

# THE 49TH ANNUAL CALAS SYMPOSIUM SPONSORSHIP OPPORTUNITIES



**April 24-27, 2010**

Québec City Convention Centre  
& Hilton Québec Hotel  
1100, boul. René-Lévesque Est  
Québec City, Québec, Canada

## Your Invitation to Sponsor

The 49th Annual CALAS Symposium is the premier networking and educational event for the Canadian Laboratory Animal Care community. The theme for this year "**Evolution Revolution**" will explore the evolution of laboratory animal science over the decades and look forward to revolutionary techniques, methods and technologies that continue to advance the field.

This package offers a wide range of sponsorship opportunities with pre-designed options. CALAS would like your support and would be happy to customize a program for you to suit your budget and marketing goals.

### WHO WILL ATTEND?

The CALAS Symposium is unique in that it brings technicians, veterinarians, physicians, researchers and administrators together with the organizations that provide services to these professions. If you have an interest in any of these fields, this Symposium is your chance to develop and nurture on-going relationships with this diverse group of animal care professionals.

### SYMPOSIUM AND EXHIBITION LOCATION & DATES

The 49th Annual CALAS Symposium is taking place at The Hilton Québec Hotel in beautiful, historic downtown Québec City, Québec from Saturday April 24th to Tuesday April 27th.

### SPONSOR RECOGNITION

Plenty of networking functions within the program will allow you the opportunity to personally deliver your message to delegates. In addition, the earlier you sign up as a sponsor, the more recognition you will receive through Symposium marketing, the CALAS website and the preliminary program sent to all members.

### CONTACT INFORMATION:

Questions regarding sponsorship should be directed to:

#### **CALAS National Office**

144 Front Street West, Suite 640

Toronto, Ontario M5J 2L7

Phone 416-593-0268

Fax 416-979-1819

Khadijah Hewitt x225

Email: [khadijah@calas-acsal.org](mailto:khadijah@calas-acsal.org)

# CALAS

THE CANADIAN ASSOCIATION FOR  
LABORATORY ANIMAL SCIENCE

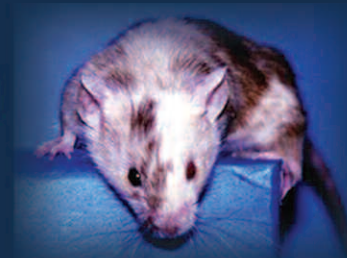
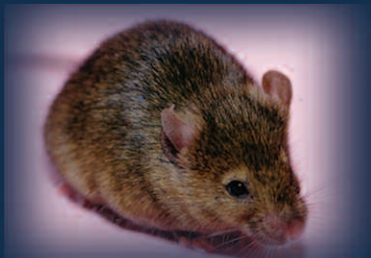


# ACCSAL

ASSOCIATION CANADIENNE POUR LA  
SCIENCE DES ANIMAUX DE LABORATOIRE

# Sponsorship benefits at a glance

Benefits	Platinum	Gold	Silver	Bronze	In-kind
<b>PRE-SYMPOSIUM BENEFIT</b>					
Listing of sponsorship in pre-Symposium newsletter	• with link	• with link	•	•	
Listing on the CALAS Annual Symposium website until December 2010	• with link	• with link	•	•	•
<b>DURING THE SYMPOSIUM</b>					
Exhibit Booth space	1 free	50% off			
Advertisement in the Symposium Program	Full page	1/2 page	Business Card		
One complimentary 1/2 hour vendor technical presentation	•	•			
Promotional material in delegate bags (one piece)	•	•	•		
Complimentary tickets to the Gala Dinner	2	1	1		
Complimentary tickets to the Vendor/Delegate Social	2	1		1	
Sponsorship recognized in the Symposium Program (on back cover)	• with logo	• with logo	•	•	•
Name/logo on sponsor recognition loop that will play during walk-in at sessions	•	•	•	•	•
Name/logo on signage	•	•	•	•	•
Verbal acknowledgement	•	•	•		
<b>POST-SYMPOSIUM</b>					
Advertisement in the CALAS Members' Magazine during 2010	Full page	1/2 page	1/4 page	Business Card	
Opportunity to place one technical article in a selected issue of the CALAS Members' Magazine during the Symposium year (subject to approval of the editor)	•				
Recognition of sponsorship in the Symposium issue of the CALAS Members' Magazine	• with logo	• with logo	• with logo	•	•
List of Symposium attendees for follow up (attendees who consent to release of information)	•	•	•	•	•



