



**Brain Injury Association of Canada**  
**Association canadienne des lésés cérébraux**

# **The Brain Injury Association of Canada 7<sup>th</sup> Annual Conference**

## **SPONSORSHIP PROSPECTUS**

**September 30-October 2, 2010**  
**Regina Inn, Regina, SK**



## An Invitation to Regina

As Executive Director of the Brain Injury Association of Canada, we would like to invite the participation of all professionals involved with serving persons with acquired brain injury to the 7th Annual National Conference on Brain Injury in Regina, Saskatchewan from September 30-October 2, 2010. The annual conference provides professionals, caregivers, and survivors an invaluable opportunity to network, attend educational sessions, and share their experiences.

In 2010 a trade show will be included in the program, offering a limited number of sponsorship opportunities to organizations that provide products and services related to the field of acquired brain injury. The trade show will provide sponsors with an unparalleled opportunity to meet with survivors, caregivers, and many of Canada's leaders in the provision of products and professional services in this field. We look forward to seeing you in Regina!

Harry Zarins  
Executive Director, Brain Injury Association of Canada

## About the Brain Injury Association of Canada

At the founding meeting in July 2003 in Montreal, Quebec, members from brain injury associations from coast to coast, representing survivors, their families, and professionals identified the need to create the Brain Injury Association of Canada.

Our mandate is to improve the quality of life for all Canadians affected by acquired brain injury and promote its prevention. As well, BIAC is dedicated to facilitate post-trauma research, education and advocacy in partnership with national,

provincial/territorial and regional associations and other stakeholders.

BIAC is incorporated as a national charitable organization under the Canada Corporations Act and Canada Revenue Agency.

## The National Conference on Brain Injury

The Brain Injury Association of Canada is partnering with the Brain Trust of Saskatchewan Health for the 2010 Annual Conference. The 7<sup>th</sup> Annual Conference will provide attendees with 3 days of educational and professional sessions across three main themes – Survivors & Caregivers, Prevention, and Scientific & Professional Research. In addition, a number of plenary sessions are offered including such notable speakers as Captain Trevor Greene and Debbie Lepore.

In addition to the sessions, the annual conference offers our sponsor partners an excellent opportunity to network with professionals and survivors during exhibit hall open hours, receptions, breaks, and meals.

## Why Exhibit and Sponsor at the BIAC Conference?

This conference provides an opportunity like no other for you to showcase your products and services to practitioners, professionals, and survivors in the field of brain injury from across Canada.

- **Create a long-lasting, positive impression on the brain injury community.**
- **Share your expertise and product knowledge with your colleagues in the field and with existing and potential clients.**
- **Meet face to face with other experts in the field and survivors and their families.**
- **Demonstrate your corporate commitment to the critical role of this annual event in BIAC's ongoing efforts in areas of quality of life support, survivor advocacy, and prevention.**
- **Corporate recognition during the conference and on the BIAC website ([www.biac-aclc.ca](http://www.biac-aclc.ca))**



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## Welcome Sponsors!

The Brain Injury Association of Canada (BIAC) is pleased to announce the Seventh Annual National Conference on Brain Injury. In 2010, for the first time, the annual conference will also welcome exhibitors and conference sponsors to its annual event!

This interdisciplinary conference will be Canada's Premier Event for medical professionals and suppliers to interact with leading brain injury professionals and survivors.

A 3-day intensive event with more speakers, sessions, and more marketing opportunities than in any previous year! Don't miss this unique opportunity to be a part of the BIAC's first trade show September 30-October 2, 2010, in Regina, Saskatchewan.

