

CAMA 2020 EXHIBITOR PROSPECTUS

Deerhurst Resort,
Huntsville, ON
June 1-3, 2020



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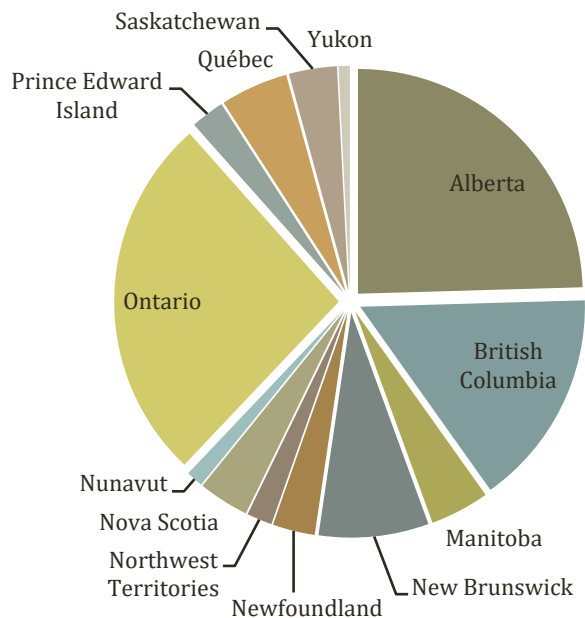
CAMA 2020

Exhibitor Prospectus

The Canadian Association of Municipal Administrators – CAMA is pleased to present the following Exhibitor opportunities for the 49th Annual CAMA Conference being held on June 1-3, 2020 at the Deerhurst Resort, ON.

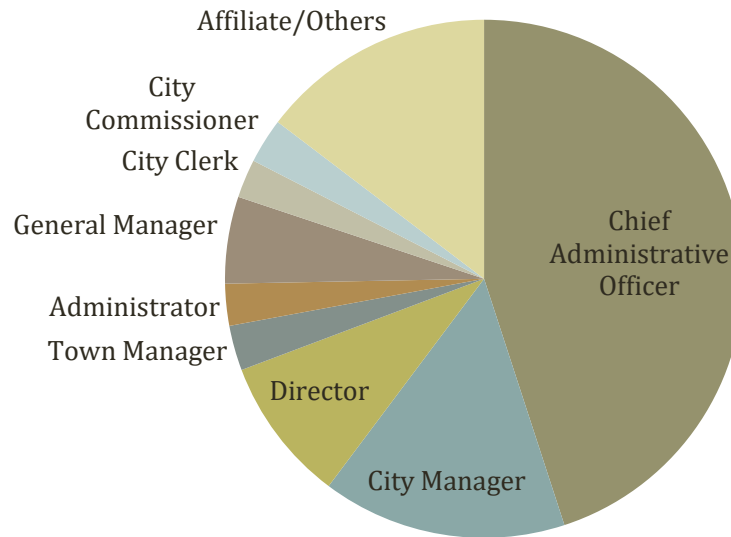
A partnership with CAMA is a partnership with municipal managers across Canada.

CAMA Membership - By Province



*A partnership
with CAMA is
seen as a
partnership in
enhancing
excellence in
local
government
management.*

CAMA Membership - By Title



- Year after year, CAMA members meet to review the latest innovations to assist them in effective local government.
- CAMA members are from all provinces and territories and collectively represent more than 70% of the nation's population.
- The local governments under their administration spend in excess of \$40 billion annually.
- More than 75% of CAMA conference delegates are the most senior appointed officials in their local governments. Generically called CAO's, they include City and town managers, administrators, directors general or chief commissioners.
- Other delegates include retired or honorary members, emerging managers and decision makers in municipalities, private sector consultants, product or service providers.

