



Trade Show Participant Manual



TORONTO LAW OFFICE MANAGEMENT ASSOCIATION

**Friday, September 19, 2008
12:00 pm – 4:00 pm**

VENDOR PACKAGE

Conference 2008

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CONFERENCE AT A GLANCE

TLOMA is delighted to have your company participate in the Trade Show at the Toronto Law Office Management Association (TLOMA) 20th Annual Educational Conference at Blue Mountain Resort, Collingwood, Ontario. TLOMA has reviewed vendor feedback from previous years' and we have made several enhancements to this year's program which we trust will be advantageous. TLOMA will again be seeking post conference feedback from our registered vendors.

For our delegates, the Conference will begin this year on Wednesday, September 17, 2008 and end on Saturday, September 20, 2008.

For you as a Vendor, the Trade Show will be held on Friday, September 19, 2008 from 12:00pm to 4:00pm. Just a reminder, delegate events are not open to Vendor attendance.

This Trade Show Manual has been compiled to assist you with acquiring the necessary information to make your Trade Show a successful one. Should you have any questions about this event please contact either:

Liz Barrington
Director of Administration
lbarrington@tloma.com
Office: 416-410-1979
Cell: 647-403-9173
Fax: 905-472-5115

or

Philip Pixley
Vendor Liaison
philip.pixley@blakes.com
Dir. 416-863-4237
Cell: 416-418-8951
Fax: 416-863-2653

TLOMA
43 Daniel Court
Markham Ontario
L3P 4B8

TLOMA has been able to secure and offer to our Vendors several new enhancements that are specific to Blue Mountain. Please ensure that you review these forms and process carefully. If you have any questions please direct them to philip.pixley@blakes.com

DIRECTIONS TO BLUE MOUNTAIN RESORT

How to Get Here

Make Your Way to Blue Mountain

These are the recommended routes to Blue Mountain. These routes may not be the fastest; however we feel that they are the simplest to follow. We have highlighted several key intersections from which you can travel.

GPS Coordinates

For those with the technology, we are providing the Blue Mountain GPS coordinates to help make navigating your way to the resort a little easier. Entrance 1 at Blue Mountain is located at Lat: 44.507581 Long: -80.316120



» [Download the PDF version of this map](#)  (1.49Mb)

DIRECTIONS TO BLUE MOUNTAIN RESORT

(...continued)



» [Download the PDF version of this map](#)  (372kb)

Getting Around the Resort and directions to the Monterra Dome

» [Download a high resolution PDF version of this map](#)  (372kb)

DIRECTIONS FROM 401 and 400 TO RESORT

Driving (kms)	Directions (! = Important)
76.5 km	<ul style="list-style-type: none"> • Take the 401 to Provincial Route 400 N to Barrie • ! Take the Hwy 26/Hwy 27 – Exit #98 towards Stayner/Wasaga Beach • At the stop light, turn left onto Bayfield St. N/Provincial Route 27/26
5.0 km	<ul style="list-style-type: none"> • Travel North on Bayfield Street (Hwy #26/27) past all the fast food restaurants and shopping malls • ! Turn left at Hwy #26 West Stayner/Collingwood sign (GP Masonry & Landscaping Supplies is on the right)
34.0 km	<ul style="list-style-type: none"> • Follow Hwy #26 West to Stayner, turn right at the lights (Esso gas centre) and continue along Hwy #26 West.
12.0 km	<ul style="list-style-type: none"> • You will still be on Hwy #26 West • Go through the set of stop lights at the Mosley Street intersection, Wasaga Beach and continue along Hwy #26 to Collingwood • Proceed straight through the lights at Pilkington Factory (this will be on your left)
3.5 km	<ul style="list-style-type: none"> • ! At the next set of lights at Collingwood (Car dealership on right and Home Furniture on left), follow the ramp to the right – you will still be on Hwy #26 West • Proceed along Hwy #26 West until you see the stop lights at the First Street/Hurontario Street intersection (Loblaws will be on your left and bulk barn on your right) go straight through those lights and the next two sets of lights until you reach the third set of lights with Holiday Inn Express on the right and Mac's Milk on your left.
4.0 km	<ul style="list-style-type: none"> • ! Proceed straight through these lights, you will now be on Blue Mountain Road Ext. and will be driving straight towards the mountain. • Major landmarks you will pass along the way are: <ol style="list-style-type: none"> 1. Walmart to your left 2. Goodyear to your right 3. Billboard about Blue Mountain on your left • You will approach a set of lights where you will see Mountainside Sports to your left.
2.0 km	<ul style="list-style-type: none"> • Proceed straight through those lights (the road now becomes Grey Road #19) and continue to Entrance One at the Resort or Entrance Two if you are an overnight guest.

