



The Hamilton Academy of Medicine

September 22, 2017

Dear Exhibitors:

Re: Hamilton Academy of Medicine 101th Annual Clinical Day – Wednesday, January 31, 2018

The Hamilton Academy of Medicine is pleased to invite you and your company to exhibit at our 100th Annual Clinical Day on Wednesday, January 31st, 2018 at the Hamilton Convention Centre by Carmen's, 1 Summers Lane, Hamilton, ON.

This popular annual educational event is attended by over 500 family doctors from Hamilton and Southern Ontario area. This year, in the spirit of collaborative care, we are expanding the event to include nurses, pharmacists, physician assistants, medical students and residents.

I am writing to ask if you are interested in purchasing exhibit space or becoming one of our event sponsors. As a sponsor, you will have the opportunity to set up a display for your company in the exhibit space, interact with registrants, and much more. For more information on sponsorship levels and event details, please review the enclosed documents.

Ample time has been allotted for registrants to browse the exhibit areas and meet with representatives. Two refreshment stations will be strategically located in the exhibit areas to encourage traffic flow to pass by each booth. Also, we will promote a passport system to encourage attendee/exhibitor face time.

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 Jessica Wooder at jessica@hamiltontdoctors.ca or 905-528-1640.

Looking forward to seeing you at Clinical Day and thank you for your continued support of the Hamilton Academy of Medicine!

Sincerely,

Richard H. Tytus, BScPhm, MD, CCFP, FCFP
Co-Chair, Education Committee
Past-President, Hamilton Academy of Medicine

RHT/mv

Enclosures

Education Committee

- Dr. Dennis DiValentino
- Dr. Walter Owsianik
- Dr. Steve Szarka
- Dr. Richard Tytus

OFFICERS

2017 - 2018

PRESIDENT

Dennis DiValentino, MD
Family Physician

PRESIDENT-ELECT

Dr. Carys Massarella, MD
Emergency Medicine

VICE-PRESIDENT

Simon Oczkowski, MD
Internal Medicine/Critical
Care

TREASURER

Jason Profetto, MD
Family Physician

SECRETARY

Dr. John Centofanti, MD
Anesthesia / Critical Care

PAST-PRESIDENT

Jennifer Brasch, MD
Psychiatrist

TELEPHONE
905.528.1611

MEMBERS' TELEPHONE
905. 528.1640

FACSIMILE
905.528.7173

1 Young Street, Suite 206
Hamilton ON
CANADA L8N 1T8
www.hamiltontdoctors.ca



EXHIBITOR PROSPECTUS

LOCATION: Hamilton Convention Centre by Carmen's, 1 Summers Lane, Hamilton, Ontario

ANTICIPATED ATTENDANCE: 500+ (comprised of mostly family physicians, as well as nurses, pharmacists, physician assistants, medical students and residents).

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 10 and 11 can only have small tabletop displays. No large exhibits will be allowed at these two tables.

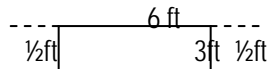


EXHIBIT PRICES: Prices vary upon location of exhibit. Please see exhibitor maps for specific exhibit prices. All prices include breaks and lunches for 2 booth personnel for each 7 ft space booked. Additional lunches can be purchased for \$45.00.

PAYMENT: Payment can be received via Visa, Mastercard or Cheque. If you require an invoice to process payment, please contact the Hamilton Academy office. Exhibits MUST be paid in full prior to the event.

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. Contact the Hamilton Academy office via email jessica@hamiltondoctors.ca or tel: 905-528-1640 to confirm the location availability. Once your exhibit space has been reserved, complete and fax 905-528-7173 or e-mail jessica@hamiltondoctors.ca your registration form. Reservation of exhibit spaces will not be completed until you fax or e-mail back your form. Payment deadline for exhibits is **January 12, 2018**. 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 for a fee of \$150.00. 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 Hamilton 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 13, 2017 the Hamilton Academy reserves the right to not issue any form of refund.

INTERNET: Wireless internet is available in the Hamilton Convention Centre for FREE. NO password is required to log onto their Wi-Fi. If however you need cable internet just for your exhibit space, please complete the attached form.

ELECTRICAL: Electrical outlets are available to all exhibits for a fee of \$150.00. Please be sure to indicate on your registration form should you need electrical.

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 by Carmen's should be sent one day prior and should be addressed as follows:

**The Hamilton Academy of Medicine
(Your Name)
Chedoke Room – Wednesday, January 25, 2017**

**SEND TO: The Hamilton Convention Centre by Carmen's
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 by Carmen's.

MATERIALS STORAGE: The Hamilton Academy of Medicine and the Hamilton Convention Centre by Carmen's 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 30, 2018 – 5:00p.m. – 8:00p.m. Exhibitors may be able to set-up their displays on Tuesday, January 30, 2018 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 Hamilton Academy will then be sure to follow-up and confirm with you once details finalized.

