMLS MEMBERS

Our members practice in hospital laboratories, private medical laboratories, public health laboratories, government laboratories, research and educational institutions. Below is a breakdown of our membership based on member type and province.



14,633 members



ABOUT LABCON

LABCON, the CSMLS annual national conference, 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 are excited to host the 2020 event in Winnipeg, Manitoba. We create a conference experience that keeps our delegates coming back year after year.

CSMLS is pleased to offer a variety of opportunities for industry partners to interact with delegates and we invite you to join us!

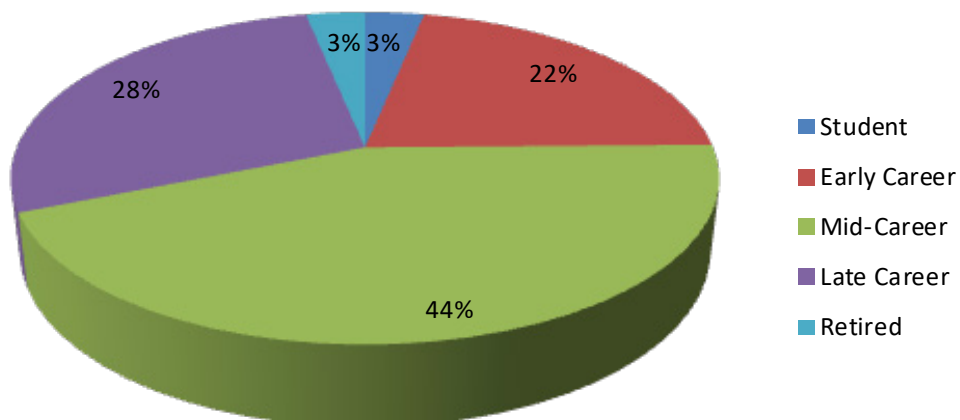
98% of past delegates would **recommend LABCON to others**
(based on 2017, 2018 and 2019 surveys)

Conference Highlights:

- New sponsorship options (see page 7 for details)
- Exhibit Hall hours are dedicated time to explore tradeshow with **NO concurrent sessions**
- Exhibitors' Reception - a 2-hour cocktail reception allowing dedicated time for participants to mingle with exhibitors
- Opportunity to host Industry Sessions - a 75 min. concurrent session during regular programming

98% of past delegates feel they **reached their learning goals** at LABCON
(based on 2018 and 2019 surveys)

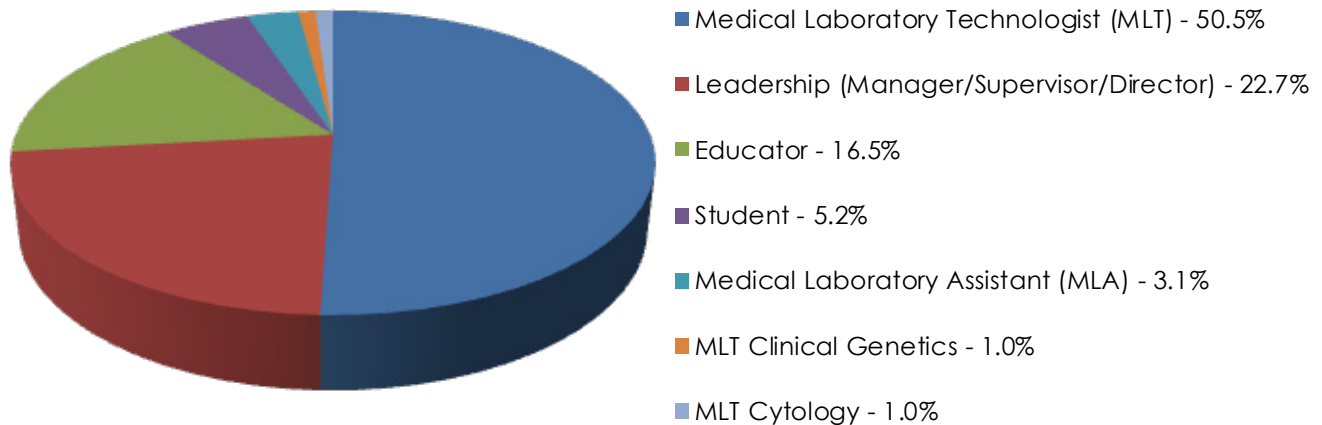
Breakdown of LABCON attendance by career stage:



ABOUT 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 attending this program (and LABCON) has increased since the program's inception in 2016. This program will be offered again in 2020 with the continued goal to draw more decision makers and increase the return on investment for our partners.

