

COS Annual Meeting
and Exhibition

#COS2024

TORONTO MAY 30 – JUNE 2

METRO TORONTO CONVENTION CENTRE

Advancing eye care
through **innovation,**
education, and advocacy



EXHIBITORS' PROSPECTUS

The COS Annual Meeting & Exhibition is the largest gathering of ophthalmic professionals in Canada. Exhibiting at this COS signature event provides a unique opportunity for you to maximize corporate visibility, showcase your products and services, and build a personal connection with our members.

Your benefits include:

- ◆ Attendance at the Welcome Reception on Thursday, May 30, 2024
- ◆ Opportunity to attend scientific sessions (ticketed scientific add-on sessions and courses do not apply)
- ◆ All breaks and lunches served in the Exhibit Hall
- ◆ Corporate listing on the COS Annual Meeting and Exhibition website

SPONSORSHIP OPPORTUNITIES

Increase your corporate visibility by becoming a sponsor of the 2024 COS Annual Meeting & Exhibition. Priority selection of booth location and size will be given to Diamond, followed by Platinum, Gold, Silver, and Bronze level sponsors followed by 2023 STC supporters.

- ◆ Diamond \$150,000 
- ◆ Platinum \$55,000
- ◆ Gold \$33,000
- ◆ Silver \$22,000
- ◆ Bronze \$13,000

A full description of sponsorship opportunities can be found in the sponsorship package on the conference website.

Advancing eye care through **innovation, education, and advocacy**



ADDITIONAL SUPPORT OPPORTUNITIES FOR SPONSORS

HOTEL ROOM DROP (\$3,000)

The opportunity to provide one (1) room drop at the host hotels is complimentary for Diamond Sponsors to promote the co-developed symposia. The opportunity to provide one (1) hotel room drop at the host hotels is available to Diamond, Platinum, Gold, and Silver level sponsors at a base fee of \$3,000 on a first-come, first-served basis. A maximum of two (2) room drops will be distributed per night. All associated costs of producing and delivering the room drop must be covered by the Supporter.

Hotel Room Drop content and size procedures:

- ◆ Requests must be received in writing by April 2, 2024
- ◆ Room drops must be developed and printed by the sponsors
- ◆ Room drops are subject to approval by the COS and a final draft must be submitted by April 15, 2024 (prior to the room drop being printed by the sponsor)
- ◆ Promotional material should not be product-specific, nor include branding strategies (this includes imagery, colours, etc.); however promotional material encouraging visitation to a commercial exhibit at the COS Annual Meeting & Exhibition is permissible
- ◆ Content can be educational in nature
- ◆ Content may promote educational sessions and accredited or unaccredited events (granted the sessions are approved by the COS)
- ◆ Recommended sizing is no larger than 8.5 by 5.5 inches (half the size of a standard piece of paper)

BRANDED HOTEL KEY CARDS (\$5,000)

This opportunity is available on a first-come, first-served basis to Diamond, Platinum, Gold, and Silver Sponsors. There is one opportunity available. All associated additional costs of producing the key card must be covered by the Supporter. Product specific branding is not permissible. "COS Annual Meeting & Exhibition" must be written on key card. Requests are to be received in writing by April 2, 2024.



SKILLS TRANSFER COURSES (STCS)

A full description of the benefits of STC contribution is available on page 9-10 of the sponsorship package.

STCs are physician-developed and physician-led hands-on wet labs or self-assessment programs that offer instruction, demonstration and simulation of surgical, diagnostic and management techniques and challenge participants knowledge and skills to improve patient care. Contributions to a wetlab STC allows your equipment and instruments to be seen, tested and tried by dozens of physician participants, all while allowing you to be present to observe the course and assist delegates with your equipment.

STC contribution is considered separate from overall Annual Meeting sponsorship levels. All benefits and recognition are in addition to overall meeting sponsorship and exhibition fees.

For more information on STCs, please contact Danika Nieuwkoop, Manager, Continuing Professional Development at dnieuwkoop@cos-sco.ca or 613.794.9129.

