

ANNUAL SPRING MEETING | 2017

# Exhibitor's Prospectus

May 4 – 6, 2017

Metro Toronto Convention Centre, South Building



ASM **150**  
1867-2017



150  
1867-2017



CANADIAN  
DENTAL  
ASSOCIATION

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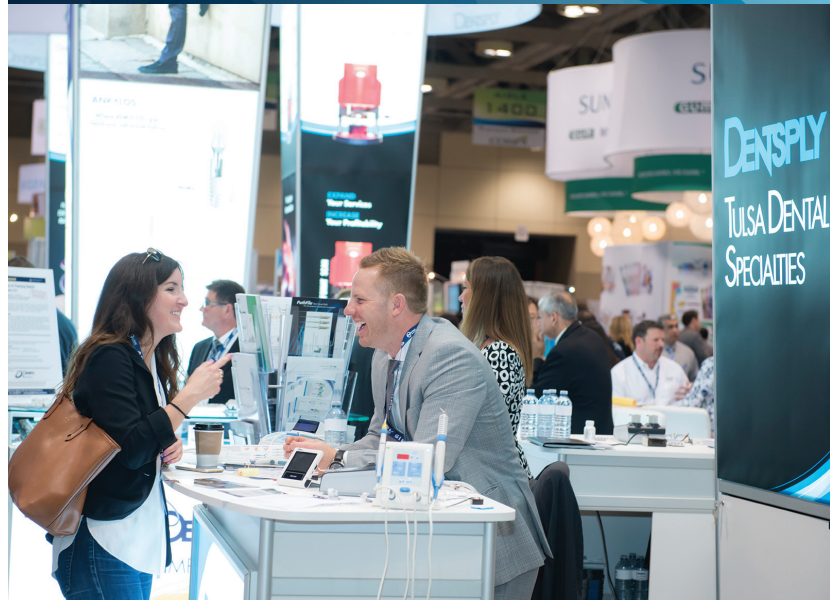
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# INVITATION TO EXHIBIT

The Ontario Dental Association invites you to join us for the 150<sup>th</sup> Annual Spring Meeting (ASM) taking place at the Metro Toronto Convention Centre: **May 4<sup>th</sup> – May 6<sup>th</sup>, 2017**.

Now in its **150<sup>th</sup> year**, the ASM attracts over 12,000 attendees and features 75,000 square feet of exhibit space and 355+ exhibiting companies from across Canada, the United States and Internationally.

The ASM has long been one of the largest and most respected dental meetings in North America and continues to be a prominent gathering place for all dental professionals to connect, learn and excel.



*The ODA has always been a great meeting for us and it is an essential event for us to introduce our latest product innovations and solutions to our customers. We are proud to be a sponsoring partner of the ASM and are looking forward to the 150<sup>th</sup> anniversary meeting in 2017!*

— **Christof Bissdorf, Vice President and General Manager Dentsply Sirona**



**Ontario Dental Association**  
 4 New Street, Toronto, ON M5R 1P6  
 Tel: 416-922-3900  
 Fax: 416-922-9005  
 Toll Free: 800-387-1393

**May 4 – 6, 2017**  
 Metro Toronto Convention Centre  
 South Building

**ASM 150**  
 1867-2017

Now in its 150<sup>th</sup> year, the ASM attracts in excess of 12,000 dental professionals every year from across Canada, the United States and Internationally to learn, network and share best practices. The exhibit floor features over 625 booths showcasing the latest innovations and solutions in the dental industry.

# ASM Attendance Statistics

	2012 ASM	2013 ASM	2014 ASM	2015 ASM	2016 ASM
<b>ODA Dentists</b>	<b>3,093</b>	<b>3,698</b>	<b>4,029</b>	<b>3,841</b>	<b>3,921</b>
ODA Dental Students	190	257	229	276	<b>271</b>
Dentists Out of Province	76	115	115	114	<b>201</b>
Guests (Non Practitioner)	156	285	181	184	<b>256</b>
Dental Hygienists	1,655	1,605	1,796	1,769	<b>1,947</b>
Dental Assistants/Office Personnel	2,225	2,403	2,432	2,396	<b>2,546</b>
Dental Technologists	17	27	25	20	<b>18</b>
Other Students (Out-of-Province, RDH, Office)	163	85	80	53	<b>84</b>
Exhibitors	2,336	2,405	2,504	2,553	<b>2,679</b>
Other Registration Categories	302	364	298	250	<b>201</b>
<b>Total Attendance</b>	<b>10,213</b>	<b>11,244</b>	<b>11,689</b>	<b>11,456</b>	<b>12,124</b>
<b>Total Booths</b>	<b>580</b>	<b>606</b>	<b>610</b>	<b>623</b>	<b>632</b>
<b>Total Exhibiting Companies</b>	<b>275</b>	<b>302</b>	<b>319</b>	<b>319</b>	<b>338</b>

## TOP REASONS To Exhibit at the Show

**95%** of 2016 attendees reported they visited the ODA ASM Exhibit Floor.\*

**71%** said that visiting exhibitors was an important factor in motivating their attendance to the ASM.\*

**66%** of attendees reported that they purchased a product or service on the ODA ASM exhibit floor.\*

The main reasons attendees visited the ODA ASM exhibit floor was for product demos and sales presentations\* (**71%**) and discounted products/services (**67%**).

**91%** of attendees said that trade shows impacted their buying decisions because the competition was located in one place allowing for comparison shopping in real time.\*\*

**99%** of exhibitors say that exhibitions deliver unique value not fulfilled by other marketing channels.\*\*

Approximately **TWO-THIRDS** of trade show attendees placed a high level of importance on face-to-face interaction during the pre-purchasing stages.\*\*

**87%** of exhibitors rated face-to-face interaction as very or extremely important in marketing to prospects.\*\*

Attendees place very high importance on the opportunities to see new technology, keep pace with industry trends, and talk with experts.\*\*

\* Survey result from 2016 ASM Attendee Evaluation Report

\*\* Center for Exhibition Industry Research

*Amazing show. The traffic in the exhibit hall seemed stronger than any other year. Dentists were in a buying mode and our orders reflected it! We are in many shows and sponsor CE courses throughout the year, however ASM is always the highlight of our show circuit. We are looking forward to 2017!*

