

DIABETES | **DIABÈTE**
CANADA | **CANADA**



**PROFESSIONAL
CONFERENCE AND
ANNUAL MEETINGS**

Shaw Convention Centre, Edmonton, Alberta, November 1-4, 2017

EXHIBITOR OPPORTUNITIES

VISION STATEMENT:

A world free of the effects of diabetes.

MISSION STATEMENT:

To lead the fight against diabetes by:

- Helping those affected by diabetes to live healthy lives
- Preventing the onset and consequences of diabetes
- Discovering a cure

Most exhibitors return year after year; a true testimonial to the value of participating in Diabetes Canada's Annual Conference.

EXHIBIT SALES:

Michelle Woll
Life Science
416-408-7190
michelle.woll@diabetes.ca

Leslie Johnson
Healthy Living
416-408-7138
leslie.johnson@diabetes.ca

Akash Mahajan
Community Development
416-433-6606
akash.mahajan@diabetes.ca

DIABETES CANADA

We're leading the fight against diabetes.

The Canadian Diabetes Association became Diabetes Canada on February 13, 2017 to shed the light on the diabetes epidemic Canada is facing. It's taking a monumental toll on our health. It's time to do more — much more.

Diabetes Canada will be the driving force to build awareness of the disease and its implications, which are often misunderstood.

Diabetes Canada will be the national voice for millions of Canadians living with diabetes or prediabetes.

End Diabetes is our rallying cry to end the terrible health impacts of diabetes as well as its shame, blame, stigma and misinformation. It's also time to End Diabetes altogether with a cure.

ANNUAL CONFERENCE

It is our pleasure to welcome you to the 20th Annual Diabetes Canada/CSEM Professional Conference and Annual Meetings, in Edmonton, Alberta.

The conference provides delegates with an excellent opportunity to learn from experts, network with colleagues and share experiences. Program highlights include nationally and internationally renowned speakers addressing current diagnosis and treatment issues, co-developed symposia, interactive workshops, meet-the-professor sessions, oral abstract presentations, wine and cheese poster presentation receptions and a trade show.

The exhibits offer an opportunity to showcase your latest products, services, publications, software, and teaching tools, as well as to expand contacts and networks.

WHY PARTICIPATE?

- Personal interaction with direct influencers, key decision makers, potential buyers and end-users from the diabetes field
- Showcase your products or services to the right audience; gather information for product/service development
- Network, recruit and build relationships with current and future customers
- Opportunities to better understand your clients' marketplace opportunities as a result of face-to-face conversations
- Partnership with Diabetes Canada and support of the profession.
- Increase your company visibility by positioning your brand with national exposure in one environment

The four day annual conference schedule will offer unparalleled educational sessions including: symposia, debates, state-of-the-art lectures, oral and poster presentations.

In 2016, the 19th annual Canadian Diabetes Association/Canadian Society of Endocrinology and Metabolism Professional Conference attracted *more than 2,000 attendees*. This is a 32% increase over our 2014 conference attendance numbers.

As a supporter, you will also be demonstrating a commitment to the fight against diabetes and other endocrine diseases and providing your support to the millions of Canadians currently living with diabetes. This is a tremendous opportunity to grow awareness of diabetes and other endocrine diseases and to continue to develop innovative programs and services for people living with these diseases and the health professionals who care for them.

Together, we can make a difference. With your help, we can continue to move forward in improving the understanding, care and management of diabetes and other endocrine diseases.

