

CAMA  ACAM



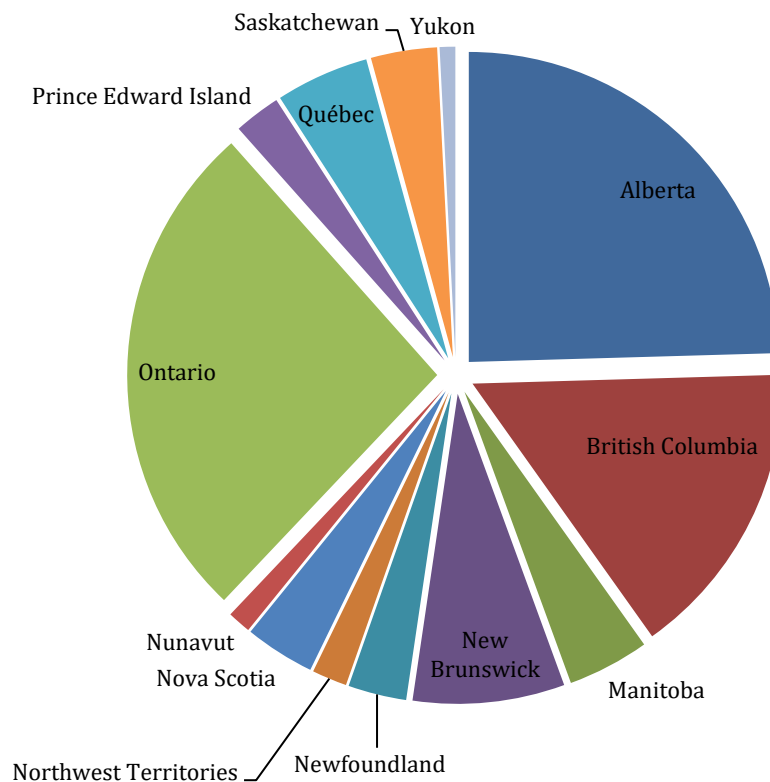
# 2023 EXHIBITOR PROSPECTUS

# 2023 CAMA CONFERENCE

The Canadian Association of Municipal Administrators – CAMA is pleased to present the following Exhibitor opportunities for the 49<sup>th</sup> Annual CAMA Conference being held on May 29-31, 2023 at the Deerhurst Resort in Huntsville, Ontario.

A partnership with CAMA is a partnership with municipal managers across Canada.

## CAMA Membership - By Province



# FACTS ABOUT CAMA MEMBERSHIP

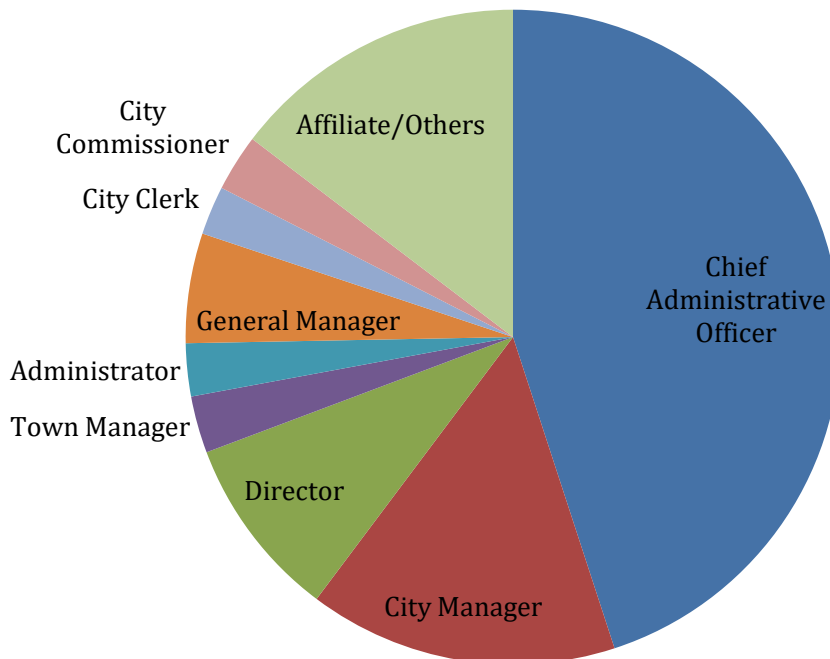
As a national association, the CAMA membership offers a wide geographical appeal to potential business partners and has a membership of over 650 local government professionals.