— Marshal Sterio, Surgically Clean Air

## Important Dates, Deadlines and Early Bird Pricing

<p><b>Applications for Exhibit Space and Applicable Deposit</b> Deposit of \$1,000 CAD per 10' x 10' booth is required at time of booking. <b>Space will not be assigned until the deposit is received.</b></p>		<p><b>Live Demonstrations on the Exhibit Floor</b> Submission deadline for approval.</p> <p style="text-align: right;">March 1, 2017</p>				
<p><b>Registration for 1<sup>st</sup> Round Booth Applications</b> Opens for exhibitors with 50 or more ASM Exhibitor Loyalty Points. <b>APPLICATION DEADLINE: September 21, 2016</b></p>	September 7, 2016	<p><b>Professional Videotaping or Photography on the Exhibit Floor</b> Submission deadline for approval.</p> <p style="text-align: right;">March 1, 2017</p>				
<p><b>Registration for 2<sup>nd</sup> Round Booth Applications</b> Opens for exhibitors with 25 to 49 ASM Exhibitor Loyalty Points. <b>APPLICATION DEADLINE: October 20, 2016</b></p>	October 6, 2016	<p><b>Fire Safety Reply</b> Email completed form and necessary floor plans to: Metro Toronto Convention Centre, Operations Department fsr@mtccc.com</p> <p style="text-align: right;">April 2, 2017</p>				
<p><b>NEW Registration for 3<sup>rd</sup> Round Booth Applications</b> Opens for exhibitors with less than 25 ASM Exhibitor Loyalty Points. <b>APPLICATION DEADLINE: November 16, 2016.</b> Applications received after November 16, 2016 will be processed on a first come first served basis.</p>	November 2, 2016	<p><b>NEW Certificates of Insurance Due</b> Please submit to: John Neo, 2780 Highway #7 Unit 103, Concord, ON L4K 3R9 Fax: 905-760-2260 Email: info@exhibitorinsurance.com</p> <p style="text-align: right;">April 5, 2017</p>				
<p><b>Preliminary Guide Advertising</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Space Closing</td> <td style="text-align: right;">October 25, 2016</td> </tr> <tr> <td>Material Closing</td> <td style="text-align: right;">November 4, 2016</td> </tr> </table>	Space Closing	October 25, 2016	Material Closing	November 4, 2016		<p><b>NEW Exhibitor Appointed Contractor (EAC) Form</b> Submit completed forms to: GES Canada, Mario Mendes Email: mmendes@ges.com Fax: 905-283-0501</p> <p style="text-align: right;">April 5, 2017</p>
Space Closing	October 25, 2016					
Material Closing	November 4, 2016					
<p><b>Hotel Reservations</b> Room blocks for the ASM150 will be open for Exhibitors in December. Notification will be emailed to all registered exhibitors prior to room blocks opening.</p>	December, 2016	<p><b>Lead Retrieval Services   Early Bird Deadline</b> Convention Data Services (CDS)</p> <p style="text-align: right;">April 10, 2017</p>				
<p><b>FINAL BOOTH PAYMENTS DUE JANUARY 13, 2017</b></p>		<p><b>GES, Global Experience Specialists</b> <b>Early Bird Deadline</b> for carpet, furniture, plants, signage and other related design elements for your booth.</p> <p style="text-align: right;">April 10, 2017</p>				
<p><b>Cancellation of Booth Space.</b> <b>Please note our revised cancellation policy.</b> Booth cancellations will be subject to a fee of \$1,000 per 10x10 booth prior to this date.</p>	<p><b>Prior to</b> February 10, 2017</p>	<p><b>MTCC Parking Pass   Early Bird Deadline</b></p> <p style="text-align: right;">April 25, 2017</p>				
<p><b>No refunds will be given for booth cancellations after this date.</b> All cancellations must be submitted to the ODA in writing after this date.</p>	<p><b>After</b> February 10, 2017</p>	<p><b>SHOWTECH Power &amp; Lighting   Early Bird Deadline</b></p> <p style="text-align: right;"><b>APRIL 18, 2017</b></p>				
<p><b>Submissions Due for Complimentary Exhibitor Listing in the Final Program</b></p>	February 15, 2017	<p><b>NEW Please Note: Electrical service is no longer included in the booth fees</b> If you require electrical, please place your order for service directly from SHOWTECH Power &amp; Lighting.</p>				
<p><b>Advertising in the Final Program</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Space Closing</td> <td style="text-align: right;">March 20, 2017</td> </tr> <tr> <td>Material Closing</td> <td style="text-align: right;">March 27, 2017</td> </tr> </table>	Space Closing	March 20, 2017	Material Closing	March 27, 2017		<p><b>Freeman Audio Visual</b> <b>Early Bird Deadline</b> for AV Requirements</p> <p style="text-align: right;">April 24, 2017</p>
Space Closing	March 20, 2017					
Material Closing	March 27, 2017					
<p><b>Hanging Signs, Banners and Trusses</b> Submission deadline for approval.</p>	March 1, 2017	<p><b>Direct Shipment to the MTCC</b> Shipments will be refused prior to this date.</p> <p style="text-align: right;">May 2, 2017 (noon - 9 pm) May 3, 2017 (8 am - 9 pm)</p>				
<p><b>Booth Configuration Approvals</b> Submission deadline for Island, Peninsula, and Full Aisle booth configurations and those booth configurations of 400 sq. ft. (four booths or more)</p>	March 1, 2017	<p><b>Exhibitor Insurance</b> <b>NEW Proof of insurance is now mandatory.</b> Order your Exhibitor Liability Insurance on-line and save! www.exhibitorinsurance.com.</p> <p style="text-align: right;">May 3, 2017</p>				
<p><b>Motorized Vehicles in Booths</b> Submission deadline for approval.</p>	March 1, 2017	<p><b>Exhibitor Badge Registration</b> There is no deadline to register or make changes to your badges for exhibit booth staff. Register online any time before going to show site!</p>				

EXHIBIT FLOOR IS OPEN

Thursday, May 4 from 9:00 am – 5:30 pm  
Friday, May 5 from 9:00 am – 5:30 pm  
**There are no exhibits on Saturday, May 6**

# Booth Rental Information

The Ontario Dental Association (ODA) will not accept exhibits that do not comply with ODA By-laws, ODA Policy or where the exhibiting and/or display of such products or services would constitute the promotion of a product known to be hazardous to health.

The display of any product should not be construed as an endorsement of/or approval by the Ontario Dental Association. The exhibitor agrees not to imply in any way to a third party that acceptance as an exhibitor constitutes endorsement of a product or service by the Ontario Dental Association.

The Ontario Dental Association reserves the right to refuse to rent exhibit space at the Annual Spring Meeting as it shall, in its sole discretion, decide upon.

## Health Canada Regulations – Class II, III and IV Medical Devices

In Canada, certain devices must have a **Medical Device Licence** before they are permitted to be sold. Prior to selling a device in Canada, manufacturers of Class II, III and IV devices must obtain a Medical Device Licence. Unlicensed Class II, III and IV medical devices are prohibited from being displayed and/or sold at the ASM.

## New Exhibitors

To be considered as a new ASM Exhibitor, please visit [www.asm.oda.ca](http://www.asm.oda.ca) and complete the 'New Exhibitor Application' form. Please note that the approval process may take up to 2-3 weeks.

## Cancellation Policy

- **Cancellation of booth space prior to February 10, 2017 will be subject to a charge of \$1,000 per 10'x10' booth space.**
- **No refunds will be given for cancellations received after February 10, 2017.**
- All cancellations must be in writing.
- In the event any irreconcilable dispute shall arise between any exhibitor/sponsor and the ODA, the ODA reserves the right to terminate the agreement between such party(ies) and itself and to make such financial refund(s), if any, in whole or in part to the exhibitor/sponsor as the ODA in its sole discretion deems appropriate; provided that the said decision of the ODA shall be final

## Booth Assignment: ASM Loyalty Points System

In processing booth applications, the booths are allocated based upon the ODA's ASM Loyalty Points System. Every effort will be made to provide exhibitors with their requested spaces, or one(s) in a similar area or configuration. However, **we cannot guarantee that the location requested on the application will be the space assigned.**

This Loyalty System is comprised of historical information contained in the ODA's exhibit contract records dating back to 1927, and includes the following elements:

- The number of years a company has exhibited at ODA Annual Spring Meetings. (One Loyalty Point is allocated for each year a company exhibits.)
- The number of booths taken by that company during those years. (One Loyalty Point is allocated for each booth a company takes during those years.)
- Loyalty Points accumulated through a company's involvement in the ASM Sponsorship Program.
- Ties between companies with identical scores will be broken using the date the application with the deposit is received.

*Tier Three has attended the ODA ASM for almost 35 years and this year was one of the best! We loved our booth placement and thought the floor was really well designed for easy access to all exhibitors. The ODA staff are always available to answer questions which removes much of the stress of exhibiting at an event of this nature. Kudos and thanks for a great show!*

— Barb Johns, General Manager & Sales Representative, Tier Three Brokerage Ltd.

# Booth Rental Information

## What's **INCLUDED** in the Booth Rental Fee

- 10' by 10' draped exhibit booth (3' side walls x 8' back walls)
- On-site storage of exhibitor's crates
- All material handling charges
- Janitorial services within the booth
- Janitorial services in the general exhibit area and aisles
- 24 hour security
- 5 exhibit badges per booth

(Additional badges may be ordered for a fee of \$30 per badge).

### PLUS...

- Use of the **Exhibitors' Lounge** on-site at the ASM, where complimentary refreshments are available on Thursday and Friday during show hours. ODA Exhibit badges must be worn to gain entry to the Exhibitors' Lounge.
- **Cocktail Receptions** on the exhibit floor, Thursday and Friday from 4:30 pm – 5:30 pm. Each exhibitor will receive a ticket for a complimentary drink.
- **Complimentary listings** in Final Program, ODA Website, Mobile App, and On-site Exhibitor Directory.

## What's **NOT INCLUDED** in the Booth Rental Fee

- **NEW** Electrical is NOT included in the rental fee. Electrical requirements may be ordered directly through SHOWTECH Power and Lighting.
- **Carpeting**
- **Furnishings**
- **Sign and banner hanging**
- **Internet access**
- **Transportation**
- **Advance warehousing**
- **Telecommunications**

**PLEASE NOTE: Booth carpeting/flooring is a mandatory requirement.**

## Booth Fees

See floorplan pages 12 – 13 for location details

**NOTE: Fees are in CDN\$ and do not include 13% HST**

### Booths in Area A

- Regular booths \$2,805
- Corner booths \$3,005

### Booths in Area B

- Regular booths \$2,685
- Corner booths \$2,885

### Booths in Area C

- Regular booths \$2,475
- Corner booths \$2,675

**Meeting Room 10' x 10'** \$2,500

**Meeting Room 20' x 20'** \$4,500

## Exhibitor Warnings

**The ODA only collects exhibitor information for the ASM through the Expocad Exhibitor Account.**

Please be aware of companies requesting your information for a "Free Exhibitor's Directory Listing". If you sign an insertion order from one of the companies listed below, you may be entering into a three-year advertising contract.