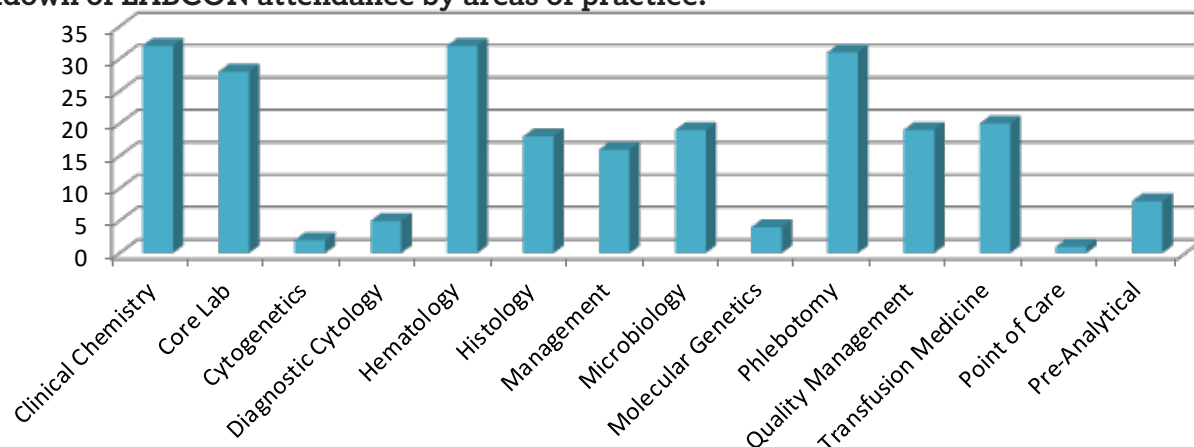
Breakdown of LABCON attendance by profession:



Past LABCON Statistics:

2019	(Fredericton, NB)	418 participants	39 sessions
2018	(Ottawa, ON)	302 participants	35 sessions
2017	(Banff, AB)	348 participants	39 sessions
2016	(Charlottetown, PE)	260 participants	39 sessions
2015	(Montreal, QC)	374 participants	35 sessions
2014	(Saskatoon, SK)	262 participants	32 sessions

Breakdown of LABCON attendance by areas of practice:



SPONSORSHIP = PARTNERSHIP

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 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 provides post-event reports to our sponsors which include conference statistics and delegate demographic information. In addition, we now provide participant lists of everyone who has indicated that they are willing to share their information.

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 this partnership is a success!

LABCON itself 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 sponsorship packages uniform? LABCON allows companies choose from a wide variety of options to ensure that your company is getting the return YOU want! Whether it's brand recognition, to be seen as a subject matter expert or the chance to connect with participants, there's an opportunity that's right for you!

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



2020 PARTNERSHIPS

New in 2020, our approach to sponsorship has changed - we want to be partners!

With this change in approach, we will be moving to a **points-based system** to help you customize your participation and get the **best return for your investment**. You are no longer held to pre-determined benefits within specific levels that may not yield great return based on your marketing goals and initiatives.

All opportunities are designated as “LABCON” (available during the 3-day conference June 5-7, 2020) or “CSMLS” (available throughout the year).

PARTNERING WITH CSMLS IS AS EASY AS 1, 2, 3...