Canadian municipalities spend in excess of \$40-billion annually and CAMA members represent over 85% of the nation's population.

CAMA members are the most senior appointed officials in their municipalities including Chief Administrative Officers (CAO)/City Managers and any person employed in a senior management position that reports directly to the CAO (Deputy CAOs, Directors, Departments Heads, General or Chief Commissioners, City Clerks, etc.)

Other delegates include retired or honorary members, emerging managers and decision makers in municipalities, private sector consultants, product or service providers.

## CAMA Membership - By Title



# CONFERENCE EXHIBITORS

<b>Exhibitor Booth</b>	<b>10 feet Wide x 8 feet Deep</b>	<b>\$2800.00 + HST</b>
<b>Exhibitor Booth</b>	<b>8 feet Wide x 8 feet Deep</b>	<b>\$2500.00 + HST</b>

The Trade Show promotional program has been developed to include an opening reception, conference refreshment breaks, door prize draws and is designed to encourage delegates to visit the Trade Show on multiple occasions. Your participation as an Exhibitor includes:

- Draped booth in the exhibit area (Full height (8') back drapes and 3' 11" side drapes)
  - Booths 1-27 are 10' Wide x 8' Deep (\$2800.00 + HST)
  - Booths 28-66 are 8' Wide x 8' Deep (\$2500.00 + HST)
- Web hot link from the CAMA web site to exhibiting organizations until November 1, 2023.
- List of exhibitor's name and booth number for the tradeshow. This allows delegates to find the booth from the mobile show guide.
- Highlights from the Conference, with special recognition to exhibitors, will be featured on the CAMA web site, in *e-Brief* and through social media tools.
- Your company contact information and promotional material (limited to one 8½" x 11" page) posted in the Information Library on the CAMA website.
- An "Exhibitor" name tag for **two** representatives staffing your booth. Name tags must be worn to all events. Entry may be denied if name tag is not visible. No more than five name tags per booth.
- Delegate list will be available on the CAMA Exhibitor Portal until June 30, 2023.

## **PLEASE NOTE:**

No furniture for the booth or electricity is provided in the Exhibitor package. However, CAMA is pleased to coordinate the following:

- 1 skirted table and two folding chairs for \$50.00.
- One 1,500 watt duplex (120 volt) electrical receptacle for \$135.00

**Meal and event tickets are not included in the exhibitor registration package noted above.**

**All meals and events require the purchase of additional tickets which are non-refundable (see below for options). Choose from the following Full Conference Pass or individual ticket options:**

**Exhibitor Full Conference Pass:****\$420.00 + HST/person**

- Breakfasts (Tuesday and Wednesday)
- Lunches (Tuesday and Wednesday)
- Casual Night Out (Tuesday)
- President's Dinner (Wednesday)
- Hospitality Suites (Monday and Tuesday)

**Individual Tickets:**

<b>Event</b>	<b>Cost Per Ticket + Taxes</b>
Breakfast	\$40.00
Lunch	\$50.00
Casual Night Out	\$115.00
President's Dinner	\$125.00
Additional Exhibitor Name Tag (up to five/booth)	\$75.00

*Note: Hospitality Suite access is not available with individual ticket purchase*

The above-noted pricing for individual tickets will be in effect until May 6<sup>th</sup>, 2023. No tickets will be available for purchase on site.

# PROGRAM-AT-A-GLANCE

## Monday

<b>10:00 a.m. to 3:00 p.m.</b>	<b>Regular Trade Show Exhibitor Set Up</b>
7:30 a.m. to 2:30 p.m.	Golf Tournament
Morning/Afternoon	Pre-Conference Activities
<b>6:30 p.m. to 9:00 p.m.</b>	<b>Opening Reception at Trade Show</b>
9:00 p.m. to 11:00 p.m.	Hospitality Suite

## Tuesday

6:00 a.m. to 7:00 a.m.	Morning Run
7:30 a.m. to 8:15 a.m.	Breakfast
8:15 a.m. to 9:00 a.m.	Annual General Meeting
9:00 a.m. to 9:15 a.m.	Opening Ceremonies
9:15 a.m. to 10:15 a.m.	Opening Keynote Speaker
<b>10:15 a.m. to 10:45 a.m.</b>	<b>Refreshment Break &amp; Exhibitor Tradeshow</b>
10:45 a.m. to 11:45 a.m.	Plenary Session
12:00 Noon to 1:00 p.m.	Long Service Awards Luncheon
<b>1:00 p.m. to 1:30 p.m.</b>	<b>Dessert in Exhibitor Tradeshow for Delegates</b>
1:30 p.m. to 2:30 p.m.	Breakout Sessions
<b>2:30 p.m. to 3:00 p.m.</b>	<b>Refreshment Break &amp; Exhibitor Tradeshow</b>
3:00 p.m. to 4:00 p.m.	Breakout Sessions
6:30 p.m. to 9:00 p.m.	Casual Night Out
9:00 p.m. to 11:00 p.m.	Hospitality Suite

