Build Networks
Learn New Skills
Share Information
All In One Place!
About This Event

WE’RE JOINING FORCES

The Canadian Pharmacists Association (CPhA), Association of Faculties of Pharmacy of Canada (AFPC) and The Pharmacists’ Association of Saskatchewan (PAS) are coming together to present the Canadian Pharmacists Conference 2014. The conference will gather more than 600 pharmacists and pharmacy stakeholders from across the country, making it an excellent opportunity to connect and interact with those involved in all aspects of pharmacy practice. Join us for what is sure to be our biggest and best conference ever!

Why Participate?

The Canadian Pharmacists Conference 2014 provides exhibitors and sponsors:

✓ Opportunities to promote new products and services to more than 600 pharmacists and pharmacy stakeholder delegates, including:
  • Community, corporate, military and hospital pharmacists; students and interns
  • Academic and research pharmacists
  • Health care administrators

✓ Extensive corporate exposure pre-, during, and post-conference allowing you to reach more than 7000 pharmacists and pharmacy stakeholders from across Canada. All promotion adheres to the Rx&D Code of Ethical Practices

✓ Face-to-face networking opportunities during six hours of trade show time plus networking events

✓ Opportunities to connect with delegates pre- and post-conference through the distribution of delegate list (only those who have opted-in to providing their contact information)

TO PARTICIPATE please complete the enclosed Sponsorship & Exhibitor Contract and return it with payment or invoicing information to:

Janet Maslin, Conference and Events Manager
Canadian Pharmacists Conference 2014
Fax: 613-523-0445     |     Email: jmaslin@pharmacists.ca

CPhA AWARDS PROGRAM

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

BENEFITS AND VISIBILITY

Sponsors will receive brand recognition based on level of support. At all levels, your brand will be displayed on conference signage and on the CPhA, AFPC & PAS conference web pages, in a post-conference ad in the Canadian Pharmacists Journal (CPJ) and on the conference mobile app.

DIAMOND – $35,000

PREMIUM BRAND VISIBILITY PLUS:

- One exclusive CE satellite session
- First selection of two 10’ x 10’ booth spaces and eight exhibit-only passes
- Company profile in pre-conference issue of the Canadian Pharmacists Journal (CPJ)
- Three banner ads on conference web page with links to your website
- Acknowledgement of support in opening plenary, gala and meeting room video loops
- Three promotional pieces on conference USB stick
- Six complimentary full conference registrations
- Eight total additional tickets for the social event(s) of your choice: PAS Awards, SCP Awards, Saskatchewan Fun Night or CPhA Gala

TITANIUM – $25,000

SUPERIOR BRAND VISIBILITY PLUS:

- Opportunity to sponsor a non-exclusive CE satellite session for an additional $3000
- Priority selection of one 10’ x 10’ booth space and four exhibit-only passes
- Company profile in pre-conference issue of the Canadian Pharmacists Journal (CPJ)
- Two banner ads on conference web page with links to your website
- Acknowledgement of support in opening plenary, gala and meeting room video loops
- Two promotional pieces on conference USB stick
- Four complimentary full conference registrations
- Six total additional tickets for the social event(s) of your choice: PAS Awards, SCP Awards, Saskatchewan Fun Night or CPhA Gala

PLATINUM – $18,500

PROMINENT BRAND VISIBILITY PLUS:

- One 10’ x 10’ booth space and four exhibit-only passes
- One banner ad on conference web page with link to your website
- Acknowledgement of support in meeting room video loop
- One promotional piece on conference USB stick
- Three complimentary full conference registrations
- Five total additional tickets for the social event(s) of your choice: PAS Awards, SCP Awards, Saskatchewan Fun Night or CPhA Gala

GOLD – $10,000

LEADING BRAND VISIBILITY PLUS:

- One 10’ x 10’ booth space at a 75% discount and three exhibit-only passes
- One banner ad on conference web page with link to your website at a 50% discount
- Acknowledgement of support in meeting room video loop
- One promotional piece on conference USB stick
- Three complimentary full conference registrations
- Four total additional tickets for the social event(s) of your choice: PAS Awards, SCP Awards, Saskatchewan Fun Night or CPhA Gala
Sponsorship Opportunities (continued)

