

Leadership and Advocacy in Ophthalmology



Québec

Exhibitor Prospectus

COS Annual Meeting & Exhibition

June 13-16, 2019

Québec City Convention Centre



Canadian Société
Ophthalmological canadienne
Society d'ophtalmologie

EYE PHYSICIANS | MÉDECINS ET CHIRURGIENS
AND SURGEONS | OPHTHALMOLOGISTES
OF CANADA | DU CANADA

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 print program and on phone App
- All breaks and lunches served in the Exhibit Hall
- Invitation to Welcome Reception on **Thursday, June 13, 2019**

SPONSORSHIP OPPORTUNITIES

Increase your corporate visibility by becoming a sponsor of the 2019 COS Annual Meeting. Priority selection of booth location and size will be given to Platinum, followed by Gold, Silver, and Bronze level sponsors then 2018 STC Contributors.

- 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.

STC contribution is considered separate from overall Annual Meeting sponsorship levels. All benefits and recognition are in addition to overall meeting sponsorship. Sponsors wishing to provide financial contributions only must consult the [sponsorship package](#) for levels, benefits and amounts. For more information, please contact Maxine Brown at mbrown@cos-sco.ca.

WIFI (\$7,500)

Opportunity to sponsor delegate Wi-Fi. Promote your corporate name/logo as the Wi-Fi sponsor on the print program, slide loop and website.

LEAD RETRIEVAL (\$500)

This barcode 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 as the COS will verify the data to 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 (\$1,500)

The opportunity to provide one (1) room drop at the host hotels is complimentary for the Platinum sponsors. The opportunity to provide one (1) hotel room drop at the host hotels is available to Gold and Silver level sponsors at a base fee of \$1,500 on a first-come, first-served basis. A maximum of two (2) room drops will be distributed per night. All associated costs of producing the room drop must be covered by the supporter.

Hotel Room Drop Content and Size Procedures:

- Requests must be received in writing by **April 26, 2019**;
- Room drops must be developed by the sponsors;
- Room drops are subject to approval by the COS and a final draft must be submitted by **May 10, 2019** prior to the room drop being printed;
- Promotional material should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.); however promotional material encouraging visitation to a commercial exhibit at the COS Annual Meeting is permissible;
- Content can be educational in nature;
- Content may promote educational sessions or accredited and unaccredited events (granted the sessions are approved by the COS);
- Recommended sizing is no larger than 4.25 by 5.5 inches (half the size of a standard piece of paper).

FAST FACTS

DATES

Thursday, June 13 – Sunday, June 16, 2019

LOCATION

Québec City Convention Centre (QCCC)

1000 René-Lévesque East
Québec, QC G1A 1B4 Canada

EXHIBIT MOVE-IN AND MOVE-OUT

Load-in and booth setup	Wednesday, June 12, 1400 – 2000
Service desk	Wednesday, June 12, 1400 – 2000 Thursday, June 13, 0800 – 2000
Booth setup and move-in	Thursday, June 13, 0800 – 2000
Teardown and load-out	Sunday, June 16, 1330 – 1800

EXHIBIT HOURS

Friday, June 14	0930 – 1730
Saturday, June 15	0930 – 1730
Sunday, June 16	0930 – 1330

Delegate breaks and lunches will be served in the Exhibit Hall; lunches for exhibitor representatives will be served in the Exhibit Hall 1145 – 1215.

Morning break	1000 – 1045
Lunch	1215 – 1330
Afternoon break	1500 – 1545

BOOTH SIZE

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

FEES

\$4,700.00 + 5% GST = \$4,935.00 per 10' x 10' space. **A non-refundable deposit of \$2,000 per 10' x 10' floor space is required within 14 days of booth selection to reserve a preferred location.**

TABLETOP DISPLAY FOR PUBLISHERS

\$1,500 + 5% GST = \$1,575.00. Representatives must register at the exhibit rate of \$475 + GST per person. **Cancellations after February 22, 2019 will not be provided with a refund.**

TABLETOP DISPLAY FOR NON-PROFIT ORGANIZATIONS

\$250 + 5% GST = \$262.50. Representatives must register at the non-profit exhibit rate of \$325 + GST per person. **Cancellations after February 22, 2019 will not be provided with a refund.**

