CPhA 2013

SPONSORSHIP & EXHIBITOR PROSPECTUS

Charlottetown Rocks!

June 1-4 • Charlottetown, PEI
Delta Prince Edward & Charlottetown Civic Centre
ABOUT THIS EVENT

Delta Prince Edward
and Charlottetown Civic Centre
June 1–4, 2013 • Trade Show: June 2–3

The Canadian Pharmacists Association (CPhA) National Conference — CPhA 2013 — is Canada’s premiere gathering of pharmacists and health care professionals in related fields. It is an excellent opportunity to connect and interact with more than 450 delegates from across Canada who are involved in all aspects of pharmacy practice.

WHY PARTICIPATE?
CPhA 2013 provides exhibitors and sponsors:
• Opportunities to promote new products and services to pharmacists and related health care professionals
• Extensive corporate exposure pre-, during, and post-conference allowing you to reach more than 7000 CPhA members and other health care professionals from across Canada. All promotion relating to sponsorship adheres to the Rx&D Code of Ethical Practices*
• Face-to-face networking opportunities during the six hour trade show, plus other networking events
• Opportunities to connect with delegates pre- and post-conference through the distribution of delegate lists

WHO ATTENDS?
• Community pharmacists, many of whom are pharmacy owners
• Corporate and consulting pharmacists
• Hospital pharmacists
• Pharmacists in family practice settings, long-term care facilities, government and military institutions
• Academia and research pharmacists
• New practitioners, students and interns
• Health care administrators
• National and provincial association members
• Health care professionals in related fields

* As a non-profit organization, CPhA keeps conference registration fees accessible by asking our industry leaders to contribute to a pool of funding directed exclusively towards the Continuing Education (CE) program in accordance with the Rx&D Code of Ethical Practices.

CPhA Corporate Members receive 15% off exhibit fees

DEADLINE
Early Bird exhibitor rate deadline is Thursday, March 28.
SPONSORSHIP OPPORTUNITIES

BENEFITS AND VISIBILITY
All sponsors will receive brand recognition based on level of support. At all levels, your brand will be displayed on conference signage and CPhA’s conference web page, in an ad in the post-conference issue of the Canadian Pharmacists Journal (CPJ) and on the conference mobile app.

PLATINUM ($35,000)
**PREMIUM brand recognition plus:**
- Three banner ads on conference web page
- Full-page colour ad in printed final program
- Ad on conference mobile app
- Company profile in pre-conference issue of CPJ
- One piece of your literature in delegate bags
- Two 10 ft. x 10 ft. booth spaces including eight exhibit-only passes
- First choice of exhibit space
- One exclusive CE satellite session
- Six fully transferrable conference registrations including all social events
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- Two 10 ft. x 10 ft. booth spaces including eight exhibit-only passes
- First choice of exhibit space
- One exclusive CE satellite session
- Six fully transferrable conference registrations including all social events
- One exclusive CE Satellite session
- Six fully transferrable conference registrations including all social events

SILVER ($18,500)
**PROMINENT brand recognition plus:**
- One banner ad on conference web page
- One colour banner ad in printed final program
- One 10 ft. x 10 ft. booth space including four exhibit-only passes
- Third choice of exhibit space
- Three fully transferrable conference registrations including all social events
- One additional ticket for the President’s Reception and Gala for your clients or staff

GOLD ($25,000)
**SUPERIOR brand recognition plus:**
- Two banner ads on conference web page
- Half-page colour ad in printed final program
- Ad on conference mobile app
- Company profile in pre-conference issue of CPJ
- One 10 ft. x 10 ft. booth space including four exhibit-only passes
- Second choice of exhibit space
- Four fully transferrable conference registrations including all social events
- Two additional tickets for the President’s Reception and Gala for your clients or staff
- Plus: the opportunity to sponsor a CE session for an additional $3000 sponsorship

BRONZE ($10,000)
**LEADING brand recognition plus:**
- One banner ad on conference web page at a 50% discount
- One colour banner ad in printed final program
- One 10 ft. x 10 ft. booth space including four exhibit-only passes at a 50% discount
- Fourth choice of exhibit space
- Two fully transferrable conference registrations including all social events

PARTICIPATING ($5000)
**ENHANCED brand recognition plus:**
- One banner ad on conference web page at a 25% discount
- One colour banner ad in printed final program
- One 10 ft. x 10 ft. booth space including four exhibit-only passes at a 25% discount
- Fifth choice of exhibit space
- One fully transferrable conference registration including all social events

SUPPORTING ($3500)
**BRAND recognition plus:**
- One banner ad on conference web page at a 10% discount
- One colour banner ad in printed final program
- One fully transferrable conference registration including all social events

WORKING TOGETHER
We can work with you to design a program of recognition that meets your needs.

