

**OAO**  
**INFOMART Trade Show**  
**Delta Meadowvale Resort and Conference Centre**  
**Friday May 7, 2010**



**2010 SYMPOSIUM AND INFOMART**

May 5-8 2010 | Mississauga



Ontario Association of Optometrists

**Exhibitor Prospectus**

## OAO INFOMART Trade Show SHOW DETAILS

Date: Friday May 7, 2010

Where: Delta Meadowvale Resort and Conference Centre  
6750 Mississauga Road, Mississauga, Ontario, L5N 2L3

Set Up: Your specific set up time will be emailed to your company contact.

Trade Show Open: 11:30am – 3:30pm

Tear Down: Show floor closes at 3:30pm  
Items must be removed by 6pm on Friday May 7th

Exhibitor Website: [www.oaosymposium.com](http://www.oaosymposium.com) for forms and more details

Standard Booth Size: 8' x 10'

Price for 1- 3 booths: \$1825 per booth, plus GST

### Special Offer for Multiples Booths:

After the purchase of 3 booths at the regular price, there is a 25% discount on each additional booth thereafter.

### Exhibitor Benefits:

#### Company Recognition

Program listing in the conference program (description must be received by April 5th)

#### Networking Lunch

In order to maximize your opportunity to network with conference delegates, a buffet lunch and refreshments will be served in the exhibit hall. Exhibit staff are entitled access to the food and beverage

### Booth Materials

All exhibitors will be provided with a standard booth as follows:

- Pipe and draping (island booths will not have pipe and drape)
- Carpeted exhibit hall
- 1 electrical outlet – 120 volt, 750 watt
- 4 representatives per booth **maximum** (Note: Name badge deadline April 23)

*\*\*Note: Tables and chairs are NOT included but can be ordered through Stronco show services.*

Booth allocation will not be made until payment is received in full (cheque only- sorry no credit cards accepted). In the event that the space in the INFOMART is sold out, a limited waiting list will be maintained until April 23, 2010. In order to be placed on the waiting list, payment must have already been tendered. No post-dated cheques please.

## Exhibits Contacts and Forms

### OAO

Melissa Secord  
905-826-3522, ext 243  
[msecord@optom.on.ca](mailto:msecord@optom.on.ca)

For information on the overall event, the OAO and sponsorship opportunities.

### HOTEL

Delta Meadowvale Resort and Conference Centre  
Debbie Beck  
905-542-6703

For information on hotel logistics, meeting space, shipping directly to the hotel, loading dock access, directions and things to do.  
For reservations call 905-542-4003 or toll free 800-422-8238

### EXHIBIT SERVICES

Stronco Show Services  
905-270-6767  
Email: [communications@stronco.com](mailto:communications@stronco.com)

For information on booth furnishings, storage on site, advance shipping/warehousing and brokerage.

### ELECTRICAL

Freeman  
905-361-1500  
Contact: Exhibit Services  
[Electrical.toronto@freemanco.com](mailto:Electrical.toronto@freemanco.com)

For information on additional power requirements beyond that is provided can be downloaded from the OAO website.

### CONGRESS CANADA

Sonia Serrambana  
647-260-1724  
[sserrambana@congresscan.com](mailto:sserrambana@congresscan.com)

For information on booth allocations, name badges, insurance forms, move-in times and trade show requirements.

The following forms can be found/ downloaded at [www.oaosymposium.com](http://www.oaosymposium.com):

Form	Deadline
Booth Descriptions for Program	April 5, 2010
Certificate of Insurance	April 23, 2010
Name Badges	April 23, 2010
Booth Furnishings	April 23, 2010
Audio Visual	April 23, 2010
Advanced Shipping and Warehousing	April 26, 2010

## What's on for 2010?

Take a swing at Lionhead Golf Course, one of Canada's premier golf courses at our pre-symposia golf tournament on Wednesday May 5<sup>th</sup>. Have a chance to mingle with optometrists. Watch for details on our website or call Melissa Secord for tournament participation and sponsorship opportunities.

