CHES 2011 Exhibit Space and Sponsorship Opportunities

The CHES 2011 National Trade Show & Education Forum is fast approaching! The Society's National Trade Show and Education Forum will provide opportunities for contact with healthcare facilities managers, architects, engineers and contractors from across Canada. We also provide opportunities for supplier representatives to interact with delegates in more relaxed social settings such as the Great CHES Golf Game, the Sunday Night Opening Reception and the Monday Night Banquet.

Our delegates include individuals who are directly involved in, or responsible for:
- Plant engineering
- Safety
- Real Estate management
- Facilities management
- Facilities planning
- Support services
- Building maintenance
- Construction
- Environmental management
- Clinical engineering
- Security
- Waste management
- Design
- Construction

CHES 2011 Trade Show Highlights:
- Significant dedicated time with the delegates
- Direct access to the leaders and decision makers from healthcare facilities, architects & engineers across Canada
- Many delegates represent multiple facilities
- Booth rental includes one Full Conference registration
- Booth rental also includes 2 Trade Show Staff

Sponsorship: We invite you to consider the sponsorship opportunities for this conference. The support of our industry partners is integral to the success of the Annual Trade Show & Education Forum and your commitment through sponsorship is greatly appreciated. A list of options to support the conference and receive recognition is enclosed.

Please advise us of your preferred booth locations as soon as possible, so that we can ensure your firm of a priority location on the exhibit floor! The 2011 Organizing Committee looks forward to hearing from you and welcoming you to the Trade Show.

Sincerely,
Tom Still
Chair, CHES 2011 Exhibits / Sponsorship Committee
tstill@sogh.mb.ca

See you in Winnipeg!

CHES Conference Office: 4 Cataraqui Street, Suite 310, Kingston ON K7K 1Z7
Tel: 613-531-2661 ● Fax: 866-303-0626 ● ches@eventsmgt.com ● www.ches.org
TERMS AND CONDITIONS OF CONTRACT FOR EXHIBIT SPACE

1. The Exhibitor agrees to abide by all regulations and rules established by the Organizing Committee and the Building Management. This includes applicable laws, building codes, and regulations, as well as any specific regulations, rules, or bylaws set forth by the Organizing Committee.

2. All additional electrical wiring and outlets shall be at the Exhibitor's expense. All operating electrical equipment used in the Exhibitor's booth shall be in good working order and pass the electrical inspection required by the Building Management.

3. The Exhibitor is responsible for the placement and cost of displays, the Delta Winnipeg Hotel & the Winnipeg Convention Centre from any loss or damages whatsoever occurring to or by the Exhibitor's equipment or goods.

4. The Exhibitor will be liable for and will indemnify and hold harmless the Organizing Committee for the CHES 2011 Trade Show, and agrees that the Organizing Committee shall have the final decision in adopting any rule or regulation deemed necessary prior to, during, and after the Show.

5. The Exhibitor is responsible for the placement and cost of any items that will be displayed, including printed materials, product, signs, lights, and any other equipment.

6. The Exhibitor also agrees to remove his exhibit, equipment and all related materials at the time of the Exhibitor's lease termination.

7. Full payment must accompany the signed contract.

8. This contract may be cancelled by either party provided written notice is received not less than thirty days prior to the Show.

9. The Organizing Committee or its appointed agents has sole discretion in the assignment of exhibits or booths. The Organizing Committee reserves the right to alter or remove exhibits or booths.

10. By cancelling this contract the Exhibitor forfeits all rights or damages.

11. All goods shipped to the Show must be clearly marked with the name of the Exhibitor and the number of his allocated space. Goods must not be shipped to the Show with shipping charges due and payable.

12. The Exhibitor is to be paid on arrival as these will not be accepted by the Show office.

13. The Exhibitor agrees to abide by the instructions given by the on-site Exhibit Manager and the dock supervisor pertaining to the move-in and move-out scheduling.

14. The Organizing Committee reserves the right, at its sole discretion, to change the date or dates upon which the Show is to be held.

15. The Organizing Committee reserves the right, at its sole discretion, to change the date or dates upon which the Show is to be held.

