



CONFERENCE

2023

2023 Exhibitor’s Guide

The following document provides an overview of key event dates and also key details pertaining to your sponsorship package. Please review the guide for any details. If items are not received by the deadline, your sponsorship package may be impacted and is not eligible for a refund.

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Additional Questions or Inquiries can be directed to:
Catrina Watson, Senior Manager of Association Development | catrina@oavt.org

Key Deadlines

ASAP – Company Logo (high-resolution, PNG file type preferred)

January 15 – Conference App Ads due

January 15 – Conference Guide Advertisements due

February 6 – Staff Registration Deadline

February 7 – Final Order Date for Stronco

February 17 – Bag Insert Ads or Items due to Advanced Shipping Warehouse

Key Event Dates

January 13 – Early Bird Rates end

January 18 – Create agenda function launches for registrants

February 15 – Digital Conference Guide released

March 2-4 – Conference Program

Key Vendors

Exhibitor Services (booth furnishings, carpeting, move-in and move-out, advanced shipping):

Stronco – exhibitorservices@stronco.com

Venue Services (Electrical, mechanical, janitorial, food & beverage):

Niagara Falls Convention Centre – Laura Woods (lwoods@fallsconventions.com)

<https://www.fallsconventions.com/exhibiting/exhibitor-services/>

Lead Retrieval (additional cost, not included in booth packages):

Unity Event Solutions – myshowlead@unityeventsolutions.com

<https://admin.unityeventsolutions.com/lr/ps?e=OAVTC2023>

Exhibitor Event Schedule

March 2, 2023	
9:30am – 4:00pm	Exhibitor Booth Set-up
6:00pm – 8:00pm (TBC)	Conference Kick-off
March 3, 2023	
10:30am – 4:00pm	Exhibit Hall Open
5:00pm – 6:00pm	Exhibit Hall Open (Networking Reception)
March 4, 2023	
9:30am – 2:00pm	Exhibit Hall Open
2:00pm	Exhibit Hall Move-out begins

Lead Retrieval

Lead Retrieval is an additional fee and is not included with the exhibitor booth package.

Lead Retrieval services are provided by Unity Event Solutions, who also support the OAVT Conference website and registration solutions. Lead Retrieval enables exhibitors to quickly collect information from those who visit them at their booths. By scanning the code on an attendee's badge, the exhibitor will collect their full name, email and company. The Lead Retrieval App also enables prize giveaway by randomly selecting a name from all those that have been scanned.

For more details, reference page 6 in this document.

To order Lead Retrieval, visit: <https://admin.unityeventsolutions.com/lr/ps?e=OAVTC2023>

Staff Registration

Your organization's profile has been automatically set-up with the number of staff passes included in your sponsorship package. If you require additional passes, they will be billed at \$115 per person per day.

Registration Instructions

You can share the following instructions with your staff members or complete the registrations yourself. Staff members that are also OAVT RVTs may prefer to register themselves to ensure their account is properly associated with the member account.

Deadline to register: February 6, 2023

1. Go to the [Staff Registration Page](#)
2. Enter your email address and select your company from the drop-down menu.
3. Complete the registration form and select the sponsor pass.
 - a. If you are an OAVT member, you will be asked to enter your member number so that your registration can be linked to your membership.
4. On the payment page, enter your organization's promo code to discount the cost of your pass.
5. Once you've completed the form, you'll receive a confirmation email.

Hotel

The OAVT has a hotel block and preferred rate at the Marriott on the Falls in Niagara Falls. Please note, we do not share your contact information with the hotel and do not work with any third-party booking systems. The only way to book a hotel for the OAVT Conference is through the booking link below. Please do not respond to any booking inquiries as they are spam.

Important: The cancellation policy with the hotel is 30 days in advance.

[Click here to book hotel rooms](#)

Passport Program

This is an add-on item and not included in all sponsorship packages.

The Passport Program encourages attendees to explore a variety of exhibitors. Those who complete their passport will be entered into a draw for prizes. Each organization will have a unique code associated with their booth. It is up to the organization to choose how they would like to share this code. Some options include:

- Have the code displayed on a poster or sign at your booth (easiest to locate)
- Ask the attendee if you can scan their badge and then share the code
- Have an attendee ask a question about your organization before sharing the code
- Have an attendee answer a question about your organization before sharing the code

Online Exhibitor Profile

Each organization has a listing on the conference website. This listing includes the organization's logo, website and description. If you require a change to this listing, please send the necessary information to events@oavt.org.

