



7th National Spinal Cord Injury Conference



November 9-11, 2017
Fallsview Casino Resort, Niagara Falls, ON



EXHIBITOR & SPONSORSHIP PROSPECTUS

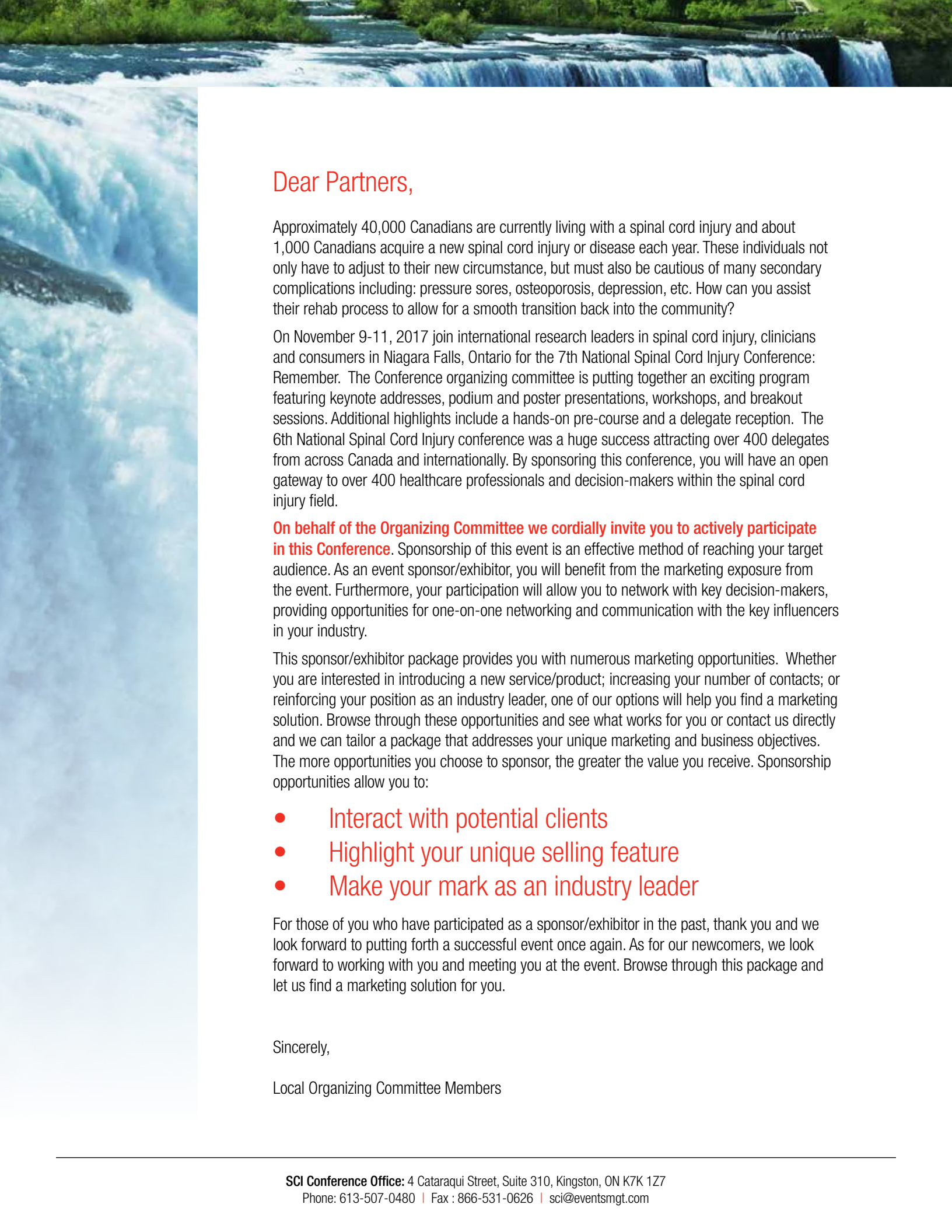
ANTICIPATED ATTENDANCE:

400+

Healthcare Professionals
from across Canada and
Internationally.

