



EXHIBITOR PROSPECTUS



For further information contact:
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jdavis@eyesite.ca www.eyesite.ca

We invite you to be a part of one of the largest gatherings of ophthalmic professionals in Canada. More than 600 ophthalmologists and 300 allied health professionals will be attending this 4-day meeting, presenting the latest in ophthalmic research and practice. Exhibiting at this COS signature event provides a unique opportunity for you to maximize corporate visibility, showcase your products and services, and build a personal connection with our members.

Your benefits include

- Corporate listing on the COS annual meeting website
- Company profile in meeting program
- Invitation to Welcome Reception for networking with delegates
- Copies of delegate lists
- Exclusive use of the Exhibitor Lounge for refreshments, networking with colleagues, and relaxation

FAST FACTS

2011 Meeting Dates:

Thursday June 9 – Sunday June 12

Meeting Location

Exhibition Hall: Bayshore Ballroom
Westin Bayshore Resort & Marina
1601 Bayshore Drive
Vancouver, BC
V6G 2V4

Exhibition

Move-in: Thursday 9 June, 1200-2200
Move-out: Sunday 12 June, 1400-1800

Exhibition hall hours:

Friday 10 June: 0900 – 1700

Saturday 11 June: 0900 - 1700

Sunday 12 June: 0900 – 1400

Delegate coffee breaks and lunch will be served in the Exhibition Hall each viewing day. Lunch for exhibitor staff will be served in the Exhibitor Lounge 1100 - 1230.

Booth Size

Standard booth: 10' x 10' or multiples thereof

Booth Fees

\$3,675 plus 12% HST = \$4,116

A non-refundable deposit of \$1,500 per booth is required to reserve your preferred location.

Space Assignment

Exhibits are assigned according to booth size, exhibitor requirements and efficient use of exhibition hall space. While efforts are made to accommodate exhibitor preferences, COS reserves the right to determine the final allocation of booth space.

Sponsorship Opportunities

Increase your corporate visibility by becoming a sponsor of the 2011 COS Annual Meeting.

Platinum: \$25,000; Gold: \$20,000; Silver: \$15,000; Bronze: \$10,000. Contact COS for details.

LOGISTICAL INFORMATION

Move-In

Exhibitors can begin their move in on Thursday, June 9 at 1200h.

Booth Set Up

The standard 'in-line' booth is provided with an 8' high (2.438m) back panel and side panels 3' high (.9144m). Panels are draped with flame-resistant fabric. Island exhibits will have markings on the floor indicating the four corners. Draping will not be provided, unless requested, for islands. The ceiling height is 18'. Island exhibits must be designed so that they are accessible from all aisles. Peninsulas cannot block the sight lines to the adjacent exhibit. Exhibit displays and signs must be arranged so as not to obstruct the view of other exhibitors. Signs and exhibitor badges may identify only the exhibiting company. A sketch of exhibit configuration must be provided to COS for approval no later than March 30, 2011.

Included in the booth rental fee are:

- standard set up
- waste basket
- security services during *non-viewing hours*
- beverages during breaks, lunch for staff Friday through Sunday
- a 1500 watt electrical outlet, if requested

Show Management

Show In Motion Services, Inc. is the official show management company of the 2011 COS Annual Meeting and Exhibition, handling shipping, customs, transport, move-in and move out services. Contact Show In Motion directly to make arrangements.

Samantha Luymes
Show in Motion Services, Inc.
21-8528 123 Street
Surrey, BC
V3W 3V6
Phone: 250-495-5025
Fax: 250-495-5026
Email: samantha@showinmotion.com

Coordination of movement of all freight and exhibit material will be done by Show in Motion and will be outlined in the Exhibitor Service Manual that will be sent to all confirmed Exhibitors.

Shipping

Please contact North American Logistics Services Inc. (NALSI) for your transport needs. They use bonded carriers specializing in exhibit materials.

