



**CANADIAN ASSOCIATION OF GENETIC COUNSELLORS (CAGC)  
31<sup>ST</sup> ANNUAL EDUCATION CONFERENCE**

**SPONSORSHIP  
INFORMATION**

**Exhibit Dates: October 10-13, 2018**

**Location: Sheraton Hotel Newfoundland**

**Anticipated Attendance: 125-150 Genetic Counsellors from across Canada**

**[www.cagcconference.ca](http://www.cagcconference.ca)**

## SPONSORSHIP OPPORTUNITIES

### Platinum \$10,000

- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink
- Corporate logo on onsite sponsor recognition signage
- 1 Complimentary Premium Exhibit Space<sup>1</sup> with the option of purchasing an additional space at a lower cost (\$1,000), space permitting (Includes 1 Complimentary Booth Staff)
- 3 Complimentary Full Registrations
- 3 Complimentary Banquet Tickets
- Full (1) page ad in conference program (full colour)
- Insert in the conference package<sup>2</sup>
- Banner ad on the conference website<sup>3</sup>
- 2 e-blasts to pre-conference attendance list<sup>4</sup>

### Gold \$7,500

- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink
- Corporate logo on onsite sponsor recognition signage
- 1 Complimentary Premium Exhibit Space<sup>1</sup> (Includes 1 Complimentary Booth Staff)
- 2 Complimentary Full Registrations
- 2 Complimentary Banquet Tickets
- Half (1/2) page ad in conference program (full colour)
- Insert in the conference package<sup>2</sup>
- 1 e-blast to pre-conference attendance list<sup>4</sup>

### Silver \$5,000

- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink
- Corporate logo on onsite sponsor recognition signage
- 1 Complimentary Exhibit Space + 1 Complimentary Booth Staff
- 1 Complimentary Full Registration
- 1 Complimentary Banquet Ticket
- Quarter (1/4) page ad in conference program (full colour)

### Bronze \$2,500

- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink
- Corporate logo on onsite sponsor recognition signage
- 1 Complimentary Exhibit Space + 1 Complimentary Booth Staff
- 1 Complimentary Full Registration

### Not-for-Profit

Are you from a Not-for-Profit group interested in having a display? Please [contact us](#) for more details.

<sup>1</sup> Premium Exhibit Space (A larger booth at prime location)

<sup>2</sup> Insert must not exceed 8 1/2" x 11" and must be collated, folded or stapled as required for insertion

<sup>3</sup> Sponsor to provide banner ad in high res jpg file, 700 px wide, and up to 100 px high

<sup>4</sup> e-blast will be sent to attendees via conference office.

## SPONSORSHIP OPPORTUNITIES

### Supplemental Opportunities

The following promotional opportunities are available only to sponsors at an additional cost. Priority will be given based on sponsorship level.

#### Breakfast Seminar<sup>1</sup> (6 available)

- Signage during the breakfast seminar
- Audio Visual to be provided by CAGC
- Catering cost to be paid for by sponsor
- Available to Platinum, Gold or Silver Sponsors

#### Welcome Reception Sponsorship \$5,000 (1 available)

- Signage during reception
- Recognition in final program

#### Banquet Sponsorship \$5,000 (1 available)

- Signage during banquet
- Recognition in final program

#### Keynote Speaker Sponsorship \$2,500 (1 available)

- Signage at the Registration Desk
- Recognition in final program
- Opportunity to introduce the speaker

#### Lunch Sponsorship \$2,500 (2 available)

- Signage during lunch
- Opportunity to provide handout during lunch (will be placed on food and beverage tables)
- Recognition in final program

#### Nutrition Break Sponsorship \$1,250 (5 available)

- Signage during break
- Opportunity to provide handout during break (will be placed on food and beverage tables)
- Recognition in final program

#### Nametag Lanyard Sponsor \$750 (1 available)

- Branded nametag lanyards for the attendees (Lanyards to be provided by sponsor)

#### Conference Wifi Sponsorship \$2,000 (1 available)

- Signage at the registration desk
- Recognition in final program

#### Delegate Bag \$1,500 (1 available)

- Delegate bag for the attendees (Bags to be provided by sponsor)

#### Delegate Gift \$1,000 (1 available)

- Delegate gift for the attendees (Gifts to be provided by sponsor)

#### Delegate Bag Insert \$500

- Provide an insert to be included in each delegate bag (must not exceed 8 1/2" x 11" and must be collated, folded or stapled as required for insertion)