Additional directions can be found at: http://www.bluemountain.ca/winter_directions.htm

GIFTS, PRIZES AND PASSPORT DRAWS

There are many ways in which TLOMA can provide Trade Show Sponsors and Participants with additional opportunities to promote their products and services to all Conference Delegates. These include:

- **Booth Give-A-Ways**

While TLOMA truly appreciates the generosity of all of our Sponsors and Trade Show Participants, we feel that any promotional gifts you provide to our delegates **during** the Trade Show should **include all of our attendees**. This is to ensure that we provide you with the most positive and valuable opportunity to promote your products and services and to avoid any misunderstandings and misconceptions. We highly recommend that you reserve 'client only' oriented gifts for 'client only' events. Thank you for your understanding and for your cooperation.

- **Trade Show Passport Prizes**

TLOMA recognizes how important your support to our annual Conference is and encourages **all** its Delegates to visit **all** Trade Show booths. This ensures that our Delegates will be able to speak to our Sponsors/Participants regarding their wares and take away brochure information for either themselves or for the appropriate person in their offices.

As Delegates enter the Trade Show, they will be provided with a Passport displaying all the Sponsor and Participant names. Sponsors/Participants will be provided with passport stickers with their company name. We ask the Sponsors/Participants to place a sticker on the Delegate's passport when they visit their booth. Delegates place their completed Passports in a ballot bin on their way out of the Show. Only completed passports are eligible for the Trade Show Prize Draw which takes place at the Vendor Reception following the Show.

If you choose to provide a Passport Prize, it may be displayed at your booth during the Trade Show and then you will have the opportunity to present the prize to the winner at the Trade Show Reception.

All prizes will be drawn during the Trade Show reception. Prize draws are NOT permitted at your booth during the show. Please feel free to collect business card from the Delegates to further your marketing endeavors.

TRADE SHOW RECEPTION

All Sponsors/Participants and Conference delegates are encouraged to attend the Reception immediately following the Trade Show. This is yet another opportunity for Sponsors/Participants to speak to the Delegates in a relaxed setting. At this event, we will hold the Trade Show Passport Prize draw where each Sponsor/Participant will have the opportunity to personally present their prize to the winner. **Our Delegates must be in attendance to accept their prize. If a name is chosen, and the Delegate is not present, another name will be chosen.**

SPONSOR/TRADE SHOW PARTICIPANT PRIZE DRAW

Also at the Trade Show Reception, TLOMA will hold a prize draw for Sponsors/Participants of the Trade Show. Conference committee members will collect Sponsor/Participant business cards during the Trade Show that will be used for this draw. The winner must be in attendance in order to claim their prize.

ACCOMMODATIONS

TLOMA has reserved a block of rooms which will be available for Vendors requiring overnight accommodation. Please ctrl + click on this link:

http://www.tloma.com/conf2008//images/up_files/up-TLOMA_2008_Vendor_Package_FINAL7May08.pdf

Then complete the registration form found on page 4 and forward to Blue Mountain via fax at 705-444-1751 or call 1-877-445-0231 and identify yourself as a TLOMA Vendor, reservation number 31P5L8.

SUB-LEASING

Trade Show booths that have been assigned and confirmed are not transferable. The Sponsor/Participant may not sublet space, or any part thereof, nor offer for sale the allocated space without the knowledge and written consent of TLOMA. Trade Show Sponsors/Participants must show only goods manufactured or dealt by them in their regular course of business. No firm or organization not assigned exhibit space will be permitted to attend the Trade Show or permitted to solicit business or promote their organization outside the Trade Show area.

CANCELLATION OF SPONSOR/TRADESHOW PARTICIPANT SPACE

If Trade Show space is cancelled prior to August 8, 2008, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after August 8, 2008.

