

**TLOMA 2017**  
**CONFERENCE**  
& **TRADE SHOW**

**OCT 25TH – 28TH, 2017**  
**DEERHURST**  
**RESORT**

**TLOMA**  
The Law Office Management Association  
[www.tloma.com](http://www.tloma.com)

# Trade Show Manual

**LEGACY HALL**  
**DEERHURST RESORT**  
**Huntsville, Ontario**

## Table of Contents

Accommodations.....	4
Attendee Badges.....	5
Booth Give-A-Ways.....	9
Booth Policy.....	8
Cancellation Of Space.....	9
Default Of Occupancy.....	9
Deerhurst Resort Meeting Space Map.....	13
Directions To Deerhurst Resort From Toronto.....	13
First Time Visitor Pass.....	5
Insurance Requirements.....	8
Location Of Show & Space Allocation.....	8
Passport Prize Draw.....	9
Photo Policy.....	10
Post Conference.....	14
Program-At-A-Glance.....	3
Reaching Out To Delegates.....	11
Schedule Of Events.....	5
Shipping Label.....	15
Sub-Leasing.....	9
Trade Show Checklist.....	16
Trade Show Directory.....	10
Trade Show Floor Plan.....	7
Trade Show Load In / Load Out Procedures - Shipping Material Directly Or In Advance.....	11
Who's Attending List.....	10

## PROGRAM-AT-A-GLANCE

TLOMA is delighted to have your company participate in the Trade Show at The Law Office Management Association's (TLOMA) Annual Conference at the Deerhurst Resort in Huntsville, Ontario.

The Trade Show Manual will provide you with all the necessary information to make your participation a successful one. Should you have any questions about this event, please contact:

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The Conference will begin on Wednesday, October 25<sup>th</sup> and end on Saturday, October 28<sup>th</sup>, 2017. The complete schedule is posted at [2017 TLOMA Program-at-a-Glance](#).

### *Two Important Documents:*

Once you have reviewed what's included in this manual, please complete and return the [Equipment and Name Badge Order Form](#) to TLOMA by Thursday, September 14, 2017. The second important document is your *Proof of Insurance*, which also needs to be sent to TLOMA by Thursday, October 5, 2017 (see details on page 8).

### *Platinum Sponsors Benefits:*

**Platinum Sponsors** have four "Keys to the Conference" which entitles them to attend the entire Conference, with the exception of the Friday Night Delegates Dinner.

### *Platinum, Gold and Silver Sponsors Benefits:*

The above noted levels have passes to the two Keynote Speaker sessions (Thursday morning and Saturday morning).

**New for 2017** – Platinum, Gold and Silver Sponsors are invited to attend the Wednesday Welcome Networking Event /Dinner. No additional tickets can be purchased for this event.

Please refer to the [BP 2017 Sponsorship Summary Chart](#) for a full listing of your benefits.

*All Business Partners (Platinum, Gold, Silver and Trade Show Participants):*

The **Trade Show** will be held on Thursday, October 26<sup>th</sup>, 2017. Booth setup in the Legacy Hall, Deerhurst Resort will start Wednesday, October 25<sup>th</sup> from 5:00pm to 10:00pm, and will continue on Thursday, October 26<sup>th</sup>, from 7:00am to 10:00am. **We request that your booth setup be completed by 10:00am.** On October 26<sup>th</sup>, the Trade Show will be open for Delegates from 12:00pm to 4:00pm.

A **Business Partner Information Session** will be held on Thursday, October 26<sup>th</sup> from 10:30am to 11:00am in the Market Place, on the Trade Show floor. We strongly recommend that at least one representative from your company attend this session.

A **Business Partner Luncheon** will be held after the Information Session from 11:00am to 12:00pm in the Market Place.

The **Passport Prize Draw** will take place following the Trade Show from 4:00pm to 4:45pm in the Market Place. This is another opportunity for Business Partners to meet with Delegates. All company representatives registered for the Trade Show are welcome to attend the **Passport Prize Draw** (See details on page 9).

