



# The Hamilton Academy of Medicine

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October 14, 2011

Dear Sir or Madam:

**Re: Hamilton Academy of Medicine 95<sup>th</sup> Annual Clinical Day – February 1, 2012**

**OFFICERS**

2011 - 2012

**PRESIDENT**

Asad Razzaque, MD  
Family Physician

**PRESIDENT-ELECT**

Kamyar Kahnamoui, MD  
General Surgeon

**VICE-PRESIDENT**

Lori Whitehead, MD  
Respirologist

**TREASURER**

Sheilah Lamb, MD  
Family Physician

**SECRETARY**

Nalin Amin, MD  
General Surgeon

**PAST-PRESIDENT**

Akbar Panju, MD  
Internist

**TELEPHONE**

905.528.1611

**MEMBERS' TELEPHONE**

905. 528.1640

**FACSIMILE**

905.528.7173

1 Young Street, Suite 206  
Hamilton ON  
CANADA L8N 1T8  
[www.hamiltondoctors.ca](http://www.hamiltondoctors.ca)

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The Hamilton Academy of Medicine is pleased to invite you and your company to exhibit at our 95<sup>th</sup> Annual Clinical Day on Wednesday, February 1, 2012 at the Hamilton Convention Centre, 1 Summers Lane, Hamilton, ON

This popular annual educational event – is the longest ever in Ontario since the early 1900's – is attended by **over 450 family doctors** from Hamilton and Southern Ontario area. This year in the spirit of collaborative care, we are expanding the event and we expect an additional 200 attendees as we have extended invitations to the Hamilton District Pharmacists and Physician Assistants

We are writing to ask you be an exhibitor and purchase exhibit space or to consider being one of our sponsors. As a sponsor, you will have the opportunity to interact with registrants and to have your company's display set-up for the day. For more information on sponsorship levels and details to the day, please review the enclosed documents.

Ample time has been allotted for registrants to browse the exhibit areas and meet with representatives. Two refreshment stations have been strategically located in the exhibit areas that promote traffic flow throughout the exhibit areas to reach the seminar room.

Our Education Committee has planned an exciting program full of topics relevant to the day-to-day practice of community family physicians. This is a day you do not want to miss!

Should you have any questions please do not hesitate to contact Maryann Vasic at [maryann@hamiltondoctors.ca](mailto:maryann@hamiltondoctors.ca) or 905-528-1640.

Looking forward to seeing you at Clinical Day!

Sincerely,

Richard H. Tytus, BScPhm, MD, CCFP, FCFP  
Co-Chair, Education Committee  
Past-President, Hamilton Academy of Medicine  
District 4 Director, Ontario Medical Association

RHT:mv

Enclosures

**Education Committee**

- Dr. Richard Tytus
- Dr. Walter Owsianik
- Dr. Steve Szarka
- Ms. Maryann Vasic
- Ms. Wendy Stewart

95th Annual Clinical Day - February 1, 2012

LECTERN & SCREEN

Opening to Exhibit Area (during breaks ONLY)

A/V Station

PRESENTATION ROOM - Chedoke B/C Salons

**\*\*NOTE: Electricity provided at shaded perimeter booths ONLY.**

REFRESHMENT STATION

\$1,200	28
\$950	27
\$950	26
\$950	25
\$950	24
\$950	23
\$950	22
\$950	21
\$950	20
\$950	19
\$1,200	18
\$1,200	17

51	\$950	50	29	\$950	28
52	\$950	49	30	\$950	27
53	\$950	48	31	\$950	26
54	\$950	47	32	\$950	25
55	\$950	46	33	\$950	24
56	\$950	45	34	\$950	23
57	\$950	44	35	\$950	22
58	\$950	43	36	\$950	21
59	\$1,000	42	37	\$950	20
60	\$1,400	41	38	\$1,000	19
61	\$1,500	40	39	\$1,500	18

Enter & Exit

Enter & Exit

Refreshments	71	70	69	68	67	66	65	64	63	62	15	14	13	12	
	\$1,300	\$1,300	\$1,300	\$1,400	\$1,500	\$1,500	\$1,400	\$1,400	\$1,400	\$1,500					\$1,500
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