Please contact Janet Maslin to discuss sponsorship opportunities for your organization: 1-800-917-9489, 613-523-7877 ext. 201 or jmaslin@pharmacists.ca
CONFERENCE MOBILE APP ($7500)
CPhA will be offering delegates a mobile app for the conference that will be available across all platforms (Android, Blackberry, iPhone/iOS). Become an app sponsor and receive **BRAND recognition plus:**
- Footer banners on the mobile app — company logo appears on every page of the app
Contact CPhA to discuss additional benefits that can be offered with this opportunity.

SHUTTLE TRANSPORTATION ($3000)
Delegates will be offered transportation between the Delta Prince Edward and the trade show at the Charlottetown Civic Centre on Sunday, June 2 and Monday, June 3. Shuttle sponsors receive **BRAND recognition plus:**
- Signage at the Delta Prince Edward and the Charlottetown Civic Centre
- Signage on coaches

CPhA AWARDS PROGRAM
If your company is interested in sponsoring the CPhA Awards Program recognizing pharmacy’s high achievers, please contact Helen Loverdos at 1-800-917-9489, 613-523-7877 ext. 254 or prix-awards@pharmacists.ca

Complete the enclosed Sponsorship & Exhibitor Contract and return it with payment or invoicing information to:

Janet Maslin  
Conference and Events Manager  
Canadian Pharmacists Association  
1785 Alta Vista Drive  
Ottawa, ON K1G 3Y6  
Tel.: 1-800-917-9489 or 613-523-7877 ext. 201  
Fax: 1-800-601-1904 or 613-523-0445  
jmaslin@pharmacists.ca
EXHIBITOR OPPORTUNITIES

The trade show, a popular component of the CPhA National Conference, will be located in the Charlottetown Civic Centre.

REGULAR EXHIBIT RATES
CPhA Corporate Members receive 15% off exhibit fees
10 ft. X 10 ft. booth: $2250 + tax*
10 ft. X 10 ft. corner booth: $2500 + tax*
10 ft. X 20 ft. booth: $3800 + tax*
10 ft. X 20 ft. corner booth: $4050 + tax*
*PEI currently charges a 5% Goods and Services Tax (GST). Effective April 1, PEI will implement a 14% Harmonized Sales Tax (PST & GST).

EARLY BIRD SAVINGS
Save $150 off regular rates! Book your space on or before Thursday, March 28!

Booth Pricing Includes:
• Four trade show-only passes for booth staff
• Discounted registration fees for the full conference
• Listing in the printed final program
• Listing on the conference mobile app
• Listing on the conference website
• Delegate list before and after the event
• Pipe and drape
• Aisle carpet

Upon Request to Show Management:
• One skirted table topped in white with two fabric chairs per contract

Booth Pricing Excludes:
• Additional furnishings not listed above
• Booth carpet
• Electrical outlet
• Booth cleaning
• Signage
• Internet
• Shipping
• Advance warehousing, material handling and storage
• Setup and teardown of your booth

CONFERENCE MOBILE APP
CPhA is offering delegates a mobile app for the conference that is available across all platforms (Android, Blackberry, iPhone/iOS). Exhibitors will be listed on the mobile app and there will be an opportunity to enhance your listing for an additional fee. Please contact 1-800-917-9489, 613-523-7877 ext. 201 or conference@pharmacists.ca to discuss.

MOVE IN
Saturday, June 1: 4 p.m.—12 a.m.
Sunday, June 2: 8 a.m.—4 p.m.

