

November 29, 2011

Health Care **2011** **Innovations** Conference and Trade Show

Calgary TELUS Convention Centre, 120-9th Avenue S.E., Calgary, AB

The 2011 Health Care Innovations Conference and Trade Show is the most highly anticipated home health care event to be held in Western Canada this year. More than 500 occupational therapists, physiotherapists and other home health care professionals will be in attendance.

The activity centre of the conference is the Trade Show area, where the keynote speaker, all food and beverage functions, and draws will take place. Exhibitors will have non-stop networking opportunities throughout the day.

***Make sure your company is part of this exciting event
by reserving booth space today.***

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TRADE SHOW & ADVERTISING OPPORTUNITIES

Booth Specifics

The Trade Show floor will be set up with 70 – 10' x 10' booths. Each booth will consist of a draped 8-foot-high back wall and two draped 3-foot-high side walls.

Price Structure

# of Booths	Cost
1 booth	\$ 2,650.00 + 13% HST
2 booths	\$ 5,300.00 + 13% HST
3 booths	\$ 7,950.00 + 13% HST
4 booths	\$10,070.00 + 13% HST
6 booths	\$14,707.50 + 13% HST

Booth fees include the following material handling services during official show move-in:

- Unloading shipments at the Calgary TELUS Centre loading dock.
- Delivering shipments from the loading dock to booths.
- Removing and storing empty shipping containers/cartons.
- Returning shipping containers/cartons to booths after the show closes.
- Returning packed containers to the loading dock and outbound vehicles.

Note: Advance shipments are charged at \$58.00 per 100 lbs – minimum 200 lbs. Post-show storage charges are \$38.00 per 100 lbs – minimum 200 lbs.

These are contract prices and are final.

Assignment of Booth Space

Booth reservations will be accepted in order of receipt. In the event of a conflict, the next available booth space will be assigned.

Trade Show Hours

Set-up
Monday, November 28, 2011 12:00 noon – 5:00 PM

Trade Show
Tuesday, November 29, 2011 8:30 AM – 4:30 PM

Tear-down
Tuesday, November 29, 2011 4:30 PM – 8:00 PM

Questions? Please contact: Meeting Management Services Inc.
4380 South Service Rd, Unit 25, Burlington ON L7L 5Y6
Tel: 905 335 7993 Toll-Free: 1 800 625 7925
Fax: 1 905 332 1587 E-Mail: janice@mmsonline.ca

Advertising

Make an impact by purchasing advertising space in the onsite **Program Guide** where your ad will be seen by more than 500 delegates. Space is limited. To reserve your advertising space, go to www.healthcareinnovations.ca. Advertisements will be placed in order of receipt.

Advertising Rates

Full page (8.0" X 10")	\$ 750.00 + 13% HST
Half page (8.0" x 5.125")	\$ 450.00 + 13% HST
Business card size (3.5" x 2")	\$ 250.00 + 13% HST

Ads may be full colour and must be provided actual size. Electronic format is preferred: high resolution pdf, tiff, jpeg, or eps; Illustrator EPS (up to version CS3). All fonts must be converted to outlines. Advertising to be included in the onsite Program Guide must be received **prior to October 28, 2011**. No refunds will be issued for ads not meeting the above conditions.

