



**TLOMA TRADE SHOW  
PARTICIPANT MANUAL  
TORONTO LAW OFFICE MANAGEMENT ASSOCIATION**

**19<sup>TH</sup> ANNUAL EDUCATIONAL CONFERENCE**

Wednesday, October 24 – Saturday, October 27, 2007

Deerhurst Resort  
Muskoka, Ontario



**TLOMA CONFERENCE    OCTOBER 24 - 27, 2007**

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## **THE CONFERENCE**

TLOMA is delighted to have your company participate in the Trade Show at the Toronto Law Office Management Association's (TLOMA) 19th Annual Educational Conference at Deerhurst Resort, Muskoka, Ontario. The Conference will begin on Wednesday, October 24 and end on Saturday, October 27, 2007. The Trade Show will be held on Friday, October 26, 2007 from 1:00 p.m. to 4:00 p.m.

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

Liz Barrington  
Director of Administration, TLOMA  
43 Daniel Court  
Markham, ON L3P 4B8  
Telephone: 416.410.1979  
Facsimile: 905.472.5115  
Email: [lbarrington@tloa.com](mailto:lbarrington@tloa.com)

or Nancy Lio  
Vendor Liaison  
Telephone: 416.360.4739  
Facsimile: 888.683.6539  
Email: [nlio@torkinmanes.com](mailto:nlio@torkinmanes.com)

### **FORMS TO BE COMPLETED AND RETURNED TO TLOMA**

The following forms are to be completed and returned to Liz Barrington by **Friday, September 14, 2007** at the address noted above.

- 1. Trade Show Requirements and Electrical Reservation Form**
- 2. Attendee Registration Form**
- 3. Vendor Hotel Registration Form**

## **DIRECTIONS TO DEERHURST RESORT**

From Toronto take Hwy 400 North to Highway 11, bypass Huntsville, turn East on Hwy 60 and travel for 8 kilometres to Deerhurst-Canal Road and follow the signs.

From North Bay travel South on Hwy 11. At Huntsville, turn East on Hwy 60 and travel for 8 kilometres to Deerhurst-Canal Road and follow the signs.

From Ottawa, travel West on Hwy 417 to Hwy 17 and then to Hwy 60. Travel West through Algonquin Park and turn left onto Deerhurst-Canal Rd and follow the signs.

