



Sponsorship Prospectus

**Joint Conference of the**  
Canadian College of Medical Geneticists (CCMG)  
Canadian Society of Clinical Chemists (CSCC)

**June 18-22, 2016, Edmonton, AB**



*Anticipated Attendance: 300 Clinical Chemists  
and Medical Geneticists from across Canada*

[www.mgcc2016.com](http://www.mgcc2016.com)  
[info@mgcc2016.com](mailto:info@mgcc2016.com)



# Sponsorship Opportunities

## Diamond \$20,000

All Platinum level entitlements PLUS

- Corporate logo on delegate conference receipts
- First opportunity for the Breakfast Seminars and Industry Workshops (application must be received by Feb. 29, 2016)
- 2 Complimentary Registrations
- 1 Additional Exhibitor Name Tags (4 Total)
- 1 Additional Opening Reception Tickets (4 Total)
- 1 Additional Banquet Tickets (4 Total)
- Opportunity to purchase an additional booth (space permitting)
- First opportunity to be recognized as sponsor of a social event or meal (option must be received by Feb. 15, 2016)

## Platinum \$15,000

All Gold level entitlements PLUS

- Second opportunity for the Breakfast Seminars and Industry Workshops (application must be received by Feb. 29, 2016)
- 1 Additional Exhibitor Name Tags (3 Total)
- 1 Additional Opening Reception Tickets (3 Total)
- 1 Additional Banquet Tickets (3 Total)
- Reserved table at banquet, if desired
- 1 e-blast to pre-conference attendance list<sup>1</sup>
- Banner Ad on Conference Website
- Second opportunity to be recognized as sponsor of a social event or meal (option must be received by Feb. 29, 2016)

## Gold \$10,000

All Silver level entitlements PLUS

- Premium location for booth in exhibit area (contract must be received by Feb. 29, 2016)
- Third opportunity for the Breakfast Seminars and Industry Workshops (application must be received by Feb. 29, 2016)
- 1 Additional Exhibitor Name Tags (2 Total)
- 1 Additional Opening Reception Tickets (2 Total)
- 1 Additional Banquet Tickets (2 Total)
- Third opportunity to be recognized as sponsor of a social event or meal (option must be received by Mar. 15, 2016)
  - Welcome Reception • Gala Reception
  - Gala Banquet • Lunches • Breaks

## Silver \$6,500

All Bronze level entitlements PLUS

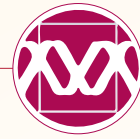
- Website recognition with hyperlink
- Fourth opportunity for the Breakfast Seminars and Industry Workshops (application must be received by Feb. 29, 2016)
- 1 Exhibitor Name Tags
- 1 Opening Reception Tickets
- 1 Banquet Tickets

## Bronze \$2,500

- Recognition in program/app by sponsorship category
- Website recognition
- Corporate logo on onsite sponsor recognition signage
- Fifth opportunity for the Breakfast Seminars and Industry Workshops (application must be received by Feb. 29, 2016)
- 1 Complimentary Exhibit Booth

<sup>1</sup>e-blast will be sent to attendees via conference office.





# Supplemental Opportunities

## **Hotel Key Card Sponsor \$1,500** (1 available)

- Logo on all hotel key cards used during the conference

## **Hotel Room Drop Sponsor \$1,000** (2 available)

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

## **Nametag Lanyard Sponsor \$1,500** (1 available)

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

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

- Logo on the delegate bags for the delegates (Bags to be provided by sponsor)

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

- Logo on the delegate gifts for the delegates (Gifts to be provided by sponsor)

## **Pens/Notepads \$500** (1 available each)

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

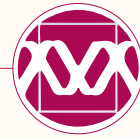
## **Delegate Bag Insert \$500**

- Provide an insert to be included in each delegate bag (must not exceed 8½" x 11" and must be collated, folded or stapled as required for insertion)

## **Industry Workshop/ Breakfast Seminar \$2,500**

- Completed application to be submitted to Conference Office for acceptance. (Application must be received by Feb. 29, 2016)
- Signage during Workshop
- Opportunity to provide handout during workshop
- Catering cost will be invoiced after the event
- Basic AV set up will be provided





# Sponsorship Benefits

The Joint Conference provides a number of benefits to enhance the exhibit experience for sponsors and attendees.