## Sponsorship Contact

To reserve your exhibit space and conference sponsorship, please contact Bob Blackburn, BIAC Conference Sponsorship and Exhibit Manager:

[bob.blackburn@biac-aclc.ca](mailto:bob.blackburn@biac-aclc.ca)

519-749-0454 office

519-500-1412 cell

519-743-0621 fax

## Exhibits Summary

Exhibit space and sponsorships will be available on a first come first served basis. All exhibitors will receive a 10% discount on any additional sponsorship items selected. In order to ensure supplier representation across the widest spectrum possible the BIAC reserves the right to limit the total number of exhibitors and sponsors in any one category. There will be a maximum of 20 exhibit spaces available for BIAC 2010. Act now to secure your space!

Exhibit space will consist of 8'x8' table display areas. All exhibit space includes a 6' draped table, 2 chairs, small exhibitor sign, and a wastebasket.

The exhibit hall will have open hours during the first two days of the 3-day event (Thursday, Sept. 30-Friday, Oct. 1) including during breaks, lunches, plenary sessions, and exclusive exhibit hall hours.

## Sponsorship Summary

The BIAC conference also offers our exhibitors a wide range of sponsorship opportunities designed to significantly extend your marketing message to our attendees. Providing additional support is an extremely effective way to promote your leadership in the field of brain injury.

## Regina Inn

The Regina Inn's long standing experience in hotel accommodations has labeled this hotel a true Regina landmark. For many, it has long been regarded the cornerstone of the city skyline. Towering above the landscape, the Regina Inn sits proudly nestled in the heart and soul of the city. With business, shopping, theatre, a casino and government offices nearby, we are a focal point for the community. The Regina Inn is located just minutes from Regina International Airport. To book your rooms at the special BIAC conference rates, please call Regina Inn reservations at 1-800-667-8162 and reference the Brain Injury Association of Canada Conference to obtain the conference rate.

[www.reginainn.com](http://www.reginainn.com)

# BIAC 7<sup>th</sup> Annual Conference Sponsorship Opportunities

## Exhibitor

The exhibits fee is \$1,250 for a table; and \$450 for non-profit associations (shared table).

- All breaks scheduled in Exhibit Hall, plus additional exclusive Exhibit Hall hours
- One registration included with exhibits fee
- Includes access to all sessions and events
- Exhibit space is 8'x8' for a table and includes 6' draped table, identification sign, 2 chairs, wastebasket
- Recognition as conference exhibitor at conference & on BIAC website

## Awards Luncheon (1 available)

The annual Awards Luncheon will be held Saturday, October 2. The exclusive sponsorship for this event is \$5,000 and includes:

- Opportunity to speak (5 minutes) and welcome special guest speaker.
- Recognition on conference signage as a **Platinum Sponsor** & on BIAC website
- Special recognition during Awards Luncheon
- ½ page advertisement in the conference Program
- One registration

## Welcome Reception (1 available)

The Welcome Reception takes place Thursday evening from 6:30-7:30 p.m. The sponsorship for this event is \$2,500 and includes:

- Recognition on conference signage as a **Gold Sponsor** & on BIAC website
- Special recognition at Welcome Reception
- ½ page advertisement in the conference Program

## Conference Lunch Sponsor (2 available)

Lunch is provided to attendees on Thursday & Friday. The lunch sponsorship is \$2,500 and includes:

- Recognition on conference signage as a **Gold Sponsor** & on BIAC website
- Special recognition at selected lunch
- ½ page advertisement in the conference Program

## Breakfast Sponsor (3 available)

Breakfast is provided to attendees on Thursday through Saturday. The breakfast sponsorship is \$1,250 and includes:

- Recognition on conference signage as a **Silver Sponsor** & on BIAC website
- Special recognition at selected lunch
- ¼ page advertisement in the conference Program

## Conference Session Theme Sponsor

The conference provides educational presentations in three distinct tracks or themes: Survivors & Caregivers, Prevention, and Scientific & Professional Research. One sponsorship per theme is available.