The **Delegate/Business Partner Networking Reception and Dinner and Hallowe'en Party** will be held on Thursday, October 26<sup>th</sup> from 6:00pm to 11:59 pm in Waterhouse Ballroom 4/5, located across from Legacy Hall. All registered Business Partners and Delegates are encouraged to attend. This will be a wonderful opportunity for Business Partners to engage with the Delegates in a more relaxed setting. The theme of this year's dinner is a Hallowe'en event, so come prepared with your best costume; prizes will be awarded.

For those that wish to continue networking, the Hotel lobby bar, Compass Lounge is open all evenings until midnight.

## ACCOMMODATIONS

TLOMA has reserved a block of rooms\* which will be available for Business Partners requiring overnight accommodation. Please go to the following link for information on how to reserve your guestrooms - [Deerhurst Hotel Accommodations](#)

**Reduced room rates are available until October 3, 2017.**

*\*Please note that the cost of accommodation is the responsibility of the Business Partner.*

## SCHEDULE OF EVENTS (All Sponsors and Trade Show Participants)

Activity	Day/Time	Location
Set up for Trade Show	Wednesday, 5:00pm – 10:00pm	Legacy Hall
Set up for Trade Show (con't)	Thursday, 7:00am – 10:00am	Legacy Hall
Breakfast	Thursday, 7:00am – 11:00am	Eclipse Dining Room
Opening Keynote Speaker: <a href="#">Dennis-Moseley-Williams</a>	Thursday, 8:45am – 10:15am	Waterhouse Ballroom 4/5
Business Partner information session with TLOMA VP	Thursday, 10:30am – 11:00am	Market Place, Legacy Hall
Business Partner Lunch	Thursday, 11:00am – 11:45am	Market Place, Legacy Hall
Trade Show	Thursday, 12:00pm – 4:00pm	Legacy Hall
Passport Prize Draw	Thursday, 4:00pm – 4:45pm	Market Place, Legacy Hall
Booth Teardown	Thursday, 4:45pm – 6:00pm	Legacy Hall
Delegate/Business Partner Networking Reception	Thursday, 6:00pm – 7:00pm	Rotunda
Delegate/Business Partner Dinner and Hallowe'en Party	Thursday, 7:00pm – 11:59pm	Waterhouse Ballroom 4/5
Closing Keynote Speaker: <a href="#">Craig Kielburger</a>	Saturday, 9:15am – 10:30am	Waterhouse Ballroom 5

## FIRST TIME VISITOR PASS

We often have Business Partners who are new to TLOMA wondering what our Trade Show is all about. This opportunity is available to any company who is new to TLOMA and has never participated at a Trade Show. The pass provides the opportunity for a company to walk the Trade Show floor, speak to our Sponsors about the value they gain from being a TLOMA Business Partner and to get a feel for how it all works. A maximum of two visitor passes are available to each company at the cost of \$975.00 + HST each. If you know of a company that could benefit from this opportunity, please [click here](#).

## ATTENDEE BADGES

Business Partners attending the Conference are required to wear their name badge provided by TLOMA to all TLOMA events for which they are registered to attend (this includes breakfast in Eclipse Dining Room on Thursday morning). TLOMA reserves the right to ask anyone not wearing their badge to leave the TLOMA event.



Substitutions for attendees are permitted up to Wednesday, October 11, 2017. For substitutions requested after Wednesday, October 11, 2017, an administration fee of \$25.00 plus HST per badge will be applicable.

Badges are included as follows:

	Platinum	Gold	Silver	Trade Show Participants
Trade Show Badges	4 keys + 4	6	4	2
Wednesday Welcome Networking Event /Dinner	4 keys + 2	4	2	0
Thursday Keynote: <a href="#">Dennis-Moseley-Williams</a>	4 keys + 2	4	2	0
Thursday Evening Delegate/Business Partner Networking Reception, Dinner and Hallowe'en Party:	4 keys + 2	4	2	1
Saturday Keynote: <a href="#">Craig Kielburger</a>	4 keys + 2	4	2	0

[Additional Attendees:](#)

**Trade Show:**

For each additional person(s) over and above these allowances, please remit to TLOMA a fee of \$140.00 plus HST (\$158.20). Fee includes Thursday breakfast in Eclipse Dining Room, Thursday lunch in the Market Place, non-alcoholic beverages, two breaks and attendance at the Trade Show. **Limit:** Two additional attendees per booth.

