



Exhibitor Information

Canadian Massage Conference ~ November 4-6, 2011

Location & Accommodations

Holiday Inn Burlington ~ 3063 South Service Rd. (exit Guelph Line off QEW) Burlington, ON Canada
L7N 3E9
905-639-4443

Room Rate: \$121.00 (Quad)

When making reservations, please mention that you are with the Canadian Massage Conference.

Registration

To register as an exhibitor, complete the attached Application for Exhibit Space contract, read and sign the attached Terms & Conditions and submit with payment to:

ONE Massage Group * 493 Concession St., Hamilton, Ontario L9A 1C1 * Fax: 905-383-3286

Exhibitor Benefits

All Booth Prices include:

- ~ 8ft high, draping across the back of your booth
- ~ 6 or 8ft draped table and 2 chairs (if required)
- ~ refreshments during show hours (provided by sponsors)
- ~ Hospitality Friday Evening event (provided by sponsors)
- ~ FREE wireless internet
- ~ FREE electrical (if required)
- ~ no charge for receiving or storing shipped product
- ~ FREE parking
- ~ Discounted room rates
- ~ FREE web links to your website from canadianmassageconference.com
- ~ FREE exposure in National Publications and websites
- ~ Increased exposure of your business through our Media Sponsors

Shipping/Receiving

The Burlington Holiday Inn will receive goods starting Monday October 31st AT NO CHARGE. The shipping company MUST ship with a liftgate service and a pallet dolly as there is no loading dock area. All individual boxes shipped MUST be labeled with Company name and booth number if available. You are required to move your own product from storage to your booth. Help will be available, with prior arrangement for \$15/hour.

Education/Workshops

Attendees admission fee allows them access to the trade hall floor AND access to unlimited FREE 1 hour seminars which are staggered throughout the weekend. Additional 3 hour workshops and full day courses are available for a fee. Our show allows the MT to customize their experience to their liking.

Prize Donations

To contribute to the success of our show, we ask all Exhibitors to donate a minimum of 1 prize for raffle as a door prize and any other prize that we could use as a Grand Prize would be appreciated. It's your opportunity to support your customers.

Eligibility for Exhibiting

All products and services exhibited must relate to Massage Therapy and/or Health & Wellness practice or business or by prior approval by Conference Management. Conference Management reserves the right to remove or exclude any such Exhibitor which, in the opinion of Management, violates this criteria, as well as the right to curtail or close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.



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Draping

Exhibitors are reminded that massage provided in their booths must be conducted in accordance with the CMTO Code of Ethics and must comply with CMTO's proper draping policy. If you are conducting massage in your booth, please refer to the CMTO onsite massage policy regarding intake forms and eligible massage therapists.

Fundraising

Unless prior approval is granted, fundraising on the exhibit floor is strictly prohibited; the only exception being funds raised by/for the Massage Therapy Foundation.

Exhibits Marketplace Hours/Events*

Exhibitor badge and lanyard must be worn at all times

Thursday Nov. 3, 2011

6:00pm - 9:00pmExhibitor Set-Up

Friday Nov. 4, 2011

8:00am - 12:00pmExhibitor Set-Up

2:00pm - 7:00pmTrade Hall Exhibits OPEN

7:00pm - 9:00pmVendor/Educator/Volunteer Reception

Saturday Nov. 5, 2011

11:00am - 6:00pmTrade Hall Exhibits OPEN

10:00pm - 1:00am.Vendor/Attendee Social

Sunday Nov. 6, 2011

9:00am - 5:00pmTrade Hall Exhibits OPEN

5:00pm.Exhibits Tear Down

*Exhibit hours are subject to change.

Show Decor

Show décor will be neutral colors. We DO NOT have an outside service provider, which means you are not responsible to pay for storage or receiving of your goods. Your booth price INCLUDES carpet, electricity, internet, 1 table and 2 chairs (if required) and storage for up to 1 day prior to the show. Help will be available to move your product from storage to your booth. This must be pre-arranged and is billed at \$15/hour per person.

