



MAKE IT MATTER
THE ART OF ENGAGEMENT

Annual TLOMA Educational Conference October 21st to 24th, 2009
White Oaks Conference Resort & Spa, Niagara-on-the-Lake, Ontario

TRADE SHOW PARTICIPANT MANUAL 2009

THE LAW OFFICE MANAGEMENT ASSOCIATION

VENDOR PACKAGE

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CONFERENCE AT A GLANCE

TLOMA is delighted to have your company participate in the Trade Show at The Law Office Management Association (TLOMA) 21st Annual Educational Conference at White Oaks Conference Resort and Spa, Niagara-on-the-Lake, Ontario. TLOMA has reviewed vendor feedback from previous years' and we have made several enhancements to this year's program which we trust will be advantageous. TLOMA will again be seeking post conference feedback from our registered vendors.

For our delegates, the Conference will begin this year on Wednesday, October 21, 2009 and end on Saturday, October 24th 2009.

For you as a Vendor, the Trade Show will be held on Friday, October 23rd from 12:00 pm to 4:00 pm. Just a reminder, delegate events are not open to Vendor attendance.

This Trade Show Manual has been compiled to assist you with acquiring the necessary information to make your Trade Show a successful one. Should you have any questions about this event please contact either:

Liz Barrington
Director of Administration
lbarrington@tloa.com
Office: 416-410-1979
Cell: 647-403-9173
Fax: 905-472-5115

Paul Dinino
Vendor Liaison
paul.dinino@blakes.com
Office: 416-863-2701
Cell: 416-451-1290
Fax: 416-863-2653

TLOMA
43 Daniel Court
Markham Ontario
L3P 4B8

DIRECTIONS TO WHITE OAKS

Directions to White Oaks Conference Resort & Spa from Toronto

From downtown:

- Take the Gardiner Expressway West to the Queen Elizabeth Way (QEW) towards Niagara Falls. This will take you around Lake Ontario.

From Airport/Toronto North:

- Take Hwy. 401 West to Hwy. 403 WEST
- Hwy. 403 will end at the Queen Elizabeth Way (QEW) towards Hamilton/Niagara Falls. This will take you around Lake Ontario.
- After passing through St. Catharines, you will go over the Garden City Skyway Bridge.
- Take Exit 38A for Glendale Avenue.
- Stay on Glendale until the first set of lights and Turn Right on to Taylor Road.
- White Oaks Conference Resort & Spa will be on your right.
- Pull up in front of the hotel and the door person will assist you with your luggage and explain the parking procedures.



White Oaks Conference Resort and Spa
253 Taylor Rd Niagara-on-the-Lake, ON LOS 1J0 (905) 688-2550

GPS Info: Latitude=43.155724 longitude=-79.168029

GIFTS, PRIZES AND PASSPORT DRAWS

There are many ways in which TLOMA can provide Trade Show Sponsors and Participants with additional opportunities to promote their products and services to all Conference Delegates. These include:

Booth Give-A-Ways

While TLOMA truly appreciates the generosity of all of our Sponsors and Trade Show Participants, we feel that any promotional gifts you provide to our delegates **during** the Trade Show should **include all of our attendees**. 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 for your cooperation.

Trade Show Passport Prizes

TLOMA recognizes how important your support to our annual Conference is and encourages **all** its Delegates to visit **all** Trade Show booths. This ensures that our Delegates will be able to speak to our Sponsors/Participants regarding their wares and take away brochure information for either themselves or for the appropriate person in their offices. As Delegates enter the Trade Show, they will be provided with a Passport displaying all the Sponsor and Participant names. Sponsors/Participants will be provided with passport stickers with their company name. We ask the Sponsors/Participants to place a sticker on the Delegate's passport when they visit their booth. Delegates place their completed Passports in a ballot bin on their way out of the Show. Only completed passports are eligible for the Trade Show Prize Draw which takes place at the Vendor Reception following the Show.

If you choose to provide a Passport Prize, it may be displayed at your booth during the Trade Show and then you will have the opportunity to present the prize to the winner at the Trade Show Reception.

All prizes will be drawn during the Trade Show reception. Prize draws are NOT permitted at your booth during the show. Please feel free to collect business card from the Delegates to further your marketing endeavors.

