

# RULES & GUIDELINES

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The policies, rules and guidelines contained in this mini-bulletin should be read in conjunction with the Terms of Agreement – Rules and Regulations contained in the Application for Exhibit Space and the [Exhibitor Service Centre](#). They are part of the contract made between the applicant for exhibit space (hereinafter called the Exhibitor) and the Canadian Cardiovascular Congress (hereinafter called CCC).

The term “Exhibition” shall mean the exhibition portion of the CCC 2019, Montreal, Quebec, Canada.

## CONTRACT

Submission of the Application & Contract for Exhibit Space, and full payment of the required exhibit space cost constitute a contract to use the space assigned.

## INTERPRETATION OF RULES AND GUIDELINES

Exhibitors agree to abide by the conditions and deadlines published in this mini-bulletin, the Terms of Agreement – Rules and Regulations in the Application for Exhibit Space and by all conditions under which the space was leased to CCC by the facility.

Exhibitors further accept responsibility for informing all their employees, suppliers or agents, appointed contractors and temporary staff involved with their exhibit activities, of these conditions and rules.

Innovative Medicines Canada members are responsible for ensuring that they adhere to the Code of Marketing Practices established by Innovative Medicines Canada.

CCC reserves the right to terminate the contract on-site, if an Exhibitor:

- Fails to observe and follow these policies, rules and regulations;
- Engages in unfair or deceptive trade practices;
- Behaves in a manner which is prejudicial to the proper management of the Exhibition; and,
- Engages in acts of prohibited employment discrimination proscribed by the host provincial Human Rights Code and the Labour Standards Act.

## SALE OF PRODUCTS

The purpose of the Exhibition is to educate and broaden the knowledge of registrants through demonstrations, presentations, product and service displays.

Orders may be taken on the exhibition floor provided that they are conducted in an appropriate and professional, business-like manner.

No sales of goods and services involving payment by cash, cheque or other means may be taken on the exhibition floor. CCC reserves the right to restrict activities that it deems to be inappropriate or unprofessional.

It is the Exhibitor's responsibility to comply with all Canadian federal, provincial or municipal laws in force, and to collect and remit any taxes payable

## PRODUCT DISPLAY

Health Canada, Food and Drugs Act and Regulations prohibit the importation of drugs or products not authorized for sale in Canada. The Act does not restrict the importation and use of packaging, labeling or advertising material for drugs and products, provided products not authorized for sale in Canada are clearly identified as such in their display, product information and brochures.

Only products and devices which have been authorized and approved for sale in Canada may be operated and demonstrated on the exhibition floor. Medical devices and equipment which have not yet received authorization for sale in Canada may not be operated on the exhibition floor.

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## For more information on medical devices regulations, please contact:

Medical Devices Bureau / Health Products and Food Branch  
11 Holland Avenue, Tower A, 2nd Floor  
Health Canada  
Ottawa, ON K1A 0K9  
Telephone: (613) 957-4786  
Facsimile: (613) 957-6345  
Email: [MDB\\_Enquiries@hc-sc.gc.ca](mailto:MDB_Enquiries@hc-sc.gc.ca)

Address Locator: 3002A

## For more information on Promotional Activities Related to Marketed Health Products, please contact:

Health Products and Food Branch / Inspectorate Ottawa  
Graham Spry Building  
250 Lanark Avenue, 3rd Floor  
Health Canada  
Ottawa, ON K1A 0K9  
Telephone: (613) 946-5095 / (800) 267-9675  
Facsimile: (613) 952-9805  
Email: [insp-dgo\\_bdq-insp@hc-sc.gc.ca](mailto:insp-dgo_bdq-insp@hc-sc.gc.ca)

Address Locator: 2003D

## ADVERTISING AND PUBLICITY

CCC reserves the right to determine what is acceptable publicity and advertising by Exhibitors within the Exhibition and the CCC. CCC reserves the right to restrict at any time, any display or activity which in CCC's judgement, does not conform to the educational or scientific purpose of the CCC or Exhibition. In the event that CCC deems such displays or activities to be inappropriate or undesirable, CCC will issue an order to cease and desist. CCC will assume no liability for any losses, costs or other expenses incurred by the affected Exhibitor.