16. The Organizing Committee reserves the right to cancel this contract and to withhold possession of exhibit space if the cause of cancellation is not dissimilar from the causes enumerated herein.

17. The Exhibitor will not do anything directly or indirectly with the labour laws of the jurisdiction in which the building is located. The Exhibitor will not do anything directly or indirectly 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 any governmental body or any governmental body.

18. The Organizing Committee reserves the right to request refunds for exhibitors who request refunds between May 31st and June 30th, 2011 will receive a 50% refund.

19. The Exhibitor agrees to abide by all regulations and rules established by the Organizing Committee and the Building Management. This includes applicable laws, building codes, and regulations, as well as any specific regulations, rules, or bylaws set forth by the Organizing Committee.

20. In the event of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike, or by any cause whatsoever beyond the control of the Organizing Committee, the Organizing Committee shall not be liable in damages or otherwise for failure to carry out the terms of this Agreement in whole or in part where reason of any such change. In addition, the Organizing Committee shall not be liable in damages or otherwise for failure to carry out the terms of this Agreement in whole or in part where reason of any such change.
The Canadian Healthcare Engineering Society 2011 Annual Trade Show and Education Forum is your direct access to decision-makers in the Hospital & healthcare construction industry. You will have the opportunity to introduce your company's products and services to delegates from healthcare facilities, architects, engineers & contractors from across Canada. This is a perfect opportunity to ensure that they have the information they need about your product to make an informed decision. There are several sponsorship opportunities available to help raise awareness of your company and your products and services.

Booth Specifications: 10 ft. deep by 10 ft. wide

Booth Rental Fee:
- Members: CA$ 1,650.00 + CA $ 82.50 GST
- Non-members: CA$ 1,950.00 + CA $ 97.50 GST

Standard Booth
Includes:
- 8 ft. high background drape and 3 ft. high sidewall drape
- 1-6 ft. draped table
- 1-duplex electrical outlet
- Company’s name and booth number listed in Program
- One Full trade show registration – includes admittance to all sessions, Opening Reception, Banquet, 2 lunches, & 2 breakfasts.
- Two Booth Staff registrations – includes admittance to all session, Opening reception, & 2 Lunches

Not Included:
- Carpeting, chairs, additional electrical outlets, wastebasket, signage, storage, phone line. These and other items you require may be ordered from the official suppliers; order forms will be included in the Exhibitor Service Manual.

Display Restrictions:
- All displays must stay within the boundaries of the booth. Back wall height restrictions are eight (8) feet for in-line and six (6) feet for perimeter and island booths (only if the Exhibitor occupies the entire island). 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.

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 Exhibit Contract. Exhibitors will have the opportunity to book accommodations at the special trade show rate.

Floor Plan:
- Floor plan included in this Prospectus. Exhibitors are asked to forward their first, second, and third choices for location of their booth, on the Contract for Exhibit Space. 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 CHES 2011 Show Office.
1. The Exhibitor agrees to abide by all regulations and rules adopted by the Organizing Committee in the best interests of the Show, and agrees that the Organizing Committee shall have the final decision in adopting any rule or regulation deemed necessary prior to, during, and after the Show.

2. All additional electrical wiring and outlets shall be at the Exhibitor's 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 without the prior written permission of the Organizing Committee or its appointed agents.

4. The Exhibitor will be liable for and will indemnify and hold harmless the Organizing Committee for the CHES 2011 Trade Show and Education Forum, CHES National Office, Central Displays, the Delta Winnipeg Hotel & the Winnipeg Convention Centre from any loss 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.

5. The Exhibitor is responsible for the placement and cost of insurance related to his participation in the Show.

6. It is understood that the Organizing Committee or its appointed agents has sole discretion in the assignment of booths. The Organizing Committee reserves the right to alter or change the Exhibitor's assigned location at any time if deemed in the best interests of the Show.

7. Full payment must accompany the signed contract.

8. This contract may be cancelled by either party provided written notice is received by the other by June 30th, 2011. In case of Exhibitor cancellation, request for full refunds will be accepted in writing before May 31st, 2011; refunds requested between May 31st and June 30th, 2011 will receive a 50% refund. If the Exhibitor cancels after June 30th, 2011, 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 damages.

