

2025 Partnership Prospectus

LABCON2025

A CSMLS and OPTMQ Collaboration



Exhibit Dates:
April 25 & 26

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 conference in April) 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 events@csmls.org

We look forward to working with you in 2025!



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 society for Canada's medical laboratory professionals. We are a not-for-profit organization funded entirely by membership dues and revenues from goods and services.

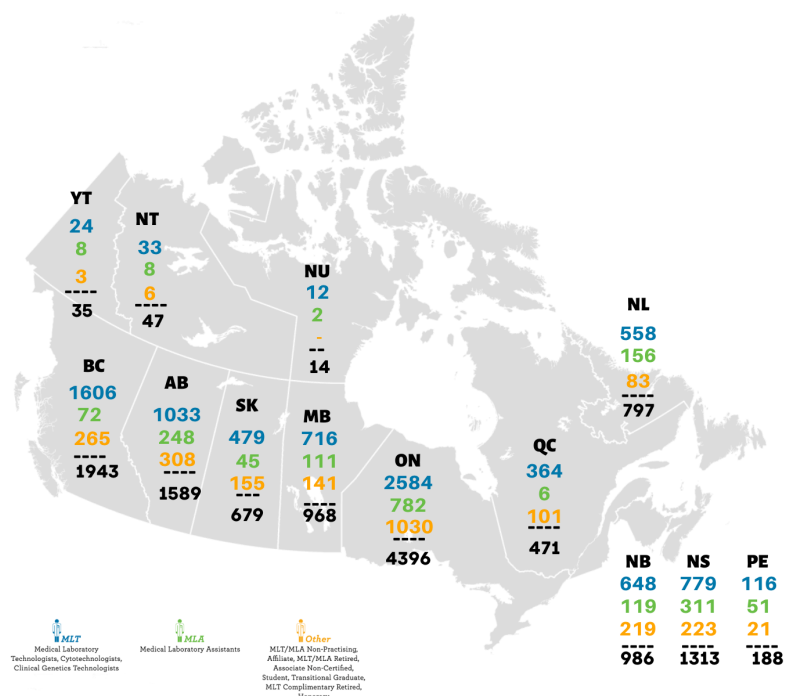
Incorporated in 1937 as the Canadian Society of Laboratory Technologists, the society has nearly 14,000 members in Canada and in countries around the world.

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.

ABOUT CSMLS MEMBERS

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



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 create a conference experience that keeps our delegates coming back year after year. We are excited to host the 2025 event in Montréal, Québec .

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

99%

of past delegates
would recommend
LABCON to others

(based on 2019 , 2022, 2023,
and 2024 surveys)

98%

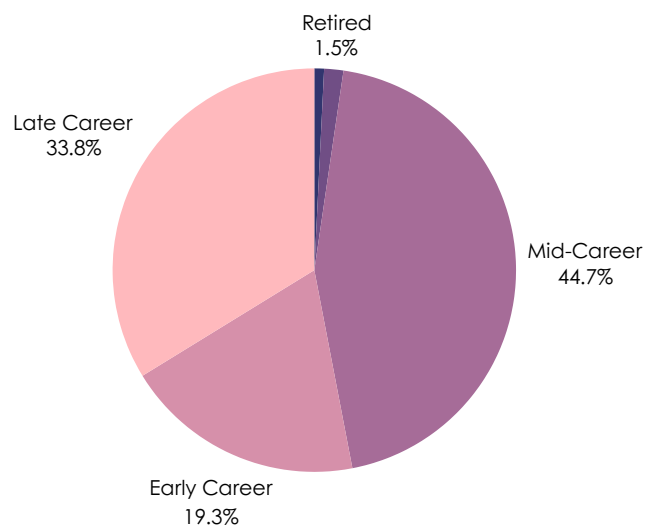
of past delegates
feel they reached
their learning goals
at LABCON

(based on 2019 , 2022, 2023,
and 2024 surveys)

Conference Highlights:

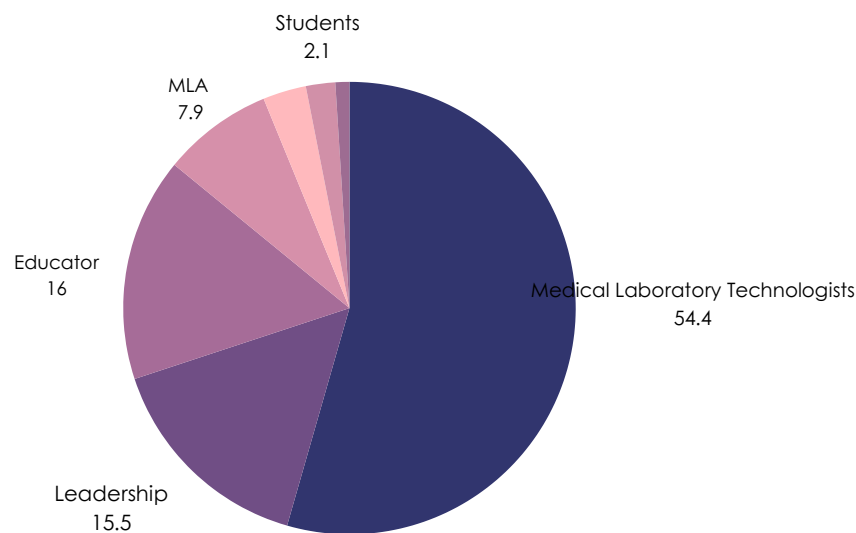
- New sponsorship options (see page 7 for details)
- Exhibit Hall hours are dedicated time to explore the tradeshow with NO concurrent sessions
- Exhibitors' Reception - a 2-hour cocktail reception allowing dedicated time for participants to mingle with exhibitors
- Opportunity to host Industry Sessions - a 60 min concurrent session during regular programming

Breakdown of LABCON
attendance by career stage:



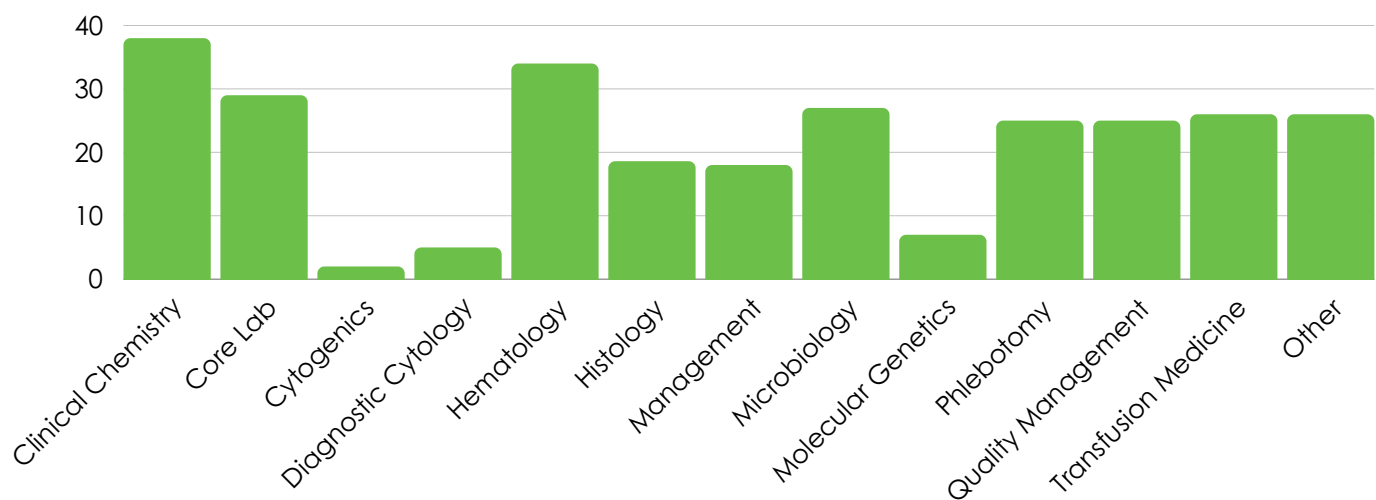
About LABCON

Breakdown of LABCON attendance by profession:



Past LABCON Statistics:

2024 (St. John's NL) 307 participants, 38 sessions	2018 (Ottawa, ON) 302 participants 35 sessions
2023 (Whistler, BC) 274 participants 31 sessions	2017 (Banff, AB) 348 participants 39 sessions
2022 (Winnipeg, MB) 220 participants 32 sessions	2016 (Charlottetown, PE) 260 participants 39 sessions
2019 (Fredericton, NB) 418 participants 39 sessions	2015 (Montréal, QC) 374 participants 35 sessions



LABCON is funded through registration fees and sponsorship. Industry support significantly enhances the conference's long-standing reputation and 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.



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.

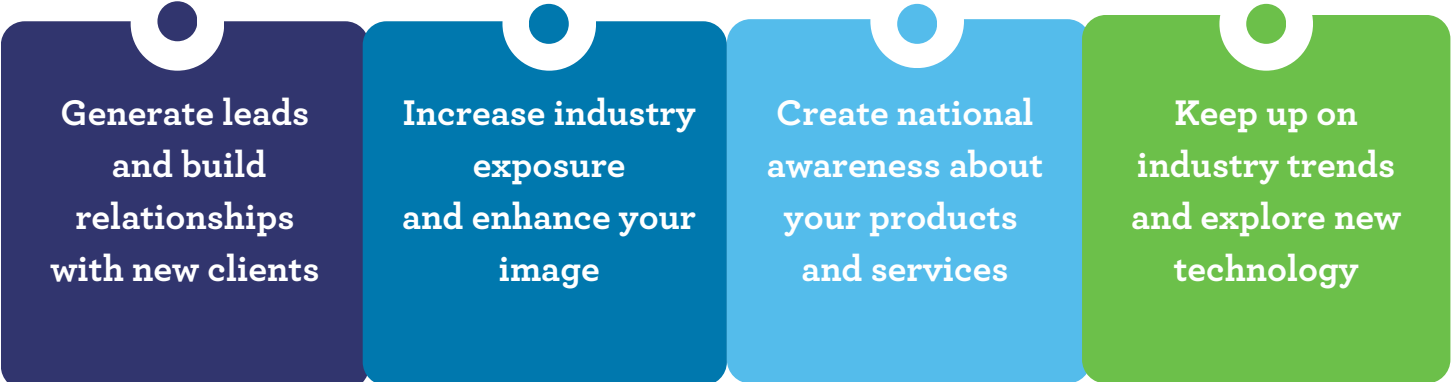
We understand how important it is to see a return on your sponsorship dollars. With this in mind, CSMLS provides post-event reports to our sponsors which include conference statistics and delegate demographic information. In addition, we now provide participant lists of everyone who has indicated their willingness to share this 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 OFFERS UNIQUE SPONSORSHIP PACKAGES

LABCON allows you to 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**



2025 Partnership

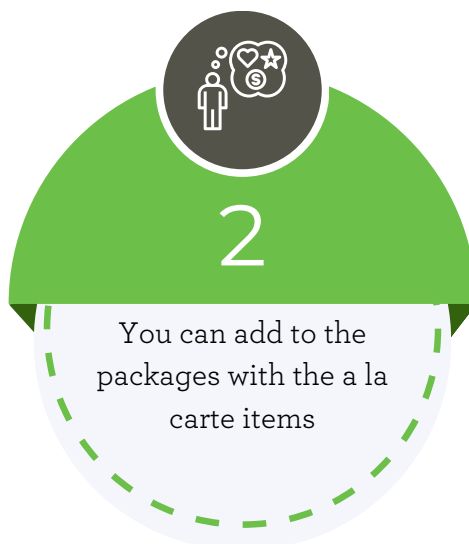
All companies are not uniform so why do most conferences make the sponsorship packages uniform?