DEFAULT OF OCCUPANCY

Any Sponsor/Participant failing to occupy the contracted booth space is not relieved of the obligation to pay full rental of such booth space. If the booth space is not occupied by 11:00am on Friday, September 19, 2008, the time set for completion of installation of displays, the booth may be repossessed by TLOMA for such purposes as TLOMA sees fit.

LIST OF REGISTERED CONFERENCE DELEGATES

TLOMA is providing a *Registered Delegates List* to the Sponsors/Participants on or before August 29, 2008. Feedback from previous years indicates that this list would be helpful in your pre-conference planning.

Please Note: We would ask, however that you **DO NOT** contact Conference Delegates prior to the Conference, other than in the normal course of business, as they will be readying themselves for leaving their busy positions.

TRADE SHOW DIRECTORY

We will be providing our TLOMA Conference Delegates with a Trade Show Directory. In the Directory, we will include your company name, address, contact person, phone and fax numbers and email address. We require from you a brief (50 words or less) business description of your company's product or service. This description will also be used for the Vendor Directory listing on the TLOMA website. Please fax or email this description to Liz Barrington no later than Friday, August 15, 2008.

POST CONFERENCE

All Sponsors/Participants involved in our Trade Show will be listed in our newsletter *TLOMA Today*. This list is also displayed on our website. Such listing will indicate your level or participation at the TLOMA Conference.

Follow up with Conference Delegates after the Trade Show is a common practice of many Sponsors/Participants. A general rule you can follow in order to maximize your marketing efforts is to connect with the appropriate person for your wares and services. As an example, it would not be practical to call a Human Resources Manager if your business is computer hardware. He/She, in most cases, would not be the person in the firm to speak to about such a ware. If, however, you only have one business card contact for a firm, then you could simply call the contact and ask them who the appropriate person in their firm would be to speak to in regards to your goods or services.

PHOTO POLICY

Participation in TLOMA's Annual Educational Conference/Trade Show implies consent that any pictures taken throughout the event can be used for any promotional purpose including other TLOMA events and sites. TLOMA will be able to use your likeness without remuneration.

YOUR BOOTH

The size of a single booth is 10' wide x 8' deep.

NEW THIS YEAR – Vendors will be provided the opportunity to choose the *option* of including 1 - 6' x 3' table (skirted) and 2 chairs. Additional tables and chairs may also be ordered. The cost for one table and two chairs is \$55.00 plus GST. * **See Order Form**

Your exhibit space must be contained within the booth parameter and, for safety reasons, nothing will be allowed to protrude into the aisle space. We expect that Sponsors / Participants agree that radio, television, motion picture or audio / visual aids will be operated in such a manner and place as to provide no inconvenience to Sponsors / Participants. Sound must be at a level to reach the immediate vicinity of the Sponsors / Participants' booth area only, and TLOMA reserves the right to prohibit the use of any equipment contravening this regulation. TLOMA reserves the right to decline or prohibit any exhibit or Sponsor / Participant that is not in keeping with the character of the Conference or Trade Show as determined by TLOMA. The regulation covers persons, things, conduct, printed matter, souvenirs and emblems and all things that affect the character of the Trade Show. No holes may be drilled, nails driven, hooks, screws or similar items may be tacked into any part of the facility or its equipment. Masking, packing, or any other tape is prohibited from being attached to the exhibit floor or walls, and we ask that you not hang anything from the ceilings or any of its fixtures. There is no smoking permitted anywhere within the facility.

NEW THIS YEAR - The facilities at Blue Mountain have several enhancements specific to the venue and we are excited about being able to offer these to our Vendors for this years' Trade Show. To celebrate the 20th anniversary of the conference, we are offering (limited) booth set up services through Blue Mountain and Five Star Audio Visual. We have arranged for 6 staff to assist you with your load in / load out needs. This staff cannot be reserved and will be available on a first come first serve basis. Please ensure that a preferred load in option is selected on page 16.

Also new (this should be a welcome addition for the larger Vendors), we have been able to secure a early load in date of Thursday, September 18th from 12:00pm to 10:00pm. The Monterra Dome will be locked at this time and we re-open for load in commencing Friday, September 19th from 6:00am to 11:00am.