Payment & Cancellations

Booth reservations are made based upon the date the application is received. Applications will not be processed nor space assigned unless the application is accompanied by deposit or payment in full. A non-refundable deposit equal to 50% of the total fees will hold a space until May 13th, 2011. After that date, the Convention Management reserves the right to rent that space if payment in full is not received. Before May 13th, 2011, any cancellations must be submitted in writing and will be refunded, minus the 50% non-refundable deposit. After May 13th, there will be no cancellation options or refunds given. BOOTH SPACE is not confirmed until payment is received in FULL. Conference Management reserves the right to relocate or re-assign exhibit booths at any time for the overall benefit of the Conference. In the event the Canadian Massage Conference is canceled due to fire, strikes, government regulations, acts of God, the CMC shall not be held liable and shall determine the amount of exhibit fees to be refunded.

Social Events

Friday night there will be a hosted reception for Vendors, Volunteers and presenters. Saturday night is our social which includes a FREE shuttle, and FREE admission to Club 54 Retro Dance Party.



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Booth Sharing

There will be no sub-letting or sharing of booth space by more than 1 company without prior agreement with the CMC representative.

Responsibility Clause

Exhibitor assumes responsibility and agrees to indemnify and defend Canadian Massage Conference Management and the Burlington Holiday Inn against any claims and expenses arising out of the use of the Exhibition Hall. Exhibitor understands that it is the sole responsibility of the Exhibitor to obtain insurance for these such events.

Sales tax

All Exhibitors must adhere to Ontario tax laws. Please notify your personal attorney or accountant for details.

Booth Selection

The exhibit fee provides your company with all inclusions outlined on page 1 of the Exhibitor Information package. Two ID badges will be provided per booth.

Booth Pricing

	Before June 1st/10	After June 1st/10
8 x 10 aisle	\$1250	\$1500
8 x 10 corner	\$1350	\$1600
Hallway Table	\$500	\$700

**\$200 discount on each additional booth/\$100 discount on additional tables

NO DRAYAGE FEES!! All Booth Prices include:

- ~ FREE wireless internet
- ~ FREE electrical (if required)
- ~ FREE receiving and storing shipped product (received no earlier than Oct. 31/11)
- ~ 6 or 8ft draped table and 2 chairs (if required)
- ~ Refreshments during show
- ~ FREE coffee breaks



Advertising/Sponsorship Opportunities

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Advertising and Sponsorship Opportunities

~all advertisers and sponsors will be listed on www.canadianmassageconference.com~