9. 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 opinion, their conduct or presentation is objectionable to other show participants.

10. The Exhibitor agrees to confine his 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 booth during show hours.

11. All goods shipped to the Show must be clearly marked with the name of the Exhibitor and the number of his 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.

12. The Exhibitor agrees that no display may be dismantled nor may any goods be removed during the entire run of the Show. The Exhibitor also agrees to remove his exhibit, equipment and appurtenances from the Show building by the final move-out time limit, or in the event of failure to do so, the Exhibitor agrees to pay for such additional costs as may be incurred by the Organizing Committee.

13. The Exhibitor agrees to abide by the instructions given by the dock supervisor pertaining to the move-in and move-out scheduling.

14. 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.

15. The Organizing Committee reserves the right, at its sole discretion, to change the date or dates upon which the Show is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, the Organizing Committee shall not be liable 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 control of the Organizing Committee whether similar to or dissimilar from the causes enumerated herein.

16. 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 all space rental payments made by him and any further occupancy of such space.
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 CHES 2010 Show Office.

SUSTAINING HEALTHCARE INFRASTRUCTURE

Winnipeg Convention Centre, Winnipeg MB
Hall A

Floor plan for illustration purposes only.
Booths represented are 10’ wide by 10’ deep.
**CONTRACT FOR EXHIBIT SPACE**

*Please complete this form and return to the CHES 2011 Show Office. Payment must accompany contract – please make cheque payable to “CHES 2011”*

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**Company:**

*(As you would like it to appear in the Final Program)*

**Address:**

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City: ___________________ Province: _______________ Postal Code: ___________________

**Contact Person:**

**Position:**

**Tel:** ___________________ **Fax:** ___________________

**Email:** ___________________ **CHES Member #:** ___________________

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*Exhibit space availability is limited. Booth locations will be allocated by sponsorship level together with a first-come, first-served process, based on the date this signed contract is received by the CHES 2011 Show Office. Some booth locations may be reserved for major sponsors.*

Please note that Fees paid by Credit Card will appear on your statement under the name of Events & Management Plus Inc.

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**BOOTH FEES / LOCATION**

- [ ] Members: CA$1,650.00/booth + CA$ 82.50 GST
- [ ] Non-members: CA$1,950.00/booth + CA$ 97.50 GST

**Total booth fees enclosed:** $________ **Number of Booths:** _______

**Preferred Location:**

1st choice 2nd choice 3rd choice

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Please list the names of any companies you would prefer not to be adjacent to in the Exhibit Hall. Your request will be taken into consideration.

____________________________________________________________

____________________________________________________________

____________________________________________________________

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**PAYMENT**

Payment must accompany Contract. Cheques should be payable to: CHES 2011 Trade Show & Education Forum

**Credit Card:** [ ] Visa [ ] MasterCard [ ] Amex

**Card No.**

**Expiry Date:**

**Signature:**

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**AGREEMENT:** We agree to abide by the Terms and Conditions for Exhibit Space set out on the official CHES 2011 Trade Show & Education Forum Prospectus.

**Signature:** ____________________________ **Date:** ________________________

*This contract is null and void unless signed.*
## SPONSORSHIP CATEGORIES

### SUSTAINING HEALTHCARE INFRASTRUCTURE

#### KEY SPONSORSHIP ($15,000)

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<thead>
<tr>
<th>Sponsorship OPPORTUNITIES</th>
<th>Sponsorship ENTITLEMENTS</th>
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| **Keynote Speaker**: Sponsorship of the Conference Keynote Speaker as well as related presentation costs. Sponsor will receive recognition through general signage at the entrance to the presentation room. | • Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.  
• Logo included on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.  
• Highest profile location for booth in Exhibit Area.  
• 1 e-blast to pre-conference attendance list (2 weeks out)  
• Signage at the program or event.  
• 5 Tickets for the Banquet.  
• One complimentary trade show registration.  
• One complimentary Exhibit Booth.  
• Sponsor will be recognized in the Event Title |