IMPORTANT 2019 DEADLINES

FEBRUARY 22	Cancellation of reserved booth space
MARCH 29	Submission of plan or "sketch" for island/peninsula display for approval Final payment on booth rental Submission of corporate profile and logo
APRIL 26	Request to distribute food and beverage in the booth Request to use COS logo Request for hotel room drops Approval of any incentive
MAY 3	Booth staff registration
MAY 27	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 Exhibitor Services**
Tel: (613) 748-7180 ext. 234
FreemanOttawaES@freeman.com

**Customs Broker
John Santini**
Director of Operations
ConsultExpo Inc.
Tel: (514) 482-8886 ext. 1
johns@consultexpoinc.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. Inline booths cannot exceed 8' in height. Island exhibits will have markings on the floor indicating the four corners. Draping will not be provided for islands. The ceiling height is 23' in the Exhibit Hall. 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 for island and peninsula displays must be provided to COS for approval no later than **March 29, 2019**.

Included in the booth rental fee are:

- Standard set-up: 8' back and 3' side drapes (if applicable), one (1) waste basket;
- Company 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;
- Up to four (4) complimentary exhibitor registrations per paid 10' x 10' exhibit space;
- Invitation to attend the Welcome Reception (Thursday), breaks and luncheons for all registered representatives;
- Access to all scientific sessions (ticketed scientific add-on sessions and courses may not apply).

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 and 2018 STC Contributors 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 the Québec City Convention Centre and the Canadian Ophthalmological Society. COS reserves the right to restrict exhibits which, in COS' judgment is 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 granted on presentation of COS official badges only. Nothing may be affixed or adhered to official badges, other than COS sponsor ribbons. 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 and the Government of Canada's *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. Medical devices, products, and equipment which have not yet received authorization for sale in Canada may be operated, demonstrated and displayed on the exhibit floor but need to be clearly marked that the medical devices, products, and equipment are not authorized for sale in Canada.

FOR MORE INFORMATION ON MEDICAL DEVICES REGULATIONS, PLEASE CONTACT:

Medical Devices Bureau

11 Holland Avenue, Tower A, 2nd Floor

Address Locator: 3002A

Ottawa, ON K1A 0K9

Tel: (613) 957-4786

Fax: (613) 957-6345

MDB_Enquiries@hc-sc.gc.ca

FOR MORE INFORMATION ON PROMOTIONAL ACTIVITIES RELATED TO MARKETED 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 2019 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 Québec City 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 ConsultExpo Inc. if you require assistance with customs services from outside of Canada. Prior to shipping your goods, please send all appropriate customs documents to ConsultExpo Inc. Prepare a complete listing of items shipped and carry it with you.

Exhibitors who use courier companies such as FedEx, 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

ConsultExpo Inc. is the official customs broker of the 2019 COS Annual Meeting and Exhibition. Contact ConsultExpo Inc. directly to make arrangements. Notify ConsultExpo Inc. in advance if you are bringing commercial goods with you on the plane or driving your own vehicle into Canada. ConsultExpo Inc. 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 **June 16, 2019** 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 exhibit show hours. Each staff person requires an official COS Annual Meeting & Exhibition badge.

STAFF REGISTRATION

All exhibit staff must register no later than **May 3, 2019** by completing the online registration form. Four (4) complimentary exhibitor registrations per 10' x 10' space is included in the booth rental fee; additional badges are available for \$475 + GST 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 **June 13, 2019**.

HOTEL ACCOMMODATION

We strongly encourage all exhibitors to book within the conference block that has been reserved at the Hilton Québec, the Delta Québec, and the Fairmont Le Château Frontenac. 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 27, 2019

COS kindly asks exhibitors to refrain from booking room reservations more than those 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 registered exhibit staff.

MEETING ROOM RENTAL

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

As the COS Annual Meeting is an 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. The COS name or logo may not be used in any way that might imply endorsement of a company or product. Requests must be received in writing by **April 26, 2019**.

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 26, 2019**.

COMPLIANCE WITH LAWS

Exhibitors agree to observe all union contracts and labour relations in force, agreements between COS, official exhibit 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 22, 2019** 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.