

# EXHIBITOR POLICIES & GUIDELINES MANUAL



**November 8–11, 2017**

**Palais des Congrès de Montreal**

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## ELIGIBILITY TO EXHIBIT

The Family Medicine Forum (FMF) Committee determines the eligibility of any company, product, or service to exhibit at FMF. The FMF Exhibit Hall of the College of Family Physicians of Canada (CFPC) adheres to the [Canadian Medical Association's Code of Ethics](#) and respects [Innovative Medicine Canada's Code of Ethical Practices](#), and applies these principles to all exhibitors unless expressly exempted. The CFPC 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 cancel any booked exhibit it deems undesirable or objectionable.

## CONDITIONS OF CONTRACT TO EXHIBIT

Exhibitors agree to abide by all of the conditions published in this document and by all conditions under which space has been leased to the CFPC. Exhibitors further accept responsibility for informing all of their employees, suppliers, agents, and temporary staff involved with their exhibit activities of these conditions, and agree that these individuals 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 FMF. The exhibitor, on signing the contract, releases the foregoing parties from any and all claims for loss, theft, damage, or injury.

**Subletting space in the Exhibit Hall 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.

## RESERVATION PAYMENT TERMS

Exhibitors must forward a minimum payment of 50% within 5 business days or space may be relinquished to another exhibitor. We accept cheques, credit cards, and bank transfers. The balance is due within 45 days of initial booking.

Cancellations must be made in writing. All cancellations are subject to a \$500 administration fee. Any cancellation made after June 10, 2017, is subject to a 50% cancellation fee. No refunds will be made if the cancellation is within 90 days (August 4, 2017) of the event. Any space not paid for in full by this date will be deemed vacant and may be reassigned.

To guarantee space in the 2018 Exhibit Hall, a \$500 non-refundable deposit is to be paid by December 31, 2017. This amount counts toward the final booth price for next year.

It is the exhibitor's responsibility to cancel any other arrangements that might have been made concerning exhibiting (eg, Convention Centre reservations, requests for services from official suppliers, etc.).

## EXHIBIT HALL DATES AND HOURS

### Wednesday

Exhibit Hall open for set-up: 8:00–20:00  
Booths ready for inspection: 20:00

### Thursday

Exhibit hours: 7:00–17:00  
Sessions: 8:00–17:15

### Friday

Exhibit hours: 7:00–16:00  
Sessions: 8:00–17:15

### Saturday

Exhibit hours: 7:00–13:45  
Sessions: 8:30–15:30  
**Exhibit Hall closes:** 13:45  
**Exhibit Hall tear-down:** 14:00–20:00



No packing of equipment or literature or dismantling of exhibit displays will be permitted prior to closing time at 13:45. Exhibitors ignoring this rule will not be invited to future meetings.

Exhibit booths must be staffed at all times during the Exhibit Hall hours.

## EXHIBIT BOOTH DIMENSIONS AND FURNISHINGS

Standard booth size: 10' x 10'

Includes: One 6' skirted table in show colours and two chairs  
Includes: Six exhibitor badges for the event duration per booth  
Includes: 8' high draped back wall and 3' high draped side walls  
Not Included: Carpet (floor covering is mandatory)

Mini-booth size: 6' x 5' deep.

Includes: One 4' skirted table, one chair and carpet in show colours  
Includes: Two exhibitor badges for the event duration per booth  
Includes: 8' high draped back wall and 3' high draped side walls

Academic booth size: 10' x 10'

Includes: One 6' skirted table, two chairs, carpet, electricity  
Includes: One exhibitor badge for the event duration per booth  
Includes: 8' high draped back wall and 3' high draped side walls

To learn more about industry standards, please refer to the Exhibition Industry Resource Guide on the [International Association of Exhibitions & Events \(IAEE\) website](http://www.iaee.org).



## BOOTH REGULATIONS

To preserve sightlines down the aisles, for inline booths, full-height 8-foot booth side walls may not extend more than 3 feet from the back wall. Side walls may be no higher than 4 feet. Height restrictions depend on the size and location of the booth. Please contact show management if your booth plans for a height exceeding 8 feet. All exposed parts of displays must be draped or finished to present an attractive appearance when viewed from aisles or adjoining exhibits. Exhibitors may hang banners along the pipe if appropriate S hooks are used. No material, pins, or tape may be attached to the drape.

## FLOOR PLAN

The floor plan will be available 6 months in advance at [fmf.cfpc.ca](http://fmf.cfpc.ca). All exhibitors will be notified when it is available.

