Exhibitor Prospectus and Policies Guide

Family Medicine

2014

en médecine familiale

QUÉBEC

November 13-15, 2014

Québec City Convention Centre
Québec QC

FMF 2014 combines the Annual Scientific Assembly of The College of Family Physicians of Canada (CFPC), and the Quebec College of Family Physicians (QCFP) with the Annual Workshops of the CFPC’s Sections of Teachers and Researchers
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EXHIBIT INFORMATION AND POLICIES MANUAL
FAMILY MEDICINE FORUM 2014

FMF 2014 Key Dates

December 31, 2013: $500 non-refundable deposit guarantees space in the FMF 2014 exhibit hall

Minimum 50% due by January 15. Balance due prior to June 13

February 14, 2014: Space booked and paid in full prior to this date qualifies for an 10% early bird discount

May 14: Assignment of booth locations according to Priority Points standing

June 13: 50% cancellation fee applies to any cancellations made after this date

June 13: 100% reservation payment applies to bookings received after this date

June 27: 50-word exhibit booth description due by e-mail if not provided on initial application form

August 8: 100% cancellation fee applies to any cancellations made after this date

September 15: Last date to be included on conference signage and in Final Program

September 30: Insurance certificates due. Place orders with suppliers for additional requirements

October 15: Convention room block closes

November 11: Decorator Move-in

November 12: 8:00am – 6:00pm Exhibitor Move-in

November 13: 7:00am Conference begins

November 15: 1:45pm Move-out. Conference ends

December 31: Send $500 non-refundable deposit to guarantee space at FMF 2015, November 12-14

Toronto Convention Centre, Toronto

Pay in full prior to February 15, 2015 to qualify for the early bird discount

Contacts - CFPC

Please direct your exhibit inquiries for the conference during office hours (0830-1630 EST) to:

Naomi Wagschal CEM CMP, Meetings and Exhibitions Business Manager
The College of Family Physicians of Canada
2630 Skymark Avenue, Mississauga, Ontario, Canada L4W 5A4
Telephone: (905) 629-0900 ext. 1.312 or 1-800-387-6197 ext.1.312
E-mail: enw@cfpc.ca Fax: 1-888-843-2372

or Joan Morin, Exhibits Coordinator: (905) 629-0900 ext. 1.209, E-mail: jmorin@cfpc.ca
Exhibit Hall Dates and Hours

The Exhibit Areas will be located on the Exhibition Level. Exhibits must be staffed at all times during the Exhibit Hall hours.

Exhibitor-appointed contractors may arrange for early move-in with the official show contractors. All Exhibitor-appointed contractors must be identified to show management at least 15 days prior to move-in. All safety regulations must be followed to protect the health and well-being of show service contractors, suppliers, exhibitors and registrants throughout the show from move-in through move-out.

Wednesday, November 12
- Exhibit Hall open for set up: 8:00 – 20:00
- Booths ready for inspection: 20:00

Thursday, November 13
- Satellite Symposia
- Exhibit Hours: 7:00 – 17:00
- Scientific Program: 8:15 – 17:15
- SatelliteSymposia: Lunch hour
- Satellite Symposia: 17:30 – 18:30

Friday, November 14
- Satellite Symposia: 7:00 – 08:00
- Exhibit Hours: 7:00 – 16:00
- Scientific Program: 8:15 – 17:15
- Satellite Symposia: Lunch hour

Saturday, November 15
- Satellite Symposia: 7:00 – 08:00
- Exhibit Hours: 7:00 – 13:45
- Scientific Program: 8:30 – 15:30
- Satellite Symposia: Lunch hour

(Exact times are subject to change by the FMF Planning Committee)

EXHIBIT HALL CLOSE AND TEAR-DOWN: Saturday, November 15, 2014, 13:45 – 20:00

No packing of equipment or literature, or dismantling of exhibit displays will be permitted prior to closing time. Exhibitors ignoring this rule will not be invited to future meetings.
The College of Family Physicians of Canada

As the voice of family medicine in Canada, The College of Family Physicians of Canada (CFPC) is the national professional organization responsible for ensuring the highest standards of training, certification, and life-long education of Canadian family doctors; for educating and informing the public about healthful living; and for advocating on behalf of family physicians. The CFPC serves more than 30,000 members across the country through its National Headquarters in Mississauga, Ontario, and its Chapter offices in each Canadian province.