LABCON allows companies choose from high impact, pre-determined sponsorship levels as well as exclusive lower-cost à 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 events@csmls.org for more information.

All opportunities are designated as “LABCON” (available during the conference) or “CSMLS” (available throughout the year).

Let's get started!



2025 Partnership

Platinum

- Priority Booth Placement (agreements must be received by January 24, 2025 to qualify)
- 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 other learning events)
- Full page ad in the CJMLS publication
- Full colour ad in final program
- Logo on onsite materials
- Logo & link to company website on LABCON website
- Recognition during opening ceremonies
- 2 inserts into delegate bag
- LabBuzz banner ad (2 issues/month)
- Ad in bi-weekly eNEWS (4 ads)
- Your choice of co-brand material (notebook, water bottle, or participant bag)

LABCON Event App Promotions

- Presence in the event app
- Home screen ad in app
- Alerts to attendees through the app (one per day)
- Banner ad in event app
- Presence in Event app gamification

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

Cost \$25,000



2025 Partnership

Gold

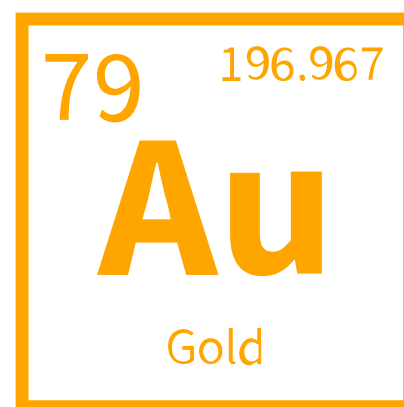
- Booth
- Badge ribbon recognizing your company as a sponsor
- Social media mentions
- Use of LABCON logo for promotional purposes
- A list of participants* provided post-event (depending on the event sponsored, i.e. LABCON, symposia or other learning events)
- 1/2 page ad in the CJMLS publication
- 1/2 colour ad in final program
- Logo on onsite materials
- Logo & link to company website on LABCON website
- Recognition during opening ceremonies
- Insert into delegate bag
- Ad in bi-weekly eNEWS (2 ads)

LABCON Event App Promotions

- Presence in the event app
- Alerts to attendees through the app (one per day)
- Banner ad in event app
- Presence in Event app gamification

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

Cost \$15,000



2025 Partnership

Silver

- Booth
- 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 other learning events)
- Email to CSMLS membership (must be booked and approved by CSMLS in advance, will be sent out via CSMLS email system)
- 1/3 page ad in the CJMLS publication
- 1/4 colour ad in final program
- Logo on onsite materials
- Logo & link to company website on LABCON website
- Recognition during opening ceremonies
- Insert into delegate bag

LABCON Event App Promotions

- Presence in the event app
- Alerts to attendees through the app (one day)
- Banner ad in event app
- Presence in Event app gamification

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

Cost **\$10,000**

SOLD OUT



Sponsor à la carte

\$8000

Gala (LABCON)

The Gala dinner will be on Saturday, April 26, 2025 at the Fairmont QE.

- Opportunity to address all guests at the event and have your logo displayed
- Company name listed on the website and onsite daily schedule as sponsoring the Gala
- Provide branded collateral or promotional items
- Logo included on event tickets and signage (created by CSMLS)

1 opportunity available



Breakfast Host (LABCON)

- 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 promotional items during breakfast (can be placed on tables or distributed by staff)
- Opportunity to address participants during breakfast

Multiple opportunities (Friday, Saturday or Sunday)



Lunch Host (LABCON)

- 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 lunches
- Provide branded collateral or promotional items during lunch (can be placed on tables or distributed by staff)
- Opportunity to address participants during lunch

Multiple opportunities (Friday, Saturday or Sunday)



Welcome Reception (LABCON)

- 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 (created by CSMLS)
- Company name listed on the website and onsite daily schedule as sponsoring the event
- Display self-standing signage
- Provide branded collateral or promotional items
- Recognition throughout registration process (handled by CSMLS)