EXHIBIT HOURS
Sunday, June 2: 5 p.m.—7 p.m. Reception will be held in the exhibit area.
Monday, June 3: 10 a.m.—2 p.m. Coffee break and lunch will be held in the exhibit area.

TEAR DOWN & LOAD OUT
Monday, June 3: 2:15 p.m.—11 p.m.
Exhibitors should not begin tear down before 2:15 p.m.

SPACE ALLOCATION
Sponsors and last year’s exhibitors will be given advance selection and allocation of booth space. After they have been placed, space is sold and allocated on a first come, first served basis. Booths will only be guaranteed upon receipt of full payment.

PAYMENT
CPhA accepts payment by VISA, MasterCard, electronic fund transfer or company cheque payable to Canadian Pharmacists Association.
An Exhibitor Kit will be forwarded electronically upon receipt of payment and signed contract. The kit contains the necessary forms and contact information for all your exhibiting needs.

CPhA Corporate Members receive 15% off exhibit fees
FLOOR PLAN

CONTACT US
Janet Maslin
Conference and Events Manager
Tel.: 1-800-917-9489 or 613-523-7877 ext. 201
Fax: 1-800-601-1904 or 613-523-0445
Email: jmaslin@pharmacists.ca
THE SMALL PRINT

RULES AND REGULATIONS

LIABILITY AND INSURANCE
It is agreed that exhibitors shall assume all responsibilities for damage to or any claims arising out of their own negligence or that of their employees or agents to the trade show area and that neither CPhA, Charlottetown Civic Centre nor Legault Companies Ltd. or any of the above noted groups’ employees or subsidiaries, nor any CPhA conference supplier, will assume any liability for damage, loss of any nature or personal injury in connection with the showing or viewing of exhibits whatsoever. CPhA and/or its employees do not and will not take any responsibility for any loss or damage that you may incur.

Each exhibitor must carry their own fire, theft or other insurance. Under no circumstances will CPhA be liable for any losses however caused.

FIRE AND SAFETY
All exhibit material must have an approved fire rating. Exhibitors are required to have certification available for inspection. Emergency exits may not be blocked and packing material must not be stored in the area outside the confines of your booth. Exhibitors and their employees and subcontractors must adhere to all electrical, plumbing and chemical codes applicable in Charlottetown, PEI. No other than the Charlottetown Civic Centre electrical services contractor has authorization to provide electrical and mechanical connections.

BOOTH RESTRICTIONS
So that the display value of an adjoining booth is not impaired, booth fixtures and display materials must be within the confines of your booth. Any booth planning to erect display materials higher than 8 ft. must seek permission from CPhA in advance.
No signs shall be affixed to the walls, drapes or electrical outlets. All electrical wiring must meet the standard set by the Charlottetown Civic Centre. Helium balloons, glitter, confetti etc. are prohibited. The use or distribution of noise making devices is prohibited.

CPhA reserves the right to restrict exhibits because of any objectionable reason or because of failure to comply with these regulations and to close, without indemnity, the exhibit or exhibitor who shall refuse, after notice, to conform to these regulations which apply to all exhibitors.

CONDUCT RESTRICTIONS
During trade show hours, booth personnel are strictly forbidden to sell outside their booths. This means that you are required to conduct all business within the confines of your own booth. Sales are allowed within your booth. Professional and scientific literature, product samples and giveaways may be offered freely to delegates during the trade show. Clinical evaluation packages are strictly prohibited.

Any exhibitor starting to tear down their booth before 2:15 p.m. on Monday, June 3 will be penalized by forfeiting advance notification of booth the following year. Repeat offenders will be excluded from the mailing list the following year.
The purpose of the trade show is to provide education to pharmacists and related professionals and is not to be used as a venue for recruitment. Recruiting is strictly forbidden during trade show hours.

FOOD AND BEVERAGE SAMPLES
It is necessary to obtain prior written authorization from the Charlottetown Civic Centre if you plan on serving any food or drink (such as samples) that will be consumed on the premises. If allowed, portion size should be a sample size only and not full-size products.

BOOTH PERSONNEL
A form will be sent to exhibitors to register booth personnel and additional conference registrations at a discount. This form must be completed and returned to CPhA no later than Friday, May 10. Booth badges will be available for pick-up at the conference registration desk at the Delta Prince Edward. Booth badges must be worn at all times during trade show hours and do not allow access to the conference.

