



## Northern Illumination



EDMONTON, ALBERTA  
2017

## Lumières du Nord

May 16-19, 2017

Chateau Lacombe Hotel  
Edmonton, Alberta, CANADA



# 2017 PROSPECTUS



## OUR EVENT

The Canadian Health Libraries Association/ Association des bibliothèques de la santé du Canada (CHLA/ABSC) is a professional organization of approximately 250 individuals in the health sciences library/information management field across the country. The Annual Conference is the main event in Canada for its members to convene and exchange information relevant to medical information and library practice.

This year's conference will take place at the Chateau Lacombe hotel in Edmonton, Alberta, May 16-19, 2017. Inspired by the theme, "Northern Illumination/ Lumières du Nord," this four-day event will include an array of educational, information sharing, and networking activities including: an opening reception, plenary and concurrent sessions, poster presentations, lightning talks, exhibitor booths, refreshment and lunch breaks, and an awards banquet and after party.

## PLEASE JOIN US!

A large and welcoming Exhibit Hall featuring vendor and sponsor booths is an essential element of the conference program, and dedicated time is built into the program so that attendees can meander through the exhibits. Face to face interaction with Canadian health information professionals provides an exciting opportunity for you to increase awareness of your company's products and services and solicit feedback from key decision makers who represent a wide variety of academic, health care, and professional organizations.

This year will be the first year that the Head Librarians of the health sciences libraries from the 17 Canadian universities with medical schools will be convening at the CHLA/ABSC conference to hold their annual Association of Faculties of Medicine of Canada business meeting.

We are confident that you will not want to miss this chance to showcase your products and services to this audience!

*"Thank you to all our sponsors and exhibitors! Without them, the conference could not be possible"*

~ TWEET FROM CHLA ATTENDEE



**NEW**  
THIS YEAR

Sign up online at: <http://tinyurl.com/chla2017ES>





## SPONSORSHIP OPPORTUNITIES

In addition to booking a booth in the Exhibit Hall, we invite you to consider sponsoring a specific event as part of the conference program and benefit from the additional marketing as a result. A variety of sponsorship levels are available to meet your company's budget.

**ALL SPONSORS will receive the following (in addition to the specific benefits outlined in each sponsorship level):**

- Company logo & link on the Conference website
- Verbal public recognition during the conference
- Company logo on sponsorship signage (size of logo linked to sponsorship level)
- Verbal and visual company recognition at the sponsored event
- Recognition in the Conference Program

## Platinum Sponsorship

**\$10,000+**

Awards Banquet, Thursday May 18, 2017

A highlight of the conference, all registrants attend the Awards Banquet which will be held this year in the Ballroom of the beautiful Chateau Lacombe. The sponsor's representatives are invited to attend this gourmet dinner, which will be followed by a presentation of awards to this year's recipients. The Sponsor's contributions will be prominently acknowledged during the evening.

**Additional benefits of the Platinum sponsorship package include:**

- One complimentary booth in the exhibitor hall, with first choice for booth location
- Two complimentary full conference registrations for sponsor representatives
- One complimentary Vendor Lightning Demo time slot
- Opportunity to give a brief address to attendees of the Awards Banquet
- Recognition in the Conference issue of *Journal of the Canadian Health Libraries Association*
- Name badge recognition indicating sponsorship level
- The most prominent positioning in all sponsorship announcements and listings

**RIGHT OF FIRST REFUSAL for next year's conference.**



## Gold Sponsorship

**\$7,500+**

Opening Reception, May 16, 2017

To kick off the conference, this year's Opening Reception will be held at the acclaimed Alberta Art Gallery. All registrants are welcome to attend, enjoy refreshments and a brief presentation, then meander the galleries to view a wide variety of artistic exhibits. The sponsor's representatives are invited to join in the festivities, and the sponsor's contributions will be prominently acknowledged during the evening. You, and other conference attendees, won't want to miss this memorable artistic experience!