Entrance

Entrance

Elevator  
Doors

Easle

Conference Registration

TO LECTURES & EXHIBIT HALL

To Exhibits & Meeting

Escalator to 3rd Floor

Payphones

Washrooms

Coat Check

The Hamilton Convention Centre - Chedoke Room - Third Floor



## LEVELS OF SPONSORSHIP

<i>LEVEL</i>	<i>AMOUNT</i>	<i>DESCRIPTION</i>
<b>PLATINUM</b>	\$15,000	<ul style="list-style-type: none"> <li>• <b>THREE</b> Exhibitor spaces - 7 ft. space, allowing one 6 ft. table and a half foot for each exhibitor separating the exhibits.</li> <li>• <b>SIX</b> complimentary passes to event</li> <li>• <b>TWO</b> page insert in program (copies supplied by your company)</li> <li>• Electronic display acknowledgement during breaks, lunch, etc.</li> <li>• Program acknowledgement</li> <li>• Registration table acknowledgement</li> <li>• Verbal recognition during the workshop</li> <li>• Website listing on the Hamilton Academy website</li> <li>• <b>SIX</b> complimentary passes to event</li> <li>• <b>FREE</b> company listing and description in the conference directory</li> <li>• Full delegate list (A-Z) by physician name and city</li> </ul>
<b>GOLD</b>	\$10,000	<ul style="list-style-type: none"> <li>• <b>TWO</b> Exhibitor spaces - 7 ft. space, allowing one 6 ft. table and a half foot for each exhibitor separating the exhibits.</li> <li>• <b>FOUR</b> complimentary passes to event</li> <li>• One page insert in program (copies supplied by your company)</li> <li>• Electronic display acknowledgement during breaks, lunch, etc.</li> <li>• Program acknowledgement</li> <li>• Registration table acknowledgement</li> <li>• Verbal recognition during the workshop</li> <li>• Website listing on the Hamilton Academy website</li> <li>• <b>FOUR</b> complimentary passes to event</li> <li>• <b>FREE</b> company listing and description in the conference directory</li> <li>• Full delegate list (A-Z) by physician name and city</li> </ul>
<b>SILVER</b>	\$5000	<ul style="list-style-type: none"> <li>• Exhibitor space - 7 ft. space, allowing one 6 ft. table and a half foot for each exhibitor separating the exhibits.</li> <li>• <b>FOUR</b> complimentary passes to event</li> <li>• Electronic display acknowledgement during breaks, lunch, etc.</li> <li>• Program acknowledgement</li> <li>• Registration table acknowledgement</li> <li>• Verbal recognition during the workshop</li> <li>• One page insert in program (copies supplied by your company)</li> <li>• Website listing on the Hamilton Academy website</li> <li>• <b>DISCOUNTED</b> price for additional booths</li> <li>• <b>FREE</b> company listing and description in the conference directory</li> <li>• Full delegate list (A-Z) by physician name and city</li> </ul>
<b>BRONZE</b>	\$2500	<ul style="list-style-type: none"> <li>• Exhibitor space - 7 ft. space, allowing one 6 ft. table and a half foot for each exhibitor separating the exhibits.</li> <li>• <b>TWO</b> complimentary passes to event</li> <li>• Electronic display acknowledgement during breaks, lunch, etc.</li> <li>• Program acknowledgement</li> <li>• Registration table acknowledgement</li> <li>• Verbal recognition during the workshop</li> <li>• Website listing on the Hamilton Academy website</li> <li>• <b>FREE</b> company listing and description in the conference directory</li> <li>• Full delegate list (A-Z) by physician name and city</li> </ul>



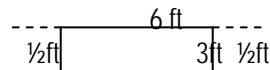
## **EXHIBITOR PROSPECTUS**

**LOCATION:** Hamilton Convention Centre, 1 Summers Lane, Hamilton, Ontario

**ANTICIPATED PHYSICIAN, PHARMACISTS, PHYSICIAN ASSISTANTS AND ALLIED HEALTH ATTENDANCE:** 450+

**NUMBER OF EXHIBITS:** 80

**EXHIBIT SIZES:** All exhibits are 6ft x 3ft with a ½ foot on each side (as per diagram below). If you know your exhibit is wider than 7ft, then you are encouraged to purchase two exhibits to allow sufficient space. If your exhibit impedes or obstructs your neighbour's display, the Hamilton Academy reserves the right to charge you additional fees. Due to fire regulations exhibit table numbers 5 and 5 can only have small tabletop displays. No large exhibits will be allowed at these two tables.



**EXHIBIT PRICES:** Prices vary upon location of exhibit. Please see exhibitor maps for specific exhibit prices. All prices include breaks and lunches for 2 booth personnel for each 7 ft space booked. Additional lunches can be purchased for \$45.00.

