

TORONTO

ANNUAL MEETING & EXHIBITION
CONGRÈS ANNUEL ET EXPOSITION



Canadian Ophthalmological Society
Société canadienne d'ophtalmologie
EYE PHYSICIANS AND SURGEONS OF CANADA
MÉDECINS ET CHIRURGIENS OPHTALMOLOGISTES DU CANADA

Exhibitor Prospectus

MAY 31 MAY 2018
JUNE 3 JUIN 2018
METRO TORONTO CONVENTION CENTRE

cos-sco.ca/toronto2018

ADVOCATING FOR EVIDENCE-BASED EYE HEALTH



We invite you to be a part of one of the largest gatherings of ophthalmic professionals in Canada. More than 500 ophthalmologists and 300 allied health professionals will be attending this four-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 printed program and on phone app
- Daily lunches and breaks served in the Exhibit Hall
- Invitation to Welcome Reception for networking with delegates

SPONSORSHIP OPPORTUNITIES

Increase your corporate visibility by becoming a sponsor of the 2018 COS Annual Meeting. Priority selection of booth location and booth space will be given to Platinum, followed by Gold, then Silver and then Bronze level sponsors.

- Platinum \$50,000
- Gold \$30,000
- Silver \$20,000
- Bronze \$12,500

ADDITIONAL SUPPORT OPPORTUNITIES AND BENEFITS

SURGICAL SKILLS TRANSFER COURSES (STCs) – \$5,000+

A full description of the benefits of STC contribution is available on page 7 of the [sponsorship package](#).

STCs are physician-developed and physician-led hands-on wet labs or interactive workshops that offer instruction, demonstration, discussion and simulation of surgical, diagnostic and management techniques. Contributions to the STCs allow your equipment and instruments to be seen, tested and tried by dozens of physician participants all while allowing you to be present to observe the STCs and assist delegates with your equipment.

COS MOBILE APP (\$10,000)

Put your corporate name/logo on the handy programmed mobile App, which will be referenced by delegates to navigate the meeting. Attendees refer to their event App for session details, speaker bios, what's happening now and much more. Includes:

- Banner ad
- Homepage corporate sponsor icon
- Exclusive sponsor detail page
- Ad/logo on exhibitor listing

WIFI (\$10,000)

- Opportunity to brand your company at the Metro Toronto Convention Centre on all collateral including the website, slide loop, the mobile App and the print program.

LEAD RETRIEVAL (\$500)

This bar code reader system is user-friendly and enables the user to track booth traffic quickly and efficiently. At the end of the COS Annual Meeting, all your collected data will be downloaded and the information will be sent to you electronically for further follow-up, and to support your ROI. Please allow 3-5 business days to receive this information in order for the COS to verify the information and adhere to privacy laws. Additional scanners may be rented at a cost of \$200 each (one scanner is included in the lead retrieval pricing).

HOTEL ROOM DROP – AVAILABLE FOR PLATINUM SPONSORS (\$1,500)

The opportunity to provide one (1) room drop at the host hotels is included in the Platinum Sponsorship benefits. Hotel room drops are available to Gold and Silver level sponsors at a base fee of \$1,500. For Platinum, Gold and Silver level sponsors, all associated costs of producing the room drop must be covered by the Supporter. Room drops must be developed by the sponsors and approved by the COS in advance. Requests must be received in writing by **April 13, 2018**.



FAST FACTS

DATES

Thursday, May 31 – Sunday, June 3, 2018

LOCATION

Metro Toronto Convention Centre (MTCC)

South Building
222 Bremner Blvd.
Toronto, Ontario
M5V 3L9
Tel: (416) 585-8000

EXHIBITION MOVE-IN AND MOVE-OUT

Load-in and booth setup	Thursday, May 31, 1200 – 2200
Service desk	Thursday, May 31, 1200 – 2000
	Sunday, June 3, 1330 – 1800
Teardown and load-out	Sunday, June 3, 1330 – 1800

EXHIBIT HOURS

Friday, June 1	0930 – 1800
Saturday, June 2	0930 – 1800
Sunday, June 3	0930 – 1330
Morning break	1000 – 1045
Lunch	1215 – 1330
Afternoon break	1500 – 1545

Delegate breaks and lunches will be served in the Exhibit Hall;
lunches for exhibitor staff will be served in the Exhibit Hall 1130 – 1200.

BOOTH SIZE

Standard booth size is 10' x 10' or multiples thereof.