SILVER – $5000

**ENHANCED BRAND VISIBILITY PLUS:**
- One 10' x 10' booth space at a 50% discount and two exhibit-only passes
- One banner ad on conference web page with link to your website at a 25% discount
- Acknowledgement of support in meeting room video loop
- Two complimentary full conference registrations
- Three total additional tickets for the social event(s) of your choice: PAS Awards, SCP Awards, AFPC Awards, Saskatchewan Fun Night or CPhA Gala

BRONZE – $3500

**BRAND VISIBILITY PLUS:**
- One 10' x 10' booth space at a 25% discount and two exhibit-only passes
- One banner ad on conference web page with link to your website at a 10% discount
- Acknowledgement of support in meeting room video loop
- One complimentary full conference registration
- Two total additional tickets for the social event(s) of your choice: PAS Awards, SCP Awards, Saskatchewan Fun Night or CPhA Gala

FRIEND – $1000-$3499

**BRAND VISIBILITY PLUS:**
- Acknowledgement of support in meeting room video loop

**Working Together**

We can work with you to design a program of recognition that meets your needs!

Contact us to discuss sponsorship opportunities for your organization:

CPhA, Conference Secretariat
Janet Maslin
jmaslin@pharmacists.ca

AFPC
Harold Lopatka
hlopatka@telus.net

PAS
Donna Hudson
donna.hudson@skpharmacists.ca

Sponsorship support for the Canadian Pharmacists Conference 2014 is directed exclusively towards the Continuing Education (CE) program in accordance with the Rx&D Code of Ethical Practices.
Exhibitor Program

The Canadian Pharmacists Conference 2014 Trade Show will be located in TCU Place, Saskatoon’s Arts and Convention Centre.

EXHIBIT HALL SCHEDULE

Move In*
Saturday, May 31: 4pm – 12am
Sunday, June 1: 8am – 4pm

Exhibit Hours*
Sunday, June 1: 6:30pm – 8:30pm
A reception will be held in the exhibit area during this time.

Monday, June 2: 10am – 2pm
A coffee break and lunch will be served in the exhibit area from 12:00pm – 1:30pm

Tear Down and Load Out*
Monday, June 2: 2:15pm – 11:59pm

* Times are subject to adjustment. All updated information will be forwarded to the company contact on the exhibitor contract as it becomes available. Exhibitor personnel are responsible for ensuring they have the most up-to-date information prior to arriving in Saskatoon.

EXHIBIT RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ booth</td>
<td>$2100</td>
</tr>
<tr>
<td>10’ x 10’ corner booth</td>
<td>$2600</td>
</tr>
<tr>
<td>10’ x 20’ booth</td>
<td>$3150</td>
</tr>
<tr>
<td>10’ x 20’ corner booth</td>
<td>$3650</td>
</tr>
<tr>
<td>Non Profit 10’ x 10’ booth</td>
<td>$1000</td>
</tr>
</tbody>
</table>

Booth Package includes:
- 10’ x 10’ draped booth consisting of an 8’ high back drape and 3’ high side rail drapes
- 1 skirted table, 2 chairs*
- 4 exhibitor badges (provides access to the exhibit area during set up, tear down and exhibit times only)
- Discounted full conference registration fees (25% off early bird member rate) available when registering booth personnel
- Delegate contact list**
- Company name listed on the:
  - conference mobile app
  - conference website

Booth Package does not include:
- Unpacking and drayage
- Booth carpet
- Booth cleaning
- Shipping
- Material handling
- Extra booth furniture
- Signage
- Special utilities
- Booth electrical
- Internet

*Upon request only to CPhA
**List includes only those who have opted-in to providing their contact information
Assignment of space
Sponsors and last year’s exhibitors will have priority choice of booth assignment. All other exhibitors will be given priority based on when their agreement and payment are received. Space will not be assigned until payment is received. Exhibitors will be advised by email of their booth assignment in May.

Exhibit personnel badges
Exhibitor badges will be provided on-site at the Conference registration desk prior to booth set-up. Exhibiting companies will receive 4 exhibit-only badges per 10’ x 10’ booth purchased. A registration form for these badges will be sent after an exhibitor’s agreement and full payment are received.

Conference and social events registration
Conference registrations and tickets to conference social events are available for purchase by all exhibitors using the exhibitor personnel registration form. A registration form will be sent after an exhibitor’s agreement and full payment are received.

Official supplier of exhibit services, logistics and equipment
GES has been appointed the Official Material Handling, Customs and Logistics Provider of the Canadian Pharmacists Conference 2014. Contact information will be provided to all confirmed exhibitors after full payment has been received.