Wednesday, January 31, 2018 – 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 by Carmen's 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.

PASSPORT SYSTEM: We are featuring a passport system in order to ensure attendee/vendor face time.

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:

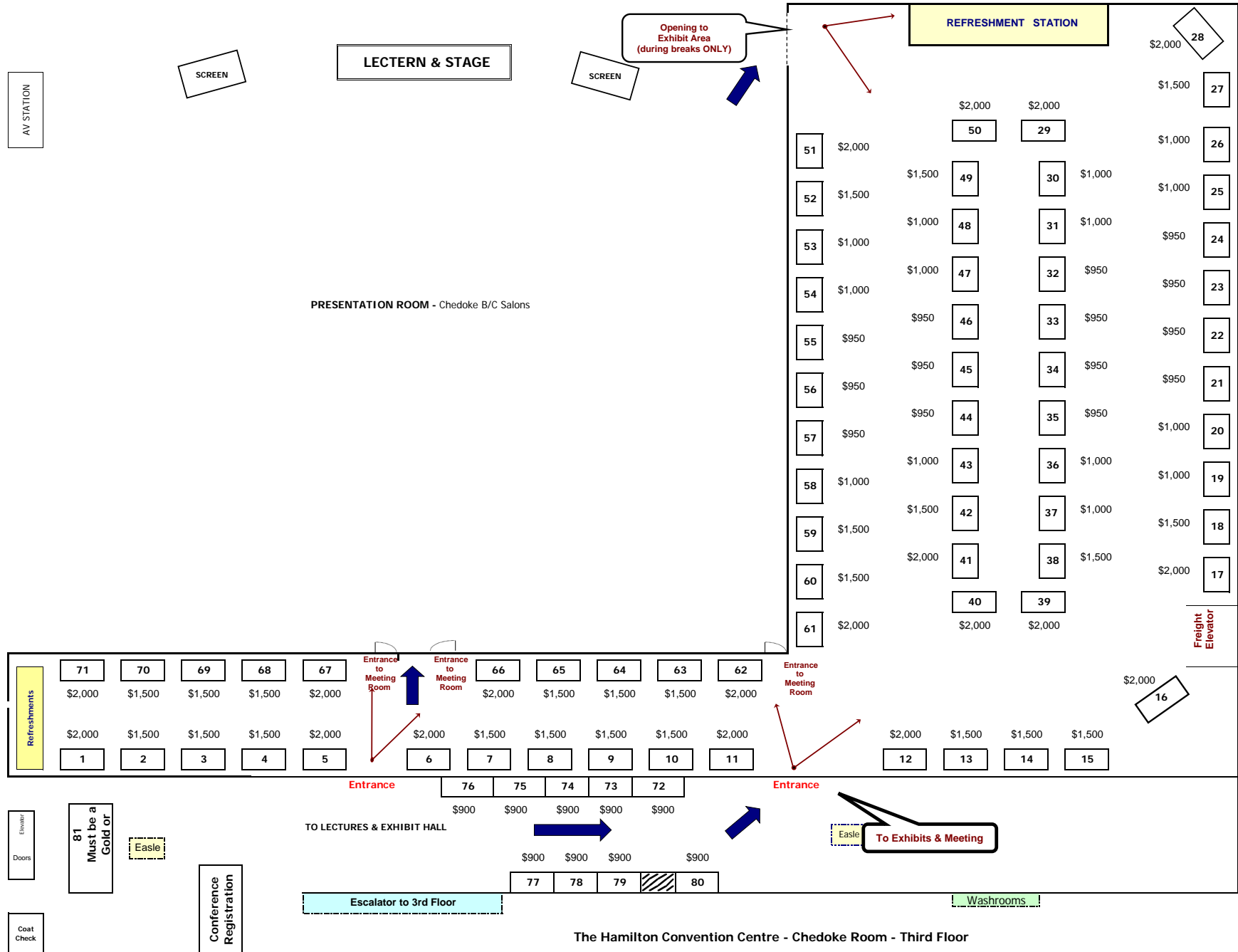
Jessica Wooder
The Hamilton Academy of Medicine
E-mail: jessica@hamiltondoctors.ca • Phone: 905-528-1640 • Fax: 905-528-7173



LEVELS OF SPONSORSHIP

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

101th Annual Clinical Day - Wednesday, January 31, 2018



The Hamilton Convention Centre - Chedoke Room - Third Floor



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****

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 12/18** 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 12, 2018** for EXHIBIT NO. _____
- Yes, I would like to make a prize donation of _____
- Yes, I require _____ additional lunches at \$45.00 each
- Yes, I require an electrical outlet for my exhibit space(s) at \$150.00 each

SIGNATURE: _____ **DATE:** _____

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