**Keynote Sessions (Opening and Closing):**

For each additional person(s) over and above the allowances for Platinum, Gold and Silver Sponsors, please remit to TLOMA a fee of \$50.00 plus HST (\$56.50). Fee includes entry into one Keynote session.

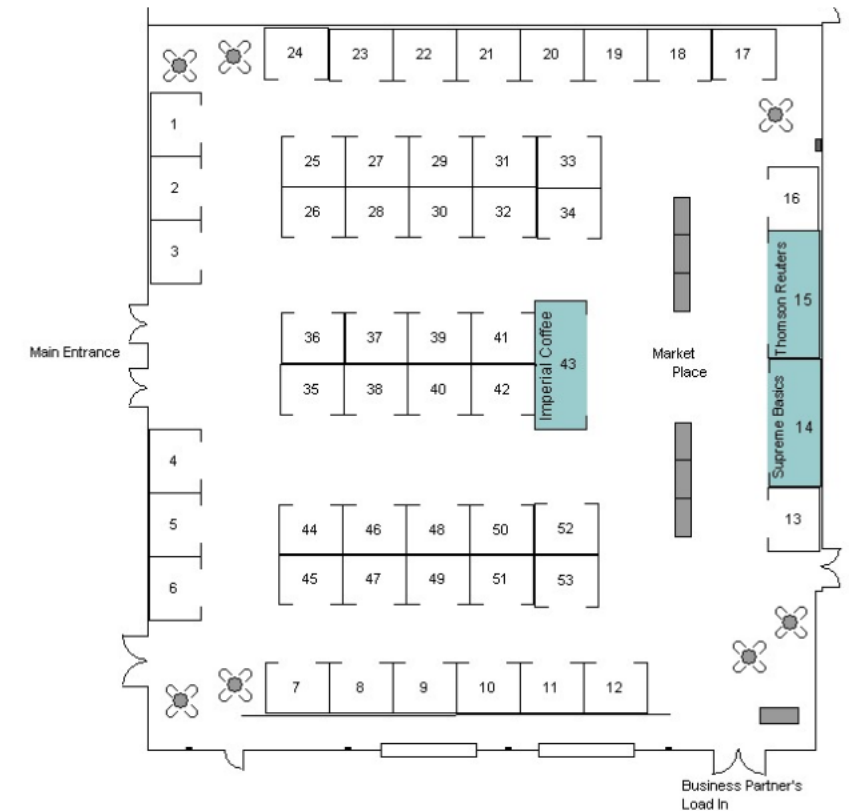
**Wednesday Welcome Networking Event /Dinner:**

No additional tickets are permitted for this function above the allotted amount listed above for each sponsor tier.

**Thursday Evening Delegate/Business Partner Networking Reception, Dinner and Hallowe'en Party:**

For each additional person(s) over and above these allowances, please remit to TLOMA a fee of \$110.00 plus HST (\$124.30). No Limit on additional tickets purchased.

**TRADE SHOW FLOOR PLAN**



**WHAT'S INCLUDED?**

Booth Size	8' deep x 10' wide
Each booth includes	6' draped table 2 chairs Wireless Internet access Dedicated 7.5-amp power circuit with power bar
Load In Times	<b>Wednesday, October 25<sup>th</sup> from 5:00pm to 10:00pm</b> <b>Thursday, October 26<sup>th</sup> from 7:00am to 10:00am</b>
Business Partner Check-in	If you are attending the Wednesday Welcome Networking Event/Dinner on Wednesday, October 25 <sup>th</sup> , please check-in at the Business Partners Desk in the Guest Services Lobby from 4:00 pm to 6:00 pm. Otherwise Business Partner Check-in is on Thursday, October 26 <sup>th</sup> from 7:30am onwards at the REGISTRATION desk located by the entrance to the Trade Show, Legacy Hall.
Load Out Times	<b>Thursday, October 26<sup>th</sup> from 4:45 pm to 6:00pm</b>
Additional Equipment & Name badges	<a href="#">Equipment and Name Badge Form</a>