## Enhancements include:

### Pre-Conference Exposure

- Recognition in the summer issue of CSCC Newsletter for Platinum and Gold Sponsors
- Pre-conference microsites on conference web-page – informational/promotional material on what sponsors will present at the meeting
- Advance attendee list provided for pre- conference engagement
- Social media with conference and exhibitor updates
- Pre- conference E-Blast with sponsor information and schedule of events to all CCMG and CSCC members, not just conference attendees
- Logo on home page of conference website
- Logo in all email communications

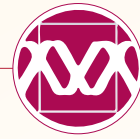
### At the Conference

- Conference app including links to sponsor websites
- Social Media with sponsor information/updates and contact information
- Bar-coded attendee nametags (name, location, and email contact)
- Sponsored Seminars (breakfast and afternoon)
- Special prize draw with ballot distribution to visitors at booth

### Post-Conference Exposure and Feedback

- Post conference eBlast to all attendees with sponsor information and highlights
- Sponsor microsites remain on conference website for 2 months post-conference
- Sponsors will be provided with all attendee feedback related to the exhibits
- Opportunity for CCMG/CSCC to receive feedback and suggestions from the sponsors





# General Information for Exhibitors

## Why Exhibit?

You will have the opportunity to introduce your company's products and services to key decision makers in laboratory medicine, including Clinical Chemists, Medical Geneticists and Medical Biochemists. These professionals want to make the most informed decision possible. Your company should be there to ensure our attendees have all the facts they require for decision making. Take advantage of this opportunity to strengthen existing relationships and establish new ones while exhibiting!

## Location:

The Westin Edmonton  
10135 100th Street  
Edmonton, AB T5J ON7

## Move-in period:

Sunday June 19, 2016 from 12:00 to Monday June 20, 2016 11:00

## Display period:

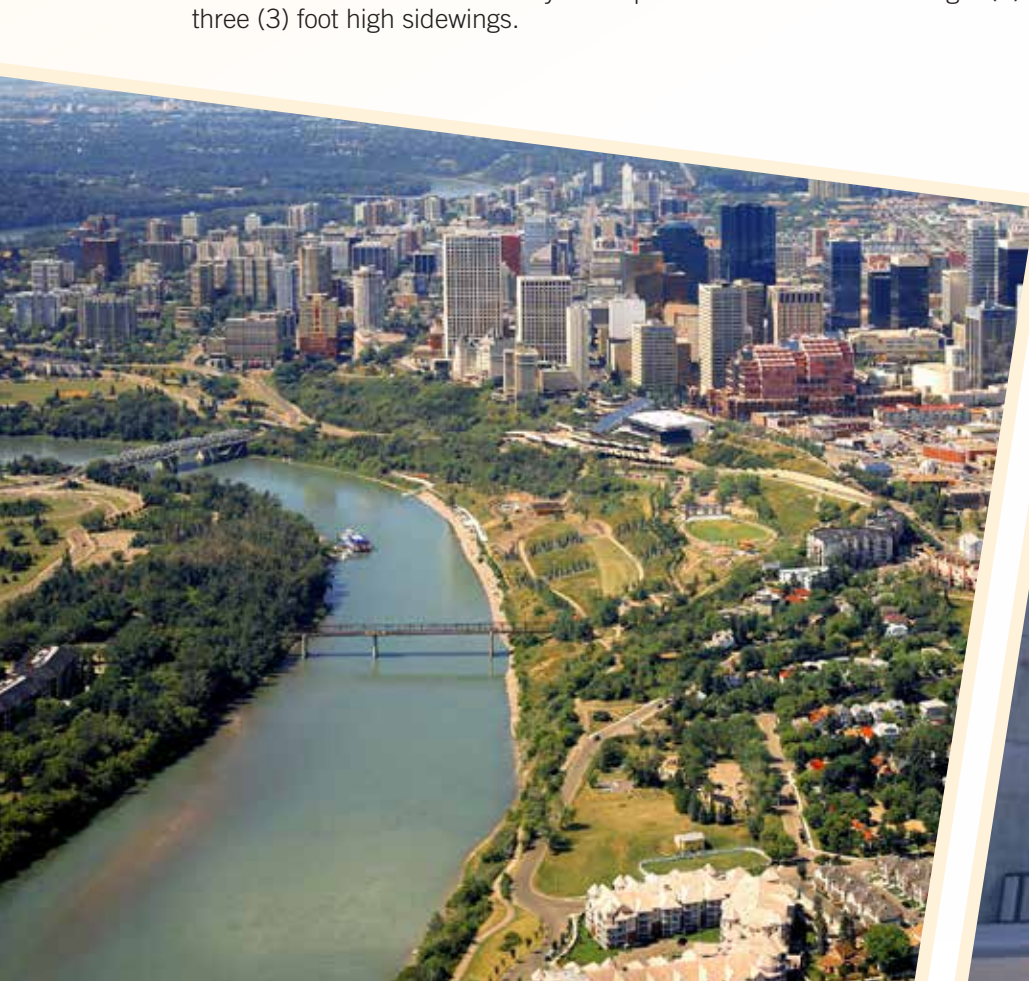
Monday June 20, 2016 – 12:00 – 19:00  
Tuesday June 21, 2016 – 10:00 – 16:00

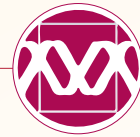
## Move-out period:

Tuesday June 21, 2015 after the afternoon break until midnight.

