



## Pre-Conference Symposia

Wednesday, May 9

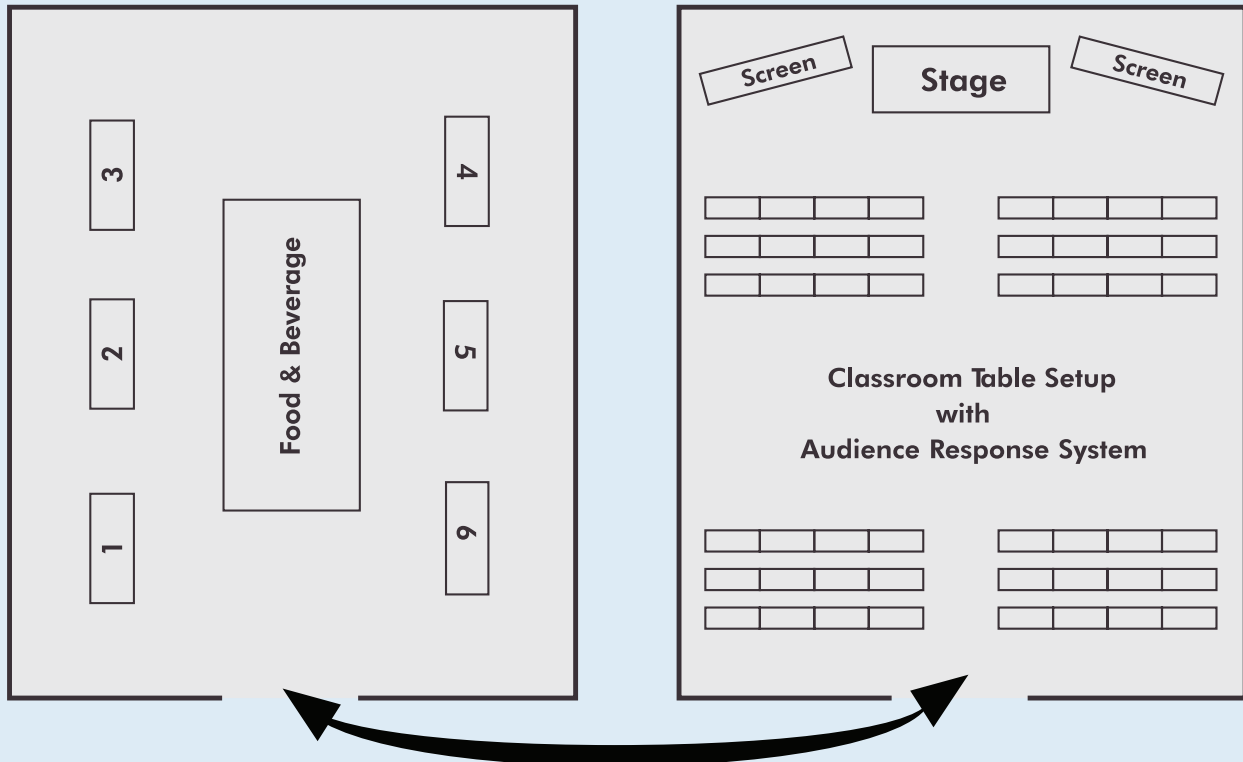
- 350 Primary Care Professionals
- Boxed Lunch/Nutritional Breaks
- Syllabus and Credit Certificate
- 10 x 10 Display Space
- 6 Sponsors and Exclusive Topics
- Cost: \$45,000



### Schedule

Registration & Breakfast	8:00am – 9:00am
Lectures	9:00am – 4:40pm

### Pre-Conference Symposia Floor Plan





## Symposia

Thursday, May 10 – Saturday, May 12

### Turnkey delivery of your CME Program

#### Sponsor provides:

- 1-hour **Mainpro-M1** program
- Program abstract (description, learning objectives and speaker bio)
- Presentation slides with touch pad questions
- Speaker (honorarium and travel costs)
- Target list for VIP invite (optional)