REMEMBER





Dear Partners,

Approximately 40,000 Canadians are currently living with a spinal cord injury and about 1,000 Canadians acquire a new spinal cord injury or disease each year. These individuals not only have to adjust to their new circumstance, but must also be cautious of many secondary complications including: pressure sores, osteoporosis, depression, etc. How can you assist their rehab process to allow for a smooth transition back into the community?

On November 9-11, 2017 join international research leaders in spinal cord injury, clinicians and consumers in Niagara Falls, Ontario for the 7th National Spinal Cord Injury Conference: Remember. The Conference organizing committee is putting together an exciting program featuring keynote addresses, podium and poster presentations, workshops, and breakout sessions. Additional highlights include a hands-on pre-course and a delegate reception. The 6th National Spinal Cord Injury conference was a huge success attracting over 400 delegates from across Canada and internationally. By sponsoring this conference, you will have an open gateway to over 400 healthcare professionals and decision-makers within the spinal cord injury field.

On behalf of the Organizing Committee we cordially invite you to actively participate in this Conference. Sponsorship of this event is an effective method of reaching your target audience. As an event sponsor/exhibitor, you will benefit from the marketing exposure from the event. Furthermore, your participation will allow you to network with key decision-makers, providing opportunities for one-on-one networking and communication with the key influencers in your industry.

This sponsor/exhibitor package provides you with numerous marketing opportunities. Whether you are interested in introducing a new service/product; increasing your number of contacts; or reinforcing your position as an industry leader, one of our options will help you find a marketing solution. Browse through these opportunities and see what works for you or contact us directly and we can tailor a package that addresses your unique marketing and business objectives. The more opportunities you choose to sponsor, the greater the value you receive. Sponsorship opportunities allow you to:

- **Interact with potential clients**
- **Highlight your unique selling feature**
- **Make your mark as an industry leader**

For those of you who have participated as a sponsor/exhibitor in the past, thank you and we look forward to putting forth a successful event once again. As for our newcomers, we look forward to working with you and meeting you at the event. Browse through this package and let us find a marketing solution for you.

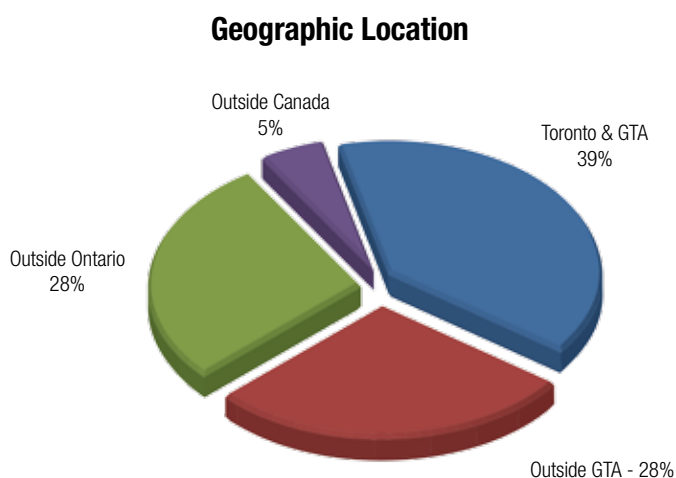
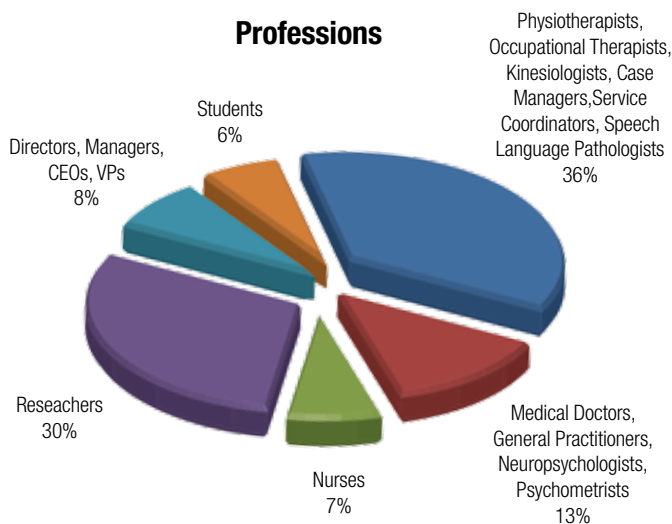
Sincerely,

Local Organizing Committee Members

GENERAL INFORMATION FOR EXHIBITORS

Why Exhibit?