1. **Determine which opportunities are the most valuable for your company**
2. **See how many points you need, separately or all together**
3. **Determine the cost based on the price per point**

All sponsors/partners receive:

- Presence in app game
- Badge ribbon recognizing your company as a sponsor
- Social media mentions
- Use of LABCON logo for promotional purposes
- A list of participants* provided post-event (depending on the event sponsored, i.e. LABCON, symposia or live learning event)

**those who gave permission for information to be shared*

# of points	Price
1-4	\$1,250 each
5-7	\$1,125 each
8+	\$1,000 each

If you purchase 4-7 points, you also receive:

- Logo on LABCON website and onsite materials
- Priority booth placement (if booth is selected)
- Logo on LABCON materials
- Logo & link to company website on LABCON website
- Recognition during opening ceremonies

Total # of points	Cost
1	\$1,250
2	\$2,500
3	\$3,750
4	\$5,000
5	\$5,625
6	\$6,750
7	\$7,875
8	\$8,000
9	\$9,000
10	\$10,000

If you purchase 8+ points, you also receive:

- Alerts to attendees through the app (1 per sponsor)
- Banner ad in event app
- Email to CSMLS membership (*must be booked and approved by CSMLS in advance, will be sent out via CSMLS email system*)



2020 PARTNERSHIP OPPORTUNITIES

6 points

Host a CSMLS symposia (CSMLS)

Multiple opportunities available

- Partner with CSMLS to offer a full-day educational symposia in a targeted area across Canada
- Collaborate on speaker selection
- Logo included on marketing materials (emails, website, posters)
- Display self-standing signage
- Provide branded collateral or promotional item
- Welcome participants at the event
- Recognition during registration process (*handled by CSMLS*)
- Company branding/logo on virtual platform

Breakfast Host (LABCON)

2 opportunities available (Friday or Sunday)

- Give the people what they want – food!
- Logo and company messaging on screens in the plenary room (*arranged by CSMLS*)
- Company name listed on the website and onsite daily schedule as sponsoring the breakfast
- Provide branded collateral or promo item during breakfast
- Opportunity to address participants during breakfast



2020 PARTNERSHIP OPPORTUNITIES

5 points	
<p>Welcome Reception (LABCON)</p> <p><i>1 opportunity available</i></p>	<ul style="list-style-type: none"> Start the conference on the right foot and greet participants as the Welcome Reception sponsor Address participants during the reception Logo included on event tickets and signage (<i>created by CSMLS</i>) Company name listed on the website and onsite daily schedule as sponsoring the event Display self-standing signage Provide branded collateral or promotional item Recognition throughout registration process (<i>handled by CSMLS</i>)
<p>"Selffee" experience (LABCON)</p> <p><i>1 opportunity available</i></p>	<ul style="list-style-type: none"> "Selffee" is a photo booth that prints edible selfies onto cookies Work with CSMLS and "Selffee" to host the booth that will get the traffic and social media attention you want! Listing in the program and app as well as social media presence included
<p>Drink Ticket Sponsor (LABCON)</p> <p><i>2 opportunities available (Welcome Reception or Exhibitors' Reception)</i></p>	<ul style="list-style-type: none"> Give participants the chance to "wet their whistle" with a beverage at the Exhibitors' Reception or Welcome Reception The signature drink (alcoholic and non-alcoholic versions) will be named after your company to keep your name on their lips Signage at the bar will include drink name and details as well as company logo