Delegate Packages

This is an add-on item and not included in all sponsorship packages.

Branded Items

The OAVT will select the product and work with you your organization's branding.

Advertisements/Inserts

The organization is responsible for providing 1,300 copies of the advertisement to the event distributor.

Restrictions: Size cannot exceed 8.5x11"

Deadline: Items must arrive by February 17, 2023

Address:

Exhibiting Company Name / Booth #
Number of Pieces
OAVT 2023 Conference
c/o Stronco
1510-B caterpillar Road
Mississauga, Ontario Canada
L4X 2W9

Conference Guide Advertisements

This is an add-on item and not included in all sponsorship packages.

Each advertisement includes a link to a webpage of your choices. Assets must be provided to catrina@oavt.org by January 15, 2023.

Full Page: 8.5x11"

Half Page: 6.9375x4.6875" (horizontal only)

Conference App Advertisements

This is an add-on item and not included in all sponsorship packages.

Banner ads will rotate at a 5-second interval.

Size: 720px x 90px (PNG file recommended)

Text Messages

Information forthcoming in January

Registration Desk Advertisements

Your advertisement will appear on one registration desk panel. A high-resolution (print quality) file is required by January 20, 2023. If preferred, the OAVT can arrange for just your logo to appear on the panel.

Measurements: 76.9375" (width) x 41" (height)

Education Sessions

This is an add-on item and not included in all sponsorship packages.

Lectures

Your organization's logo will be displayed on the session information page on the conference website and in the printed conference guide. Your organization will also be thanked during the introduction and closing remarks for the session.

Hands-on Labs & Workshops

Your organization's logo will be displayed on the session information page on the conference website and in the printed conference guide. Your organization will also be thanked during the introduction and closing remarks for the session.

You may also have the opportunity to provide a staff member to greet attendees or provide assistance throughout the session. If this is of interest, please connect with Catrina Watson (catrina@oavt.org).

myShow Lead Retrieval APP

OA CONFERENCE | 2023

Order Online at myshowlead.com

\$350 Base Package, which includes 2 license activations
Additional activations may be purchased at \$50/device

iPhone, iPad, Android Phone/Tablet Devices!

- ✓ Equip everyone in the booth and track each device leads
- ✓ Scan badges with your phone camera or enter badge ID #

Acquire leads from anywhere while at the event!

- ✓ In the booth, at a meal, in a session or at the hotel
- ✓ Instantly view name, title, company, address, email, phone, and demographics (Fields available vary per event)

Quickly qualify and ask unlimited survey questions!

- ✓ Flag important leads, schedule follow-up, send quote
- ✓ Assign to reps, qualify interests and purchasing power

Take notes and add important reminders

Send emails and make **phone calls** right within the app

Add photos to each lead to help you remember and personalize

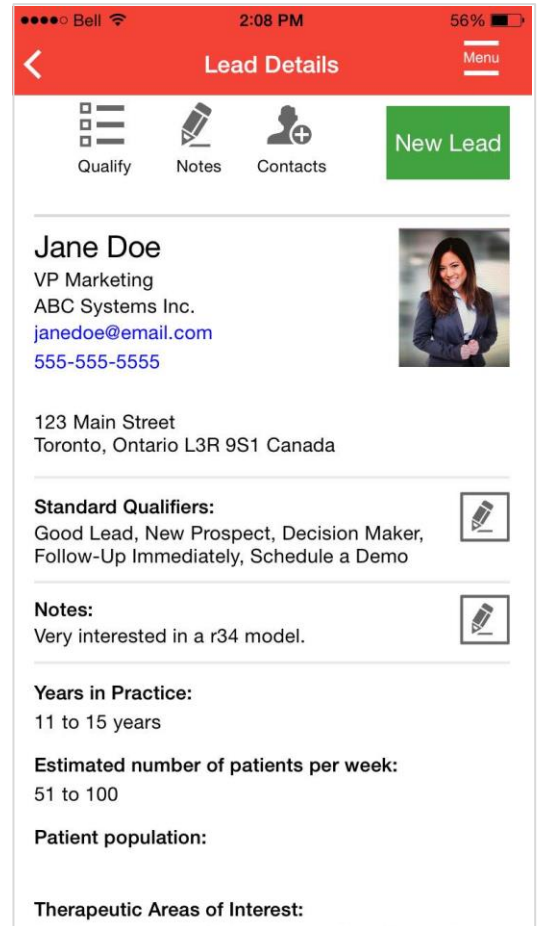
Download your leads into Excel at any time