Accommodation

Calgary Marriott Hotel

110-9th Avenue S.E.
Calgary, AB T2G 5A6
Tel: 403 266 7331

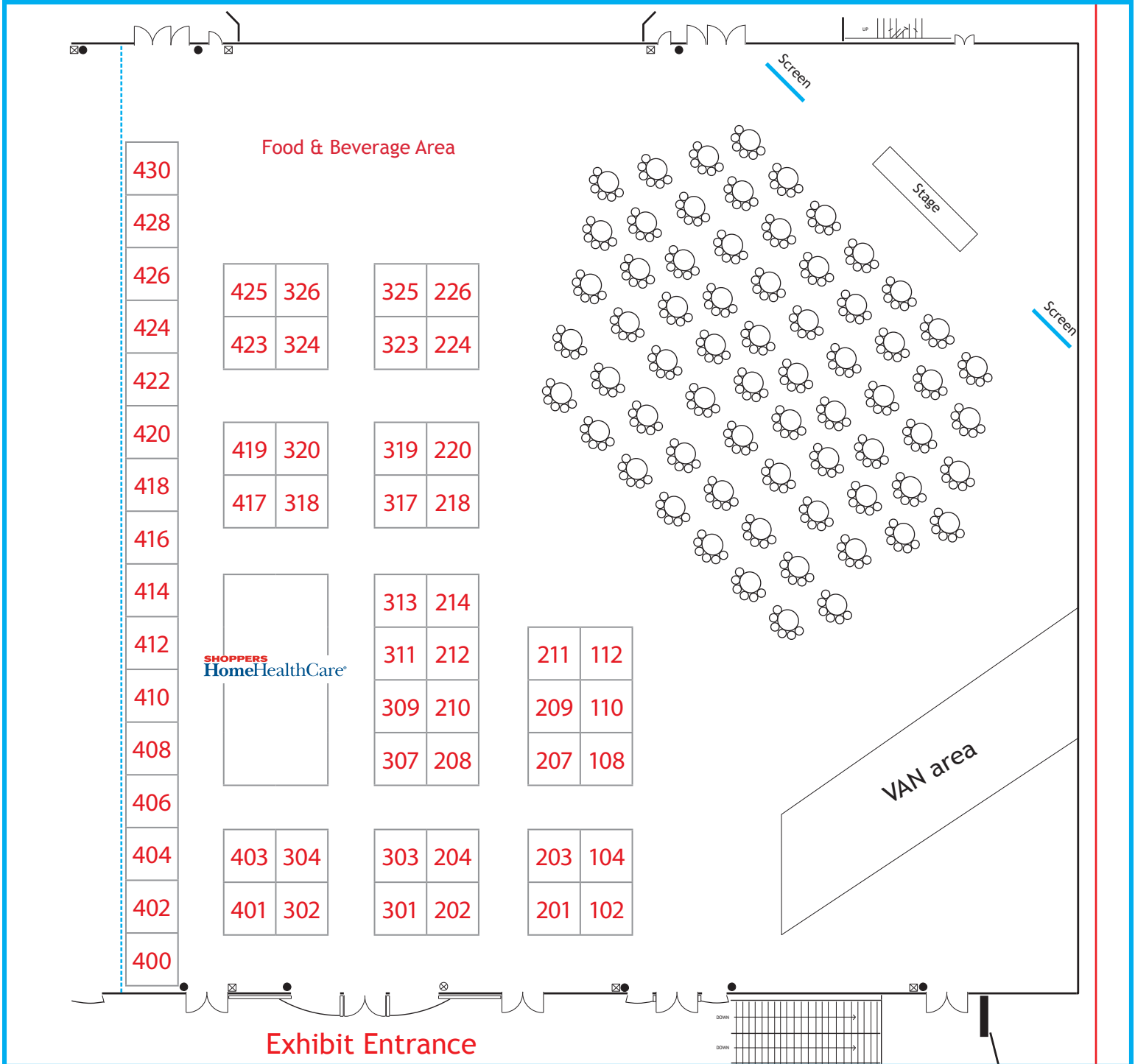
A limited number of rooms are available for exhibitors at a special room rate of \$172.00 per night, single or double occupancy, plus taxes. Please make your reservations by calling the Calgary Marriott at 1 800 896 6878 and identifying yourself as a Health Care Innovations Conference exhibitor. **This rate is available on a first-come, first-served basis until Thursday, October 28, 2011.**

Payment Method

Shoppers Home Health Care will invoice all vendors exhibiting at the 2011 show.

To book your booth, advertising and sponsorship on-line, go to www.healthcareinnovations.ca.

TRADE SHOW FLOOR PLAN – CALGARY TELUS CONVENTION CENTRE



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SPONSORSHIP OPPORTUNITIES

Enhance your company's profile by taking advantage of one of the following sponsorship opportunities on Tuesday, November 29th.

PLATINUM	Keynote Speaker	\$ 8,000
GOLD	Delegate Luncheon	\$ 7,000
SILVER	Delegate Breakfast	\$ 4,000
BRONZE	AM -or- PM Refreshment Break	\$ 2,000
PEWTER	Workshop Speaker	\$ 1,000

BENEFITS

		PLATINUM	GOLD	SILVER	BRONZE	PEWTER
Recognition as exclusive sponsor of the Keynote Speaker		✓				
Verbal acknowledgement prior to Keynote Presentation		✓				
Recognition as sponsor of the Delegate Luncheon			✓			
Recognition as sponsor of the Delegate Breakfast				✓		
Recognition as sponsor of an AM Refreshment Break or PM Refreshment Break					✓	
Recognition as sponsor of a Workshop Speaker (5 available)						✓
Opportunity to thank the Keynote Speaker		✓				
Signage prominently displayed at the event		✓	✓	✓	✓	✓
Verbal acknowledgement of sponsorship		✓	✓	✓	✓	✓
Signage at booth indicating sponsorship		✓	✓	✓		
Booth staff of sponsoring organizations recognized with "Sponsor" name badges		✓	✓	✓	✓	✓
Promotional material in delegate kits		✓	✓			
Logo on conference website linked to your website		✓	✓	✓	✓	
Sponsorship acknowledged in onsite Program Guide		✓	✓	✓	✓	✓
Ads	Full-page in onsite Program Guide	✓				
	Half-page in onsite Program Guide		✓			
Sponsorship Value		\$8,000	\$7,000	\$4,000	\$2,000	\$1,000

For more information about sponsorship, please contact:
 Marianne Dewar, **Meeting Management Services Inc.**
 Tel: 905 335 7993 or Toll-Free: 1 800 625 7925
 E-Mail: marianne@mmsonline.ca

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MORE SPONSORSHIP OPPORTUNITIES ...

