



CANADIAN
PHARMACISTS
CONFERENCE

CONGRÈS DES
PHARMACIENS
DU CANADA

2018

Sponsorship and Exhibitor Prospectus

Fredericton, NB

OUR VALUE, OUR STORY

June 2-5, 2018



JOINTLY PRESENTED BY:



CANADIAN
PHARMACISTS
ASSOCIATION

ASSOCIATION DES
PHARMACIENS
DU CANADA



New Brunswick
Pharmacists' Association
Association des Pharmaciens
du Nouveau-Brunswick

Our Delegates



“ The tradeshow's been excellent. There's so many people here to network with. There's a good selection and variety of booths here, so you can get the new information and be aware of what's happening, and at least confirm you know what's going on. ”

— John Shaske

“ I think it's been really exceptional. It's really lovely to have vendors from across the nation all in one place so that we can really learn about the different products that they offer, but also the pharmacy support programs that they have in place, because often the education that they provide is just as valuable as the product. ”

— Jennifer Baker



“ It's great to see all the technology and all the neat and cool things that are coming out. It makes me excited for my own practice and how I can harness all these new things that are coming out and what the future really holds for the profession. ”

— Dan Burton

Our Conference

Reach



more than
20,000
PHARMACISTS
and pharmacy stakeholders
across Canada before and
after the conference

Promote



your products and services
face-to-face to more than
600
PHARMACISTS
and pharmacy stakeholders
attending the conference

Connect



with clients, prospects,
industry peers and leaders
during the social events and
5+ HOURS
OF DEDICATED
trade show time

Who attends the Conference



Community and
military
pharmacists



Hospital
pharmacists



Academic and
research
pharmacists

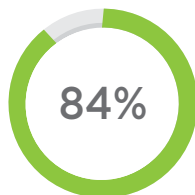


Industry executives
and corporate
pharmacists

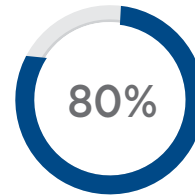


Students and
interns

Satisfaction survey from 2017 delegates



VERY SATISFIED OR SATISFIED
with their overall conference experience



VERY LIKELY OR LIKELY
to recommend the Canadian Pharmacists
Conference to a colleague

Sponsorship Opportunities

Continuing Education

- Exclusive Breakfast Satellite Symposium
- Non-exclusive Breakfast Satellite Symposium
- Non-exclusive Product Lunch
- Poster Presentation Area
- Continuing Education – General

General

- Opening Session featuring Keynote Speaker
- The Great Debate
- Mobile App
- Delegate Bag
- Water Bottles/Mugs
- Conference Wi-Fi
- Charging Stations
- Hotel Reservation Platform
- Banner Ad on Mobile App
- Delegate Bag Promotional Item

Social & Networking

- ~~Maritime Kitchen Party~~ **SOLD**
- Gala
- Exhibit Hall Reception
- Exhibit Hall Lunch
- Refreshment Breaks
- Connection Lounge



In accordance with the Innovative Medicines Canada guidelines and for those organizations that adhere to their regulations, a Continuing Education Sponsorship opportunity is available at all levels of support. Continuing Education sponsors will have all the visibility and recognition of the sponsorship level, but their support will be designated for the conference as a whole, not social events or memorabilia.

Continuing Education

Exclusive Breakfast Satellite Symposium Sponsor

\$40,000

1 available

The opportunity to present a one-hour education session on the topic* of your choice during the breakfast hour. Sponsors will provide the speaker(s), session materials, session evaluations, certificate of attendance, presentation and cover all speaker expenses.

* Topic, speaker(s) and presentation materials are subject to pre-conference approval by the Conference Program Advisory Committee.

- Exclusive recognition on Symposium signage
- Tier 1 recognition in email and social media posts announcing your support (audience 25,000)
- Complimentary 10' x 20' booth with first selection of space
- Ten trade show-only passes
- Six complimentary full conference registrations
- Six additional tickets to the Maritime Kitchen Party and the Gala
- Two literature/promotional items in the delegate bag
- Acknowledgement of support in opening plenary and meeting room presentations
- Two banner ads on the Conference mobile app
- Tier 1 recognition on the website, mobile app and conference signage
- Company profile in pre-conference issue of the *Canadian Pharmacists Journal (CPJ)*
- Tier 1 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*
- Highlight of sponsorship on CPhA's social media channels



Continuing Education

Non-exclusive Breakfast Satellite Symposium Sponsor \$30,000

4 available

The opportunity to present a one-hour education session on the topic* of your choice during the breakfast hour. Sponsors will provide the speaker(s), session materials, session evaluations, certificate of attendance, presentation and cover all speaker expenses.