CONFERENCE EXHIBITORS

Early Bird Registration <i>(valid until January 24, 2020)</i>	8' wide x 8' deep booth	\$2,150 + HST
	10' wide x 8' deep booth	\$2,300 + HST
Regular Registration	8' wide x 8' deep booth	\$2,300 + HST
	10' wide x 8' deep booth	\$2,450 + HST

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

- 8' wide x 8' deep or 10' wide x 8' deep draped booth in the exhibit area (Full height (8') back drapes and 3' 11" side drapes)
- One 1,500 watt duplex (120 volt) electrical receptacle.
- No furniture for the booth is provided in the Exhibitor package. However, CAMA is pleased to coordinate limited furniture rentals.
- Web hot link from the CAMA web site to exhibiting organizations until November 1, 2020.
- 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 names tags per booth.
- The CAMA Connections Lead Tracking System has been specifically designed to provide exhibitors with an interactive way of reaching CAMA delegates at the CAMA conference. Your exhibitor team – both on and off-site, will have access to the CAMA Connections Lead Tracking System. This system not only tracks leads but permits the organization team to communicate with each other to maximize their CAMA experience. The best part – the CAMA Connections Lead Tracking System is FREE to all registered exhibitors.
- Delegate list will be available on the CAMA Connections Lead Tracking System by Friday May 15, 2020.

***NOTE: 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 + Taxes/person

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

• **Individual Tickets:**

<u>Event</u>	<u>Cost Per Ticket + Taxes</u>
Breakfast	\$30.00
Lunch	\$35.00
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 8th, 2020. No tickets will be available for purchase on site.

*** To qualify for the Early Bird Fee, full payment must be received by January 24, 2020.**

At A Glance Schedule (*Tentative – to be confirmed*)

Monday

10:00 a.m. to 3:00 p.m.	Regular Trade Show Exhibitor Set Up
7:30 a.m. to 2:30 p.m.	Golf Tournament
Morning/Afternoon	Pre-Conference Activities
5:30 p.m. to 6:00 p.m.	President's Reception for Sponsors and Exhibitors
6:00 p.m. to 8:30 p.m.	Opening Reception at Trade Show
9:00 p.m. to 11:00 p.m.	Hospitality Suite

Tuesday

6:00 a.m. to 7:00 a.m.	Morning Run
7:15 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 10:30 a.m.	Opening Keynote Speaker
10:30 a.m. to 11:00 a.m.	Refreshment Break & Exhibitor Tradeshow

11:00 a.m. to 12:00 Noon	Plenary Session
12:00 Noon to 1:00 p.m.	Long Service Awards Luncheon
1:00 p.m. to 1:30 p.m.	Dessert in Exhibitor Tradeshow for Delegates
1:30 p.m. to 2:30 p.m.	Breakout Sessions
2:30 p.m. to 3:00 p.m.	Refreshment Break & Exhibitor Tradeshow
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
7:15 a.m. to 8:15 a.m.	Breakfast
8:15 a.m. to 9:30 a.m.	Plenary Session
9:30 a.m. to 10:00 a.m.	Refreshment Break & Exhibitor Tradeshow
10:00 a.m. to 11:00 a.m.	Plenary Session
11:00 a.m. to 12:00 Noon	Closing Keynote
12:00 Noon to 1:00 p.m.	CAMA Awards of Excellence Lunch
1:00 p.m. to 1:30 p.m.	Closing Ceremonies in Exhibitor Tradeshow
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 Opportunity

CAMA is offering a mobile app to our members and conference attendees. The app will be available to those on-site in Fredericton, 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: \$200

- Includes the company logo, links to their social media, company or product description, mobile coupons, links to other PPT or PDF, files, and link 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 Opportunity

Option #1: Hole Sponsor

Cost: \$200.00/each

- Company name on 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 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 WEBSITE ADVERTISING OPPORTUNITY

CAMA is pleased to offer 2020 Exhibitors the opportunity to advertise on the CAMA website.

BOX AD: 225 x 225 pixels	
3 months	\$ 1,000.00
6 months	\$ 1,800.00
12 months	\$ 3,300.00
LEADER BOARD AD: (across the bottom) 728 x 90 pixels	
3 months	\$ 1050.00
6 months	\$ 1,950.00
12 months	\$ 3,600.00

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 exhibitors who have participated in CAMA Events in the past.
- d. CAMA may delegate the organization of the Conference Exhibit/Trade 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 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 by January 24, 2020 to receive the Early Bird rate. 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 \$75.00 will be charged for the cancellation, if notification of withdrawal is given in writing on or before January 31, 2020
- 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, 2020.
- 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 5:00 p.m., Wednesday, June 3rd, 2020. 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.