You will have the opportunity to introduce your company's products and services to key decision makers and Spinal Cord Injury specialists, mostly SCI doctors, neurologists, neurosurgeons, traumatologists, physical therapists, social workers, occupational therapists, orthopaedic surgeons, psychologists, sports therapists, urologists and nurses. The educational program will encourage these delegates to share knowledge and experience as they research the new innovations within their fields. These professionals want to make the most informed decision possible. Your company should be there to ensure our attendees have all the facts they require for decision making. Take advantage of this opportunity to strengthen existing relationships and establish new ones while exhibiting!



Sponsorship Benefits

The 7th National Spinal Cord Injury Conference provides a number of benefits to enhance the exhibit experience for sponsors and attendees.

Enhancements include:

Pre-Conference Exposure

- Pre-conference microsites on conference web-page – informational/promotional material on what sponsors will present at the meeting
- Advance attendee list provided for pre-conference engagement
- Social media with conference and exhibitor updates
- Pre-conference e-blast with sponsor information and schedule of events to all SCI member lists, not just conference attendees
- Logo on home page of conference website
- Logo in all email communications

At the Conference

- Conference app including links to sponsor websites
- Social Media with sponsor information/updates and contact information
- Bar-coded attendee nametags (name, location, and email contact)
- Sponsored Seminars (breakfast and afternoon)
- Special prize draw with ballot distribution to visitors at your booth

Post-Conference Exposure and Feedback

- Post conference e-blast to all attendees with sponsor information and highlights
- Sponsor microsites remain on conference website for 2 months post-conference
- Sponsors will be provided with all attendee feedback related to the exhibits
- Opportunity to receive feedback and suggestions



Location:

Fallsview Casino Resort (Room block Hilton Hotels & Suites Niagara Falls/Fallsview)
6361 Fallsview Boulevard
Niagara Falls ON L2G 3V9 Canada

Move-in period:

Thursday November 9, 2017 from 17:00 – 23:00

Display period:

Friday November 10, 2017 – 7:30 – 17:30
Saturday November 11, 2017 – 7:30 – 15:30

Cocktail Reception with Delegates

Friday November 10, 2017 – 17:30 – 21:00

Move-out period:

Saturday November 11, 2017 – 15:30 – 18:00

Booth Specifications:

Standard booths are 10' wide by 8' deep with a framework of an eight (8) foot high draped backdrop and three (3) foot high sidewings. If you require an island booth or you have a very large, pre-designed booth that requires a unique exhibiting area, contact us so that we can accommodate your needs.

Vendor Registration package, including all registered name badges, Conference program/app, Cocktail/Dinner tickets can be picked up and distributed by one member of the Registered Vendor. For security reasons, all personnel must be registered and wearing name tags in order to enter the exhibit area. Security will be provided in the exhibit area for the entire Exhibit Hall period (day/night). The Exhibit Hall will be locked shortly after the close of the exhibit times.