Enhance your company's profile by taking advantage of one of the following sponsorship opportunities.

Hardcover Delegate Notebooks SOLD

Each delegate will receive a **hardcover notebook** featuring your **full-page colour ad** on the inside front page and your **company logo** on the inside back cover. This item will be in the hands of every delegate, providing your company with maximum exposure.

Interactive Lounge \$ 3,000

The **Interactive Lounge** is for Delegates and Exhibitors alike to drop in on November 29, 2011 and check emails.

Digital Display Advertising \$ 1,000

Your company's **advertisement** will be shown throughout the day on November 29, 2011 on a dedicated flat screen monitor placed strategically in a high-traffic area at the conference.

Treasure Hunt \$ 500

The Treasure Hunt is an activity that will encourage delegates to explore the Trade Show by having them match your **company logo** on draw entry forms with signs posted throughout the Trade Show area. Your logo will be on a sign located at the draw entry drop-box, and your company will receive verbal acknowledgement at the draw as well as the opportunity to present the prize.

Health Care Innovations Website Presence \$ 300

Build brand awareness by having your **company logo** linked to your website.

Promotional Items for Delegate Kits \$ 150

Increase your company's visibility by including a **promotional item** in delegate kits.

Exhibitor Information Page in the Program Guide \$ 100

Stand out by having your **logo** placed beside your company's name on the Exhibitor Information page in the onsite Program Guide.

For more information about sponsorship, please contact:
Marianne Dewar, **Meeting Management Services Inc.**
Tel: 905 335 7993 or Toll-Free: 1 800 625 7925
E-Mail: marianne@mmsonline.ca

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November 29, 2011

Health Care 2011 Innovations

Conference and Trade Show

Calgary TELUS Convention Centre, 120-9th Avenue S.E., Calgary, AB

Trade Show, Sponsorship and Advertising – CALGARY

Company: _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Telephone: (_____) _____ Fax: (_____) _____
 E-Mail: _____
 Contact Person: _____

Please reserve the following exhibit space:

- | | | | |
|--------------------------------------|-------------|--------------------------------------|--------------|
| <input type="radio"/> 1 Booth | \$ 2,650.00 | <input type="radio"/> 4 Booths | \$ 10,070.00 |
| <input type="radio"/> 2 Booths | \$ 5,300.00 | <input type="radio"/> 6 Booths | \$ 14,707.50 |
| <input type="radio"/> 3 Booths | \$ 7,950.00 | | |

Booth(s) Requested: **1st choice #** _____ **2nd choice #** _____ \$ _____

Advertising

- | | | |
|---|-----------|----------|
| <input type="radio"/> Full Page (8.0" X 10") | \$ 750.00 | \$ _____ |
| <input type="radio"/> Half Page (8.0" X 5.125") | \$ 450.00 | \$ _____ |
| <input type="radio"/> Business Card Size (3.5" x 2") | \$ 250.00 | \$ _____ |

Subtotal: \$ _____

Plus 13% HST on Booths and Advertising: \$ _____

Sponsorship

- | | | |
|---|-------------|----------|
| PLATINUM: <input type="radio"/> Keynote Speaker | \$ 8,000.00 | \$ _____ |
| GOLD: <input type="radio"/> Delegate Luncheon | \$ 7,000.00 | \$ _____ |
| SILVER: <input type="radio"/> Delegate Breakfast | \$ 4,000.00 | \$ _____ |
| BRONZE: <input type="radio"/> AM Refreshment Break or | \$ 2,000.00 | \$ _____ |
| <input type="radio"/> PM Refreshment Break | \$ 2,000.00 | \$ _____ |
| PEWTER: <input type="radio"/> Workshop Speaker | \$ 1,000.00 | \$ _____ |

- | | | |
|---|-------------|----------|
| <input type="radio"/> Hardcover Delegate Notebooks | SOLD | \$ _____ |
| <input type="radio"/> Interactive Lounge | \$ 3,000.00 | \$ _____ |
| <input type="radio"/> Digital Display Advertising | \$ 1,000.00 | \$ _____ |
| <input type="radio"/> Treasure Hunt | \$ 500.00 | \$ _____ |
| <input type="radio"/> Health Care Innovations Website Presence | \$ 300.00 | \$ _____ |
| <input type="radio"/> Promotional Items for Delegate Kits | \$ 150.00 | \$ _____ |
| <input type="radio"/> Exhibitor Information Page | \$ 100.00 | \$ _____ |

Total Sponsorship: \$ _____

TOTAL: \$ _____

To book trade show space, advertising and sponsorship on-line, go to www.healthcareinnovations.ca or fax the registration form to Meeting Management Services 1 905 332 1587.

Please note: Shoppers Home Health Care will invoice your organization.

Questions? Please contact: Meeting Management Services Inc.
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