**Do Not Respond to Requests From the Following Companies/Publications:**

- FairGuide – Construct Data (Slovakia)
- Expo-Guide – (Mexico)
- EventFair – The Exhibitors Index for Fairs and Exhibitions
- World Business Guide – International Directories Group

For more information, please visit:  
[http://www.iaee.com/resources/warnings\\_to\\_exhibitors/](http://www.iaee.com/resources/warnings_to_exhibitors/)

The ODA does not have a housing bureau or travel agent authorized to make hotel reservations related to the Annual Spring Meeting. Please make your reservations directly with the hotel.

*As a first-time exhibitor at ASM16, I wasn't sure how the show was going to go, but the people running the organization were terrific and very helpful with making it a seamless operation.*

*Even though my booth was not in the best location, the show had a strategic floor plan that drove traffic to all booths alike, making it one of the best shows I have attended and exhibited at. I had a terrific experience and I am really looking forward to the ODA 2017!*

— Dr Louie Khouri, QwikStrips

# Move-In/Move-Out

- As per the Ministry of Labour, **children under 16 years of age are NOT permitted** on the show floor during move-in or move-out.
- No material may be taken through the main entrance unless it can be carried by hand. Dollies are not allowed on carpeted areas. No equipment may be transported on the escalators or public passenger elevators.
- **All unloading, loading and removal of equipment and materials to the booth and to and from on-site storage is included in your exhibit booth rental fee.**

## Move-In

- The trade show will be located in Exhibit Halls D and E in the South Building of the Metro Toronto Convention Centre, which is located at 222 Bremner Blvd., one block north of Lakeshore Blvd. west at York Street.
- Move-in times will be allocated according to the exhibitor's position on the floor. The 'Move-In Floor Plan' will be posted on our website closer to the event date.
- A marshalling yard has been established at 100/120 Cherry Street in order to facilitate move-in and move-out of events at the Metro Toronto Convention Centre. All large trucks must report to the vehicle marshalling area prior to scheduled move-in/move-out times. The lot is 3.8 km from the Convention Centre.
- Cars, vans and SUV's may proceed directly to the MTCC loading docks. There is no need to check in at the marshalling yard.
- When materials are shipped to the Metro Toronto Convention Centre – all trucks must be floor loaded only – not double stacked.
- Exhibitors must provide their own labour for spotting, erecting and dismantling of their exhibits. Skids must be used for all heavy pieces of equipment.

## Move-Out

- **Removal of exhibits may commence no sooner than 5:30 pm, Friday, May 5, 2017** until 10:00 pm and from 8:00 am to 12:00 noon on Saturday, May 6, 2017.
- Tear-down must be completed no later than 12:00 noon on Saturday May 6, 2017 — all items left on the floor at that time will be stored, shipped and charged to the exhibitor at the prevailing rates. **Please ensure that you have made prior arrangements with your shipper to remove your goods from the floor at this time.**
- **Any Exhibitor found to be in violation of dismantling their booth prior to 5:30 pm on Friday, May 5, 2017 will be subject to penalties as outlined in the Ontario Dental Association's "Compliance With Terms of Exhibit Space Rental" (page 14).**

## Metro Toronto Convention Centre – Protective Footwear Policy



**Protective  
footwear  
must be  
worn**

On May 28, 1998 the Ministry of Labour conducted a site tour of the MTCC facilities and determined that the exhibit levels during a move-in and move-out are considered construction sites, therefore, all workers must wear protective footwear as stipulated in the Occupational Health & Safety Act. The Occupational Health & Safety Act states "A worker exposed to the hazard of a foot injury shall wear foot protection appropriate in the circumstances" (R.R.O. 1990 reg 851-S82).

**All exhibitors, display and show managers and exhibit/display company employees who work on the exhibit levels during a move-in and move-out must wear protective footwear. Anyone found not wearing approved safety shoes will be immediately asked to leave the exhibit hall.**

Safety in the workplace is an important issue for all of us and the ODA and the MTCC appreciates your full co-operation and support with this important issue.

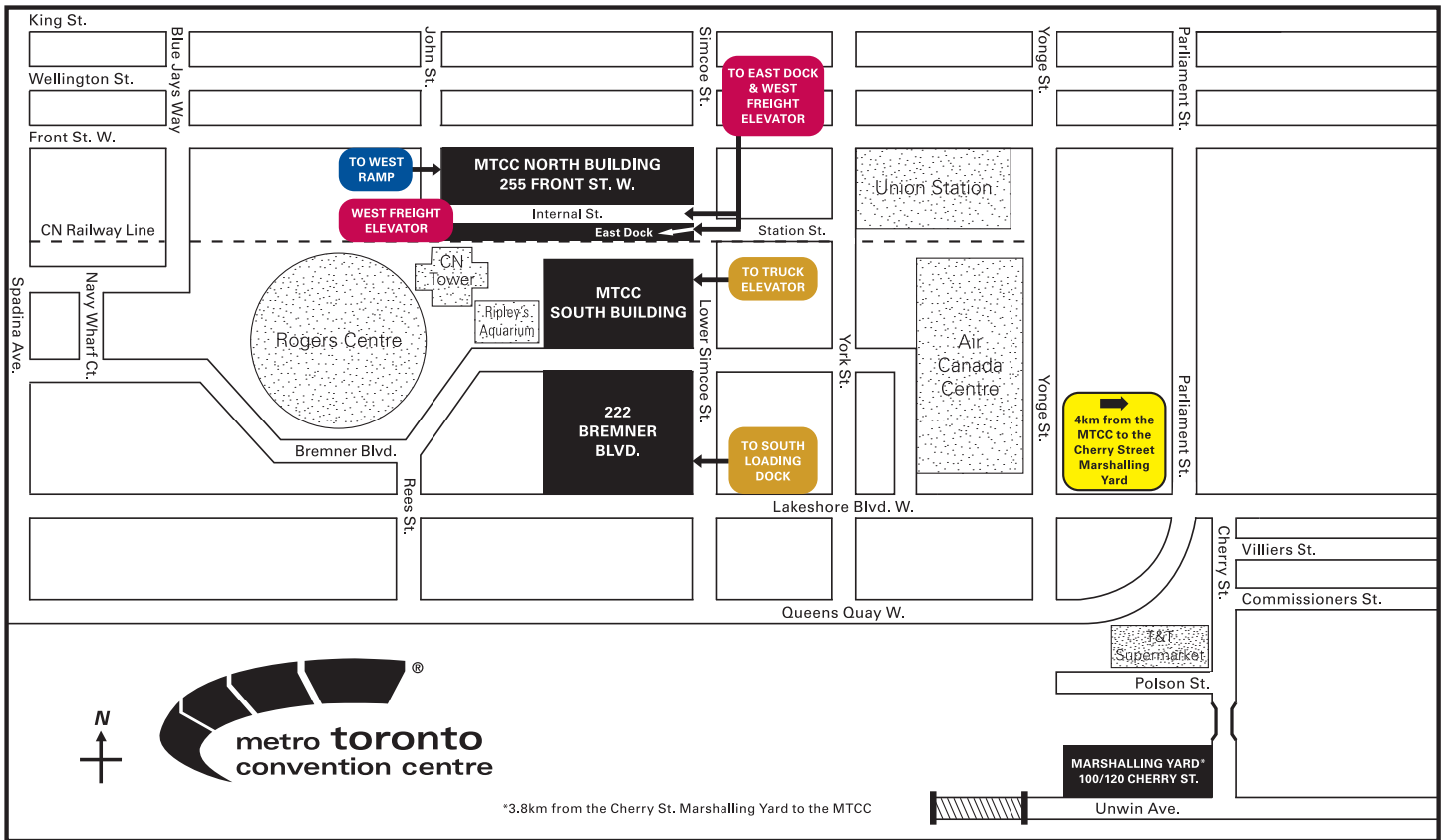
**PLEASE NOTE: Exhibitors without protective footwear will no longer be provided with the option to sign a waiver to gain entry into the exhibit hall during the move-in.**

# Move-In/Move-Out

## Exhibit Floor Dates and Times

<b>Exhibitor Move-in</b>	<b>Tuesday May 2, 2017</b> 12:00 noon – 9:00 pm	<b>Wednesday May 3, 2017</b> 8:00 am – 9:00 pm	
<b>Exhibitor Registration/Badge Pick-up</b>	<b>Wednesday May 3, 2017</b> 10:00 am – 7:00 pm	<b>Thursday May 4, 2017</b> 7:00 am – 5:30 pm	<b>Friday May 5, 2017</b> 7:00 am – 5:30 pm
<b>Exhibit Floor Open</b>	<b>Thursday May 4, 2017</b> 9:00 am – 5:30 pm	<b>Friday May 5, 2017</b> 9:00 am – 5:30 pm	
<b>Exhibit Floor Cocktail Reception</b>	<b>Thursday May 4, 2017</b> 4:30 pm – 5:30 pm	<b>Friday May 5, 2017</b> 4:30 pm – 5:30 pm	
<b>Exhibitor Move-out</b>	<b>Friday May 5, 2017</b> 5:30 pm – 10:00 pm	<b>Saturday May 6, 2017</b> 8:00 am – 12:00 noon	

## Metro Toronto Convention Centre South Building, Loading Docks and Marshalling Yard



Map is not to scale

**NEW LOADING DOCK ACCESS**

The South Building Loading Docks will be open for replenishment purposes on Friday May 5, 2017 from 7:30 am to 11:30 am

### MOVE-IN TIMES

Tuesday, May 2 from  
12:00 noon – 9:00 pm  
Wednesday, May 3 from  
8:00 am – 9:00 pm

**ALL EXHIBITS MUST BE IN PLACE BY 9:00 pm, Wednesday, May 3, 2016, and ready for the 9:00 am opening of the ASM on Thursday, May 4, 2016**



# Exhibitor Registration Information



## Exhibitor Badge Registration

The ASM150 Exhibitor Registration website will be open for exhibitors to register booth personnel in January 2017. Email notifications will be sent to all registered with the website link and exhibitors account passwords.