SPONSORSHIP OPPORTUNITIES

\$40,000 Diamond Consumer

Program Sponsor - Please note: The funding provided will provide educational grants for 10 consumers to attend this event. Includes all Diamond Level Sponsor opportunities and:

- Participation in the Consumer Organizing Committee
- Opportunity to have one member on the panel selecting the Consumers
- Host opportunity – Consumer Welcome Reception Dinner – (Thursday)
- Speaking opportunity during opening remarks of the main conference
- Full-page advertisement to be included in the Consumer Welcome Package and the main conference materials
- Logo to be prominently displayed during Consumer Welcome Reception Dinner and conference on:
 - 2' x 6' banner to be placed on the main stage
 - Welcome sign in the registration area
 - Registration signage
 - The main stage during breakfasts, coffee breaks, and networking lunches
 - On directional signage
- Logo to be included in the conference brochure beside mention of the Consumer Outreach Program and Consumer Welcome Reception Dinner⁵
- Acknowledgement as Consumer Program Sponsor on all marketing materials for the Consumer Outreach Program including 5000 brochures printed and distributed to rehabilitation professionals in community hospitals, community agencies, professional organizations, long-term care facilities and universities across Canada

Diamond \$30,000

- Opportunity to present the People's Choice Awards
- Opportunity to host one of the following: luncheon, keynote speaker, internet lounge, dinner or wellness centre
- Opening remarks (3 minutes)
- Opportunity to host a satellite session
- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink⁵
- Corporate logo on on-site sponsor recognition signage
- Priority booth placement
- Pre-conference attendance list of Delegates
- Full colour ad in final program (1 full page)
- 2 Complimentary Exhibit Booths⁴
- 6 Complimentary Full Registrations
- 1 e-blast to pre-conference attendance list¹
- First opportunity for exclusive sponsorship of the Welcome Reception²
- Option to host Breakfast Seminars³

Platinum \$15,000

- Opportunity to host one of the following: luncheon, keynote speaker, internet lounge, dinner or wellness centre
- Opening remarks (3 minutes)
- Opportunity to host a satellite session
- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink⁵
- Corporate logo on onsite sponsor recognition signage
- Priority booth placement
- Pre-conference attendance list of Delegates
- Full colour ad in final program (1/2 page)
- 1 Complimentary Exhibit Booth⁴
- 4 Complimentary Full Registrations
- Option to host Breakfast Seminars³

Gold \$10,000

- Opportunity to host one of the following: luncheon, keynote speaker, internet lounge, dinner or wellness centre
- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink⁵
- Corporate logo on on-site sponsor recognition signage
- Pre-conference attendance list of Delegates
- 1 Complimentary Exhibit Booth⁴
- 3 Complimentary Full Registrations
- Option to host Breakfast Seminars³

Silver \$5,000

- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink⁵
- Corporate logo on on-site sponsor recognition signage
- 1 Complimentary Exhibit Booth⁴
- 2 Complimentary Full Registrations

Bronze \$3,500

- Recognition in final program by sponsorship category
- Website recognition with logo and hyperlink⁵
- Corporate logo on on-site sponsor recognition signage
- 1 Complimentary Exhibit Booth
- 1 Complimentary Full Registration

Booth Only \$2,000

- Recognition in final program and website
- Corporate logo on on-site sponsor recognition signage⁵
- 1 Complimentary Full Registration

¹ e-blast will be sent to attendees via conference office.

² One opportunity available. To be awarded on a first come first serve basis, catering arrangements through the conference office.

³ Breakfast Seminar – 7:00-8:30 time slot on Friday or Saturday morning. Room and audio-visual provided. SCI Conference Office to facilitate advertising and catering (catering costs extra)

⁴ Additional booths available for Consumer, Platinum, Diamond & Gold @ \$1,000 each, Silver @ \$1,500 each.

⁵ Requirement to provide logo in .eps or .ai format for promotional purposes.

SUPPLEMENTAL OPPORTUNITIES

The following promotional opportunities are available only to sponsors at an additional cost.
Priority will be given based on sponsorship level.