Family Medicine Forum (FMF)

Family Medicine Forum is the showcase event in the CFPC’s calendar. Combining the annual meetings and scientific assemblies of the National College, the host Provincial Chapter, and our Sections of Teachers and Researchers, FMF has become the largest national gathering of family doctors in Canada. In 2004 and 2005, Family Medicine Forum was recognized as a winner of the Trade Show Week’s Fastest 50 award demonstrating that since 2001 Family Medicine Forum has been one of the fifty fastest growing shows in North America. In 2011, the FMF Exhibit Hall became one of the 50 largest shows in Canada (TradeShow News Network).

Since 2000 FMF has more than tripled its average original attendance figures making it the largest meeting for family physicians in Canada. At FMF 2013 in Vancouver our delegate registration was 3,191 plus over 619 exhibitor staff. FMF delivers the audience that you want to reach. All food service for the conference is delivered in the exhibit hall so you have many opportunities to engage the interest of delegates. You will find more information about exhibit hall activities in the following section.

<table>
<thead>
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<th>3,191 Delegate Registrations at FMF 2013 by Category</th>
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<td>Physicians</td>
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<td>63%</td>
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The Value of FMF to our family physicians

Several surveys have provided an extensive evaluation of what the Family Medicine Forum experience means to our registrants. We have learned that networking with colleagues is second only to learning and professional updating. Approximately 80% of respondents have attended at least one Family Medicine Forum in the past three years.

“FMF is an opportunity to attend an event which is attended by so many people across the country. I bumped into former colleagues and classmates that I hadn’t seen in years. The talks were excellent … the event well-organized … I look forward to the next FMF.”

In addition to the knowledge and skills they learn in sessions, our registrants rely heavily on the exhibits to learn about resources available to them and their patients. Our exhibit hall has been designed to be an integral part of the whole. It works and our registrants told us that they appreciate the practical elements that the exhibits bring to their learning experience.

Our exhibitors and sponsors are recognized and appreciated by our registrants – that’s why we call you our Partners!
We Want You to be our FMF Partner

The CFPC values the important roles played by our FMF partners - the sponsors and exhibitors whose financial and program planning contributions help make FMF a success. We want to share our success with you. The Partners Program is also a way of welcoming your increased participation in our events and your input into our program planning and evaluation.

To learn more about the FMF Partner Program and sponsorship opportunities go to the Partner tab on the FMF web site or contact Naomi Wagschal, CEM CMP Meetings and Exhibitions Business Manager, at CFPC National office, 905-629-0900 ext.312.

**FMF Partners participate in**

- our exhibit hall through purchase of booth space to display and share information about their programs and products
- our sponsorship program, through educational grants to support FMF presentations and special events
- our FMF Partners’ Program where we are able to provide significant recognition for your valuable participation as a sponsor and/or exhibitor.

**Exhibit Hall Activities**

**Demonstration Theatre – Skills Workshop**

Located in the Exhibit Hall, the demonstration theatre hosts daily live demonstrations of office procedures and practical clinical skills.

**Booth Awards**

Ballots will be submitted where physician delegates can rank the exhibitors in three categories: Best Booth Representatives, Most Innovative Booth, and Most Educational Booth. Votes will be tabulated and the winning exhibitors will receive an award on the second day of the conference. Winners 2013: Egg Farmers (Best Reps), Life Force Medical Solutions (Most Innovative), and Society of Obstetricians & Gynaecologists of Canada (Most Educational).
**Daily "Exhibits Passport" Educational Draw Prizes**

The Exhibit Hall Contest (formerly known as the Passport Contest) is administered by the CFPC in lieu of individual booth draws. Its purpose is to create quality physician visits with exhibitors.

In this contest the prizes are voluntary contributions by exhibitors of practice-related prizes or cash so that we can purchase the gifts on your behalf. Donated prizes could be books, medical equipment or other items that are educational or scientific in nature and relevant to family medicine.

Registrants receive a booklet as part of their delegate kit. In order to qualify for the prizes offered in the daily draws, they need to respond to several questions within the booklet—some of which pertain to three awards presented to exhibitors on Friday. Registrants will deposit completed ballots either at College Square or into a ballot box located near the Exhibit Hall Entrance.