## Wednesday

6:00 a.m. to 7:00 a.m.	Morning Run
7:30 a.m. to 8:15 a.m.	Breakfast
8:15 a.m. to 9:15 a.m.	Plenary Session
9:15 a.m. to 10:15 a.m.	Plenary Session
<b>10:15 a.m. to 10:45 a.m.</b>	<b>Refreshment Break &amp; Exhibitor Tradeshow</b>
10:45 a.m. to 11:45 a.m.	Closing Keynote
12:00 Noon to 1:00 p.m.	CAMA Awards of Excellence Lunch
<b>1:00 p.m. to 1:30 p.m.</b>	<b>Closing Ceremonies in Exhibitor Tradeshow</b>
2:00 p.m. to 4:00 p.m.	Study Tours/Workshops
6:30 p.m. to 7:00 p.m.	President's Dinner Reception
7:00 p.m. to 11:00 p.m.	President's Dinner

## SOCIAL MEDIA PARTNERSHIP

CAMA is offering a mobile app to our members and conference attendees. The app will be available to those on-site at the Deerhurst Resort, but also to those who cannot attend. The app provides access to event information from agenda to speaker bios, and maps right from your smartphone, and in one place. Link to other delegates, and view exhibitors right from your phone, tablet or laptop, and provide real-time feedback, ask questions and participate in discussions. Participants can access information on changes, announcements and time sensitive content. The app is provided for free by CAMA, and is presented by EventMobi.

Exhibitors have the chance to get in on the fun! In addition to the Exhibitor listing on the mobile app, take advantage of:

### 1. Enhanced Profile

**Cost: \$250**

- Includes Exhibitor's company logo, links to social media, company or product description, mobile coupons, links to other PPT or PDF files, and to promotional videos.

### 2. Mobile Banner Ads – 5 available

**Cost: \$500/each**

- Provides the exhibitor with a space for their logo, plus a 50 character text message.
- If clicked, it will be directed to the exhibitor's enhanced listing page on the mobile guide.

## GOLF HOLE PARTNERSHIP

### Option #1: Hole Sponsor

**Cost: \$200.00/each**

- Company name on the sign at one hole on the course.
- Verbal mention of sponsor during Golf Luncheon.

### Option #2: Hole Sponsor

**Cost: \$500.00/each**

- Company name on sign at one hole on the course.
- Opportunity to set up product sampling, demonstrations, etc. at the hole and be staffed by sponsors/company employee(s).
- Verbal mention of sponsor during Golf Luncheon.
- Ticket to attend Golf Luncheon with players.

# CASUAL NIGHT OUT PARTNERSHIP

## CASUAL NIGHT OUT TABLE SPONSOR OPPORTUNITY

**\$500/TABLE**

- One ticket for a representative from your company to attend the Casual Night Out.
- An opportunity to **speak to delegates at the table you have sponsored.**
- Signage at the table you have sponsored.

# CAMA E-BRIEF NEWSLETTER

## **e-Brief**

We have created several options that will allow you to deliver your information to our members through our website and *e-Brief*. *e-Brief* is CAMA's electronic newsletter that is distributed to all current members on a regular basis. To view samples click [here](#).

### **Special Edition e-Brief Newsletter:**

- Reach the entire CAMA membership with a personalized issue of CAMA's e-Brief newsletter that highlights only your company, information package, and logo.
- At least four to five articles can be included in this Special Edition which will be designed by CAMA and will receive your final approval before being circulated.
- This one-time edition will stay on the CAMA website.
- Regular Rate: \$1500.00
- Business Partner Rate: \$1350.00

### **E-Brief Newsletter Insert**

- Reach the entire CAMA membership by providing a brief article, no more than 100 words, in an executive summary format that will have a website link and one logo for a one-time insertion.
- All e-Brief newsletters are on the CAMA Website.
- Regular Rate: \$500.00
- Business Partner Rate: \$450.00



# TERMS AND CONDITIONS FOR EXHIBITORS

## 1. **Contract**

- a. The application for space shall constitute a contract between the Exhibitor and CAMA. The terms include the terms and conditions included in this package.
- b. CAMA will honour location requests but reserves the right, if necessary, to amend and modify up to and including the day of the Trade Show.
- c. Booths will be sold on a first come, first served basis with priority going to Business Partners first followed by exhibitors who have participated in CAMA Events in the past.
- d. CAMA may delegate the organization of the Conference Exhibit/Trade Show to a third party organizer who shall act on CAMA's behalf.