Exhibitors may distribute printed material, promotional literature or other articles but only within the exhibit space allocated. Product and service demonstrations, presentations, interviews or other activities within the facility are restricted to the exhibit space allocated.

Printed and visual products and promotional literature must be designed and produced to be in accordance with the professional nature, education and scientific purpose of the CCC and Exhibition.

The name and logotype of the Canadian Cardiovascular Congress, the Canadian Cardiovascular Society (CCS) and Heart and Stroke (HSF) may not be printed, used or displayed for any purpose without the express written permission of the Canadian Cardiovascular Congress. Such permission will not be granted for purely promotional purposes, or in any way to imply endorsement by CCC of an Exhibitor, product, service or activity.

### ► Please Note

To prevent misunderstandings, Exhibitors' promotional materials may not be phrased "in conjunction with the Canadian Cardiovascular Congress" or use similar language.

## CLINICAL EVALUATION PACKAGES (CEP)

The distribution policy includes all Exhibitors at the event and applies to prescription drugs, non-prescription drugs, medical devices or equipment, cosmetics, nutritional samples, etc.

For the purpose of defining specific pharmaceutical/clinical evaluation packages or samples, Canada's Research-based Pharmaceutical Companies define these as:

*"A package containing a limited quantity of a pharmaceutical product sufficient to evaluate clinical response, distributed to authorized healthcare practitioners free of charge, for patient treatment."*

Giving out CEPs is not appropriate (refer to the PMAC and Innovative Medicines Canada guidelines).

Exhibitors wishing to display their product samples at their exhibit may have one sample to be used for demonstration

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purposes only, and may stack empty product containers as part of their display, if they wish. This demonstration sample must not be distributed under any circumstances, and must be put away, out of sight, whenever unattended by exhibit personnel.

Exhibitors should be willing to take the name and address of attending registrants for the distribution of product samples after the event at the request of an authorized healthcare professional who has filled out an appropriate request form. Complete prescribing information for communication to his or her patient should be provided as part of the clinical evaluation package service.

## DISPOSAL OF BIOMEDICAL WASTE AND SHARPS

Exhibitors who have wet labs as part of their exhibit must contact the Exhibition Coordinator to arrange for disposal of medical and infectious waste. This also applies to exhibitors using any kind of “sharps”.

## FOOD AND BEVERAGES

Distribution of food or non-alcoholic beverages from exhibits is not permitted unless authorized by CCC and must be ordered through the facility. Alcoholic beverages are prohibited in exhibit booths but may be consumed in designated lounge areas.

## HELIUM BALLOONS

No helium-filled balloons, whether for decorative purposes or inflated for distribution to registrants, will be permitted on the exhibition floor.

## MECHANICAL CONVEYANCES

Electrical carts, scooters or bicycles will not be allowed in aisles during exhibit hours. The only exception will be in the case of persons who are required to do so due to health impediments and in the case of authorized Show duty personnel.

## VEHICLES ON FLOOR

Cars, trucks and machinery for display must be cleaned before being admitted into the facility. Protective plastic must be placed underneath to prevent staining. Please see the PCM Facility Services Guide for additional conditions at <http://congresmtl.com/en/>.

## EXHIBIT MATERIAL RELEASE

Removal of equipment or display items from the Community Forum at any time from 09:30 Thursday, October 24 to 16:30 Saturday, October 26 will require an Exhibit Material Release Form. These forms may be obtained at the Exhibition Management desk. After 17:00 Saturday, October 26, no forms will be required.

## BOOTH OCCUPANCY

Exhibitors MUST have at least one representative present at their exhibits during the days and hours the Exhibition is open. All Exhibitor representatives participating in the Exhibition must be registered and badged.