There will be daily draws and a grand prize draw will take place in the Exhibit Hall on Saturday. Exhibiting companies are not allowed to hold individual draws, raffles, lotteries or contests of any kind at their booth.

Contest Prize levels begin at $100. Donations of prizes exceeding $500 in value will receive special recognition through our Partner Program. Points are allotted based on donation level and are credited towards priority points for your company.

Donations to the Exhibit Hall Contest qualify as Quartz Gem Level sponsorships in our Annual Partner Program.

- ★★★★★ Five Star Prize Level ($500+)
- ★★★★ Four Star Prize Level ($400-$499 value)
- ★★★ Three Star Prize Level ($300-$399 value)
- ★★ Two Star Level ($200-$299 value)
- ★ One Star Level ($100-$199 value)

Exhibitors who donate to the contest have their logos displayed in many locations: beside their 50-word booth description in the Final Program, on the Contest Booklet cover, on the Conference App, on the back of the Exhibit Hall Guide and on conference Partner signage. The identifying tent card at the booth will also recognize your contribution.

If you participate we’ll need your logo in pdf, jpg, eps or .ai format.

**Breakfasts, Buffet Lunch and Coffee Breaks**

All food service for the conference is delivered in the exhibit hall so you have at least eleven opportunities to engage delegates’ interest. The lounge seating areas are located throughout the exhibit hall and provide opportunities for registrants to enjoy their breaks and interact with one another and the exhibitors. **Exhibitors are reminded that candy, snacks, muffins, cookies, beverages or other edible items are not permitted for distribution at individual booth displays.**

**Exhibitor Refreshments and Lounge**

Continental breakfast, breaks, and lunch are provided free of charge for two exhibitor personnel per 10’ x 10’ booth space (10’x 20’ entitled to four, etc.). Box lunch tickets will be placed in the exhibitor kit that will be delivered to each booth. Exhibitor refreshments will be served in the exhibitors’ lounge located in the exhibit hall.

**Exhibitor Newsletter**

A daily newsletter is prepared and distributed to exhibitors, informing them of the meeting activities and Exhibit Hall highlights.

**Mobile App**

The FMF mobile app allows registrants to view the program and design their personal schedule. It also features the entire exhibitor list and an interactive exhibit hall map. Exhibitor web addresses are live links to the exhibitor’s home page.
Purpose of Exhibits

The purpose of the Exhibit Hall, as an integral part of the Family Medicine Forum (FMF), is to complement the clinical and educational activities of the scientific program sessions by enabling attending registrants to evaluate the latest developments relevant to family medicine of pharmaceuticals, medical equipment, diagnostics, computer hardware and software, educational publishing, patient care, nutrition, information management, and other services and suppliers which meet the standards of generally accepted medical practice. The FMF 2014 Planning Committee has designed the scientific program to provide 9 hours of unopposed time for physicians to visit the Exhibit Hall.

Eligibility to Exhibit

The FMF Planning Committee will determine the eligibility of any company, product or service to exhibit at the FMF. The Exhibit Hall of the CFPC FMF adheres to the CMA Policy, respects the Rx&D code of Marketing Practices and applies it to all exhibitors unless expressly exempted.

Conditions of Contract to Exhibit

Exhibitors agree to abide by all of the conditions published in the Exhibitor’s Prospectus and Exhibitor Information & Policies Manual and by all conditions under which space has been leased to the CFPC. Exhibitors further accept responsibility for informing all of their employees, suppliers or agents, and temporary staff, involved with their exhibit activities of these conditions and agree that their employees, suppliers or agents will also abide by these conditions.

The CFPC acts for Exhibitors and their representatives in the capacity of an agent, not as a principal. The CFPC assumes no liability for any act of omission or commission with this agency. Exhibitors and their representatives hereby agree to indemnify and hold harmless the CFPC, its official suppliers, the employees thereof and their representatives and agents, against any and all claims for loss, damage, theft or injury. Indemnification includes the period of storage prior to and immediately following the FMF. The exhibitor, on signing the contract, releases the foregoing from any and all claims for loss, theft, damage or injury.

Reservation Payment Terms

Exhibitors must forward their payment for space requested within five (5) business days of our receipt of your contract; otherwise, the same space may be relinquished to another exhibitor. No requests for exhibit space will be accepted, nor will any space be reserved, by telephone under any circumstances. We accept cheques, credit cards and Electronic Funds Transfers. Minimum payment of 50% is due within 5 business days. Balance is due within 45 days of initial booking.