#### DIAMOND SPONSORSHIP ($10,000)

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| **Gala Banquet**: Sponsorship of the Conference Banquet which is included as part of the registration fee and attended by all delegates and their guests. Sponsor will be highlighted during the event & recognized by signage at the event. **Banquet Entertainment**: Sponsorship of the Entertainment at the Gala Banquet. Sponsor will receive recognition through signage at the event. | • Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.  
• Logo included on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.  
• Highest profile location for booth in Exhibit Area.  
• Signage at the program or event.  
• 5 Tickets for the Banquet.  
• One complimentary trade show registration.  
• One complimentary Exhibit Booth. |

#### PLATINUM SPONSORSHIP ($5,000)

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| **Golf Tournament**: Sponsorship of the Great CHES Golf Tournament. Sponsor will receive recognition through signage at the Golf Tournament. **President’s Reception**: Sponsorship of the President’s Reception preceding the Conference Banquet. Sponsor will receive recognition through signage at the event. **Registration Portfolio / Satchel**: Sponsorship of the Conference Satchel which is provided to all conference delegates. Sponsor may place Company Logo on the satchel. **Internet Café**: Sponsorship of the Internet Café which is provided for the use of all Conference Delegates. Sponsor will receive recognition through signage at the Internet Café. **Opening Reception**: Sponsorship of the Conference Opening Reception to which all delegates and guests are invited to attend. Sponsor will be highlighted during the evening. **Delegate Gift**: Sponsorship of a Delegate Souvenir which will be included in the Registration Satchel for each Conference Delegate. Sponsor may place Company Logo on the Delegate Gift. **Lunch, Monday or Tuesday**: Sponsorship of one of the Conference Lunches for all delegates. Sponsor will receive recognition through signage at the event. **Plenary Monday OR Tuesday**: Sponsorship of a Plenary session held during the Education Program, sponsorship covers speaker expenses as well as related presentation costs. Sponsor will receive recognition through general signage at the entrance to the presentation room. | • Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.  
• Logo included on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.  
• Highest profile location for booth in Exhibit Area.  
• Signage at the program or event.  
• One complimentary trade show registration. |
### SPONSORSHIP CATEGORIES

#### SUSTAINING HEALTHCARE INFRASTRUCTURE

**GOLD SPONSORSHIP ($2,500)**

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<tr>
<td><strong>Final Program:</strong> Sponsorship of the final program which is heavily used during the trade show and serves as a reference afterwards. Sponsor receives a full-page advertisement on the back cover.</td>
<td>• Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.</td>
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<tr>
<td><strong>Breakfast, Monday or Tuesday:</strong> Sponsorship of one of the Conference Breakfasts for all delegates. Sponsor will receive recognition through signage at the event.</td>
<td>• Logo included on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.</td>
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**SILVER SPONSORSHIP ($1,500)**

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<tr>
<td><strong>Refreshment Breaks, Monday AM, Monday PM, Tuesday AM or Tuesday PM:</strong> Sponsorship of a morning or afternoon refreshment breaks during the Conference. Sponsor will receive recognition through general signage at the break.</td>
<td>• Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.</td>
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<td>• Listed on the Acknowledgement page of the Website with a hyperlink to their Corporate homepage.</td>
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<td>• Signage at the program or event.</td>
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**BRONZE SPONSORSHIP ($750)**

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<td><strong>Concurrent Sessions:</strong> The concurrent sessions focus on a specific topic. Sponsorship will help cover the related presentation costs. Sponsor will receive recognition through general signage at the entrance of the presentation room.</td>
<td>• Listed in all printed and web materials on the Acknowledgement page and with the sponsored item.</td>
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<td>• Signage at the program or event.</td>
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### REGISTRATION GIVEAWAYS

**INSERT IN DELEGATE BAGS**

- Sponsors complimentary; Non-sponsors $500
- Sponsor may include an insert in the delegate bag. This insert must not exceed 8 1/2” x 11” and must be collated, folded or stapled as required for insertion (i.e.: only one piece to handle)

**ADVERTISEMENT IN FINAL PROGRAM**

- Full page inside: $1,000
- 1/2 page advertisement: $500

### Please contact: CHES 2011 Show Office

Tel: 613-531-2661 • Fax: 866-303-0626 • Email: ches@eventsmgt.com

**Sponsorship Coordinator: Donna Dennison**

General support and partial sponsorship are always welcome