TRADE SHOW RECEPTION

All Sponsors/Participants and Conference delegates are encouraged to attend the Reception immediately following the Trade Show. This is yet another opportunity for Sponsors/Participants to speak to the Delegates in a relaxed setting. At this event, we will hold the Trade Show Passport Prize draw where each Sponsor/Participant will have the opportunity to personally present their prize to the winner. **Our Delegates must be in attendance to accept their prize. If a name is chosen, and the Delegate is not present, another name will be chosen.**

SPONSOR/TRADE SHOW PARTICIPANT PRIZE DRAW

Also at the Trade Show Reception, TLOMA will hold a prize draw for Sponsors/Participants of the Trade Show. Conference committee members will collect Sponsor/Participant business cards during the Trade Show that will be used for this draw. The winner must be in attendance in order to claim their prize.

ACCOMMODATIONS

TLOMA has reserved a block of rooms which will be available for Vendors requiring overnight accommodation. The registration form can be found on page 11 Once completed send via fax: to 1-905-984-4364 or call the Hilton Garden Inn at Phone: 1-866-777-9877 and identify yourself as a TLOMA Vendor, reservation number TVR.

SUB-LEASING

Trade Show booths that have been assigned and confirmed are not transferable. The Sponsor/Participant may not sublet space, or any part thereof, nor offer for sale the allocated space without the knowledge and written consent of TLOMA. Trade Show Sponsors/Participants must show only goods manufactured or dealt by them in their regular course of business. No firm or organization not assigned exhibit space will be permitted to attend the Trade Show or permitted to solicit business or promote their organization outside the Trade Show area.

CANCELLATION OF SPONSOR/TRADESHOW PARTICIPANT SPACE

If Trade Show space is cancelled prior to September 10th 2009, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after September 10th 2009.

DEFAULT OF OCCUPANCY

Any Sponsor/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 Friday, October 24, 2009, the time set for completion of installation of displays, the booth may be repossessed by TLOMA for such purposes as TLOMA sees fit.

LIST OF REGISTERED CONFERENCE DELEGATES

TLOMA will provide a *Registered Delegate List* to the Sponsors/Participants on or before September 25, 2009. Feedback from previous years indicates that this list would be helpful in your pre-conference planning.

Please Note: We would ask, however that you **DO NOT** contact Conference Delegates prior to the Conference, other than in the normal course of business, as they will be readying themselves for leaving their busy positions.

TRADE SHOW DIRECTORY

We will be providing our TLOMA Conference Delegates with a Trade Show Directory. In the Directory, we will include your company name, address, contact person, phone and fax numbers and email address. We require from you a brief (50 words or less) business description of your company's product or service. This description will also be used for the Vendor Directory listing on the TLOMA website. Please fax or email this description to Liz Barrington no later than Friday, September 10, 2009.

POST CONFERENCE

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

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

PHOTO POLICY

Participation in TLOMA's Annual Educational Conference/Trade Show implies consent that any pictures taken throughout the event can be used for any promotional purpose including other TLOMA events and sites. TLOMA will be able to use your likeness without remuneration.

YOUR BOOTH

The size of a single booth is 10' wide x 8' deep. 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 Sponsors / Participants agree that radio, television, motion picture or audio / visual aids will be operated in such a manner and place as to provide no inconvenience to Sponsors / Participants. Sound must be at a level to reach the immediate vicinity of the Sponsors / Participants' 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 Sponsor / 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. No holes may be drilled, nails driven, hooks, screws or similar items may be 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 we ask that you not hang anything from the ceilings or any of its fixtures. There is no smoking permitted anywhere within the facility.

TRADE SHOW FLOOR PLAN

Grand Event Room and Gardenview Foyer



WHAT'S HAPPENING

TLOMA's Trade Show is a unique one-day event on Friday, October 23rd 2009. Set up will start on Friday morning from 6:00am. We ask that all booths are completely set up and ready to go by 11:00am. At 11:00am you are invited to lunch and information session. The Trade Show will then be open to Delegates from 12:00pm to 4:00pm. All TLOMA Conference Delegates are strongly encouraged to attend the Trade Show. At the Reception following the Trade Show, Sponsors / Participants have a further opportunity to meet with our Delegates in a relaxed social setting. For information and planning purposes, we are expecting up to 125 Delegates at our Conference.