#### Delegate Pens \$500 (1 available)

- Provide pens or notepads to be included in each delegate bag

#### Delegate Notepads \$500 (1 available)

- Provide pens or notepads to be included in each delegate bag

#### Hotel Key Card Sponsor \$1,000 (1 available)

- Logo on all hotel key cards used during the conference

#### Hotel Room Drop Sponsor \$500 (1 available)

- Promotional materials in the delegates' rooms at the conference hotel

#### Sponsor a Genetic Counsellor (\$1,500)

##### Contact us for more details

- \$1,000 Bursary for a Genetic Counsellor
- Recognition at the AEC

<sup>1</sup> Breakfast Seminar – 7:00-8:00 a.m. time slot on Thursday, Friday or Saturday morning. Room and audio-visual provided. CAGC Conference Office to facilitate advertising and catering (sponsor to cover catering costs)

Other sponsorship opportunities may be possible. Please [contact the CAGC Conference Office](#) for more information.

## GENERAL INFORMATION FOR EXHIBITORS

**Booth Specifications:** Standard booths are **8 ft. wide by 8 ft. deep**.  
Please note the maximum height for your display in the exhibit hall is 8 ft.  
Premium booths are **10 ft. wide by 8 ft. deep**.

**Standard Booth Includes:**

- 8 ft. high background drape and 3 ft. high sidewall drape
- One 6 ft. draped table
- Two chairs
- One electrical outlet
- One complimentary booth staff pass
  - Additional booth staff passes at \$150 per person

**Display Restrictions:** All displays must stay within the boundaries of the booth. Back wall height restrictions are eight (8) feet. Sidewalls and display fixtures occupying the front one-half of exhibit space (five (5) feet in from the aisle) cannot exceed a height of four (4) feet within ten (10) feet of a neighbouring exhibit. Further details will be contained in the Exhibitor Services Manual which will be sent later by the CAGC Conference Office once the signed contract is received

**Other Services:** Display services, Drayage, Shipping, Customs Broker, Audio-Visual, Telephone, Electrical/Mechanical services and other items you require may be ordered from the official suppliers. Order forms will be included in the Exhibitor Services Manual which will be sent later by the CAGC Conference Office. Note that the exhibit hall at the hotel is carpeted. Exhibitors will have the opportunity to book accommodations at the special conference rate.

**Floor Plan:** Booth locations will be allocated by sponsorship level together with a first-come, first-served basis, based on the date the signed contract is received by the CAGC Conference Office. A Floor Plan will be provided to exhibitors prior to the show.



