

A large green geometric graphic composed of overlapping translucent polygons, resembling a stylized cube or a cluster of crystals, positioned in the top-left corner of the page.

DiAC

DENTAL INDUSTRY
ASSOCIATION OF CANADA
ASSOCIATION CANADIENNE
DE L'INDUSTRIE DENTAIRE

TECHNORAMA

DENTAL LAB AND TECHNOLOGY CONFERENCE

APRIL 5-6, 2024

EXHIBITOR GUIDE AND AGREEMENT


A decorative graphic consisting of a series of green dots arranged in a curved, semi-circular pattern, located to the right of the 'TECHNORAMA' title.

TABLE OF CONTENTS

CONFERENCE LOCATION AND DATES..... 3

BOOTH PRICING & INCLUSIONS 3

ASSIGNMENT OF BOOTH SPACE..... 4

EXHIBITOR PERSONNEL REGISTRATION 4

2024 SPONSORSHIP OPPORTUNITIES..... 4

2024 ADVERTISING INFORMATION..... 4

EDUCATIONAL SESSIONS 5

PAYMENT PROCEDURES 6

RESERVED BLOCK OF HOTEL ROOMS 6

EXHIBITOR ELIGIBILITY..... 7

CODE OF CONDUCT AND PROFESSIONAL ETHICS..... 7

TERMS OF SHOW ATTENDANCE 7

CANCELLATION POLICY 9

PRIVACY..... 9

FORCE MAJEURE9

INDEMNIFICATION AND INSURANCE9

CONTACT INFORMATION..... 10

APPENDIX A: CONFERENCE LOGISTICS SCHEDULE..... 11

APPENDIX B: 2024 EXHIBITOR PRICING LIST 12

APPENDIX C: 2024 EXHIBITOR AGREEMENT FORM..... 13

CONFERENCE LOCATION AND DATES

- Technorama 2024 will be held at the [Delta Hotel Toronto Airport Hotel](#) on April 5-6, 2024. The Plaza Conference Centre within the hotel will host all activities and services of the conference. The main exhibit hall will be located in Plaza Ballroom ABC.
- The schedule for exhibitor access to the main exhibit hall is indicated below. A detailed schedule of show logistics can be found in Appendix A.

Exhibitor move-in:	Thursday, April 4 4:00 pm – 11:59 pm Friday, April 5 8:00 am – 12:00 pm
Exhibit hours:	Friday, April 5 1:00 pm – 9:00 pm Saturday, April 6 9:00 am – 12:00 pm
Exhibitor move-out:	Saturday, April 6 12:00 pm – 6:00 pm

BOOTH PRICING & INCLUSIONS

- Pricing for exhibitor booths is detailed below. HST is applicable to all exhibitor purchases.

10' x 10'*	DIAC Member Exhibitor	\$2625
	Non-Member Exhibitor	\$3675
10' x 16'	DIAC Member Exhibitor	\$3650
	Non-Member Exhibitor	\$5100

* Booths closest to the exhibitor hall entrances which offer increased visibility, are subject to a \$200 surcharge. Please consult the floor plan to see booths to which the surcharge is applicable. The surcharge is waived for any exhibitor who purchases 3 or more booths. Administration of surcharge payments will be communicated directly with companies who request booth spaces to which the surcharge is applicable at the time of floor plan assignments.

- The exhibitor booth price includes draping, one 6-foot table and two chairs. The exhibitor hall is carpeted. Electrical services are not included and must be ordered directly from Encore. The order form including pricing and contact information can be found on the [Exhibitor Centre](#) page of the DIAC website.
- Two exhibitor badges per 10x10 booth space and four exhibitor badges per 10x16 booth space are included in the cost of each exhibitor booth. An exhibitor lounge will be available for all exhibitors. Water, hot beverages, snacks, and food will be available at no cost to exhibitors.
- Additional exhibitor products and services including rental equipment and logistics support are offered by Wright Display. The Exhibitor Kit from Wright Display can be downloaded on the [Exhibitor Centre](#) page of the DIAC website.