## 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 contact the FMF Exhibitors Coordinator.

## LINKEDIN GROUP

Exhibitors are invited to join the Family Medicine Forum group on [LinkedIn](https://www.linkedin.com). This site is used by the FMF 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.

## HOW WE APPLY PRIORITY POINTS TO BOOTH PLACEMENTS

Exhibitors are rewarded not only for the amount of exhibit space reserved, but also for their ongoing participation at previous FMFs. Exhibitors booking by the early bird deadline are rewarded with bonus points toward space draws. This gives first-time exhibitors a chance to begin building their points. You earn 1 point per 100 square feet, per year. Cancellations result in a deduction of one-and-a-half times the current year's earned points.

When the floor plan is available, all pre-registered exhibitors will be asked to indicate their top 5 location choices together with any information on competitors near whom they do not wish to be located. In July, exhibitors will be assigned booth locations based upon their Priority Points standing, from highest to lowest. When two or more exhibitors have requested the same location and have an equal number of points, their history of participation 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 alternative choice.

Exhibit space booked after May 24<sup>th</sup> will be assigned on a first-come first-served basis to the remaining locations at the discretion of the FMF manager. The FMF manager retains the right to reassign space if changes to the floor plan design are required prior to the opening of the Exhibit Hall.

## DOCUMENTS AND PREPARATIONS FOR BEFORE MOVE-IN

### LIABILITY AND INSURANCE CERTIFICATES

Exhibitors must carry their own fire, theft, or other insurance. Exhibitors who choose not to use the official show contractors must ensure their designated installers (other than exhibitor personnel) carry additional insurance and follow local labour regulations. Under no circumstances will the CFPC be liable for such losses or injuries, however caused. All independent suppliers are required to carry a minimum of \$2,000,000 liability insurance.

### EXHIBITOR-APPOINTED CONTRACTORS

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.

## SUPPLIERS' ORDER FORMS

In addition to facility contacts, a complete list of suppliers, including general service contractor, official freight handler, customs broker, audio-visual, computer rentals, insurance, Internet, and lead retrieval services, will be provided on the FMF 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 under [Supplier Forms](#).

## DECLARATION OF COMPLIANCE WITH FMF EXHIBITOR CODE OF CONDUCT

In certain instances, it may be necessary for the CFPC to request additional information from the exhibitor regarding corporate affiliations, funding sources, and/or marketing practices. Exhibitors may be required to supply some of the following materials upon request: a listing of all products being promoted at FMF, copies of all print materials for distribution at FMF, proofs of signage and/or displays related to FMF, key messaging, and all disclosure statements. From time to time the CFPC may deem it inappropriate to accept certain categories of exhibitors. This will be communicated directly and any monies received will be refunded in full. Upon request, exhibitors may be asked to sign the [Declaration of Compliance](#) and provide a copy to their onsite representatives.

## EXHIBITOR REGISTRATION

Exhibitor personnel must be registered using our online system. A link will be sent to each exhibitor for registration of booth staff approximately 6 weeks before FMF. In order to allow for staffing rotations, regular exhibitors may register up to six representatives for every 100 square feet (10 feet x 10 feet) of booth booked. Mini-booths are entitled to two representatives. Badges must be worn to gain access to the Exhibit Hall during the conference. Name badges will **be issued only 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. Late and additional badges, as well as badges for changes to names, will be available for \$40 each. All exhibitors must check in at the Exhibitor Registration desk to pick up their name badges. Exhibitors are not permitted to attend scientific sessions. Exhibitors wishing to attend sessions may purchase delegate registration at a discounted rate in the "Other Healthcare Professionals" category.

## FOREIGN EXHIBITORS

Canada has specific customs regulations for expositions such as this event. We have engaged the services of Mendelsohn Commerce to act as official customs broker. Mendelsohn will provide suggested transportation routings, coordinate delivery to the event site, post all security deposits, customs-clear the exhibitors' goods, interview each exhibitor to arrange for the outward movement of their materials, and coordinate customs clearance and transportation back to the required destination. We are pleased to announce that Canada Customs has waived all normal duties and taxes on product literature, price lists, and other nominal-value give-away items that are sent to FMF for free distribution to the registrants. All exhibit booths and equipment may be imported duty-free for use at the show. All non-Canadian exhibitors must supply the names of their representatives to the [FMF Coordinator, Exhibits Lead](#) and [Operations and Administrative Assistant](#), and no later than September 10<sup>th</sup>. We will prepare customized letters that "invite" you to Canada and confirm your attendance at FMF. Representatives should carry this letter with them as they enter the country.