FAST FACTS

ANNUAL MEETING AND EXHIBITION DATES

Thursday, May 30 – Sunday, June 2, 2024

LOCATION

Metro Toronto Convention Centre (MTCC)

South Building, Exhibit Hall F&G

222 Bremner Blvd.

Toronto, Ontario M5V 3L9

Tel: (416) 585-8000

EXHIBIT MOVE-IN AND MOVE-OUT

Load-in and booth setup

Wednesday, May 29, 1400 – 2000

GES Service Desk

Wednesday, May 29, 1400 – 2000

Thursday, May 30, 0800 – 2000

Booth setup and move-in

Thursday, May 30, 0800 – 2000

Teardown and load-out

Sunday, June 2, 1400 – 1800

EXHIBIT HOURS

Friday, May 31

0930 – 1800

Saturday, June 1

0930 – 1800

Sunday, June 2

0930 – 1400

Delegate breaks and lunches will be served in the Exhibit Hall; lunches for exhibitor representatives will be served in the Exhibit Hall from 1215 – 1245.

Morning break

1030 – 1115

Lunch

1245 – 1400

Afternoon break

1530 – 1615

FEES

\$5,400 + HST = \$6,102 per 10' x 10' space.

Payment for booth selection is due within 30 days of invoicing to reserve a location.

TABLETOP DISPLAY FOR PUBLISHERS

\$1,710 + HST = \$1,932.30. Representatives must register at the exhibit rate of \$550 + HST = \$621.50 per person.

Cancellations after March 1, 2024, will not be provided with a refund.

TABLETOP DISPLAY FOR NON-PROFIT ORGANIZATIONS

\$290 + HST=\$327.70. Representatives must register at the non-profit exhibit rate of \$550 + HST = \$621.50 per person.

Cancellations after March 1, 2024, will not be provided with a refund.

CONTACT INFORMATION

EXHIBIT MANAGEMENT

Christine Bruce

Manager, Event Operations, Sponsorship and Exhibits

Canadian Ophthalmological Society

Tel: (613) 729-6779 ext. 226

cbruce@cos-sco.ca

EXHIBITS & FREIGHT SERVICES

GES

serviceinfo@ges.com

CUSTOMS BROKER

Consult Expo

Heather James

Operations Manager

Tel: 514.482.8886 Ext. 3

Fax: 888.629.9008

Mobile: 416.561.7779

heatherj@consultexpoinc.com

www.consultexpoinc.com

2024 DEADLINES

March 1, 2024

Cancellation of reserved booth space or tabletop

April 2, 2024

Submission of plan or "sketch" for island/peninsula display for approval

April 8, 2024

Request for hotel room drops

Request to host a spin-off/auxiliary event

Submit information on any exhibitor appointed contactors

April 22, 2024

Request to distribute food and beverage in the booth

Request to use COS logo

Approval of any incentive

Booth staff registration

May 7, 2024

Hotel reservations at group rate

IMPORTANT NOTE: SPACE ASSIGNMENT

COS will make every effort to ensure that selected booth location is accepted, however, it is important to note that final placement of a companies' booth will be determined by COS to best maximize the space, traffic flow and consider the potential need for social distancing. Exhibits are assigned according to sponsorship levels, booth size, exhibitor requirements and efficient use of all exhibit square footage. 2024 sponsors have first option on booth location.

BOOTH INFORMATION

BOOTH SETUP

- ◆ The standard 'in-line' booth is provided with an 8' high (2.438m) back panel and 3' high (.9144m) side panels
- ◆ Inline booths cannot exceed 8' in height
- ◆ Panels are draped with black, fire-resistant fabric
- ◆ Island exhibits will have markings on the floor indicating the four corners. Draping will not be provided for islands. The island exhibits must be designed so that they are accessible from all aisles
- ◆ Exhibits cannot block the sight lines to the adjacent exhibit. Exhibit displays and signs must be arranged to not obstruct the view of other exhibitors
- ◆ The highest point in the ceiling is 34'ft in the Exhibit Hall. Please consult the exhibit hall floorplan for specific ceiling heights for your booth if required.
 - ◆ Sketches of exhibit configuration for island and peninsula displays must be provided to COS for approval no later than April 2, 2024.

The COS reserves the right to implement modifications to any booth on-site at the Annual Meeting should an exhibitor does not abide by these guidelines

Included in the booth rental fee are:

- ◆ Standard set-up: 8' back and 3' side drapes (if applicable), one (1) waste basket;
- ◆ Corporate listing on the COS Annual Meeting and Exhibition website;
- ◆ Security services during non-viewing hours;
- ◆ One (1) 1500-watt electrical outlet per exhibiting company;
- ◆ Up to four (4) complimentary exhibitor registrations per paid 10' x 10' exhibit space;
- ◆ Invitation to attend the Welcome Reception (Thursday), breaks and lunches for all registered representatives;
- ◆ Access to all scientific sessions (ticketed scientific add-on sessions and courses do not apply).

