



Exhibit Opportunities Package

Version 1.0

Supported by Sport Canada

Canada

www.canadiansportforlife.ca

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Dear Colleagues,

It is our pleasure to invite you to support the Sport for Life Canadian Summit, which will be held at the Hilton Lac-Leamy Hotel in Canada's National Capital Region from January 25 - 26, 2017.

Since 2006 the Sport for Life (S4L) Canadian Summit has brought together leaders of sport, health, recreation and education who work together to enhance the quality of sport and physical activity in Canada. S4L recognizes that quality sport and physical activity offer rich benefits to Canadian society through improved health, stronger communities, higher sporting achievement, and stronger national identity. By improving sport, S4L aims to improve the lives of all Canadians. The Canadian Summit is designed to assist these leaders in advancing and implementing the Sport for Life philosophy throughout Canadian society.

The S4L Summit is open to leaders in sport, health, recreation and education from around the world to attend.

The Summit provides an excellent opportunity for companies and organizations involved in sport to extend their marketing activities and support the Summit through its exhibit program. Advertise in the Summit program, be an exhibitor and display your product, or do a giveaway the entire 600+ group of health and sport enthusiasts! Full details can be found in this package.

Gatineau-Ottawa is a large, multicultural region with the warmth and welcome of a smaller town. Here, you can delve into history, art, Canadian culture and politics.

We look forward to welcoming you to Canada's National Capital Region in January 2017!

Sincerely,

The Sport for Life Leadership Team

Sport for Life (S4L) is a movement to improve the quality of sport and physical activity in Canada. S4L links sport, education, recreation and health and aligns community, provincial and national programming. LTAD is a seven-stage training, competition and recovery pathway guiding an individual's experience in sport and physical activity from infancy through all phases of adulthood. S4L, with LTAD, represents a paradigm shift in the way Canadians lead and deliver sport and physical activity in Canada.

What is the Sport for Life Canadian Summit?

The Sport for Life (S4L) Canadian Summit brings together leaders who work together to enhance the quality of sport and physical activity in Canada. S4L recognizes that quality sport and physical activity offer rich benefits to Canadian society through improved health, stronger communities, higher sporting achievement, and stronger national identity. By improving sport, S4L aims to improve the lives of all Canadians.

Through a strong program, the goal of this Summit is to enhance the knowledge of *S4L Champions*. A *S4L Champion* is a person who is a catalyst to improve the quality of sport or physical activity based on S4L. By serving as credible role models for S4L, Champions can get the most out of their peers and, ultimately, activate future S4L champions. This cultivation of capable individuals drives the S4L movement and Champions serve as pillars of strength for those around them.

Some of the topics that this Summit will address include:

- Talent & Excellence
- Governance and S4L - LTAD
- Physical Literacy
- Innovative Thought
- Quality LTAD-Based Sport Programs (best practices)
- Evidence & Research
- Education
- Health

The S4L Canadian Summit will take place **January 25 & 26 2017**, at the Hilton Lac-Leamy Hotel in Gatineau-Ottawa, Canada.

Who is organizing the summit?

The S4L Canadian Summit is being organized by the 17-member S4L Leadership Team, with support from Sport Canada and the national network of Canadian Sport Centres. This diverse group provides a broad range of experience from national sport organizations, post-secondary education, recreation, and various levels of government. A primary activity of the Team is to provide consultation and guidance to a wide variety of sport system stakeholders across Canada, including sport organizations, education, recreation and health.

Who attends the summit?

The S4L Canadian Summit draws leaders in the fields of sport, recreation, health and education. Last year's Summit saw CEOs, executive directors, professors, coaches, managers, consultants, specialists and coordinators from the following organizations:

Over 100 National and Provincial Organizations and Institutions including:

- Sport Canada
- Public Health Agency of Canada
- Physical and Health Education Canada
- ParticipACTION
- Pacific Institute for Sport Excellence
- Motivate Canada
- Health Promotion Government Ministries
- Sport Government Ministries
- Commonwealth Games Canada
- Coaching Association of Canada
- Canadian Sport Centres
- Canadian Olympic Committee
- Canadian Interuniversity Sport
- Canadian Forces
- Canadian Centre for Ethics in Sport
- Canadian Blind Sports Association
- Canada Games Council
- AthletesCAN
- Active Living Alliance for Canadians with a Disability
- Aboriginal Sport Circle
- Various Canadian Universities and Colleges

Over 75 National and Provincial Sport Organizations including:

- Alpine Ski Canada
- Canada Basketball
- Canadian Curling Association
- Canadian Cycling Association
- Canadian Freestyle Ski Association
- Canadian Snowboard Federation
- Canadian Soccer Association
- Cross Country Canada
- Football Canada
- Golf Canada
- Gymnastics Canada
- Hockey Canada
- Ringette Canada
- Rowing Canada
- Rugby Canada
- Skate Canada
- Softball Canada
- Special Olympics
- Speed Skating Canada
- Swimming Canada
- Tennis Canada
- Volleyball Canada

Your exhibit opportunities

As an exhibitor at the S4L Canadian Summit, your brand will be exposed to approximately 600 representatives in the fields of sport, recreation, health and/or education in Canada. Differentiate your company from your competitors, increase your company's visibility or introduce your new products to this unique group of leaders.