FEES \$4,700.00 + 13% HST = \$5,311.00 per 10' x 10' space

A non-refundable deposit of \$2,000 per 10' x 10' floor space is required to reserve a preferred location.

TABLETOP DISPLAY FOR PUBLISHERS \$1,500 + 13% HST = \$1,695. Representatives must register at the exhibit rate of \$475 + HST per person.

TABLETOP DISPLAY FOR NON-PROFIT ORGANIZATIONS are provided free of charge. Representatives must register at the non-profit exhibit rate of \$325 + HST per person.

IMPORTANT DEADLINES

FEBRUARY 12	Cancellation of reserved booth space
MARCH 16	Submission of plan or "sketch" for island/peninsula display for approval Final payment on booth rental
APRIL 13	Request to distribute food and beverage in the booth Request to use COS logo Request for hotel room drops
APRIL 23	Booth staff registration
MAY 7	Hotel reservations at group rate

CONTACT INFORMATION

CANADIAN OPHTHALMOLOGICAL SOCIETY

110-2733 Lancaster Road
Ottawa, ON K1B 0A9 Canada

Exhibit Management

Christine Friske

Coordinator,
Meeting Logistics & Exhibits
Canadian Ophthalmological Society
Tel: (613) 729-6779 ext. 226
Fax: (613) 729-7209

events@cos-sco.ca

Exhibit & Freight Services

Freeman

Tel: (416) 252-2420

freemantoronto@freemanco.com

Customs Broker

Taylor Drake

Mendelssohn Event Logistics
Tel: (905) 673-5445 ext. 278

tdrake@mend.com



BOOTH INFORMATION

BOOTH SET UP

The standard 'in-line' booth is provided with an 8' high (2.438m) back panel and 3' high (.9144m) side panels. Panels are draped with black, fire resistant fabric. Island exhibits will have markings on the floor indicating the four corners. Draping will not be provided for islands. **The ceiling height is 34'7" in the majority of the exhibit hall. Inline booths along the front of the exhibit hall (booths 1-6) have a ceiling height of 13'8" due to the bulkhead over their booth.** 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. **Inline booths cannot exceed 8' in height.** Signs and exhibitor badges may identify only the exhibiting company. A sketch of exhibit configuration for island and peninsula displays must be provided to COS for approval no later than March 16, 2018.

Included in the booth rental fee are:

- Standard set-up: 8' back and 3' side drapes (if applicable), one (1) waste basket
- Corporate profile logo and contact information in the exhibitors' listing in the print program, on the COS website and in the phone app
- Security services during non-viewing hours
- One (1) 1500 watt electrical outlet per exhibiting company (available upon request)
- Up to four (4) complimentary exhibitor registrations per paid 10' x 10' exhibit space
- Welcome Reception (Thursday), luncheons and health breaks for all staff
- Access to all scientific sessions

SPACE ASSIGNMENT

Exhibits are assigned according to sponsorship levels, booth size, exhibitor requirements and efficient use of Exhibit Hall space. While efforts are made to accommodate exhibitor preferences, COS reserves the right to determine the final allocation of booth space. Sponsors have first option on booth location.

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 Metro Toronto Convention Centre 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 Annual Meeting and Exhibition.

ACCESS

Access to the Exhibit Hall will be on presentation of COS official badges only. Nothing may be affixed or adhered to official badges. Exhibitors may not enter the Exhibit Hall after viewing hours. Admission may be allowed a ½ hour prior to exhibit opening.

GOING GREEN

COS is making a conscious effort to reduce its environmental footprint. COS considers and implements, wherever possible, environmentally preferable features and practices at its meetings. COS asks exhibitors to also consider the environmental impact of their exhibits and giveaway items.



PRODUCT DISPLAY

Health Canada, Food and Drugs Act and Regulations prohibit the importation of drugs or products not authorized for sale in Canada. The Act does not restrict the importation and use of packaging, labeling or advertising material for drugs and products, provided products not authorized for sale in Canada are clearly identified as such in their display, product information and brochures.

Only products and devices which have been authorized and approved for sale in Canada may be operated, demonstrated and displayed on the exhibition floor. Medical devices and equipment which have not yet received authorization for sale in Canada may not be operated on the exhibition floor.