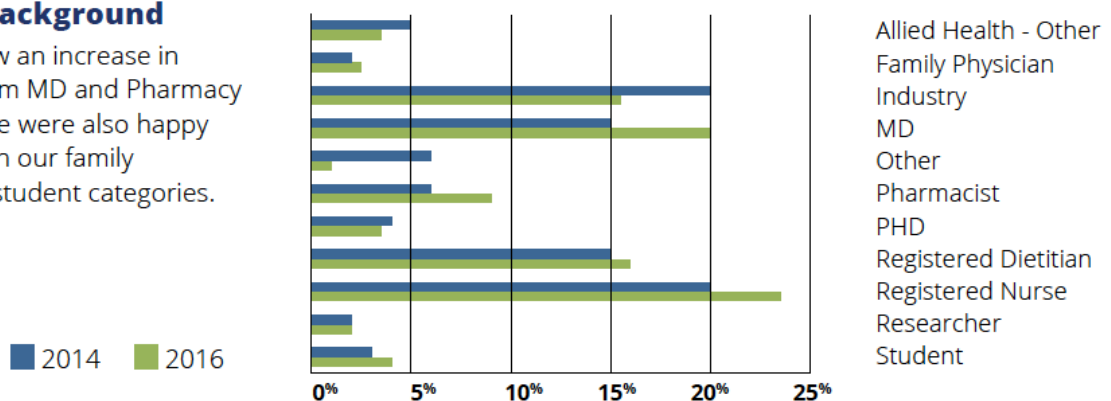
ATTENDEE DEMOGRAPHICS

In 2016, the 19th annual Canadian Diabetes Association/Canadian Society of Endocrinology and Metabolism Professional Conference attracted **more than 2,000 attendees**. This is a **32%** increase over our 2014 conference attendance numbers.

To ensure we are helping our supporters reach their business goals, we are pleased to share some of the key demographic information from 2016 conference.

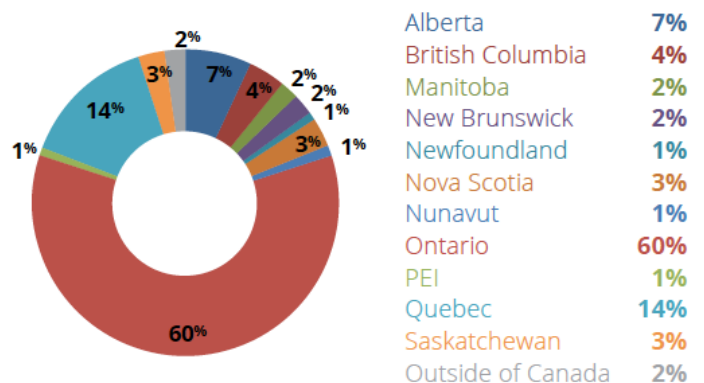
Attendee Background

In 2016, we saw an increase in attendance from MD and Pharmacy professions. We were also happy to see increases in our family physician and student categories.



Attendee Provincial Breakdown

In 2016, we saw a large portion of attendees from Ontario, followed by Quebec and then Alberta.



Attendee Work Setting

The main work settings represented by attendees were hospitals and community care. These were followed by group practice, academic and pharmacy. (Based on a sample response from 527 attendees.)

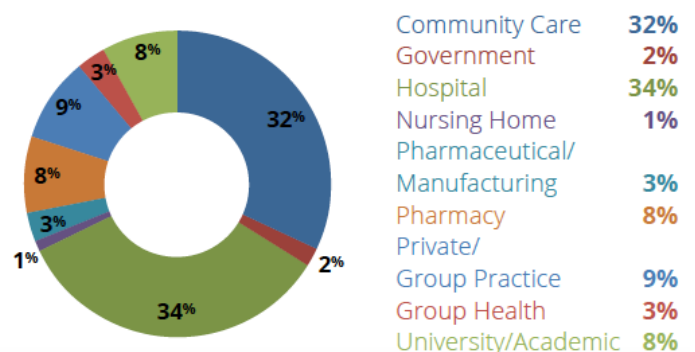


EXHIBIT OPPORTUNITIES

Exhibitor booths will be set up to enhance the networking opportunities with conference attendees and to provide maximum exposure for your organization.

EXHIBIT SPACE INCLUDES:

- Company name and booth location listed in the professional conference program
- One 10' X 10' booth space with pipe and drape
- Two (2) complimentary Exhibitor Registrations per 10' X 10' booth
- Carpeted aisles
- Coffee breaks on tradeshow floor
- Lunch on tradeshow floor
- After-hours security

Exhibit Space does not include:

- Booth carpet
- Furniture
- Internet
- Electrical
- In-booth food and beverage service
- Insurance
- Audio visual equipment
- Conference admission

EXHIBIT SPACE PRICING: \$5,500

Note: Non-profit organizations or government agencies may be eligible for a reduced rate. Please contact us for further details.

SPACE SELECTION:

Tables are placed as shown on the enclosed floor plan. Tables are assigned based on a priority basis, and the date your application is received.