Supplemental Opportunities	Diamond	Platinum	Gold	Silver	Bronze
Welcome Reception	★	★			
Breakfast Seminars	★	★	★		
Lunch	★	★	★		
Breaks	★	★	★		
Delegate Bags	★	★	★	★	
Nametag Lanyards	★	★	★	★	
Delegate Gifts	★	★	★	★	
Pens/Notepads	★	★	★	★	★
Hotel Room Drop	★	★	★	★	★
Delegate Bag Insert	★	★	★	★	★
Champion of Change Sponsor	★	★	★	★	★
Patti Dawson Award	★	★	★	★	★

Welcome Reception Sponsorship \$2,000

(1 available)

- Signage during Welcome Reception
- Recognition in final program

Breakfast Seminar³ \$2,000 (2 available)

- Signage during the Breakfast Seminar
- Room and AV provided for events

Lunch Sponsorship \$3,000 (2 available)

- Signage during Lunch
- Opportunity to provide handout during break (will be placed on food and beverage tables)
- Recognition in program

Break Sponsorship \$2,000 (2 available)

- Signage during Break
- Opportunity to provide handout during break (will be placed on food and beverage tables)
- Recognition in program

Delegate Bag Sponsor \$1,500 (1 available)

- Logo on the delegate bags for the attendees (Bags to be provided by sponsors)

Nametag Lanyard Sponsor \$1,500 (1 available)

- Logo on the nametag lanyards for the attendees (Lanyards to be provided by sponsors)

Delegate Gift Sponsor \$1,000 (1 available)

- Logo on the delegate gifts for the attendees (Gifts to be provided by sponsors)

Hotel Room Drop Sponsor \$1,000 (1 available)

- Promotional materials in the delegates' room at the conference hotel

Pens/Notepads \$500 (1 available each)

- Provide pens and notepads to be included in each delegate bag

Delegate Bag Insert \$500

- Provide an insert to be included in each delegate bag (must not exceed 8 1/2" x 11" and must be collated, folded or stapled as required for insertion)

Mini Industry Symposium: \$1,500 (16 available)

- 25-minute session held in a designated area, during exhibit hours for the delegates
- Unopposed opportunity to product launch & address a target audience



GENERAL INFORMATION FOR EXHIBITORS

BOOTH SPECIFICATIONS:

Standard Booth includes:

- 8 ft. high background drape and 3 ft. high sidewall drape
- 1-6 ft. draped table
- 1 chair
- 1 electrical outlet
- Company's name and booth number listed in program
- One complimentary booth staff
- Additional Booth staff at \$200 per person

Display Restrictions:

All displays must stay within the boundaries of the booth. Back wall height restrictions are eight (8) feet. Sidewalls and display fixtures occupying the front one-half of exhibit space (five (5) feet in from the aisle) cannot exceed a height of four (4) feet within ten (10) feet of a neighbouring exhibit. Further details will be contained in the Exhibitor Services Manual which will be sent later by the SCI 2017 Office once the signed contract is received.

Other Services:

Display services, Drayage, Shipping, Customs Broker, Audio-Visual, Telephone, and Electrical/Mechanical service details and order forms will be provided to exhibiting companies upon receipt of the Contract for Exhibit Space. Exhibitors will have the opportunity to book accommodations at the special conference rate.

Floor Plan

Booth locations will be allocated by sponsorship level together with a first-come, first-served basis, based on the date the signed contract is received by the SCI 2017 Office. A Floor Plan will be provided to exhibitors prior to the show.