The cost is \$1,250 and includes:

- Recognition on conference signage as a **Silver Sponsor** & on BIAC website
- Special recognition at opening session in each theme
- ¼ page advertisement in the conference Program

## Plenary Session Sponsor (several available)

There are several Plenary sessions held during the conference. The sponsorship for a Plenary session is \$1,250 and includes:

- Opportunity to introduce speaker
- Recognition on conference signage as a **Silver Sponsor** & on BIAC website
- Special recognition at selected Plenary session
- ¼ page advertisement in the conference Program

## Refreshment Break Sponsor (5 available)

Morning and afternoon breaks are held daily during the conference. Each Break sponsorship is \$350 and includes:

- Recognition on conference signage as a **Bronze Sponsor when combined with exhibit space purchase**, & on BIAC website
- Special recognition during the sponsored Break

## [Additional Conference Sponsorship Opportunities](#)

### **Conference Bag Sponsor (3 available)**

The conference bag sponsorship is limited to 3 companies; each will be allowed to have their logo included on the attendee bag. Cost is \$500 and includes:

- Logo on all attendee bags
- Recognition on conference signage as a Bronze Sponsor when combined with exhibit space purchase

### **Program Advertisement**

¼ page advertisement in Program - \$250

½ page advertisement in Program - \$500

Full page advertisement in Program - \$750



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[www.biac-aclc.ca](http://www.biac-aclc.ca)

# Exhibitor and Sponsorship Terms and Conditions

**PLEASE READ THE FOLLOWING TERMS AND CONDITIONS CAREFULLY. THIS INFORMATION IS CONSIDERED PART OF THE EXHIBITOR AND SPONSORSHIP AGREEMENT. IT IS THE RESPONSIBILITY OF EACH EXHIBITING PARTNER TO KNOW AND UNDERSTAND THESE TERMS AND CONDITIONS.**

## **1. Character of Exhibit:**

BIAC reserves the right to judge the appropriateness of any exhibit and to decline to permit an exhibitor to conduct or maintain an exhibit if, in the judgment of the management, said exhibitor or exhibit or proposed exhibit shall, in any respect, be deemed unsuitable. This agreement relates to persons, conduct, articles or merchandise, printed matter, souvenirs or catalogs without limitation, which might negatively affect the character of the exposition. In the event that BIAC shall determine that the conduct of any agents, or servants, is not in keeping with the character of the exposition, the management may, at any time, without notice, terminate the contract for space entered into with said exhibit and, with or without process of law, remove exhibitor, its employees, agents, servants, and all of the property of the exhibitor from the space contracted for and from the exposition. No exhibitor shall have any right or claim against BIAC on account of any action so taken. The determination of the management as to the suitability of any exhibitor, exhibit, or proposed exhibit or as to whether the conduct of any person is in keeping with the character of the exposition shall, in each instance, be final. Further, the exhibitor agrees that it will not demonstrate products at this exposition that BIAC reasonably determines to be competitive with products of BIAC. If the exhibitor demonstrates competitive products, the exhibitor, its employees, agents, and servants may be removed from, or refused admittance to the event. If admittance is refused or if Exhibitor is removed, Exhibitor will remain liable for the cancellation penalty.

## **2. Exhibitor's Representative:**

Each exhibiting organization must name at least one person to be its authorized official representative. At least one representative must be at your booth during all regular hours that the Expo is open.

## **3. Exhibits Indemnification:**

Exhibitor shall be fully responsible to pay for any and all damage to property owned by Regina Inn, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless Regina Inn, BIAC, Blackburn Consulting and their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof. In addition, Exhibitor acknowledges that neither BIAC, Regina Inn, Blackburn Consulting, nor any of the exhibit facilities maintain insurance covering Exhibitor's intellectual and/or physical property, and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor, Exhibitor's Agents, and representatives.

## **4. Liability and Insurance:**

All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither the BIAC, its service contractors, the management of the exhibit hall, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

## **5. Host Association and Hotel Names and Logos:**

The names and logos of the host Hotel, and BIAC are exclusive property of the host Hotel, and BIAC, respectively. Any unauthorized use of their names and logos is prohibited.

