



EXPLORE

CDHA National Conference 2015

October 29–31

Victoria Conference Centre

720 Douglas Street, Victoria, BC



EXHIBIT AND SPONSORSHIP PROSPECTUS



THE CANADIAN DENTAL
HYGIENISTS ASSOCIATION
L'ASSOCIATION CANADIENNE
DES HYGIÉNISTES DENTAIRE



Serving the profession since 1963, CDHA is the collective national voice of more than 26,850 registered dental hygienists working in Canada, directly representing 17,000 individual members including dental hygienists and students. Dental hygiene is the sixth largest registered health profession in Canada with professionals working in a variety of settings, with people of all ages, addressing issues related to oral health. CDHA's national conference is a great opportunity to reach dental hygiene professionals with your message and to establish relationships.

www.cdha.ca/2015conference

EXHIBITS

40 BOOTHS AVAILABLE

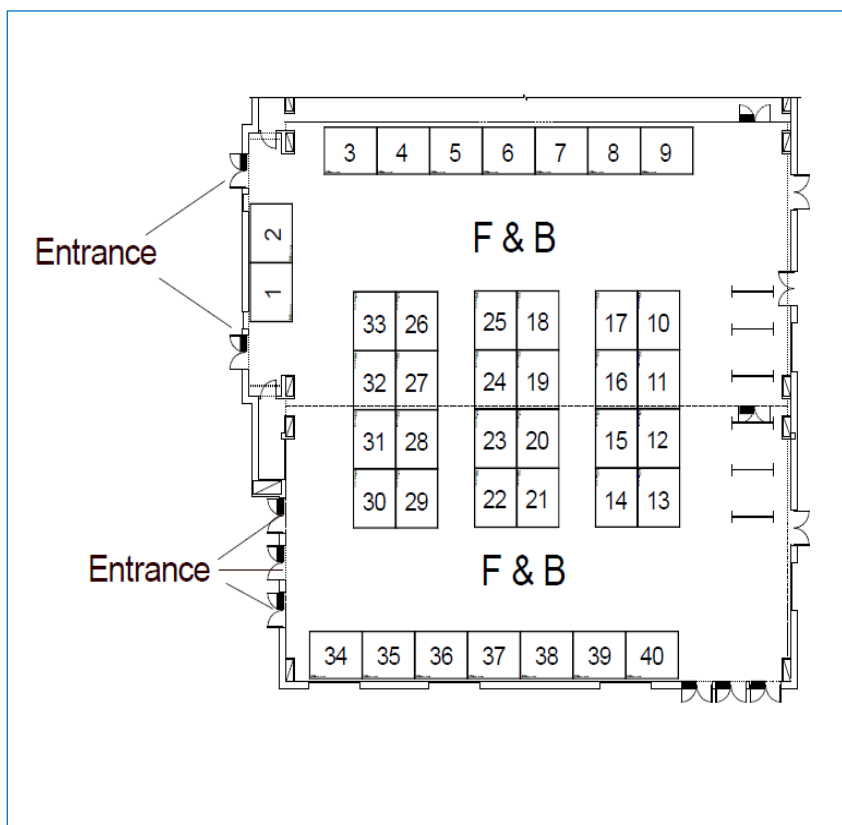


EXHIBIT RATE: \$1,600

- 8'x10' booth space includes an 8' high background drape, 3' side drape, one 6' draped table, one wastebasket, and two chairs.
- Each booth has one 750 watt, 120 volt circuit.
- Two complimentary exhibit hall passes are provided for each booth.

CONTACT

Peter Greenhough, Vice President
Keith Communications Inc.

Phone: 905-849-7777 x18
pgreenhough@keithhealthcare.com

EXHIBIT SCHEDULE

Thursday, October 29

Exhibitor set-up: Noon – 4:00 pm

Exhibit Hall welcome reception: 5:00 pm – 7:30 pm

Friday, October 30

Exhibit Hall open: 9:00 am – 4:00 pm

All breaks and lunch will occur in the Exhibit Hall.

SPONSORSHIP OPPORTUNITIES

Pre-Conference “Acquiring Tools” Workshops — \$5,000 each

Choose from our Educators’ Workshop, IST Workshop or Hands-On Clinical Skills Enhancement Workshop. Includes a complimentary exhibit booth.

Meet the Exhibitors Welcome Reception — \$5,000*

An informal gathering of delegates with refreshments, networking opportunities and exhibits on Thursday evening, October 29. Includes a complimentary exhibit booth.

Ghostly Walk — \$3,000

Delegates will explore the haunted alleys and courtyards of downtown Victoria on the evening of October 30, accompanied by an expert guide, historian and storyteller. This event is part of the Ghosts of Victoria Festival.