December 31, 2013: $500 non-refundable deposit guarantees space in the FMF 2014 exhibit hall. This amount is counted towards the final booth price.

If 100% payment is made by February 14, the exhibitor (except certain categories noted below) is entitled to deduct 10% from the net booth price (before taxes).

100% reservation payment is required for all bookings received after June 13.

Cancellation of Booth Space Reservation Terms

Cancellations must be made in writing. All cancellations are subject to a $500 administration fee. If the cancellation occurs between June 13 and August 8, a 50% cancellation fee applies.

For cancellations received after August 9, a 100% cancellation fee applies. Any space not paid in full by this date will be deemed vacant and may be reassigned.

It is the exhibitor’s responsibility to cancel any other arrangements which might have been made concerning exhibiting, e.g., Convention Centre reservations, requests for services from official suppliers, etc.
FMF 2014 Booth Prices

Approximately two hundred (200) commercial booths will be available. Locations are 10’ deep x 10’ wide or in multiples of that size. GST (R108078023) & QST (R1201629558) are extra. All cancellations are subject to a minimum $500 cancellation fee.

Booth space for future meetings may be reserved by submitting a $500 non-refundable deposit at any time prior to the year of the conference, i.e. before December 31, 2014 for FMF 2015.

- Islands/Pavilions: minimum 20’ x 20’ or larger – aisles on all sides. No maximum height restriction. Call for price.
- Each 10’ x 30’ in-line Prime aisle: $16,100. Multiple booth bookings may not span the end of an aisle. They must be adjacent down the length of an aisle.
- Each 10’ x 20’ in-line Prime aisle: $10,850. Multiple booth bookings may not span the end of an aisle. They must be adjacent down the length of an aisle.
- Prime Aisle or Corner 10’ x 10’ booths: $5,600.
- Regular 10’ x 10’ booths: $5,175. Multiple booth bookings may not span the end of an aisle. They must be adjacent down the length of an aisle.
- Regular 10’ x 10’ booths booked by members of CASPR (Canadian Association of Physician Recruiters: $4,700. Not eligible for early bird or not-for-profit discounts
- Not-for-Profit Association, and Provincial/Federal Government Departments booths: $4,000 per 10’ x 10’ booth. Not eligible for early bird discounts.
- Charitable booths (CRA Registered Charity): $1,375 per 10’ x 10’ booth. This category is reserved for volunteer-driven registered charities only and is strictly limited to 10% of the available exhibit booths. Not eligible for early bird discounts.
- 5’ x 5’ mini-space (ideal for small special interest groups): one side only $970. A poster panel will be mounted vertically behind a small one-meter wide counter or table. The area will be carpeted. There is room for only one exhibitor staff person in this display configuration.

Booth prices include all meals and breaks for two exhibitor personnel per meal event per 10’ x 10’ booth segment. (Larger booths multiply by size). One ticket is provided for the mini-space.

Floor Plan

The floor plan will be available in April 2014. Consult the FMF website www.cfpc.ca\FMF. Assignments will be made according to Priority Points standing as described in other sections of this Guide.

Assignment of Booth Space

Booth space will be assigned according to the Priority Points System as described at the end of this document. Contract applications must be received in writing (by mail, email or fax) before any tentative assignments will be made. No requests for exhibit space will be accepted, nor will any space be reserved, by telephone under any circumstances. Deposited bookings will be tentatively confirmed subject to final confirmation once the Exhibit Hall is full. The organization name listed on your exhibit application is the name under which your company will appear in all CFPC printed material.

When the floor plan is available, all exhibitors will be asked to indicate their top 5 location choices together with any information on competitors they do not wish to be located near.

On May 14th the pre-registered exhibitors will be assigned their booth location based upon their Priority Points standing, from highest to lowest.

From May 15-September 15, remaining booth assignments will be assigned at the discretion of the show manager.

When two or more exhibitors have requested the same location and have an equal number of points, their participation in the FMF Partner program and Passport Contest will determine the ‘winner’ of the space. When ‘winners’ who are also direct competitors request adjacent locations, both companies will be contacted to determine the best alternate choice.
We will endeavour to assign space in accordance with exhibitor preferences; however, no guarantees can be made. Please Note: CFPC reserves the right to rearrange exhibitors or to adjust the floor plan to accommodate the best interest of the overall event. The floor plan maintained by CFPC shall be the official floor plan. Changes may occur at any time, including prior to the space assignment, to accommodate show needs.