### Additional benefits of the Gold sponsorship package include:

- One complimentary booth in the exhibitor hall, with second choice for booth location
- One complimentary full conference registration for sponsor representative
- One complimentary Vendor Lightning Demo time slot
- Recognition in the Conference issue of *Journal of the Canadian Health Libraries Association*
- Name badge recognition indicating sponsorship level
- The second most prominent positioning in all sponsorship announcements and listings

**RIGHT OF FIRST REFUSAL for next year's conference.**

## Silver Sponsorships

**\$5,000+**

Often what registrants remember most about the conference is sadly, not the programming, but the food! By sponsoring a meal, which will all be held in the Exhibit Hall and attended by all delegates, you are sure to have your company name remembered!

**Sponsor one of the following:**

- » Lunch, Wednesday, May 17, 2017
- » Lunch, Thursday, May 18, 2017
- » Poster Reception, Wednesday, May 17, 2017

An invigorating afternoon refreshment break and poster reception during which delegates view, discuss, and vote on the presented posters.

### Additional benefits of the Silver sponsorship package include:

- Recognition in the Conference issue of *Journal of the Canadian Health Libraries Association*
- Name badge recognition indicating sponsorship level
- Prominent positioning in all sponsorship announcements and listings

## Bronze Sponsorships

**\$2,500+**

Aside from the food, conference delegates tend to remember and discuss the keynote presentations for years to come!

**Sponsor ONE of our dynamic keynote speakers:**

- » [Tim Caulfield](#), Wednesday, May 17, 2017
- » [Shannon Scott](#), Thursday, May 18, 2017
- » [Dr. Arya Sharma](#), Friday, May 19, 2017

The sponsor will be thanked at both the beginning and closing of the sponsored keynote session.

**You can sponsor food at this package level instead if you prefer!**

» Exhibits Opening, Wednesday, May 17

This is the longest of the refreshment breaks, when we open the exhibits and attendees work hard to visit all booths and collect stamps in their Exhibitor Passports.

**Additional benefits of the Bronze sponsorship package include:**

- Name badge recognition indicating sponsorship level
- A placement in all sponsorship announcements and listings

## Northern Lights Sponsorships \$1,500+

### Refreshment Break

Sponsor one refreshment break (May 18 or 19) served to all delegates, held in the Exhibit Hall.

- » Morning break Thursday, May 18, 2017
- » Afternoon break Thursday, May 18, 2017
- » Morning break Friday, May 19, 2017 (Please note, exhibits will have already closed by this time)

### After Party

Many people don't know this, but librarians love to party! Sponsor a festive gathering after the awards banquet, where conference attendees will "dance the night away"!

### Conference Bag

Make your company/product memorable through an item that will be carried by delegates throughout the conference.

**Additional benefits of the Northern Lights sponsorship package include:**

- A placement in all sponsorship announcements and listings



## EXHIBITOR BOOTHS



**Display Period:** Wednesday, May 17, 2017 10:00-16:30  
Thursday, May 18, 2017 09:00-16:00

**Exhibit Booth Space:** 8' x 8' Exhibit Booth Space includes one standard skirted table, 2 chairs, one 750 Watt electrical outlet and high speed wireless internet, 3' high side drape and 8' high back drape. Please note the maximum height for display in the Exhibit Hall is 10 ft, and the flooring is wall-to-wall carpet.

**Booth Costs:** Early Bird – up to February 28, 2017 \$1,500  
After February 28, 2017 \$2,000

**Benefits:** Company name and booth number are listed in Official Program. Each booth booking includes one full conference registration (includes access to all events) and a maximum of two passes for additional booth staff (access to exhibit hall only).

**MOVE-IN PERIOD:** Tuesday, May 16, 2017 12:00-17:00

**MOVE-OUT PERIOD:** Thursday, May 18, 2017 16:00-18:00

**Other Services:** Hard-wired internet and furniture upgrades are available for an additional fee. Order forms will be included in the Exhibitor Service Manual. Display services, Drayage, Shipping Customs Broker, Audio-Visual, and Electrical/Mechanical service details will also be provided.