2020 PARTNERSHIP OPPORTUNITIES

4 points	
Host a CSMLS live learning event (CSMLS) <i>Multiple opportunities available</i>	<ul style="list-style-type: none"> Partner with CSMLS to offer an evening dinner and educational presentation in a targeted area across Canada Collaborate pm speaker selection Logo included on marketing materials (emails, website, posters) Display self-standing signage Provide branded collateral or promotional item Welcome participants at the event Recognition throughout registration process (<i>handled by CSMLS</i>) Company branding/logo on virtual platform
Water bottle (CSMLS/LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> Create brand ambassadors! In our efforts to go green, water and juice will be served in pitchers instead of disposable bottles. Logo (and/or message) on re-usable water bottles distributed to all participants at registration (<i>CSMLS to order and arrange shipping of bottles with sponsor approval</i>) Bottles can be used onsite and after for continued exposure COMBINE HYDRATION STATION AND WATER BOTTLE SPONSORSHIP FOR ONLY 6 POINTS!
Coffee Mug (CSMLS/LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> Create brand ambassadors! Ever notice how small event coffee mugs are? So have participants. Logo (and/or message) on re-usable coffee mugs distributed to all participants at registration (<i>CSMLS to order and arrange shipping of bottles with sponsors approval</i>) Mugs can be used onsite and after for continued exposure
President's Dinner: Shuttle Bus (LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> Address participants on buses during the 20-25 minute bus ride to the venue (Canadian Museum for Human Rights) Logo included on event tickets and signage (<i>arranged by CSMLS</i>) Provide branded collateral or promotional item on bus Company name listed on the website and onsite daily schedule as sponsoring the shuttle Recognition throughout registration process (<i>handled by CSMLS</i>) <i>NOTE: min. of one company rep. must be on each bus, number of reps. needed will vary based on registration numbers.</i>
President's Dinner: Cocktail Reception (LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> Address participants during the cocktail reception Logo on event tickets and signage (<i>arranged by CSMLS</i>) Provide branded collateral or promotional item at reception Company name listed on the website and onsite daily schedule as sponsoring cocktail Recognition throughout registration process (<i>handled by CSMLS</i>)



2020 PARTNERSHIP OPPORTUNITIES

3 points	
Co-host a CSMLS symposia (CSMLS) <i>Multiple opportunities available</i>	<ul style="list-style-type: none"> • Work with CSMLS to offer a full-day educational symposia in a targeted area across Canada • Logo included on marketing materials (emails, website, posters) • Provide branded notebooks for participants • Address participants at the event • Company branding/logo on virtual platform • Onsite branded signage option available depending on location
Hotel key card (LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> • Stay top of participants mind every time they enter their room • Option to design the entire key card or simply include your logo on the cards used at the host hotel throughout the conference (CSMLS to order and coordinate) • Note: key card folder may be booked by another sponsor
Wellness activity (LABCON) <i>2 opportunities available (Saturday or Sunday morning)</i>	<ul style="list-style-type: none"> • Support wellness by sponsoring a morning run, yoga class or other activity • Opportunity to address participants before or after the activity • Logo on signage in the wellness area • Company name listed on the website and onsite daily schedule as sponsoring the event
Keynote Speaker (LABCON) <i>(must be booked by November 30, 2019)</i> <i>1 opportunity available</i>	<ul style="list-style-type: none"> • Share engaging content by selecting a keynote speaker • Opportunity to address participants and introduce speaker • Company name listed on the website and onsite daily schedule as sponsoring the session • Ability to have self-standing signage on display on stage • Sponsor to pay speaker costs and expenses
Participant bag (LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> • Be seen throughout the conference with your logo on the LABCON branded bags • Bags are reusable and can be used by participants after the conference for continued exposure (CSMLS to order and arrange shipping of bags with sponsors approval)
Daily Schedule (LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> • Be visible at LABCON with your company logo on the LABCON website and printed version of the daily schedule <i>(distributed to all participants onsite)</i>
Hydration Station Sponsor (LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> • We all know how important it is to stay hydrated – sponsor the water stations in all breakout rooms, plenary room and exhibit hall! • Logo on signage at ALL the water stations areas • Ability to have self-standing signage on display (space permitting) • Opportunity to address participants during opening ceremonies • COMBINE HYDRATION STATION AND WATER BOTTLE SPONSORSHIP FOR ONLY 6 POINTS!