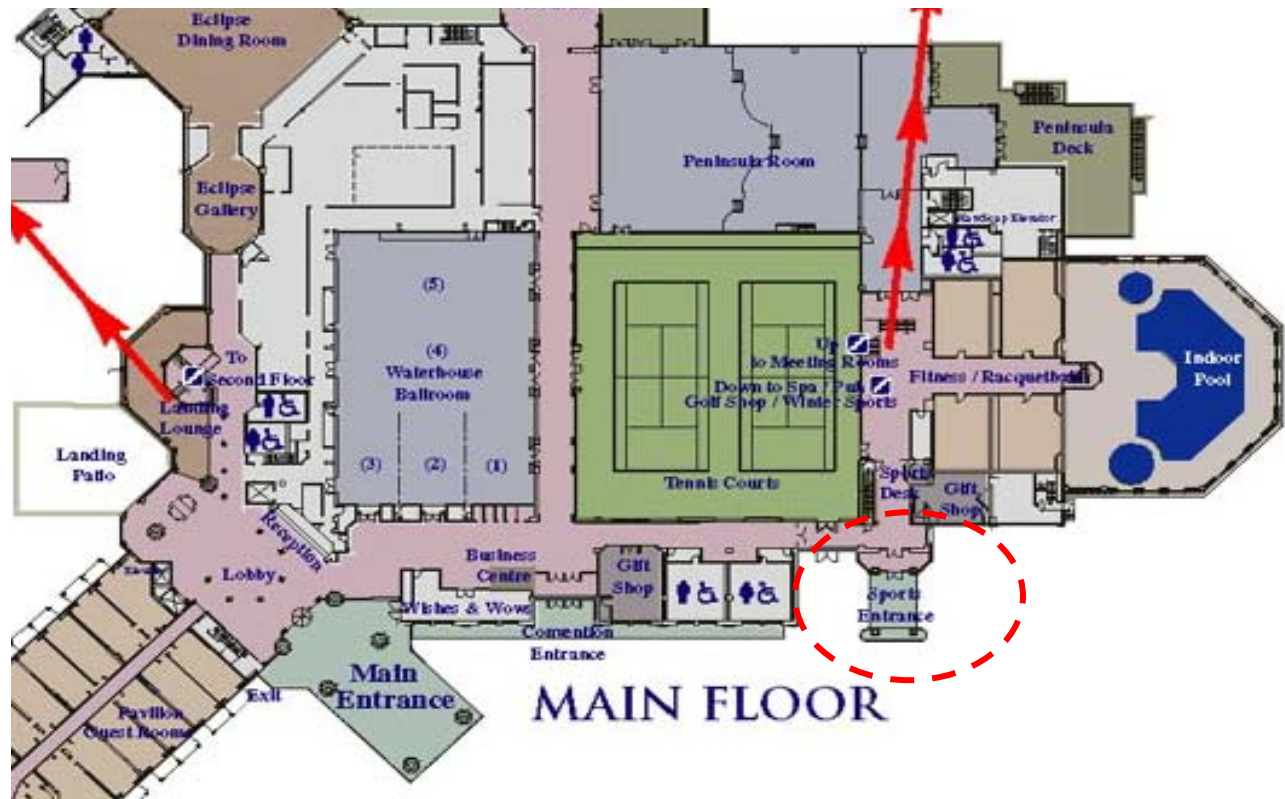


Click here for a detailed road map: <http://www.deerhurstresort.com/files/roads.pdf>

## TRADE SHOW DELIVERIES

Vehicles should proceed towards the Sports Centre Entrance of Deerhurst Resort and load from the doors at the Tennis Courts entrance. The door dimensions are 91” wide by 107” high. Load restrictions are 100 lbs per square foot. Use of forklifts is not permitted; however, the hotel can provide dollies, pump trucks and skids upon request. If your shipment is arriving in advance to the Resort’s loading dock, please note that the elevator restrictions are 48” wide, 7’ high and 98” deep.

*Please note:* No Trade Show deliveries or setup materials are to come through the Resort’s main lobby doors.



## **WHAT'S HAPPENING**

TLOMA's Trade Show is a unique one-day event starting with the setup of your booth in the morning. The Trade Show runs from 1:00 p.m. to 4:00 p.m. on Friday, October 26, 2007. All TLOMA Conference delegates are strongly encouraged to attend the Trade Show. At a 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**

<b><u>Activity</u></b>	<b><u>Time</u></b>	<b><u>Location</u></b>
Set Up	7:00 a.m. – 12:00 noon	Tennis Courts
Vendors' Luncheon	12:00 noon – :00 p.m.	Tennis Courts
Delegate Luncheon and Hours of Trade Show	1:00 p.m. – 4:00 p.m.	Tennis Courts
Reception	4:00 p.m. – 5:30 p.m.	Waterhouse Ballrooms 1, 2 and 3
Teardown	4:30 p.m. – 7:30 p.m.	Tennis Courts

## **LOCATION OF SHOW & SPACE ALLOCATION**

The tennis courts at Deerhurst will be used for the Trade Show. The **Trade Show Floor Plan** is available on the TLOMA website.

Sponsors have the opportunity to indicate their choice of booth(s) on the **Trade Show Requirements and Electrical Reservation Form**, also available on the TLOMA website. Allocation of booths will be based on the level of sponsorship and the order registrations and payments are received and accepted by TLOMA. All other Trade Show Participants will be assigned booth space depending on the date their registrations and deposits were received and accepted. TLOMA reserves the right to determine final booth location for both 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.

## **YOUR BOOTH**

The size of a single booth is 10' front x 8' deep. Each booth is pre-set with one 6-foot skirted table and one chair at no charge. To order additional chairs, tables, skirting, electrical or other equipment, please access the **Trade Show Requirements and Electrical Reservation Form** from the TLOMA website.

