Exhibit & Sponsorship Invitation

Canadian Orthopaedic Association &
Canadian Orthopaedic Research Society
2020 Annual Meeting

Exhibit Dates: June 3-5
Event Dates: June 3-6
Halifax Convention Centre

www.coa-aco.org
meetings@canorth.org
Welcome

We encourage you to exhibit and participate in the Canadian Orthopaedic Association (COA), and Canadian Orthopaedic Research Society (CORS) 2020 Annual Meeting as we celebrate the COA’s 75th anniversary. The Annual Meeting is an outstanding opportunity to support Canada’s premier societies dedicated to the scientific and educational advancement of musculoskeletal care.

We had record attendance at the 2019 meeting and given the growth of our organization, and this year’s venue (Halifax, NS), we anticipate even greater participation in 2020. Collaboration between the COA, our industry partners, and meeting participations is crucial to achieving our common goal: providing the best possible care for patients with musculoskeletal issues.

To learn more about the Annual Meeting and program, visit: https://coa-aco.org/annual-meeting-2020/.

There are a number of ways you can be involved with the 2020 Annual Meeting including:

- **Education Grants** (count toward sponsorship levels)
- **Sponsorship of Industry-led Sessions**
- **Corporate Branding**
- **Exhibit Booth**

We hope you will consider supporting the 2020 Annual Meeting. More information about how to contribute and participate can be found on our web site www.coa-aco.org.

We would be happy to discuss ways to maximize your involvement in this premier orthopaedic event.

**For all exhibit and sponsorship inquires, contact:** Doug Thomson doug@canorth.org

Mark Glazebrook, M.D.
COA President

Glen Richardson, M.D.
Annual Meeting Program Co-Chair

Ivan Wong, M.D.
Annual Meeting Program Co-Chair

Who are COA members?

The COA is a not-for-profit professional association representing the interests of orthopaedic surgeons in Canada. We are committed to maintaining the highest standards of orthopaedic care for Canadian patients, by providing our surgeon members with continuing medical education, subspecialty support, knowledge sharing, advocacy platforms, fellowship programs, leadership opportunities and collaboration with other health-care associations.

The COA’s exhibit hall is an ideal way to meet, influence, educate and connect with top orthopaedic surgeons, residents, researchers and allied-health professionals from across the country and around the world.

Why exhibit at the COA Annual Meeting?

- Annual Meeting attendees specialize in the fast pace of orthopaedic surgery. They are eager to learn about the cutting-edge technology they experience throughout the program.
- Our attendees recognize how important our industry sponsors are to the success of their association.
- Attendees visit the exhibit hall during food and beverage breaks.
1 Exhibit Hall
   (Booth costs less taxes count towards sponsorship levels)
   • Located directly beside the General Session Room and nearby the registration desk, the COA exhibit hall offers exhibitors direct access to our attendees.

2 Sponsorships
   • Availability of multiple sponsorship opportunities at varying price points to help you build a meaningful marketing strategy and activate your brand.

3 Industry-led Sessions (Non-CME)  
   (Count towards sponsorship levels)
   • Industry-led Sessions occur during an open time block with no competitive programming.
   • This is your opportunity to showcase products, demonstrate techniques, or present research to a captive audience at the 2020 Annual Meeting.

4 Education Grants
   (Count towards sponsorship levels)
   • Opportunities to support surgeon and resident education.

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**Booth Fees until December 31, 2019**
- 10’ x 10’ Exhibit Booth: $5,900.
- 20’ x 20’ Island Exhibit Booth: $26,000.
- 20’ x 30’ Island Exhibit Booth: $37,500.
- 3 comp badges per 10’ x 10’ booth.
- 12 comp badges per 20’ x 20’ island booth.
- 18 comp badges per 20’ x 30’ island booth.
- Additional Reps (after May 1): $300.
- Booth cancellation fee: $500. Send in writing by May 1.
- All booth and badge fees subject to 15% HST.

Absolutely no booth refunds after May 1.

**Booth Fees as of January 1, 2020**
- 10’ x 10’ Exhibit Booth: $6,700.
- 20’ x 20’ Island Exhibit Booth: $29,000.
- 20’ x 30’ Island Exhibit Booth: $44,000.
- Booth cancellation fee: $500. Send in writing by May 1.
- All booth and badge fees subject to 15% HST.