* Topic, speaker(s) and presentation materials are subject to pre-conference approval by the Conference Program Advisory Committee.

- Recognition on Symposium signage
- Tier 2 recognition in email and social media posts announcing your support (audience 25,000)
- Complimentary 10' x 10' booth with second selection of space
- Six trade show-only passes
- Four complimentary full conference registrations
- Four additional tickets to the Maritime Kitchen Party and the Gala
- One literature/promotional item in the delegate bag
- Acknowledgement of support in meeting room presentations
- Tier 2 recognition on the website, mobile app and conference signage
- Company profile in pre-conference issue of the *Canadian Pharmacists Journal (CPJ)*
- Tier 2 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*
- Highlight of sponsorship on CPhA's social media channels



Continuing Education

Non-exclusive Product Lunch

\$25,000

3 available

The opportunity to present a one-hour education session on the topic* of your choice during the lunch hour. Sponsors will provide the speaker(s), session materials, session evaluations, certificate of attendance, presentation and cover all speaker expenses.

* Topic, speaker(s) and presentation materials are subject to pre-conference approval by the Conference Program Advisory Committee.

- Recognition on Lunch signage
- Tier 3 recognition in email and social media posts announcing your support (audience 25,000)
- Complimentary 10' x 10' booth with third selection of space
- Five trade show-only passes
- Three complimentary full conference registrations
- Three additional tickets to the Maritime Kitchen Party and the Gala
- Tier 3 recognition on the website, mobile app and conference signage
- Tier 3 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*
- Acknowledgement of support in meeting room presentations
- Highlight of sponsorship on CPhA's social media channels



Continuing Education

Poster Presentation Area

\$7,500

1 available

Pharmacy Practice Research is an integral element of the Conference with posters presented both electronically and traditionally. Support will be directed to equipment and furnishings.

- Exclusive recognition in the poster display area
- One 10' x 10' booth space at a 25% discount
- One complimentary full conference registration
- Two trade show-only passes
- Acknowledgement of support in meeting room presentations
- Tier 6 recognition on the website, mobile app and conference signage
- Tier 6 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*



Continuing Education

General Unrestricted Support

Multiple available at each level

In accordance with the Innovative Medicines Canada guidelines and for those organizations that adhere to them, this is an opportunity to provide unrestricted support for Continuing Education programming.

Benefits	\$40,000	\$30,000	\$25,000	\$20,000	\$15,000	\$7,500
Recognition (Social media, email, CPJ, website, app, signage)	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5	Tier 6
Booth	10' x 20'	10' x 10'	10' x 10'	75% discount	50% discount	25% discount
Trade show-only passes	10	6	5	4	2	2
Full registrations	6	4	3	2	1	1
Extra social event* tickets	6 x 2 events	4 x 2 events	3 x 2 events	2 x 2 events	1 x 2 events	
Delegate bag items	2	1				
Mobile app banner ads	2					
CPJ profile	✓	✓				
Recognition in plenary room	✓	✓				
Recognition in meeting rooms	✓	✓	✓	✓	✓	✓

*Maritime Kitchen Party and Gala

General

Opening Session

\$35,000

1 available

All conference delegates attend the first session of the conference. The 2018 Opening Session features keynote speaker, Mary Walsh, and an update on CPhA's activities from the CEO and Board Chair.

