



TECHNORAMA™ 2017

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EXHIBITOR INFORMATION PACKAGE

The Dental Industry Association of Canada (DIAC)
Proudly Presents the 43rd Annual Technorama™
Canada's Largest Dental Technology & Denturism Convention

Friday April 7th & Saturday April 8th, 2017
Hilton Suites Toronto/Markham Conference Centre & Spa
8500 Warden Avenue, Markham, Ont. L6G 1A5

Important Information Enclosed:

Technorama™ Exhibitor Information
Technorama™ Conditions & Rules
ESA Requirements for Exhibiting Equipment
Exhibitor Application & Contract
Technorama™ Deadline Dates
Exhibitor Badge Pre-registration Form
Seminar Information & Application
Coupon Book Information & Application
DIAC Credit Card Authorization Form

PLEASE FIND ENCLOSED ALL THE INFORMATION YOU NEED FOR THIS YEAR'S TECHNORAMA™
ANY QUESTIONS, PLEASE CONTACT DEBRA YORK at 1.905.417.7462 or debra@diac.ca

www.diac.ca

TECHNORAMA 2017 EXHIBITOR INFORMATION

Friday April 7th & Saturday April 8th, 2017

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8500 Warden Avenue, Markham, Ont. L6G 1A5

All exhibiting companies who participate in the exhibition and seminars agree to abide by the following rules, regulations and exhibiting standards of DIAC and TECHNORAMA™.

EXHIBITOR INFORMATION:

Standard booth size will be 10' x 10'. The cost per space is:

DIAC MEMBERS \$2,200.00 + \$286.00 H.S.T. = \$2486.00 CDN.

NON-DIAC MEMBERS* \$2,550.00 + \$331.50 H.S.T. = \$2881.50 CDN.

Extra Booth above 2016 contract – 25% discount on the extra booth only

Payment methods Accepted: Cheque, Visa, MasterCard or American Express
(Credit Card Form attached –page10)

* Based on availability

** US\$ Checks will be accepted from US based companies at F/X rate 0.8000 only **

Booth Rental includes:

- One 10'x10' booth with 8' high draped back wall and 3' high side wings of flameproof drapes.
- Overnight security in the exhibit area.
- Sign displaying exhibitor name.
- One 6' draped table and one electrical outlet
- Exhibit hall carpeted booth
- Daily cleaning of aisles and general housekeeping of the exhibit area. It is the exhibitor's responsibility to keep and maintain each exhibit space and parts thereof in a clean and orderly fashion for the duration of the show.
- Attendance at the Annual Cocktail Reception scheduled for Friday April 7th, 2017 at 9:00pm

ADDITIONAL EXHIBITOR & DISPLAY NEEDS:

Chairs are NOT included in the booth cost.

For additional Exhibitor requirements contact:

Yvette Bellaire

WRIGHT DISPLAY SERVICES, 3 Jody Avenue, Unit G, Toronto, ON, M3N 1H3
Tel: (416) 410-1842 yvette@wrightdisplay.com

The Technorama™ 2017 Exhibitor Kit for **Wright Display** can be found at www.wrightdisplay.com or on the DIAC website www.diac.ca.

Should you require special audio for your booth space or seminar, please contact

Ron Fillion, MARKHAM AV
Tel: (416) 520-6057 Email: markhamav@rogers.com

TECHNORAMA™ 2017 EXHIBITOR CONDITIONS & RULES

Friday April 7th & Saturday April 8th, 2017

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EXHIBITOR GUIDELINES:

- a) **No background or drapery may be placed such as it obstructs, blocks or interferes with the lighting or visibility of any other booth.**
- b) Aisle space may not be used for exhibit purposes or for the solicitation of business. Distribution of materials outside of the booth is expressly forbidden.
- c) Distribution of samples is permitted providing it does not interfere with the adjoining exhibitor and is conducted in a dignified manner.
- d) The exhibitor must keep the exhibit open and properly staffed during the specified exhibit hours and shall not close or remove the exhibit until the conclusion of the entire exhibition, unless otherwise directed by the TECHNORAMA™ Chair or the DIAC Liaison.
- e) No signs or other articles are to be fastened to the walls, drapes, ceiling, etc., by any method whatsoever. The use of thumbtacks, scotch tape, nails, screws, bolts, or any tools or material, which could mark the floor or walls, is prohibited.
- f) Any draws organized by individual exhibitors are the sole responsibility of the exhibitor and no general announcements will be made to delegates.
- g) The exhibitor shall be responsible for all damage to structures, furnishings, etc., which may be caused by its representatives, employees, guests, etc.
- h) DIAC and Technorama™ have the right to make changes to exhibitor's booths if the booth design is deemed inappropriate.
- i) There will be NO serving of food or drink (including water or coffee) from an exhibitor booth unless written approval has been obtained from the TECHNORAMA™ Chair or the DIAC Liaison.