**NEW PLEASE NOTE:** On-site exhibitor registrations will require photo ID and proof of employment with the exhibiting company. Accepted proof may include a business card or a letter from the exhibiting company to verify the individual as booth staff for the ASM.

For security and safety reasons, **EXHIBITOR BADGES MUST BE WORN AND VISIBLE AT ALL TIMES** during the ASM show hours. On-site security will be checking badges during the show. Individuals without red badges will be asked to leave the show floor.

Badges may be picked up from the Exhibitor Registration Desk on Level 600 during the following hours:

<b>Wednesday, May 3</b>	<b>10:00 am – 7:00 pm</b>
<b>Thursday, May 4</b>	<b>7:00 am – 5:30 pm</b>
<b>Friday, May 5</b>	<b>7:00 am – 5:30 pm</b>

## Media Relations

Any and all media-related activities for exhibits must be channeled through Bonnie Dean, Manager, Communications and Public Affairs at 416-922-3900 x 3314 or via email at [bdean@oda.ca](mailto:bdean@oda.ca).

## ASM150 Badge Colours

- Red** – Exhibitor
- Blue** – All Dentists
- Orange** – Dental Student
- Green** – Dental Hygienist, Dental Hygienist Student
- Purple** – Dental Assistant, Office Manager, Receptionist, Dental Assistant Student
- Yellow** – Guest
- Brown** – Dental Technologist
- Black** – Press, Visitor
- Clear** – ODA Staff/Support Staff

## Hotel Reservations

The ODA does not have a housing bureau or travel agent authorized to make hotel reservations related to the Annual Spring Meeting. Exhibitors are responsible for making their own hotel room reservations. It is recommended that you reserve rooms from the ODA's room blocks before April 5<sup>th</sup>, 2017. Please make your ASM reservations directly with one of the designated hotels. Room blocks will be open to exhibitors in December. Please visit our website at [www.asm.oda.ca](http://www.asm.oda.ca) to reserve your accommodations online.

## Conference Session Breaks

- 9:00 am – 10:00 am** Following the Opening Keynote Session on Thursday and Friday
- 11:30 am – 2:30 pm** Lunch break on Thursday and Friday
- 4:00 pm – 5:30 pm** End of Sessions on Thursday and Friday

# Official Show Services Suppliers

## TRUCKING/FREIGHT SERVICES

### GES CANADA Logistics

Mario Mendes, Logistics Coordinator  
5675 McLaughlin Road, Mississauga, ON L5R 3K5  
Tel: 905-283-0553 • Fax: 905-283-0501  
Email: [mmendes@ges.com](mailto:mmendes@ges.com)

## CUSTOMS BROKERAGE SERVICES

### GES CANADA Customs Services

Mario Mendes  
5675 McLaughlin Road, Mississauga, ON L5R 3K5  
Tel: 905-283-0573 • Fax: 905-283-0501  
Email: [mmendes@ges.com](mailto:mmendes@ges.com)

## FLOOR MANAGEMENT (MOVE-IN/MOVE-OUT) SERVICES

### GES CANADA Logistics

Calvin Hinton  
5675 McLaughlin Road, Mississauga, ON L5R 3K5  
Tel: 905-283-0511 • Fax: 905-283-0501  
Email: [chinton@ges.com](mailto:chinton@ges.com)

## SHOW SERVICE REQUIREMENTS

### - BOOTH CARPETING, FURNISHINGS, PLANTS, SIGNS, ETC.

#### GES CANADA

Marissa McDonald-Martynuk, Exhibitor Service Executive  
5675 McLaughlin Road, Mississauga, ON L5R 3K5  
Tel: 905-283-0524 • Fax: 905-283-0501  
Email: [mmcdonald@ges.com](mailto:mmcdonald@ges.com)

## LIGHTING AND ELECTRICAL REQUIREMENTS

### - FOR AIR, GAS AND PLUMBING SERVICES

#### SHOWTECH Power and Lighting

Tracy Landry  
Metro Toronto Convention Centre  
255 Front Street West, Toronto, ON M5V 2W6  
Tel: 416-585-8109 • Fax: 416-585-8255  
Email: [tlandry@showtech.ca](mailto:tlandry@showtech.ca)

## PROTECTIVE FOOTWEAR

### Mister Safety Shoes

Order online or in store using your ASM Exhibitor discount code!  
Online Discount Code: ANQMD8HP0OCA  
[www.mistersafetyshoes.com](http://www.mistersafetyshoes.com)

## EXHIBITOR INSURANCE

### Exhibitorinsurance.com

John Neo  
2780 Highway #7, Unit 103, Concord, ON L4K 3R9  
Tel: 905-695-2971 x103 • Fax: 905-760-2260  
Email: [info@exhibitorinsurance.com](mailto:info@exhibitorinsurance.com)

## AUDIO-VISUAL SERVICES

### Freeman Audio Visual Canada

George Tsimidis  
Account Executive, Metro Toronto Convention Centre  
2365 Matheson Blvd. East, Mississauga, ON L4W 5C2  
Tel: 905-366-9200  
Email: [George.Tsimidis@freemanco.com](mailto:George.Tsimidis@freemanco.com)

## INTERNET AND TELECOMMUNICATIONS INSTALLATION

### Metro Toronto Convention Centre

Iain Holland  
255 Front Street West, Toronto, ON M5V 2W6  
Tel: 416-585-3596 • Fax: 416-585-8224  
Email: [iholland@mtccc.com](mailto:iholland@mtccc.com)

## LEAD RETRIEVAL SERVICES

### Convention Data Services

Steve Barove  
Sr. Exhibitor Services Account Manager  
Direct: 508-743-0112  
Email: [sbarove@cadsreg.com](mailto:sbarove@cadsreg.com)

## EXHIBITOR BADGE REGISTRATION

### Convention Data Services

Tel: 877-779-3127  
Email: [ASM@xpressreg.net](mailto:ASM@xpressreg.net)

## Exhibitor Service Centre

To access the Exhibitor Service Centre, visit the ASM website, [asm.oda.ca](http://asm.oda.ca) and click on "Exhibitors" in the top menu. Here, you will have access to all of the important information, forms and website links you will require for exhibiting at the ASM150, including:

### Show Information:

- Important Dates & Deadlines
- Submit Complimentary Exhibitor Listing
- Move-in Floor Plan
- Exhibitor Badge Registration
- Hotel Information
- Interactive Floor Plan
- Preliminary Guide
- Official Service Providers

### Show Forms:

- Exhibitor Insurance
- Protective Footwear
- GES Booth Furnishings

- MTCC Forms (Parking Pass, Internet, etc.)
- Freeman Audio Visual
- SHOWTECH Power and Lighting
- CDS Lead Retrieval

### Shipping, Drayage and Material Handling:

- Advance Warehousing
- Shipping and Material Handling
- Customs – Canada Border Services
- MTCC Vehicle Marshalling

### Marketing Tools:

- Social Media (Facebook, Twitter)
- Banner Graphics
- Mobile App

# Shipping Information

## Direct Shipments to Show Site

Shipment of materials should be timed to arrive at the Metro Toronto Convention Centre **no earlier than Tuesday, May 2, 2017** or they will be turned away as the Ontario Dental Association does not have access to the loading docks until that date.