## EVENTS HELD IN THE EXHIBIT HALL:

Opening of the Exhibits + 2 Lunches + 3 Refreshment Breaks

## EXHIBITOR PASSPORT & BEST SWAG CONTEST:

To encourage delegates to visit your booth, all delegates will receive an Exhibitor Passport in their registration package. After they obtain a stamp or signature from each Exhibitor, their Passports are eligible for a Conference-supplied prize draw, which will be held during the afternoon break on May 18, 2017. The Exhibits Co-Chairs will require a logo from you for the Exhibitor Passport.

Exhibitors are also encouraged to offer a prize draw at their booth (e.g. an item, discount, or service). Draws can be scheduled during the Exhibitor Draw on Thursday, May 18, 2017. Each Exhibitor will have the opportunity to draw the winner for their respective booth.

The Exhibitor Passport will contain a ballot for delegates to vote for the 'Best Swag' from Exhibitors. The Exhibitor voted to have the Best Swag will receive bragging rights and \$500 off their Exhibitor booth fee at the 2018 conference.





## VENDOR LIGHTNING DEMOS

During a delicious breakfast, attendees will have the opportunity to hear brief highlights about what's new from a series of participating vendors. **Each exhibitor is limited to one five (5) minute session**, and only 10 time slots are available so sign up soon to ensure your spot at this popular event!

- Booked on a first-come, first-served basis
- Limited to Five (5) minutes in length
- Scheduled for breakfast time Wednesday, May 17, 2017 (7:30 – 8:45am prior to the opening address and keynote)

**Session fee: \$200.** (Fee waived for Platinum and Gold level sponsors)

As part of the official program, participating vendors will be listed in association with the event. Official logos will be required by the Exhibits co-chairs to be used in the listing.



## ADVERTISING

**Conference Program:** Available on the conference website and viewed by all potential delegates.

**Deadline: March 30, 2017**

A **high resolution** file of the ad must be provided and should be in .gif, .tif, .bmp or PDF format.

**1/4 page ad**  
\$200

**1/2 page ad**  
\$300

**Full page ad**  
\$500

**Email Blast Service:** An excellent way to distribute your special offers, invitations or other information to conference attendees.

**One: \$250 » Two: \$400**



## Are you ready to sign up?

New this year – to make signing up more convenient for our vendors, you can now submit your application online!

**NEW  
THIS YEAR**

Sign up online at: <http://tinyurl.com/chla2017ES>

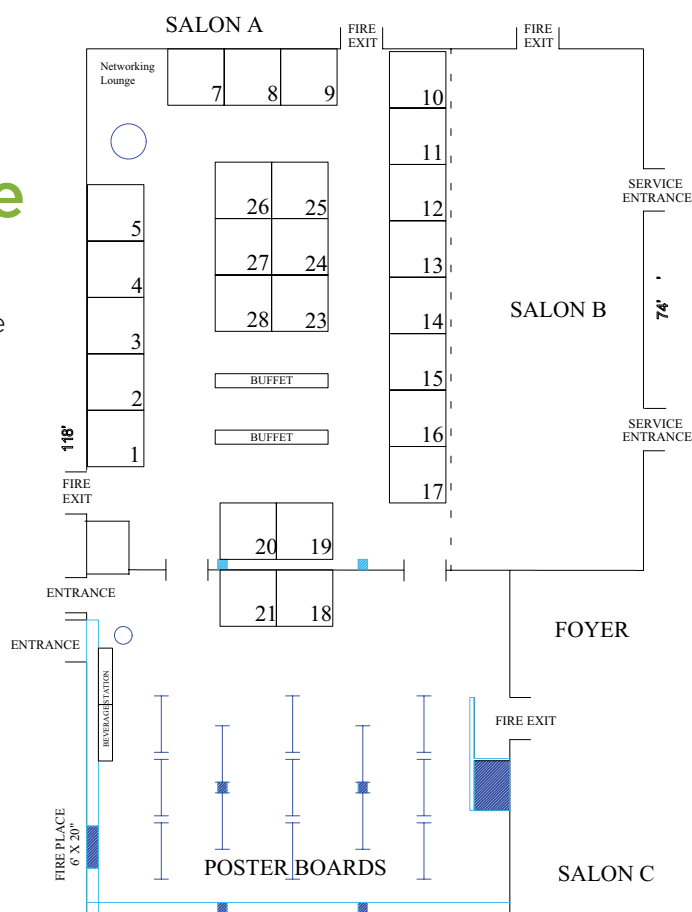
## Any questions?