## TERMS & CONDITIONS FOR EXHIBITORS

1. The Exhibitor agrees to abide by all regulations and rules adopted by the Organizing Committee, and agrees that the Organizing Committee shall have the right to amend and add to or delete from any and all rules and regulations at any time, in the sole discretion of the Organizing Committee.
2. All electrical wiring and outlets used by the Exhibitor in excess of those provided by the show, shall be at the Exhibitor's sole risk and expense. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent power authority approval.
3. Space contracted by the Exhibitor may not be sublet or assigned to any third party without the prior written permission of the Organizing Committee or its appointed agents, which permission may be withheld for any reason whatsoever in the sole discretion of the Organizing Committee.
4. **THE EXHIBITOR WILL BE SOLELY LIABLE FOR AND WILL INDEMNIFY AND HOLD HARMLESS THE ORGANIZING COMMITTEE FOR CAGC 2018 ANNUAL EDUCATION CONFERENCE, EVENTS & MANAGEMENT PLUS INC., THE SHERATON HOTEL NEWFOUNDLAND AND THE SHOW SERVICES COMPANY FROM ANY INDIRECT, DIRECT, SPECIAL OR CONSEQUENTIAL LOSSES OR DAMAGES WHATSOEVER OCCURRING TO OR SUFFERED BY ANY PERSON OR COMPANY, INCLUDING, WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, EXHIBITOR, OTHER EXHIBITORS, THE ORGANIZING COMMITTEE, OFFICIAL SHOW CONTRACTORS, THE OWNER OF THE BUILDING AND THEIR RESPECTIVE AGENTS, SERVANTS AND EMPLOYEES AND MEMBERS OF THE PUBLIC ATTENDING THE SHOW, EITHER ON THE SAID SPACE OR ELSEWHERE IF SAID LOSS OR DAMAGES AROSE FROM OR WERE IN ANY WAY CONNECTED WITH EXHIBITOR'S OCCUPANCY OF SAID SPACE OR EXHIBITOR'S PARTICIPATION IN THE SHOW.**
5. The Exhibitor is solely responsible for the placement and cost of insurance related to its participation in the Show.
6. It is understood that the Organizing Committee or its appointed agents has sole discretion in the assignment of display spaces. The Organizing Committee reserves the right to alter or change the Exhibitor's assigned location at any time if deemed by the Organizing Committee in its sole discretion to be in the best interests of the Show.
7. The Organizing Committee or its appointed agents reserves the right at any time to reject, prohibit, alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and to expel exhibitors or their personnel if, in the Organizing Committee's sole opinion, their conduct or presentation is objectionable to other show participants.
8. The Exhibitor agrees to confine its presentation within the contracted space only, and within the maximum height set by the Show rules and regulations and to maintain staff in the assigned display space during show hours.
9. All goods shipped to the Show must be clearly marked with the name of the Exhibitor and the number of its allocated space. Goods must not be shipped to the Show with shipping charges to be paid on arrival as these will not be accepted by the Organizing Committee. The Organizing Committee assumes no responsibility for loss or damage to goods belonging to the Exhibitor before, during the period of the Show, or after its closing.
10. The Exhibitor agrees that no display may be dismantled nor may any goods be removed during the entire duration of the Show. The Exhibitor also agrees to remove its exhibit, equipment and appurtenances from the Show premises by the final move-out time limit, or in the event of failure to do so, the Exhibitor agrees to pay such additional costs as are incurred by the Organizing Committee as a result of the Exhibitor's failure to move out prior to the time limit.
11. The Exhibitor agrees to abide by the instructions given by the Dock Supervisor pertaining to the move-in and move-out scheduling.
12. The Exhibitor agrees to comply with all union contracts and labour relations agreements in force, agreements between the Organizing Committee, official contractors serving companies and the building in which the Show will take place in accordance with the labour laws of the jurisdiction in which the building is located. The Exhibitor will not do anything directly or indirectly connected with his display which may be a violation of any law, bylaw, ordinance or regulation of any governmental body, or which may be in violation of the regulations of the Canadian Fire Underwriters Association or any other similar body.
13. The Organizing Committee reserves the right, in its sole discretion, to change the date or dates upon which the Show is to be held and shall not be liable to any party in damages or otherwise by reason of any such change. In addition, the Organizing Committee shall not be liable to any party in damages or otherwise for failure to carry out the terms of this Agreement in whole or in part where such failure is caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike, or by any cause whatsoever beyond the reasonable control of the Organizing Committee whether similar to or dissimilar from the causes enumerated herein.
14. The Organizing Committee reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the Show rules and regulations, in which case the Exhibitor shall forfeit as damages any amount already paid for the right to participate in the Show, as well as the right to any further occupancy of such space.
15. Full payment must accompany the signed contract.
16. This contract may be cancelled by either party provided written notice is received by the other by July 30, 2018. In case of Exhibitor cancellation, an administrative fee of \$250.00 will be withheld. If the Exhibitor cancels after this date, it will be liable for 100% of the total contracted space costs. By cancelling this contract the Exhibitor forfeits all rights or claims to the allocated space and the Organizing Committee is free to rent it to others and collect the cancellation charge as damage.

## SPONSORSHIP REGISTRATION FORM

Complete this form and return by email to the [CAGC Conference Office](#).  
Remit payment by cheque with a copy of this form to the address provided below.

Company Name: \_\_\_\_\_

(As you would like it to appear in the Final Program)

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

City/Province/Postal Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_

*\*A Registration Form will be provided in July 2018 to register your booth staff and complimentary attendees\**

### SPONSORSHIP

Sponsorship Level  Platinum  Gold  Silver  Bronze

Sponsorship Fee \$ \_\_\_\_\_

We request exhibit space in 2018  Yes  No

We are interested in supplemental opportunities.  Yes  No

Please provide the names of any companies you would prefer NOT to be adjacent to in the exhibit hall:\*

*\*every effort will be made to fulfil placement requests, however due to limited space availability we cannot guarantee that all placement requests will be accommodated.*

### PAYMENT

**Make cheque payable to:** CAGC Conference

**Send cheque to:** CAGC Conference Office  
4 Cataraqui Street, Suite 310  
Kingston, ON, K7K 1Z7

**AGREEMENT:** We agree to abide by the Terms and Conditions for Exhibit Space set out on the official CAGC 2018 Conference Prospectus.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**CANCELLATION:** Sponsorships are non-refundable once contract is signed.