### Please label your shipment as follows:

(name of exhibitor)/  
Ontario Dental Association  
Annual Spring Meeting  
Booth # \_\_\_\_\_  
Metro Toronto Convention Centre  
South Building  
222 Bremner Blvd.,  
Toronto, ON M5V 2W6

### If you have any shipping

#### inquiries, please contact:

Mario Mendes at GES CANADA  
Tel: 905-283-0573  
Fax: 905-283-0501  
Email: mmendes@ges.com

**Shipping labels can be printed from the Exhibitor's Service Center.**



## Advanced Warehouse Dates

Start Date **April 4, 2017**  
Deadline **April 25, 2017**

## Shipping Instructions for United States and International Exhibitors

- It is very important that US and International Exhibitors contact Mario Mendes of GES CANADA Customs Services (see Official Show Services Suppliers list, Mario Mendes page 10), or your own customs broker at least **one month** before the Annual Spring Meeting to discuss Canadian importing procedures for your show freight.
- Bills of Lading and Canada Customs invoices are to be faxed and 3 copies mailed to GES CANADA Customs Services or your own customs broker prior to shipping, plus 1 copy of the documents attached to your shipment. Please note that the Canada Customs Invoice must indicate the number of packages, type of packages and net weight.
- There are a variety of transportation options available to you and GES CANADA as the official transportation company would be happy to provide you with a quote. Whatever method of transportation you choose, please ensure that your shipment is consigned as instructed under point "a". Should you elect to transport your goods via private vehicle, a Canadian Customs Manifest (form A8A) may be required at the port of entry.

This document will allow you to proceed to Toronto and report to the on-site Canadian Customs Officer or a GES CANADA Customs Agent. Please contact Mario Mendes at 905-283-0573 with any questions related to private vehicle transportation.

- Shipments should be timed to arrive one week before the meeting date.
- Delivery will be made by the carrier to the receiving door of the Metro Toronto Convention Centre during the designated move-in time. GES CANADA will move your shipment from the receiving doors to your designated booth space. Please note that Material Handling charges are included in the rental of your exhibit space.
- There is no duty or tax on exhibits being shipped temporarily into Canada for exhibition purposes, provided they do not remain in Canada at the end of the event. For US and International Exhibitors at Canadian meetings, duty and taxes must be paid on advertising literature and give-away samples. Please note that all printed matter from the United States must be marked "Printed in the USA".
- All fees associated with Transportation and Customs must be pre-paid.
- Shipments must be returned to the US and/or Internationally with the same number of packages originally shipped into Canada. Should any material be sold and remain in Canada, applicable duties and taxes will be due.

## Shipments to Advanced Warehouse

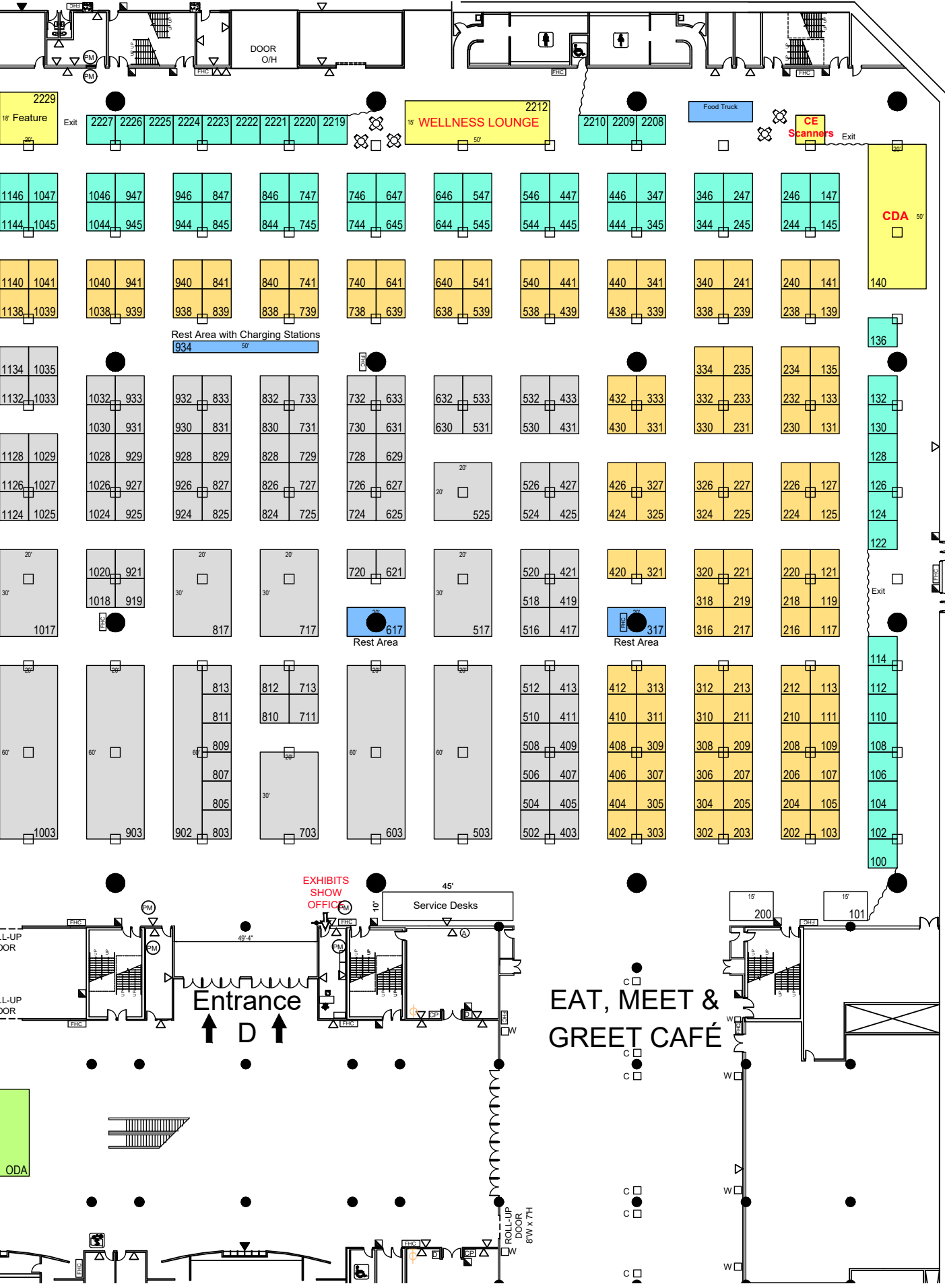
### Please label your shipment as follows:

(name of exhibitor)/Ontario Dental Association Annual Spring Meeting

Booth # \_\_\_\_\_  
c/o GES CANADA  
6130 Netherhart Road  
Mississauga, Ontario L5T 1B7



- AREA A
- AREA B
- AREA C



## Compliance with Terms of Exhibit Space Rental

The Ontario Dental Association reserves the right to take such action and to make such changes as are considered necessary to the efficient and proper conduct of the exhibition and/or to protect the rights of the Ontario Dental Association.

Non-compliance with booth conditions and exhibitor rules and regulations as determined by the Ontario Dental Association can result in the removal of the offending exhibitor, the closing of his/her exhibit, and/or the refusal to allow the exhibitor to participate in future ODA events, without indemnity, and the Ontario Dental Association is released from any and all claims for damage which might result in consequence thereof.

Infractions identified at the meeting will be dealt with after the event and a penalty established, if deemed necessary, at the discretion of the Education Advisory Committee.

## Penalties for Violations

**Exhibitors who violate regulations will be subject to the following penalties as deemed appropriate by the Education Advisory Committee.**

**FIRST OCCURRENCE** – loss of the current year's Loyalty Points accumulation

**SECOND OCCURRENCE** – loss of half of the exhibiting company's accrued point accumulation

**The ODA reserves the right to move directly to "fourth occurrence/extreme violations" level penalties for those violations which it deems as extreme (for example, but not limited to: theft, violence, sabotage of other exhibitors or the ODA, major disruption of the event, criminal activity).**