CANCELLATION POLICY:

Cancellation of an Exhibit Registration must be received in writing no later than September 30, 2017. A cancellation fee of \$1,000 per table will apply. No refunds will be issued for cancellations received after October 1, 2017.

EXHIBITOR MANUAL:

The 2017 Exhibitor Manual will be available online at <http://www.diabetes.ca/clinical-practice-education/professional-conference-annual-meetings>. It's important that you download and read the manual as it outlines all the information required to ensure a successful exhibiting experience.

EXHIBIT SCHEDULE	
SETUP	
Wednesday, November 1 Thursday, November 2	8:00 a.m. to 6:00 p.m. 7:00 a.m. to 10:00 a.m.
SHOW HOURS	
Thursday, November 2 Friday, November 3 Saturday, November 4	10:00 a.m. to 5:30 p.m. 10:00 a.m. to 5:30 p.m. 10:00 a.m. to 1:30 p.m.
TEARDOWN	
Saturday, November 4	1:30 pm to 7:30 p.m.

Exhibitors may not dismantle their exhibits before 1:30 p.m. on Saturday, November 4th. Exhibitors in violation of this regulation may not be permitted to exhibit in future years.

CONFERENCE BAG INSERT: \$2,000

One corporate page (8.5" X 11") in delegate registration bags (subject to Diabetes Canada/CSEM approval).

CONFERENCE SPONSORSHIP:

A wide variety of sponsorship opportunities are available to increase your company's exposure. Please contact us for further details.

SHOW MANAGEMENT:

Diabetes Canada's exhibit floor is managed by an experienced event management team.

Please direct booth enquiries to:

Stefanie Wolf, CMP, CEM

Event Manager

Phone: 613-661-3431

Email: cdacsem2017@roadaheadgroup.ca

HOTEL & TRAVEL

TRAVEL:

Air Canada offers attendees a discount on applicable fares to Edmonton, Alberta from October 25, to November 15, 2017. The discount code is AWEUD331. To book a flight with your promotion code, access aircanada.com and enter your promotion code in the search panel.

WestJet offers attendees 10% off Econo and 15% off Plus fares* for travel to Edmonton, Alberta from October 24 to November 11, 2017 (discount blackout dates include November 9-11, 2017). Please visit westjet.com/convention-discount and use web coupon XMBUEWU (Travel Agents use YYC03).

HOTEL ACCOMMODATIONS:

Please book hotel accommodations through the Diabetes Canada/CSEM 2017 registration site.

Chateau Lacombe

10111 Bellamy Hill, Edmonton, AB T5J 1N7
Standard King or Double: \$169.00

Coast Hotel

10155 – 105 Street NW, Edmonton AB T5J 1E2
Comfort Room: \$149.00

Courtyard Edmonton Downtown

One Thornton Court NW, Edmonton, AB, T5J 2E7
General King: \$189.00

Delta Edmonton Centre Suite

10222-102 Street, Edmonton, AB, T5J 4C5
Premier Delta King: \$149.00

Hyatt Place

9576 Jasper Avenue, Edmonton, AB T5H 4H7
Single/Double: \$159.00

Sutton Place Edmonton

10235-101 Street, Edmonton, AB T5J 3E9
King or Two Doubles: \$159.00

TERMS AND CONDITIONS OF CONTRACT BETWEEN EXHIBITOR AND DIABETES CANADA ("MANAGEMENT")