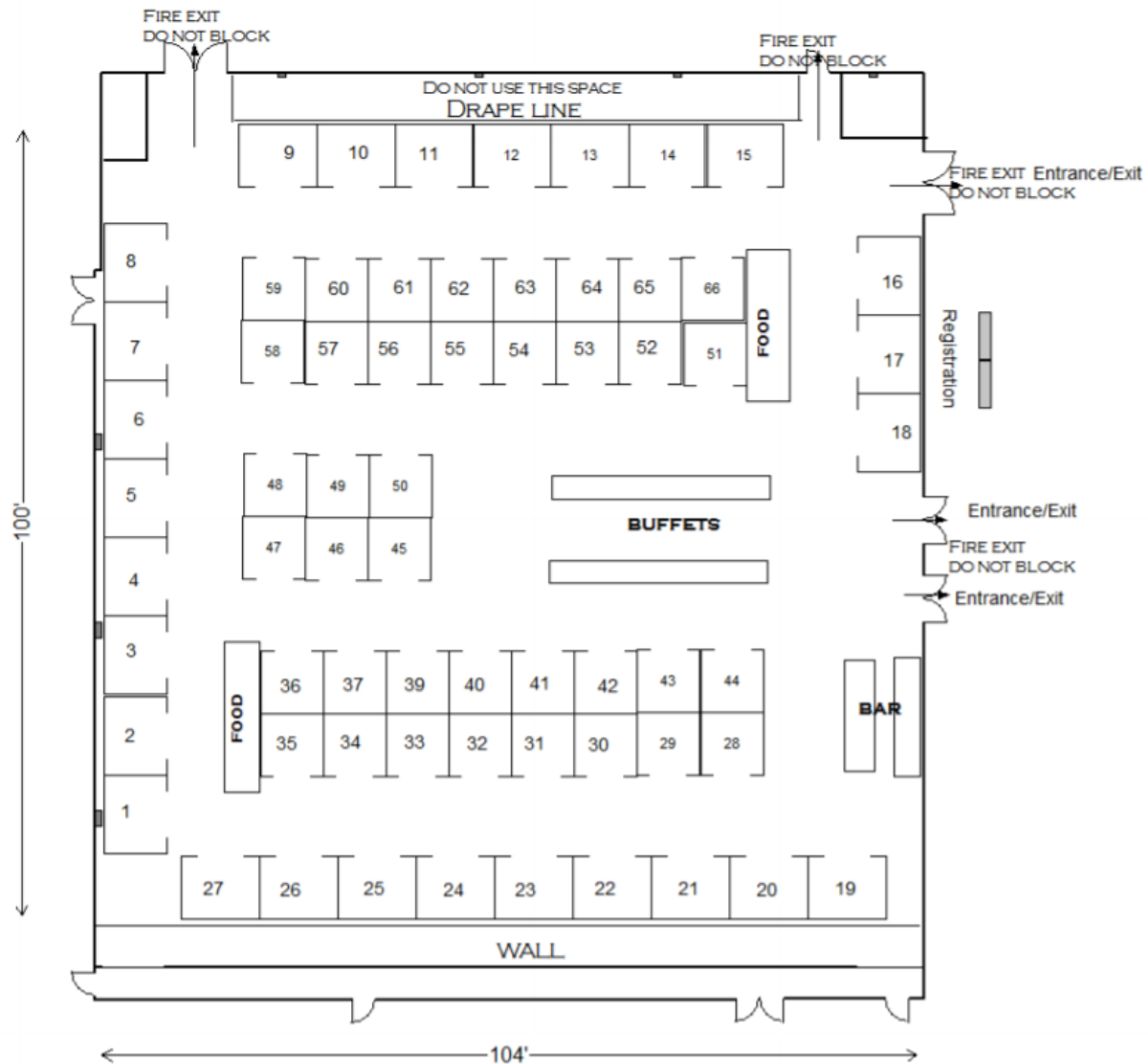
11. Code of Conduct for Exhibitors

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 2020 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.

2020 Exhibitor Tradeshow Floor Plan



- Booths 1-27 are 10' Wide x 8' Deep
- Booths 28-66 are 8' Wide x 8' Deep