Mark Fowler
Director of Operations
NALSI

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604-369-3144  
[mfowler@nalsi.com](mailto:mfowler@nalsi.com)  
[www.nalsi.com](http://www.nalsi.com)

Show in Motion will be storing the freight and delivering to The Westin Bayshore. All shipments and deliveries should be addressed and labeled as follows:

**Warehouse Shipping Address**

Your Company Name  
Your Booth Number  
Canadian Ophthalmological Society  
c/o Show in Motion  
21-8528 123<sup>rd</sup> Street  
Surrey, BC  
V3W 3V6

**Customs & Transportation – North American Logistics Services Inc. (NALSI)**

Mark Fowler  
Director of Operations  
NALSI  
604-369-3144  
[mfowler@nalsi.com](mailto:mfowler@nalsi.com)  
[www.nalsi.com](http://www.nalsi.com)

**Hand Carrying or Private Vehicle:**

Notify NALSI in advance if you are bringing commercial goods with you on the plane or driving your own vehicle into Canada. NALSI will supply you with the appropriate customs documents and advise the border offices of your crossing.

All exhibit material must be shipped PREPAID and scheduled to arrive about 3 to 20 days in advance of the move-in day. Prior to shipping your goods, please send all appropriate customs documents to the NALSI. Prepare a complete listing of items shipped and carry it with you.

**Surface carriers:**

We strongly discourage the use of small package couriers due to their limited tracking/proof of delivery capabilities and potential lengthy customs delays and difficulties. Contact NALSI if you require assistance with shipping from the US.

**Important:** Exhibitors who use courier companies such as Fed-Ex, UPS, DHL, or others must ensure that the costs of customs, taxes and so forth are paid in advance. All goods sent COD will not be accepted by the Hotel.

### **Work Passes/Deliveries**

Unregistered exhibitor personnel and exhibitor-appointed contractors who wish access to the exhibition floor will be required to show proof of affiliation with the exhibiting company or exhibitor-appointed contractor to gain access. The delivery of small crates, boxes or other items is not permitted during exhibition hours; items must be received prior to or following exhibit viewing hours.

### **Move-out**

Exhibitors may not dismantle, pack or remove any part of their display prior to 1400 hrs on Sunday June 12 under any circumstances.

## **EXTRAS**

Extra services may be arranged for your exhibit. Please contact suppliers directly. Order forms can be found on the COS website: [www.eyesite.ca/vancouver2011](http://www.eyesite.ca/vancouver2011)

### **Audio Visual Equipment Rental**

MEDIACO – The Presentation Company  
14737 123 Ave, Edmonton AB, T5L 2Y6  
Tel: 780-401-1000 x108 / 888-440-4477 Fax: 780-401-1001  
[www.mediaco.ca](http://www.mediaco.ca)      [cosexhibitororders@mediaco.ca](mailto:cosexhibitororders@mediaco.ca)

### **Janitorial Services**

Common areas are maintained by The Westin Bayshore. Booth cleaning services are provided by Show In Motion Services, Inc. at a cost to the exhibitor if required.

### **Security Arrangements**

Security personnel will be provided during all non-viewing hours. Extra security personnel can be arranged for an additional fee. Contact the COS office for details.

## **EXHIBITOR INFORMATION**

### **Staffing**

Each assigned booth is required to have at least one and no more than four representatives present during exhibition viewing hours. Each staff person requires a badge. Additional badges are available for \$150 each.

### **Registration**

All company representatives participating in the exhibition must be registered. Please submit a list of representatives no later than May 6, 2011. Only company employees or representatives who will staff the exhibit may be registered as exhibitor representatives. Exhibitor representatives not pre-registered must produce a business card showing their affiliation with the exhibiting company or be accompanied by a pre-registered representative. Any individual who would normally pay a fee to attend the exhibit may not register as an exhibitor (i.e. physicians, researchers, or allied health professionals). Exhibitor registration will begin on Wednesday June 8, 2011.

### **Access**

Access to the exhibition hall will be on presentation of official badges only. Nothing may be affixed or adhered to official badges. Exhibitors may not enter the exhibition hall after viewing hours. Admission may be allowed ½ hour prior to exhibit opening. COS badges are required for admittance and you will be asked to sign in and out with security.

### **Going Green**

COS is making a conscious effort to reduce its environmental footprint. COS is considering and implementing, wherever possible, environmentally preferable features and practices at its meetings. COS asks exhibitors to also consider the environmental impact of their exhibits and give-aways.

### **Hotel Accommodation**

A block of rooms has been reserved at The Westin Bayshore, 1601 Bayshore Drive, Vancouver, BC V6G 2V4;, Phone: 604-682-3377; Fax: 604-687-3102; Toll-Free: 1-800-937-8461 Reservations [http://www.eyesite.ca/annualmeeting/vancouver2011/accommodations\\_e.php](http://www.eyesite.ca/annualmeeting/vancouver2011/accommodations_e.php)  
Rooms are limited; reserve early.