1. Management reserves the right to alter or change the space assigned to the Exhibitor. Management further reserves the right, at its sole discretion, to change the date upon which the show is held, or cancel the show, and shall not be liable in damages or otherwise by reason of any such changes or cancellation, other than to refund in full any amounts paid by the Exhibitor to Management.
2. The Exhibitor shall not assign this contract or sublet space or any part thereof or permit same to be used by any other person without the prior written consent of Management. Any attempt to do so is null and void and will result in immediate cancellation of this contract and the forfeiture of any amounts paid by the Exhibitor to Management.
3. The Exhibitor shall comply with all rules and regulations established by Management for the show and agrees that Management's decision to adopt and enforce any such rule or regulation shall be final and binding. All rules and regulations established by Management will be laid out in the Exhibitor Manual distributed at least three months prior to show dates.
4. The Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.
5. The Exhibitor shall indemnify and hold Management harmless from and against any loss, injury or damages whatsoever suffered by Management as a result of the Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Exhibitor's participation in the show including without limitation, any third party claim against Management with respect to loss, injury or damage sustained or suffered by any other exhibitors, the owner of the building, attendees of the show, and their respective directors, officers, agents and employees.
6. This contract may be canceled by either party provided written notice is received by the other no later than September 30, 2017, in which case all monies paid by the Exhibitors will be refunded less an administration fee of \$1,000 per booth. If the Exhibitor cancels after such date it will be responsible for the full contract price.
7. Management reserves the right at any time to alter or remove exhibits or any part thereof including printed material, products, signs, lights or sound and to expel the Exhibitor or their personnel if, in Management's opinion, their conduct or presentation is objectionable to Management or to other show participants.
8. Exhibitor's display must comply with all requirements of Management and of the owner of the building including maximum height requirements. The Exhibitor must abide by the rules and regulations laid out in the Exhibitor Manual.
9. The Exhibitor must provide at least one staff per booth to maintain display during show hours. The Exhibitor agrees to confine its presentation to the contracted space only.
10. All goods shipped to the show must be clearly marked with the name of the Exhibitor and the number of the display space. Goods must not be shipped to the show with any shipping charges to be paid on arrival and any such goods will not be accepted by Management. Management assumes no responsibility for loss or damage to the Exhibitor's goods or property either before, during or after the show. Management assumes no responsibility in arranging the receiving or return shipment of the Exhibitor's materials.
11. In consideration of the Exhibitor's participation in the show, the Exhibitor hereby releases Management, its directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with its participation in the show including without limitation any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of Management or otherwise.
12. The Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Exhibitor shall carry liability insurance of \$2 million as well as such additional insurance as may be required by Management. The Exhibitor agrees to furnish immediately to Management, upon request, certificates of insurance pertaining to all policies of insurance carried by the Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to Management at law or under this contract, Management shall have the right to take possession of the display space for such purposes as it sees fit and the Exhibitor will be held liable for the full contract price for the said space.
13. The Exhibitor agrees that no display may be dismantled or goods removed during the entire run of the show. The Exhibitor agrees to remove the exhibit, equipment and appurtenances from the show building by the final move-out time. In the event of failure to do so the Exhibitor agrees to pay for such additional costs as may be incurred by Management.
14. The Exhibitor will comply with the rules and regulations of any unionized contractors which may be selected by Management to service the exhibitors. Any dispute between the Exhibitor and any such contractor or union representative will be referred to Management for resolution whose decision shall be final and binding on all parties.
15. Management reserves the right to cancel this contract and to withhold possession of the space or to expel the Exhibitor there from if the Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulations, in which case the Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting Management's other rights and remedies at law under this contract as a result of such failure to comply.
16. Processing of payment by Management does not in itself constitute acceptance into the trade show.

2017 EXHIBIT REGISTRATION FORM

EXHIBITOR INFORMATION

FIRST NAME	LAST NAME	
TITLE	COMPANY	
ADDRESS		
CITY	PROVINCE	POSTAL CODE
TELEPHONE	EMAIL	WEBSITE

Please contact me about sponsorship opportunities

CUSTOMIZE YOUR PACKAGE

Exhibit Space: 10' X 10' Booth: ____ X \$5,500	Exhibit Space	
Conference Bag Insert: \$2,000 One Page (8.5" X 11") In Conference Bags	Plus Conference Bag Insert	
	TOTAL ENCLOSED	

Preferred location: 1. _____ 2. _____ 3. _____ 4. _____ 5. _____

If this application is accepted, the Exhibitor agrees to be bound by the Terms and Conditions set forth in the Exhibitor Prospectus and Exhibitor Manual. The undersigned is fully authorized to commit the Exhibitor to the terms of this contract.

SIGNATURE

DATE

PAYMENT

- Cheque (payable to Diabetes Canada)
- Visa
- MasterCard
- AMEX

CARD NUMBER	
EXPIRY DATE	CVV
CARDHOLDER SIGNATURE	

Complete the form and send with payment to:
Diabetes Canada 2017 Conference
522 University Ave, Toronto, ON M5G 2R5
Email: professional.conference@diabetes.ca