# PLATINUM LEVEL

## \$6,000

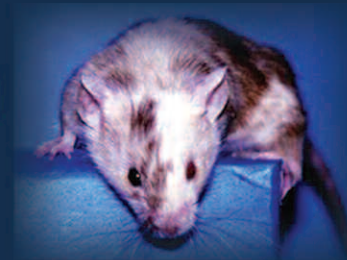
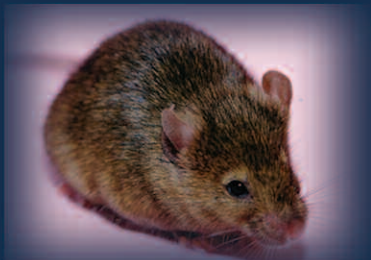
### PLATINUM LEVEL SPONSORSHIP BENEFITS INCLUDE:

- One complimentary exhibit booth
- One full page advertisement in the Symposium Program
- One complimentary 1/2 hour Vendor Technical Presentation
- Three complimentary tickets to the Gala Dinner
- Two complimentary tickets to the Vendor/Delegate Social
- Logo and recognition as a Platinum Sponsor in the Symposium issue of the CALAS Members' Magazine
- Listing as a Platinum Sponsor on the CALAS Symposium website with a link to your company website until December 2010
- Listing as a Platinum Sponsor in Symposium On-site Program
- Name/Logo on signage throughout the Symposium
- Your promotional material (one piece, as supplied by you) placed in delegate bags
- Recognition on sponsor loop that will play during walk-in at all sessions
- One full page ad in the CALAS Members' Magazine during 2010
- Opportunity to place one technical article in a selected issue of the CALAS Members' Magazine during the Symposium year *(subject to approval of the editor)*

### SPONSOR OPTIONS (select one)

### ADDED BENEFIT

Gala Dinner	An opportunity to place favours at the dinner along with a formal thank you by the CALAS President at the start of the evening. Your logo will appear on the Gala Dinner tickets.
Luncheon (2 available)	A formal thank you from the podium prior to the lunch. <input type="checkbox"/> Monday <input checked="" type="checkbox"/> Tuesday
<input checked="" type="checkbox"/> Name badge Wallets	Logo printed on this re-usable item that will be given to all attendees.
<input checked="" type="checkbox"/> Symposium Tote bags	Logo printed on this re-usable item that will be given to all attendees.
<input checked="" type="checkbox"/> Welcome Reception	An opportunity to welcome delegates at the door and hand out favours (if desired). A complimentary drink ticket will be given to each delegate (featuring your company logo)



# GOLD LEVEL

## \$4,000

### GOLD LEVEL SPONSORSHIP BENEFITS INCLUDE:

- One exhibit booth space at 50% off the regular rate
- One 1/2 page advertisement in the Symposium Program
- One complimentary 1/2 hour Vendor Technical Presentation
- Logo and recognition as a Gold Level Sponsor in the Symposium issue of the CALAS Members' Magazine
- One complimentary ticket to the Gala Dinner
- Two complimentary tickets to the Vendor/Delegate Social
- Listing as a Gold Sponsor on the CALAS Symposium website with a link to your company website until December 2010
- Listing as a Gold Sponsor in Symposium On-site Program
- Name/Logo on signage throughout the Symposium
- Your promotional material (one piece, as supplied by you) placed in delegate bags
- Recognition on sponsorship loop that will play during walk-in at all sessions
- One complimentary 1/2 page black & white ad in the CALAS Members' Magazine during 2010

### SPONSOR OPTIONS (select one)

### ADDED BENEFIT

 **Workshop Lunch sponsor**

Verbal recognition at all workshops. Opportunity to customize lunch box with a logo sticker or favour (as provided by the sponsor).

**AGM Breakfast**

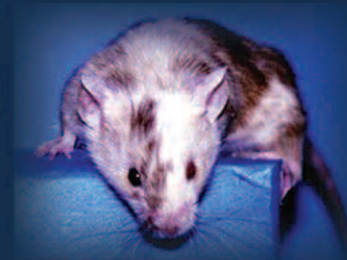
The AGM Breakfast Sponsor will have its company name and logo prominently displayed in signage at the event. The sponsor will also be recognized in the pre- and on-site Symposium materials.

**Keynote Address  
by Dr. Dean Percy**

You will be thanked at the start of the session and have an opportunity to introduce the speaker.

 **President's Reception**

You will be thanked by the CALAS President at the start of the reception and a complimentary drink ticket will be given to each delegate (featuring your company logo).



# SILVER LEVEL

## \$2,000

### SILVER LEVEL SPONSORSHIP BENEFITS INCLUDE:

- One 1/4 page advertisement in the Symposium Program
- Logo and recognition as a Silver Sponsor in the Symposium issue of the CALAS Member's Magazine
- One complimentary ticket to the Gala Dinner
- Listing as a Silver Sponsor on the CALAS Symposium website with a link to your company website until December 2010
- Listing as a Silver Sponsor in Symposium On-site Program
- Name/Logo on signage throughout the Symposium
- Your promotional material (one piece, as supplied by you) placed in delegate bags
- Recognition on sponsorship loop that will play during walk-in at all sessions
- One complimentary black & white business card ad in the CALAS Member's Magazine during 2010

#### SPONSOR OPTIONS (select one)

#### ADDED BENEFIT

##### ✓ Vendor/Delegate Social

Sponsors will be recognized on signage at the event, and in the pre- and on-site Symposium materials.