### **Social Events**

Exhibitors are invited to attend any COS social event. Some events require registration or ticket purchase. See Annual Meeting website for details: [www.eyesite.ca/vancouver2011](http://www.eyesite.ca/vancouver2011)

## **RULES AND REGULATIONS**

### **Activities/Programs**

Exhibitors may not offer activities or programs which will conflict with the COS scientific meetings or social events. Should you require rooms for staff meetings, please contact Inika Anderson at the COS office before January 31, 2011: [ianderson@eyesite.ca](mailto:ianderson@eyesite.ca)

### **Use of COS name and logo**

The COS name or logo and the COS annual meeting insignia may not be used unless permission is given in advance by COS. Requests must be received in writing by January 31, 2011.

### **Advertisements**

Promotional displays must abide by all appropriate industry standards and regulations including the *Code of Advertising Acceptance* of the Pharmaceutical Advertising Advisory Board (PAAB), and Health Canada's *Medical Devices Regulations*. COS prohibits the use of billboard advertisement and/or display of signs in the exhibition hall or outside the conference center. Room-drop distribution must be approved by COS in advance; room drops are generally not approved unless educational in nature. Requests must be received in writing by March 30, 2011.

Exhibitors may only conduct business solicitation and distribute samples, promotional items and advertising materials within the confines of their booths. Any such activity is forbidden in aisles, food areas, the main lobby, or at other exhibits. **Distribution of snacks or beverages in booths by Exhibitors is not allowed.**

### **Use of exhibit space**

The safety and comfort of delegates and exhibitors is of utmost importance. Exhibits must be confined to the assigned exhibit space and may not interfere with other exhibits. If equipment produces noises or odours that inconvenience exhibitors or delegates this equipment must be turned off. Sound levels must not exceed 70 decibels at 4 feet from the source of the noise. Exhibits must comply with all fire and safety regulations and are subject to inspection. Exhibitors are subject to the terms and obligations of the contract binding The Westin Bayshore and the Canadian Ophthalmological Society. COS reserves the right to restrict exhibits which, in COS' judgment are deemed unsafe, disruptive to others, or do not conform to the educational or scientific purpose of the COS 2011 Annual Meeting.

### **Sub rental**

Sub renting exhibit space is strictly prohibited.

**Cancellation**

Notification of cancellation of assigned exhibit space must be submitted in writing to COS prior to February 28, 2011 otherwise the rental fee is due in full. Deposits are non-refundable.

**Compliance with laws**

The exhibitor agrees to observe all union contracts and labour relations in force, agreements between COS, official exhibition contractors and The Westin Bayshore and act according to all applicable labour laws and observe the provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

**Insurance and liability**

The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this exhibit agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

In the event of fire, flooding or theft, no matter how caused, the Westin Bayshore its representatives assume no liability for any bodily harm or material damage to products, booths, equipment or decorations occupying any rented space within the building or being moved in or out of the building.

The Canadian Ophthalmological Society and its agents, will not assume any liability for damage or loss of any nature. COS and its agents will not assume any liability for personal injury in connection with the showing or viewing of exhibits.

## CONTACT INFO

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| Canadian Ophthalmological Society | 800-267-5763 or 613-729-6779<br><a href="mailto:jdavis@eyesite.ca">jdavis@eyesite.ca</a>                                                          |
| Show In Motion                    | Phone: 250-495-5025<br>Fax: 250-495-5026<br>Email: <a href="mailto:samantha@showinmotion.com">samantha@showinmotion.com</a><br>Samantha Luymes    |
| Mediaco Inc.                      | Tel: 780.401.1000 x108 / 888.440.4477<br>Fax: 780.401.1001<br>Email: <a href="mailto:cosexhibitorders@mediaco.ca">cosexhibitorders@mediaco.ca</a> |

## IMPORTANT DATES

February 28  
Last day to cancel reserved booth space  
Final payment on booth rental due

March 30  
Deadline to submit plans for island/peninsula display to COS for approval

May 10  
Deadline to order booth sign

May 5  
Cut-off date for hotel rooms at preferred rates

May 6  
Deadline to pre-register booth staff  
Deadline to order social event tickets

June 9  
Exhibit Move-in, Registration begins

June 12  
Exhibit Move-out