## 2. **Qualifications to Exhibit**

The purpose of the Trade Show is to provide a show-case for products and services of interest to the attendees of the Conference. CAMA reserves the right to remove, decline, or prohibit any exhibit which, in its opinion is not suitable to or in keeping with the character of the exhibition. The Exhibitor shall use no public address system.

## 3. **Exhibitor Obligations**

- The Exhibitor shall refrain from any conduct that would detract from the image of integrity or professionalism of the Canadian Association of Municipal Administrators.
- The Exhibitor shall maintain the confidentiality of privileged information entrusted by the Canadian Association of Municipal Administrators.
- The Exhibitor shall make reasonable effort to minimize conflicts between events which may be hosted by the Exhibitor and the Annual Conference's scheduled activities.

## 4. **Sub-License of Space**

The Exhibitor shall not sub-license transfer, or apportion any part of its allotted space unless specifically approved by CAMA, shall not exhibit or permit to be exhibited in its space any merchandise nor part of its own regular products, and shall not exhibit any advertising material not directly pertaining to the products or services being exhibited.

## 5. **Non-delivery of the Building**

CAMA will not be liable for failure to deliver the space in the event of the building becoming unavailable through fire, act of God, public enemy, strikes, the authority of the law or any other cause beyond its control.

## **6. Payments and Refunds**

To be accepted as an Exhibitor, on-line registration must be completed and payment received in full by CAMA. On-line payment is the only way to secure a booth. If payment is not received at the time of registration, the booth will be released.

- If an Exhibitor withdraws from its commitment, an administration fee of \$250.00 will be charged for the cancellation, if notification of withdrawal is given in writing on or before January 31, 2023.
- If an Exhibitor withdraws from its commitment, an administration fee of \$500.00 will be charged for the cancellation, if notification of withdrawal is given in writing on or before February 28, 2023.
- The full fee will be charged if notification of withdrawal is given after this date.
- No refunds or credits will be given for any additional meal/event tickets or name tags purchased.

## **7. Cancellation of Contract**

CAMA reserves the right to terminate this contract and to withhold from the Exhibitor possession of the exhibit space if the Exhibitor fails to comply with the terms and conditions described herein.

## **8. Damages**

CAMA is not and shall not be liable for any damages, whether direct, indirect, general, special, consequential or other-wise, to the Exhibitor, its agents and employees or visitors to its exhibits.

## **9. Security**

The premises are securely locked after hours. This is not an insurance policy. Exhibitors are advised to contact their business insurance agent for appropriate coverage. CAMA assumes no responsibility or liability for theft, losses or damages, however caused.

## **10. Removal of Booth Display and Exhibit Materials**

All exhibit materials and display structures must be removed from the area by 4:00 p.m., Wednesday, May 31<sup>st</sup>, 2023. Booth materials not removed by the deadline imposed shall be removed and stored by the official Trade Show staging company at the exhibitor's expense.

## **11. Code of Conduct for Exhibitors**

The Canadian Association of Municipal Administrators (CAMA) is committed to the highest standard of respect and dignity at all of its events. All exhibitors, delegates, speakers, sponsors, volunteers and staff at the 2023 Annual Conference and Trade Show must comply with CAMA's Code of Conduct. The code mandates that attendees conduct themselves in a safe and welcoming manner—free from harassment or discrimination. This core ethical standard applies to all facets of the conference, including social events, study tours, workshops, plenaries, meetings, exhibitor trade show and social gatherings where delegates, exhibitors, sponsors, speakers, volunteers and staff are in attendance.

CAMA does not tolerate harassment of any kind. Should you be subject to—or witness any—inappropriate behaviour or threatening behaviour or language, please notify a CAMA staff member. Anyone found to be acting in such a manner will have their registration revoked and asked to leave the premises immediately.

Name badges must be worn at all times.

# 2023 TRADESHOW FLOORPLAN

**Booths 1-27 are 10' Wide x 8' Deep (\$2800.00 + HST)**

**Booths 28-66 are 8' Wide x 8' Deep (\$2500.00 + HST)**