TERMS AND CONDITIONS OF CONTRACT FOR EXHIBIT SPACE

1. The Exhibitor agrees to abide by all regulations and rules adopted by the Organizing Committee, and agrees that the Organizing Committee shall have the right to amend and add to or delete from any and all rules and regulations at any time, in the sole discretion of the Organizing Committee.
2. All electrical wiring and outlets used by the Exhibitor in excess of the standard 1 electrical outlet shall be at the Exhibitor's sole risk and expense. All operating electrical equipment used in the exhibit must have C.S.A. or equivalent power authority approval.
3. Space contracted by the Exhibitor may not be sublet or assigned to any third party without the prior written permission of the Organizing Committee or its appointed agents, which permission may be withheld for any reason whatsoever in the sole discretion of the Organizing Committee.
4. **THE EXHIBITOR WILL BE SOLELY LIABLE FOR AND WILL INDEMNIFY AND HOLD HARMLESS THE ORGANIZING COMMITTEE FOR SCI 2017, EVENTS & MANAGEMENT PLUS INC., FALLSVIEW CASINO RESORT, ALL OFFICIAL SUPPLIERS AND THE SHOW SERVICES COMPANY FROM ANY INDIRECT, DIRECT, SPECIAL OR CONSEQUENTIAL LOSSES OR DAMAGES WHATSOEVER OCCURRING TO OR SUFFERED BY ANY PERSON OR COMPANY, INCLUDING, WITHOUT LIMITING THE GENERALITY OF THE FOREGOING, EXHIBITOR, OTHER EXHIBITORS, THE ORGANIZING COMMITTEE, OFFICIAL SHOW CONTRACTORS, THE OWNER OF THE BUILDING AND THEIR RESPECTIVE AGENTS, SERVANTS AND EMPLOYEES AND MEMBERS OF THE PUBLIC ATTENDING THE SHOW, EITHER ON THE SAID SPACE OR ELSEWHERE IF SAID LOSS OR DAMAGES AROSE FROM OR WERE IN ANY WAY CONNECTED WITH EXHIBITOR'S OCCUPANCY OF SAID SPACE OR EXHIBITOR'S PARTICIPATION IN THE SHOW.**
5. The Exhibitor is solely responsible for the placement and cost of insurance related to its participation in the Show.
6. It is understood that the Organizing Committee or its appointed agents has sole discretion in the assignment of display spaces. The Organizing Committee reserves the right to alter or change the Exhibitor's assigned location at any time if deemed by the Organizing Committee in its sole discretion to be in the best interests of the Show.
7. The Organizing Committee or its appointed agents reserves the right at any time to reject, prohibit, alter or remove exhibits or any part thereof, including printed materials, product, signs, lights or sound, and to expel exhibitors or their personnel if, in the Organizing Committee's sole opinion, their conduct or presentation is objectionable to other show participants.
8. The Exhibitor agrees to confine its presentation within the contracted space only, and within the maximum height set by the Show rules and regulations and to maintain staff in the assigned display space during show hours.
9. All goods shipped to the Show must be clearly marked with the name of the Exhibitor and the number of its allocated space. Goods must not be shipped to the Show with shipping charges to be paid on arrival as these will not be accepted by the Organizing Committee. The Organizing Committee assumes no responsibility for loss or damage to goods belonging to the Exhibitor before, during the period of the Show, or after its closing.
10. The Exhibitor agrees that no display may be dismantled nor may any goods be removed during the entire duration of the Show. The Exhibitor also agrees to remove its exhibit, equipment and appurtenances from the Show premises by the final move-out time limit, or in the event of failure to do so, the Exhibitor agrees to pay such additional costs as are incurred by the Organizing Committee as a result of the Exhibitor's failure to move out prior to the time limit.
11. The Exhibitor agrees to abide by the instructions given by the Dock Supervisor pertaining to the move-in and move-out scheduling.
12. The Exhibitor agrees to comply with all union contracts and labour relations agreements in force, agreements between the Organizing Committee, official contractors serving companies and the building in which the Show will take place in accordance with the labour laws of the jurisdiction in which the building is located. The Exhibitor will not do anything directly or indirectly connected with his display which may be a violation of any law, bylaw, ordinance or regulation of any governmental body, or which may be in violation of the regulations of the Canadian Fire Underwriters Association or any other similar body.
13. The Organizing Committee reserves the right, in its sole discretion, to change the date or dates upon which the Show is to be held and shall not be liable to any party in damages or otherwise by reason of any such change. In addition, the Organizing Committee shall not be liable to any party in damages or otherwise for failure to carry out the terms of this Agreement in whole or in part where such failure is caused directly or indirectly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike, or by any cause whatsoever beyond the reasonable control of the Organizing Committee whether similar to or dissimilar from the causes enumerated herein.
14. The Organizing Committee reserves the right to cancel this contract and to withhold possession of exhibit space if the Exhibitor fails to perform any material condition of this contract or refuses to abide by the Show rules and regulations, in which case the Exhibitor shall forfeit as damages any amount already paid for the right to participate in the Show, as well as the right to any further occupancy of such space.
15. Full payment must accompany the signed contract.
16. This contract may be cancelled by either party provided written notice is received by the other by September 30, 2017. In case of Exhibitor cancellation, an administrative fee of \$250.00 will be withheld. If the Exhibitor cancels after this date, it will be liable for 100% of the total contracted space costs. By cancelling this contract the Exhibitor forfeits all rights or claims to the allocated space and the Organizing Committee is free to rent it to others and collect the cancellation charge as damage.