## Mark your calendars for 2011!

The OAO InfoMart is heading to Caesar's Windsor April 26- May 1, 2011.  
An outstanding show space and venue that will attract delegates from both sides of the border!

# EXHIBITORS' PROSPECTUS

*Rules will be strictly enforced by Show Management*

## 1. Booth Assignments:

Booth space will be assigned only upon receipt of a signed Exhibit Contract and payment in full to OAO (by cheque only) for space and services as specified in the Exhibitor's prospectus and contract. Sponsoring companies will be given priority assignment. No post dated cheques, please. OAO reserves the right to withdraw any booth or booths from sale and adjust the floor plan without notice. Every effort will be made to contact vendors should their booth or location be impacted by a change. Your move in times will be assigned to you by email and must be observed.

## 2. Booth Description:

Booths will be nominally 8' x 10', with an approved maximum height of any display space of 12' including signs. Sidewall fixtures and other display materials may be erected to the maximum height of 12' only in that portion of the booth extending not more than 4' from the back wall. Maximum height in the area 4' from the front of the booth will be 42" for all fixtures, tables, display cabinets, counters and other materials. Booth boundaries will be strictly enforced. Absolutely no part of the booth may protrude into the corridor. All visible booth surfaces must be completely finished.

## 3. Standard Booth Equipment and Service:

Each booth will be equipped with fire retardant draped 8' high back wall and side rail dividers 36" high on an interlocking framework (islands excluded). Multiple booth blocks will not include internal side rails unless specifically requested. The show floor is already carpeted. Additional carpeting and padding is available from Stronco at an additional cost.

## 4. Electrical Equipment:

Each booth will be equipped with 1x 750watt, 120-volt as part of the booth rental. 20' x 20' will have 4 provided and 20' x 30' island booths will have 6 provided.

## 5. Additional Equipment / Electrical Requirements:

Electrical equipment requirements beyond that included in the booth contract should be directed to Freeman phone 905-361-1500. Download order forms from [www.oaosymposium.com](http://www.oaosymposium.com).

## 6. Registration for Badges:

Only employees or contracted individuals of exhibiting firms will be permitted to work in the Exhibit Booth. Access to functions of the Annual Symposium is restricted to members of the Association, their staff, or guests of the Association. Names for badges for each Exhibitor are to be supplied to the OAO on the form provided by April 23. No substitutions are permitted after the show has opened. All Exhibit staff must wear their name badge provided by OAO at all times when they are in the exhibit hall. Sharing of badges is not permitted. We request that exhibitors have at least one representative staffing the booth at all times during exhibit hours.

## 7. Receiving, Storing, Handling, and Moving of Display Material and Set Up:

Dock access will be on May 6 and 7 only. Move-in times will be sent to your contact person and will be strictly enforced. Assistance in advanced storage and handling is available from Stronco Show Services at exhibitor cost. Please note that Delta Meadowvale staff will not handle or receive exhibitor materials unless the arrangements have been made with the Delta Meadowvale Hotel and their forms completed. Download information on Stronco services and the Delta Meadowvale Hotel at [www.oaosymposium.com](http://www.oaosymposium.com). Goods arriving at the Delta Meadowvale without prior notice to the hotel may be refused and returned at your cost. Boxes may arrive 1-2 days prior to the event and may be subject to handling fees. Please contact the hotel for arrangements.

To facilitate access to the loading dock and show floor, exhibitors will receive a move-in schedule showing their scheduled move-in times. An exhibitor representative must be present for set-up. All booths must be completely installed by 11:15am.

## 8. On Site Storage of Materials:

The OAO has arranged complimentary temporary storage for vendors with large boxes, crates and skids during the show hours. There will be minimal space provided on the trade show floor for storage. If your materials cannot be stored within your assigned booth space, your materials must be stored with Stronco Show Services on the trailer provided. Your crates/boxes/skids will be made available directly after the show closes. Please indicate the number of crates/boxes on the exhibitor contract so needs can be assessed in advance.