**THIRD OCCURRENCE** – loss of all of the exhibiting company's accrued Loyalty Points accumulation

**FOURTH OCCURRENCE AND/OR EXTREME VIOLATIONS** – loss of privileges to exhibit at future ODA events

## Booth Restrictions

- a. Unlicensed Class II, III and IV medical devices are prohibited from being displayed and/or sold at the ASM.**
- b.** Flooring/carpeting used within the confines of a booth space should cover the entire area and not reveal concrete between the booth and the aisle carpet.
- c.** No flashing lights may be used on booths.
- d.** No advertising image may be projected to a surface outside the confines of an exhibitor's booth.
- e.** Robots, or other remote control devices must stay within the exhibitor's space.
- f.** Mascots must remain within the confines of an exhibitor's booth and must not roam the aisles.
- g.** The Ontario Dental Association does not assume responsibility for any charges for special or extra carpentry work, shelving, decorations, furniture, etc. for individual booths or exhibits.
- h.** No signs or other articles are to be fastened to walls or fixtures or electrical equipment. Use of thumb tacks, screws, bolts or any tool or material which will mark the floor or wall is prohibited.
- i.** Use of masking, clear packaging and plastic-based tape are prohibited. To secure booth flooring to exhibit floor, only cloth-based tapes such as Polyken are acceptable. Labour/repair charges will apply to remove prohibited tapes from the Convention Centre property.
- j.** The rear or back of a booth, if visible above the pipe and draping, must be covered or finished in such a manner as not to distract from those booths behind it.
- k.** No exhibitor shall, without the written permission of the Education Advisory Committee, assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or handled by the exhibitor in the regular course of his/her business or to take orders in the exhibitor's space for any such other goods.
- l.** Exhibitors must stay within the confines of their booth and not utilize the aisles for exhibit purposes or for solicitation of business.
- m.** If an exhibitor has booths on both sides of an aisle — no signs or structures above the aisle are permitted and the aisle may not be carpeted with the exhibitor's booth carpet.
- n.** Agents, solicitors and representatives of firms selling commercial products in connection with the Annual Spring Meeting will not be permitted to use sample rooms or space elsewhere in the Metro Toronto Convention Centre or the InterContinental Toronto Centre Hotel for display of their products. Advertising, solicitation and distribution of literature for commercial products is not permitted except in the exhibit halls and with the approval of the Education Advisory Committee.
- o.** The Ontario Dental Association reserves the right to prohibit the installation or enforce the removal of any exhibit which, in the opinion of the Ontario Dental Association or its designates, may be detrimental to the Annual Spring Meeting or to the interests of the Ontario Dental Association, or to cancel this contract at any time during the Annual Spring Meeting if any article exhibited hereunder is misrepresented.
- p.** The Ontario Dental Association reserves the right to restrict exhibits, which because of noise or any other reason become objectionable.
- q.** Any social event sponsored by an exhibiting company cannot take place at the Metro Toronto Convention Centre or InterContinental Toronto Centre Hotel during exhibit hours.

## Booth Staffing

The exhibitor must keep their exhibit open and properly staffed during the specified exhibit hours, and shall not close or remove the exhibit until the conclusion of the entire exhibition, unless otherwise directed by the Education Advisory Committee.

## Direct/Cash Sales/Handover of Goods

While orders for goods and services may be taken and payment made by cheque or credit card, no sales involving payment by cash may take place in the exhibit halls during the Annual Spring Meeting. There is to be no direct selling by exhibitors — goods may not be handed over during the Annual Spring Meeting, they must be delivered to the purchaser after the Annual Spring Meeting.

## Disclaimer

All matters not covered in these booth conditions are subject to the decision and control of the Education Advisory Committee of the ODA notwithstanding anything in the application for space or contained in these conditions. The ODA expressly reserves the right to change the dates or hours but not to reduce the aggregate time of the meeting; to transfer the meeting to another building if, for any reason, the Metro Toronto Convention Centre should not be available; to change the floor plan or alter the location and/or reduce the size of the Exhibitor's space, if in the opinion of the Ontario Dental Association's Education Advisory Committee, it should be necessary to do so.

## Distribution of Materials, Samples, and/or Food

- Distribution of sample products for consumption must receive approval from the Metro Toronto Convention Centre. Forms for such approval are available from the ODA.
- Only bona fide exhibitors may distribute advertising materials at the Annual Spring Meeting, and this distribution of materials may only take place within the confines of their booth, and not in any public areas such as the aisles, escalators, registration area or Food Court. Any materials that are left in public areas will be confiscated.
- All food and beverage (alcoholic or non-alcoholic) items served in exhibit booths must be co-ordinated/purchased from the Metro Toronto Convention Centre's Catering Department.

## Electrical Information

**NEW** Electricity is no longer included with booth fees and may be ordered directly from SHOWTECH Power and Lighting.

- It is a requirement of Rule 2-022 of the Electrical Safety Code, a provincial regulation, that any electrical equipment which is being displayed, offered for sale or used in any show, convention or similar exhibition must be approved. The authority for enforcing this regulation is vested in the Electrical Safety Authority.
- It is the responsibility of each exhibitor to ensure that all electrical equipment in, on, or about his/her booth complies with the above regulation. This includes electrical merchandise as well as lighting and display equipment.
- Please contact SHOWTECH Power and Lighting Limited with respect to dealing with electrical equipment for which approval is sought.
- One of the fundamental requirements for Canadian Standards Association certification is that appropriate approvals markings (CSA monogram or label) appear on each device. If such markings are missing, the device must be considered unapproved and, therefore, subject to special inspection and possible removal.
- If you wish to display, offer for sale, or use, any electrical equipment which is not now certified by the Canadian Standards Association, it is first necessary to submit same to the Electrical Safety Authority for approval by means of their special inspection services.
- Should any of this equipment not conform, it is recommended that you request temporary permission to exhibit while the necessary electrical approvals certification is being sought.
- Failure to comply with the above could result in the equipment being refused connection to the source of electrical supply and removal from the display.

## Fire Safety

Exhibitors must meet the requirements as set out in the Metro Toronto Convention Centre's Fire Regulations for Exhibitors. The requirements contained in the Fire Regulations for Exhibitors and the Ontario Fire Code will be strictly enforced by the Fire Safety Director of the Metro Toronto Convention Centre and the Toronto Fire Prevention Division. Exhibitors are required to complete and submit the Centre's "Fire Safety Reply" form.

All aisles must be kept clear and all exits to fire stairs unobstructed. All drapes, table coverings and paper used for decorating purposes must be fire-retardant. Dust covers, if required, must be supplied by the exhibitors and must be fire-retardant.

## Exhibit Badges

- Exhibit badges will be allocated on the basis of 5 badges per 10' by 10' booth, unless otherwise covered by the provisions of a sponsorship agreement with the Annual Spring Meeting. Additional badges, if required, may be purchased at \$30.00 each.
- Exhibit badges are to be worn by the person named on the badge only, and are not to be transferred to anyone else.
- Exhibit badges must be worn to gain entry to the Exhibitors' Lounge on-site at the ASM.

For security and safety reasons, **EXHIBITOR BADGES MUST BE WORN AND VISIBLE AT ALL TIMES** during the ASM show hours. On-site security will be checking badges during the show. Individuals without badges may be asked to leave the show floor.

## Professional Ethics and Standards with Respect to Exhibits

All exhibitors are required to conduct themselves within full compliance of the Canadian Health Protection Branch (HPB), Workplace Hazardous Materials Information System (WHMIS), and manufacturers' regulations, specifications and warranties related to the sale and distribution of health care products at the Ontario Dental Association's Annual Spring Meeting. Dental exhibitors selling outdated, distressed, incomplete or repackaged products regulated by Health Canada's Health Products and Food Branch, Therapeutic Products Directorate, Medical Devices Bureau, may lose their right to exhibit at future ODA Annual Spring Meetings.

All exhibitors are required to comply with ODA By-laws and/or ODA policy and must not exhibit and/or display such products or services that would constitute the promotion of a product known to be hazardous to health.

All exhibitors are expected to operate in a fair, respectful manner towards fellow exhibitors and the ODA. Interference with, sabotage of, or theft from another exhibit or the ODA is strictly prohibited and may be subject to penalties for extreme violations as listed above under the "Penalties for Violations" section on page 13. For more information, please refer to the "Security, Responsibility for Loss or Damage" section.

## Professional Photography/Videotaping

Exhibitors wishing to schedule professional photographers or videographers to photograph their own booth(s) on-site at the ASM must make advance arrangements to do so. Requests for approval must be submitted to the ODA's Education Advisory Committee by March 1, 2017, for their review and approval.

## Security, Responsibility for Loss or Damage

Neither the ODA nor the Metro Toronto Convention Centre is responsible for loss or damage which might ensue from any cause in connection with transfer, installation, maintenance or removal of exhibits. Neither the Ontario Dental Association nor the Metro Toronto Convention Centre will be responsible in any way for goods while on exhibit or in storage. Security guards will be on duty, but neither the Ontario Dental Association nor the Metro Toronto Convention Centre will assume responsibility for loss or damage caused to exhibitors by theft or otherwise. It is suggested that exhibitors accompany their merchandise and/or goods to their booth if at all possible. The Ontario Dental Association has been advised that the greatest risk of theft occurs during set up and tear down. During tear-down, it is suggested that exhibitors stay with their exhibit until empty cartons are delivered and goods are packed, sealed and properly labelled.

To reduce the risk of theft, the ODA strongly advises that all valuable materials (especially those which may be easily concealed), be removed from the exhibit floor each day at the conclusion of the show. Televisions, computers and other electronic devices are also particularly vulnerable to theft. The Ontario Dental Association recommends that all remaining materials be covered with a fire-retardant cloth prior to leaving the floor each day.

## Insurance

Exhibitors are expected to maintain normal precautionary measures to protect their display material and equipment, and to cover their property and person with suitable liability insurance. It is suggested that exhibitors carry a minimum of \$2 million general liability insurance and all-risk legal liability insurance.