- A company representative is invited to introduce or thank the keynote speaker
- Exclusive recognition on session signage
- Exclusive recognition in an ad in *Canadian Pharmacists Journal (CPJ)* (circulation 18,000)
- Exclusive recognition in an email and social media posts announcing keynote speaker (audience 25,000)
- Complimentary 10' x 20' booth with first selection of space
- Eight trade show-only passes
- Five complimentary full conference registrations
- Five additional tickets to the Maritime Kitchen Party and the Gala
- Two literature/promotional items in the delegate bag
- Acknowledgement of support in opening plenary and meeting room presentations
- One banner ad on the Conference mobile app
- Tier 2 recognition on the website, mobile app and conference signage
- Company profile in pre-conference issue of the *Canadian Pharmacists Journal (CPJ)*
- Tier 2 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*
- Highlight of sponsorship on CPhA's social media channels



KEYNOTE SPEAKER

**MARY
WALSH**

Acclaimed Comedian &
Mental Health Advocate

General

The Great Debate

\$20,000

1 available

Debaters will take on hot-button pharmacy issues* in an interactive exchange of ideas and opinions.

*Debate topics and speakers will be selected by CPhA.

- Exclusive recognition on Great Debate signage
- Tier 4 recognition in email and social media posts announcing your support (audience 25,000)
- One 10' x 10' booth space at a 75% discount
- Four trade show-only passes
- Two complimentary full conference registrations
- Two additional tickets to the Maritime Kitchen Party and the Gala
- Acknowledgement of support in meeting room presentations
- Highlight of sponsorship on CPhA's social media channels
- Tier 4 recognition on the website, mobile app and conference signage
- Tier 4 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*



General

Mobile App

\$20,000

1 available

- Prominent branding on the mobile app title page with link to sponsor's website
- Tier 4 recognition in email and social media posts announcing your support (audience 25,000)
- One 10' x 10' booth at a 75% discount
- Four trade show-only passes
- Two complimentary full conference registrations
- Two additional tickets to the Maritime Kitchen Party and the Gala
- Acknowledgement of support in meeting room presentations
- Highlight of sponsorship on CPhA's social media channels
- Tier 4 recognition on the website, mobile app and conference signage
- Tier 4 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Delegate Bag

\$15,000

1 available

- Logo prominently displayed on one side of delegate bags distributed at registration (Conference logo appears on the other side)
- Tier 5 recognition in email and social media posts announcing your support (audience 25,000)
- Two trade show-only passes
- One complimentary full conference registration
- One additional ticket to the Maritime Kitchen Party and the Gala
- One literature/promotional item in the delegate bag
- Acknowledgement of support in meeting room presentations
- Tier 5 recognition on the website, mobile app and conference signage
- Tier 5 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

General

Water Bottles/Mugs

\$15,000

1 available

- Logo on one side of reusable bottles or mugs distributed at registration (Conference logo appears on the other side)
- Tier 5 recognition in email and social media posts announcing your support (audience 25,000)
- Two trade show-only passes
- One complimentary full conference registration
- One additional ticket to the Maritime Kitchen Party and the Gala
- One literature/promotional item in the delegate bag
- Acknowledgement of support in meeting room presentations
- Tier 5 recognition on the website, mobile app and conference signage
- Tier 5 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Conference Wi-Fi

\$7,500

1 available

- Provide delegates with complimentary Wi-Fi in all meeting rooms and tradeshow space.
- Exclusive recognition during the login process.
- One 10' x 10' booth at a 25% discount
- Two trade show-only passes
- One complimentary full conference registration
- Acknowledgement of support in meeting room presentations
- Tier 6 recognition on the website, mobile app and conference signage
- Tier 6 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Charging Stations

\$7,500

3 available

- Allows attendees to power up their wireless devices without leaving the conference area.
- Exclusive recognition on the charging station
- Two trade show-only passes
- One complimentary full conference registration
- Acknowledgement of support in meeting room presentations
- Tier 6 recognition on the website, mobile app and conference signage
- Tier 6 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

General

Hotel Reservation Platform

\$7,500

1 available

- Exclusive recognition on the online reservation platform home page that delegates will use to book their stay in Fredericton
- Two trade show-only passes
- One complimentary full conference registration
- Acknowledgement of support in meeting room presentations
- Tier 6 recognition on the website, mobile app and conference signage
- Tier 6 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Banner Ad on Mobile App

\$1,000

Multiple available

- Small ad on the mobile app with a link to your website
- Tier 9 recognition on the mobile app and conference signage
- Tier 9 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Delegate Bag Promotional Item

\$1,000/item

Multiple available

- Items distributed in the delegate bag to all attendees
- Tier 10 recognition on the mobile app and conference signage
- Tier 10 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Social & Networking

Maritime Kitchen Party

\$30,000

~~1 available~~

SOLD

What a great way to start a conference: food, drinks and music! A Maritime kitchen party is all about good food and drink, great music and socializing. Join us at the conference's opening event to kick things off in style. Each event attendee will receive one complimentary drink ticket.

