

EXHIBITOR PROSPECTUS



For further information contact: Joyce Davis Canadian Ophthalmological Society 610-1525 Carling Avenue Ottawa, ON K1Z 8R9 CANADA Tel: 613.729.6779/ 800.267.5763 Fax: 613.729.7209 jdavis@eyesite.ca www.eyesite.ca e invite you to be a part of one of the largest gatherings of ophthalmological 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
- One-on-one interaction with delegates during the Welcome reception in the exhibition hall
- Copies of delegate lists
- Relax and mingle with colleagues in the Exhibitor Lounge
- Opportunity to reserve an Exhibitor Forum

FAST FACTS

2009 Meeting Dates:

Saturday June 20 - Tuesday June 23

Meeting Location

Westin Harbour Castle <u>www.westin.com/harbourcastle</u> One Harbour Square, Toronto, ON M5J 1A6, Tel: 416.869.1600, Fax: 416.869.0573 Exhibition Hall: Metropolitan Ballroom

Exhibition

Move-in: Friday 19 June, 1200-2000; Saturday June 20, 0700 - 2000 Move-out: Tuesday 23 June, 1330-1800

Exhibition hall hours:

Sunday 21 June: 0900 – 1830; Welcome Reception 1700 - 1830 Monday 22 June: 0900 - 700 Tuesday 23 June: 0900 – 1330 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: $10' \times 10'$ or multiples thereof

Booth Fees

3,500 plus 5% GST = 3,675.00A 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 2009 COS Annual Meeting. Platinum: \$25,000; Gold: \$20,000; Silver: \$15,000; Bronze: \$10,000. Contact COS for details.

Exhibitor Forums – NEW THIS YEAR!

COS is offering exhibiting companies the opportunity to host 90 minute seminars on Saturday June 21. The Exhibitor Forums give your company the opportunity to offer an education seminar, or showcase your products or services in an intimate setting (max. 75 participants). The Exhibitor Forum is available on a first-come, first-serve basis. Different fees apply depending on sponsor level. See application form for details. Fees include room, basic audio-visual set up and coffee/tea.

LOGISTICAL INFORMATION

Move-In

Exhibitors with a exhibit space of 400 square feet or greater can begin their move in on Friday, June 19 at 1200h. All crates for exhibits this size must be loaded into the building no later than Saturday, June 20 at 1400h. All crates must be emptied and ready to be placed into storage by Saturday, June 20 at 1800h, however Exhibitors are welcome to work on their exhibits throughout the day and into the evening until 2000h Saturday. A Freeman Freight Representative will be available throughout the day to assist with removing any empty containers that are ready prior to the 1800h Saturday deadline. There is no storage on the floor or in the hotel. All storage will be removed to an offsite location by Freeman. An exhibitor manual will be prepared and sent closer to the event dates displaying pricing for any related charges.

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 16'9". 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 April 15 2009.

Included in the booth rental fee are:

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

Show Management

Freeman Decorating Ltd. is the official show management company of the 2009 COS Annual Meeting and Exhibition, handling shipping, customs, transport, move-in and move out services. Contact Freeman directly to make arrangements.

Exhibitor Services - Freeman Decorating Ltd.

61 Browns Line, Toronto, ON M8W 3S2, Tel: 416.252.3361., Fax: 416.252.2365 E-mail: <u>freemantorontoes@freemanco.com</u>

Shipping

Freeman Transportation and Customs provides ability to download bills of lading and will also provide tracking information for either country. They are bonded carriers specializing in exhibit materials. Please contact: Sunny Salas, Director of Transportation and Customs, Tel: 416.252.3361, Fax: 416.252.2365, <u>Sunny.Salas@freemanco.com</u>

You may deliver your small materials directly to the loading dock on move-in day. Access to loading dock must be co-coordinated through Freeman Decorating Ltd. to ensure timely access. Should you require assistance unloading, Freeman staff will be available. This must be arranged in advance and costs will be at the expense of the exhibitor. It is recommended that all goods be shipped through Freeman Transportation and Customs. Shipments will be received by Freeman and can be stored up to 30 days in advance of the move-in day. Advance material handling charges will apply. Please refer to this section in the Freeman Exhibitor Service Manual. *COLLECT SHIPMENTS CANNOT BE ACCEPTED*

All shipments and deliveries should be addressed and labeled as follows:

Warehouse Shipping Address	Show site Shipping Address
Your Company Name	Your Company Name
Your Booth Number	Your Booth Number
Canadian Ophthalmological Society	Canadian Ophthalmological Society
c/o Freeman	c/o Freeman
61 Browns Line, Toronto, ON M8W 3S2	Westin Harbour Castle, Metro Ballroom
	1 Harbour Square, Toronto, ON M5J 1A6

Exhibit and display materials cannot be accepted at the Westin Harbour Castle for storage or receiving prior to the move-in day, Friday June 19. The conference centre will not be liable for any additional costs for shipments that are refused.