**SPONSORSHIP:** There are four sponsorship levels – platinum gold, bronze and silver. Please review the enclosed sponsorship levels for details.

**BOOKING PRIORITY AND CONDITIONS:** First-come, first served. To reserve your exhibit, review the floor plan and choose an exhibit location. Call the Hamilton Academy 905-528-1640 to confirm the location availability. Once your exhibit space has been reserved, then complete and fax your registration form to 905-528-7173. Reservation of exhibit spaces will not be completed until you fax back your form. Payment deadline for exhibits is **January 27, 2012**. Payment may be received by Cheque, Visa or Mastercard. Note: The Hamilton Academy reserves the right to rearrange exhibitors or to adjust the floor plan to accommodate the best interest of the overall event. The floor plan maintained by the Hamilton Academy shall be the official floor plan. Changes may occur at any time, including prior to the space assignment, to accommodate Clinical Day needs.

**SUBLETTING SPACE:** Subletting space in the exhibit areas is not permitted. Two or more firms may not exhibit in a single space unless these arrangements have been submitted in writing to the Hamilton Academy and approved prior to Clinical Day.

**EXHIBIT PACKAGE FEATURES:** 6 foot table, skirted with two chairs. Electrical supply is available to those exhibits on the outside wall and lobby area. Hot buffet luncheon for **ONLY 2 representatives**. Lunch tickets will be provided for these representatives. Additional lunches can be purchased for \$45.00 prior to the day through the Academy Office or at the Registration Table.

**ONLY TWO** representatives can be at the exhibit at any one time. All exhibits must be staffed at all times.

**CANCELLATIONS:** If an exhibitor is to cancel their booth after January 18, 2012 the Hamilton Academy reserves the right to not issue any form of refund.

**INTERNET:** Wireless internet is available in the Hamilton Convention Centre. If you require this service, please complete the form at the end of this package and send it into the Hamilton Convention Centre.

**ELECTRICAL:** Electrical outlets are available to all exhibits located on the outside perimeter of the exhibitor hall and in the front lobby area.

**CONDITIONS OF CONTRACT TO EXHIBIT:** Exhibitors agree to abide by all the conditions in the Exhibitor's Prospectus. Exhibitors further accept responsibility for informing all of their employees, suppliers or agents and temporary staff involved with their exhibit activities (these include display set-up companies) of these conditions. The Hamilton Academy acts for exhibitors and their representatives in the capacity of an agent, not as a principal. The Hamilton Academy assumes no liability for any act or omission or commission with this agency. Exhibitors and their representatives hereby agree to indemnify and hold harmless the Hamilton Academy, its official suppliers, the employees thereof and their representatives and agents, against any and all claims for loss, damage, theft or injury. Indemnification includes the period of storage prior to and immediately following the Clinical Day. The exhibitor, on the signing contract, releases the forgoing from any and all claims for loss, theft, damage or injury. It is recommended that exhibitors take any valuable portable items out of their exhibits during off hours.

**DISCLAIMER:** The materials presented by the speakers do not necessarily represent those opinions of the Education Committee or the Hamilton Academy of Medicine.

**EXHIBITOR RULES OF CONDUCT:** The Hamilton Academy retains full authority in the interpretation and enforcement of all rules and regulations governing exhibitors. These regulations may be amended at any time by the Hamilton Academy. The Hamilton Academy reserves the right, even after a contract to the exhibit has been submitted, to restrict and/or cancel any booked exhibit which it deems to be undesirable or objectionable. Exhibitors must not place demonstration areas on the aisle line of their exhibit if they expect more people to congregate there at one time, and should allow sufficient space within the booth area to absorb the majority of the anticipated crowd. Exhibitors whose display arrangements or presentations cause spectators to interfere with normal aisle traffic or unduly overflow into the display area of neighbouring exhibitors, may be asked to limit or eliminate their presentations.

**SHIPPING AND MATERIALS-HANDLING SERVICES:** All materials being shipped to The Hamilton Convention Centre should be sent one day prior and should be addressed as follows:

**The Hamilton Academy of Medicine  
(Your Name)  
Chedoke Room – Wednesday, February 1, 2012**

**SEND TO: The Hamilton Convention Centre  
1 Summers Lane – Receiving Door  
Hamilton, ON L8P 4Y2**

It is the exhibitors' responsibility to have all arrangements in place for removal. Shipments must be prepaid, and all shipments require bill of lading to be prepared to indicate the number of pieces and total weight. The Hamilton Academy is not responsible for any and all claims for loss, theft, damage or injury of any materials shipped to The Hamilton Convention Centre.