FOR MORE INFORMATION ON MEDICAL DEVICES REGULATIONS, PLEASE CONTACT:

Medical Devices Bureau

11 Holland Avenue, Tower A, 2nd Floor

Address Locator: 3002A

Ottawa, Ontario K1A 0K9

Tel: (613) 957-4786

Fax: (613) 957-6345

MDB_Enquiries@hc-sc.gc.ca

FOR MORE INFORMATION ON PROMOTIONAL ACTIVITIES RELATED TO MARKETING HEALTH PRODUCTS, PLEASE CONTACT:

Health Products and Food Branch / Inspectorate Ottawa

Graham Spry Building

Health Canada

Ottawa, ON K1A 0K9

Tel: (613) 946-5095 / (800) 267-9675

Fax: (613) 952-9805

insp-dgo_bdg-insp@hc-sc.gc.ca



SHIPPING AND HANDLING

SHOW MANAGEMENT AND SHIPPING & HANDLING

Freeman Canada is the official show decorator of the 2018 COS Annual Meeting and Exhibition. Services include shipping, and material handling (advance warehouse, show site receiving and storage). All services will be outlined in the Exhibitor Service Manual which will be posted to the meeting website and sent electronically by Freeman. Priority move-in and move-out will be given to exhibitors shipping with Freeman. Please note: All items and materials that must be brought into the facility are subject to material handling charges and are the responsibility of the exhibitor. This also applies to items not ordered through the official show vendors. Please refer to the Material Handling Order Form in the Exhibitor Manual. Contact Freeman directly to make arrangements.

Exhibitors may hand-carry their own freight into the exhibit facility. All exhibitors handling their own freight will be responsible to arrange their own storage of empty containers during the show. No storage will be available on the show floor. The use of pump trucks and other mechanical equipment is not permitted.

Please be advised the Metro Toronto Convention Centre does not accept packages in advance. If you choose to ship early, your shipment may be refused.

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 Mendelssohn Event Logistics if you require assistance with customs services from outside of Canada. Prior to shipping your goods, please send all appropriate customs documents to Mendelssohn. Prepare a complete listing of items shipped and carry it with you.

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 PREPAID. Goods sent COD will not be accepted.

CUSTOMS BROKER

Mendelssohn Event Logistics is the official customs broker of the 2018 COS Annual Meeting and Exhibition. Contact Mendelssohn directly to make arrangements. Notify Mendelssohn in advance if you are bringing commercial goods with you on the plane or driving your own vehicle into Canada. Mendelssohn will supply you with the appropriate customs documents and advise the border official of your crossing.

WORK PASSES/DELIVERIES

Unregistered exhibitor personnel and exhibitor-appointed contractors who wish to 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 **1330 hrs on Sunday, June 3** under any circumstances. A penalty of \$500 will be charged for early move-out.



STAFF INFORMATION

EXHIBITOR REPRESENTATIVES

Each assigned booth is required to have at least one (1) and no more than four (4) representatives (per 10' x 10' floor space) present at any time during exhibition show hours. Each staff person requires a badge.

STAFF REGISTRATION

All exhibit staff must be registered no later than **April 23, 2018** by completing the online registration form. Four (4) complimentary exhibitor registrations per 10' x 10' space are included in the booth rental fee; additional badges are available for \$475 + HST per person. A replacement fee of \$20 will be charged for lost badges.

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). Onsite exhibitor registration will begin on **May 31, 2018**.

HOTEL ACCOMMODATION

We strongly encourage all exhibitors to book within the conference block that has been reserved at the InterContinental Toronto Centre, the Delta Toronto Hotel, and the Fairmont Royal York. The room blocks and our negotiated rates allow us to keep the event cost-effective for all attendees. We appreciate your support with this matter.

To reserve a room, visit the conference [website](#).

Reservation Deadline: May 7, 2018

COS kindly asks exhibitors to refrain from booking room reservations in excess of those definitely required by the organization. Release of excess room reservations close to the meeting date may cause COS to be liable for substantial attrition payments. We greatly appreciate your cooperation on this important matter.

SOCIAL EVENTS

Exhibitors are invited to attend COS social events as this will provide you with additional networking opportunities. Attendance at the welcome reception is complimentary for exhibit staff.

MEETING ROOM RENTAL

COS has not reserved any additional meeting space at the hotels or Metro Toronto Convention Centre. Anyone wishing to book a meeting room at a hotel or MTCC may do so directly with the venue. Audio-visual fees and food and beverage costs will be extra and organized directly with the hotels or MTCC.

As the COS Annual Meeting is an accredited educational event, we respectfully request that you please refrain from scheduling any events during the scientific program and COS social events. You may view the Program at a glance online [here](#).



RULES AND REGULATIONS

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 **April 13, 2018**.

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 Exhibit Hall or outside the conference centre.