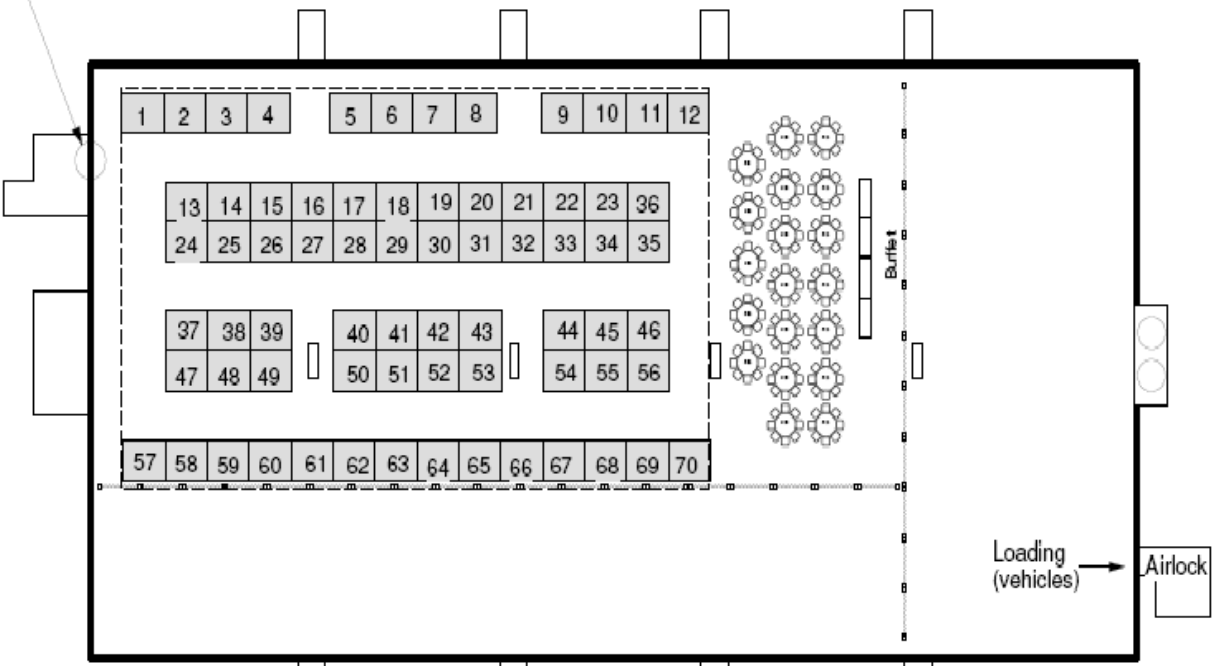
The load out is scheduled for Friday, September 19th from 4:30pm until 8:00pm.

Please note that TLOMA is not liable for any theft, damage or lost material left in the Monterra Dome. The Dome will be secured by Blue Mountain Security however Vendors should also secure items as they feel necessary.

VENDOR TRADE SHOW FLOOR PLAN

Monterra Dome

Attendee Entrance



WHAT'S HAPPENING

TLOMA's Trade Show is a unique one-day event on Friday, September 19, 2008. Set up will continue on Friday morning from 6:00am. We ask that all booths are completely set up and ready to go by 11:00am. At 11:00am you are invited to lunch and information session. The Trade Show will then be open to Delegates from 12:00pm to 4:00pm. All TLOMA Conference Delegates are strongly encouraged to attend the Trade Show. At the Reception following the Trade Show, Sponsors / Participants have a further opportunity to meet with our Delegates in a relaxed social setting. For information and planning purposes, we are expecting up to 125 Delegates at our Conference.