- | | |
|--|---|
| 1) GLOBAL Sponsorship Opportunity (Conference Co-Branding) Includes: | \$5000 |
| Co-Branding of Company name with Canadian Massage Conference
Top Banner advertising on canadianmassageconference.com
Advertising in pre-conference newsletters, email, broadcasts
Attendee bags—logo and inserts included | |
| 2) PLATINUM EDUCATION Sponsorship | \$2500 |
| Subsidizes fees for all 3 hour CEU workshops & 1 hour CEU presentations
Premiere advertising on canadianmassageconference.com
Advertising in pre-conference newsletters, email, broadcasts
Attendee bags—logo and inserts included | |
| 3) Full Day Seminar Sponsorships ~ subsidizes attendees cost for the course | |
| Signage/Marketing Materials in seminar hall
Introduction of Speaker
Banner/Company Profile on Presenters web page
Company Logo listed in Canadian Massage Conference Program with Presenter Profile | |
| A) Key Presenter—2 or 3 Day Course | \$3000 |
| B) Key Presenter—1 Day Course | \$1000 |
| C) Key Presenter—1 Day Course | \$1000 |
| 4) Workshop Sponsorship—Available for 19 x 3 hour workshops | Product donation OR monetary donation for product subsidy |
| Donation of product for workshop attendees (app. 30)
Canadian Massage Conference Program Listing with Presenter Profile
Advertising in pre-conference newsletters, email, broadcasts.
**A full Workshop Listing will be available on our website soon
Eg. Remedial exercise workshop—donate resistance bands | |
| 5) Sanctuary Sponsorship | \$250 donation PLUS supply t-shirts
\$250 donation PLUS supply lotions
donate 4 tables to be raffled after use |
| 40 volunteer t-shirts
40 small lotion gifts for massage volunteers + 4 gallons for bays
4 massage tables—donated then auctioned off
**all proceeds donated to the Massage Therapy Foundation | |
| 6) Sponsorship on coffee breaks (2 available) | \$500/day |
| 1 morning coffee break Saturday and/or Sunday
Coffee supplied | |
| 7) Sponsorship of Volunteer T-shirts with business logo (40) | \$800 |
| 8) Custom logo room keys (250 printed) | \$1000 |
| 9) Custom logo floor decals (2 available) | \$1500 |
| 50 floor stick logo decals, 12x12 leading to booth | |
| 8) Sponsorship of Attendee/Exhibitors nametags w custom logo lanyard | \$2500 |
| 9) Saturday Night Social Club 54 Sponsorship | \$800 |
| Subsidizes transportation to Club 54
Supplies limited refreshments to guests | |
| 10) Friday Night Vendor Refreshments Sponsorship | \$1000 |
| Includes appetizers/limited refreshments for Exhibitors at Alloro (Holiday Inn) | |
| 11) Refreshments for Exhibitors | \$750 |
| Refreshments will be handed out to exhibitors during show hours | |
| 12) CMC Attendee Bag Advertising—Logo printed (limited #) | \$275 per sponsor (app. 3x4 logo)
\$1500 for full side |
| Re-usable attendee bags handed out at registration
Includes 1000 business inserts no charge (\$200 value)
250 into student bags NO CHARGE
For Non-Exhibitors (\$375) per logo | |
| 13) "Goody" bag inserts (for exhibitors/presentors) | \$200 |
| 1000 items submitted for insertion in attendee bags
For Non-Exhibitors/presentors (\$300) Add \$50 for student inserts | |
| 14) STUDENT GIFT BAGS | \$100 |
| 250 INSERTS
Non-Exhibitors \$150 | |



Canadian Massage Conference

Nov. 4-6, 2011

Exhibit/Sponsorship Agreement

Company Name: _____

Trade Show Contact: _____ Email: _____

Address: _____ City: _____

Prov./State: _____ Postal/Zip: _____ Website: _____

Phone: _____ Alternate: _____ Fax: _____

Brief Description of Products/Services Sold: _____

STEP 1—Booth Request (additional booths are \$200 off original price)

Please put a second choice of booth in case your first choice is not available.

1st Booth Choice	Booth # _____	<input type="checkbox"/>	cost \$ _____
2nd Booth Choice	Booth # _____	<input type="checkbox"/>	cost \$ _____
3rd Booth Choice	Booth # _____	<input type="checkbox"/>	cost \$ _____

**Do you require electrical? YES NO

STEP 2—Sponsorship or Advertising

See options on "advertising/sponsorship opportunities"

Option # _____ Cost: _____

Option # _____ Cost: _____

Option # _____ Cost: _____

Comments on options: _____

STEP 3—Total Costs

Booth cost	_____
Additional	_____
Additional	_____
Advertise/Sponsorship	
Option # _____	_____
Option # _____	_____
Option # _____	_____
Sub total	_____
HST 13%	_____
TOTAL	_____

STEP 4—Payment Information

Full payment is required in order to reserve any preferred booth space, sponsorship or advertising opportunity. Please submit a check made payable to : "**ONE Massage Group**"

Mail to: 493 Concession St. Hamilton, ON L9A 1C1 **OR** Pay by Mastercard, VISA **fax:** 905-383-3286