## **BOOTH POLICY**

Your exhibit space must be contained within the booth parameter and for safety reasons, nothing will be allowed to protrude into the aisle space. We expect that participants agree that radio, television, motion picture or audio/visual aids will be operated in such a manner and placed as to provide no inconvenience to participants. Sound must be at a level to reach the immediate vicinity of the booth area only, and TLOMA reserves the right to prohibit the use of any equipment contravening this regulation. TLOMA reserves the right to decline or prohibit any exhibit or participant that is not in keeping with the character of the Conference or Trade Show as determined by TLOMA. The regulation covers persons, things, conduct, printed matter, souvenirs and emblems and all things that affect the character of the Trade Show.

Each booth must operate as a separate business entity as registered with TLOMA. The booth's design cannot be combined, modified or any part of it removed or changed unless permitted by TLOMA. No holes may be drilled, nails driven, hooks, screws or similar items tacked into any part of the facility or its equipment. Masking, packing, or any other tape is prohibited from being attached to the exhibit floor or walls and no items may be hung from the ceilings or any of its fixtures. There is no smoking permitted anywhere within the facility.

## **INSURANCE REQUIREMENTS**

For the Conference, all participants must provide to TLOMA a Certificate of Insurance, on or before Friday, October 6, 2017.

The Certificate holder is:  
The Law Office Management Association (TLOMA)  
PO Box 1029, TD Centre  
Toronto, ON M5K 1P2

Please ensure that you have your own commercial general liability insurance, including personal and bodily injury liability of not less than \$1 million in place for the Conference.

Please confirm with your insurer that any general policy that you might already have in place, will cover you during the 2016 TLOMA Conference and Trade Show dated October 25<sup>th</sup> – 28<sup>th</sup>, 2017. Your insurer might refer to it as 'Booth Insurance'.

If you are unable to provide confirmation of insurance, there is a possibility that you may not be permitted to setup your booth at the Conference and your fees would be non-refundable.

## **LOCATION OF SHOW & SPACE ALLOCATION**

The Trade Show is being held in the Legacy Hall, Deerhurst Resort (see map on page 7). Allocation of booths is based on the level of sponsorship and the order in which registration and payment is received and accepted. On the Equipment & Name Badge Order Form, Gold and Silver Sponsors have the opportunity to state their preference for booth location.





TLOMA reserves the right to determine final booth allocation for all participants. The Trade Show floor plan with your allocated booth space will be sent to you via email prior to the Conference. The completed floor plan will also be posted on the Conference website.

## **SUB-LEASING**

Trade Show booths that have been assigned and confirmed are not transferable. Participants may not sublet space, or any part thereof, nor offer the allocated space for sale without the knowledge and written consent of TLOMA. Participants must show only goods manufactured or dealt with by them in their regular course of business. A firm or organization which has not been assigned exhibit space will not be permitted to attend the Trade Show or permitted to solicit business or promote their organization outside the Trade Show area.

## **CANCELLATION OF SPACE**

If Trade Show space is cancelled up to and including Friday, September 15<sup>th</sup>, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after Friday, September 15<sup>th</sup>, 2017.

## **DEFAULT OF OCCUPANCY**

Any participant failing to occupy the contracted booth space is not relieved of the obligation to pay full rental of such booth space. If the booth space is not occupied by 11:00am on Thursday, October 26<sup>th</sup>, the time set for completion of installation of displays, the booth may be repossessed by TLOMA for such purposes as TLOMA sees fit.

## **BOOTH GIVE-A-WAYS**

While TLOMA truly appreciates the generosity of all of our participants, we feel that any promotional gifts you provide to our Delegates during the Trade Show should be available to all of our Delegates. This is to ensure that we provide you with the most positive and valuable opportunity to promote your products and services and to avoid any misunderstandings and misconceptions. We highly recommend that you reserve 'client only' oriented gifts for 'client only' events. Thank you for your understanding and cooperation.