#### PCT provides:

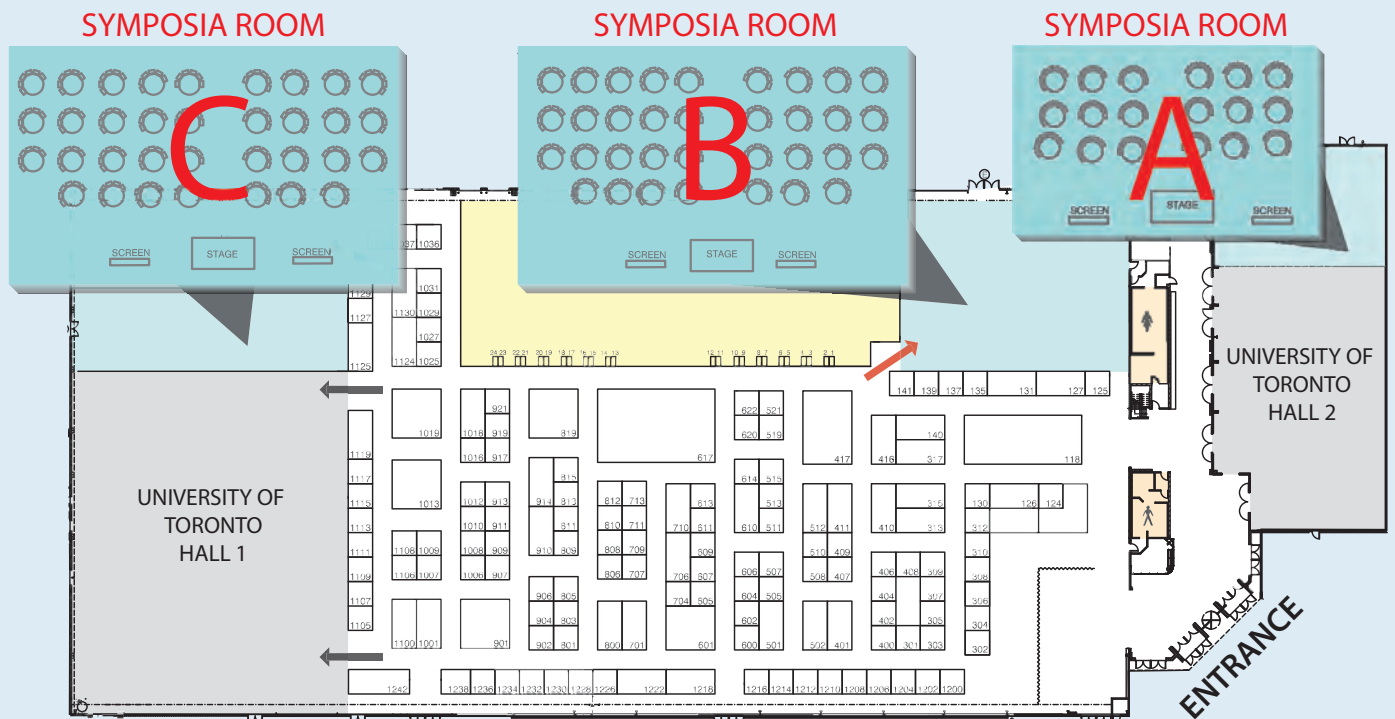
- Promotion, recruitment and invitation to your key MDs
- Pre-registered list sent in advance and final verified
- Standard A/V setup, touch pads and survey reports
- Rx&D compliant facility and food services
- On-site staff to meet, greet and co-ordinate all logistics
- Printing and distribution of hand-outs
- Speaker and program evaluations
- NEW** ■ Automatic credit submission to CFPC

#### Daily Schedule/Cost

Breakfast Symposia	7:00am – 8:00am	100 seats	\$15,000
		125 seats	\$18,500
Lunch Symposia	12:30pm – 1:30pm	100 seats	\$16,000
		250 seats	\$38,000
Dinner Symposia	5:30pm – 7:30pm	100 seats	\$16,500
		150 seats	\$24,000



#### Symposia Floor Plans



Company:

P/O #:

Address:

City:

Prov:

Postal Code:

Contact:

Title:

Phone:

Fax:

E-mail:

**Therapeutic Area/Topic:**

**Pre-Conference – Wednesday May 9, 2012**

9:00am - 10:00am	11:40am - 12:40pm	2:20pm - 3:20pm
10:20am - 11:20am	1:00pm - 2:00pm	3:40pm - 4:40pm

**Cost = \$45,000 for 350 seats**

<b>Symposia –</b>	<b>Thursday May 10, 2012</b>	<b>Friday May 11, 2012</b>	<b>Saturday May 12, 2012</b>
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Breakfast for 100 seats	\$15,000	Lunch for 100 seats	\$16,000	Dinner for 100 seats	\$16,500
Breakfast for 125 seats	\$18,500	Lunch for 250 seats	\$38,000	Dinner for 150 seats	\$24,000

**Sponsor Responsibilities:**

- Symposium must be accredited in accordance to College of Family Physicians of Canada **Mainpro-M1** criteria.
- Symposium must be compliant to the RX&D Code of Conduct - Continuing Health Education, and the Commercial Support Policy of Continuing Education, University of Toronto.
- Speaker honorarium and speaker expenses are the sole responsibility of the Sponsor.
- Abstract, presentation slides, touch pad questions and target mailing for VIP invite.
- Sponsor agrees not to self-promote symposium without prior consent of DBC Canada.