**MATERIALS STORAGE:** The Hamilton Academy of Medicine and the Hamilton Convention Centre are not responsible for storage of any Exhibitor property. This includes but is not limited to storage of: shipping containers for display material, marketing literature, inventory of promotional items, personal property, etc.

**EXHIBIT HALL HOURS:**

**SET-UP: Tuesday, January 31, 2012 – 5:00p.m. – 8:00p.m.** Exhibitors may be able to set-up their displays on Tuesday, January 26, 2010 between the hours of 5:00p.m. and 8:00p.m. Confirmation of this early set-up cannot be confirmed until closer to the date, however please be sure to notify the Academy if you are interested to do this. The Academy will then be sure to follow-up and confirm with you once details finalized.

**Wednesday, February 1, 2012 – 8:00a.m. – 5:00p.m.** (Draw prizes to take place at 5:00p.m.)

Hall opens at 6:00a.m. for exhibitors to set-up. A light breakfast will also be available for exhibitors. We ask that you please have your exhibit set-up by 7:30a.m. as we are encouraging our attendants to arrive early to enjoy coffee and muffins while browsing the exhibits with their colleagues. No exhibits will be installed after 8:00a.m.

**Morning Break – 9:40a.m. – 10:20a.m.  
Lunch – 12:00p.m. – 1:00p.m.  
Afternoon Break – 2:40p.m. – 3:20p.m.**

Exhibitors are permitted to attend the sessions provided that there is room available and there is personnel still on hand staffing the booth. In the case of overflow, exhibitor personnel may be asked to give up their seats to conference registrants.

**MOVE OUT:** No packing of equipment or literature or dismantling of exhibit displays will be permitted prior to 3:20p.m. The exhibit hall must be cleared no later than 6:00p.m.

**PARKING:** The Hamilton Convention Centre has an underground parking that is assessable from Main Street or King Street. The Hamilton Academy is not responsible to ensure exhibitors receive underground parking. There are also many public parking spaces close to the Centre. Exhibitors are responsible for any parking costs.

**NAME BADGES:** We suggest that the representatives bring and wear their own corporate name badges. The Academy will not be supplying any name badges for the exhibitors.

**DRAW PRIZES:** Each year at the end of Clinical Day we have draw prizes for the attendees. We are looking for exhibitors who would be interested in donating a prize. These prizes can be in any form, for example, samples of your product, gift certificates, electronics, gifts, etc. We would gladly acknowledge any donations made to the participants. If this were something you would be interested in, please let the Hamilton Academy know when registering.

**NOVELTY GIFTS AND SOUVENIR GIVE-AWAYS:** It is suggested that all novelty gifts and souvenir give-aways must contribute to the healthcare professional's or the patients understanding of a condition or its appropriate treatment.

**ORDER TAKING BY NON-PHARMACEUTICAL EXHIBITORS:** Order taking by non-pharmaceutical exhibitors is permitted. Products for sale must be the exhibitors own unaltered, marketed products, and the products or services must be pertinent to the attendees' professional interest.

**PROMOTIONAL MATERIAL:** Exhibitors are responsible for ensuring that all promotional and product or service related information is factually accurate, provides appropriate referential and scientific data, and is professionally tasteful in its presentation.

**Please direct your exhibit inquiries to:**

**Maryann Vasic**

**The Hamilton Academy of Medicine**

**E-mail: [maryann@hamiltondoctors.ca](mailto:maryann@hamiltondoctors.ca) • Phone: 905-528-1640 • Fax: 905-528-7173**

# HAMILTON CONVENTION CENTRE

ONE SUMMERS LANE  
HAMILTON, ONTARIO  
L8N 3P4  
TEL: (905) 546-3000  
FAX: (905) 540-5464  
<http://www.hecfi.ca>

## TELEPHONE, DATA ENTRY AND INTERNET SERVICE FORM

Show Name: \_\_\_\_\_

Booth No.: \_\_\_\_\_

Show Dates: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/Province/State/Postal Code/Zip: \_\_\_\_\_