Absolutely no booth refunds after May 1.

**Assignment of Space**
(Online booth selection opens November 2019)
- Booth space will be chosen on a first-come, first-served basis. Last year’s highest-level sponsors are given the first opportunity for selection.
- Assigned booths are subject to change pending final Fire Marshall approval.
- Receipt of 50% payment is necessary to reserve space.
- Booth breakdown is NOT permitted until after the afternoon break on Friday, June 5th at 15:45. See terms and conditions for further information.

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A 50% deposit of booth fees is required to secure your booth placement reservation

Balance must be paid in full by March 2, 2020
Registration and Badge Fees
All representatives of exhibiting companies must register and wear the official exhibitor’s badge for admission to and within the exhibit hall. Each representative registration includes:
- Admission to Annual Meeting scientific sessions
- President’s Welcome Reception (Wednesday night)
- Morning and afternoon breaks
  NOTE: Lunch is NOT provided for meeting attendees.
- **Representative registration information will be provided after booth space confirmation.**

Representative Badge Only (no booth)
Contact the COA directly to purchase individual rep badges only (without a booth).
- **Cost:** Per badge $500 (before May 1) $600 (after May 1).

Ancillary Meetings/Receptions
These events must not overlap any COA-related activities, programming or events. This includes all scientific sessions as well as the President’s Welcome Reception on Wednesday, June 3, and Gala on Friday, June 5. To request meeting space, please contact meetings@canorth.org.

Booth Enhancements
Exhibitors can offer food and beverage enhancements to the meeting attendees in their exhibit booth. Barista machines, snack machines or food and beverage services are an excellent way to attract attendance and attention to your booth display. All food and beverage services must be arranged through the Halifax Convention Centre by contacting Andrew Tyne: 902.421.1302 ext.2163. No food or beverage from outside sources can be offered in the exhibit hall.

### Exhibit Hall Hours*

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours Open</th>
<th>Unopposed exhibit time</th>
<th>Lunch break and time to visit exhibits**</th>
<th>Unopposed exhibit time</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Badge Pick Up</td>
<td>Wednesday - Friday 6:30–17:00</td>
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</tr>
<tr>
<td>Tuesday June 2</td>
<td>Booth Move In and Set Up</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday June 3</td>
<td>Booth Move In and Set Up</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>18:30–21:00</td>
<td>N/A</td>
<td>N/A</td>
<td>18:30–21:00 President’s Welcome Reception</td>
<td></td>
</tr>
<tr>
<td>Thursday June 4</td>
<td>9:00–15:45</td>
<td>9:15–10:15</td>
<td>11:45–12:45</td>
<td>14:45–15:45</td>
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</tr>
<tr>
<td>Friday June 5</td>
<td>9:00–15:45</td>
<td>9:15–10:15</td>
<td>11:45–12:45</td>
<td>14:45–15:45</td>
<td>15:45 Tear down</td>
</tr>
</tbody>
</table>

*Subject to changes • **Lunch will not be served to attendees. Please staff your booth accordingly.

**IMPORTANT DEADLINES**
- March 2 – Booth balance fees paid in full
- March 2 - Service Kit Available
- May 1 - Housing
- May 1 - Booth Application and Cancellation Deadline
- May 12 - Exhibit booth order forms due for discounted rate
- May 1 – Individual badge registration price increase
Meeting Location
**Halifax Convention Centre**
Exhibit Hall: Ballroom B2/3 (Ballroom Level 5th Floor)
1650 Argyle St.
Halifax, NS  B3J 0E6

Official Show Services Provider
**Freeman**
205 Viger St. West, Suite 207
Montreal, QC, H2Z 1G2
514-868-6666
FreemanMontrealES@freeman.com

Annual Meeting Hotels
- The Prince George Hotel - Rates start at $235/night
- Cambridge Suites Halifax - Rates start at $225/night
- Courtyard Halifax Downtown - Rates start at $225/night
- Sutton Place Hotel (limited rooms available in COA block) - Rates start at $295/night