ACCESS:

The Toronto/Markham Conference and Spa has all the necessities required to promptly move in and out of the exhibit hall without delay. No exhibitors are permitted to leave their vehicles unattended at any of the loading docks or doors while moving goods to the exhibit space. Vehicles must be moved promptly after unloading to avoid congestion during move-in and move-out.

EXHIBITOR MOVE-IN: Friday April 7, 2017 8:00am - 12:30pm

EXHIBITOR TEAR DOWN: Saturday April 8, 2017 1:30pm - 4:00pm

CANCELLATION:

Cancellation prior to **February 1, 2017** will be subject to a 50% charge on the total contract or seminar price and no refunds will be made for cancellations after **February 1, 2017**.

Spaces abandoned or not occupied at the time of the opening of the exhibition may be repossessed without indemnity and reassigned by DIAC OR the TECHNORAMA™ Chairperson for exhibits or other uses.

COMPLIANCE WITH REGULATIONS:

DIAC and **TECHNORAMA™** reserve the right to take such action and to make changes as is considered necessary to the efficient and proper conduct of the exhibition.

DIAC and **TECHNORAMA™** reserve the right to restrict exhibits, which because of excessive noise or any other reason become objectionable.

Non-compliance with regulations, as determined by **DIAC** and **TECHNORAMA™**, may result in the removal of the offending exhibitor or the closing of their exhibit, without indemnity, and **DIAC** and **TECHNORAMA™** are released from any and all claims for damage, which might result in consequence thereof.

EXHIBITOR REGISTRATION:

All exhibitors must complete the Exhibitor Pre-Registration Form and return via fax no later than **March 06, 2017**. **A penalty of \$10.00 per badge will be charged for return of the Pre-Registration Form past the due date.** Representatives of each exhibitor shall be limited exclusively to its executives and employees, and will be limited to a maximum of 8 representatives per booth. Additional badges can be requested at a fee of \$20.00. These additional badges will be available for pick-up prior to the opening of the exhibition at the registration desk. Payment will be required prior to releasing the late or additional exhibitor's badges. Official identification badges must be worn at all times during the exhibition. Authorized personnel must certify changes in registration made during the exhibition.

Exhibitor badges are NOT transferable.

The right to exhibit is limited to individuals, firms, manufacturers, and dealers that have contracted, been accepted, and paid in full for exhibit space. Only authorized personnel shall participate in the set-up, operation, and dismantling of booths.

QUALITY OF DISPLAY:

Agents, solicitors and representatives of firms selling commercial products or services in connection with this exhibition will not be permitted to use sample rooms, seminar rooms, meeting rooms, training rooms, hospitality suites or any space elsewhere in the Hilton Suites Toronto/Markham Conference Centre & Spa for display, promotion or training of their products and services without prior approval from the **TECHNORAMA™ COMMITTEE**. Advertising, solicitation and distribution of literature for commercial products will not be permitted except in the exhibit hall and in accordance with the approval of **DIAC** and **TECHNORAMA™**. While orders for goods and services may be taken, sales involving payment by cash, cheque or other means in the exhibit hall is strictly forbidden.

Violations of this and/or other regulations listed in this contract may result in immediate expulsion of the violator from current and future exhibitions without obligation by **DIAC** and **TECHNORAMA™** to refund exhibit fees or honour claims for damage. **DIAC** and **Technorama™** reserve the right to change the dimensions and/or location of a booth without obligation to refund. In addition to these remedies, DIAC may issue a charge for the use of unauthorized facilities equal to or greater than the normal charge for these or equivalent facilities.

IMPORTANT! EQUIPMENT AND CONSUMER APPROVALS:

All goods shown must meet all Canadian Health, Environment and Safety regulations prior to the opening of the exhibit. All equipment must bear a certification mark that is approved by the Electrical Safety Authority (ESA) of Ontario. Goods and equipment not meeting these requirements are subject to immediate removal by **DIAC** representatives and/or ESA representatives. Any violation of this and/or other regulations listed in this contract may result in expulsion of the violator from the exhibit hall and exhibition without obligation by **DIAC** and **TECHNORAMA™** to refund exhibit fees or honour claims for damage. For more information please see the attached pages.