1 opportunity available



Sponsor à la carte

\$6000

Drink Ticket Sponsor (LABCON)

- Give participants the chance to “wet their whistle” with a beverage at the Exhibitors’ Reception, Welcome Reception, or Gala.
- 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
- Drink tags on glass with your logo on it

3 opportunities available



Sponsor a Speaker Room (LABCON)

- Have your logo displayed outside the room for the full conference.
- Provide branded collateral or promotional item on each table in the room
- Logo displayed on screen before and after speaker
- Recognition throughout the conference in the room by volunteers when introducing speakers.

5 opportunities available



Gala Entertainment (LABCON)

- Acknowledgment at the Gala
- Logo on website and acknowledgment through the app or text
- Two representative tickets to attend the event
- Company name and logo listed with Gala information on both the LABCON website and on the program
- Logo displayed on screen during the Gala

Saturday evening



Sponsor à la carte

\$5000

Water Bottle (CSMLS/LABCON)

- 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 (CSMLS to order and arrange shipping of bottles with sponsor approval)
- Bottles can be used onsite and after for continued exposure

1 opportunity available



Musical Entertainment (LABCON)

Get people up dancing and creating lifelong memories with live entertainment at the Gala on Saturday April 26, 2025

- Acknowledgment at the Gala
- Logo on website and acknowledgment through the app also

1 opportunity available



Keynote Speaker Sponsor (LABCON)

- Share engaging content by selecting one of our keynote speakers
- 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

7 opportunities available



Sponsor à la carte

\$3000

Notebook Sponsor (CSMLS/LABCON)

- Aid delegates in remembering everything they learned at LABCON with a notebook
- Add your company logo and/or message for delegates to see every day (CSMLS to arrange and arrange shipping of notebooks with sponsor approval)
- Notebooks can be used onsite as well as after for continued company exposure

1 opportunity available



Lanyard Sponsor (LABCON)

- 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

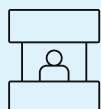
1 opportunity available



8' x 10' Booth (LABCON)

- Space on the tradeshow floor is limited so book early to avoid disappointment
- Each booth space is 8' x 10' with back and side drapes
- Includes one covered skirted table, 2 chairs, electrical plug, and WIFI access
- Registration for two representatives per booth
- Additional details on pages 20 & 21

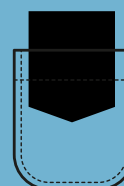
LIMITED SPACES!
Only 0 available



Pocket Protector Sponsor (LABCON)

- Have your company name on the front of the pocket protector
- Company name listed on the website as sponsoring the event
- CSMLS to arrange creation and shipping of Pocket Protectors to venue

1 opportunity available



Sponsor à la carte

\$1 500

LabBuzz Email Sponsor (CSMLS)

- LabBuzz is a bi-weekly email of curated lab news and stories
- Include your banner ad or 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 1300 individuals

Multiple opportunities available



Participant Bag Insert (LABCON)

- Give an item to every single participant as soon as they arrive
- Include a brochure or promotional item in the participant bag handed out to all delegates at registration onsite
- Sponsor to arrange creation/print and shipping to venue

Multiple opportunities available



Plenary Chair Drop (LABCON)

- Highlight your 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

7 opportunities available
(Friday, Saturday, and Sunday)



Sponsor a speaker (LABCON)

- Share engaging content by sponsoring a breakout speaker(s)
- This speaker could be one selected by CSMLS or a speaker selected by the sponsoring company
- 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/ in room
- Sponsor to pay speaker costs and expenses (if any)



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. The conference schedule has been designed to allow multiple opportunities for delegates to visit the exhibits and 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.



Only 47 spaces are available for 2025 so book early to avoid disappointment!

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!

2-DAY TRADESHOW FOR 2025

The tradeshow will be open to attendees from Friday, April 25 - Saturday, April 26, 2025.