Gala

\$30,000

1 available

- Exclusive recognition on event signage
- Branded tickets provided in Gala attendee's name badge (each event attendee will receive one complimentary branded drink ticket)
- Branded bar napkins
- Tier 2 recognition in email and social media posts announcing your support (audience 25,000)
- Complimentary 10' x 10' booth with second selection of space
- Six trade show-only passes
- Four complimentary full conference registrations
- Four additional tickets to the Maritime Kitchen Party and the Gala
- One literature/promotional item in the delegate bag
- Company profile in pre-conference issue of the *Canadian Pharmacists Journal (CPJ)*
- Acknowledgement of support in meeting room presentations
- Highlight of sponsorship on CPhA's social media channels
- Tier 2 recognition on the website, mobile app and conference signage
- Tier 2 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*



Social & Networking

Exhibit Hall Reception

\$20,000

1 available

- Exclusive recognition on tradeshow hall signage
- Tier 4 recognition in email and social media posts announcing your support (audience 25,000)
- Branded tickets provided in every attendee's name badge (each event attendee will receive one complimentary branded drink ticket)
- Branded bar napkins
- One 10' x 10' booth space at a 75% discount
- Four trade show-only passes
- Two complimentary full conference registrations
- Two additional tickets to the Maritime Kitchen Party and the Gala
- Acknowledgement of support in meeting room presentations
- Highlight of sponsorship on CPhA's social media channels
- Tier 4 recognition on the website, mobile app and conference signage
- Tier 4 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*



Social & Networking

Exhibit Hall Lunch

\$15,000

1 available

- Exclusive recognition on tradeshow hall signage
- Tier 5 recognition in email and social media posts announcing your support (audience 25,000)
- One 10' x 10' booth at a 50% discount
- Two trade show-only passes
- One complimentary full conference registrations
- One additional ticket to the Maritime Kitchen Party and the Gala
- Branded napkins distributed during lunch
- Acknowledgement of support in meeting room presentations
- Highlight of sponsorship on CPhA's social media channels
- Tier 5 recognition on the website, mobile app and conference signage
- Tier 5 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Refreshment Breaks

\$7,500

Multiple available

- Exclusive recognition in the refreshment break area
- Two trade show-only passes
- One complimentary full conference registration
- Acknowledgement of support in meeting room presentations
- Tier 6 recognition on the website, mobile app and conference signage
- Tier 6 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Connection Lounge

\$7,500

1 available

- Exclusive recognition on Lounge signage
- Two trade show-only passes
- One complimentary full conference registration
- Acknowledgement of support in meeting room presentations
- Tier 6 recognition on the website, mobile app and conference signage
- Tier 6 recognition in post-conference issue of the *Canadian Pharmacists Journal (CPJ)*

Exhibitor program – June 3 & 4

The Canadian Pharmacists Conference 2018 Trade Show will be located in the Fredericton Convention Centre (670 Queen Street, Fredericton, NB E3B 1C2).

Benefits and visibility

Interact with a highly engaged audience during the dedicated trade show times. This is the perfect opportunity to showcase your new products and pharmacy support programs. A reception and lunch are offered in the exhibit hall, helping to draw people to your booth. Be where your audience is, at the largest pharmacist gathering in Canada.

Booth Rates

Single booth (10' x 10')	\$3,000 plus HST	} CPhA Organizational Affiliates save 15%
Double booth (10' x 20')	\$5,500 plus HST	
Not-For-Profit table top	\$1,500 plus HST (limited number available)	

Booth Package includes:

- One 10' x 10' draped booth consisting of an 8' high back drape and 3' high side rail drapes
- Upon request only:
 - One 6' draped table and two chairs
 - One 120V 15 amp standard electrical outlet
 - One 7" x 44" ID sign (Company name as listed on your registration form)
- Four exhibitor badges (provides access to the exhibit area during set up, tear down and exhibit times only)
- A 25% discount on member early bird full conference registration fee (\$599)
- Company name on the Conference website and mobile app



Booth Package does not include:

- Unpacking and drayage
- Booth carpet (hall is carpeted)
- Signage (other than ID sign)
- Material handling
- Extra booth furniture
- Internet
- Special utilities
- Booth cleaning
- Shipping

Move in* Saturday, June 2: 4 pm – 11 pm
 Sunday, June 3: 8 am – 3 pm
Exhibit Hours* Sunday, June 3: 5 pm – 7:30 pm includes a reception
 Monday, June 4: 11 am – 2 pm includes a lunch
Move out* Monday, June 4: 2:30 pm – 11:59 pm

*** Times are subject to adjustment.** All updated information will be provided to the company contact on the Sponsor/Exhibitor contract as it becomes available. Exhibit personnel are responsible for ensuring they have the most up to date information prior to arriving in Fredericton.

Assignment of space

Sponsors, CPhA Organizational Affiliates 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, 2018.

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. Registration information for these badges will be sent after an Exhibitor Contract 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. Registration information will be sent after an Exhibitor Contract and full payment are received.

Official supplier of exhibit services, logistics and equipment

Legault has been appointed the Official Material Handling and Logistics provider for the Canadian Pharmacists Conference 2018. Order forms will be included in the Exhibitor Manual distributed to confirmed, paid exhibitors.

Official customs broker

ConsultExpo has been appointed the Official Customs Broker and Transportation provider for the Canadian Pharmacists Conference 2018. Order forms will be included in the Exhibitor Manual distributed to confirmed, paid exhibitors.

Exhibitor program – June 3 & 4

Booth carpet

The exhibit hall at the Fredericton Convention Centre is carpeted. The foyer area is not. While it is not necessary to have additional carpet in your booth, if you would like it, carpet may be ordered from Legault. Order forms will be included in the Exhibitor Manual distributed to confirmed, paid exhibitors.

Booth electrical

Your booth space includes one 120V, 15 amp electrical outlet. Additional outlets must be ordered from Freeman Audio Visual Canada, the exclusive supplier for power distribution at the Fredericton Convention Centre. Order forms will be included in the Exhibitor Manual distributed to confirmed, paid exhibitors.

Show closing

No display shall be dismantled before the official closing time of 2 pm on Monday, June 4. All exhibitor material must be packed and removed from the exhibit area by 11:59 pm. 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 ConsultExpo 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 Legault.

Booth restrictions

Exhibitors are required to conduct all business within the booth space they have purchased. Sales are not 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 27, 2018 will be refunded less a \$150 administrative charge. Cancellations after April 27, 2018 will not be refunded.

Conference Mobile App

The Canadian Pharmacists Conference 2018 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 include a short profile and contact information. The mobile app will include a gamification element to assist with delegate visits to the tradeshow and exhibitor booths. Additional information will be provided to confirmed, paid exhibitors.

The small print

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 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, processes and dramatic rights (the "Work") that is the subject of any third party copyright, trademark, industrial design, 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 by the Exhibitor, its agents, representatives, employees and those for whom the Exhibitor is responsible in law. The Exhibitor shall not assign any rights or sublet space at the Conference without the prior written permission of CPhA, which permission may be withheld at CPhA's sole discretion.

CPhA 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, not in compliance 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; without any liability to CPhA.

In the event CPhA exercises any of these rights, the Exhibitor hereby releases and forever discharges CPhA from and against any damages, causes of action, 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.

CPhA shall have the right to establish and amend or modify any regulations governing use of the facility and the Conference.

INDEMNIFICATION AND LIMITATION OF LIABILITY

The Exhibitor agrees to indemnify and hold harmless CPhA, all members of the Conference Organizing Committee, the facility and conference venue and any of the foregoing's officers, directors, agents, representatives, employees or subsidiaries, and any CPhA conference consultant, supplier or contractor, against all claims, losses, liability, damages (including legal fees and expenses), costs and charges 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, (iii) Exhibitor's breach of these terms and conditions, and (iv) personal injuries, death, property damages or any loss or other damage sustained by the Exhibitor, 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, lightning, flood, weather, epidemic, earthquake or other Acts of God, acts of public enemies, riots or civil disturbances, strike, lockout or boycott, CPhA will not be responsible for any loss of business, loss of profits, consequential or special damages or expenses of whatever nature that the Exhibitor may suffer.

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.

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