**Subtotal:**

**HST:**  
13% HARMONIZED SALES TAX

**Contract Total:**

**PLEASE SEND PAYMENT TO:**

**Diversified Business Communications - Canada**  
**110 Cochrane Drive, Unit 1, Markham, ON L3R 9S1**  
 Phone: 289-789-2244 Fax: 1-866-334-4939  
 E-mail: gchiasson@divcomevents.com

**PAYMENT POLICY:** 1) 50% DUE JANUARY 31, 2012 2) BALANCE PAYABLE MARCH 31, 2012

**CANCELLATION POLICY:** Deposit is forfeited. Sponsors are responsible for 100% payment. All pricing confidential.

\* The Sponsor hereby agrees to abide by all rules, basic terms and conditions and acknowledges receipt of a copy of the Basic Terms and Conditions attached hereto as Exhibit A, which shall be part of the contract created by acceptance of this application.

# BASIC TERMS & CONDITIONS – EXHIBIT A

This agreement is between Diversified Business Communications Canada (herein called “Management”) and the Sponsor. This is a non-assignable agreement. Any attempted assignment of this agreement shall be null and void and shall constitute a breach of this agreement, resulting in cancellation at the Management’s discretion. It is understood that Symposia takes place within the Primary Care Today Conference and Exposition, and as such, all Symposia is bound by the same rules and regulations of Exhibitors and the Exposition.

## 1. Eligibility and Allotment of Space

Sponsor will be limited to those companies or other entities offering materials, products or services of specific interest to registrants, as determined by Management in its sole discretion. Management also reserves the right to determine the eligibility of any product for display at the Symposium and Exposition. Sponsors shall comply with the Canadian Medical Association Policy Summary on Physicians and the Pharmaceutical Industry, and the Commercial Support Policy of Continuing Education, Faculty of Medicine – University of Toronto. Room allotments will be made by Management in keeping, if possible, with preferences and priorities of the Sponsor concerning therapeutic area. Management, however, reserves the right to make reasonable shifts of rooms and times.

## 2. Default in Occupancy

It is understood and agreed to by the Sponsor that in the event it fails to produce Symposia with its Speaker within the time limit set for opening or fails to pay the sponsorship fee at the times specified, or fails to accredit as Mainpro-M1 two weeks in advance of the time limit set, or fails to comply with any other provisions concerning use of Symposia room, Management shall have the right to take possession of said room and time for such purposes as it sees fit and the sponsor will be held liable for the full sponsorship fee of said room and time.

## 3. Limitation of Liability

All property of Sponsor is understood to remain under Sponsors custody and control, in transit to or from or within the confines of the hall, subject to the rules and regulations of the Exhibition.

Sponsors are required to carry a certificate of insurance for **\$2,000,000 Commercial General Liability** extended to include: Bodily Injury, Property Damage, Personal Injury, Contractual Liability, Non-Owned Automobile Liability, Products and Completed Operations, Cross Liability Clause, and a Severability of Interest Clause; **Tenant’s Legal Liability** of \$100,000.

Sponsor agrees to make no claim for any reason whatsoever against Management or service contractor for loss, theft, damage or destruction of goods; nor for any damage of any nature, including damage to its business by reason of failure to provide space for its exhibit; nor for any action of any nature of Management; nor failure to hold the Symposium as scheduled.

Sponsor assumes all liability with respect to any liability to any Performing Rights Society or other organization with regard to any live and/or recorded music at the Sponsors Symposium.

## 4. Indemnity

You and, as may be applicable, your corporate affiliates, directors, officers, employees, agents, representatives, successors and assigns, agree to defend, indemnify and hold harmless Diversified Business Communications Canada (“DBCC”) and its corporate affiliates, and their directors, officers, employees, agents, representatives, successors and assigns, from any and all claims, damages, costs and expenses, including reasonable lawyers’ fees and disbursements, related to or arising from your participation in the Primary Care Today, in particular, but without limiting the generality of the foregoing, claims advanced against you by attendees at the Primary Care Today for representations made by you to them or services or products sold by you to them, either at or following the Primary Care Today.

## 5. Installation, Exhibiting, Dismantling

Hours and dates for installation, exhibiting and dismantling shall be those specified by Management. Sponsor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the show floor at the time specified by Management.