TECHNORAMA 2017 DEADLINE DATES

EXHIBITOR APPLICATION AND PAYMENT: BEFORE **JANUARY 16, 2017**

SEMINAR APPLICATION AND PAYMENT: BEFORE **JANUARY 16, 2017**

PRE-REGISTRATION BADGE FORM: BEFORE **MARCH 06, 2017**

HOTEL RESERVATIONS: BEFORE **MARCH 24, 2017**

EXHIBITION DATES & HOURS:

FRIDAY	April 7, 2017	3:00 pm - 9:00 pm
SATURDAY	April 8, 2017	9:00 am - 1:30 pm

PLACE OF EXHIBITION: **Hilton Suites Toronto/Markham Conference Centre & Spa**
8500 Warden Avenue, Markham, ON L6G 1A5
Toll Free (Canada): (800) 668-3656
Phone (Markham): (905) 470-8500
Fax: (905) 477-8611
E-mail: hiltonsuites@markhamsuites.com

Special Room Rates are available with overnight parking included when booking under the Technorama group – please follow the link below for direct booking:

http://www.hilton.com/en/hi/groups/personalized/Y/YYZAPHF-1TECH2-20170406/index.jhtml?WT.mc_id=POG

EXHIBITOR MOVE-IN: Friday April 7, 2017 8:00am - 12:30pm

Booth spaces will be ready for exhibitors to arrange displays **from 8:00am to 12:30 pm ONLY!** All displays must be in the assigned areas, complete and ready to commence, prior to the opening at **3:00pm** of the same day. For exhibitors with equipment that requires longer set-up time, earlier set-up may be requested at the discretion of Yvette Bellaire from Wright Display at 416-410-1842. **In the event that an exhibitor fails to set up within the time specified, the exhibitor's property may be removed and stored at the sole expense of the exhibitor.**

EXHIBITOR TEAR DOWN: Saturday April 8, 2017 1:30pm - 4:00pm

No display shall be dismantled before the official closing time of 1:30 pm on Saturday.
All exhibit material must be packed and removed from the exhibit floor by **4:00pm**.



EXHIBITOR BADGE PRE-REGISTRATION FORM

Friday April 7th & Saturday April 8th, 2017

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EXHIBITOR MOVE-IN:	Friday April 7, 2017	8:00am - 12:30pm
EXHIBITOR TEAR DOWN:	Saturday April 8, 2017	1:30pm - 4:00pm
EXHIBITOR DATES & HOURS:	Friday April, 7, 2017	3:00pm – 9:00pm
	Saturday April 8, 2017	9:00am – 1:30pm

Technorama™ will prepare in advance official badges for each company attendee at your booth. Please legibly print (**TYPE WRITTEN** preferred) the company name and the names of the attendees who will be representing your company at your booth during **Technorama™ 2017**.

All names must be submitted prior to **MARCH 6, 2017**. Late submission of this form will be subject to an **additional charge of \$10.00 per badge**, payable in advance of pick-up in the registration area.

All badges will be made available at registration for pick-up on the Friday April 7, 2017.

LIMIT OF **8** BADGES PER BOOTH SPACE

COMPANY NAME: _____

CONTACT NAME FOR BADGES: _____

E-MAIL ADDRESS _____

The following company personnel will be attending **Technorama™ 2017**:

Please print clearly in BLOCK LETTERS

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |

Please complete and return NO LATER THAN **MARCH 6, 2017** to: debra@diac.ca

TECHNORAMA™ 2017 SEMINAR REQUEST

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Exhibitors interested in sponsoring a one-hour seminar during **TECHNORAMA™ 2017** must submit a request along with a course description in detail. A seminar will cost the exhibitor **\$550 plus H.S.T = \$621.50 CDN**. Due to the limited number of seminars available, we usually limit one (1) seminar per exhibitor over the two-day exhibition. A **second seminar** may be available **IF** the seminar is geared specifically to **Denturists/Removable**. Seminar spots are first come, first serve. Seminars will take place both on Friday and Saturday. There will be at least nine seminar times available each day – 3 different rooms at 3 different time slots. Although there are no guarantees, all attempts will be made to honour individual requests. Once all seminar applications **are received and confirmed**, you will be notified of your time and specific room.