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## OBTAINING GOODS AND SERVICES TAX (GST) REFUNDS

Non-resident exhibitors of foreign or domestic conventions may be eligible to claim the FCTIP rebate for the GST/HST paid on convention facilities and related convention supplies. Download the regulations and rebate documents from the Canada Revenue Agency: [www.cra-arc.gc.ca/E/pub/gp/rc4160/README.html](http://www.cra-arc.gc.ca/E/pub/gp/rc4160/README.html).

To be eligible for the rebate, exhibitors must lease or rent the space exclusively for use as a site at a convention for promoting the exhibitor's business, services, or goods

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## SHIPMENTS ORIGINATING OUTSIDE OF CANADA

For all customs and shipping needs, we recommend that you deal directly with the official customs broker. Mendelssohn Commerce will advise how best to ship goods and will assist exhibitors in the completion of customs documents. The local Mendelssohn contact is listed in their supplier forms.

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## HAND CARRYING OR PRIVATE VEHICLE

Please notify Mendelssohn in advance if you are bringing commercial goods with you on the plane or driving your own vehicle into Canada. This will permit Mendelssohn to supply you with the appropriate customs forms and advise its border offices of your crossing.

## EXHIBITOR TRAVEL

The FMF organizers have arranged for special discounts from airlines, hotels, and rental cars. The complete list and codes are available on the FMF website's [Travel page](#).

**WARNING:** The FMF does not employ a travel company and never solicits exhibitor hotel reservations by telephone. There are some unscrupulous operators who target exhibitors. If you receive a call about hotel reservations for FMF, please ignore the call and report this to us.

## PARKING

For directions and parking maps please visit the Palais website [here](#).

## DIRECT SHIPPING TO THE PALAIS DES CONGRÈS DE MONTREAL

**Convention Centre receiving hours** are 8 am to 5 pm, Monday through Friday. A sample shipping label is on the [website](#). Shipments to Palais des Congrès de Montreal can be accepted Wednesday, November 8, 2017.

Shipments should be addressed to:

[Company Name and Booth Number]

**FAMILY MEDICINE FORUM 2017**, November 9–11 2017  
PALAIS DES CONGRES DE MONTREAL c/o Freeman  
163 St-Antoine West  
Montreal, QC H2Z 1H2 Canada

The CFPC accepts no responsibility or liability for goods shipped by individual companies to this convention. Please note the Palais Des Congrès de Montreal is unable to store exhibitor freight prior to any event due to limited storage facilities. It reserves the right to refuse delivery of exhibitor freight that arrives at the facility prior to the appropriate move-in date. All deliveries being made by common carriers other than the FMF's official carrier must have a prearranged receiving time during move-in. Contact Freeman to schedule your delivery. Critical overnight courier deliveries should be directed to your representative's hotel.

# ON-SITE

## BOOTH INSTALLATION AND DISMANTLING RULES

### HEALTH AND SAFETY

All exhibitors are responsible for the health and safety of their personnel and 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.

To minimize the risk of foot injury, 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, and other items, must meet accepted electrical standards and be certified for use in the province in which FMF is taking place.

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

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 clean and clear 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 FMF Manager and the official general services contractor 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.

### SECURITY IN THE 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.

## EXHIBITOR RULES OF CONDUCT

Exhibitors are reminded that the Exhibit Hall of FMF adheres to the [Canadian Medical Association's Code of Ethics](#) and respects Innovative Medicine Canada's [Code of Ethical Practices](#), and applies these principles to all exhibitors unless expressly exempted.

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.



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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 Policies & Guidelines Manual. Failure to comply with these policies and/or regulations may result in direct intervention by the FMF committee and removal from the event without compensation.

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## WHO CODE ADHERENCE

Exhibitors intending to promote breast milk–substitute products must comply with the stringent restrictions within the [World Health Organization \(WHO\) International Code](#) for all visual display and hand-out materials, and must submit copies of their promotional messages to the [FMF manager](#) prior to being accepted as exhibitors.

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## ORDER-TAKING AND SELLING BY NON-PHARMACEUTICAL EXHIBITORS

Non-pharmaceutical exhibitors may take orders and sell products. This includes book publishers, medical instrument manufacturers, 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 interests.

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## 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. Promotional material may not be distributed inside or near any educational session meeting rooms.

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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. Delegates who complete a questionnaire or survey may be given a small gift.

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## DISTRIBUTION OF PRODUCT SAMPLES

Exhibitors, regardless of whether they are members of Innovative Medicines Canada, may not distribute from their exhibit booths product samples of prescription products, non-prescription products, medical devices, or medical equipment 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 booth may have one sample to be used for demonstration purposes only, and may stack empty product containers as part of their display.