## 6. Accreditation

Sponsor must accredit their Symposium two weeks in advance of the time limit set for opening with the criteria mandated by the College of Family Physicians of Canada for Mainpro-M1. If Sponsor fails to comply with Mainpro-M1 accreditation, then Management shall have the right to take possession of said room and time for such purposes as it sees fit and the sponsor will be held liable for the full sponsorship fee of said room and time.

## 7. Arrangement of Exhibits

Management shall have full discretion and authority in the placing, arrangement and appearance of all items displayed by Sponsor and may require the replacing, rearrangement or redecorating of any item or booth without liability for costs that may accrue to the Sponsor as a result of the action. Plans for specially built displays in variance with regulations contained in the agreement must be submitted to Management for approval. Special pricing may apply. Exposed parts of displays and/or equipment must be finished or covered in such a manner as not to be unsightly to Exhibitors in adjoining areas.

## 8. Restrictions in Operations of Exhibits

a) Alcoholic beverages must be ordered through the on-site caterer.  
b) Signs and Illumination - Signs involving the use of neon or similar gases are prohibited. Electric flashing signs must be low intensity and require prior approval of the specifications of their use by Management. Should the wording on any sign or area in the Symposia room be deemed by Management to be contrary to the best interest of the

Exposition, Sponsor agrees to make such changes in wording as may be requested by Management.

c) Symposium Personnel. Sponsor representatives must be dressed in a manner deemed by Management to be in keeping with generally accepted standards of propriety.

d) Recruiting. Sponsor shall not have in its Symposium any display or signs for purpose of recruiting employees.

e) Sound. Amplifiers and other sound generating equipment must be operated at levels that will not interfere with other Exhibitors nor add unduly to the general acoustic discomfort.

f) Noise and Odours. No excessive noise or obstructive work will be permitted during operating hours of the Exposition, nor will excessively noisy displays, nor exhibits generating objectionable odours be allowed.

g) Lotteries, Contests. The use of games of chance, lottery devices, musical instruments, carnival barkers and other sideshow practices is permitted only with written permission of Management.

h) Demonstrations, Souvenirs, Samples. All demonstrations and other sales activities must be confined to the limits of the Symposium. Distribution of samples, souvenirs, publications etc., is likewise limited to the Symposia room confines.

## 9. Promotion

The Sponsor agrees not to self-promote Symposium without prior written permission of Management.

## 10. Care of Premises

Sponsor is liable for any damage caused by it to building, floors, walls, columns and to standard booth equipment or other Exhibitor’s property. Application of labels, tape, paint, lacquer, adhesives or other coatings to building columns, floors and wall or to standard booth equipment is strictly prohibited.

## 11. Safety and Public Policy

a) Compliance. The Sponsor assumes all responsibility for compliance with all pertinent ordinances, regulations and codes of duly authorized local, provincial and federal governing bodies concerning fire, safety and health and environmental requirements, together with the rules and regulations of the operators and/or owners of the property wherein the show is held.

b) Inflammable Materials. All decorations must be flameproof and all hangings must clear the floor.

c) Electrical Code. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspection indicates that Sponsor’s display is not in compliance with these regulations, or otherwise constitutes a fire hazard, the right is reserved to cancel all or such part of the display that is irregular, and effect the removal of same at Sponsor’s expense.

## 12. Union Labour and Official Contractor

Management will select official contractors to provide certain services and equipment to Sponsors at the Exposition site during installation, exposition and dismantling. Sponsors will be advised of these contractors, their services and rates in the official Exhibitors Manual issued by Management.

Sponsor agrees to abide by and comply with rules and regulations concerning local unions having agreements with the show facility or with authorized contractors employed by Management. Any dispute or disagreement between Sponsor and official contractor or between Sponsor and a tradesman or union representative will be referred to Management for resolution that will be binding on all parties to the disagreement.

## 13. Exhibit Removal

The Sponsor agrees to remove its Symposium and Exhibit equipment and materials from the Symposia room by the date advised by Management and such removal of materials will be in full compliance with any environmental and other pertinent requirements. In the event the Sponsor does not remove its exhibit and material from the symposia room by the conclusion of the scheduled time, Management reserves the right to force freight all materials. All costs incurred with the forced freight process will be the responsibility of the Sponsor.

## 14. Cancellation or Curtailment of Conference

Management reserves the right at its sole discretion, to change the date or dates upon which the Symposium is to be held and shall not be liable in damages or otherwise by reason of any such change. In addition, Management shall not be liable in damages or otherwise for failure to carry out the terms of the Agreement in whole or in part where caused directly or indirectly by or in such consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike, disease or by any causes beyond the control of Management.

**diversified**  
BUSINESS COMMUNICATIONS ■ CANADA

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