Customs

Please contact: Sunny Salas, Director of Transportation and Customs, Tel: 416.252.3361, Fax: 416.252.2365, <u>Sunny.Salas@freemanco.com</u>

Hand Carrying or Private Vehicle:

Notify Freeman in advance if you are bringing commercial goods with you on the plane or driving your own vehicle into Canada. Freeman 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 Friday June 19. Prior to shipping your goods, please fax all appropriate customs documents to the Freeman office: 416-252-2365. 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 Freeman if you require assistance with shipping from the US.

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 1330 hrs on Tuesday June 23 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: <u>www.eyesite.ca</u>

Audio Visual Equipment Rental

Mediaco – The Presentation Company Edmonton Chris Griffin, Equipment Coordinator 14737 123 Ave, Edmonton AB, T5L 2Y6 M: 780.405.1560 Tel: 780.401.1000 x115 / 888.440.4477 x2 Fax: 780.401.1001 www.mediaco.ca cgriffin@mediaco.ca

Telephone/Internet Access

Kessinger Hunter & Co. Inc.; Tel: 416.361.7466 x4312; Fax: 416.869.1023 All telephone lines, high-speed Internet lines or other related equipment must be coordinated by the exhibitor directly no later than three weeks prior to the meeting. Order forms attached.

Janitorial Services

Common areas are maintained by the Westin Harbour Castle. Booth cleaning services are provided by Freeman Decorating Ltd. at a cost to the exhibitor if required.

Security Arrangements

Security personnel will be provided during all non-viewing hours. Additional security personnel can be arranged. Contact 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. Alternatively, staff badges may be turned in at the Registration desk and reissued to a different employee keeping a maximum of four reps per 10'x10' booth with badges at any given time.

Registration

All company representatives participating in the exhibition must be registered. Please submit a list of representatives no later than June 5 2009. 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 Saturday June 20 2009.

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 Harbour Castle at a special COS rate of \$235, until May 24, 2009. Subject to availability. Reservations: 1800WESTIN1 or www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=0810289219&key=88717

Social Events

Exhibitors are invited to attend any COS social event. Some events require registration or ticket purchase. See Annual Meeting program for details. As the COS Annual Meeting is an accredited CPD activity, exhibitors may not purchase tickets for delegates. Please order tickets by June 5, 2009.

RULES AND REGULATIONS

Programs

Exhibitors may not offer programs which will conflict with the COS scientific meetings or social events. Exhibitors are encouraged to reserve a COS Exhibitor Forum. See application form for details. Should you require rooms for staff meetings, please contact Inika Anderson at the COS office before January 31 2009.

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 15 2009.

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. Requests must be received in writing by April 15 2009.

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. Snacks or beverages may be distributed during coffee breaks only and require prior written authorization from the Westin Harbour Castle management and COS.

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 by the Toronto Fire Department. Exhibitors are subject to the terms and obligations of the contract binding the Westin Harbour Castle and the COS (for details contact COS). 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 2009 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 April 1 2009 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 Harbour Castle, 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 hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, Starwood Hotels & Resorts Worldwide, Inc., and each of their respective parents, subsidiaries, affiliates, employees, officers, directors and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or sue of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

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.

The Hotel, its owners, its operator and Starwood Hotels & resort Worldwide, Inc. shall be included in such policies as additional named insureds. In addition, the exhibitor acknowledges that neither the Hotel, its owners, its operator, nor Starwood Hotels & Resorts Worldwide, Inc. maintain insurance covering exhibitor's property and that it is the sole responsibility of thee the exhibitor to obtain business interruption and property damage insurance insuring any losses by the exhibitor.