Card# _____ Expiry: _____

Name: _____ Signature: _____

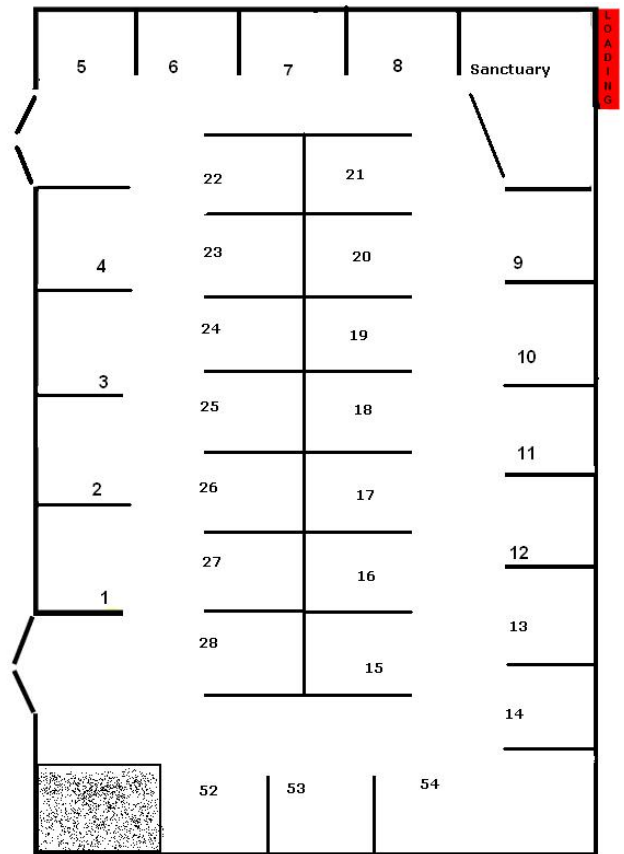
STEP 5—Authorization

I am the authorized contact person for the above-mentioned company and I have read and agree to abide by the exhibitor rules and regulations as outlined in the attached application.

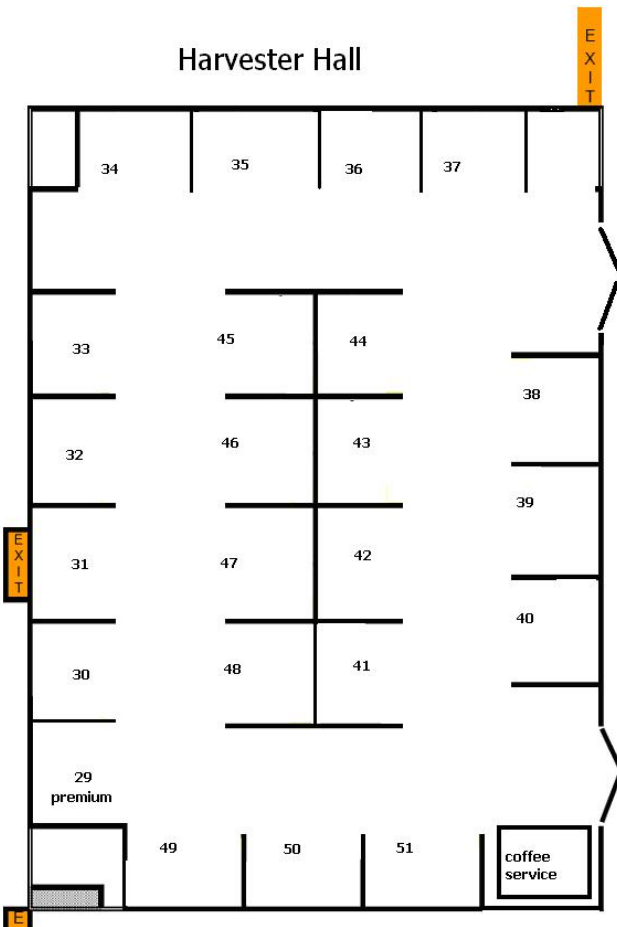
Name: _____ Signed: _____

ONE MESSAGE GROUP ~ 493 Concession St. Hamilton, Ontario, Canada L9A1C1 877-387-9111

Trade Show Floor



Halton Hall



Harvester Hall