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 any food or beverages in booths by exhibitors must receive approval by COS. Requests must be received in writing by April 13, 2018.

COMPLIANCE WITH LAWS

The exhibitor agrees to observe all union contracts and labour relations in force, agreements between COS, official exhibition contractors and the exhibit venue, and act according to all applicable labour laws. In addition, the exhibitor agrees to observe all 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 venue and 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.

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 12, 2018** otherwise the rental fee is due in full payment. Deposits are non-refundable.

SECURITY SERVICES

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..

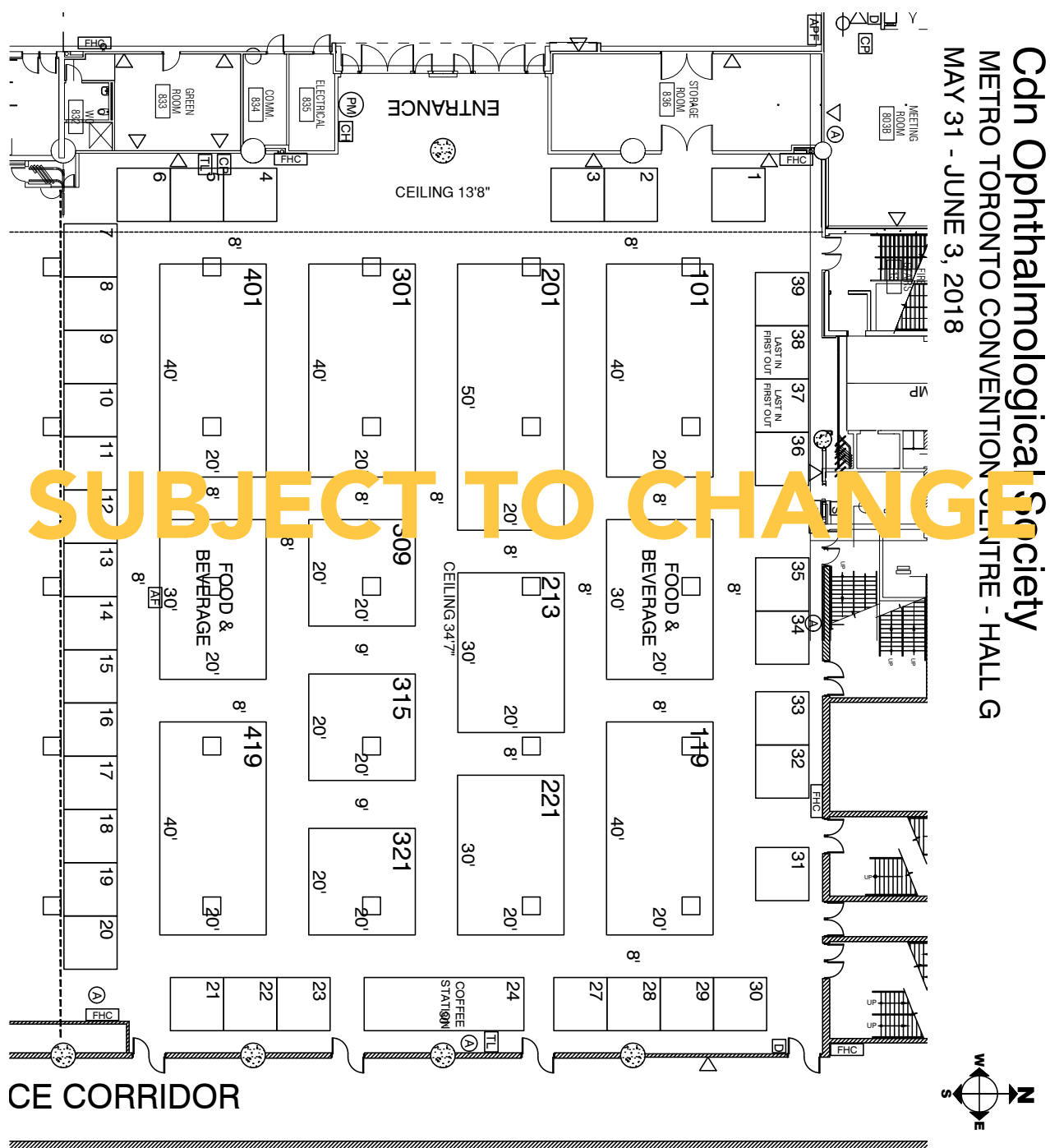


EXHIBIT HALL "G"