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

Canadian Ophthalmological Society	800. 267.5763 or 613.729.6779 <u>cos@eyesite.ca</u>
Freeman Decorating Ltd.	416. 252.3361 Freemantorontoes@freemanco.com
Kessinger Hunter & Co. Inc.	416.361.7466 ext 4312
Mediaco Inc., Donna Pearson	888.440.4477 cgriffin@mediaco.ca
Westin Harbour Castle	1800WESTIN1 Reservations

IMPORTANT DATES

January 31 Deadline to reserve Exhibitor Forums and to book room space for staff meetings

> April 1 Last day to cancel reserved booth space Final payment on booth rental due

April 15 Deadline to submit plans for island/peninsula display to COS for approval

> May 10 Deadline to order booth sign

May 24 Cut-off date for hotel rooms at preferred rates

> June 5 Deadline to pre-register booth staff Deadline to order social event tickets

> June 1 Order phone or Internet connections Arrange shipping to hotel Freeman

> June 19-20 Exhibit Move-in, Registration begins

> > June 21 Welcome Reception

June 23 Exhibit Move-out



Application for Exhibit Space

EXHIBITOR INFORMATION

Firm Name:				
Contact Person: Name		Title		
Address:				
City		Prov	Postal Code	
Telephone:	Fax:		Email:	
EXHIBIT SPACE				
#1	.0' x 10' (3m x3m) exhibit	spaces at \$3500) + GST	
Electrical outlet	ΠY ΠN	Surgical	l Wet Lab 🗌 Y 🗌 N	
Preferred booth location 1 st	on (see attached floor plan 2 nd) 3	3 rd	_
If possible, we do not	wish to be located directly	beside or across	s from:	
Please note: Exhibits are a	ssigned according to booth size,	, exhibitor requireme	ents and efficient use of exhibition hall s e right to determine the final allocation of	
EXHIBITOR FORUMS				
Saturday June 21, 2009	9. Maximum 75 participant	s. Fees include r	oom, basic A/V, coffee & tea.	
Fees based on sponsors	ship level: old \$2000	3000 🗌 Bronze	e \$4000	
If possible, we would p	refer this time slot: 030-1200 0100-14	↓ 30 □ 1530-	-1700 🗆 1800-1930	
Please note: Participation in a services offered.	the Exhibitor Forum program doe	es not constitute an el	endorsement by COS of the claims, product	ts or
AGREEMENT	he a firm contract with	the Canadian (Onbthalmological Society for exhi	ihition

We understand this to be a firm contract with the Canadian Ophthalmological Society for exhibition space at its Annual Meeting & Exhibition, 20-23 June 2009. It is also understood and agreed that we will abide by all terms and conditions as detailed in the Exhibitor Prospectus. Cancellations must be received in writing before 1 April 2009 otherwise rental fees are due in full.



The Westin Harbour Castle Metropolitan Room - Floor Plan



The Westin Harbour Castle Electrical Service Order Form

Company Name:			Meeting Room:	
Function name:			Onsite Contact During Event:	
Date of Function:			Phone #	
Item Description	Price when booked in advance	Quantity Required	Location / Booth #	Tear Down Date:
Receptacle, Duplex (115 Volts, 15 Ampere)	\$ 63.00		Set up Date:	Time:
Receptacle, Single, (115/208 Volts, 20 Ampere)	\$ 84.00		Time:	
Receptacle, Single, (115/208 Volts, 30 Ampere)	\$ 140.00			Conditions:
Three phase receptacle up to 30 Ampere	\$ 200.00		Prices stated are per FUNCTION, no	ot per day
Light stand with 4 bulbs (75W Flood)	\$ 70.00		Prices listed DO NOT include applica	able taxes
Extension Cord or Power Bar	\$ 17.00		Orders must be placed a minimum o	f 5 working days prior to event
60 Amp Disconnect	\$ 200.00		Orders placed onsite or without 5 wo	rking days notice are subject to a 25% surcharge
100 Amp, Camlock or Switch, E10-18	\$ 380.00		Unauthorized use of electrical power applied to the function master accourt	will result in applicable charges being nt
200 Amp, E10-18 Camlock or Switch	\$ 620.00		ALL MATERIALS REMAIN THE PR	OPERTY OF THE WESTIN HARBOUR CASTLE
400 Amp, E10-18 Camlock or Switch	\$ 1,200.00		Please fax you	ur order to 416-869-1023
Fire Watch and other Labour per hour, minimum of 4 hours	\$ 50.00		Or mail to: Westin Hark	bour Castle Engineering, 4th Floor
Camlock Adapters E-10-18 or 2 x E-10-16	\$ 60.00		Toronto	o, Ontario, M5J 1A6
Distribution Box/4 Circuits	\$ 200.00			
Water Supply only (No drain)	\$ 350.00		If you have any que	estions please call 416-361-7407
Applicable taxes extra				-
Person Placing Order:			Bill to: Master Account	or Credit Card (PLEASE CIRCLE)
Telephone:			Type of Credit Card :	
E-mail Address:			Name of Card Holder:	
Mailing Address:			Card Number:	
			Card Expiry Date:	
Onsite contact:			Card Holder Signature:	