2020 PARTNERSHIP OPPORTUNITIES

2 points	
<p>Co-host a CSMLS live learning event (CSMLS)</p> <p><i>Multiple opportunities available</i></p>	<ul style="list-style-type: none"> • Work with CSMLS to offer an evening educational presentation in a targeted area across Canada • Logo included on marketing materials (emails, website, posters) • Chance to provide branded notebooks for participants • Opportunity to address participants at the event • Onsite branded signage option available depending on location • Company branding/logo on virtual platform
<p>Notebook Sponsor (CSMLS/LABCON)</p> <p><i>1 opportunity available</i></p>	<ul style="list-style-type: none"> • Aid delegates in remembering everything they learned at LABCON with a notebook • Lab-themed handheld notebooks will be co-branded with the CSMLS logo and your company logo • Notebooks can be used onsite as well as after for continued company exposure
<p>8x10' booth (LABCON)</p> <p><i>LIMITED SPACES! Only 40 available</i></p>	<ul style="list-style-type: none"> • Space on the tradeshow floor is limited so book early to avoid disappointment • Each booth space is 10' x 8' with back and side drape • Included are one covered/skirted table, 2 chairs and Wi-Fi access • Registration for two representatives per booth • Additional details on pages 14 & 15
<p>Demo van space (LABCON)</p> <p><i>(variable number depending on size)</i></p>	<ul style="list-style-type: none"> • Allow participants to see your equipment in action by bringing your demo van/company vehicle to LABCON • Ability to have self-standing signage near or on the way to the designated area • Branded directional signs to designated area (<i>provided by CSMLS</i>) • NOTE: space subject to availability based on order of confirmation, A detailed footprint must be submitted in advance to ensure specifications can be met
<p>Key card folder (LABCON)</p> <p><i>1 opportunity available</i></p>	<ul style="list-style-type: none"> • Stay top of participants mind as they enter their room • Design an ad for host hotel's keycard folders (<i>CSMLS to order and coordinate</i>) • Note: key card may be booked by another sponsor
<p>Break host (LABCON)</p> <p><i>5 opportunities available (Friday am/pm, Saturday am/pm, Sunday am only)</i></p>	<ul style="list-style-type: none"> • Give the people what they want by sponsoring a break – food! • Company name listed on the website and onsite daily schedule as event sponsor • Logo on signs at food and beverage areas (<i>provided by CSMLS</i>) • Chance to provide branded collateral or promo item during break
<p>Lanyard Sponsor (LABCON)</p> <p><i>1 opportunity available</i></p>	<ul style="list-style-type: none"> • Have your company name in front of all delegates on the lanyards holding their name badges • Company name listed on the website as sponsoring the event • Sponsor to arrange creation and shipping of lanyards to venue



2020 PARTNERSHIP OPPORTUNITIES

1 point	
LabBuzz email sponsor (CSMLS) <i>Multiple opportunities available</i>	<ul style="list-style-type: none"> LabBuzz is a bi-weekly email of curated lab news and stories Include your logo in the CSMLS LabBuzz newsletter for 2 months Email sent out every other week so your name will go out 4 times Opt-in subscription base of over 900 individuals
Participant bag insert (LABCON) <i>Multiple opportunities available</i>	<ul style="list-style-type: none"> Give an item to every single participant as soon as they arrive! Include a brochure or promotional piece in the participant bag handed out to all delegates at registration onsite Sponsor to arrange creation/print and shipping to venue
Room drop (LABCON) <i>3 opportunities available (Thursday, Friday, Saturday)</i>	<ul style="list-style-type: none"> Share your info with all participants staying at the host hotel Opportunity to have branded collateral distributed to all rooms booked under our group as a door hanger or a postcard slipped under the door Sponsor to arrange creation/print and shipping to venue
Plenary chair drop (LABCON) <i>3 opportunities available (Friday, Saturday, Sunday)</i>	<ul style="list-style-type: none"> Highlight your company message in the plenary room Include a brochure or promotional piece on each table/chair in the plenary room Sponsor to arrange creation/print and shipping to venue Event staff to place materials in plenary room onsite
Targeted manager chair drop (LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> Target your company message to the decision-makers! Include a brochure or promotional piece on each table/chair in the Managers' Intensive Program room Sponsor to arrange creation/print and shipping to venue Event staff to place materials in room onsite
Host concurrent session (LABCON) <i>(must be booked by November 30, 2019)</i> <i>Multiple opportunities available (Friday, Saturday, Sunday)</i>	<ul style="list-style-type: none"> Share engaging content by selecting a speaker and hosting a session during LABCON programming Opportunity to introduce speaker Company name listed on the website and onsite daily schedule as sponsoring the session Ability to distribute printed or promotional items in session room Sponsor to pay speaker costs and expenses
Charging station (LABCON) <i>1 opportunity available</i>	<ul style="list-style-type: none"> Branded signage at charging station in the exhibit hall (arranged through CSMLS) Opportunity to place branded collateral at charging station Sponsor to arrange creation/print and shipping to venue
Banner ad in pre-conference email (LABCON) <i>2 opportunities available (April or May)</i>	<ul style="list-style-type: none"> Start your promotion early by including a banner ad in the pre-conference emails to those registered Specifications and details will be provided Email will be sent by CSMLS