The S4L Canadian Summit Expo will take place **January 25 & 26, 2016**, at the Hilton Lac-Leamy Hotel in Gatineau-Ottawa, Canada.

Who should exhibit?

Would your company benefit from connecting with representatives in the fields of sport, recreation, health and/or education in Canada? The S4L Summit provides an excellent opportunity for you to market your product to approximately 600 of these representatives in one location!

Examples of S4L Canadian Summit exhibitors include (but are not limited to):

- Sport or High Performance Organizations
- Government Agencies
- Health Promotion Agencies
- Coaching Companies
- Sport Product Companies
- Universities and Colleges
- Online Training System Companies
- Service Supply Companies
- Technology Companies

Why exhibit?

√ **Connect with Canadian Sport Representatives**

You will gain exposure, build relationships, develop partnerships and connect with representatives in the fields of sport, recreation, health and education from across Canada.

√ **Premium Branding & Positioning Opportunity**

You will reach your target audience and be recognized as a supporter of the CS4L National Summit. Set your product, service and brand apart from your competitors - guaranteed visibility on printed materials, advertising, and promotions.

√ **Friend of Sport for Life**

Your support will add to the S4L Movement. Summit registration, marketing opportunities, exhibits booths and networking are among the many benefits associated with sponsoring this Summit. Read on for more information on the opportunities available to you when you support this Summit.

Expo information

Expo Venue

Hilton Lac-Leamy Hotel

3, Boulevard du Casino
Gatineau-Ottawa, Quebec
Canada J8Y 6X4

Tel: 1.819.790.6444

Fax: 1.819.790.6408

Expo Schedule*

<u>Move-In:</u>	Tuesday, January 24 2:00pm – 5:00pm
<u>Expo Hours:</u>	Wednesday, January 25 8:00am – 5:30pm
	Thursday, January 26 8:00am – 3:30pm
<u>Move-Out:</u>	Thursday, January 26 3:30pm – 5:30pm

**Hours subject to change per final Summit program.*

Expo Fees

8' x 10' Booth	\$1,500
Not-for-profit 8x10 Booth	\$1,250
6' Table Top Display	\$1,000
Not-for-profit 6' Table Top	\$750

What's included?

The Summit Expo will be located just outside the main room in the high traffic pass through hallway and in the Beethoven/Chopin room where the food stations will be. Maximize engagement with conference attendees as they move through this area to the various coffee and lunch stations as well as breakout sessions with exhibits strategically placed throughout.

Your **8' x 10' booth** comes complete with:

- One 8' x 10' booth in display area
 - Booth includes:
 - One 6' skirted table
 - 2 chairs
 - Back and side draped walls
- 2 Expo name badges
- Acknowledgement in the Summit program as "Summit Exhibitor"

- Acknowledgement on Expo sign (on-site)
- Complimentary lunch and coffee service during Expo hours

Your **6' Table Top Display** comes complete with:

- One 6' skirted table
- One chair
- 2 Expo name badges
- Acknowledgement in the Summit program as "Summit Exhibitor"
- Acknowledgement on Expo sign (on-site)
- Complimentary lunch and coffee service during Expo hours

How to become an exhibitor

To book your booth at the S4L Canadian Summit Expo, visit our website at:

www.canadiansportforlife.ca/events/canadian-sport-life-national-summit

Our online registration system will ask you for the following information:

- Company and contact information
- Expo representative information
- Company description (maximum 50 words)
- Payment information (payment accepted by Visa, MasterCard or company cheque)

You will also be asked to review the Exhibitor Terms & Conditions, located at the end of this package.

Exhibit booths are booked on a first come, first served basis, so book early!

Value added Conference Items*

Summit T-Shirts

\$1,500

Exclusive opportunity

Everyone loves a new t-shirt! Help us in our efforts to promote Sport for Life in Canada – be the official supplier of the S4L Canadian Summit T-shirts! This is an exclusive opportunity with a lasting impact on the sport community. See your company logo on approximately 600 shirts. Also receive:

- Acknowledgement on the website and in the Summit program as the “Official T-Shirt Supplier”
- Acknowledgement on Sponsor Thank You Board (on-site)

Please note, with this opportunity, you must supply and make all arrangements for the t-shirts. S4L branding must be included on all t-shirts.