USE OF EXHIBIT SPACE

Exhibits must be confined to the assigned exhibit space and may not interfere with other exhibits. If equipment produces noises or odours that inconvenience exhibitors or delegates, this equipment must be turned off. Sound levels must not exceed 70 decibels at 4 feet from the source of the noise. Exhibits must comply with all fire and safety regulations and are subject to inspection. Exhibitors are subject to the terms and obligations of the contract binding the Metro Toronto Convention Centre and the Canadian Ophthalmological Society. COS reserves the right to restrict exhibits which, in COS' judgment is deemed unsafe, disruptive to others, or do not conform to the educational or scientific purpose of the COS Annual Meeting and Exhibition.

ACCESS

Access to the Exhibit Hall will be granted on presentation of COS official badges only. Nothing may be affixed or added here to official badges, other than COS sponsor ribbons. Exhibitors may not enter the Exhibit Hall after viewing hours. Admission may be allowed a ½ hour prior to exhibit opening.

GOING GREEN

COS is making a conscious effort to reduce its environmental footprint. COS considers and implements, wherever possible, environmentally preferable features and practices at its meetings. COS asks exhibitors to also consider the environmental impact of their exhibits and giveaway items.



PRODUCT DISPLAY

Health Canada and the Government of Canada's 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. Medical devices, products, and equipment which have not yet received authorization for sale in Canada may be operated, demonstrated, and displayed on the exhibit floor but need to be clearly marked that the medical devices, products, and equipment are not authorized for sale in Canada.



SHIPPING & HANDLING

SHOW MANAGEMENT AND SHIPPING & HANDLING

GES is the official show decorator of the 2024 COS Annual Meeting and Exhibition. Services include shipping and material handling through GES (advance warehouse, show site receiving and storage). All services will be outlined in the Exhibitor Service Manual which will be posted to the meeting website and sent electronically by GES. Priority move-in and move-out will be given to exhibitors shipping with GES.

All items and materials that must be brought into the facility are subject to material handling charges and are the responsibility of the exhibitor. This also applies to items not ordered through the official show vendors. Please refer to the Material Handling Order Form in the Exhibitor Manual. Contact GES directly to plan accordingly.

Exhibitors may hand-carry their own freight into the exhibit facility. All exhibitors handling their own freight will be responsible to arrange their own storage of empty containers during the show. No storage will be available on the show floor. The use of pump trucks and other mechanical equipment is not permitted.

Please be advised the Convention Centre does not accept packages in advance. If you choose to ship early, your shipment may be refused.

We strongly discourage the use of small package couriers due to their limited tracking/proof of delivery capabilities and potential lengthy customs delays and difficulties. Contact ConsultExpo Inc. if you require assistance with customs services from outside of Canada. Prior to shipping your goods, please send all appropriate customs documents to ConsultExpo Inc. Prepare a complete listing of items shipped and carry it with you.

Exhibitors who use courier companies such as FedEx, UPS, DHL, or others must ensure that the costs of customs, taxes and so forth are PREPAID. Goods sent COD will not be accepted.

CUSTOMS BROKER

ConsultExpo Inc. is the official customs broker of the 2024 COS Annual Meeting and Exhibition. Contact Consult Expo Inc. directly to make arrangements. Notify ConsultExpo Inc. in advance if you are bringing commercial goods with you on the plane or driving your own vehicle into Canada. ConsultExpo Inc. will supply you with the appropriate customs documents and advise the border official of your crossing.

WORK PASSES/DELIVERIES

Unregistered exhibitor personnel and exhibitor-appointed contractors who wish to access to the exhibition floor will be required to show proof of affiliation with the exhibiting company or exhibitor-appointed contractor to gain access. The delivery of small crates, boxes or other items is not permitted during exhibition hours; items must be received prior to or following exhibit viewing hours.

MOVE-OUT

Exhibitors may not dismantle, pack or remove any part of their display prior to 1330 on June 2, 2024, under any circumstances.

A penalty of \$500 will be charged for early move-out and potentially impact a company's ability to participate in the COS Annual Meeting & Exhibition in the future.