## NAME BADGES

All accredited Exhibitor representatives must wear the official CCC year-specific name badge visibly at all times. Access to the facility and admission to official CCC functions is by name badge only.

Name badges are not transferable under any circumstances. Name badges may not be concealed with business cards, pins or stickers, or be altered, added to or defaced in any manner. Wearing company badges in lieu of the official CCC name badge will not be permitted.

## PHOTOGRAPHING AND VIDEOTAPING BY EXHIBITORS

Exhibitors may not photograph or videotape any other Exhibitor's exhibit on the exhibition floor without the permission of that Exhibitor.

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Exhibitors may photograph or videotape their own exhibits. This is permitted only before or after Exhibition hours. Any security or lighting requirements for such activities must be made in advance at the Exhibitor's expense.

## PHOTO / VIDEO REPRODUCTION BY THE CCC OR THE CANADIAN CARDIOVASCULAR SOCIETY

The Canadian Cardiovascular Society (CCS) reserves the right to use any photo or video image recorded at the Canadian Cardiovascular Congress. By registering for the Canadian Cardiovascular Congress, you hereby acknowledge and agree that CCS may photograph and/or videotape you at this event, as well as use the photographs and/or videotapes in any publication or media for future educational and promotional activities/materials, without further notification or any compensation to you. For example, the selected images will assist in the promotion of future CCS events and may be used in professional displays, advertisements, printed publications, and/or on the CCS website. You also acknowledge and agree to waive any right to inspect or approve any future educational and promotional activities/ materials that may include photographs and/or videos of you.

## SECURITY IN THE COMMUNITY FORUM

CCC and the facility cannot guarantee against loss, theft or damage of any kind during the installation, exhibition or dismantling, but will endeavour to protect Exhibitors by providing general security on a 24-hour basis from 08:00 Wednesday, October 23 to 23:59 Saturday, October 26.

CCC will provide necessary security personnel for the Community Forum during move-in/move-out to ensure that persons entering the Community Forum are registered to attend the event and are wearing their name badges. Guards will be provided during hours in which the Exhibition is closed. Exhibitors must have an attendant in charge of their exhibits each day during the hours the Exhibition is open.

Exhibitors who wish to remain in the Exhibition after hours must first request permission to work late from the Exhibition Management Office and identify themselves to security personnel and sign in and out. Exhibitors wanting to remove any goods or items from the Exhibition must obtain an Exhibit Material Release Form from the Exhibition Management Office and present this signed form to security personnel when removing goods from the Community Forum.

Exhibitors are solely responsible for their own exhibit materials, and should insure their exhibit materials against loss, theft or damage during the event.

Exhibitors who require additional security for their exhibits may contract for this service from the facility.

## ENTRY TO COMMUNITY FORUM

CCC reserves the right to refuse admission to the Community Forum to any visitor, Exhibitor or agents or employees of Exhibitors who, in the opinion of CCC, are unfit, intoxicated or in any way creating disruption to the Exhibition.

### ► Please Note

For safety reasons, children under the age of 16 are not permitted access to the Community Forum. Infants in strollers, accompanied by a delegate, are permitted.

## SMOKING

CCC is a smoke-free event.

Smoking and/or vaping are prohibited, by law and by policy of CCC at all times within the facility, and within a 7.5m perimeter of the building.

## CENT-FREE

The CCC recognizes that some people are sensitive to scented products. Perfumes and strong odours can precipitate severe reactions. The CCC asks that delegates and exhibitors limit the use of perfumes, scented hair spray, cologne, aftershave and any other highly scented products out of respect for attendees with severe allergies.

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## LIABILITY

Neither the Organizer (CCC) nor the facility will bear any liability for personal injuries, whether suffered by an Exhibitor, its employees, its contractors or business invitees.

Neither CCC, nor the facility will be held liable for any loss or damage to the property of an Exhibitor, its employees, its contractors or business invitees due to fire, robbery, accidents, or any cause whatsoever that may arise from use and occupancy of the leased space or building of the facility.