## 9. Signs:

No signs or other articles are to be fastened to wall brackets, or other electrical fixtures. The use of thumbtacks, adhesive tape, nails, screws, bolts or any other item or tools which could damage walls, floors, carpeting, or centre fixtures is prohibited. Sign production services are available from Stronco Show Services and can be ordered up to 10 days prior to show day.

## 10. Water:

The use of any display or equipment using water or not wholly contained liquids is prohibited; subject to permission being granted by the Delta Meadowvale Hotel.

## 11. Fire Regulations

All materials, especially cellulose and cardboard display materials are subject to inspection and approval by the Mississauga Region Fire Department. Fire exits and routes must not be obstructed.

## 12. Electrical Equipment:

Ontario Hydro Services Company (Ontario Hydro-Electric Power Commission) requires that all operating electrical equipment be approved. CSA approval as indicated by that association's mark of approval is acceptable. Ontario Hydro must individually approve all operating electrical equipment, not bearing CSA approval, before use.

**13. Security:**

Security will be on hand before and during trade show hours to control access to the Exhibit area. All loss or damage should be reported to show management immediately. While reasonable precautions will be taken, show management is not responsible for loss or theft.

**14. Advertising and Promotions:**

Information and solicitation in the exhibit area must be confined to the boundaries of the exhibit area contracted for by each exhibitor or the corridor immediately in front of the exhibitors' booth(s). Solicitation must not impede the free movement of attendees, hotel staff and others through the exhibition hall. Any form of literature relating to products or services of the exhibitor or promotional items must be freely offered to all attending optometrists and their staff. Other literature or material, which is restricted in distribution, is subject to prior approval by show management.

**15. Tear Down:**

All exhibit materials and associated goods must be removed from the exhibit area not later than 6:00pm. All materials or goods remaining after that time are subject to removal by whatever means required, at exhibitor's cost, or may be considered abandoned and subject to disposal. Break down may not commence prior to 3:30pm. Exhibitors who dismantle early will face a surcharge of \$ 100 and jeopardize their participation in next year's show.

**16. Nuisance:**

Show management of OAO reserves the general right to restrict exhibits which, because of noise or other reason become, in show management's opinion, objectionable, and to close without indemnity, any exhibit of any exhibitor or his employee or agent who shall refuse after notice, to conform to the regular rules which apply to all exhibitors. Specifically no amplified sound, except when directly related to product demonstration, is permitted and then only at levels that do not exceed normal conversation levels as adjudged by show management.

**17. Booth Maintenance:**

Exhibit booths must be maintained in a neat and tidy condition at all times. Empty coffee cups, dirty plates, and other unsightly garbage detracts from the exhibit area in general, and individual booths in particular.

**18. Security**

General security will be retained for the duration of the exhibition. Security's primary function is to ensure that only authorized people have access to the official exhibition area. The ultimate protection of the exhibitor's property rests with the exhibitor. Therefore, admission by badge only is strictly enforced. Although reasonable means will be taken to safeguard property OAO, Congress Canada, and The Meadowvale Resort and Conference Centre cannot assume responsibility for any exhibitor property that is lost or stolen.

**19. Indemnity Clause and Certificate of Insurance:**

The exhibitor agrees to maintain in force for the period of the exhibition and during the two days preceding and succeeding those days liability insurance coverage in an amount not less than \$2,000,000 of liability for injury to persons and loss of or damage to property. This insurance must include coverage for product's liability, and all operations connected with the exhibition, and shall include OAO, together with Graham Convention Management Inc., and/or Congress Canada and The Delta Meadowvale Resort and Conference Centre as additional insureds. Such policy must be written by an insurer acceptable to the OAO. The exhibitor must deliver a certified copy of an insurance policy providing such coverage to OAO by April 23, 2010. Failure to do so will result in cancellation of the exhibitor's contract and booth fees will not be refunded. Event insurance can be obtained by contacting Jeff Aube at Pottruff and Smith Insurance Brokers at 1-800-263-2369 or by email [jaube@pottruffsmith.com](mailto:jaube@pottruffsmith.com) or downloading a request for a quote at [www.oaosymposium.com](http://www.oaosymposium.com).