##### Refreshment Breaks (4 Available)

Signage at the selected break, in addition to the opportunity to have handouts or favours on the break tables.

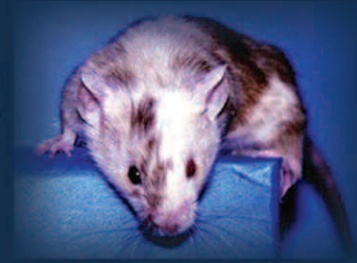
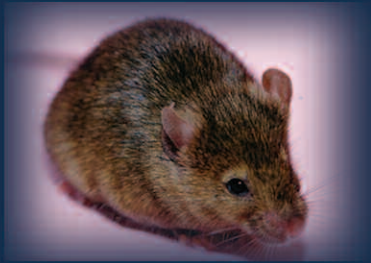
✓ Monday AM	Tuesday AM
Monday PM	Tuesday PM

##### ✓ Post-Symposium Evaluation

An electronic survey will be sent to all participants following the Symposium. Your company logo would be featured on this e-mail as the sponsor of this important element.

##### Parallel Session

You will be thanked at the start of the session and have an opportunity to ✓ Dr. Roughan introduce the speaker(s).




# BRONZE LEVEL

# \$1,000

### BRONZE LEVEL SPONSORSHIP BENEFITS INCLUDE:

- Logo and recognition as a Bronze Sponsor in the Symposium issue of the CALAS Members' Magazine
- One complimentary ticket to the Vendor/Delegate Social
- Listing as a Bronze Sponsor on the CALAS Symposium website with a link to your company website until December 2010
- Listing as a Bronze Sponsor in Symposium On-site Program
- Name/Logo on on-site signage throughout the Symposium
- Recognition on the sponsorship loop that will play during walk-in at all sessions
- Opportunity to place handouts at the sponsored session

BRONZE LEVEL	ADDED BENEFIT
<b>Workshop or Wet Lab</b>	Select a session that is in line with your overall corporate message. Acknowledgement will be listed in the program and your support will be acknowledged by the presenters before and after the session.
 <b>Regional Chapter Committee Lunch</b>	The sponsor will be recognized on signage and verbally from the podium.
<b>Transportation Sponsor (Workshops)</b>	The sponsor will be recognized on bus signage.

### ADDITIONAL OPPORTUNITIES

#### In-Kind

In addition to the above sponsorship levels, there are several opportunities to support the Symposium through in-kind sponsorship. Examples include:

- Animals for workshops
- Workshop equipment

Please contact us for more details if you are interested in specific support of these activities.

# SPONSORSHIP APPLICATION & CONTRACT

## PLEASE PRINT

### ORGANIZATION DETAILS AND CONTACT INFORMATION (as it is to appear in published materials)

ORGANIZATION \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROVINCE/STATE \_\_\_\_\_

COUNTRY \_\_\_\_\_

POSTAL/ZIP CODE \_\_\_\_\_

URL \_\_\_\_\_

E-MAIL \_\_\_\_\_

TEL \_\_\_\_\_

FAX \_\_\_\_\_

### LEVEL OF SPONSORSHIP

Which level of sponsorship are you interested in?

**Platinum: \$6,000**

**Gold: \$4,000**

**Silver: \$2,000**

**Bronze: \$1,000**

Sponsorship Fee \$ \_\_\_\_\_

+ \_\_\_\_\_ 5% GST (REG. #137176194)

= TOTAL \$ \_\_\_\_\_

ITEM, EVENT OR SESSION YOU WOULD LIKE TO SPONSOR \_\_\_\_\_

### TERMS AND CONDITIONS OF SPONSORSHIP

1. We will allocate sponsorships on a "first-come, first-served" basis.
2. Final payment should be received no later than February 12, 2010. Failure to meet the payment deadlines may result in the cancellation of the sponsorship and forfeiture of all deposits.
3. All payments are final.
4. We reserve the right to refuse a sponsorship request.
5. We reserve the right to amend the rules and regulations governing sponsorship.

### ACCEPTANCE

If this application is accepted, the sponsor agrees to be bound by the terms and conditions on the following page. The undersigned is fully authorized to commit the Sponsor/Exhibitor to all terms and conditions of this contract. Contract will be returned if unsigned or incomplete.