STARWOOD

HOTELS & RESORTS WORLDWIDE, INC. DIALING INSTRUCTIONS, INFORMATION AND RATES

Room to Room

Touch 7 + Extension Number

Local Calls

Touch 9 + area code + local number Hotel surcharge of \$1.49 + 5% GST per call, for calls up to 60 minutes. \$0.10 charge for each additional minute after the first 60 minutes (per call)

Direct Dial Long Distance

Touch 9 + 1 + area code + number

Billed at AT&T's operator assisted day rate plus:

2.75 access + 0.50 per minute within Ontario.

3.25 access + 1.00 per minute to the rest of Canada and The United States.

Direct Dial International Overseas

Touch 9 + 011 + country code + city code + number \$4.50 access + billed at 100% of standard AT&T operators assisted day rates.

800/888/877/866 area code Toll Free Calls

Touch 9 + 1 + area code + number Hotel surcharge of \$1.49 + 5% GST for access charge for calls up to 60 minutes \$0.10 charge for each additional minute after the first 60 minutes (per call)

Operator Assisted, calling card and Credit Card Calls

Please follow dialing instructions on your telephone.

Hotel Surcharge of \$2.00 + 5% GST access charge for calls up to 60 minutes.

\$0.10 charge for each additional minute after the first 60 minutes (per call)

This charge is payable to the hotel. Long Distance charges will be billed by a third party directly to your card

Information

 $Local; touch 9 + 411 \quad \2.50 per call Long Distance; touch 9 + 1 + area code + 555-1212, \$2.50 per call

The cost of placing outgoing calls is subject to charge without notice.

The Westin Harbour Castle

Telecommunication Services Order Form

Company Name:	Meeting Room:
Function name:	Onsite Contact During Event:
Date of Function:	Phone #

#	LOCATION	QTY	PACKAGE	GE AMOUNT	FUNCTION START			FUNCTION FINISH			TELECOM DEPT. USE ONLY		
#	ROOM / BOOTH	QIT	PACKAGE	PACKAGE AMOUNT		H DATE TIME MON		MONTH	DATE TIME		NUMBER	User ID/ Password	
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
11													
12			. <u>.</u>				L						
Package	Telecommunication Price & Description ** please refer to attached starwood pricing ** Telephone, Direct inward dialing with 10 digit number, Dial 9 + phone number, One time fee, Call charges extra									Room	Booth		
DID			· · · · ·					I charges ex	ktra			\$175	\$195
DOD	Telephone, Direct outward dialing, Dial 9 plus phone number, One time fee, Call charges extra									\$135	\$155		
VM	Voice Mail, Password protected									\$25	\$25		
SP	Speaker Phone, Polyco											\$50	\$50
WIRED	Each Wired High Spee											\$350	\$400
	S Each Wireless High Speed Internet Connection, T1 Line, DHCP, 2.4-GHz & 5-GHz Additional day charges for wired or wireless (12:01 AM TO 11:59 PM)									\$350	\$400		
ADD					,							\$50	\$50
ISDN ADSL	ISDN Line, 128bps, Na High Speed Internet wit				-							\$350 \$450	\$400 \$450
ADSL		in Static	public iP addres		ops download		ps upload)					\$450	\$450
Person Pla	acing Order:					Bill to:		Master A	ccount	or Ci	edit Card (PLEASE	CIRCLE)	
Telephone	e:					Type of C	Credit Ca	d :					
E-mail Ad	dress:					Name of	Card Hol	der:					
Mailing Ac	dress:					Card Number:							
	Card Expiry Date:												
Onsite contact: Card Holder Signature:													
Jusite col	naci.					Card Hol	uer Signa	ilure:					

please fax your order to 416-869-1023 and call 416-361-7407 for any questions