*Please note:* TLOMA requires a signed *Trade Show Requirements and Electrical Reservation Form* from each Sponsor/Participant. If you do not require any further electrical or equipment, please sign in the space provided at the bottom of the form and return to Liz Barrington.

*Please Note:* If you have questions regarding the equipment or the electrical, contact Liz Barrington or Nancy Lio.

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 other Sponsors/Participants. Sound must be at a level to reach the immediate vicinity of the Sponsor's/Participant's booth area only, and TLOMA reserves the right to prohibit 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 hotel 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 hotel.

## **TRADE SHOW SETUP**

Arrival times at the Shipping/Receiving entrance will be from 7:00 a.m. to 12:00 p.m. on Friday, October 26, 2007. Please be sure to check in at the Vendor Registration Desk in the Tennis Courts, located by the shipping/receiving doors. Departure times will be from 4:30 p.m. to 7:30 p.m. on Friday, October 26, 2007.

*Please Note* Do not use the front entrance, passenger elevators or public stairwells to transport freight or equipment to or from the Trade Show site. Deerhurst will supply dollies or carts for the purpose of moving supplies or equipment upon request. As a participant at the TLOMA Trade Show, you are liable to Deerhurst for any damage to the building or the furniture and fixtures contained therein. **TLOMA does not have a storage facility at Deerhurst.**

It is preferable that you bring your booth with you; however, the services noted below are available to you. **Goods will be received no more than 48 hours in advance of the event.** Please notify the hotel of the size of shipment and date expected. All shipments are to be labelled with:

- Conference name
- Name of sender
- Name of booth/Sponsor/Trade Show Participant
- Addressed to the attention of:

### **Deborah Hill**

Conference Services Manager

Deerhurst Resort

1235 Deerhurst Drive

Huntsville, ON P1H 2E8

Telephone: (705) 789-7113 (800) 461-6522

Facsimile Administration & Sales: (705) 789-5204

dhill@deerhurstresort.com

*Please Note:* The Resort is not responsible for storage and/or materials handling. Please ensure prior arrangements for storage and/or material handling have been made before any shipment of materials to the Resort. Shipments are received Monday thru Friday 8:00am – 4:30pm. Please note the following:

Additional boxes are charged at \$3 per box per day for storage and material handling, including delivery to appropriate function room.

Outgoing Box Handling Fees consist of \$5 per box and includes handling of boxes directly to courier (forms must be provided completed with account numbers to the resort).

Arrangements must be made with the Conference Services Office. Materials being delivered to the Resort must not be delivered prior to the set-up date (unless clearance has been provided by your Conference Services Manager). All materials should be clearly marked, labeled with the Function Name, Function Date, Function Room and Conference Services Manager Name.

Boxes and packing materials that are not required for shipping out are also the responsibility of the Trade Show Sponsor/Participant and must be removed from the property.

If you would like to verify the arrival of your shipment, please contact your courier company directly:

Assistance with return shipping can be arranged with Deerhurst Resort. For rates, please contact your local courier companies. All Sponsor/Trade Show Participants are responsible for payment of handling and shipping charges for their packages.

A Deerhurst Resort representative will visit each Sponsor/Trade Show Participant to confirm shipping out arrangements while you are on site. For goods shipped internationally, we strongly recommend using a customs broker to ensure your goods arrive on time. Proper paperwork must accompany outbound shipments.

Please recommend to your carrier that trucks should be a maximum length of 41 feet and be equipped with a tailgate lift. **If you require storage after the show until your carrier can pick up your goods, arrangements must be made in advance or WILL BE subject to storage fees. All shipping arrangements and payments are directly between Deerhurst and the Sponsor/trade Show Participant.**

## **TRADE SHOW SPONSOR/PARTICIPANT REGISTRATION**

A complimentary buffet lunch will be served in the Tennis Courts from 12:00 noon to 1:00 p.m. In addition, coffee stations will also be set up throughout the Trade Show area. As part of the Conference Opportunities outlined to you in our letter of May 1, 2007, complimentary lunches are available to our Trade Show Sponsors/Participants as follows:

- Platinum Sponsors – 8;
- Gold Sponsors – 6;
- Silver Sponsors – 4; and
- Trade Show Participants – 2.