Please contact Exhibits and Sponsorship Co-chair, Liza Chan [liza.chan@ualberta.ca](mailto:liza.chan@ualberta.ca) or 780-492-9659.

## Floor Plan of the Exhibition Hall: Chateau Lacombe

Booth locations will be allocated by sponsorship level together with a first-come, first-served basis, based on the date the payment received and confirmed by the CHLA/ABSC 2017 Exhibits & Sponsorship Co-Chairs.

*NOTE: Floor plan for illustration purposes only and not to scale.*



## Hotel Room Block

We encourage you to book your stay at the conference hotel, **the newly renovated Chateau Lacombe**. A room block has been set aside for CHLA/ABSC so mention the conference when booking. The rooms are affordably priced, starting at \$149 CDN a night. You can book directly with Chateau Lacombe reservations at 1-800-661-8801 or 780-428-6611.

# Terms and Conditions of Contract for Exhibits

1. The Exhibitor agrees to abide by all regulations and rules adopted by the Organizing Committee, and agrees that the Organizing Committee shall have the right to amend and add to or delete from any and all rules and regulations at any time, in the sole discretion of the Organizing Committee.
2. All electrical wiring and outlets used by the Exhibitor in excess of the standard 1 – 15A electrical outlet shall be at the Exhibitor's sole risk and 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 or assigned to any third party without the prior written permission of the Organizing Committee or its appointed agents, which permission may be withheld for any reason whatsoever in the sole discretion of the Organizing Committee.
4. THE EXHIBITOR WILL BE SOLELY LIABLE FOR AND WILL INDEMNIFY AND HOLD HARMLESS THE ORGANIZING COMMITTEE FOR CHLA/ABSC 2017, ASSOCIATIONSFIRST, AND THE CHATEAU LACOMBE HOTEL FROM ANY INDIRECT, DIRECT, SPECIAL OR CONSEQUENTIAL LOSSES 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 OR EXHIBITOR'S PARTICIPATION IN THE SHOW.
5. The Exhibitor is solely responsible for the placement and cost of insurance related to its participation in the Show.
6. It is understood that the Organizing Committee or its appointed agents has sole discretion in the assignment of display spaces. The Organizing Committee reserves the right to alter or change the Exhibitor's assigned location at any time if deemed by the Organizing Committee in its sole discretion to be in the best interests of the Show.
7. 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 sole opinion, their conduct or presentation is objectionable to other show participants.
8. The Exhibitor agrees to confine its 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 display space during show hours.
9. All goods shipped to the Show must be clearly marked with the name of the Exhibitor and the number of its 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.
10. The Exhibitor agrees that no display may be dismantled nor may any goods be removed during the entire duration of the Show. The Exhibitor also agrees to remove its exhibit, equipment and appurtenances from the Show premises by the final move-out time limit, or in the event of failure to do so, the Exhibitor agrees to pay such additional costs as are incurred by the Organizing Committee as a result of the Exhibitor's failure to move out prior to the time limit.
11. The Exhibitor agrees to abide by the instructions given by the dock supervisor pertaining to the move-in and move-out scheduling.
12. 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.
13. The Organizing Committee reserves the right, in its sole discretion, to change the date or dates upon which the Show is to be held and shall not be liable to any party in damages or otherwise by reason of any such change. In addition, the Organizing Committee shall not be liable to any party 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 reasonable control of the Organizing Committee whether similar to or dissimilar from the causes enumerated herein.
14. 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 any amount already paid for the right to participate in the Show, as well as the right to any further occupancy of such space.
15. Full payment must accompany the signed contract.
16. This contract may be cancelled by either party provided written notice is received by the other by April 1, 2017. In case of Exhibitor cancellation, an administrative fee of \$350.00 will be withheld. If the Exhibitor cancels after this date, 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 damage.

Photos provided by EEDC (Edmonton Economic Development Corporation)

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