**Subletting Space**
Subletting space in the Exhibit Areas is not permitted. Two or more firms may not exhibit in a single space unless these arrangements have been submitted in writing to the CFPC and approved prior to the conference.

**Standard Booth Package**
Each 10’ x 10’ booth space will be equipped with a standard booth background, 8 feet high, with side rails 36 inches high covered with flame-proofed drapes. All exposed parts of displays must be draped or finished to present an attractive appearance when viewed from aisles or adjoining exhibits. Unfinished sections of displays may be draped by the show contractor at the exhibitor’s expense. In order to preserve sightlines and in consideration of neighbouring exhibits, displays may not project more than 48” from the back wall.

**Included:** One (1) six foot by twenty-four inch (6’ x 24”) table, skirted in the show colours and two (2) chairs. Also included is material handling for the first 200 pounds of freight. Shipments exceeding this weight amount or that need special handling will be charged extra.

**Not included:** Carpet, electrical supply, power bars, extension cords, internet, lead retrieval devices. Orders for carpet, additional chairs, and other equipment or service requirements must be placed with the official suppliers. Please consult their order forms for discount dates.

To maintain an attractive professional appearance throughout the trade show hall exhibitors are required to carpet their space. Rental carpet is available from the General Service Contractor (GSC) with special discount rates available during the advance order period. Uncarpeted exhibit space will be carpeted by the show contractor at prevailing rates at the expense of the exhibitor prior to show opening.

**Exhibit Booth Description for Final Program and the FMF Mobile App**
The Final Program that will be available to registrants at the conference includes a section for exhibitors. You are invited to provide a fifty (50) word description of the products or services you will exhibit so that registrants know what they will learn by visiting your booth. Companies contributing donations or prizes to the "Exhibits Passport" Educational Draw Prize Contests may include their corporate logo and will be recognized at the Quartz Partner level. Your website address will be a live link on the FMF Mobile App.

**Liability and Insurance**
Exhibitors must carry their own fire, theft, or other insurance. Exhibitors who choose not to use the official show contractors must ensure that their designated installers (other than exhibitor personnel) carry additional insurance and follow local labour regulations. The CFPC shall take reasonable precautions to prevent losses or injuries and to protect the interests of exhibitors. However, under no circumstances will the CFPC be liable for such losses or injuries howsoever caused. All independent suppliers are required to carry a minimum of $2,000,000 liability insurance.

**Booth Installation and Dismantling**

**Health and Safety**
All exhibitors are responsible for the health and safety of their personnel and that of the subcontractors in their employ and must ensure that their employees comply with all required safe work practices and be properly trained to carry out their job tasks safely. Personal Protective Equipment should be worn in all cases where there is a risk of worker injury. Any injury must be reported immediately to show management and the facility.

In order to minimize the risk of foot injury to the lowest possible level, we ask that exhibitor and contractor personnel wear safety shoes during the move-in and move-out periods. Open-toe shoes or high heels may not be worn during move-in.
Any electrical equipment, including extension cords, power bars, or other items must meet accepted electrical standards and be certified for use in Québec.

Tables, chairs and ladders shall not be used as working platforms. As exhibits are unpacked and assembled, help reduce the risk of slips, trips and falls by placing waste in appropriate waste containers.

Exhibitors and their contractors must respect and give right of way to vehicle traffic during move-in and move-out activity and make every effort to keep aisles clear and clean of debris at all times during the show.

If there are any special arrangements that need to be made to install or build an exhibit, the exhibitor must advise the show manager (Naomi Wagschal) and the official General Services Contractor (GSC) prior to move-in.

Exhibitors and contractors may not bring children under the age of 16 into the Exhibit Areas during set-up or tear-down.

**Exhibitor Appointed Contractors (EAC)**

Any exhibitor planning to use their own EAC and I&D (Installation & Dismantle) contractors must be identified to show management at least 30 days prior to move-in. More information will be provided in the Rules & Regulations listed under the Exhibitor tab on the FMF website.

