NIAGARA FALLS
2016 CVMA CONVENTION
July 7 to 10, 2016
Scotiabank Convention Centre
NIAGARA FALLS, ON

canadianveterinarians.net

EXHIBITOR PROSPECTUS

Where Canada’s Veterinary Professionals Meet
If you’re looking for the best way to meet Canadian veterinarians, then the 2016 CVMA Convention is just the place! Showcase your new technologies, products, services and successes before the most influential, national, veterinary audience in Canada. With a large population of veterinarians in southwestern Ontario, in 2016, we are looking forward to welcoming over 500 veterinarians and other clinic staff.

The CVMA’s 6000 members are from across Canada, and are educated professionals and affluent consumers. The majority of convention attendees are practice owners with buying power.

The majority of the 2015 CVMA Convention exhibitors said the number of CVMA attendees visiting the Exhibit Hall was BETTER than at other Canadian veterinary conventions.

Exhibitors also reported the mixture of repeat and new attendees was BETTER at the 2015 CVMA Convention than at other Canadian conventions.

**EXHIBIT DATES AND HOURS**
- Friday, July 8 . . . . . 5:30 pm – 7:30 pm (Welcome Reception)
- Saturday, July 9 . . . . 10:00 am – 6:00 pm (Evening Cocktail Hour 5:00 pm – 6:00 pm)
- Sunday, July 10 . . . . 10:00 am – 1:30 pm

Exhibit Hall move-in is on Friday, July 8 from 8:00 am to 4:00 pm. All exhibit booths MUST be set-up by 4:00 pm with no exceptions. The Exhibit Hall opening will be at 5:30 pm on Friday, July 8 followed by the Welcome Reception in the Exhibit Hall.

**CONVENTION CENTRE LOCATION**
Scotiabank Convention Centre
6815 Stanley Avenue
Niagara Falls, Ontario L2G 3Y9
Phone: (905) 357-6222; Fax: (905) 357-6212
Web site: www.fallsconventions.com
**BOOTH PRICES**

Booths are priced as follows:
- 8’ × 10 inline booth $1900
- 8’ × 10’ corner booth $2000
- Non-profit table $475

(+13% HST for Canadian companies)

**Included in the rental of exhibit space**
- Rental of booth space for duration of show
- Four (4) company representative badges per booth space (NO access to scientific sessions)
- One 1500 watt outlet (additional electrical requirements are the responsibility of the Exhibitor)
- Two chairs
- One 6’ skirted table (if needed)
- Lunches and refreshment breaks for four (4) company representatives
- Additional company representative badges may be purchased

The cost of the booth(s) includes four (4) lunches per day (for Saturday and Sunday) per booth. The lunches will be served in the Exhibit Hall from 11:30 am to 1:30 pm on Saturday and Sunday. For additional company representatives there will be a fee of $65.00/day per representative, which will include lunch(es) and refreshment breaks.

**Exhibit fee does not include:**
- Access to CE sessions
- Transportation, set-up, customs brokerage charges, warehousing, handling of merchandise and dismantling costs
- Tables, chairs or furnishing required for display over and above that supplied by the CVMA. These materials will be available through the display company (display company TBA)
- Daily cleaning or special materials

**Set-up and dismantling**

**Set-up:** Friday, July 8 from 8:00 am to 4:00 pm with no exceptions.

**Dismantling:** Sunday, July 10 from 1:30 pm to 8:00pm with no exceptions.

**Please note:** The display company will assemble any exhibit not completely set-up by 4:00 pm on Friday, July 8 at the Exhibitors’ expense.
**ALLOCATION OF BOOTH SPACE**

Application for booth space has been included with this information and should be forwarded to:

Laima J. Laffitte, M.Agr.
Manager, Advertising & Sponsorship
CVMA 2016 Convention
339 Booth Street
Ottawa, ON K1R 7K1
Tel.: (613) 673-2659 / Fax: (613) 673-2462
E-mail: llaffitte@cvma-acmv.org

Booth allocations will be prioritized as follows: CVMA Platinum, Gold and Silver Sponsors first, followed by Convention Level I, Level II, Level III and Level IV Sponsors, in that order. Contracts received from previous year’s exhibitors will be given priority over new exhibitors up until October 30, 2015. After that, all Exhibitor contracts received will be allocated on a first come, first serve basis.

Full payment is due by **January 15, 2016**. Please remember to indicate your three (3) booth space choices on the Application Form. The exhibit floor plan is included in this package. Every effort will be made to accommodate you. Final confirmation of contracted space(s) will be given once full payment has been received by the CVMA, and once sponsors have been allocated their booth space.