Prize giveaway tool to randomly select a lead from your database

An off-line mode in case Wi-Fi or mobile networks are not available

Low data usage. 250 leads with pictures would only be 25MB

Secure cloud backup and **automatic lead synchronization**



Powered by:
UNITY
EVENT SOLUTIONS

OAVT 2023 CONFERENCE

March 3 – 4, 2023

Niagara Falls Convention Centre

Niagara Falls, Ontario

EVENT MANAGEMENT

Ontario Association of Veterinary Technicians
107-100 Stone Rd. West
Guelph, Ontario
N1G 5L3

Catrina Watson
Senior Manager of Association Development
Tel: (519) 836-4910 ext. 228
Email: catrina@oavt.org

SERVICE INFORMATION

STRONCO EXHIBITOR SERVICES CENTRE

Our team is here to make your exhibiting experience as easy and seamless as possible. Leading up to the show we may periodically touch base with you to make sure all your exhibiting needs are taken care of.

Our Exhibitor Services team is available Monday-Friday from 8:30am – 5:00pm at 800-665-2621 or via email at exhibitorservices@stronco.com

INCLUDED IN YOUR BOOTH SPACE

Each 10'x 10' booth will be set with the following;

- 8' high black drape
- 3' high black side drape
- One 6' x 24" black skirted table
- Two grey side chairs.

Please note that any orders must be placed by Sunday, February 26, 2023. We will have limited inventory on site so, in order to secure your order, we strongly advise that it be placed by the order deadline date.

NOT INCLUDED IN YOUR BOOTH SPACE – Electrical / Internet

- Electrical
- Internet
- Booth Carpet
- Additional tables / chairs / speciality furniture / system booths
- Booth Cleaning

EXHIBIT HALL CARPET

Please note the exhibit hall A area is NOT carpeted.

Placing your order to enhance the appearance of your booth, carpet rental is available through Stronco On-Line. To place your order and to view our selection of products and services visit www.stroncoonline.com. **Show code for this event is: 515775069.**

SHOW SCHEDULE

EXHIBITOR MOVE-IN

Thursday, March 2, 2023 9:30am – 4:00pm

All exhibits must be fully installed by **6:00pm on March 2, 2023.**

EXHIBIT HOURS

Friday, March 3, 2023 9:30am – 4:00pm

Friday, March 3, 2023 5:00pm – 6:30pm – Opening Night Reception

Saturday, March 4, 2023 9:30am – 2:00pm

EXHIBITOR MOVE-OUT

Saturday, March 4, 2023 2:30pm – 6:00pm

All labour services performed between 4:00pm and 6:00pm (M-F) , and between 8:00am and 4:00pm (Sat-Sun) will have overtime charges applied. All labour services performed between 6:00pm and 8:00am (M-F) and between 4:00pm and 8:00am (Sat-Sun) will have double time charges applied. Please refer to the Labour Order Form. Also please refer to the Material Handling Order Form if you need this services.

DISMANTLE & MOVE-OUT INFORMATION

All exhibitor materials must be removed from the exhibit floor by 6:00pm on Saturday, March 4, 2023. Booth dismantling is not permitted before 2:00pm on Saturday, March 4, 2023.

SERVICE CONTRACTOR CONTACTS

STRONCO

1510-B Caterpillar Road

Mississauga, Ontario

L4X 2W9

Tel: (905) 270-6767

Toll Free: (800) 665-2621

Email: exhibitorservices@stronco.com

MATERIAL HANDLING

Exhibitors may hand-carry their own freight into the exhibit hall. All exhibitors handling their own freight will be responsible to arrange their own storage of empty containers during the show. The use of pump trucks and other mechanical equipment however is not permitted. Any material handling by Stronco will be charged according to the rates listed. Please refer to the Material Handling Order Form on-line.