When you complete the Attendee Registration form, should you have more than the allotted numbers of booth attendees, please forward payment of \$53.50 (incl. GST) per person. (payable to TLOMA). TLOMA will deliver to your booth, name badges for each person working at your booth. For security reasons, each participant will be required to wear the TLOMA name badge. TLOMA reserves the right to ask anyone not wearing his or her badge to leave the show floor.

Substitutions for Trade Show booth attendees are permitted up to Friday, October 19, 2007.

For substitutions requested after October 19, 2007 an administration fee of \$25.00 plus GST **per change** will be applicable to all Trade Show Sponsors/Participants.

If changes to badges are required on the day of the Trade Show, please come to the TLOMA Office, located in the A.J. Casson Room on the 2<sup>nd</sup> floor. A Conference committee member will take care of this for you. Unless it is a technical error, the administration fee will apply

Please access the **Trade Show Attendee Registration Order Form** on the TLOMA website

## **GIFTS, PRIZES AND PASSPORT DRAWS**

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

- **Items for Delegate Gift Bags**

When Conference Delegates arrive at the registration desk, they are provided with the conference materials, together with a gift bag containing various promotional items provided by vendors. Usually, those vendors who are unable to attend the Conference will provide gift bag items so that they can still be represented and demonstrate support for TLOMA. If you wish to contribute items (125) for the delegate gift bags, please send them to Liz Barrington at the TLOMA office no later than October 12, 2007.

- **General Prize Draws**

When a delegate registers for the Conference, their name is placed in a ballot box for the general prize draw which is held throughout the Conference. This is yet another way in which your name as a contributor can be announced to the Delegates. A Delegate name can only be drawn once. Prizes for the General Draw are to be sent to Liz Barrington at the TLOMA office no later than October 12, 2007.

- **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 Sponsors' and Participants' names. Sponsors/Participants will be provided with stickers which they place on the delegates' Passports as they visit their booths. Delegates will drop off their passports when they leave the Trade Show. Only completed passports are eligible for the Draw which takes place at the Reception immediately following the Trade Show at 4:00 p.m. in the Waterhouse Ballroom.

Your Passport Prize contribution can be displayed in your booth during the Trade Show and presented by you during the Trade Show Reception.

TLOMA asks that all prizes be drawn during the Trade Show reception and to refrain from conducting prize draws at your booth during the Trade Show. Please feel free to collect Conference delegate business cards for your own marketing endeavours.

### **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 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.**

### **SPONSORS/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. **You must be in attendance in order to claim your prize.**

### **ACCOMMODATIONS**

TLOMA has reserved a block of rooms at Deerhurst Resort (Bayshore Building) which will be available for vendors requiring overnight accommodation. A special rate has been negotiated, which will be available to you only if the **Vendor's Hotel Registration Form** is used for your room booking and is received by Deerhurst Resort no later than September 24, 2007. This form is available on TLOMA's website.

### **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 the Conference organizers. 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 solicit business within the exhibit area, nor shall any company be permitted to solicit business or promote their organization outside the Trade Show area.

### **CANCELLATION OF TRADE SHOW SPONSOR/PARTICIPANT SPACE**

If Trade Show space is cancelled prior to September 21, 2007, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after September 21, 2007.

### **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 12:00 noon on Friday, October 26, 2007, the time set for completion of installation of displays, it may be repossessed by TLOMA for such purposes as TLOMA may see fit.

## **LIST OF REGISTERED CONFERENCE DELEGATES**

TLOMA is providing a **Registered Delegates List** to the Sponsors/Participants on or before October 8, 2007. Feedback from previous years indicates that this list would be helpful in your pre-conference planning.

*Please Note:* We would ask 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.

## **SPONSOR/TRADE SHOW PARTICIPANT LISTING**

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.** Please fax or email this description to Liz Barrington **no later than September 21, 2007.**

## **POST CONFERENCE**

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

Following 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.

Revised: 23 May 2007