**Housing Now Open** *
Make your reservations [here](#)

**please note that we have NOT outsourced our hotel bookings to any third-party housing companies. Please do not book your rooms with any companies that contact you outside of the COA.**
Restrictions
Booths 101 and 200 as well as booths 300 and 301 cannot be combined into a single exhibit space/island. No island configurations can be made from booths 100-206 and 300-307.
Booth Construction
- Standard booth construction is (one) 10’ x 10’ exhibit booth, show color blue draperies.
- 8’ high in back and 3’ high on the sides. Additional furnishings will be outlined in the exhibitor kit.
- Endcap booth is usually 10’ x 10’. When an endcap booth backs up to two linear booths, the back wall is restricted to 3’ high within 5’ of each aisle, permitting adequate line of sight for the adjoining linear booths. The middle 10’ of wall is still allowed to go up to 8’ high.
- Ceiling height is 24’, with 50% visibility so as not to obstruct the view of other booths.
- Island booths should have access in and out on all four sides.
- Hanging signs/banners may not exceed the perimeter or height of the assigned space. Attachment to exhibit hall beams must be rigged by the Halifax Convention Centre. Advance rigging order is mandatory. Forms are included in the exhibitor kit.
- Material handling, drayage, furniture, extra draperies, labour and storage are available.

Electrical Needs & Rigging
- Electricity and rigging are solely handled by the designated show services provider and MUST be pre-ordered. Forms are included in the exhibitor kit.

Exhibitor kits will be provided to all confirmed exhibiting companies in March 2020
NEW!

COA Exhibitor of the Year Awards

Exhibitors at the COA/CORS Annual Meeting are eligible to receive the COA Exhibitor of the Year Award. Winners are judged on the amount of interest created in the exhibit, eye-catching aspects, originality, staff presentation, service, and how the information is conveyed. Judges also consider how much impact an exhibit makes in relation to the size of the exhibit hall, plus the level of interaction with delegates.

Categories:
- Small exhibit award (up to 100 square feet)
- Large exhibit award (200 square feet and above).

Criteria:
- Exhibitors will be judged based on the following:
  - Booth effectively attracts attention
  - Communicates a clear value proposition and messaging
  - Interactive attendee experience
  - Proactive and positive exhibit staff behaviors
  - Overall appeal/experience (design)
  - Knowledge (content)
  - Product/service innovation
  - New technologies or novel implementation of existing technologies
  - Advances in features and performance
  - Development of novel technologies
  - Novel implementation of existing technologies
  - Advances in services provision
  - Showcasing of technical knowledge

Eligibility:
- All exhibitors of the 2020 COA/CORS Annual Meeting are eligible.
- Winners receive:
  - Plaque from the Canadian Orthopaedic Association
  - Photo shoot with COA leadership in their booth
  - Recognition on the COA’s web site, social media platform, mobile App, and in COA communications

Judges:
- The judging panel consists of the current COA Presidential line:
  - Dr. Mark Glazebrook, President
  - Dr. John Antoniou, Past-President
  - Dr. Mohit Bhandari President Elect
  - Dr. Kishore Mulpuri 2nd President Elect
- Winners will be announced during a special Awards Recognition session on Friday, June 5.
The continued success and increased impact of the COA’s orthopaedic education effort is dependent upon industry collaboration.

We express sincere appreciation to the **2019 Annual Meeting** sponsors for their generous support.

**Platinum Level Sponsors**

- **DePuy Synthes**
- **ZIMMER BIOMET**
- **smith&nephew**

**Gold Level Sponsors**

- **stryker**

The COA acknowledges the following exhibitors for their participation and contributions to the 2019 Annual Meeting:

**DePuy Synthes**
**Venture Medical**
**Integra LifeSciences**
**JK Orthomedic**
**Bioventus**
**WRIGHT MEDICAL TECHNOLOGY CANADA LTD.**
**ConMed**
**DJO Canada**
**Acumed LLC**
**Sanofi**
**NuVasive Specialized Orthopedics**
**Consensus Medical Systems, Inc**
**Biocomposites**
**KCI Medical Canada Inc / Acelity Canada**
**Biocomposites**
**Össur Canada Inc.**
**Zimmer Biomet Canada**
**Hologic**
**Ondine Biomedical**
**Hillrom**
**Bodycad**
**Stryker**
**Carestream Health Canada Company**