**Suppliers**

A complete list of suppliers including: General Service Contractor, official freight handler, customs broker, audio-visual, computer rentals, insurance, internet, and lead retrieval services in addition to facility contacts will be provided on the website. This will be available at least 60 days prior to show opening. **Most suppliers offer early bird booking rates that can save exhibitors at least 10%.**

All Supplier forms and documents will be available for download from the FMF webpage at [http://FMF.cfpc.ca/English/Exhibitors/Exhibitors.html](http://FMF.cfpc.ca/English/Exhibitors/Exhibitors.html)

**Communications**

Exhibitors will receive periodic email updates and newsletters from FMF organizers with announcements and reminders about upcoming deadlines.

The CFPC shares its exhibitor contact list only with official suppliers so that they may assist with the processing of exhibitor orders. If you do not wish to be contacted by our suppliers, please write and let us know.

**LinkedIn Group**

Exhibitors are invited to join the Family Medicine Forum Group on LinkedIn. This site is used by the show manager to share current information about the planning process and activities for FMF and is intended to be an open forum for feedback, suggestions, and communication that may be of interest to other members of the group.

**Exhibitor Registration**

Exhibitor personnel must be registered using our online system.

In order to allow for staffing rotations, regular exhibitors may register up to six (6) representatives for every 100 sq. ft. (10’ x 10’) booth booked. The name badge must be worn to gain access to the Exhibit Areas during the Convention.

Name badges will be issued in the name of the paid and officially recognized exhibitor (as listed in the final program). Representatives from associated enterprises who also staff the booth will be required to wear the badge identifying only that official exhibitor. Supplementing name badges with business cards, company ribbons or logotypes is not permitted.

If the representatives are not registered by the deadline date or the names submitted are incorrect and badges must be generated on-site, a TWENTY ($20) dollar administration fee may be levied.

All identified exhibitor personnel must check in at the Exhibitor Registration desk to pick up their name badges. The Exhibit Booth on-site package will be distributed on Wednesday evening.
Exhibitors are permitted to attend the scientific sessions provided that there is room available and personnel are still staffing the booth. In the case of overflow, exhibitor personnel may be asked to give up their seats to conference registrants. Exhibitor conference badges are required for admittance to educational/scientific sessions.

Complimentary refreshments will be available for Exhibitors in the Exhibitors’ Lounge in the exhibit hall. We plan for two (2) representatives per 10’ x 10’ booth per refreshment period: continental breakfast, morning and afternoon coffee breaks, and lunch.

**Foreign Exhibitors**

Canada has specific customs regulations for expositions such as this event. We have engaged the services of Mendelssohn Logistics to act as official customs broker to service exhibitor requirements. Mendelssohn will also provide suggested transportation routings, coordinate delivery to the event site, post all security deposits, customs-clear the exhibitor’s goods, interview each exhibitor to arrange for the outward movement of their materials, and coordinate the U.S. customs clearance and transportation back to the required destination.

**Exhibitor Training**

Get the most out of the exhibiting experience at Family Medicine Forum. Go to the Exhibitor tab at [www.cfpc.ca/FMF](http://www.cfpc.ca/FMF) and click on the link to Family Medicine Forum Success Centre to find tips and tools to help you develop your exhibit marketing plan for FMF 2014. Take advantage of the complete range of exhibition planning exercises that Fred Fox of the Exhibitor Institute presents as you and your representatives prepare for FMF 2014 in Québec City. Your advance preparation and training will make a difference at the show.

**Exhibitor Rules of Conduct**

Exhibitors are reminded that the Exhibit Hall of the FMF adheres to the CMA Code of Ethics and Regulatory Guidelines and the Rx&D Code of Marketing Practices and applies it to all exhibitors unless expressly exempted.

The College of Family Physicians of Canada retains full authority in the interpretation and enforcement of all rules and regulations governing exhibitors. These regulations may be amended at any time by the CFPC. The CFPC reserves the right, even after an application to exhibit has been approved, to restrict and/or to cancel any booked exhibit which it deems to be undesirable or objectionable.

Exhibitors must not place demonstration areas on the aisle line of their exhibit if they expect many people to congregate there at one time, and should allow sufficient space within the booth area to absorb the majority of the anticipated crowd. Exhibitors whose display arrangements or presentations cause spectators to interfere with normal aisle traffic, or unduly overflow into the display area of neighbouring exhibits, may be asked to limit or eliminate their presentations.