The ODA has appointed **Exhibitor Insurance.com** as the recommended Insurance contractor for exhibitors. Order directly online at [www.exhibitorinsurance.com](http://www.exhibitorinsurance.com) and scroll to: *Ontario Dental Association Annual Spring Meeting 2017*.

**NEW** **Proof of exhibitor insurance is required prior to the move-in date.** Please send Certificates directly to:

exhibitorinsurance.com.

2780 Hwy 7, Unit 103

Concord, ON

L4K 3R9

Fax: 905-760-2260

Email: [info@exhibitorinsurance.com](mailto:info@exhibitorinsurance.com)



# Booth Display Guidelines

## Dimensions | Hanging Signs | Banners and Trusses Motorized Vehicles | Live Patient Demonstrations

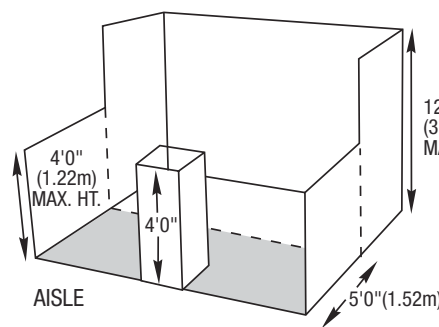
The following booth guidelines and diagrams reflect the standards set by the *International Association for Exposition Management Guidelines for Display Rules and Regulations*. Since their introduction these International Guidelines have become the model for most domestic exhibitions.

- No two storey booths are permitted.
- All Island, Peninsula, and Full Aisle booth configurations and those booth configurations of 400 sq. ft. (4 booths) or more are required to **SUBMIT DRAWINGS OF THEIR BOOTH PLAN FOR APPROVAL BY THE ODA'S EDUCATION ADVISORY COMMITTEE BY MARCH 1, 2017.**

Any variances from these guidelines must be approved by the Education Advisory Committee in writing. Any discrepancies from these published guidelines will have to be adjusted accordingly on-site.

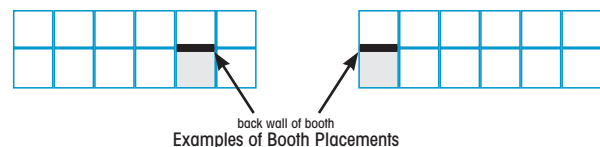
### Single Standard Regular Booth or Single Corner Booth

- The maximum height of the back wall of the exhibit is 12'0" (3.66m).
- The maximum height of any tables, counters or other exhibit fixtures or components in the first 5'0" (1.52m) from the aisle line is 4'0" (1.22m).
- The maximum height of any tables, counters or other exhibit fixtures or components in the back 5'0" (1.52m) from the aisle line is 12'0" (3.66m).



Single Standard Booth  
**One booth with an aisle on one side**

Single Corner Booth  
**One booth with an aisle on two sides**



### Hanging Signs

- Are **not** permitted over a single booth.

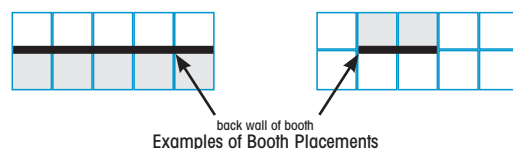
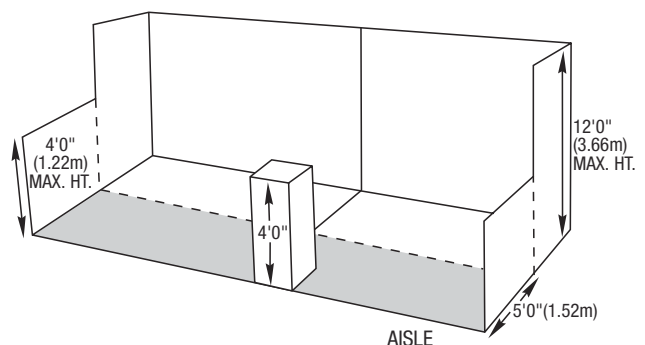
### Multiple booths in a straight row and full aisle booths

#### Two or more booths in a straight line with an aisle on one side:

- The maximum height of the back wall of the exhibit is 12'0" (3.66m).
- The maximum height of any tables, counters or other exhibit fixtures or components in the first 5'0" (1.52m) from the aisle line is 4'0" (1.22m).
- The maximum height of any tables, counters or other exhibit fixtures or components in the back 5'0" (1.52m) from the aisle line is 12'0" (3.66m).

For Multiple or Full Aisle Booths consisting of 4 booths or more.

**DRAWINGS OF THE PLAN MUST BE SUBMITTED FOR APPROVAL BY THE ODA'S EDUCATION ADVISORY COMMITTEE BEFORE MARCH 1, 2017.**



# Booth Display Guidelines

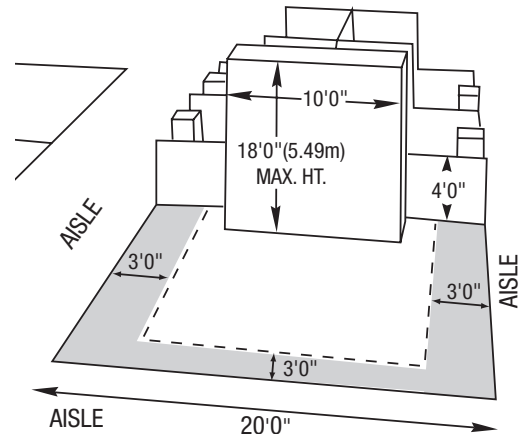
## Peninsula Booths

**Four or more booths, which include two corner booths, plus two or more standard booths with an aisle on three sides.**

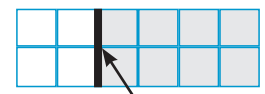
Maximum height restrictions:

- The maximum height of any tables, counters or other exhibit fixtures or components in the centre back 10'0" (3.05m) of the booth is 18'0" (5.49m).
- The maximum height of any tables, counters or other exhibit fixtures or components in the first 3'0" (1.00m) from the aisle line is 4'0" (1.22m). An allowance may be made for such structures to rise to 12'0" (3.66m) in height if the middle section from 4'0" (1.22m) to 7'0" (2.13m) is see through/open to allow an unobstructed and clear view down the aisle.
- The maximum height of any tables, counters or other exhibit fixtures or components in the back 5'0" (1.52m) from the aisle line is 18'0" (5.49m).

**DRAWINGS OF THE PLAN MUST BE SUBMITTED FOR APPROVAL BY THE ODA'S EDUCATION ADVISORY COMMITTEE BEFORE MARCH 1, 2017.**



back wall of booth



back wall of booth

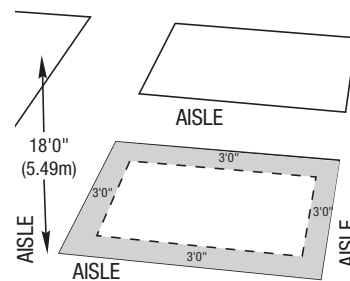


## Island Booths

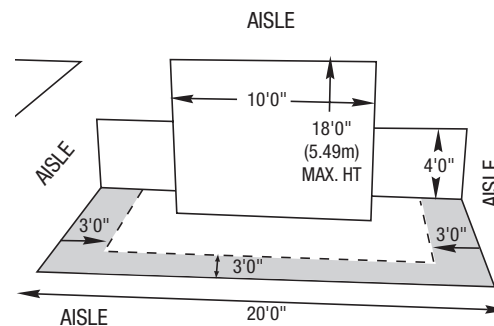
**Four or more booths, which include four corner booths, with aisles on all four sides.**

- As an island booth is automatically separated by the width of an aisle from all neighbouring exhibits, full use of the floorplan is permitted, with the exception that back walls are permitted on one side of the display only.
- **Maximum height restrictions for island booths with a back wall:**  
If a back wall is used, the maximum height is 18'0" (5.49m) and the maximum width centrally located is 10'0" (3.05m).
- **Maximum height restrictions for island booths without a back wall:**  
If a back wall is not used the maximum height of any tables, counters or other exhibit fixtures or components is 18'0" (5.49m).
- Freeform exhibits may extend to all outer edges of the booth space, but the design of the booth must allow for see-through visibility and accessibility from all four sides.
- The maximum height restrictions for any tables, counters or other exhibit fixtures or components in the first 3'0" (1.00m) from the aisle line is 4'0" (1.22m).
- An allowance may be made for such structures to rise to 12'0" (3.66m) in height if the middle section from 4'0" (1.22m) to 7'0" (2.13m) is see through/open to allow an unobstructed and clear view down the aisle.