Light meals will be provided for exhibit booth personnel during trade show hours and do not allow access to the conference.

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and you

In the event the cancelled space is resold, reassigned or used by CPhA without obligation on the part of CPhA for any refund whatsoever. If the exhibit is on-hand, CPhA reserves the right to assign labour to set up any display that is not in the process of being erected, by the given deadline, or to have the contents of the space removed to storage and to instruct that the exhibitor be charged for expenses incurred.

PRIZE DRAWS
Due to Canadian privacy laws, some delegates have chosen to have their name excluded from the delegate list. In order to privately collect information, prize drawings, instant giveaways and contests are permitted. Booth prize draws will be announced from the CPHA booth beginning at 1:30 p.m. on Monday, June 3.

SERVICES
OFFICIAL CONTRACTOR/DECORATOR
CPhA has secured the services of Legault Companies Ltd. as the official Show Contractor. They will provide services such as: pre- and post-show storage, material handling, drayage, installation and dismantling labour, hardwall booth rentals, additional furniture and furnishings, plants, booth carpet, and custom signage. They will maintain a show desk onsite during the move-in, show hours and move-out.

SHIPPING/ADVANCE WAREHOUSE/DRAYAGE/MATERIAL HANDLING
There is no advance storage area available at the Charlottetown Civic Centre. Please contact Legault Companies Ltd.

BOOTH CARPET AND ELECTRICAL
The trade show floor is not carpeted and does not include an electrical outlet. Exhibitors may order additional carpet and electrical for their booth space through Legault Companies Ltd.

SHOW CLOSING
All exhibits and/or materials not removed from the premises by 8 p.m. on Monday, June 3 will be stored by Legault Companies Ltd. at the expense of the exhibitor. Any materials left in the building after 8 p.m., and not consigned, will be transferred to storage at the expense of the exhibitor. A representative will be available to assist with outgoing shipments.

OTHER
HOTEL ACCOMMODATION
CPhA has secured special rates at the Delta Prince Edward. Reservation information will be available online at www.pharmacists.ca/conference.

The cut-off date for hotel reservations is Wednesday, May 1 and you must provide a valid credit card at time of booking. No deposit is required. Cancellation without penalty is allowed up to 4 p.m. on the day of arrival. Cancellations after 4 p.m. on the day of arrival or no-shows will have one night charged to the credit card on file.

CANCELLATION POLICY
In the event that the conference and/or trade show is cancelled for any reason, the Canadian Pharmacists Association (CPhA) and the Show Contractor shall in no way be liable to the exhibitor other than to return to the exhibitor, without interest, such sums as have been paid to CPhA.

Should the exhibitor, having submitted this application, desire to cancel, the exhibitor may do so only after giving CPhA notice in writing. Cancellation of space on or before Wednesday, May 1 will receive a full refund less a $250 administrative fee. Cancellation of space after Wednesday, May 1 will result in forfeiture of the full booth space fee.

In the event the cancelled space is resold and the entire exhibit space is sold out, CPhA will refund the exhibitor’s payment less a $250 administrative fee.

FAILURE TO OCCUPY SPACE
If the exhibitor’s booth space is not occupied by close of the exhibit move in period of 4 p.m. Sunday, June 2 this will be considered a no-show and the space will be forfeited by the exhibitor. This forfeited space may be resold, reassigned or used by CPhA without obligation on the part of CPhA for any refund whatsoever. If the exhibit is on-hand, CPhA reserves the right to assign labour to set up any display that is not in the process of being erected, by the given deadline, or to have the contents of the space removed to storage and to instruct that the exhibitor be charged for expenses incurred.

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SPONSORSHIP & EXHIBITOR CONTRACT

Please complete all fields and return this signed contract with payment. A confirmation letter and any forms (banner ad specs, logo requests, complimentary registration forms, etc.), will be sent once full payment is received.

Company name

Contact name

Job title

Address

City

Province/State

Postal/Zip Code

Telephone

Fax

Email

Website

I, (please print your name) __________________________________________ have read the Sponsorship & Exhibitor Prospectus and agree to abide by all clauses and regulations contained therein.