## Booth Specifications:

Standard booths are 10' wide by 8' deep with a framework of an eight (8) foot high draped backdrop and three (3) foot high sidewings.



**Terms of Payment:**

Full payment for each booth requested must accompany the Contract for Exhibit Space. Cheques should be payable to "CBMG 2016"

**Complimentary Booth Includes:**

- 1 draped booth
- 1 standard electrical outlet
- 1 draped table, 1 chair
- Company's name and booth location listed in Program
- Twenty-four hour security will be provided at the hotel during move-in, display, and move-out

**Complimentary Booth Does Not Include:**

Carpeting, Waste Basket, Signage, Storage. These and other items you require may be ordered from the official suppliers, order forms will be included in the Exhibitor Manual. (Note that the exhibit hall at the hotel is carpeted)

**Display Restrictions:**

All displays must stay within the boundaries of the booth. Backwall height restrictions is eight (8) feet. Sidewalls and display fixtures occupying the front one-half of the exhibit space (five (5) feet in from the aisle) cannot exceed a height of four (4) feet within ten (10) feet of a neighboring exhibit. Further details will be contained in the Exhibitor Manual.

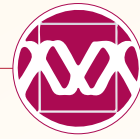
**Space Assignment:**

Booths will be allocated by sponsorship level together with a first-come, first-served basis. A signed Contract for Exhibit Space and the specified deposit must be received before booth location will be assigned.

**Other Services:**

Display services, Drayage, Shipping, Customs Broker, Audio-Visual, Telecommunications, and Electrical/Mechanical service details and order forms will be provided to exhibiting companies closer to the meeting dates. Exhibitors will have the opportunity to book accommodations at the special conference rate.

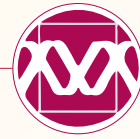




# Terms and Conditions for Exhibit Space

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 the standard duplex electrical outlet provided 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 Canadian College of Medical Geneticists, the Canadian Society of Clinical Chemists, the Organizing Committee for MGCC 2016, Events & Management Plus Inc., The Westin Edmonton and all official conference suppliers 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 February 29, 2016. In case of Exhibitor cancellation, an administrative fee of \$500.00 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.







**Joint Conference of the  
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Canadian Society of Clinical Chemists (CSCC)**

**June 18-22, 2016, Edmonton, AB**

**Conference Secretariat**

Phone: 613-531-9210  
4 Cataragui Street, Suite 310  
Kingston ON K7K 1Z7



**[www.mgcc2016.com](http://www.mgcc2016.com)  
[info@mgcc2016.com](mailto:info@mgcc2016.com)**



**Joint Conference of the  
Canadian College of Medical Geneticists (CCMG) and the  
Canadian Society of Clinical Chemists (CSCC)  
June 18-22, 2016, Edmonton, Canada**

**CONTRACT FOR SPONSORSHIP**

Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/Province/Postal Code: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Email: \_\_\_\_\_

Exhibit space availability is limited. Booth locations will be allocated by sponsorship level together with a first-come, first-served process, based on the date this signed contract is received by the MGCC 2016 Secretariat.

<b>Sponsorship Level</b>	<input type="checkbox"/> <b>Diamond</b> \$20,000	<input type="checkbox"/> <b>Platinum</b> \$15,000	<input type="checkbox"/> <b>Gold</b> \$10,000	<input type="checkbox"/> <b>Silver</b> \$6,500	<input type="checkbox"/> <b>Bronze</b> \$2,500	<input type="checkbox"/> <b>Other</b>
<b>Supplemental opportunities</b>	<input type="checkbox"/> Hotel Key Card \$1,500	<input type="checkbox"/> Hotel Room Drop \$1,000	<input type="checkbox"/> Lanyard \$1,500	<input type="checkbox"/> Delegate Bag \$1,500	<input type="checkbox"/> Pens \$500	<input type="checkbox"/> Notepads \$500
			<input type="checkbox"/> Industry Workshop** \$2,500		<input type="checkbox"/> Breakfast Seminar** \$2,500	
** Application must be received by February 29, 2016						
<b>We require exhibit space</b>			<input type="checkbox"/> Yes	<input type="checkbox"/> No		
<b>We would like to reserve additional booth spaces if available</b>			<input type="checkbox"/> Yes	<input type="checkbox"/> No		
<b>Please provide the names of any companies you would prefer NOT to be adjacent to in the exhibit hall:*</b>						
<b>Please provide the names of any companies you would like to be adjacent to or nearby in the exhibit hall:*</b>						
*every effort will be made to fulfill placement requests, however, due to limited space availability, we cannot guarantee that all placement requests can be accommodated.						

**AGREEMENT:** We agree to abide by the Terms and Conditions for Exhibit Space set out on the official MGCC 2016 Sponsorship Prospectus.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 This contract is null and void unless signed.