**Verve Medical Products Inc.**
**CeramTec Medical Products**
**Pendopharm**
**Smith & Nephew**
**Beijing AK Medical Co., Ltd.**
**Microport Orthopedics Inc.**
**Aesculap Biologics**
**EOS Imaging**
**CeramTec Medical Products**
**Tribe Medical Group Inc.**
**VirtaMed**
**The Bone and Joint Journal**
**CURE International**
**EDUCATE Intimate Partner Violence Training Program**
**Canadian Orthopaedic Foundation**
**ON Foundation**
**Medtronic Canada**
**GE Healthcare**
**Arbutus Medical**
**GS1 Canada**
**Ontario Orthopaedic Association**
**BioMarin**
**Héma-Québec**
## 2020 Sponsorship Levels*

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diamond Level</td>
<td>$100,000 and above</td>
</tr>
<tr>
<td>Platinum Level</td>
<td>$75,000 - $99,999</td>
</tr>
<tr>
<td>Gold Level</td>
<td>$50,000 - $74,999</td>
</tr>
<tr>
<td>Silver Level</td>
<td>$25,000 - $49,999</td>
</tr>
<tr>
<td>Bronze Level</td>
<td>$15,000 - $24,999</td>
</tr>
</tbody>
</table>

*Cost of exhibit booths less taxes count towards sponsorship levels*

### Acknowledgements

<table>
<thead>
<tr>
<th>Feature</th>
<th>Diamond Level</th>
<th>Platinum Level</th>
<th>Gold Level</th>
<th>Silver Level</th>
<th>Bronze Level</th>
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</thead>
<tbody>
<tr>
<td>COA Diamond Level lapel pins</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presentation of a sponsor award plaque at Annual Meeting Opening Ceremonies</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Opportunity to select exhibit space in advance for COA 2021 Annual Meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company representatives invited to meet with the COA Presidential Line during the COA Annual Meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor level sign placed in exhibit booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to purchase multiple booth spaces</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on COA web site</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgment printed in the Annual Meeting Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Acknowledgement in the COA App</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sign acknowledging sponsors prominently located at meeting</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on slides displayed between sessions in plenary hall</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary gala tickets (2 tickets per sponsoring company)*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td></td>
</tr>
</tbody>
</table>

*additional tickets available for purchase*
Industry-led Sessions
This is your opportunity to showcase products, demonstrate techniques or present research to a captive audience in your own session at the 2020 Annual Meeting. These sessions are not accredited by the COA (non CME). Costs count towards sponsorship levels.

Eight Lunchtime Sessions Available
- 4 sessions on Thursday, June 4 from 11:45-12:45
- 4 sessions on Friday, June 5 from 11:45-12:45

Designated meeting space in the Halifax Convention Centre to schedule your own 50-minute session with a targeted audience. Educate attendees on the latest product and practice innovations during unopposed program time.

Benefits
- Provision of meeting room in Halifax Convention Centre. Meeting room set up is theatre style (no room configuration changes are possible), standard AV (screen, laptop, projector, podium with mic, floor mic).
- Scheduled during unopposed meeting time (Annual Meeting programming is not scheduled during industry session time slots).
- Advertised in Annual Meeting Program.
- Advertised on COA web site and enewsletter.
- E-mail communication to attendees.
- On-site signage and recognition.
- Pre-registration session attendee list*.

Cost per session: $2,500 plus the cost of lunch for each attendee ($50 per person). All sessions must include lunch. Food and beverage can only be provided through the Halifax Convention Centre and coordinated through the COA.

These sessions will sell quickly and space is limited!
Contact Doug Thomson doug@canorth.org to reserve your industry-led session

*delegate name, city and province provided only

Four Showcase Theatre Sessions Available
- Thursday, June 4:
  - Session 1: 9:15-10:15
  - Session 2: 14:45-15:45
- Friday, June 5:
  - Session 3: 9:15-10:15
  - Session 4: 14:45-15:45

Centralized Showcase Theatre area in the exhibit hall to schedule your own presentations (up to 50 minutes). Educate attendees on the latest product and practice innovations during the morning and afternoon breaks.