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## NOVELTY GIFTS AND SOUVENIR GIVEAWAYS

All novelty gifts and give-aways for distribution to delegates at the convention must be submitted to the CFPC for review and approval. These premiums must be of minimal value. Health care and pharmaceutical industry vendors are not eligible to provide gifts.

## CONTESTS AND GUIDELINES

Please keep in mind that Quebec has several regulations regarding contests. Find out more here: [RÉGIE des ALCOOLS des COURSES et des Jeux](#) From our review, the best recommendation for exhibitor draws is as follows:

- Collection of ballots and the draws must take place on the same day
- Total value of daily prizes must not exceed \$100 total
- Prize should be educational in nature
- No need to insert a “Régie clause” into the rules if total prize is under \$100
- The contest must be free.
- Paperwork is not required from the RÉGIE des ALCOOLS des COURSES et des Jeux for draws that follow these guidelines
- You are required to notify the FMF Exhibits Team for approval on all contests and draws at FMF
- You are responsible for understanding and adhering to all FMF, CMA, National and Provincial standards (including the RÉGIE des ALCOOLS des COURSES et des Jeux) when conducting a contest or draw at FMF.
- For any contests outside of these guidelines, please contact the RÉGIE des ALCOOLS des COURSES et des Jeux directly.

Montreal

1 Notre-Dame Street East, 9th Floor  
Montreal, Quebec H2Y 1B6  
Phone: 514 873-3577  
Fax: 514 873-5861  
1 800 363-0320 (toll-free)

Business hours are 8:30 am to 4:30 pm, Monday to Friday, excluding holidays. The agents are available to take your phone calls or to meet you at our offices from 8:30 am to 12:00 pm and from 1:00 pm to 4:00 pm

## GENERAL REGULATIONS

Noise from any 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 judgment 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. All display materials must be flame-proofed and subject to inspection by the local fire department. Please follow any emergency instructions from facility staff. The Convention Centre is a smoke-free environment. Smoking is prohibited during all FMF activities.

## PRIVACY POLICY

The collection of registrants' personal information is subject to Canadian privacy laws ([PIPEDA](#)). Your corporate privacy policy must be available for review by registrants. The CFPC does not provide registrant lists to exhibitors. Lead retrieval equipment will be available for rental in order to allow post-conference follow-up. Registrant information may be gathered, with the registrant's permission, by scanning the conference badge. Aggressive solicitation of delegate information will not be tolerated.

## 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 Family Medicine Forum are proprietary 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 uses 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 FMF due to fire, strikes, natural disasters, acts of terrorism, governmental regulations, or other causes that 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.

## POST-SHOW SHIPPING AND STORAGE

No freight will be held within the Palais des Congrès after the show closes, nor will it be stored there for Monday courier pickup.

You must have all arrangements in place for removal of your exhibit materials on Saturday, November 11, 2017. A representative of Lange Transportation will visit each booth on Friday and Saturday to confirm return shipment instructions and assist on-site staff in document preparation.

**Overnight couriers will pick up on Saturday afternoon only if special arrangements have been made several days in advance.** Post-show short-term freight storage services are available from Lange. You can arrange to have your courier pick your freight up from the Lange warehouse after the show.

Any freight not picked up by 7 pm on November 12<sup>th</sup> will be removed at the exhibitor's expense and held at Lange's warehouse. It is your responsibility to claim your freight. Post-show storage fees will be applicable.

## FUTURE DATES FOR FAMILY MEDICINE FORUM

November 14–17, 2018: Toronto, Ontario

## CONTACTS: CFPC

Please direct your exhibit inquiries about the conference to:

Isis Lamb, FMF Coordinator, Exhibits Lead [ilamb@cfpc.ca](mailto:ilamb@cfpc.ca)  
(905) 629-0900 ext. 541, or 1-800-387-6197 ext. 541.; Fax: 1-888-843-2372

Susan Boneham, Operations and Administrative Assistant [sboneham@cfpc.ca](mailto:sboneham@cfpc.ca)  
(905) 629-0900 ext. 521, or 1-800-387-6197 ext. 521; Fax: 1-888-843-2372

Cheryl Selig, FMF Manager: [cselig@cfpc.ca](mailto:cselig@cfpc.ca)  
(905) 629-0900 ext. 414, or 1-800-387-6197 ext. 414

Jennifer Campbell Director, Conference and Events: [jcampbell@cfpc.ca](mailto:jcampbell@cfpc.ca)  
(905) 629-0900 ext. 399, or 1-800-387-6197 ext. 399