ADVANCE WAREHOUSE SHIPPING INFORMATION

Exhibiting Company Name / Booth #
Number of Pieces
OAVT 2023 Conference
c/o Stronco
1510-B caterpillar Road
Mississauga, Ontario Canada
L4X 2W9

For shipments to the Stronco advanced warehouse, please ensure your materials arrive to our facility by Friday, February 24, 2023 between 8:00am – 4:00pm. After this, we are unable to accept any freight at the advanced warehouse. After this date, please ship directly to show site starting Thursday, March 2, 2023 – 9:30am – 4:00pm.

All shipments must be accompanied with a Certified Weight Ticket. "Full Load" trailers without a Certified Weight Ticket may be refused and sent to obtain requested documents.

Material arriving after Friday, February 24, 2023 will incur additional after deadline charges.

Please note that Stronco Warehouse does not accept COD Shipments, hazardous material, freight requiring refrigeration or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108'H x 93"W.

The warehouse will receive shipments Monday through Friday between 8:00am – 4:00pm.

PLEASE NOTE: The office and warehouse will be closed on Monday, February 20, 2023 in observance of Family Day. Shipments will not be accepted on this date.

SHOW SITE SHIPPING INFORMATION

Exhibiting Company Name / Booth #
Number of Pieces
OAVT 2023 Conference
Niagara Falls Convention Centre, Exhibit Hall A
6815 Stanley Ave.
Niagara Falls, Ontario Canada
L2G 3Y9

Stronco will receive shipments at the exhibiting facility beginning 10:00am Thursday, March 2, 2023. Please make sure to complete the Material Handling Order Form before the order deadline date.

Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor.

EXHIBIT TRANSPORTATION AND CUSTOMS

As part of the Stronco service and to make sure your shipping and transportation experience is seamless as possible, Stronco has been appointed as the “official carrier and customs clearance service provider” for **OAVT 2023 Conference**.

Stronco Logistics and Customs Department is available at our toll free number at (800) 665-2621 should you wish to contact us regarding your shipping and/or customs requirements.

AS A REMINDER

All shipments originating outside of Canada will require Canada Customs Clearance and U.S. Customs/Homeland Security (if applicable) on the return.

SMALL PACKAGES/BOXES DELIVERIES (Including Portable Display Cases)

Toronto is an International destination and, as such duties, taxes and customs clearance fees applies. If you are shipping Air or Ground with the following small packages companies: FedEx, UPS, Airborne, DHL or any other small package/boxes carrier please confirm that all ancillary charges (duties, taxes and custom clearance fees) are PREPAID. This includes 3rd Party Shippers. Any shipments that are sent “collect” will not be accepted by Stronco and will be refused.

HELPFUL HINTS

SAVE MONEY

Order early to take advantage of advance order discount rates, place your order by discount deadline date.....

AVOID DELAY

Ship early to avoid delays. Shipments arriving late at show site will cost you money, time and business.

SAFETY TIPS

- (1) Use a ladder, not a chair. Standing on chairs, tables and other rental furniture is unsafe and can cause injury to you or to others. These objects are not designed to support your standing weight.
- (2) Be aware of your surroundings. You are in an active work area with changing conditions during move-in and move-out. Pay attention. Look for obstacles, machinery and/or equipment that are in use.
- (3) Keep your eyes open for scooters and forklifts.
- (4) Do not attach items or equipment to the drapes or metal framework provided for your booth.
- (5) The use of nails, screws or any material that can mark floors and walls of the exhibit hall is strictly prohibited.
We discourage children from being in the exhibit hall during move-in and move-out.
- (6) Stronco does not ship or handle Hazardous Materials. If any materials you are shipping fall into this category please contact the facility or the association.
- (7) The operation or use of all motorized lifts and motorized material handling equipment for installation/dismantle of exhibits is NOT permitted by exhibitors or by their exhibitor appointed contractors (EAC's). Please see the Stronco material handling forms.