## **PASSPORT PRIZE DRAW**

TLOMA recognizes the importance of your support to our annual Conference and encourages all Delegates to visit all Trade Show booths. This ensures that our Delegates will be able to speak to our participants regarding their products and services and take away brochures and business cards for themselves or for the appropriate person in their office.



As Delegates enter the Trade Show, they will be provided with a Passport displaying all the participants' names (First Time Business Partners are not included in the Passport Prize Draw). As a participant, you will be provided with passport stickers with your company name. We ask that you place a sticker on the Delegate's Passport when they visit your booth in person. Delegates will place their completed Passports in a ballot bin on their way out of the Trade Show. Only completed Passports are eligible for the Prize Draw which takes place at the Passport Prize Draw.

If your company chooses to participate in the Passport Prize Draw by providing a prize for the draw, the prize may be displayed at your booth during the Trade Show. We ask that you bring the prize with you to the Passport Prize Draw, where you will have the opportunity to present the prize to the winner.

- Prize draws are NOT permitted at your booth during the Trade Show.
- TLOMA Delegates must be in attendance to accept their prize. If a name is drawn, and the Delegate is not present, another name will be drawn.
- Please feel free to collect business cards from the Delegates to further your marketing endeavors.
- Once a Passport is drawn for a prize, it will not be returned to the ballot bin.

## PHOTO POLICY

Registration for the TLOMA Conference implies consent that any pictures taken during the Conference or any other TLOMA related events can be used for Conference coverage and/or for any other TLOMA promotional purposes. TLOMA is able to use your likeness without remuneration.

You are not permitted to post any pictures taken at the Conference on any social media sites unless approved by TLOMA and all subjects in the photos.

Please be aware that any pictures taken of our speakers during their presentation must be approved by the responsible party to ensure no legal issue will arise.

## TRADE SHOW DIRECTORY

We will be providing our TLOMA Conference Delegates with a link to the Trade Show Directory. In the Directory, we will include your company name, address, contact person, phone number, email address, social media links, web address and description of your company.

## WHO'S ATTENDING LIST

TLOMA will be posting a *Who's Attending List* on the Conference Website prior to the Conference. A password will be provided to all Business Partners for access. Feedback from previous years indicates that this list has been helpful in your pre-conference planning.



Note: The *Who's Attending List* is copyrighted and confidential, to be used only by 2017 Business Partners. Sharing or distribution of the *Who's Attending List* with any other third party or other Business Partner is strictly prohibited.

## REACHING OUT TO DELEGATES

Closer to Conference and immediately after Conference, our Delegates are very busy readying themselves for leaving their busy positions or catching up from being away for 3 days. If you wish to contact them, please be cognizant of their ability to respond to you. As a Business Partner who has received the Delegate List, it is your responsibility to ensure that you comply with all the CASL Regulations as outlined in the three CASL enforcement agencies (the CRTC, Competition Bureau and Office of the Privacy Commissioner).

TLOMA assumes no responsibility.

## TRADE SHOW LOAD IN/LOAD OUT PROCEDURES

### STORAGE & MATERIALS HANDLING

#### Receiving

Courier Service to/from Deerhurst Resort is not available on Saturdays, Sundays or Holidays. Deerhurst Resort will not be liable for inspecting deliveries upon arrival or for any damage to the contents of such deliveries unless caused by the negligence of Deerhurst Resort, or any of its authorized representatives. Deerhurst Resort has limited storage available onsite. Should you need to send large (including wooden crates and/or skids) and/or multiple items, storage must be prearranged with your Conference Services Manager or delivery may be refused. The following information needs to be provided to your Conference Services Manager to ensure acceptance of items and delivery to Deerhurst Resort and your function rooms: Courier Company, number of items, delivery date, delivery location onsite and tracking numbers for all items. Deerhurst Resort keeps a detailed log of all shipments received and will require you to sign for your packages.

#### Shipping Labels

All deliveries must be labeled, with the following information: name of the group/event, group/event contact, date of event, hotel contact and number of boxes. A shipping label has been provided for you [here](#).

Deliveries must be made to the receiving/loading dock of the Hotel. The Hotel will not accept deliveries to the front door. The Hotel reserves the right to administer additional fees for handling and storage of items both prior to the event and after the group has departed.