**CANCELLATION AND SUBLETTING**

Exhibit space, which has been assigned and confirmed, is non-transferable. Cancellations before **April 1, 2016**, shall be subject to an administration fee of $250.00. No refunds will be made on or after **April 1, 2016**.

Spaces abandoned or not occupied at the time of opening of the Exhibit Hall may be repossessed without indemnity and reassigned by the CVMA Management for exhibits or other uses.

**EXHIBIT FLOOR/BOOTH SPACE**

The Exhibit Area will be located in Hall A of the Scotiabank Convention Centre. All lunches and refreshment breaks for Saturday and Sunday will be held in the Exhibit Hall. Booth spaces will be constructed of tubular aluminum covered with flameproof drapes. The back wall screening will be 8’ high and the sidewalls will be 3’ high. The floor of the convention centre is NOT carpeted, so if carpeting is desired, it will need to be provided by the exhibitor or may be rented from the display company.

**SECURITY**

Security and volunteers will be on stationed Friday through Sunday to monitor badges for entrance to the Exhibit Hall. There will be a security guard on duty during the overnight hours. However, this does not guarantee Exhibitors from loss of any nature. Exhibitors are, therefore, encouraged to insure display materials.
FIRE REGULATIONS
Fire hose cabinets must not be obstructed and must be entirely accessible and in full view at all times. Likewise, no fire exit is to be blocked or obstructed at any time. All display material must be flameproof and is subject to inspection by the Provincial Fire Marshall. No hazardous display of any nature will be permitted in any area. This includes open flames, hot coals, candles, LPG lighters, charcoal grills, flammable liquids, LPG containers, toxic liquid or gases, hazardous chemicals, etc. or any hazardous liquid, solid or gas of a similar nature. No propane is allowed. Local fire and safety regulations and policies must be observed at all times.

LIABILITY
CVMA will not be responsible or liable for injury to the person or property of the Exhibitors, their guests, employees or agents. Furthermore, the Exhibitor agrees to hold harmless and defend the CVMA, its officers, directors, employees and agents from any liability of personal injury and loss or property damage. All property of an Exhibitor is understood to remain in his/her care, custody and control in transit to or from within the confines of the Exhibit Hall. Should the exhibit fail to arrive, the Exhibitor is nevertheless responsible for the booth rental fees.

RESTRICTIONS AND REGULATIONS
The CVMA Show Management reserves the right to restrict exhibits which, because of noise or other reasons, become objectionable, and also to close without indemnity the exhibit of an Exhibitor who shall refuse, after notice, to conform to the regular rules, which apply to all other Exhibitors.

Products to be exhibited must be germane to the practice of veterinary medicine. They may not include live animals, unless authorization has been sought separately from Ruta Klicius, Manager, CVMA Conventions, who can be reached at (613) 236-1162 ext. 126 or e-mail: rklicius@cvma-acmv.org

Advertising and distribution of promotional material must be limited to the confines of the booth(s) of each respective Exhibitor.

Exhibitors will be held responsible for any damage done to the Scotiabank Convention Centre by them or their representatives. No signs shall be fixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples, scotch tape, etc. Only paper signs using masking tape may be fastened to the walls. No nails, tacks, or screws shall be driven into woodwork or flooring of the building.
INCOMING SHIPMENTS AND RECEIPT OF DISPLAY MATERIALS

Should you need to send exhibit material in advance, it should be sent to the attention of the display company, who can receive your shipment(s) in advance, store and then deliver the shipment(s) to the Hall A (Exhibit Hall). The display company information will be available in the Exhibitor Manual in January 2016.

The Scotiabank Convention Centre does not accept advance freight shipments for Exhibitors or Sponsors. The same procedure will be followed for return shipment(s).

Prevailing rates for transport and storage will be charged to the Exhibitor. All labour charges, delivery, loading, unloading, crate storage and dismantling of Exhibitor owned materials are the financial responsibility of the Exhibitor.

Exhibitors not using transport services must plan their shipments to arrive on set-up day, Friday, July 8 and should be prepared to pick up the shipment(s) at the dock area and move it to the exhibit floor. An Exhibitor’s representative must be on-site to sign for the shipment(s); otherwise it will not be accepted. Neither the Scotiabank Convention Centre nor the display company will sign for any shipment(s).

CUSTOMS BROKERS/SHIPMENTS FROM THE USA

Information on customs broker and shipments from the USA will be available in the Exhibitor Manual.

ELECTRICAL SERVICES

All electrical equipment operating at the show must be approved. CSA standard-compliant equipment will be available.

Arrangements for electrical service or electrical lighting equipment, over and above what is included with the rental of your booth (1500 watt outlet) must be made exclusively with the show provider.

Order forms for electrical and lighting will be available in the Exhibitor Manual.