ASSIGNMENT OF BOOTH SPACE

- Exhibitors may rank their top three choices for booth location at the time of exhibitor booth purchase online. Preferences may be noted within the purchase comment field or submitted by email to info@diac.ca. The numbered exhibitor floor plan is posted on the [Exhibitor Centre](#) page of the DIAC website for reference.
- Priority for booth location assignments will be as follows:
 1. Principal sponsors of Technorama 2024
 2. Exhibitors with two (2) or more booth spaces
 3. Returning exhibitors
 4. New exhibitors & non-profit exhibitors
- Booth space will not be assigned until payment is received in full. Show management will begin populating the floor plan on December 1, 2023, based on the above priority sequence. After February 5, 2024, booth locations will be assigned on a first-come-first-served basis.

EXHIBITOR PERSONNEL REGISTRATION

- All exhibitor representatives requiring access to the tradeshow floor during the hours it is open to delegates must pre-register and wear a name badge. Security staff will be present to ensure every attendee is wearing a badge.
- Online registration for exhibitor representatives will commence on or before December 15, 2023. Exhibitor representatives must be pre-registered on the [DIAC website](#) before February 29, 2024. A name badge will be issued for each representative and badges will be available for pick up on site.
- Speakers/presenters at sponsored seminars and workshops must be registered by the exhibitor presenting the seminar to receive name badges. There is no cost associated with the issuance of a badge to a speaker/presenter at a sponsored seminar or workshop.

2024 SPONSORSHIP OPPORTUNITIES

- Sponsorship opportunities and pricing are outlined in the Technorama Sponsorship Program. [Click here](#) to view and download the document.

2024 ADVERTISING INFORMATION

- Exhibitors may purchase advertising space in the printed program book. The deadline for program book advertising purchases and submission of artwork is February 23, 2024.
- All advertising artwork is the responsibility of the purchaser and must be prepared and

submitted in high definition/quality file format suitable for printing. Specifications and layout requirements for artwork will be provided.

- Pricing is detailed in Appendix B.

EDUCATIONAL SESSIONS

Hands-on Workshop Rooms

- Three (3) workshop rooms suitable for small groups of 8-15 individuals (dependent on equipment needs) are available for hands-on learning, to perform live demonstrations, and connect directly with delegates. [Click here](#) for more information on how to purchase exclusive use of a hands-on workshop room.
- Workshop rooms will be sold on a first-come-first-served basis. Payment must be made at the time of purchase.
- Workshop rooms are available only to exhibitors with a booth on the tradeshow floor.
- Sponsors of hands-on workshops have exclusive use of the room for the duration of the tradeshow (1.5 days). Equipment load-in arrangements must be coordinated with DIAC and Wright Display.
- Tracking attendance of participants, gathering contact information and administration of continuing education credits is the sole responsibility of the company presenting the seminar.
- If the workshop room sponsor wants to require pre-registration for sessions in their workshop room, this process is entirely their company's responsibility. DIAC will assist by sharing registration information on its website and providing a link, if desired.
- Electrical services are not included and must be arranged directly through Encore. Instructions and the order form will be available on the DIAC website on or before Dec 1, 2023.
- Exhibitors are responsible for ensuring room occupancy does not exceed the maximum number of occupants at any time.

Educational Seminars

- Exhibitors may elect to purchase sponsored educational seminars. Seminars will run concurrently in the Toronto and Montreal rooms on both Friday April 5 and Saturday April 6 with a total of 24 seminar time slots available. Space for seminars will be allocated on a first-come-first-served basis. The purchase of at least one exhibitor booth on the tradeshow floor is required.