Signature

Date

TRADE SHOW BOOTH RATES: (Please select one)

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<thead>
<tr>
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<th>EARLY BIRD BY MARCH 28, 2013</th>
<th>REGULAR AFTER MARCH 28, 2013</th>
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<tbody>
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<td>BOOTH SIZE</td>
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<td>Non-Corporate Member</td>
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APPROPRIATE SPONSOR DISCOUNTS MAY BE APPLIED USING THE GRID ON PAGE 2.

BOOTH LOCATION CHOICE:

1st choice: __________  2nd choice: __________  3rd choice: __________  4th choice: __________

We prefer not to be adjacent to the following companies: _____________________________________________________________________

Pricing Includes: Pipe and drape; aisle carpet; four exhibit-only passes per contract for booth staff; discounted registration fees for the full conference; listings in the printed Final Program, on the conference website and mobile app. Upon request to CPhA: one skirted table and two fabric chairs.

Pricing Excludes: Booth carpet; electrical; additional furnishings not listed above; booth cleaning; signage; Internet; shipping; advance warehousing; material handling and storage; setup and teardown of your booth.

SPONSORSHIP (Please see the Sponsorship & Exhibitor Prospectus for benefits and visibility details.)

□ PLATINUM $35,000 sponsorship Includes one 10’ x 20’ complimentary space*

□ GOLD $25,000 sponsorship Includes one 10’ x 10’ complimentary space*

□ SILVER $18,500 sponsorship Includes one 10’ x 10’ complimentary space*

□ BRONZE $10,000 sponsorship Includes one 10’ x 10’ space at a 50% discount*

□ PARTICIPATING $5000 sponsorship Includes one 10’ x 10’ space at a 25% discount*

□ SUPPORTING $3500 sponsorship Does not include booth space

* Additional exhibit space may be purchased at the full rate.
BANNER ADS

Available to sponsors only, these are displayed on the conference web page. Client supplies web-ready artwork. Specs will be sent electronically when sponsorship payment is received.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Participating</th>
<th>Supporting</th>
<th>Tax</th>
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<td>Booth</td>
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<td>Add 5% or 14%**</td>
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<td>Banner Ad</td>
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<td>Add 5% or 14%**</td>
</tr>
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**SUB TOTAL**

**GST/HST on Booth & Ad**

**TOTAL OWING**

**UNTIL MARCH 31, 2013: 5% GST must be added to all booth and banner ad rates**

**EFFECTIVE APRIL 1, 2013: 14% HST must be added to all booth and banner ad rates**

Requests for booths must be made by completing and signing this contract and returning it with full payment or a purchase order number and invoicing information.

Upon receipt of booth payment an Exhibitor Kit will be forwarded electronically with forms and contact information for all your needs.

CANCELLATION POLICY

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METHOD OF PAYMENT

- □ CHEQUE (Payable to Canadian Pharmacists Association; send to the attention of: CPhA 2013)
- □ CREDIT CARD  □ ELECTRONIC FUNDS TRANSFER (EFT)  □ PURCHASE ORDER

CREDIT CARD INFORMATION

- □ VISA  □ MasterCard

<table>
<thead>
<tr>
<th>Card Number</th>
<th>Expiry Date (m/y)</th>
</tr>
</thead>
</table>

Signature  Date

Name on card  Telephone

Purchase order number

INVOICE TO:

Name

Address

City  Province/State  Postal/Zip Code

Telephone  Email

Janet Maslin, Conference and Events Manager
Email: jmaslin@pharmacists.ca
Tel.: 1-800-917-9489 or 613-523-7877 ext. 201
Fax: 1-800-601-1904 or 613-523-0445

Platinum Sponsors: Three full-colour ads: Included
Gold Sponsors: Two full-colour ads: Included
Silver Sponsors: One full-colour ad: Included
Bronze Sponsors: One full-colour banner ad at 50% discount: $250*
Participating Sponsors: One full-colour banner ad at 25% discount: $375*
Supporting Sponsors: One full-colour banner ad at 10% discount: $450*

* Additional ads may be purchased at the full ad rate of $500.