Telephone No. \_\_\_\_\_

### TELEPHONE, FAX, MODEM AND INTERNET SERVICES

	QUANTITY	PREPAID	AMOUNT
Regular Phone Line with Phone Set (digital)	_____	\$150.00	\$ _____
Regular Phone Line with Speaker Phone Set (digital)	_____	300.00	\$ _____
Voice Mail for Phone Line	_____	25.00	\$ _____
Fax or POS (point of sale) with No Phone Set (analog)	_____	150.00	\$ _____
Long Distance Capability ( <i>to be billed upon receipt of charges</i> )	<input type="checkbox"/> Yes <input type="checkbox"/> No		
INTERNET (hard wired connection) <b>BASE RATE FOR ONE PC</b>		150.00	\$ _____
		SUB TOTAL	\$ _____
		13 % H.S.T. (R122191471)	\$ _____
		<b>TELEPHONE AMOUNT PAYABLE</b>	\$ _____

### Note:

- The above rates include the one time installation of a touch tone phone line placed in the location of your choice.
- **ALL LONG DISTANCE CALLS**, including directory assistance, are extra and will be charged at the prevailing rate when the billing is received from our long distance carrier.
- Data transmission lines (i.e. fax, pos) are restricted to analog lines only.
- Should you require assistance with special technical requirements (i.e. ISDN, etc.,) please contact your Client Services Coordinator .
- **Request must be given at least thirty (30) days prior to the installation date.**
- *If telephone usage assistance is required, please dial ext. 3000 to reach the switchboard operator.*

**Please indicate special requirements below:**

### METHOD OF PAYMENT

VISA  MASTERCARD

Credit Card Number \_\_\_\_\_ Expiry Date \_\_\_\_\_


Name on Credit Card \_\_\_\_\_ Date \_\_\_\_\_

A/C # 57260-372271 Signature \_\_\_\_\_



**EXHIBIT REGISTRATION**

**\*\*Prior to completing this registration form, please review the attached floor plan and choose an exhibit location. Call the Hamilton Academy of Medicine 905-528-1640 to confirm the location availability. Once your exhibit space has been reserved, then complete and FAX 905 528-7173 this form.\*\***

 **If you require an electrical outlet, you must select a location on the outside perimeter of the Floor Plan or Lobby.**

**EXHIBIT REGISTRATION FORM**

We understand that this form becomes a contract when signed by us and accepted by The Hamilton Academy of Medicine (HAM). We understand that every attempt will be made to comply with our request for exhibit space, but no guarantees can be made. The HAM reserves the right to substitute or withdraw exhibit space as its discretion. If my exhibit impedes or obstructs my neighbour's display, the HAM reserves the right to charge me additional fees. We agree to abide by the conditions and contract listed in the *Exhibitor Prospectus*. We accept all responsibility to inform all our agents and representatives of these conditions and agree that they will also abide by these conditions.

**COMPANY** \_\_\_\_\_

**ADDRESS**  
No. \_\_\_\_\_ Street \_\_\_\_\_ City/Town \_\_\_\_\_ Postal Code \_\_\_\_\_

**TELEPHONE** \_\_\_\_\_ **FAX** \_\_\_\_\_  
Toll-Free \_\_\_\_\_ Ext. \_\_\_\_\_

**MAIN CONTACT**  
Name & Dept. \_\_\_\_\_ Email \_\_\_\_\_

**CONTACT INFORMATION FOR YOUR EXHIBIT REPRESENTATIVES :**

1. Name \_\_\_\_\_ Email \_\_\_\_\_ Mobile Phone # \_\_\_\_\_

2. Name \_\_\_\_\_ Email \_\_\_\_\_ Mobile Phone # \_\_\_\_\_

**EXHIBIT FEE – Please select method of Payment**

**\*PAYMENT IN FULL MUST BE RECEIVED BEFORE *Jan 27/12* TO HOLD YOUR EXHIBIT SPACE\***

- \$ \_\_\_\_\_ Cheque Enclosed payable to "The Hamilton Academy of Medicine" for EXHIBIT NO. \_\_\_\_\_
- \$ \_\_\_\_\_ Visa or MC No. \_\_\_\_\_ Exp \_\_\_\_ / \_\_\_\_ for EXHIBIT NO. \_\_\_\_\_
- \$ \_\_\_\_\_ to be forwarded by **January 27, 2012** for EXHIBIT NO. \_\_\_\_\_
- Yes, I would like to make a prize donation of \_\_\_\_\_
- Yes, I require \_\_\_\_\_ additional lunches at \$45.00 each

**SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**\*\*REMINDER: CONFIRM YOUR EXHIBIT NO. WITH THE ACADEMY OFFICE BEFORE SENDING THIS FORM\*\***