Conference Tote Bags

\$1,500

Exclusive opportunity

Here is a great opportunity that has a lasting benefit! Provide the official Summit tote bags with your logo printed on each bag (approximately 600!). These keepsake bags will be used long after the conference ends. With this opportunity you also receive:

- Acknowledgement on the website and in the Summit program as the “Official Tote Bag Supplier”
- Acknowledgement on Sponsor Thank You Board (on-site)
- Opportunity to include one piece of promotional material in each bag

Please note, with this opportunity, you must supply and make all arrangements for the tote bags. S4L branding must be included on all tote bags.

Conference Bag Inserts

\$500

5 opportunities

Here is the perfect way to expose your latest product, publication or a company profile or gadget of your choice. Provide one piece of promotional material to be inserted into the Summit registration packages. This is also a highly effective way to guide attendees to your booth at the Expo!

Please note: only available if a conference bag is confirmed

Lanyards

\$1,000

Exclusive Opportunity

All 500+ Summit attendees will receive a name badge with a lanyard that functions as their ticket into all sessions and functions. This badge must be worn at all times throughout the

Summit. Have your logo printed on all lanyards (500+ attendees) – guaranteed visibility throughout the Summit and beyond!

Notepads / Pencils / Pens

\$750

Exclusive opportunity

Guarantee each attendee receives your company advertisement! Supply notepads and pens or pencils with your company’s logo and we will distribute them to all Summit attendees when they arrive on-site. Your branding will be seen throughout the Summit.

* *Minimum number of items required for all Conference Items: 600*

Exhibition Terms & Conditions

These terms and conditions are the contractual agreement between the Organizer and the Exhibiting Firm (hereinafter referred to as 'Exhibitor').

PURPOSE: The Sport for Life (S4L) Canadian Summit (hereinafter referred to as 'Event') is conducted by the S4L Leadership Team and De Armond Management Ltd (hereinafter referred to as 'Organizer'). The purpose of the S4L Canadian Summit is to bring together leaders of sport who work together to enhance the quality of sport and physical activity in Canada.

APPLICATION TO PARTICIPATE: Application to participate will be considered only upon submission of the completed online Exhibitor Application Form to the Organizer.

ELIGIBILITY: The Organizer, in its sole discretion, determines whether a prospective Exhibitor is eligible to participate in the Event. The Organizer reserves the right to reject an application for exhibit space including, without limitation, those submitted by applicants whose product or service would not be in the best interest of the Organizer or the Event.

ATTENDANCE & BOOTH REPRESENTATIVES: The Event is not open to the public. Exhibitor name badges are to be worn by exhibitors at all times. Exhibitors without name badges may be asked to leave at the discretion of the Organizer. Booths must be staffed during the stated exhibit hall hours by qualified employees of the Exhibitor.

PAYMENT: Payment is due in full upon submission of the online application form. Forms submitted without payment will not be considered complete and will not be processed.

CANCELLATION BY EXHIBITOR: All notices of cancellation must be received in writing by December 14, 2016. There will be an administration charge of 25% of the exhibit fee for all cancellations. If written notice is received by December 14, 2016, the Organizer will refund 75% of the total fee. No refunds will be issued for cancellation notices received after December 14, 2016.

CANCELLATION BY ORGANIZER: If Exhibitor fails to make a payment required by this contract in a timely manner, the Organizer may terminate this contract (and the Exhibitor's participation in the event) without further notice and without obligation to refund any monies previously paid. The Organizer reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to Organizer. The Organizer may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with the Organizer, without any obligation on the Organizer's part to refund any payments previously made and without releasing any Exhibitor from any liability arising as result of or in connection with such breach. If the Organizer removes or restricts an exhibit it considers to be objectionable or inappropriate, no refund will be due to the Exhibitor.

CANCELLATION OF THE EVENT: In the event that the premises where the Event is to be held shall, in the sole opinion of the Organizer, become unfit or unavailable for occupancy, or

shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or provincial or federal government agency or by reason of any other occurrence beyond the control of the Organizer, the Organizer may cancel or terminate the exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against the Organizer for damages and expenses and agrees to accept in complete settlement and discharge of all claims against the Organizer the Exhibitor's pro-rated share of the total amount paid by all Exhibitors less all costs and expenses incurred by the Organizer in connection the Event including a reserve for future claims and expenses in connection therewith.

SUBLETTING OR TRANSFERABILITY: Exhibitor may NOT assign, sublet or apportion to any other entity or individual all or any part of the exhibit space allocated and may not advertise or display goods or service other than those produced or sold by said exhibitor in the regular course of business. No person, firm, or organization not having contracted with the Organizer for the occupancy of space at the exhibit will be permitted to display or demonstrate their products, processes or services, nor may this agreement be transferred or assigned without written consent of the Organizer.