Available time slots:

Friday	5:00 - 6:00pm	6:15 - 7:15pm	7:30 - 8:30pm
Saturday	9:30 - 10:30am	10:45 - 11:45am	12:00 - 1:00pm

The following will be included in the cost of the seminar:

- Room set-up with at least six rows of theatre-style seating
- Corded Microphone on a podium with a speaker
- One (1) projector screen
- LCD Projector

CORDLESS MICROPHONES ARE NOT INCLUDED. Exhibitors requiring additional equipment or have special AV needs must make their own arrangements by contacting

Ron Fillion, MARKHAM AV. Tel: (416) 520-6057 Email: markhamav@rogers.com

NOTE: It is HIGHLY recommended to arrange for your own wireless connection as hotel charges are high for daily use internet connectivity.

All companies sponsoring seminars **MUST** provide **PROOF** of sufficient sign-in sheets for CE points for attendees.

Information required for a seminar application:

Exhibitor's company name: _____

Seminar Contact Person: _____

Email: _____ Telephone: _____

Seminar title: _____

Topic of Seminar (crown & bridge, removable, etc.) _____

Date and/or time preferred _____

Speaker (if available) _____

PLEASE complete this form along with your completed Exhibitor Package prior to January 16, 2017 and

E-MAIL to: debra@diac.ca or fax to 1.888.854.3422

Note: The Name of Speaker/Bio and Seminar Outline must be received by February 28th, 2017 to guarantee that they are included in the printed program.

2017



Due to popular demand from our 2016 Exhibitors and member companies, we are pleased to announce the second edition is being produced for Technorama 2017.

Highlights:

- Quality Coverage: Full-colour coupon book
- Reasonable Pricing Per Ad
- Discretion – Offers are not available to anyone until the show opens

Tips for success

- Keep the offer simple, e.g. Buy/get or discount
- Don't duplicate existing offers. Try to create a door crasher that draws people to your booth
- Make it an 'Exhibit Floor Only' special

Here are the rules we will be working within.

- coupons should be valid for the show days ONLY
- all coupons should be marked "only valid on the convention floor"
- coupons will be placed alphabetically by company
- there will be a table of contents listing your company and page numbers
- no extra books will be printed and/or distributed
- coupon books will be placed by the conveners in all delegate bags (only)
- DIAC will advertise the coupon books
- a sign advertising the coupon book will be available for placement on your booth as well as a printed sample for your records.

1 Single Coupon = \$100.00+HST= \$113.00

2 Coupons printed back to back = \$150.00+HST= \$169.50

ORDER FORM FOR 2017 TECHNORAMA COUPON BOOKLET

DEADLINE: **January 16, 2017**

Number of Coupons requested _____

1. Your company name: _____

2. Contact Name + Email: _____

3. Artwork Contact + Email: _____

PLEASE RETURN TO debra@diac.ca or fax to: 1.888.854.3422 along with payment information on page 10.

DISCLAIMER: Technorama™ and DIAC take no responsibility for late artwork. If artwork is not received in time to meet our publication deadlines, your coupon(s) will be cancelled and your payment will not be refunded.



CREDIT CARD AUTHORIZATION FORM

Booth charges as per page 5 application (including 13% HST) = \$ _____

SEMINAR YES NO X (\$550 plus HST) = \$621.50 \$ _____

COUPON BOOK INSERTIONS YES NO
1 Single Coupon (\$100 plus HST) = \$113.00 \$ _____

2 Coupons printed back to back (\$150 plus HST) = \$169.50 \$ _____

DIAC HST # R121975510
(Note: all charges are taxable)

TOTAL: \$ _____

Type of Credit Card: Visa _____ MasterCard _____ Amex _____

Credit Card No.: _____

Expiry Date: _____ / _____

Total Payment: \$ _____

Name, Signature and contact number of Cardholder _____

Exhibitor Company Name: _____

Person Ordering Booths-Contact Name and email _____

Person Ordering Seminar-Contact Name and email _____

Person Ordering Coupons-Contact Name and email _____

Email Address: _____ (for electronic receipt)

If paying booth(s) and/or seminar(s)/coupon(s) by credit card, please complete, scan and email (with booth and seminar applications) or fax to: **1.888.854.3422** no later than **January 16, 2017**.

Email: debra@diac.ca

Cheques can be mailed to:

Dental Industry Association of Canada (Attn: D. York) Suite 407, 18b-3200 Dufferin St., Toronto, ON M6A 0A1