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

DATE \_\_\_\_\_

### METHOD OF PAYMENT

Important – Cancellation information: Please refer to Terms and Conditions.

Cheque (Please make payable to: CALAS)

VISA

MasterCard

Amex

CARD NUMBER \_\_\_\_\_

EXPIRY DATE \_\_\_\_\_

NAME OF CARDHOLDER \_\_\_\_\_

SIGNATURE \_\_\_\_\_

### PLEASE COMPLETE AND RETURN TO:

CALAS National Office

144 Front Street West, Suite 640, Toronto, ON M5J 2L7

or Fax to 416-979-1819

e-mail: khadijah@calas-acsal.org

phone: 416-593-0268 ext. 225



# TERMS AND CONDITIONS OF CONTRACT BETWEEN THE SPONSOR/EXHIBITOR AND CANADIAN ASSOCIATION FOR LABORATORY ANIMAL SCIENCE (CALAS)

**Dates** – CALAS reserves the right, at its sole discretion, to change the date or dates upon which the show is held or to cancel the show and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsor/Exhibitor to CALAS.

**Standard Booth Equipment** – The price paid to CALAS includes draped exhibit space, one table and two chairs only. All costs for additional equipment and services such as carpet, furniture, electrical, drayage etc. will be paid for solely by the exhibitor in accordance with the exhibitor kit.

**Assignment** – The Sponsor/Exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of CALAS. Any attempt to do so will result in immediate cancellation of this contract with no refund.

**Rules and Regulations** – The Sponsor/Exhibitor shall comply with all rules and regulations set by CALAS for the event and agree that CALAS's decision to adopt and enforce any such rule or regulation shall be final and binding.

**Compliance** – The Sponsor/Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.

**Indemnity** – The Sponsor/Exhibitor shall indemnify and hold harmless CALAS and Absolute Conferences & Events Inc. from and against any loss, injury or damages whatsoever suffered by CALAS as a result of the Sponsor/Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Sponsor/Exhibitors' participation in the show, including without limitation, any third party claim against CALAS with respect to loss, injury or damage sustained or suffered by any other exhibitor, the owner of the building, attendees of the exhibition, and their respective directors, officers, agents and employees.

**Loss or Damage** – In consideration of the Sponsor/Exhibitor's participation in the show, the Sponsor/Exhibitor hereby releases CALAS, Absolute Conferences & Events Inc., their directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Sponsor/Exhibitor in connection with the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of CALAS or otherwise.

**Cancellation** – This contract may be cancelled provided written notice is received by either party on or before February 12, 2010 in which case all monies paid by the Sponsor/Exhibitor will be refunded less an administration fee of \$300 per booth and \$300 per sponsorship. If the Sponsor/Exhibitor cancels after such date, they will be held responsible for the full contract price. Cancellations must be made and submitted on company letterhead.

**Conduct** – CALAS reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel exhibitors or their personnel if, in CALAS's opinion, their conduct or presentation is objectionable to CALAS or to other participants.

**Display** – Sponsor/Exhibitor's display must comply with all requirements of CALAS and of the owner of the building, including maximum height requirements of 9 feet.

**Staff** – It is assumed that the Sponsor/Exhibitor will provide at least one staff person, per booth during show hours.

**Shipping** – Goods must not be shipped to the show with any shipping charges to be paid on arrival and any such goods will not be accepted by Hilton, Absolute or CALAS. CALAS assumes no responsibility for loss or damage to the Sponsor/Exhibitors' goods or property before, during or after the show.

**Insurance** – The Sponsor/Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Sponsor/Exhibitor agrees to furnish immediately to CALAS upon request certificates of insurance pertaining to all policies of insurance carried by the Sponsor/Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Sponsor/Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to CALAS at law or under this contract, CALAS shall have the right to take possession of the display space for such purposes as it sees fit and the Sponsor/Exhibitor will be held liable for the full contract price for the said space.

**Move-out** – The Sponsor/Exhibitor agrees that no display may be dismantled or goods removed during the scheduled time of the exhibition. The Sponsor/Exhibitor agrees to remove the exhibit, equipment and appurtenances from the event building by the final move-out time. In the event of failure to do so, the Sponsor/Exhibitor agrees to pay for such additional costs as may be incurred by CALAS.

**Union Labour** – The Sponsor/Exhibitor will comply with the rules and regulations of any unionized contractors that may be selected by CALAS to service the exhibitors. Any dispute between the Sponsor/Exhibitor and any such contractor or union representative will be referred to CALAS for resolution, whose decision shall be final and binding on all parties.

**Terms and Conditions** – CALAS reserves the right to cancel this contract and to withhold possession of the space or to expel the Sponsor/Exhibitor there from if the Sponsor/Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulations, in which case the Sponsor/Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CALAS's other rights and remedies at law under this contract as a result of such failure to comply.