Skids

Please note that skids received by Deerhurst Resort will not be broken down and counted. Deerhurst Resort will accept the shipment as one (1) skid. Storage of skids must be pre-arranged through the Conference Services Department. Due to elevator size, skids cannot be moved to the following function rooms in the Pavilion: Tom Thomson, Arthur Lismer, Lawren Harris, AJ Casson and AY Jackson. Skids cannot be delivered to function space outside of the Pavilion building.

Outgoing Shipments

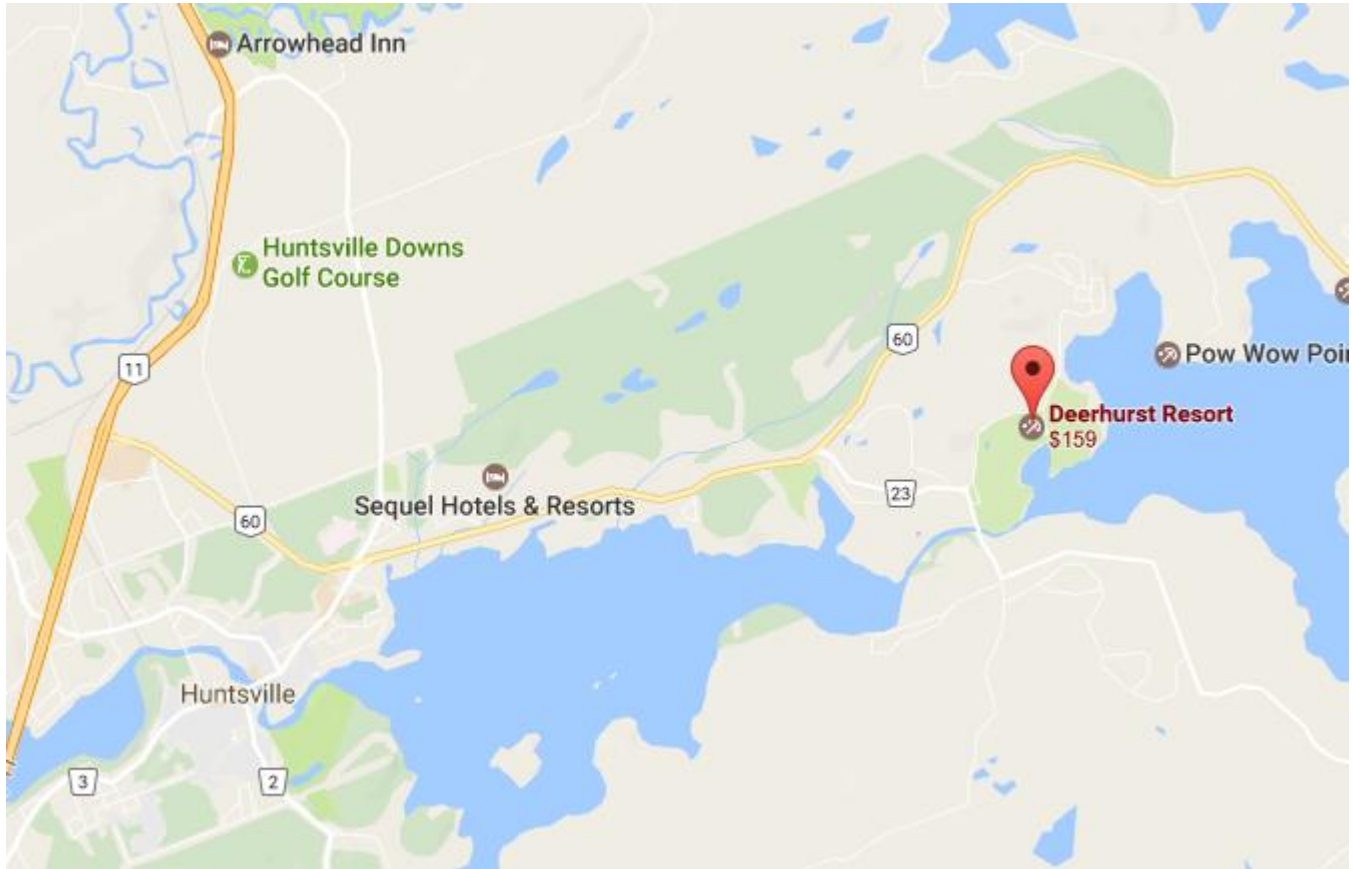
All outgoing items must be properly sealed, courier waybills completed and the items clearly addressed, including your courier billing account number or alternate billing information (Deerhurst Resort is not able to bill for any courier/shipping charges). It is against custom/courier policies for hotel staff to pack client boxes. All outgoing items cannot exceed a total weight (per item) of 70lbs. Deerhurst Resort keeps a detailed log of all outgoing shipments and will require you to sign indicating your intention to ship packages. Any boxes left in function rooms after departure without shipping instructions will be delivered to the Deerhurst Resort Lost and Found Department. All outgoing freight pickups are to be scheduled for the day after the event.