Benefits
- Showcase Theatre area features delegate seating, stage, podium, screen and AV support.
- Scheduled during unopposed meeting time (Annual Meeting programming is not scheduled during Showcase Theatre session time slots).
- Complimentary coffee and beverage service available in exhibit hall during Showcase Theatre session time slots.
- Advertised in Annual Meeting Program.
- Advertised on COA web site and enewsletter.
- E-mail communication to attendees.
- On-site signage and recognition.

Cost per session: $5,000

Sponsoring Company Responsibilities for all Industry-led Sessions
- Session agenda
- Faculty / speaker commitments
- Inviting attendees
**EXCLUSIVE Corporate Advertising Opportunities**

Items must be pre-approved by COA. Pricing excludes production, installation and HST. Sponsor is responsible for all fees. All items listed below are available as exclusive sponsorship opportunities.

- **Meeting Registration Confirmation Ad**
  - *Cost: $2,000*
  - Company logo or image and name will appear on Annual Meeting Registration confirmation e-mail sent to every confirmed registered delegate.

- **Lanyards**
  - *Cost: $6,000 + cost of lanyards and branding (branding must also include #COAMeeting printed on lanyard).*
  - Distributed to each registered delegate at the registration desk.
  - 2000 lanyards must be produced and provided by the sponsor.

- **Delegate Badges**
  - *Cost: $6,000*
  - Your company name and logo will be seen by every registered attendee.
  - Inclusion of your company name and logo will be printed on the front of every name badge worn by registered delegates (not printed on exhibitor badges).

- **Badge and Lanyard Bundle**
  - *Cost: $10,000*
  - Includes lanyards and badge sponsorships outlined above.

- **Charging Station**
  - *Cost: $5000 each station (2 stations available)*
  - Charging stations allow Annual Meeting attendees the opportunity to securely charge devices while working at stations.
  - Located on Ballroom level near registration and plenary hall.

- **Water Bottles**
  - *Cost: $5,000 + cost of bottles and branding (branding must also include #COAMeeting and 2020 Annual Meeting logo on bottle).*
  - Each registered attendee receives a refillable water bottle with your company name, logo, #COAMeeting hashtag and 2020 Annual Meeting logo.
  - Water refill stations are located throughout the venue. Your contribution of refillable water bottles reduces our environmental footprint.
  - 1600 water bottles must be produced and provided by the sponsor.

- **Water Filling Station**
  - *Cost: $3,500 each station (2 stations available)*
  - Display your company logo on 2 available water bottle refill stations located on each level of the Annual Meeting (general session and breakout room level).

- **Water Bottle / Filling Station Bundle**
  - *Cost: $10,000 includes water bottles and 2 available filling stations outlined above.

- **Hotel Key Cards**
  - *Cost: $2,500 per hotel (4 hotel options, limit 1 hotel per sponsor).*
  - Brand key cards given to attendees at the various Annual Meeting designated hotels.
  - Must be coordinated through the COA and not the hotel directly.

- **Other**
  - Corporate branding ideas not outlined in this package can be presented for consideration by the COA. We welcome your ideas!

*Sponsor to provide materials and cost of installation*
Show Your Brand Through these Non-exclusive Options

NON-EXCLUSIVE Corporate Advertising Opportunities
Items must be pre-approved by COA. Pricing excludes production, installation and HST. Sponsor is responsible for all fees. All items listed below are available as non-exclusive sponsorship opportunities.

Signage & Print Advertisements

- **Column Wraps***
  - **Cost:** $1,500 per pillar (10 available pillars).
  - Display your message or logo on a 4’ column wrap on the general session room level (Level 5/Ballroom Level).
  - Must be professionally printed. Sponsor is responsible for production and installation costs.
  - Specs will be provided once sponsorship is confirmed.

- **Final Program Advertisement***
  - Ad will be featured in the final program distributed onsite to all registered attendees.
  - Ads include sponsor logo, name and message (no product names, product-specific message or images).
  - Specs: hi-res PDF 8.5” x 5.5” (statement size)

### Cost:

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front inside cover</td>
<td>$4,500</td>
</tr>
<tr>
<td>Back inside cover</td>
<td>$4,500</td>
</tr>
<tr>
<td>Back outside cover</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Digital Signage & Web Advertisements

- **Website Banner Ads***
  - **Cost:** $1,000 per banner ad.
  - Ad appears on 2020 Annual Meeting web site
  - Specs: .jpeg format 300 x 250 pixels (300dpi).

