



NIAGARA FALLS, ONTARIO 2022
"Let's Try This Again"
"Essayons encore une fois"

2022 PROSPECTUS

June 11-13, 2022 • Virtually • Sheraton Fallsview

OUR EVENT

The Canadian Health Libraries Association/Association des bibliothèques de la santé du Canada (CHLA/ABSC) is a professional organization of approximately 300 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 health information and library practice.

NETWORKING ACTIVITIES

This year's conference will take place at the Sheraton Fallsview in Niagara Falls, Ontario on June 11-13, 2022. This three-day event will include an array of educational and information sharing, such as: continuing education workshops, an opening reception, plenary and concurrent sessions, poster presentations, vendor updates, exhibitor booths, networking activities, refreshment and lunch breaks, as well as an awards banquet and after party. Additionally, all educational sessions will be hosted virtually.



PLEASE JOIN US!

A 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. The Exhibit Hall will be located in the Sheraton on the Falls Convention Centre.

“Connecting with vendors and learning about new resources are key reasons why I attend CHLA!”

Comment from OVHLA member and past conference attendee



Sign up Online coming soon!





SPONSORSHIP OPPORTUNITIES

In addition to becoming an exhibitor, we invite you to consider sponsoring a specific event as part of the conference program. A variety of sponsorship levels are available to meet your budget.

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

- ➔ Company logo and link on the conference website
- ➔ Verbal public recognition during the conference (both in person and hybrid)
- ➔ Company logo on sponsorship signage (size of logo linked to sponsorship level) and virtual platform
- ➔ Recognition in the conference program

PLATINUM Sponsorship

\$5,000

Benefits of the PLATINUM sponsorship package include:

- ➔ One complimentary booth in the exhibitor hall, with first choice of booth location
- ➔ One complimentary virtual booth
- ➔ One complimentary virtual conference registration for sponsor representatives
- ➔ Two complimentary exhibit hall passes for additional booth staff (access to exhibit hall only)
- ➔ One complimentary Vendor Update time slot
- ➔ Opportunity to give a brief address to attendees of the Awards Banquet
- ➔ Recognition in the conference issue of the *Journal of the Canadian Health Libraries Association / Journal de l'Association des bibliothèques de la santé du Canada*
- ➔ Name badge recognition indicating sponsorship level
- ➔ The most prominent positioning in all sponsorship announcements and listings both in person and online platform
- ➔ Logo on CHLA conference website page linked to your website
- ➔ Recognition as sponsor of one concurrent session of your choice
- ➔ Eblast sent to delegates (that have opted in) prior to conference
- ➔ Social media recognition

GOLD Sponsorship

\$2,500

Benefits of the GOLD sponsorship package include:

- ➔ One complimentary booth in the exhibitor hall, with second choice for booth location
- ➔ One complimentary virtual booth
- ➔ One complimentary virtual conference registration for sponsor representatives
- ➔ One complimentary exhibit hall passes for additional booth staff (access to exhibit hall only)
- ➔ Recognition in the conference issue of the *Journal of the Canadian Health Libraries Association / Journal de l'Association des bibliothèques de la santé du Canada*
- ➔ Name badge recognition indicating sponsorship level
- ➔ The most prominent positioning in all sponsorship announcements and listings
- ➔ Logo on CHLA conference website page linked to your website
- ➔ Eblast sent to delegates (that have opted in) prior to conference
- ➔ Social media recognition

SILVER Sponsorship

\$1,000

Benefits of the SILVER sponsorship package include:

- ➔ Recognition in the conference issue of the *Journal of the Canadian Health Libraries Association / Journal de l'Association des bibliothèques de la santé du Canada*
- ➔ Prominent positioning in all sponsorship announcements and listings and promotional brochures
- ➔ Social media recognition
- ➔ One complimentary virtual booth
- ➔ One complimentary virtual conference registration
- ➔ Logo on CHLA conference website linked to your website