TRADE SHOW HOURS

Activity	Time	Location
Set up for Vendors- Friday	6:00 am – 11:00 am	Grand Event Room
* Vendors' Luncheon and information session with TLOMA Vice-President	11:00 am – 12:00 pm	TBA
Delegate Luncheon and Hours of Trade Show	12:00 pm – 4:00 pm	Grand Event Room
Reception	4:30 pm – 6:30 pm	TBA
Teardown	4:30 pm – 8:00 pm	Grand Event room

*** We strongly recommend Vendors attend the Luncheon and information session.**

TRADE SHOW ATTENDEE BADGES

In the original registration package, we asked you to list your attendees. Any changes or additions must to be sent to Liz Barrington (lbarrington@tloa.com) before Friday, October 23rd 2009. For changes requested after October 23rd, an administration fee of \$25.00 plus GST per change will be applicable to all Sponsors and Trade Show participants. Badges will be delivered to your booth on the morning of the Trade Show. If changes to badges are required on the day of the show, please speak to a committee member. For security reasons, badges must be worn at all times during the luncheon, show and reception.

LOCATION OF SHOW AND SPACE ALLOCATION

The Trade Show is being held in the Grand Event Rooms A B C and the Garden View Foyer. In the initial registration process, Sponsors were given the opportunity to indicate their choice of booth(s) on the Trade Show Registration Form. Allocation of booths is based on the level of sponsorship and the order registration and payment is received and accepted by TLOMA. All other Trade Show Participants are assigned booth space based upon when their registration and deposit was received. TLOMA reserves the right to determine final booth location for Sponsors and Trade Show Participants. A final floor plan with your allocated booth space will be sent to you via email prior to the Conference.

SHIPPING MATERIAL IN ADVANCE TO WHITE OAKS

Most of our Vendors bring their booth and goods with them. However, some Vendors choose to send their booth/goods to the resort. As a Vendor, you are responsible for arranging for the shipment of your exhibit and/or materials to the resort and from the resort at the completion of the event. This would include:

- Arranging with your preferred shipping service provider for return pick up of exhibits and/or materials
- Ensuring all exhibits and/or materials are boxed and taped properly
- Providing waybills, and filling in all required information
- Placement of waybill on each piece being shipped prior to being sent to the loading dock for pick-up

White Oaks have limited storage at the resort. Please review the following information. Goods will be received no more than 48 hours in advance of the event. Please notify White Oaks of the size of the shipment & date expected. All shipments to be labelled with:

- 1) Conference Name
- 2) Name of Sender
- 3) Name of Booth/Exhibitor
- 4) Address to attention of:

Tim Laslo
Director of Conference Services
White Oaks Conference Resort & Spa
253 Taylor Road, SS4
Niagara-on-the-Lake, ON LOS-1J0

Goods shipped in advance are subject to drayage fees based on size of shipment. Drayage fees include: storage of your shipment (48 hours prior to show), delivery of goods to show floor, storage of crates, boxes, packing materials, return of these materials at time of teardown. (Approximate cost for drayage for 6x8 booth is \$50+GST, 8x10 booth \$75, skid \$125.) Boxes & packing materials not required for shipping out are the responsibility of the vendor to remove from the property. All set up of equipment & display materials is the responsibility of the vendor.

NOTE: If shipping from the USA, vendors **MUST** note on your customs/carrier/courier paperwork "FREE DOMICILE" -this can be found under the billing options. White Oaks will not accept billing for duty & taxes-please ensure your paperwork is filled out correctly. Proper paperwork must also accompany outbound shipments.

If you would like to verify the arrival of your shipment, please contact Shipping & Receiving directly (Dave Best) at 800-263-5766 ext 5228 or dbest@whiteoaksresort.com.