The Exhibitor agrees to indemnify and hold harmless CCC, the Canadian Cardiovascular Society, Heart and Stroke, the Intertask Group of Companies, the facility and its employees against any and all claims, liability or damages of any person whomsoever, arising out of acts or omissions of Exhibitors or their employees. Exhibitors shall furnish their own public liability insurance.

CCC assumes no liability for any damages or losses resulting from, or related to, the failure of the Exhibitor to comply with the provisions of the Terms of Agreement – Rules and Regulations of the Application & Contract for Exhibit Space, as well as the policies, rules and guidelines contained in this mini-bulletin.

If, due to unforeseen circumstances beyond the control of CCC and its sub-contractors, the Exhibitor's materials do not arrive in time for display during the entire period of the Exhibition or any portion thereof, CCC and its sub-contractors assume no liability for damages or losses to the Exhibitor and are under no obligation to refund the Exhibitor's fees.

Before any exhibit may be removed from the facility, Exhibitors must make arrangements satisfactory to CCC, the facility and the Official and Exclusive Contractors for the payment of any charges incurred by the Exhibitor in connection with presenting its exhibit.

## INSURANCE

Each Exhibitor and its display contractor is responsible to maintain adequate insurance coverage against injury to persons, damage to or loss of property, products, equipment or decorations and inability to meet its obligations outlined in the Application and Contract for Exhibit Space, Terms of Agreement – Rules and Regulations.

The following insurance coverage will be mandatory:

- 1) comprehensive general liability insurance with a minimum limit of \$5,000,000 CDN;
- 2) the Canadian Cardiovascular Congress 2018, the Canadian Cardiovascular Society, Heart and Stroke, the Intertask Group of Companies, the Palais des congrès de Montréal as additional insureds and shall contain a cross-liability clause.

The certificate shall contain an undertaking by the insurer not to cancel or limit the insurance coverage so described except upon thirty days' prior written notice.

Insurance protection of the type described above will not be provided to the Exhibitor, either by CCC or the facility.

Exhibitors or their agents who desire insurance on their exhibit, display goods and staff must place the same at their own expense.

## CONTRACT FOR EXHIBIT SPACE

To view the Terms of Agreement / Rules and Regulation please visit the [Exhibitor Service Centre](#).

## COMPLIANCE WITH LAWS

Exhibitors must comply with all local, provincial and federal laws, rules, regulations and ordinances in force, including the provincial Human Rights Code and the Employment Standards Act, in the employment of exhibit staff.

## PROVINCIAL HUMAN RIGHTS CODE

The Exhibitor agrees to observe all union contracts and labour relations in force, agreements between the CCC official contractor serving companies and the building in which the Exhibition will take place and act according to the

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labour laws of the jurisdiction in which the building is located and observe the provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

## PROVINCIAL SALES TAX

Provincial sales tax is charged as applicable in accordance with provincial laws and regulations.

## SALES TAX

The Goods and Service Tax (GST) is a five percent (5%) tax charged on most goods and services sold or provided by Canadian companies. Please visit [www.cra.gc.ca](http://www.cra.gc.ca) for the most current rules and regulations regarding this program. Once on the site, click "Forms and Publications". For a complete guide to the program, search for form [rc4160](#) and, for the GST refund application form, search for form [GST386](#).

### For more information, please contact:

#### **Federal Tax Centre**

Foreign Conventions and Tourism Incentive Program (FCTIP)  
275 Pope Road  
Summerside, PE  
Canada C1N 6A2  
Telephone: (613) 940-8497  
Toll free: (800) 959-5525

## TERMINATION OF THE CONTRACT

This agreement may be terminated by the Organizer at any time on the breach of any of the conditions by the Exhibitor, and thereupon all its right hereunder shall cease and terminate, and any payments made by the Exhibitor on account hereof prior to said termination shall be retained by the Organizer as liquidated damages for such breach, and the Organizer may thereupon re-sell said exhibit space.