## **6. Termination of Exhibit:**

If the premises where the exhibition is to be housed are destroyed or damaged, or the exposition fails to take place as scheduled or is relocated or interrupted or discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, act of war, act of God, emergency declared by any government agency or for any other reason, this contract may be terminated by BIAC. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of BIAC shall be to return to each exhibitor the exhibitor's fee.

## **7. Payment for Space and Cancellation Penalties:**

This contract is binding upon signature. ***While Exhibitor may cancel this contract at any time, Exhibitor understands and agrees to pay BIAC the full fee listed on this contract at time of cancellation.*** Full payment is due by the stated date on the contract. If full payment is not received by July 31, 2010 BIAC reserves the right to cancel space & sponsorship reservation. In this instance, exhibitor shall remain liable for payment of the full amount of the contract as a cancellation penalty and BIAC will be entitled to retain any deposit monies paid or due. Exhibitors wishing to cancel or withdraw from the show must do so in writing, by registered mail, or overnight delivery service, prior to July 31, 2010. All exhibitor registration fees are subject to the registration cancellation policies.

## **8. Booth Assignment and Exhibitor Staff Registration:**

BIAC reserves the right to assign final booth location. Preferred booth locations will be offered on a first come first served basis upon receipt of full payment. Discounted registration fees are only available at time of sponsorship purchase and apply to the prevailing registration fee in force at the time of purchase.

#### **9. Use of Booth, Subletting of Booth:**

No exhibitor may assign, sublet, or apportion his booth to or with another business entity or individual without the express permission in writing from BIAC. No exhibitor may show or demonstrate products or services other than those manufactured or handled in the normal course of his business.

#### **10. Booth Setup:**

Booth Set-up must be complete by the time noted in the Exhibitor Kit for Exhibitor Move-in. If the exhibitor is not present in the vendor hall setting up their booth 1 hour prior to end of vendor move-in timeframe BIAC reserves the right to have the hotel set-up their booth if the booth is present. All costs for the set-up and related charges will be billed to the exhibitor.

#### **11. Exhibitor Kit, Official Exhibits Contractor:**

The Exhibitor Kit will be made available on the conference web site and emailed to vendor primary contacts and will not be mailed in printed form. All policies, rules, and regulations contained in the Exhibitor Kit or its equivalent as provided by BIAC are hereby incorporated by reference and made part of this contract. The kit has been assembled by our official exhibits contractor, and provides information pertaining to exhibits hours, setup and take down times, standard booth information, shipping instructions and cutoff dates, freight storage costs, etc. It is the responsibility of each exhibitor to obtain this information and to ensure that they are aware of all rules, guidelines, and critical dates regarding set up, take down, acceptable display configurations, and shipping, as well as any additional services required such as electrical, audio/video, etc. Exhibitors wishing to have displays that do not conform to the standard booth layout must provide the BIAC with a copy of their proposed display plans for approval by June 1, 2010.

#### **12. Exhibitor Badges, Registration & Exhibits Staffing:**

Exhibitor staff must register as regular attendees through the online registration system, or onsite (at prevailing rates). Exhibitor booths must be staffed at all times during show hours. Exhibitor's must not pack, remove, or dismantle, their booth prior to the close of the show. Exhibitor staff not on booth duty may attend conference sessions with the appropriate registration.

#### **13. Restrictions:**

Exhibitors must confine activities to their demonstration area. Distribution of literature and/or conducting surveys in the aisles of the show is not permitted. Promotional activities and giveaways are permitted only in your designated area. All exhibitor representatives must be properly attired and agree to conduct themselves in a professional manner.

#### **14. Waiver:**

BIAC shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by BIAC. No delay or omission by BIAC in exercising any of its rights shall operate as a waiver of such rights and a waiver of rights in writing on one occasion shall not be construed as a consent to, or a waiver of, any right or remedy on any future occasion.

#### **15. Attorney's Fees:**

Should BIAC find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement to protect in any manner its interest or interests under this agreement. BIAC, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys' fees.