**W.H.O. Code Adherence**

Exhibitors intending to promote breast milk substitute products must comply with the stringent restrictions within the W.H.O. International Code for all visual display and hand-out materials and must submit copies of their promotional messages to Naomi Wagschal, prior to being accepted as exhibitors.

**Order-Taking and Selling by Non-Pharmaceutical Exhibitors**

Non-pharmaceutical exhibitors may take orders and sell product. This includes book publishers, medical instrument or device manufacturers. Products for sale must be the exhibitors’ own unaltered, marketed products, and the products or services must be pertinent to the attendees’ professional interest.

**Promotional Material**

Exhibitors are responsible for ensuring that all promotional and product or service related information intended for distribution to delegates during the convention is factually accurate, provides appropriate referential and scientific data, and is professionally tasteful in its presentation.

No promotional material may be distributed inside or near any educational session meeting rooms.
**Distribution of Product Samples, Food and Beverages**

Exhibitors, whether or not they are members of the Rx&D, may not distribute from their exhibit booths product samples of prescription products, non-prescription products, medical devices or equipment, foodstuffs of any kind, beverages, nutritional samples, cosmetics, etc., to attending delegates or directly to the room blocks for convention registrants in the area hotels.

Exhibitors wishing to display their product samples at their exhibit may have one sample to be used for demonstration purposes only, and may stack empty product containers as part of their display if they wish. This distribution policy includes all exhibiting companies at the convention. Lead retrieval equipment will be available for rental in order to allow post-conference follow-up.

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**Novelty Gifts and Souvenir Give-aways**

All novelty gifts and souvenir give-aways that are intended for distribution to delegates at the convention must be submitted to the CFPC for review and approval. All submitted items will be reviewed on the basis of whether or not they contribute to the healthcare professional's or the patient’s understanding of a condition or its appropriate treatment. These premiums must be of minimal value (under $10) and related to the physician’s work or his/her patient.

Examples of approved giveaways include: Hand Sanitizer, Baby Check Score Card, Adhesive Bandage Dispenser, Brochures, Calorie Counter, Child ID Kit, Dosage Cards, Dosage Spoon, First-Aid Kits, Geriatric Evaluation Cards, Medicine Bottle Cap, OB Wheel, Patient Diary, Pedometer, Penlight, Pill Box, Posters (Educational), Tape Measures (cloth/vinyl), Teaching Laminates, Brochures, Dictionary, Exam Forms, Tissue Packets, Magazines (Health Related), Magnets/Magnetic Boards, Memo Clip, Penlights, Stethoscope Name Tags, Sewing Kit, USB Sticks.

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**Market Research**

Companies conducting market research must bring sufficient materials to last the three days of the convention until noon on Saturday and are not permitted to vacate booths once their survey requirements have been completed. All surveys must be conducted within the confines of the booth(s) assigned. All booths must be staffed during all Exhibit Hall hours. This regulation applies equally to all exhibitors.

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**Satellite Symposia**

The CFPC will only recognize, endorse or support these activities in conjunction with the FMF when accepted by the FMF Scientific Program Planning Committee and approved for MAINPRO M1 credits by the CFPC CME department. The guidelines and application form for these activities appear online under FMF Sponsorship at [www.cfpc.ca/FMF](http://www.cfpc.ca/FMF).

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**Sponsorship – FMF Partner Program**

To learn more about the FMF Partner Program and sponsorship opportunities go to the Partner tab on the FMF web site or contact Naomi Wagschal, CEM CMP Meetings and Exhibitions Business Manager, at CFPC National office, 905-629-0900 ext.312.

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**Infractions**

As a condition for exhibiting, each exhibitor shall agree that they, their employees, and their agents will observe all FMF policies and regulations as described in this Exhibitor Information Manual. Failure to comply with these policies and/or regulations may result in direct intervention by the FMF committee and removal from the mailing list for future FMF meetings.

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**General Regulations**

Noise from electrical or mechanical apparatus must not interfere with the rights and privileges of the exhibitors. Show management will monitor noise, light and odour levels, and the CFPC reserves the right to exercise its own judgement in responding to exhibitor complaints in this regard.

No signs, posters, or other items or articles are to be fastened to Convention Centre property by any means. No pins or tape may be fastened to the draped booths.