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 and water 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!

BACK FOR 2020 - EXHIBITOR OF THE YEAR

To ensure delegates are visiting and engaging with every booth, CSMLS will again 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 2020 award will be given priority booth placement for LABCON2021 in Whistler and an email announcement about the company will be sent to the full CSMLS distribution list through our eNEWS newsletter.



FLOOR PLAN

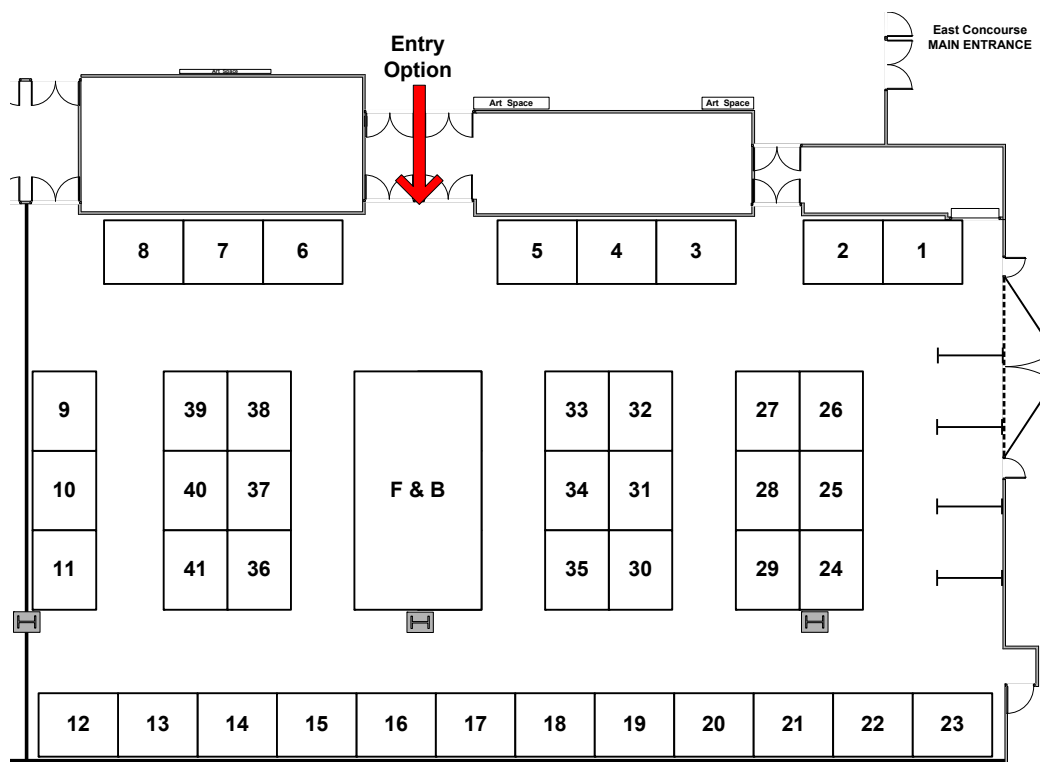
EXHIBIT HALL:

Location:

Meeting Room 3/4/5

RBC Convention Centre (formerly Winnipeg Convention Centre)

375 York Avenue, Winnipeg, MB, R3C 3J3



Booth Includes:

- 10' wide x 8' deep booth
- 3' high side drape
- Two chairs
- Registration for two people per booth (*Additional staff may register for a fee - forms will be provided*)
- 8' high drape back wall
- One covered/skirted table
- Complimentary Wi-Fi

Booth Allocation:

Allocation of specific booth numbers will be done in March 2020 and notification will be sent via email to the contact supplied. Booth assignment is done in order of receipt of Partnership Agreements.