- Sponsors are responsible for submitting the title of the seminar; name, picture, and bio of the speaker; and a general description of the content of the seminar no later than February 21, 2024, for review and approval by DIAC. Content submitted after February 29, 2024, will not appear in the printed program book.
- Audiovisual equipment including projector, screen and microphone are provided and technicians will be available on site during the conference to provide support. Seminar presenters must adhere to the schedule and ensure that their participants clear the room promptly at the completion of the seminar.
- Tracking attendance of participants, gathering contact information and administration of continuing education credits is the sole responsibility of the company presenting the seminar.

PAYMENT PROCEDURES

- All exhibitors must order/purchase exhibitor booths, educational sessions, advertising and sponsorships for Technorama 2024 through [DIAC's online store](#).
- Payment online by credit card is strongly preferred for all transactions. Payments not processed online by credit card at the time of order must be processed within 30 days by cheque. Any order which has not been paid within 30 days will be canceled.
- Hands-on workshop rooms must be paid for online at the time of purchase. Exhibitor booths will not be assigned a location on the tradeshow floor until payment in full has been completed.
- If payment by credit card is not possible, cheques in Canadian funds may be mailed to:

Dental Industry Association of Canada
5575 North Service Road, Suite 403
Burlington, Ontario
Canada L7L 6M1
- The online store system automatically generates invoices and receipts and sends them to the email address associated with the online purchase. A subsequent email confirming 'order fulfilment' will be sent after DIAC has reviewed and approved an exhibitor and received a signed Exhibitor Agreement form provided in Appendix C. For support with payment processing, please contact info@diac.ca.

RESERVED BLOCK OF HOTEL ROOMS

- DIAC has secured a block of rooms for exhibitors at a special rate of \$169.00 per room, plus taxes. Rooms are available Thursday April 4 - Saturday April 6, 2024. Hotel rooms at the special rate may be reserved online by clicking [here](#).

- When booking a hotel room by telephone, please advise the hotel that the reservation is for Technorama 2024 to receive the special rate. The special rate for Technorama is available only until March 14, 2024. After this date, any unsold rooms in the reserved room block will be released. Rooms are available on a first-come-first-served basis.

EXHIBITOR ELIGIBILITY

- Technorama is designed for in-person booth display and demonstration of products and services relating to commercial dental lab practice, digital technology in dentistry, and the professional and commercial education of those individuals attending.
- DIAC will determine the eligibility of any company, product, or service. DIAC may elect to decline the participation of any company whose goods or services are not deemed compatible with the educational character and objectives of the exhibition.
- In the event an exhibitor is not approved for participation in Technorama, an order cancellation will be sent to the exhibitor company and any fees refunded within 30 days of the cancellation.

CODE OF CONDUCT AND PROFESSIONAL ETHICS

- The Dental Industry Association of Canada (DIAC) is committed to maintaining an environment that encourages respect for the dignity of everyone. Discrimination, violence and/or harassment in any form, whether verbal, physical or environmental, which is directed toward a person's sex, gender and gender identity, race, age, marital status, disability, religion, national origin, sexual orientation, same-sex partnership status, or any other classification protected by law is prohibited.
- All exhibitors are required to conduct themselves in full compliance with all federal, provincial, and municipal laws and in full compliance with the Canadian Health Protection Branch, Workplace Hazardous Materials Information Systems and manufacturers' regulations, specifications and warranties related to the sale and distribution of health/dental care products at Technorama. Exhibitors selling expired, damaged, distressed, incomplete or repackaged products regulated by Health Canada may lose their right to exhibit at future Technorama shows.
- All Exhibitors are expected to conduct themselves in a fair, respectful manner towards fellow exhibitors and DIAC. Interference with, sabotage of, disparagement, or slanderous comments or literature directed toward other exhibitors is strictly prohibited.

TERMS OF SHOW ATTENDANCE

- All exhibits submitted for display at Technorama 2024 are subject to review. All products and services exhibited must be germane to, effective and useful in the commercial lab practice or dental technology products. Companies which provide supporting services to this industry may be permitted. Approval of such companies is at the discretion of DIAC.