The Convention Centre is a smoke-free environment. Smoking is prohibited during all activities of the FMF.

All display material must be flame proofed and subject to inspection by the local Fire Department. Please follow any emergency instructions from facility staff.
Privacy Policy
The collection of registrants’ personal information is subject to the privacy laws (PIPEDA). Your corporate privacy policy must be available for review by registrants. The CFPC does not provide registrant lists to exhibitors. Registrant information may by gathered, with the registrant’s permission, by scanning the conference badge.

Security in Exhibit Hall
The CFPC will endeavour to protect exhibitors by providing general security on a 24-hour basis from commencement of set-up to the completion of teardown of the Exhibit Hall. Each exhibitor is solely responsible for their exhibit material, and should insure these exhibit materials against loss or damage during the convention. Regardless of security arrangements made by the CFPC, it is recommended that exhibitors take any valuable portable items out of their exhibits during off hours.

Use of the College of Family Physicians of Canada’s Name and Logotypes
The name and logotypes of the College of Family Physicians of Canada and the name and logotype of the Family Medicine Forum, are propriety trademarks for the exclusive use of the CFPC, and may not be printed, used or displayed for any purpose without the express written permission of the FMF Committee. Such permission will not be granted for purely promotional purposes, or that would in any way imply endorsement of a particular company, product, service or activity.

Cancellation of Exhibition
In the event of total or partial cancellation of the FMF due to fire, strikes, natural disasters, acts of terrorism, governmental regulations, or causes which would prevent its scheduled opening or continuance, then and thereupon exhibitors and the CFPC have no further obligations to each other, and the CFPC management shall determine an equitable basis for the refund of a portion of the exhibit fees, after due consideration of expenditures and commitments already made. Under no circumstance is the CFPC responsible for an exhibitor’s expenses or any other incidental or consequential damages.

Future Dates for Family Medicine Forum
2015 – November 12-14, 2015. Toronto ON
Family Medicine Forum Priority Points Exhibit Space Selection Policy

In 2010 we replaced the ‘first-come, first-served’ booth selection policy with a priority points system. This, combined with the early bird guarantee, is intended to ensure that long-term repeat exhibitors receive the highest priority in booth space choices. We want to recognize the loyalty and commitment of our exhibitors and feel that it will be fairer to apply a points system when the booth draw opens.

**HOW DOES WORK?**

Exhibitors are rewarded not only for the amount of exhibit space reserved, but also for participation over the previous two year-period in the FMF Partner Program.

Exhibitors booking by the early bird deadline are rewarded with bonus points towards space draw. This will give first-time exhibitors a chance to begin building their points.

The 10% discount will continue to be offered for exhibitors who reserve and pay in full prior to February 14th.

When the floor plan is available, all exhibitors will be asked to indicate their top 5 location choices together with any information on competitors they do not wish to be located near.

On May 14 the pre-registered exhibitors will be assigned their booth location based upon their Priority Points standing, from highest to lowest.

Where two or more exhibitors have requested the same location and have an equal number of points, their participation in the FMF Partner program and Passport Contest will determine the ‘winner’ of the space.

Where ‘winners’ who are also direct competitors request adjacent locations both companies will be contacted to determine the best alternate choice.

Exhibit space booked after May 15 will be assigned on a first-come first-served basis to the remaining locations.

Any remaining space will be assigned at the discretion of the show manager.

The show manager retains the right to re-assign space if changes to the floor plan design are required prior to the opening of the exhibit hall.

Cancellations will result in a deduction of one and a half times the current year’s earned points.

**HOW DO WE COUNT THE POINTS?**

Exhibit space is assigned based on points accumulated by an exhibitor since the inception of the points tracking system from 2000 - 2010 at 1 point = 100 sq. ft. of exhibit space, plus points accrued yearly, based on: Current Exhibit Space Reserved; Exhibitor History; and Sponsorship Support.

For each missed year the exhibitor will forfeit 2 points.

For mergers and acquisitions, points are NOT combined. Only the higher points of the two companies involved are counted. When a company splits or separates into two different (distinct) companies, both companies will retain the accumulated points of the original company.

New points are added to an exhibitor’s total immediately using the following point calculation.

Cancellation prior to the event will result in a deduction of 1.5 times the originally earned points for the current year. These will be deducted from the history total used for the next year’s draw.