Booth carpet and electrical outlet
The Trade Show venue, Centennial Hall in TCU Place, is not carpeted. While it is not necessary to have carpet in your booth, if you would like it, carpet may be ordered from GES, our official supplier. Your booth space does not include an electrical outlet. Outlets must be ordered from TCU Place. Order forms for both of these services will be provided in the Exhibitor Service Manual to confirmed exhibitors once full payment for space is received.

Exhibitor Service Manual
The Exhibitor Service Manual will be distributed to all confirmed exhibitors after full payment has been received. This manual will include all supplier order forms.

Show closing
No display shall be dismantled before the official closing time of 2pm on Monday, June 2. All exhibitor material must be packed and removed from the exhibit area by 8pm. Any material left on the floor after this time will be removed, stored and charged to the exhibitor at the prevailing rates. At the close of the show, exhibitors should contact GES regarding their outbound shipments. All shipments left in the building and not consigned will be transferred to a storage area at the expense of the exhibitor.

Safety
Emergency exits and fire hose cabinets must not be blocked by exhibitors. Packing material must not be stored outside the confines of your booth. Larger crates will be stored by GES.

Booth restrictions
Exhibitors are required to conduct all business within the booth space they have purchased. 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 prohibited. Recruiting is not permitted during trade show hours.

Refund policy for exhibit booths
Cancellations received at the Conference Secretariat office (CPhA) in writing prior to April 25 will be refunded less a $150 administrative charge. Cancellations received after April 25 will not be refunded.
Exhibitor Program (continued)

CONFERENCE MOBILE APP
The Canadian Pharmacists Conference 2014 will offer a mobile app available across all platforms (Android, Blackberry and iOS). Exhibitors will be listed on the app and have an opportunity to enhance their listing for an additional fee. Information regarding enhanced listings will be provided after your application for space and payment has been received.

Centennial Celebration

The College of Pharmacy and Nutrition at the University of Saskatchewan is celebrating its centennial year in 2013-2014. This is very exciting for the College, the University, alumni, students, faculty, staff and friends as they reflect on the past 100 years and look to their future.

The College will be hosting a number of events throughout the year, including Saskatchewan Fun Night at the Canadian Pharmacists Conference 2014 in Saskatoon and an all-years reunion weekend on June 26-28, 2014.
RESTRICTIONS

The Exhibitor agrees to (i) obey all laws, by-laws, ordinances and regulations governing use of the facility and operation of the Conference, (ii) abide by the rules and regulations of the city, fire and police departments and of any other government or regulatory body having authority to regulate the facility and the Conference, (iii) obey all laws, including those pertaining to health and safety, consumer protection and protection of visitors to the Conference, and (iv) abide by all rules and regulations governing the Conference established from time to time by CPhA, including rules and regulations set forth in the Sponsorship & Exhibitor Prospectus.

The Exhibitor agrees to obtain, at its own expense, any licences or permits which are required for the operation of its trade or business during the term of the Conference and to pay all taxes, including all applicable sales taxes, of any nature or kind that may be levied against it as a result of the operation of its trade or business in its contracted space.

The Exhibitor acknowledges and agrees that CPhA has no responsibility to assess the legality or regulatory compliance of any of the products or services exhibited at the Conference. The Exhibitor represents, warrants and covenants that it has all necessary rights to market the products exhibited at the Conference in Canada and that the sale, marketing and exhibiting of such products and services is in compliance with applicable law.

The playing, performing, reproduction, broadcasting or other use at the Conference of any music, materials, devices and processes is subject to the copyright, trademark, design patent, patent or any other intellectual property right, by the Exhibitor or its agents, representatives or employees is prohibited without the express written consent of CPhA. The Exhibitor agrees to indemnify and save harmless CPhA and the facility and their respective officers, directors, employees, insurers, agents, representatives and those for whom the Exhibitor is responsible in law against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any “Work” that is the subject of any third party copyright, that is submitted to the Conference in response of any music, materials, devices and processes.

The Exhibitor further represents and warrants to CPhA that it is the owner or has the legal right to use the “Work” distributed as a part of the Conference.