Set up: Thursday April 24 from Noon - 8 pm

Exhibit day: Friday, April 25 (Noon - 8 pm) and Saturday, April 26, 2025 (10:00 am - 3:00 pm)

Exhibitors Reception: Friday April 25 from 5:30 pm - 8:30 pm

Tear down: Saturday April 26 from 2 pm - 7 pm

Breakfast will not be included.



Floor Plan

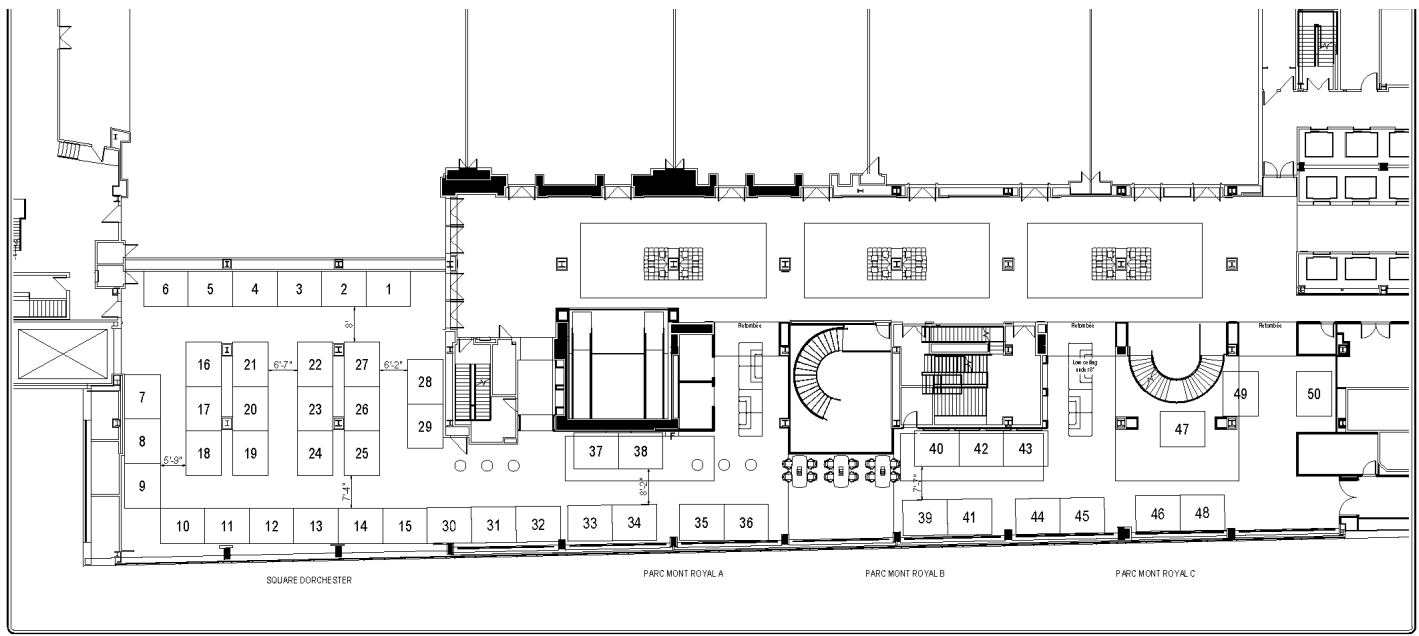
EXHIBIT HALL:

Location:

Square Dorchester – Parc Mont-Royal C

Fairmont The Queen Elizabeth

900 René-Lévesque Blvd W, Montreal, Quebec H3B 4A5



Booth Includes:

- 8' wide × 10' 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/2' x 6' skirted table
- Complimentary Wi-Fi
- 1 electric plug

Booth Allocation

Allocation of specific booth numbers will be done in early 2025 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.

Accommodation and Travel

OVERNIGHT ACCOMMODATIONS

Fairmont The Queen Elizabeth

Ideally located in the heart of downtown Montreal, the luxurious Fairmont The Queen Elizabeth invites you to an unforgettable exploration of this vibrant city.