Opening Ceremonies “Preparing for the Journey” — \$5,000

Title sponsor of the opening ceremonies of the conference, including keynote speaker. Includes a complimentary exhibit booth.

Celebrating Trailblazers Awards Luncheon — \$5,000*

Sponsor the awards luncheon where excellence in the profession is recognized. This session includes a keynote address. Sponsor will receive a complimentary exhibit booth.

Pioneer Speaker Sponsorship

\$3,000 Two-hour topical sessions with CDHA-invited guest speakers (contact CDHA for confirmed list).

\$5,000 Two-hour industry-sponsored education presentations (limit of four sessions with industry-recommended and CDHA-approved speakers and content).

Explorer Pack Delegate Bag — \$5,000

Delegate exhibit bag sponsor receives branded recognition on bags and complimentary exhibit booth.

Refreshment Breaks — \$2,000 each

Choose from Friday morning kickstart or mid-morning break.

*These sponsorship opportunities are reserved for our financial and insurance providers.

BENEFITS

At a minimum, all conference sponsors receive:

- Recognition in all onsite marketing materials including signage, printed program, website and social media feed promotions.
- Verbal recognition at sponsored event.

Additional benefits (complimentary *Oh Canada!* magazine advertising, e-news or web banners, media recognition, etc.) may be negotiated/allocated based on level of funding provided.



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EXHIBIT & SPONSORSHIP APPLICATION FORM

I/we hereby make application to lease from the Canadian Dental Hygienists Association (CDHA) commercial exhibit space at CDHA's national conference, to be allotted by CDHA, and to reserve the sponsorship opportunities that I/we have specified herein. I/we agree to abide by all rules and regulations governing commercial exhibit space rental and sponsorship as printed in the Terms and Conditions contained within this document which form part of this contract. I/we hereby acknowledge that I/we have read and understood the said document.

Contact Name _____

Company Name _____

Address _____

City _____ Province/State _____ Postal/Zip Code _____

Telephone (_____) _____ Extension _____

E-mail Address _____

From the selections provided, please check the appropriate exhibitor and/or sponsorship package(s) you wish to reserve.

Note that 5% GST* will be added to all exhibitor and sponsorship fees.

*Canadian Dental Hygienists Association GST/HST number: 10684 5233

EXHIBITOR PACKAGE — 40 Exhibit Booths Available

- 8' x 10' draped Explorer Exhibit Booth (includes two complimentary exhibit hall passes for each booth).
 - \$1,450 (before December 31, 2014)
 - \$1,600 (after December 31, 2014)

SPONSORSHIP PACKAGES

- Pre-conference "Acquiring Tools" Workshops \$5,000
Choose from:
 - Educators' Workshop
 - IST Workshop
 - Hands-On Clinical Skills Enhancement Workshop

- Meet the Exhibitors Welcome Reception \$5,000*

- Ghostly Walk \$3,000

- "Preparing for the Journey" Opening Ceremonies \$5,000

- Celebrating Trailblazers Awards Luncheon \$5,000*

- Pioneer Speaker Sponsorship
 - Two-hour topical sessions with CDHA-invited guest speakers \$3,000
(contact CDHA for list of confirmed speakers)
 - Two-hour industry-sponsored educational presentations \$5,000
(limit of four sessions with industry-recommended and CDHA-approved, speakers and content)

- Explorer Pack Delegate Bag \$5,000

- Refreshment Breaks \$2,000 each
 - Friday am Caffeine Kickstart
 - Friday mid-morning break

*These sponsorship opportunities are reserved for our financial and insurance providers.

PAYMENT OPTIONS

Cheque Money Order Visa MasterCard Please invoice

Send completed application form with credit card information using any one of the methods below:

E-MAIL: info@cdha.ca
FAX: 613-224-7283
MAIL: CDHA National Conference 2015
Canadian Dental Hygienists Association
1122 Wellington St W, Ottawa, ON K1Y 2Y7

Credit Card Number _____ Expiry _____

Cardholder Name _____

Signature _____

Total Amount (including GST): \$ _____

Authorization

I am an authorized representative of the above-named company with the full power and authority to sign and deliver this application. The company agrees to comply with all of the policies contained in the Exhibit and Sponsorship Prospectus and the Terms and Conditions set out herein.