STAFF INFORMATION

STAFF REGISTRATION

All exhibit staff must register no later than April 22, 2024 by completing the online registration form. Four (4) complimentary exhibitor registrations per 10' x 10' space is included in the booth rental fee; additional badges are available for \$550 + tax per person. A replacement fee of \$20 will be charged for lost badges. Only company employees or representatives who will staff the exhibit may be registered as exhibitor representatives. Exhibitor representatives not pre-registered must produce a business card showing their affiliation with the exhibiting company or be accompanied by a pre-registered representative. Any individual who would normally pay a fee to attend the exhibit may not register as an exhibitor (i.e. physicians, researchers, or allied health professionals). Badge pick-up will begin on May 30, 2024.

MEETING ROOM RENTAL

COS has not reserved any additional meeting space at the host hotels or the Convention Centre. Anyone wishing to book a meeting room at a hotel or the Convention Centre may do so directly with the venues. Audio-visual fees and food and beverage costs will be extra and must be organized directly with the hotels or the Convention Centre. As the COS Annual Meeting & Exhibition is an accredited educational event, we respectfully request that you please refrain from scheduling any events during the scientific program and COS social events.

EXHIBITOR REPRESENTATIVES

Each assigned booth is required to have at least one (1) and no more than four (4) representatives (per 10' x 10' floor space) present at any time during exhibit show hours. Each staff person requires an official COS Annual Meeting & Exhibition badge.

WELCOME RECEPTION

Registered exhibitors are invited and encouraged to attend the Welcome Reception, as this will provide you with additional networking opportunities. Attendance at the Welcome Reception on May 30th is complimentary for registered exhibit staff.

HOTEL ACCOMMODATION

We strongly encourage all exhibitors to book within the conference block that has been reserved at the InterContinental Toronto Centre, Delta Hotel Marriott Toronto, and the Fairmont Royal York. The room blocks, and our negotiated rates, allow us to keep the event cost-effective for all attendees. We appreciate your support with this matter. To reserve a room, visit the conference website.

COS kindly asks exhibitors to refrain from booking more room reservations than those required by the organization. Release of excess room reservations close to the meeting date may cause COS to be liable for substantial attrition payments. We greatly appreciate your cooperation on this important matter.



RULES AND REGULATIONS

USE OF COS NAME AND LOGO

The COS name and/or logo and the COS Annual Meeting insignia may not be used unless permission is given in advance by COS. The COS name and/or logo may not be used in any way that might imply endorsement of a company or product. Requests must be received in writing by April 22, 2024. Logo must be accompanied by the phrase "2024 Canadian Ophthalmological Society Annual Meeting & Exhibition Exhibitor" and can be used until December 31, 2024. Logo use must be in conjunction with Annual Meeting & Exhibition, be accompanied by the above phrase, and receive prior approval from COS.

ADVERTISEMENTS

Promotional displays must abide by all appropriate industry standards and regulations including the Code of Advertising Acceptance of the Pharmaceutical Advertising Advisory Board (PAAB) and Health Canada's Medical Devices Regulations. COS prohibits the use of billboard advertisement and/or display of signs outside the conference centre, including host hotels. Exhibitors may only conduct business solicitation and distribute samples, promotional items and advertising materials within the confines of their booths. Any such activity is forbidden in aisles, food areas, the main lobby, or at other exhibits. Distribution of any food or beverages in booths by exhibitors must receive approval by COS. Requests must be received in writing by April 22, 2024.

COMPLIANCE WITH LAWS

Exhibitors agree to observe all union contracts and labour relations in force, agreements between COS, official exhibit contractors and the exhibit venue, and act according to all applicable labour laws. In addition, the exhibitor agrees to observe all provisions of the provincial Human Rights Code and the Labour Standards Act in the hiring and treatment of exhibit booth staff.

INSURANCE AND LIABILITY

The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual Liability set forth in this exhibit agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

In the event of fire, flooding, or theft, no matter how caused, the venue and its representatives assume no liability for any bodily harm or material damage to products, booths, equipment or decorations occupying any rented space within the building or being moved in or out of the building.

The Canadian Ophthalmological Society and its agents will not assume any liability for damage or loss of any nature. COS and its agents will not assume any liability for personal injury in connection with the showing or viewing of exhibits.

SUB-RENTAL

Sub-renting exhibit space is strictly prohibited.

CANCELLATION

Notification of cancellation of assigned exhibit space must be submitted in writing to COS prior to March 1, 2024, otherwise the rental fee is due in full payment.

SECURITY SERVICES

Security personnel will be provided during all non-viewing hours. Extra security personnel can be arranged for an additional fee. Contact the COS office for details.