Please indicate the preferred booth location on the agreement. CSMLS cannot guarantee that preferred booth numbers selected will be the booth numbers assigned.

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 on the agreement. Requests are first-come, first-serve. We may not be able to accommodate all requests.



ACCOMMODATIONS & TRAVEL

OVERNIGHT ACCOMMODATIONS

Delta Hotels Winnipeg

Located in the heart of downtown Winnipeg, Delta Hotels Winnipeg provides nothing short of streamlined, comfortable accommodations, with less than a five-minute walk from RBC Convention Centre and easy access to the most popular locations in downtown.

Rooms and suites boast pillowtop beds, free high-speed Wi-Fi, wall-mounted TVs, large ergonomic work desks and breathtaking views.

Rates from **\$199/night** (plus taxes)

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1562167539291&key=GRP&app=resvlink>

Reservations must be made prior to May 4, 2020 to secure the discount rate.



TRAVEL

Air Canada

Get discounts on travel to and from Winnipeg and anywhere within Air Canada's extensive North American and International network for LABCON2020.

To take advantage of this offer, access aircanada.com and enter the promotion code in the search panel.

Your promotion code: G2K76Z91

The travel period begins Thursday, May 28, 2020 and ends Monday, June 15, 2020.

WestJet

WestJet is offering 5% off Econo* and Flex and 10% off Plus base fares for Domestic Travel and 2% off Econo*, 5% off Flex and 10% off Plus base fares for guests travelling Trans-border** between Winnipeg and anywhere WestJet flies in North America (including Delta code-share partner network).

To take advantage of this offer, visit www.westjet.com/conventions and use the code below.

Coupon code : G81UM19

Promo code : WOO56 (*Travel Agent use only in GDS)

Travel from: May 28, 2020 to June 15, 2020



SHOW SERVICES

Central Display has been appointed as the official Show Service Company. Central Display 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 2020 in the Exhibitors Information Package.

Shipping & Transportation:

Central Display 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: Terri Simard

Email: info@centraldisplay.ca

Delivery:

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

Please note that the RBC 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 Central Display 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. Dynamic Custom Brokers Inc. is the preferred customs broker for LABCON2020.

Contact: Chad Pasosky

Email: info@dynamicccb.com

Audio Visual:

The RBC Convention Centre has an in-house audio visual supplier that can provide any AV needs for your booth (TVs, Monitors, etc.)

Contact: Tom Borsa

Email: Tom.Borsa@freemanco.com

Catering:

The RBC 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 the catering sales department.

Contact: Sarah Fetterley

Email: sarahf@wcc.mb.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.



2020 PARTNERSHIP AGREEMENT

Company Name: _____

Company Contact: _____

Address: _____

City: _____ Prov./State: _____ Postal/Zip Code: _____

Telephone: _____ Email: _____

Area of focus/discipline (i.e. hematology, transfusion, etc.): _____

Number of points: _____ **Total Amount Due:** _____

# of points	Price per point
1-4	\$1,250 each
5-7	\$1,125 each
8+	\$1,000 each

How would you like to spend your points?

If a booth is selected, 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.

Payment Options: ☐ Send me an invoice ☐ Visa ☐ MasterCard ☐ American Express

Card # _____ Expiry: _____

Signature of cardholder: _____

***All sponsorships must be paid in full 30 days in advance of conference;
if an agreement is submitted within 30 days, a credit card number must be provided.***

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.