- **Mobile Digital Signage Banner***
  - **Cost:** $3,000
  - Your company logo or message will appear as a banner ad on mobile digital screens.
  - Specs will be provided once sponsorship is confirmed.

*Sponsor to provide materials and cost of installation*
Sponsorship Opportunities in COA Mobile App
The COA App is an Annual Meeting essential! The App includes the complete Annual Meeting program and abstracts, an itinerary builder, important updates, session evaluation forms and CME certificate, a delegate networking options and so much more. Over 800 delegates downloaded the COA App at the 2019 Annual Meeting.

- **Startup Splash Screen (1 Available)**
  - Cost: $10,000
  - Startup screen that a user sees while the App opens and loads.
  -Specs: 2 image sizes - for small and large screens.
    - 640 x 1136 pixels jpg or png file 72 dpi.
    - 1536 x 2008 pixels jpg or png file 72 dpi.

- **App Home Screen Header (1 Available)**
  - Cost: $8,000
  - Header sits above the menu on the home screen.
  -Specs: 750 x 300 pixels jpg or png file 72 dpi.

- **Ad in Drop Down Menu (1 Available)**
  - Cost: $8,000
  - Ad sits in drop down menu. Does not rotate.
  -Specs: 1200 x 300 pixels jpg or png file 72 dpi.

- **App Banner Ad Footer (3 Available)**
  - Cost: $2,000 per banner (limit 1 banner per company, maximum of 3 companies).
  - Rotating banner ad sits at bottom of screens. Ads rotate every 3-5 sections.
  -Specs: 1200 x 180 pixels png file 72 dpi.
Terms and Conditions

Exhibitor Rules & Regulations
By applying for exhibit space, a company agrees to adhere to all conditions and regulations outlined in this prospectus. Whenever practical or appropriate, in the view of the COA, disciplinary action will be progressive according to the violation of the listed rules and regulations. However, the COA reserves the right to levy a more severe penalty, including refusal, or termination of the exhibit, at its sole discretion. In the event of such restriction or eviction, the COA will not be liable for any refunds on rentals or other exhibit expenses incurred. Please be sure that your promotional department or anyone else involved in the arrangements of your exhibit has a copy of these rules and regulations. It is the responsibility of the exhibitor to see that all booth staff are aware of, and adhere to, these rules and conduct themselves in a professional manner.

The purpose of the exhibits is to further the education of meeting attendees through product displays and demonstrations. Order taking within the booth is permitted if conducted in a professional manner. Items sold for cash and carry or delivery on the show floor are not permitted. In addition, exhibitors, including vendors/contractors/agents hired to work the booth, may not solicit attendees or other exhibitors from outside of their booth or elsewhere in the meeting venue. Violator’s booths will be shut down and badges confiscated without warning.

Booth Policy
Exhibit personnel may not enter another exhibitor’s booth without obtaining permission. This is in respect to the rights of other vendors to conduct business during the exhibit hours without interference or improper intervention. The COA’s representatives and staff shall have free access to any exhibit at all times in their performance of their assigned duties.

Acceptability of Exhibits
All exhibits shall serve the interest of the COA members and shall be operated in a way that will not distract from other exhibits, exhibitors, or the conference as a whole.

Advertising/Promotion Policies
Advertising or promoting meetings or other activities conflicting with COA meeting hours is not permitted. Please contact the COA before scheduling meetings.

Use of the COA Name, Insignia or Logotype
The use of the name, insignia, logotype or other identifying marks of the COA may not be used on signs, advertising or promotions in any media or descriptive product literature or products without written permission of the COA. The only exception is that exhibitors may reference the Annual Meeting (with date and place) of the COA on materials associated with the Annual Meeting.

Subletting/Sharing of Booth Space and Badges
Exhibitors may not let, sublet, share or transfer the exhibit privilege or space in whole or in part without the express written consent of the COA. Sharing of badges is prohibited.

Dismantling of Exhibits
Dismantling or removing an exhibit or materials including packing literature or products, before the official closing of the exhibit hall is prohibited. Companies in violation of this rule will not be permitted to exhibit at future COA Annual Meetings.