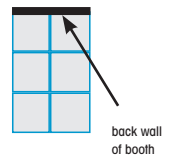
**DRAWINGS OF THE PLAN MUST BE SUBMITTED FOR APPROVAL BY THE ODA'S EDUCATION ADVISORY COMMITTEE BEFORE MARCH 1, 2017.**



Island booth without a back wall



Island booth with a back wall



back wall of booth



# Booth Display Guidelines

## Hanging Signs, Banners And Trusses

### HANGING SIGNS, BANNERS AND TRUSSES

- Hanging signs, banners or trusses are **not** permitted on single regular or single corner booths.
- For all other booths, the top of any sign, banner or truss may not exceed 20'0" (6.1m) above the floor level.

#### Peninsula, Full Aisle, and Multiple Booths in a Straight Row

- See Figure 1. Sign, banner or truss width or diameter cannot exceed 50% of the corresponding dimension of the booth.
- Hanging signs and banners must be set back at least 25% of the width dimension from the back of the booth.
- The rear of a sign or banner must be covered or finished in such a manner as not to distract from those booths behind it.

#### **NEW** Island Booths

- For island booths of 20' x 20' or greater,, hanging sign, banner or truss may extend to all outer edges of the contracted booth space.

**The Education Advisory Committee reserves the right to remove all signs, banners and trusses which are deemed to be objectionable by the Ontario Dental Association or its designates.**

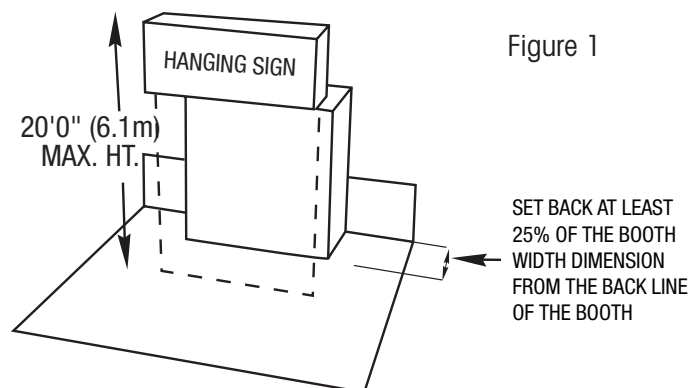


Figure 1

All signs, banners and trusses **MUST BE SUBMITTED FOR APPROVAL BY THE ODA'S EDUCATION ADVISORY COMMITTEE BEFORE MARCH 1, 2017.**



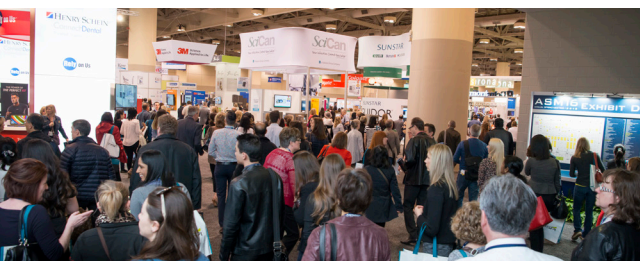
## Motorized Vehicles

- The Metro Toronto Convention Centre has specific requirements to be followed when a motorized vehicle is displayed at the Centre. Contact Vicky Hatzopoulos at the ODA, 416-355-2266 or [vhatzopoulos@oda.ca](mailto:vhatzopoulos@oda.ca) for a copy of these guidelines.
- Motorized vehicles are **not** permitted in single regular or single corner booths.
- For all other booths, a motorized vehicle may be featured with the provision that the inclusion of this vehicle does not contravene any of the booth configuration guidelines for the booth involved.

## Live Demonstrations

- Demonstrations involving procedures on attendees or live models which are to be performed on the exhibit floor may not take place at any time during the Annual Spring Meeting without advance arrangements being made.

Requests for approval **MUST BE SUBMITTED FOR APPROVAL BY THE ODA'S EDUCATION ADVISORY COMMITTEE BY MARCH 1, 2017.**



## Preliminary Guide Advertising Rates

4-Colour		B & W
Full	\$2,400	\$1,500
½ Page	1,500	950
¼ Page	1,050	550
COVERS (4-Colour only)		
OBC	\$3,300	
IFC/IBC	3,100	

## Final Program Advertising Rates

4-Colour		B & W
Full	\$3,400	\$1,800
½ Page	2,500	1,200
¼ Page	1,800	750
COVERS (4-Colour only)		
OBC	\$4,400	
IFC/IBC	4,130	

Discounted combination rates are available – please contact us for details!

	DIMENSIONS	
Full Page (Trim)	8 1/8" x	10 7/8"
Full Page (Bleed)	8 3/8" x	11 1/8"
½ Page Horizontal	7" x	4 11/16"
½ Page Vertical	3 3/8" x	9 1/2"
¼ Page Horizontal	7" x	2 1/4"
¼ Page Vertical	3 3/8" x	4 11/16"

## Mechanical Requirements

**Printing Method:** Offset

**Binding:** Saddle-stitched (Preliminary Guide), Perfect Bound (Final Guide)

**Screen:** Halftone screen, 150 lpi (line screen)

**Electronic Material:** Digital files only. PDF/X-1a files only.

To ensure the accuracy of all advertisements, a full-size colour proof must be provided. Publisher shall not be liable for any advertisements received without a colour proof.

**File Transfer:** Smaller files can be emailed

up to a maximum file size of 18MB. Send to [vhatzopoulos@oda.ca](mailto:vhatzopoulos@oda.ca)

- For larger files, please contact [vhatzopoulos@oda.ca](mailto:vhatzopoulos@oda.ca) for DropBox information.

## Terms & Conditions

- 2017 Preliminary Guide and Final Program advertisers must be exhibitors at the 2017 ASM.
- Advertising material is subject to approval by the Ontario Dental Association.
- Payment in full is due at time of space closing. All published rates are subject to 13% HST.
- Cancellations and space changes will not be accepted after the closing dates.

**Publisher Conditions:** Advertising material is subject to approval by the publisher.

### Please submit insertion orders to:

Vicky Hatzopoulos  
 Ontario Dental Association  
 4 New Street, Toronto, ON M5R 1P6  
 Tel: 416-355-2266 | Fax: 416-922-9571 | [vhatzopoulos@oda.ca](mailto:vhatzopoulos@oda.ca)  
 Cancellations and space changes not accepted after closing date.

**Preliminary Guide Space Closing**  
**October 25, 2016**

**Preliminary Guide Material Closing**  
**November 4, 2016**

**Final Program Space Closing**  
**March 20, 2017**

**Final Program Material Closing**  
**March 27, 2017**

**May 4 – 6, 2017**  
 Metro Toronto Convention Centre  
 South Building

**ASM150**  
 1867-2017

To learn more about our exciting sponsorship and advertising opportunities, please contact:

**Helen McDowell**  
 Conference and Events Manager  
 Ontario Dental Association  
 Phone: 416-355-2274 Fax: 416-922-9571  
[hmcowell@oda.ca](mailto:hmcowell@oda.ca)

**Vicky Hatzopoulos**  
 Exhibits and Sponsorship Coordinator  
 Ontario Dental Association  
 Phone: 416-355-2266 Fax: 416-922-9571  
[vhatzopoulos@oda.ca](mailto:vhatzopoulos@oda.ca)

# Insertion Order



**May 4 – 6, 2017**  
 Metro Toronto Convention Centre, South Building  
 ANNUAL SPRING MEETING | 2017



## 1. CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

If an advertising agency will be our main point of contact, please provide the following information:

Advertising Agency: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## 2. SPECIFICATIONS

*Please refer to current 'Advertising Rate Card' for dimensions and mechanical requirements.*

Issue(s):  Preliminary Guide  Final Program  Both Issues\* **Discounted combination rates are available – please contact us for details!**

Advertisement Size: \_\_\_\_\_

Rate: \_\_\_\_\_

Sub-total: \_\_\_\_\_

13% HST: \_\_\_\_\_

**Total:** \_\_\_\_\_

<b>Preliminary Guide Space Closing</b> <b>October 25, 2016</b>	<b>Final Program Space Closing</b> <b>March 20, 2017</b>
<b>Preliminary Guide Material Closing</b> <b>November 4, 2016</b>	<b>Final Program Material Closing</b> <b>March 27, 2017</b>

*Please remember to include a proof of your advertisement, as we assume no responsibility for errors when a proof has not been provided. Charges will be incurred if corrections are required.*

I have read and agree to the Terms & Conditions as outlined in the ASM150 Advertising Rate Card for the Preliminary Guide and Final Program.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## 3. PAYMENT

Visa  Mastercard  Discovery  Payment to follow by check (Payable to **Ontario Dental Association**)

Amount to Charge \$ \_\_\_\_\_

Card Number: \_\_\_\_\_

EXPIRY DATE: \_\_\_\_\_ SECURITY CODE: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Billing Address: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_

Please mail cheques to: Ontario Dental Association  
 ATTN: Vicky Hatzopoulos  
 4 New Street, Toronto, ON  
 M5R 1P6