BUSINESS SERVICES

The Scotiabank Convention Centre has a Business Centre located at the Guest Services Counter near the front entrance. The Business Centre will be available during the CVMA Convention.

Information for telephone and high-speed internet services for Exhibitors will be supplied to confirmed Exhibitors in the Exhibitor Manual.

GUIDE TO EXHIBITS

All participants to the CVMA 2016 Convention will receive a company listing in the “Program and Exhibit Guide” and on the Convention Mobile App with your company profile and respective booth number.

The CVMA requests that each Exhibitor submit a description of their company profile by e-mail to Laima Laffitte at llaffitte@cvma-acmv.org. This description should be less than 50 words and should briefly summarize what attendees can expect to find at your booth. Please include any contact information (telephone, fax, email, website) that you would like to have appear in the listing (not part of the word count). Please send this description to the above email address at your earliest convenience. The deadline for receipt of information is April 15, 2016.
**HOTEL ACCOMMODATIONS**
The CVMA has negotiated special hotel rates at the Sheraton on the Falls. Exhibitors are asked to book their own accommodations **EARLY**, as hotel rooms are at a premium and will sell out fast in the summer tourist season.

The Sheraton Hotel Niagara Falls does not allow pets to stay at the hotel.

**PARKING**
Sheraton on the Falls: Valet $35.00 per day
Self-parking for Hotel guests: $25.00 per day
Self-parking for non Hotel guests: $30.00 per day
Scotiabank Convention Centre: $10.00 per entry (no in-out privileges)
*Parking rates subject to change by July 2016*

Note: The Scotiabank Convention Centre is about a 20 minute walk, or 5 minute drive from the Sheraton. Shuttle buses will be available to transport attendees and exhibitors from the hotel to the convention centre.

**SOCIAL EVENTS**
Tickets for the Saturday night social evening will need to be purchased separately. Tickets will be available with the on-line Exhibitor Registration.

**HOTEL INFORMATION**
**Sheraton on the Falls**
5875 Falls Avenue
Niagara Falls, Ontario L2G 3K7
Tel: (905) 374-4445 or 1-888-229-9961
Web site: www.sheratononthefalls.com
CVMA Room Rates (July 5–10): from $159.00
Single/Double (*$239.00 for July 9*)

**Tourism Information**
For tourist information, please visit Tourism Niagara at: www.tourismniagara.com as well as: www.niagarafallstourism.com
APPLICATION & CONTRACT FOR EXHIBIT SPACE
CVMA CONVENTION — NIAGARA FALLS, ONTARIO JULY 7–10, 2016

Please complete this contract to apply for booth space at the 2016 CVMA Convention in Niagara Falls, Ontario and send it back to:
Ms. Laima Laffitte CVMA 2016 Convention, 339 Booth Street, Ottawa, ON K1R 7K1, Fax: (613) 673-2462 or (613) 236-9681, 
E-mail: llaffitte@cvma-acmv.org, Web site: canadianveterinarians.net

Company Name:

Company Mailing Address:

City: Prov/State: Postal/Zip Code:

Telephone (as it should appear in listing): Fax (as it should appear in listing):

E-mail (as it should appear in listing): Website/URL (as it should appear in listing):

Contact Name: Contact Title:

Contact Phone: Contact Email:

Our choices for booth location are as follows (please refer to the floor plan):

<table>
<thead>
<tr>
<th>1st choice</th>
<th>2nd choice</th>
<th>3rd choice</th>
</tr>
</thead>
<tbody>
<tr>
<td>We DO wish to be next to:</td>
<td>We DO NOT wish to be next to:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Item</th>
<th>Cost per Item</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-line Booth(s) — 10’ x 10’</td>
<td>$1900</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corner Booth — 10’ x 10</td>
<td>$2000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-profit tabletop</td>
<td>$475</td>
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SUBTOTAL
GST (Canadian companies only) Add 13%

TOTAL DUE
Payment enclosed
Balance Due

Payment terms: 50% deposit with application. Balance is due by January 15, 2016. No refunds after April 1, 2016.

VISA MasterCard Cheque Invoice
Card Holder Name: Card Number:
Expiry Date: Authorized Signature:

FOR OFFICE USE ONLY
Date Received: Date Invoice Sent:
Booth(s) # Assigned: Confirmation Sent:

The CVMA requests that each Exhibitor submit a description of their display and services by e-mail to Laima Laffitte at llaffitte@cvma-acmv.org no later than April 15, 2016. This description should be less than 50 words in length and should briefly summarize what participants can expect to find on display at your booth. This information will be included in the Program and Exhibit Guide, which is provided to all on-site participants, and on the Convention Mobile App.