Signed

Date

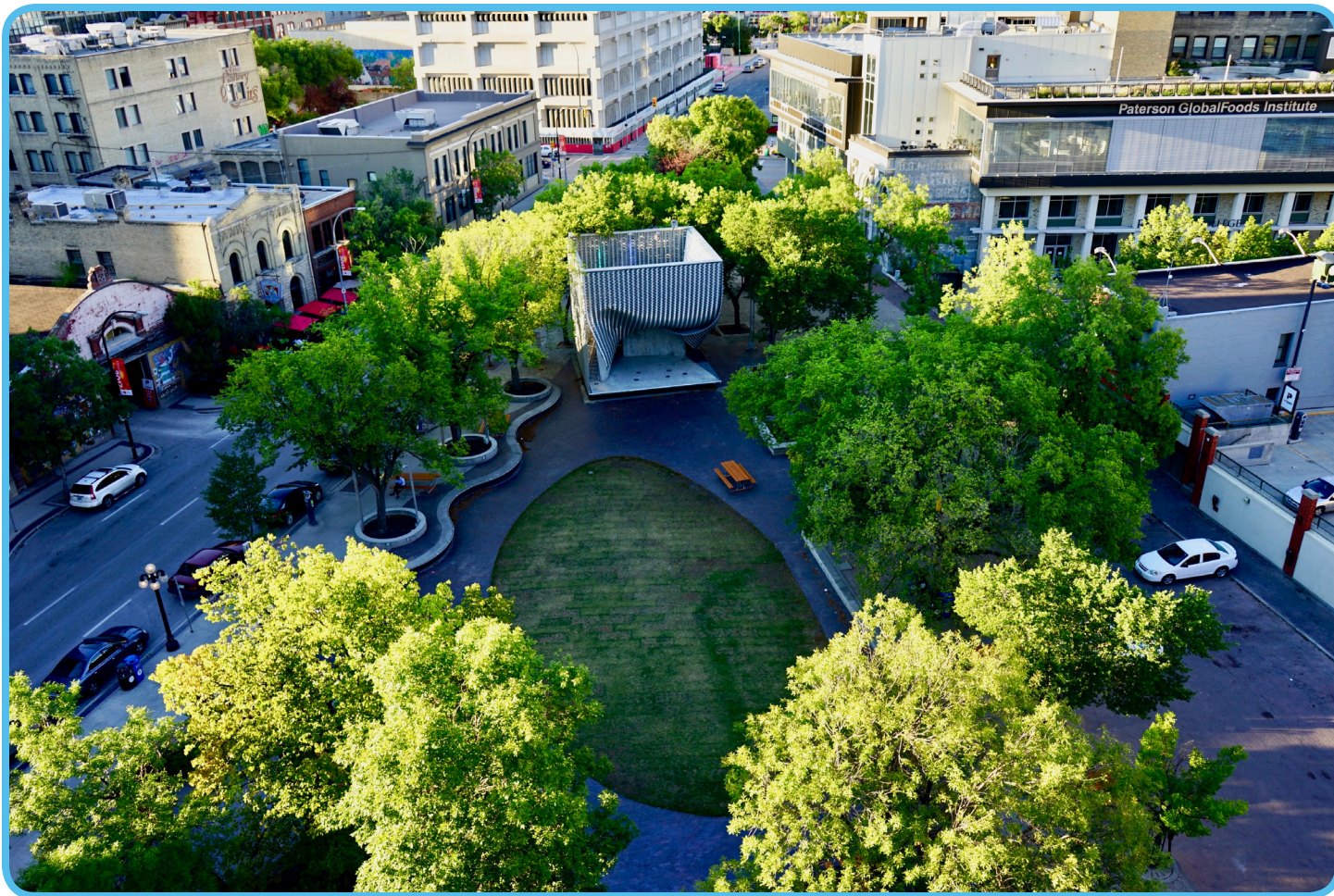
Book your sponsorship early to ensure inclusion in all LABCON2020 promotional materials.

Send completed Contracts to:

Natalie Marino (nataliem@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



LAB CON 2020

labcon.csmls.org

Exhibitor/Sponsor Contact
Natalie Marino, CMP
Marketing & Events Specialist

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