- To be eligible for DIAC Member pricing on booths, seminars and workshop rooms, a company must be a member in good standing of DIAC and have paid all applicable membership fees by December 31, 2023, and show fees by February 28, 2024. Non-member companies are required to pay fees at the time of purchase/registration.
- DIAC is under no obligation to extend application privileges to any company regardless of whether said company has exhibited previously.
- In Canada, certain medical devices; Class II, III and IV products fall under Health Canada Licencing requirements. Exhibitors must be able to provide, upon request, proof of their Health Canada Medical Device Licence(s) (MDLs) and/or Medical Device Establishment License (MDEL) if applicable. Un-licenced Class II, III and IV products are prohibited from being sold at the show.
- An exhibitor may display products that are in the process of being licenced in Canada or that do not require licencing. Product display or sales that may infringe on the registered trademark, copyright, or patent of another company are prohibited.
- Exhibitors may not display materials outside their booth space and encroachment into aisles will not be permitted. Canvassing or distribution of advertising outside the exhibitor's own booth space will not be permitted.
- Exhibitors must keep their exhibit open and properly staffed during the specified hours and shall not close or remove exhibit collateral until the conclusion of the conference.
- Exhibits must not be deceptive or misleading, and as a rule, distributors should be authorized by the manufacturers to sell and distribute their products. Promotional materials that simulate editorial content must be identified as advertising. The word 'advertising' must be prominently displayed.
- The advertisement/display of goods or services other than those manufactured, distributed, or sold by the exhibitor in the regular course of business is prohibited.
- An exhibitor may not assign, sublet, or apportion all or any part of the contracted booth, nor may an exhibitor permit the display, promotion, sales or marketing of non-exhibitor products and services. Interviews, demonstrations, and distribution of literature or samples must be conducted within the booth area assigned to the exhibitor.
- Sales transactions must be conducted with the exhibitor's own booth space. Exhibitors may not serve food or beverages in their booths. Any edible giveaways such as cookies or candies must be individually wrapped.
- Exhibitors may not conduct research or surveys or publish any information gathered at the Technorama 2024 conference without prior written consent from DIAC.
- Solicitation by non-exhibitors is prohibited. Companies and company representatives who have not purchased exhibit space are prohibited from attending or soliciting business at the conference.

- Exhibitor-sponsored contests *may* be permitted but must be approved in advance. Any exhibitor who wants to run a contest of any kind must submit details of the proposed contest in writing to DIAC prior to March 5, 2024, and receive written approval to proceed.
- Exhibitors must complete the 2024 Exhibitor Agreement form provided in Appendix C is available in PDF fillable form on the DIAC website by [clicking here](#). The form must be signed by an individual who is authorized to act on behalf of the exhibitor company.

CANCELLATION POLICY

- All cancellation requests must be submitted in writing. Full refunds will only be issued if a written cancellation request is received by 11:59 pm ET on January 5, 2024.
- Cancellation requests received between January 6, 2024 and February 3, 2024 will be subject to a 50% penalty of the total cost of booth space, seminar(s), workshop room(s), sponsorship(s) and/or advertising contracted.
- No refunds will be provided for cancellation requests received on or after February 4, 2024.

PRIVACY

- The information collected from exhibitors to process payments for Technorama exhibitor booths and other products and services will not be used for any other purpose. DIAC is committed to protecting the privacy of members' and guests' personal data.

FORCE MAJEURE

- Neither party shall be held responsible for delays or non-performance caused by activities or factors beyond its reasonable control, including without limitation, war, weather, pandemics, strikes, lockouts, fires, acts of God, terrorism cancellation of the event or any other activities or factors beyond its control that makes it inadvisable, impractical or impossible to hold the event, whether similar or dissimilar to any of the foregoing.
- If the event is cancelled through no malfeasance of the exhibitor, the exhibitor shall be entitled to a refund of any fees paid less expenses paid within a reasonable period defined by DIAC.