BRONZE Sponsorship

\$500

- ➔ Logo in promotional materials
- ➔ Logo in virtual platform
- ➔ Logo on CHLA conference page of website linked to your website
- ➔ Social media recognition



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EXHIBITOR BOOTHS



EXHIBITOR BOOTHS:

Display Period:

SATURDAY JUNE 11, 2022 • 10:15 - 5:00
SUNDAY JUNE 12, 2022 • 9:30 - 3:15

Exhibit Booth Space:

Exhibit Booth Space includes one standard skirted table, 2 chairs, electrical access (power extra charge) and basic wireless internet. Open concept space with no draping on sides and back of booth spaces. Also includes virtual exhibit booth.

On-site Booth Costs:

EARLY BIRD - UP TO APRIL 1, 2022 • \$1,500
AFTER APRIL 1, 2022 • \$2,000

Virtual Booth Costs:

EARLY BIRD - UP TO APRIL 1, 2022 • \$750
AFTER APRIL 1, 2022 • \$1000

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 one Exhibit Hall pass for an additional booth staff (access to Exhibit Hall only). Additional full conference registrations or booth staff Exhibit Hall passes are available for a fee.

Move-In-Period:

Saturday June 11, 2022 • 7:00 - 10:00 am

Move-Out-Period:

Sunday June 12, 2022 • 4:00 - 6:00 pm

Other Services:

Basic WIFI and access to electrical are included. Order forms for materials handling, advance show receiving, transportation, power and customs brokerage services will be included in the Exhibitor Services Manual.

Events Held In The Exhibit Hall

4 refreshment breaks and 2 lunches.

Best Swag Contest And Exhibitor Draws

Conference attendees will have an opportunity 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 2021 conference.

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 final break in the Exhibits Hall. Each Exhibitor will have the opportunity to draw the winner for their respective booth.

VENDOR UPDATES

During a dedicated Sunrise session, 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 fifteen (15) minute session, and only 7 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 fifteen (15) minutes in length
- ➔ Scheduled on Sunday, June 12, 2022 (7:30 am – 9:30 am)

Session fee: \$350 (Fee waived for Platinum level sponsor)

As part of the official program, participating vendors will be listed in association with the event.

ADVERTISING

Conference Program:

Available on the Conference website and viewed by all potential delegates.

- ¼ page ad: \$200
- ½ page ad: \$300
- Full page ad: \$500

Deadline: April 15, 2022

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

Email Blast Service:

An excellent way to distribute your special offers, invitations or other information to conference attendees.

- One: \$250
- Two: \$400

Sign up Online coming soon!

ADDITIONAL OPPORTUNITIES

MARKETING

- | | |
|--|------------------------------|
| ➔ Continuing Education Session Sponsorship | \$750 |
| ➔ Sponsor Video Ad | \$500 (per broadcast) |
| ➔ Concurrent Session Sponsor | \$250 |





CONFERENCE AND ACCOMMODATIONS

The 2022 Conference will be held at the **Sheraton Fallsview** hotel at the base of Clifton Hill.

The host hotel is the **Sheraton Fallsview** (5875 Falls Avenue, Niagara Falls, ON L2G 3K7)

www.sheratononthefalls.com

phone: 905 374-4445



MAY 4 - DEADLINE FOR RESERVATIONS

City View: \$189

Falls View: \$229

Rooms include complimentary wifi, unlimited local calls, beer tasting for 2 at Niagara Brewing Company, accommodation & tourism attraction, E-Portrait at Hershey's Chocolate World, and 2 bottles of water per day.



ABOUT THE CONFERENCE

CHLA Annual Conference

ABOUT NIAGARA FALLS

Niagara Falls Tourism

ANY QUESTIONS?

Please contact:

Partner Relations Officer
Juanita Richardson
JRichardson@Michener.ca

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 2020, AssociationsFirst, and the Sheraton on the Falls 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 have 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 17, 2020. 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.