The Exhibitor agrees to (i) pay the reasonable expenses of every kind resulting from (i) its occupancy of the exhibit space and/or its environs, (ii) the use of equipment or devices furnished to or used by the Exhibitor or other persons in connection with the Conference, and (iii) that the Exhibitor is responsible for any actions, claims or demands whatsoever which the Exhibitor, the Exhibitor’s successors and assigns and anyone claiming through or under the Exhibitor may have by reason of CPhA’s exercise of such right.

CPFRA RIGHTS

CPhA reserves the right, in its sole and unfettered discretion to: (i) determine the eligibility of Exhibitors and exhibits for the Conference, (ii) reject or prohibit products, services or exhibits or Exhibitors which CPhA considers objectionable or incompatible with applicable law or regulation, inappropriate, disruptive or offensive to CPhA, other Exhibitors or Conference attendees; (iii) change or modify the layout of the Conference and/or relocate exhibits or Exhibitors; (iv) cancel, in whole or in part, the Conference due to an event of force majeure; or (v) change the date, location and duration of the Conference.

In the event CPhA exercises any of these rights, the Exhibitor hereby releases and forever discharges CPhA from and against any and all claims, losses, liabilities and damages (including legal fees and expenses) costs and charges arising from or as a result of any unauthorized use of any Work by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law.

INDEMNIFICATION AND LIMITATION OF LIABILITY

The Exhibitor agrees to indemnify and save harmless CPhA, the facility, Conference sponsors or a visitor to the Conference and their respective directors, officers, agents, representatives and employees or those for whom the Exhibitor is responsible in law.

IN NO EVENT, WHETHER ARISING IN NEGLIGENCE, TORT, STATUTE, EQUITY, CONTRACT (INCLUDING FUNDAMENTAL BREACH), COMMON LAW, OR ANY OTHER CAUSE OF ACTION OR LEGAL THEORY (EVEN IF ADVISED OF THE POSSIBILITY OF THOSE DAMAGES) SHALL CPhA OR ITS SUPPLIERS, FACILITY OR SUBCONTRACTORS HAVE: (A) TOTAL CUMULATIVE LIABILITY FOR DAMAGES, EXPENSES, COSTS, LIABILITY OR LOSSES (COLLECTIVELY “DAMAGES”) ARISING OUT OF OR IN CONNECTION WITH THE CONFERENCE IN EXCESS OF THE TOTAL AGGREGATE AMOUNTS PAID BY THE EXHIBITOR TO CPhA WITH RESPECT TO THE CONFERENCE; AND (B) ANY LIABILITY FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES WHATSOEVER ARISING OUT OF OR IN CONNECTION WITH THE CONFERENCE, INCLUDING LOST PROFITS, ANTICIPATED OR LOST REVENUE OR ANY OTHER COMMERCIAL OR ECONOMIC LOSS.

INSURANCE REQUIREMENTS

The Exhibitor shall obtain and maintain at its own expense the following insurance policies acceptable to CPhA for the period commencing on the first move-in date and terminating on the last move-out date (i) Workers Compensation and Employer Liability Insurance covering all of its employees and representatives; and (ii) Commercial General Liability Insurance, written on an “occurrence” basis and not on a “claims made” basis, including Contractual Liability and Automotive Liability Insurance with minimums of $2,000,000 for each occurrence. The policy shall name CPhA, the venue, CPhA contractors and all members of the Conference Organizing Committee as loss insureds and insure the Exhibitor against all claims of any kind arising from or in any way connected with the Exhibitor’s presence or operations at the Conference.

At the request of the CPhA, the Exhibitor shall provide CPhA with a certificate in respect of the coverage described above.

The Exhibitor is responsible to insure its own exhibit, personnel, display and materials from any damage or loss through theft, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. Neither CPhA nor the facility will assume liability for loss or damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

DEFAULT OF THESE TERMS AND CONDITIONS

Any violation of any term or condition hereof by the Exhibitor shall entitle CPhA to immediately and without notice terminate its agreement with the Exhibitor and revoke the privileges granted to the Exhibitor and take possession of the space of the defaulting Exhibitor. Any such revocation of the license granted herein shall be without prejudice to CPhA to make any claim for damages or enforcement of the payment of any amounts due pursuant to the terms hereof.

FORCE MAJEURE

In the event that (i) the facility in which the Conference is to be held or is held is destroyed or otherwise becomes unavailable for occupancy or (ii) CPhA is unable to permit the Exhibitor to occupy the facility or the space, or (iii) if the Conference is cancelled or curtailed, for any reasons beyond the control of CPhA, including but not limited to, casualty, explosion, fire, accident or other cause and accepts all risks associated with the use of the exhibit space and its environs. Neither CPhA nor the facility will assume liability for loss or damage, through any cause, of equipment, products, goods, exhibits or other materials owned, rented or leased by the Exhibitor.