Assistance with return shipping can be made with our Xerox Business Centre; please contact Kathy Brown at 800-263-5766 ext 5765 or xeroxcentre@whiteoaksresort.com. Kathy will personally visit each exhibitor to confirm shipping out arrangements while you are on site-please have shipping company and account numbers available. For goods shipped internationally, we strongly recommend using a customs broker to ensure your goods arrive on time. Please recommend to your carrier that trucks should be maximum length 41' and should be equipped with a tailgate lift. If you require storage after the show until your carrier can pick up your goods, arrangements must be made in

advance and are subject to storage fees. **PLEASE NOTE: WHITE OAKS CONFERENCE RESORT & SPA AND TLOMA ARE NOT RESPONSIBLE FOR LOST OR STOLEN EXHIBITS OR MATERIALS.**

Please find below a shipping template for all exhibits and/or materials being shipped to White Oaks Resort. To ensure your shipment arrives to the appropriate building and is stored accordingly, please ensure the template is filled out accurately and attached to each box and or exhibit/display being shipped. Please provide the FROM shipping information to assist with tracking should it be required:

FROM: Company Name:
On Site Contact's Name: **Tim Laslo Director of Conference Services**
Address:
Phone Number:
Fax Number:
Cell Phone Number:
Email Address:
Tracking Number if Available:
Expected Receiving Date Whit Oaks
Shipping Date:
Number of Boxes being shipped

All materials being shipped MUST include the following information:

Address: White Oaks Conference Resort - 253 Taylor Road, SS4 Niagara-on-the-Lake, ON LOS-1J0
Name of Conference Attending: TLOMA
Conference date: October 21-24 2009
Function being held in: Grand Event Room
Senders Name:

If you are forwarding more than one box please indicate on each box:

Box ___ of ___
Contact Name: _____
Contact Phone Number: _____
Contact Email Address: _____
Company Name: _____
Company Address: _____
How many boxes are you shipping: _____
Date of arrival at the resort: _____

Vendor Hotel Registration



Group Name: TLOMA
Arrival Date:

Group Rate Code: TVR
Departure Date:

Please make your reservation by contacting Group Reservations. Phone: 1-866-777-9877

E-Mail: Rinali.Noordeen@hilton.com or Vanessa.Custodio@hilton.com Fax: 1-905-984-4364

Rates have been negotiated by TLOMA on behalf of Vendors.

It is the Vendors responsibility to deal directly with the HILTON Garden Inn.

Guest Information (PLEASE PRINT)

PERSON 1:		ADDRESS:	
PERSON 2: (IN SAME ROOM)			
PERSON 3: (IN SAME ROOM)		CITY:	
PERSON 4: (IN SAME ROOM)		PROV/STATE:	POSTAL/ZIP CODE:
ARRIVAL DATE:	# OF NIGHTS:	PHONE NUMBER:	
		FAX NUMBER:	
DEPARTURE DATE:	Non Smoking	E-MAIL:	

ROOM RATE: STANDARD 2 QUEEN OR 1 KING: \$129.00 per room per day based on single or double occupancy plus applicable taxes.

NOTE: \$20.00/per person additional charge for triple or quadruple occupancy plus applicable tax
 IN ORDER TO GUARANTEE YOUR RESERVATION A VALID CREDIT CARD NUMBER IS REQUIRED.

CARD HOLDER NAME: (PLEASE PRINT) _____

TYPE OF CARD: _____

CARD NUMBER: _____

EXPIRATION DATE: _____

CARD HOLDER SIGNATURE: _____

RESERVATIONS MUST BE MADE BEFORE THE CUT OFF DATE OF:

September 22, 2009.

Reservations made after this date will not be guaranteed the group room rate.

CANCELLATION POLICY: YOU CAN CANCEL THIS RESERVATION UP TO 24 HOURS PRIOR TO YOUR ARRIVAL DATE. IF CANCELLATION IS RECEIVED AFTER 24 HOURS PRIOR TO ARRIVAL, ONE NIGHT OF YOUR STAY WILL BE CHARGED TO THE CREDIT CARD NUMBER ON FILE.

ADDITIONAL INFORMATION

Please review that any Trade Show booth requirements have been noted on the Vendor Registration form, to ensure your booth will have your set-up requirements.

Please review that your Name Badge requests have been filled out, and returned with your registration.

Have a Great Conference