Name of authorized officer _____

Title _____

Signature _____ Date _____

CONTACT

CDHA Exhibit and Sponsorship Opportunities

Peter Greenhough, Vice President
Keith Communications Inc.
905-849-7777 x18
pgreenhough@keithhealthcare.com

TERMS & CONDITIONS

The Exhibitor/Sponsor agrees:

1. To abide by the terms and conditions set forth in this contract;
2. That each and all of the provisions of the governing law shall be deemed an integral part of this contract with the same force and effect as if set forth in said contract. The law governing the interpretation and implementation of this contract is the law prevailing in the province of Ontario, Canada;
3. That CDHA reserves the right to cancel this contract at any time during the conference should Exhibitors or Sponsors fail to comply with the terms set out herein;
4. That in the event it becomes impossible for CDHA to permit occupation of exhibit space due to any force majeure, CDHA is released from any kind and all claims for damage which might arise in consequence thereof. If, for any reason, the exhibition is not held as proposed, CDHA, shall be in no way whatsoever liable to the Exhibitor or Sponsor other than to return to the Exhibitor or Sponsor, without interest, all monies received from said Exhibitor or Sponsor less any legitimate expenses on a pro rata basis of costs associated with the preparation of facilities, services, promotion and publicity directly related to the Exhibitor/Sponsor. Further, the Exhibitor or Sponsor shall release CDHA from all claims for said damages;
5. That provision of exhibit space by CDHA does not constitute endorsement of goods and/or services, nor shall an Exhibitor or Sponsor imply, in any way, to a third party, that acceptance as an Exhibitor or Sponsor constitutes endorsement of products or services by CDHA;
6. That allocation of space and reservation of sponsorship opportunities will commence at once and be at the sole discretion of CDHA. There shall be no sharing of exhibit space, unless otherwise expressly approved by CDHA in writing. The Exhibitor or Sponsor further agrees that space may not be sublet or assigned and that cancellation of this agreement must be received in writing as set out herein;
7. That exhibit/sponsorship fees are refundable, less a 50% administration fee, providing cancellation notice is received, in writing by August 31, 2015. No refunds after August 31, 2015, and notwithstanding the cancellation provisions contained herein, no refund will be made once the order for a sponsored item has been placed by CDHA;
8. That except as specifically provided herein, the Exhibit and Sponsor Agreement does not include such items or services as additional furnishings; carpets; telephone services; internet services and connections; lighting; transportation; customs brokerage; special materials; conference shipping or drayage and on-site transfer; set up and dismantling of equipment or booths; lift services; security services; or additional staff badges. These items are at the sole cost of the Exhibitor or Sponsor;
9. That CDHA reserves the right to prohibit the installation or enforce the removal of any exhibit or display which, in the opinion of CDHA, may be detrimental to the Conference or the interests of the Association and/or the profession of dental hygiene;
10. To arrange for the insurance covering the exhibit and staff, if so desired, at own expense. CDHA shall not be liable for any loss or damage to the property of the Exhibitor or Sponsor in any manner whatsoever or howsoever caused. The Exhibitor or Sponsor agrees to indemnify and hold CDHA harmless against any and all claims of any person whomsoever, arising out of the acts of omission of the Exhibitor or Sponsor and their employees or representatives. Further, CDHA assumes no liability for damages or losses resulting from, or related to, the failure of the Exhibitor or Sponsor to comply with the terms of this Agreement;
11. That agents, solicitors and representatives of firms selling commercial products in connection with the Conference will not be permitted to solicit or distribute pamphlets or samples outside the confines of the booth/table space rented unless otherwise expressly approved by CDHA;
12. That advertising, solicitation and distribution of literature, and samples for commercial purposes are only permitted in the exhibited space, unless otherwise expressly approved by CDHA;
13. That there shall be no direct sale of goods or services during the event—orders for goods/services must be fulfilled after the Conference;
14. That all installation and set-up must be completed within the date and time allotted: Thursday, October 29, 2015, between noon and 4:00 pm. No display material may be moved into the Exhibit Hall once the show has opened. In the event an exhibitor fails to set up within the time specified, the Exhibitor's property may be removed and stored at the Exhibitor's expense;
15. That all exhibits must be packed and removed between 4:00 pm and 7:00 pm on Friday, October 30, 2015. Any material left on the floor after that time will be removed and disposed. All costs will be charged back to the Exhibitor;
16. That exhibitor logistics will be emailed to all confirmed exhibitors providing them with booth allocation; exhibit space floor plan; booth set up and dismantling details; delivery contacts, etc.;
17. That all matters not covered in these regulations are subject to the decision and control of CDHA notwithstanding anything in the application for space contained in these regulations. CDHA expressly reserves the right to change the dates but not to reduce the aggregate time of the Conference; to transfer the Conference to another building, if for any reason the Victoria Conference Centre should not be available. CDHA expressly reserves the right to change the floor plan, or alter the location, or reduce the size of the exhibitor's space, and alter sponsorship opportunities and packages, if in the opinion of CDHA, it is necessary to do so;
18. That no verbal arrangements or any variation of this agreement or its conditions are binding on the CDHA unless confirmed in writing by CDHA;
19. That all display spaces will include electrical.



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