TRADE SHOW HOURS

Activity	Time	Location
Set up for Vendors - Thursday - Friday	12:00 pm – 10:00 pm 6:00 am – 11:00 am	Monterra Dome
* Vendors' Luncheon and information session with TLOMA Vice-President	11:00 am – 12:00 pm	Monterra Dome
Delegate Luncheon and Hours of Trade Show	12:00 pm – 4:00 pm	Monterra Dome
Reception	4:30 pm – 6:30 pm	The Terrace
Teardown	4:30 pm – 8:00 pm	Monterra Dome

*** We strongly recommend Vendors attend the Luncheon and information session.**

TRADE SHOW ATTENDEE BADGES

In the original registration package, we asked you to list your attendees. Any changes or additions must be sent to Liz Barrington (lbarrington@tloa.com) before Friday, September 5, 2008. For changes requested after September 5, an administration fee of \$25.00 plus GST per change will be applicable to all Sponsors and Trade Show participants. Badges will be delivered to your booth on the morning of the Trade Show. If changes to badges are required on the day of the show, please speak to a committee member. For security reasons, badges must be worn at all times during the luncheon, show and reception.

LOCATION OF SHOW AND SPACE ALLOCATION

The Trade Show is being held in the Monterra Dome at Blue Mountain.

In the initial registration process, Sponsors were given the opportunity to indicate their choice of booth(s) on the Trade Show Registration Form. Allocation of booths is based on the level of sponsorship and the order registration and payment is received and accepted by TLOMA. All other Trade Show Participants are assigned booth space based upon when their registration and deposit was received. TLOMA reserves the right to determine final booth location for Sponsors and Trade Show Participants. A final floor plan with your allocated booth space will be sent to you via email prior to the Conference.

TRADE SHOW LOAD IN/OUT PROCEDURES

Load in and out at the Dome is at the east end of the Dome via the Air Lock load in area.

This Air Lock is manned, allowing for one vehicle at a time to load in.

The Air lock Dimensions are: 18' x 18' (Please note: the largest vehicle that will fit in the Air Lock is a 16 ft Cube Van)

Under no circumstances are vehicles permitted inside the Dome on the Astroturf.

Load in for the TLOMA Vendor Show is scheduled for:

Thursday, September 18th 2008 – 12:00pm to 10:00pm

Friday, September 19th 2008 – 6:00am to 11:00am

Load out for the TLOMA Vendor Show is scheduled for:

Friday, September 19th 2008 – 4:30pm until 8:00pm

Please specify your preferred Load in Day on the Tradeshow Services Order Form.

A detailed PDF link with directions to the Monterra Dome once at the resort can be found on page 4.

SHIPPING MATERIAL IN ADVANCE TO BLUE MOUNTAIN

Most of our Vendors bring their booth and goods with them. However, some Vendors choose to send their booth/goods to the resort. As a Vendor, you are responsible for arranging for the shipment of your exhibit and/or materials to the resort and from the resort at the completion of the event. This would include:

- Arranging with your preferred shipping service provider for return pick up of exhibits and/or materials
- Ensuring all exhibits and/or materials are boxed and taped properly
- Providing waybills, and filling in all required information
- Placement of waybill on each piece being shipped prior to being sent to the loading dock for pick up

Blue Mountain has limited storage at the resort. Exhibits and/or materials received 4 or more days prior to beginning of the event will be charged a storage fee of \$175.00 + GST.

All exhibits and/or materials remaining in storage at the resort 2 business days following the event will be charged a storage fee of \$175.00 + GST. Please ensure that as a Vendor you have made all the necessary arrangements in advance for the return shipment of all exhibits and/or materials.

Should Blue Mountain Resort be requested to arrange for the return shipment of exhibits and/or materials please note the following:

- The request must be made prior to exhibits and/or materials being moved from show floor
- The sender of the exhibits and/or materials must fill in the appropriate information for the waybill.
- All items will be shipped via FedEx
- A photocopy of the senders credit card, front and back will be required at time of request
- A handling fee of 15% over and above the courier charge will be applied to the Senders credit card.

PLEASE NOTE: BLUE MOUNTAIN RESORTS AND TLOMA ARE NOT RESPONSIBLE FOR LOST OR STOLEN EXHIBITS OR MATERIALS.

SHIPPING MATERIAL IN ADVANCE TO RESORT cont...

Please find below a shipping template for all exhibits and/or materials being shipped to Blue Mountain Resort. To ensure your shipment arrives to the appropriate building and is stored accordingly, please ensure the template is filled out accurately and attached to each box and or exhibit/display being shipped.