It is agreed that any exhibitor making application for exhibit space, has read and agreed to all rules, provisions and stipulations set out in this prospectus and further, that each exhibitor shall assume all responsibility for all damage to the exhibit material and exhibit area and that they shall indemnify and hold harmless, the Delta Meadowvale Resort and Conference Centre, the Ontario Association of Optometrists, their employees, officers and agents; and any service contractors acting as agents for said companies, from all liability which may ensue from any cause whatsoever.

If you are unsure of what to provide, contact your finance department or your company's insurance broker.

**20. Acceptance:**

OAO reserves the right to accept or reject any application for exhibit space or workshop without stating cause. Exhibitors may not sublet or share exhibit space. Exhibit space cannot be used to display any items for which the exhibitor is not a representative. Management reserves the final decision on acceptability of display materials and exhibit content.

**21. Cancellation:**

Notice of cancellation must be received in writing up to and including April 23, 2010. Any cancellation received after April 23, 2010 is not eligible for a refund.

## 2010 OAO INFOMART EXHIBITOR APPLICATION

Deadline for application: April 23, 2010

Organization: \_\_\_\_\_

Contact name: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Prov/State: \_\_\_\_\_ PC/Zip: \_\_\_\_\_ Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Product Category: \_\_\_\_\_ (lens, frames, equipment, etc.)

If possible, please do not place us next to: \_\_\_\_\_

Anticipated amount of set up time required (Check one):    1 - 3 hours            4 - 6 hours

Does your company require additional on-site storage (beyond booth space) during the trade show:    Yes     No

If yes, what is the estimated number of crates/boxes over 2' x 2' x 2': \_\_\_\_\_

Loading Dock Access:     Yes, we require loading dock access     No, we can use regular hotel entrances (hand carry packages only).

Company/Product Description Form: Must be received by email to [oaosymposium@optom.on.ca](mailto:oaosymposium@optom.on.ca) by April 5<sup>th</sup>, 2010.

Name Badge Order Form: Must be received by email to [sserrambana@congresscan.com](mailto:sserrambana@congresscan.com) by April 23<sup>rd</sup>, 2010.

Booth Preference: Please indicate below your first 3 picks for a booth location. Booth locations are not guaranteed. Shaded booths on floor plan are pre-reserved for sponsor selections.

1<sup>st</sup> \_\_\_\_\_                      2<sup>nd</sup> \_\_\_\_\_                      3<sup>rd</sup> \_\_\_\_\_

Payment: We enclose full payment payable to OAO, and understand that cancellations must be submitted in writing by the party who authorized the contract (no telephone cancellations), and that no refunds will be made for cancellation notice received after April 23, 2010. Payments made out improperly will be returned.

For 1-3 booths @ \$1825 x \_\_\_\_\_ =    \$ \_\_\_\_\_

Additional booths over 4 @ \$1369 x \_\_\_\_\_ =    \$ \_\_\_\_\_

Sub Total =    \$ \_\_\_\_\_

GST #107796773 (5%) =    \$ \_\_\_\_\_

Total =    \$ \_\_\_\_\_

*We have read and agree to abide by all Regulations governing the Conference and the Exhibit Program which becomes part of the accepted contract and to all conditions under which the Delta Meadowvale Hotel leased to OAO, and agree to ensure that all representatives and agents participating on our behalf are aware of the contract conditions*

I agree to provide proof of insurance (or certificate of insurance) to the OAO by April 23, 2010. All exhibitors are required to provide before exhibiting.

Authorized Signature/Position: \_\_\_\_\_

Please send signed contract and payment to: OAO, 300-2000 Argentia Rd, Plaza 3, Mississauga, Ontario L5N 1V9  
Fax: 905-826-0625

*Acknowledgement will follow upon receipt of your application and full payment. Participation is only confirmed upon receipt of payment.*