MISCELLANEOUS

Waiver by CPhA of any breach of any term or condition by the Exhibitor shall not be deemed a waiver of any subsequent breach of the same or any other provision hereof. No failure or delay by either party in exercising any right, power or privilege hereunder shall operate as a waiver of such right, power or privilege.

If any provision of these terms and conditions is determined to be invalid or unenforceable in whole or in part, such invalidity or unenforceability shall attach only to such provision or part of such provision and the remaining part of such provision and all other provisions of these terms and conditions shall continue in full force and effect.

No alterations or variations of the terms of these terms and conditions shall be valid unless made in writing and signed by each of the parties hereto.

These terms and conditions shall be governed by and construed in accordance with the laws in force in the Province of Ontario and constitutes the entire agreement between the parties with respect to the subject matter herein and cancels and supersedes any prior understandings and agreements between the parties with respect to the subject matter herein.
Sponsor/Exhibitor Contract

Please use pen when completing this form. Complete and return this contract with payment or invoicing information to Janet Maslin, Conference and Events Manager, Canadian Pharmacists Conference 2014 | Fax: 613-523-0445 | Email: jmaslin@pharmacists.ca

Organization:

Contact person:       Title:

Address:      City:   Prov/State:  Postal/Zip code:

Telephone: Ext.: Fax: Email:

Twitter handle: @   Facebook page:

SPONSORSHIP OPPORTUNITIES

Note: Sponsorships are not subject to GST. Please see pages 4-5 for detailed information regarding sponsor benefits.

- [ ] Diamond .... $35,000 (includes one 10’ x 20’ booth space)
- [ ] Titanium .... $25,000 (includes one 10’ x 10’ booth space)
- [ ] Platinum .... $18,500 (includes one 10’ x 10’ booth space)
- [ ] Gold .... $10,000 (includes one 10’ x 10’ booth space at a 75% discount)
- [ ] Silver .... $5000 (includes one 10’ x 10’ booth space at a 50% discount)
- [ ] Bronze .... $3500 (includes one 10’ x 10’ booth space at a 25% discount)
- [ ] Friend .... $1000-$3499 $_______________

Total Sponsorship: $_______________

Booth # choices: 1st: ___________ 2nd: ___________ 3rd: ___________ 4th: ___________ 5th: ___________

We do not want to be adjacent to: __________________________________________________________________________________

PAYMENT DETAILS

EXHIBIT PROGRAM

- [ ] 10’ x 10’ booth $2100 – _____ % discount = __________
- [ ] 10’ x 10’ corner booth $2600 – _____ % discount = __________
- [ ] 10’ x 20’ booth $3150 – _____ % discount = __________
- [ ] 10’ x 20’ corner booth $3650 – _____ % discount = __________
- [ ] Non Profit 10’ x 10’ booth $1000 (upon availability) = __________

[ ] YES, I am a CPhA corporate member (subtract 15%) - $_______________

Subtotal $_______________

5% GST (#R100770033) + $_______________

Total Booth: $_______________

PAYMENT METHOD

- [ ] Cheque (payable to Canadian Pharmacists Association)
- [ ] Purchase Order # ________________________________
- [ ] VISA   [ ] MasterCard

Card number _______________________________________
Expiry date _________________________________________

Name of cardholder ________________________________

Signature  __________________________________________

Total Amount due: $_______________

Box A + B

I, the undersigned, agree to purchase the above listed sponsorship and/or exhibit space. I understand that all sponsorship opportunities and exhibit space is offered on a first-come, first-served basis, with advance notice and selection of sponsorship and exhibit space provided to 2013 sponsors, exhibitors and CPhA Corporate Members. I have read the Sponsorship & Exhibitor Prospectus and agree to abide by all clauses and Terms and Conditions therein.

Signature: ______________________   Date: ______________________
CANADIAN PHARMACISTS
CONFERENCE 2014
MAY 31 TO JUNE 3 • SASKATOON, SK

www.pharmacists.ca/conference

Build Networks
Learn New Skills
Share Information
All In One Place!

Jointly presented by CPhA, AFPC and PAS