Please provide the FROM shipping information to assist with tracking should it be required:

FROM: Company Name:
 On Site Contact's Name: Angela Carson (Blue Mountain)
 Address:
 Phone Number:
 Fax Number:
 Cell Phone Number:
 Email Address:
 Tracking Number if Available:
 Expected Receiving Date at Blue Mountain Resort:
 Shipping Date:
 Number of Boxes being shipped

All materials being shipped MUST include the following information:

Address: Blue Mountain Resorts, 242 Jozo Weider Boulevard, Collingwood, ON., L9Y 3Z2

Attention: Angela Carson

Name of Conference Attending: TLOMA

Conference date: September 17th to 20th 2008

Function being held in Monterra Dome:

Senders Name:

If you are forwarding more than one box please indicate on each box:

Box ___ of ___

Contact Name: _____

Contact Phone Number: _____

Contact Email Address: _____

Company Name: _____

Company Address: _____

How many boxes are you shipping: _____

Date of arrival at the resort: _____

TRADESHOW SERVICES ORDER FORM

Please print pages 15 to 17, complete and return to TLOMA prior to Tuesday, August 5, 2008

TRADESHOW SPONSOR / PARTICIPANT NAME _____

All Tradeshow Services available for your booth are provided by Blue Mountain's AV and Show Services Company (Five Star Audio Visual). All electrical and audio visual requirements placed with TLOMA will be executed by Five Star.

This guide represents a partial list of available equipment, services and prices. If you do not see an item necessary to make your event a success, please contact [Philip Pixley](#)

All individual Booths are 10' feet wide x 8' feet deep

ITEM	PRICE	QUANTITY	TOTAL
Booth Table (6'x3' skirted)	\$ 45.00		
Booth Chairs (set of 2)	\$ 10.00		
27" TV	\$100.00		
42" Plasma	\$750.00		
Flip Chart	\$ 28.50		
VCR or DVD Player	\$ 75.00		
White Board	\$ 45.00		
LCD Projector	\$450.00		
Power Bar	\$ 15.00		
Extension Cord	\$ 25.00		
VGA Computer Cable (25'or50')	\$ 25.00		
Polycom Teleconference Unit	\$125.00		
Powerstrip	\$ 15.00		
Easel	\$ 15.00		
# Regular Phone Line	\$ 35.00		

# Dedicated Phone Line (L/D not included)	\$100.00/Day		
# High Speed Internet (3Mb Link)	\$200.00/Day		
# Wireless Internet Access (WEP)	\$ 50.00/Day		
The # items above include a one time installation of a touch tone phone line at your booth. High Speed Connection is a per day charge.	Phone and Fax lines are Analog. All Phone and internet charges are subject to a 15% service charge.	All long distance for phone or fax including directory assistance are extra and will be charged at the prevailing rate	
Electrical Outlet (1500 watt, 120 V outlet, approx. 15 amps run individually to booth)	\$ 40.00		
General Tech Help – Five Star AV	\$ 60.00 per hour M-F. 7 a.m. to 12a.m. Rates vary for times not listed.		
Sub Total			
PST 8%			
GST 5%			
TOTAL			

Please note: All items are subject to PST and GST. For last minute items required on Friday, September 19, 2008 a 15% surcharge will apply.

I have reviewed the Tradeshow Services Order Form and do not require any additional Show Services.

Signature: _____

I Prefer to Load in on Thursday, September 18, 2008 12:00pm to 10:00pm

Signature: _____

I Prefer to Load in on Friday, September 19, 2008 6:00am to 11:00am

Signature: _____

TRADESHOW SERVICES PAYMENT FORM

If paying by credit card, you may fax this completed form to 905.472.5115, or mail your completed form to the TLOMA office (* see address below) before Monday, August 5, 2008.

TLOMA
43 Daniel Court
Markham Ontario
L3P 4B8

Cheque enclosed (payable to TLOMA)

Credit Card (VISA only)

Card#

Cardholder's Name:

Expiry Date:

Cardholder's
Signature:

I authorize TLOMA to make payment of

\$

Signature of Cardholder

Date

FULL PAYMENT IS TO BE MADE TO TLOMA AND MUST ACCOMPANY THIS FORM.

I have read the TLOMA Trade Show Manual and agree to its terms.

Signature of Tradeshow Sponsor / Participant

Date