#### **16. Social Functions/Special Events:**

Any social function or special event planned by an exhibiting company, to take place during the conference, must be pre-approved by BIAC.

#### **17. Other Regulations:**

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of BIAC. **BIAC SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED ANY AMENDMENTS, WHEN MADE, ARE BROUGHT TO THE NOTICE OF EXHIBITORS. EACH EXHIBITOR, FOR HIMSELF AND HIS EMPLOYEES, AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE.**



[www.biac-aclc.ca](http://www.biac-aclc.ca)

# Exhibitor and Sponsorship Agreement

I have read and agree to abide by the above Terms and Conditions for Exhibiting at the 2010 BIAC and Brain Trust of Saskatchewan Health Annual Conference. BIAC reserves the right to modify these Terms and Conditions with respect to changes in the Rules and Regulations enforced by the venue. All exhibitors will be notified in writing (via email to primary contact) of any changes in Terms and Conditions.

By signing this application, I understand that I and all employees and agents of my company participating in the 2010 BIAC and Brain Trust of Saskatchewan Health Annual Conference will adhere to the rules and regulations set forth.

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

Print Name: \_\_\_\_\_

Company Name (as it should appear in print): \_\_\_\_\_

Company Address1: \_\_\_\_\_

Company Address2: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Title: \_\_\_\_\_

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

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

Company Website: \_\_\_\_\_

## Exhibit Space:

- Table - \$1,250 (includes 1 registration)
- Non-Profit Shared Table - \$450 (includes 1 registration)

**NOTE:** All exhibitors will receive an automatic 10% discount on any additional sponsorship items selected from the list below and will be given priority for all sponsorship opportunities. Non-exhibiting sponsors will pay the sponsorship fee identified with each item.

## Sponsorship Opportunities

Awards Luncheon (Platinum) - \$5,000

Welcome Reception (Gold) - \$2,500

Thursday Lunch (Gold) - \$2,500

Friday Lunch (Gold) - \$2,500

Thursday Breakfast (Silver) - \$1,250

Friday Breakfast (Silver) - \$1,250

Saturday Breakfast (Silver) - \$1,250

Conference Theme – Survivors & Caregivers (Silver) - \$1,250

Conference Theme - Prevention (Silver) - \$1,250

Conference Theme – Scientific & Professional Research (Silver) - \$1,250

Plenary Session (Silver) - \$1,250

Break Sponsor (Bronze) - \$350

Conference Bag Sponsor (Bronze) - \$500

¼ Page Advertisement - \$250

½ Page Advertisement - \$500

Full Page Advertisement - \$750

**NOTE:** All exhibitors will receive an automatic 10% discount on any additional sponsorship items selected from the list below and will be given priority for all sponsorship opportunities. Non-exhibiting sponsors will pay the sponsorship fee identified with each item. GST will be added to the invoice for all booth and sponsorship fees.

**SUBTOTAL - \$** \_\_\_\_\_

Payment may be made via cheque payable to: “The Brain Injury Association of Canada”

Cheque Total \$ \_\_\_\_\_

enclosed

invoice my company

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

**If Paying by Cheque:** Return both pages of the Exhibitor and Sponsor Agreement, including sponsorship selections and signed acceptance of the Exhibitor Terms & Conditions, along with payment to: The Brain Injury Association of Canada, 155 Queen Street, Suite 808, Ottawa, Ontario, K1P 6L1

**If Requesting an Invoice:** Return both pages of the Exhibitor and Sponsor Agreement, including sponsorship selections and signed acceptance of the Exhibitor Terms & Conditions via fax to The Brain Injury Association of Canada c/o Bob Blackburn – FAX: 519-743-0621

**Please contact Bob Blackburn if you have any questions regarding BIAC 2010 :**

**[bob.blackburn@biac-aclc.ca](mailto:bob.blackburn@biac-aclc.ca)**

**519-749-0454**