General Information

We are pleased to be appointed Official Service Contractor for **Ontario Association of Veterinary Technicians Conference 2023**

Whatever your exhibiting needs, we have the products and services to give you a professional appearance and increased visibility. The following are some of the products and services we can provide:

- Carpet & Underpadding
- Chairs, Stools, Soft Seating
- Counters, Storage & Display Units
- Display Tables, Bistro Tables, Meeting Tables
- Drapery & Hardware
- Exhibit Rentals (Turnkey and Custom Booth Options)
- Signs & Graphics
- Advance Show Warehousing
- Customs Brokerage Services
- In-Booth Forklift Services
- Labour Services
- Material Handling Services
- Transportation Services

Visit us at www.stroncoonline.com to place and order or view our selection of products and services.

PLACING YOUR ORDER

Place your order online by visiting www.stroncoonline.com

The show code for this event is: **515775069**

STRONCO EXHIBITOR SERVICES CENTRE

Our team is here to make your exhibiting experience as easy and seamless as possible. Leading up to the show we may periodically touch base with you to make sure all your exhibiting needs are taken care of.

Our Exhibitor Services team is available Mon-Fri from 8:30 am – 5:00 pm at 800-665-2621 or via email at exhibitorservices@stronco.com.

We hope you have a successful show and look forward to working with you.

Stronco Exhibitor Services

Exhibitors & Display Companies Policy

We are thrilled to welcome you to our facility and trust that your time with us is successful. We pride ourselves in keeping the facility safe and in pristine condition. We appreciate your co-operation in adhering to the regulations listed below.

1. Alterations to any part of the structure of the Centre, or to items of furniture or equipment forming part of it, may not be made without prior written authorization from the event manager in each individual case. These prohibitions include the drilling of holes, mechanical fastening (nails, staples, push pins etc.), or adhesive fastening (tape, glue, sticky Velcro etc.), and the attaching in any manner of decals, promotional literature or items. Failure to comply will result in a \$50.00 minimum penalty per occurrence to the client. Labour/Repair charges will apply to remove prohibited products from the NFCC property.
2. Use of masking, clear packaging and plastic based tape are prohibited. To secure booth flooring to Exhibit Floor, only cloth based tapes such as polyken or painters tape are acceptable. Labour/Repair charges will apply to remove prohibited tapes from the NFCC property.
3. Helium balloons, animals, birds or pets of any description require written authorization.
4. Sample food/or beverage products may not be distributed or sold by sponsoring organizations except upon written authorization. Please see the Sample food/or beverage exhibitor form.
5. Passenger elevators and escalators **are not to be used** for transporting freight or equipment from level to level. This includes hand dollies/ handcarts and hand carrying boxes, easels, chairs, tables etc.
6. Protective footwear must be worn during move-in and move-out. At specific times, the Exhibit Floor (or parts therein) may be deemed as 'Construction' areas by the Show Manager. If you have been given permission to be on the floor at these times you will be required to wear an approved hard hat in the designated 'Construction' zone. When working higher than 3 meters (10 ft.) you must use fall protection.
7. As a fire safety precaution, and for insurance purposes, no one under the age of 16 years shall be permitted in the exhibit area during move-in/move-out.
8. During move-in/move-out, exhibit halls, loading dock areas and back of the house service areas are considered hazardous work areas. As such, there shall be absolutely no drinking of alcoholic beverages, no horseplay and in general, any and all unsafe conditions or activities are to be corrected promptly.
9. Storage for crates or other materials are not provided in the Centre. Exhibitors must make their own arrangements. All materials, boxes, signs and other materials must not be sent to the centre prior to the official move-in date as specified in your exhibitor manual and must be removed upon the completion of the event.
10. Use of pyrotechnics, hazer's, fog/smoke machines, or any other special effect/activity requires NFCC approval at least 3 weeks in advance. The Event Manager will need a full production schedule including rehearsals. Labour charges will apply for a fire watch.
11. Access to/or the use of the Exhibit Hall Floor ports is exclusive to NFCC Electrical and Mechanical staff. Exhibitors are not permitted to use these for any purpose.
12. Smoking is **not permitted** anywhere inside or on the NFCC premises.
13. You are required to report any unsafe conditions or accidents of which you have knowledge to a security guard or event management employee.
14. Direct to site shipments will be received on your official load in and setup day only. Early shipments cannot be accommodated and will be refused.

plan to be impressed.