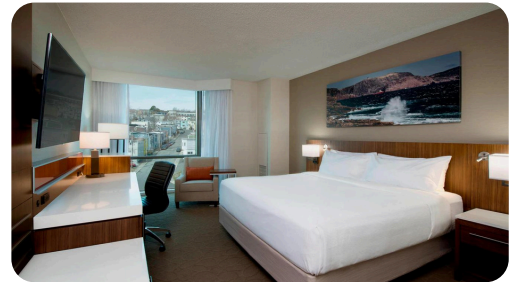
Booking Link



<https://book.passkey.com/go/CSMLS2025>

Guestrooms are available for LABCON2025 at only \$305/night (plus taxes). Complementary high-speed WiFi.

Reservations must be made prior to March 31, 2025, to secure the discount rate.



TRAVEL

Air Canada

Get discounts on travel to and from Montreal and anywhere within Air Canada's extensive North American and International network for LABCON2025.

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

Your promotion code: **RDQNKJ61**

The travel period begins Monday, April 14, 2025 and ends Monday, May 05, 2025. Travel is valid Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday. For North America, 5% applies on standard fares, 10% on flex fares & higher. For International Travel, 10% on standard fares & higher.

WestJet

WestJet is offering the following discounts off domestic travel fares at time of booking:

5% off Econo* and 10% off EconoFlex and Premium fares for travel within Canada and 2% off Econo*, 5% off EconoFlex and 10% off Premium base fares for guests travelling Trans-border.

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

Coupon code : **1J6R1TY**

Promo code : YBN57 (*Travel Agent use only in GDS)

The travel period begins Monday, April 14, 2025 and ends Monday, May 5, 2025.

ViaRail

VALID: April 20 to April 30, 2025

RESTRICTIONS: Fare applies to a maximum of two passengers per booking.

DISCOUNT: 10% off the best available fare

EXCEPTION: Discount does not apply in any Escape fares and Prestige Class.

IDENTIFICATION: Must enter the event's VIA convention discount code 15652 as a Corporate code.



Show Services

GES has been appointed as the official Show Service Company. GES 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 2025 in the Exhibitor Kit.

Shipping & Transportation:

Advanced shipping and material handling arrangements are required for all goods. To make arrangements with GES for these services at Fairmont QE, please contact; Julie Ouellet at jouellet@ges.com.

Delivery:

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

Extra Furnishings:

If you would like to order additional furnishings, tables, chairs or plants for your booth, please contact GES. 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.

Contact: Julie Ouellet at jouellet@ges.com

Customs Clearance:

Goods entering Canada from a foreign country, even for temporary use, require customs clearance. Consult Expo for Customs Brokers is the preferred customs broker.

Contact: Diane Labbé Deegan
Email: dianel@consultexpoinc.com

Audio Visual:

Waiting for information

Catering:

The Fairmont QE 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.

Terms and 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 the start of the 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 a 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.

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.

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.

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.

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.

Liability

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.

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.

Security

The hotel doors will be locked. 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.



2025 Partnership Agreement

COMPANY NAME: _____

COMPANY CONTACT: _____

ADDRESS: _____

CITY: _____ PROV./STATE: _____ POSTAL/ZIP CODE: _____

EMAIL: _____ TELEPHONE: _____

AREA OF FOCUS/DISCIPLINE (I.E. HEMATOLOGY, TRANSFUSION, ETC.):

QTY	LEVEL AND/OR ITEM	PRICE	GST/QST (15.47%)	TOTAL

TOTAL

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: _____

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 LABCON2025 promotional materials.

Send completed Contracts to: Lori Tarbat (events@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

2025 Partnership Agreement



Exhibitor/Sponsor Contact
Lori Tarbat, RT-CRA, CAHP, RRPr, RYT
Member Marketing and Engagement
Manager

Direct: 905-667-8688 ext. 8696
1-800-263-8277 ext. 8696
events@csmls.org