INDEMNIFICATION AND INSURANCE

- By purchasing an exhibitor space, seminar or sponsorship, exhibitors agree to indemnify, hold harmless and defend the Dental Industry Association of Canada, each of their affiliates and subsidiaries, and each of their directors, members, officers, contractors, agents, employees, and representatives (each an "Indemnified Party"), from all claims, losses, liabilities, damages, actions, judgments, penalties, costs and expenses (including

solicitor fees and costs) arising in, at, out of or in connection with the Exhibitor's virtual exhibit or the design, maintenance, conduct, use, or operation of such exhibit or any part thereof, by Exhibitor or its officers, directors, employees, agents, contractors, representatives, invitees, agents or contractors. Such indemnification shall be effective regardless of any claim of negligence on the part of any Indemnified Party. This provision shall be construed to be incorporated into the Application.

- Each party agrees to indemnify and hold harmless the other, its agents, and employees from and against all claims, liabilities, and expenses, including reasonable attorneys' fees, arising from acts, omissions, or breaches of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient insurance to cover their obligations under this Agreement.
- By purchasing exhibitor products and signing the Exhibitor Agreement, the exhibitor agrees that any disputes arising or relating to the exhibitor's exhibition or intent to exhibit at Technorama 2024 will be governed by and construed by the laws of the Province of Ontario, Canada without giving effect to any conflict of law provisions thereof.
- All claims, actions, proceedings, and disputes arising out of the application, these rules and regulations or DIAC exhibiting standards shall be commenced exclusively in the provincial courts.

CONTACT INFORMATION

Hafeeza Bassirullah, Executive Director: hbassirullah@diac.ca

Heather Plewes-LaBerge, Manager of Communications & Member Services: heather@diac.ca

General Inquiries: info@diac.ca

Dental Industry Association of Canada
5575 North Service Road, Suite 403
Burlington, Ontario
L7L 6M1

APPENDIX A: CONFERENCE LOGISTICS SCHEDULE

THURSDAY, APRIL 4, 2024

7:00 am – 4:00 pm	Wright Display/Booth set up
4:00 pm – 11:59 pm	Exhibitor Booth set up

FRIDAY, APRIL 5, 2024

8:00 am – 12:00 pm	Exhibitor Booth set up
9:30 am – 8:00 pm	Exhibitor Badge Pick up
1:00 pm – 9:00 pm	Exhibit Hall Open
2:00 pm – 7:45 pm	Concurrent Seminars & Workshops
7:30 pm – 9:00 pm	Complimentary Reception
9:00 pm	Tradeshow Floor Closes

SATURDAY, APRIL 6, 2024

8:30 am – 9:15 am	Complimentary Breakfast
9:00 am – 12:00 pm	Exhibit Hall open
9:15 am – 11:30 am	Concurrent Live Seminars and Workshops
12:00 pm	Tradeshow Floor Closes
12:00 pm – 6:00 pm	Exhibitor tear down/move out

APPENDIX B: 2024 EXHIBITOR PRICING LIST

EXHIBITOR BOOTHS

10'x10'	DIAC Member	\$2,625
	Non-Member	\$3,675
10'x16'	DIAC Member	\$3,650
	Non-Member	\$5,100

SEMINARS

DIAC Member	\$1,000
Non-Member	\$1,200

HANDS-ON WORKSHOP ROOM (1.5 DAYS)

DIAC Member	\$3,200
Non-Member	\$3,600

ADVERTISING

½ Page	\$650
Full Page	\$1250
Inside Back Cover	\$1350
Inside Front Cover	\$1450
Outside Back Cover	\$1600

NOTE: HST is applicable to all exhibitor purchases.

APPENDIX C: 2024 EXHIBITOR AGREEMENT FORM

Name:

Company Name:

Company Address:

Email:

Phone Number:

I, _____, verify that I am authorized to act on behalf of the exhibitor company. I confirm that I have read and understand the policies as described in the EXHIBITOR GUIDE AND AGREEMENT and agree to abide by them.

Signature

Date

This agreement is available in PDF fillable form on the DIAC website by [clicking here](#).