CONTRACT

Please complete this form and return to the SCI 2017 Office.
Payment must accompany contract – please make cheque payable to “SCI 2017 Conference”

Company Name: _____
(As you would like it to appear in the Final Program)

Address: _____

City: _____ Prov _____ Postal Code: _____

Contact Person: _____ Position: _____

Tel: _____ Fax: _____

Email: _____

Sponsorship Level A						
<input type="checkbox"/> Diamond Consumer \$40,000	<input type="checkbox"/> Diamond \$30,000	<input type="checkbox"/> Platinum \$15,000	<input type="checkbox"/> Gold \$10,000	<input type="checkbox"/> Silver \$5,000	<input type="checkbox"/> Bronze \$3,500	<input type="checkbox"/> Exhibit Booth Only \$2,000

Supplemental Opportunity B						
<input type="checkbox"/> Welcome Reception Sponsorship \$2000	<input type="checkbox"/> Breakfast Seminar ³ \$2000	<input type="checkbox"/> Lunch Sponsorship \$3,000	<input type="checkbox"/> Break Sponsorship \$2,000	<input type="checkbox"/> Delegate Bag Sponsor \$1,500	<input type="checkbox"/> Nametag Lanyard Sponsor \$1,500	<input type="checkbox"/> Delegate Gift Sponsor \$1,000
<input type="checkbox"/> Hotel Room Drop Sponsor \$1,000	<input type="checkbox"/> Pens/ Notepads \$500	<input type="checkbox"/> Delegate Bag Insert \$500	<input type="checkbox"/> Mini Industry Symposium: \$1,500			

Additional Exhibit Booth C		
#of Booths: _____	\$1,000 each	Consumer Diamond, Diamond, Platinum, Gold ONLY
#of Booths: _____	\$1,500 each	Silver ONLY

Additional Booth Staff D (additional staff can be added at a later date)	
#of Staff: _____	\$200

Sponsorship Fee	\$ _____ (A)
Supplemental Opportunity	\$ _____ (B)
Additional Exhibit Booth Fee	\$ _____ (C)
Additional Booth Staff Fee	\$ _____ (D)
Total Owing (A+B+C+D)	\$ _____ CAD

*Please provide the names of any companies you would prefer NOT to be adjacent to in the exhibit hall. **

Every effort will be made to fulfill placement requests, however, due to limited space availability, we cannot guarantee that all placement requests can be accommodated.

PAYMENT	
<p>Payment by Cheque: Make cheque payable to: SCI 2017 Conference</p> <p>Send cheque to: SCI 2017 4 Cataraqui Street, Suite 310 Kingston, ON, K7K 1Z7, Canada</p>	<p>Payment by Credit Card:</p> <p><input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express</p> <p>Card # _____ Expiry: _____</p> <p>Signature: _____ CVV#: _____</p>

AGREEMENT: We agree to abide by the Terms and Conditions for Exhibit Space set out on the official SCI 2017 Conference Exhibit Prospectus.

Signature: _____ Date: _____

This contract is null and void unless signed.





7th National Spinal Cord Injury Conference

November 9-11, 2017

Fallsview Casino Resort, Niagara Falls, ON

SCI Conference Office: 4 Cataragui Street, Suite 310, Kingston, ON K7K 1Z7
Phone: 613-507-0480 | Fax : 866-531-0626 | sci@eventsmgt.com