Space Occupancy
Exhibits must be staffed by qualified individuals who are bona fide employees or representatives of the exhibitor. An exhibitor directly responsible for the conduct and appearance of the exhibitor’s employees or agents must be present in the exhibit space during all open hours. An exhibiting company whose booth is not completed and staffed by the close of the exhibit installation period will forfeit all exhibit rights. The COA reserves the right to reassign space without notification or refund.

Security
COA will provide security for the overall exhibit area from the beginning of move-in to the end of move-out, but not for any particular exhibit. However, neither the COA nor the Halifax Convention Centre will be held responsible for the loss or damages to exhibitor property, and urges the exhibitor to exercise precautions to discourage theft.

Damage to Property
Exhibitors will be held responsible for any damage done to the Halifax Convention Centre by them, their employees, or agents. No nails, tacks, or screws may be driven into the floor, wall, or woodwork of the building.

Compliance with Local Ordinances
Licenses and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations.

All products or services exhibited must comply with all federal, provincial and local regulations.

Fire Ordinances
Local fire codes and ordinances require that the aisles be clear at all times. Demonstration areas shall not be placed on the aisle sideline of an exhibit. Sufficient space within an exhibit area must be left to absorb any crowd. Should spectators interfere with other exhibits, the COA may, in its sole discretion, require that the demonstration be limited or canceled.
Indemnification
The exhibitor agrees to indemnify and hold harmless the COA, its officers, directors, agents, and employees from any and all claims of liability of third parties arising out of or related to the acts or omissions of the exhibitor in connection with the exhibitor’s participation in the 2020 Annual Meeting.

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the COA and the Halifax Convention Centre and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges of fines and attorney fees arising out of or caused by exhibitor’s installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Halifax Convention Centre, its employees and agents. Additionally, the exhibitor acknowledges that neither the COA nor the Halifax Convention Centre carries business interruption and property damage to the exhibitor’s property. The exhibitor agrees to obtain adequate insurance during the dates of the 2020 Annual Meeting, including move-in and move-out dates, and shall furnish a Certificate of Insurance to the COA, and if requested, to the Halifax Convention Centre.

Insurance
Insurance protection will not be afforded to the exhibitor either by the COA or the Halifax Convention Centre. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance of at least $2 million per occurrence and $2 million per aggregate, against injury to the person and the property of others. Policies shall name the COA as a named additional insured. Certificates of Insurance shall be furnished to the COA, by May 1, 2020. Failure to do so will result in cancellation of exhibit with no refund.

Loss or Damage
All property of the exhibitor remains under the exhibitor’s custody and control in transit to and from the Halifax Convention Centre, during installation and removal, and while it is in the confines of the Halifax Convention Centre. Neither the COA, Freeman, the Halifax Convention Centre nor any other of the officers, directors, agents, or employees of any of the same are responsible for the safety of the exhibitor’s property from theft, damage by fire, accident, vandalism, or any other causes, and the exhibitor expressly waives and releases any claim or demand against any of them by reason of any damage to or loss of any property, except where the damage or loss is due to gross negligence or willful misconduct of the person or entities mentioned above, their agents or employees.

The exhibitor expressly releases the COA, Freeman and the Halifax Convention Centre, their directors, officers, agents and employees from any such loss, damage, or injury.

Floor Plan
Exhibits will be located in the Halifax Convention Centre. Floor plans will be shared during the space selection process.

General Service Contractor
Material handling, drayage, furniture, carpet, extra draperies, labor, telephone, audiovisual equipment, electrical services, and crate storage are available through the decorator. Exhibitor shall be fully responsible for all fees associated with the construction, maintenance, utility, shipping, storage, and use of exhibit. All shipments must be prepaid. Exhibitor Service Kits will be available online from Freeman services contractor by March 2nd. If you have general questions regarding the services provided by Freeman, please contact: Customer Service Dept at 514-868-6666 ext.2006.

Reservation of Right to Make Changes
Any matters not specifically covered herein are subject to decision by the COA Board of Directors and CEO. The COA reserves the right to make such changes, amendments, and additions to these rules as it considers advisable for the proper conduct of the exhibit, with the provision that all exhibitors will be advised of any changes.

Warranties
The COA makes no warranties, either express or implied, as to the availability or suitability of the facilities and the equipment of the conference site.