Shipping and Receiving Charges

Box storage/delivery to function space :	\$4.00 per unit per day
Skid storage:	Contact Conference Services for storage availability and rates
Skid delivery to function space :	\$40.00 per skid
Outgoing box handling fee:	\$4.00 per unit
Staff assistance:	\$40.00 per staff member per hour

Note: *Shipments are not accepted prior to October 24<sup>th</sup> due to limited storage.*

## DIRECTIONS TO DEERHURST RESORT FROM TORONTO



### Address

The address for your GPS is 1235 Deerhurst Drive, Huntsville, ON, P1H 2E8, CANADA

[Link to Google Maps Driving Directions](#)

### Directions to Deerhurst Resort from Toronto

Head north on Highway 400  
Continue onto Highway 11 North  
Exit onto Highway 60 East. From here you are just five minutes away from Deerhurst  
Turn right onto Canal Rd  
Merge onto Deerhurst Drive

When loading in any equipment, use the doors closest to the right of the Convention Entrance and enter Legacy Hall. Please refer to the meeting space map for the location - [Deerhurst Meeting Space Map](#).

## POST CONFERENCE

All Sponsors/Trade Show Participants involved in our Trade Show will be listed in our newsletter *TLOMA Today* and displayed on our website. Such listing will indicate your level of participation at the TLOMA Conference.

To further market your company to our membership, we would encourage your company to provide an educational editorial, or advertise in our newsletter. Further details regarding our newsletter can be found at: [TLOMA Newsletter](#).

Follow up with Conference Delegates after the Trade Show is a common practice of many Sponsors/Trade Show Participants. A general rule you can follow in order to maximize your marketing efforts would be to connect with the appropriate person for your goods and services. As an example, it would not be practical to call a Human Resources Manager if your business is computer hardware. If, however, you only have one business card contact for a firm, then you could simply call the contact and ask who you should speak to in regards to your goods or services.

Review your benefits of sponsorship level and take advantage of additional opportunities after the Conference. Click here for the [Opportunities Chart](#).

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

**SHIP TO:**

**Deerhurst Resort: Receiving Dock**  
**1235 Deerhurst Drive**  
**Huntsville, ON**  
**P1H 2E8 CANADA**

**Attention: RINA HART**

**Meeting Name: TLOMA 2017 TRADE SHOW**

**Room: LEGACY HALL**

**Conference Dates: OCTOBER 25 – 28, 2017**

**Number of boxes sent = \_\_\_\_\_**

**Box \_\_\_\_\_ of \_\_\_\_\_**

## TRADE SHOW CHECKLIST

**So, you do not miss any TLOMA deadlines, here is an easy checklist to follow!**

	Pay remaining balance if outstanding [deadline – on/before Thursday, September 14, 2017]
	Complete <a href="#">Equipment and Name Badge Order Form</a> [deadline – on/before Thursday, September 14, 2017]
	<a href="#">Book Accommodations</a> [deadline – on/before Tuesday, October 3, 2017]
	Submit Certificate of Insurance deadline – on/before Thursday, October 5, 2017]
	<a href="#">Ship booth materials</a> to Deerhurst [shipments not accepted prior to Tuesday, October 24, 2017]

**Have a Great Conference!!**