ASSIGNMENT OF SPACE: Exhibit space shall be assigned by the Organizer in its sole discretion for the Event and for the Event dates only. That assignment does not imply that similar space will be assigned for future Events. The Organizer reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event for any or no reason.

NO SHOW POLICY: If the Exhibitor is delayed in arrival or set-up, the Exhibitor must notify the Event Coordinator at the Event facility. Non-notification may result in resale of space, and no refunds will be made.

FLOOR PLAN: All measurements shown on the floor plan have been drawn as accurately as possible but the Organizer reserves the right to make such modifications as may be needed, making equitable adjustments with the exhibitors affected thereby.

DISPLAY RULES AND REGULATIONS: For all booth types, the exhibit booth is considered to be contained in the space as contracted, to the maximum heights stated. No display material exposing an unfinished surface to nearby booths will be permitted. Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays. Canvassing or distributing advertising material outside of the assigned booth space is not permitted and is grounds for removal from the exhibit hall, and the company may be excluded from future events hosted by the Organizer.

The Organizer reserves the right to restrict, prohibit or remove any exhibit or display items which, in the sole opinion of the Organizer, may detract from the general character of the exhibition or be considered objectionable to the Organizer or supporting organizations, facilities and stakeholders as a whole. In the event of such restriction or removal, the Organizer will

have no liability therefore, nor will it refund any amount paid hereunder.

CARE OF SPACE & FACILITY: The Exhibitor shall promptly pay for any and all damages to the Exhibit facility or associated facilities, booth equipment or the property of others caused by the Exhibitor.

The Exhibitor shall take good care of their exhibit space, not deface or mark said premises, and will keep and maintain the aforesaid premises in good order at all times. Decorations may not be taped, nailed, tacked or otherwise fastened to the painted surfaces, columns, fabrics, or walls unless otherwise approved by the Organizer or show service provider.

CONTRACTOR SHOW SERVICES: Complete information instructions and schedules or prices regarding available services for labour for erecting and dismantling exhibitor displays or for installing electrical, furniture, booth cleaning, audio-visual, internet, telephone services, etc. is included in the Exhibitor Manual.

EXHIBITOR INFORMATION EMAIL: Prior to the Event, the Organizer will send an Exhibitor Email to the 'Primary Contact' noted in the online Exhibitor Application Form. The Exhibitor Email will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibit display rules, and move-in, move-out schedules.

COMPLIANCE: The Exhibitor assumes all responsibility for compliance with, and agrees to comply with all applicable local laws, including fire safety and health laws, and all applicable rules and regulations for all union and labour organizations and the operators and/or owners of the property in which the Event is held. Cloth decorations must be flameproof and wiring must comply with the fire department and insurance underwriters' rules.

INSURANCE: The Exhibitor acknowledges that the Organizer and the facility do not maintain insurance covering the Exhibitors' property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others.

LIMITATION OF LIABILITY: The Organizer is not responsible for any loss, theft or damage to the property of the Exhibitor, their employees or representatives. Further, the Organizer will not be

liable for damage or injury to persons or property from any cause whatsoever by reason of the use or occupancy of the booth space or the participation in the Event by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save the Organizer and their employees and agents, harmless against all claims, losses and damages to persons property, governmental charges or fines and attorneys' fees arising out of or caused by the Exhibitor or exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Organizer, their employees or agents.

EXHIBITOR LOSS: The Organizer shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise, of any object, items, goods or materials whether personal or commercial property, from Exhibitor's booth space or from the exhibit hall; except for such loss or disappearance is due to intentional and tortuous theft committed by the employees of the Organizer. The Organizers may provide certain security services as a convenience to exhibitors, however, neither the providing of or failure to provide such services, nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding the Organizer or the facility liable for any related loss, damage, or claim. Responsibility for the security of an exhibitor's area, product and property rests soles with the Exhibitor.

LISTINGS AND PROMOTIONAL MATERIALS: By exhibiting at the Event, the Exhibitor grants to the Organizer a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of the Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in Event promotional materials. The Organizer shall not be liable for any error in any listing or descriptions or for omitting the Exhibitor or any other exhibitor from any directory or other lists or materials. The Organizer may also take photographs of the Exhibitor's booth space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

TRADESHOW SET-UP AND SHOW HOURS: This information is provided in the Exhibitor Manual.

AGREEMENT: By completing the online Exhibit Application Form and incorporating these terms by reference, the Exhibitor agrees to abide by these rules and regulations, and those of the facility and by the decision of the Organizer. This agreement will become binding on both the Exhibitor and the Organizer upon its acceptance by the Organizer.