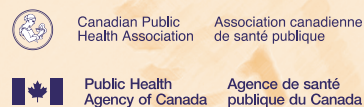


# CELEBRATING IMMUNIZATION IN CANADA ACHIEVEMENTS AND OPPORTUNITIES

## 7<sup>th</sup> Canadian Immunization Conference

December 3–6, 2006, Winnipeg Convention Centre  
Winnipeg, Manitoba, Canada

## Sponsorship and Exhibitor's Prospectus



# SPONSORSHIP OPPORTUNITY

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## General Information

### *Join Us*

The Immunization and Respiratory Infections Division (IRID) of the Public Health Agency of Canada (PHAC) in collaboration with the Canadian Paediatric Society (CPS), the Canadian Public Health Association (CPHA) and the Canadian Association for Immunization Research and Evaluation (CAIRE) are organizing the 7<sup>th</sup> Canadian Immunization Conference. The conference will be held December 3–6, 2006, at the Winnipeg Convention Centre in Winnipeg, Manitoba, Canada.

### *Our Goal*

This conference will celebrate Canadian leadership in immunization by providing delegates with:

- State-of-the-art information on national and international activities in the areas of immunization science, policy, programs and practices
- Discussions of current and future challenges and opportunities
- A forum for networking and knowledge sharing among the many disciplines working in immunization

### *Theme*

The theme of the conference is “Celebrating Immunization in Canada – Achievements and Opportunities.”

Participants will share knowledge on:

- The National Immunization Strategy
- Coming (pipeline) vaccines and new vaccine technologies
- Vaccines and the challenge of emerging infections
- New immunization programs and vaccines for Aboriginal and other special populations
- Information technology and immunization
- Vaccine safety and risk-benefit communication
- Vaccine supply initiatives
- Global immunization initiatives
- Influencing public policy and informed decision making
- Research initiatives in immunization, vaccines and vaccine technologies
- Newly implemented immunization programs
- Goals and targets for vaccine-preventable diseases

# SPONSORSHIP OPPORTUNITY

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## ***The Organizing Committee***

The Organizing Committee comprises representatives from the following: British Columbia Centre for Disease Control Society, Canadian Association for Immunization Research and Evaluation, Canadian Immunization Committee, Canadian Institutes of Health Research, Canadian Nurses Association, Canadian Nursing Coalition for Immunization, Canadian Paediatric Society, Canadian Public Health Association, College of Family Physicians of Canada, a consumer representative, Health Canada's Biologics and Genetic Therapies Directorate, Manitoba Health, National Advisory Committee on Immunization, National Specialty Society for Community Medicine, Professional Education Working Group of the National Immunization Strategy, Public Health Agency of Canada's Immunization and Respiratory Infections Division, and Winnipeg Regional Health Authority.

## ***Who Will Attend***

The target audience includes public health physicians and nurses, primary care physicians and nurses, specialty physicians and nurses, health professionals involved in education, health professionals in training, health promoters, researchers in vaccinology, pharmacists, vaccine regulators, government policy makers on immunization, vaccination, biotechnology and industry, industry and students and trainees.

Based on the attendance of the previous six conferences, we anticipate participation will exceed 950 delegates.

## ***Sponsorship Levels and Benefits***

Sponsors of the Canadian Immunization Conference will receive recognition for their support of and contribution to the educational program. Each sponsorship opportunity includes an excellent range of benefits, with increasing visibility at the higher levels.

Your participation provides an opportunity to liaise with and contribute to the education of Canadian health professionals and to contribute to immunization initiatives.

Your sponsorship makes a difference! Enjoy the sights and lights of friendly Winnipeg for Canada's most important conference on immunization. A warm welcome awaits, so please join us!

# SPONSORSHIP OPPORTUNITY

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## Information and Communication

All communication concerning conference sponsorships should be directed to:

Lai-Yin Lee Rodriguez  
Project Officer  
Immunization and Respiratory Infections Division  
Public Health Agency of Canada  
PL 0602B, Bldg. No. 6  
Tunney's Pasture, Ottawa, ON K1A 0K9  
Tel.: (613) 948-7574  
Fax: (613) 998-6413  
E-mail: [immunconf2006@phac-aspc.gc.ca](mailto:immunconf2006@phac-aspc.gc.ca)

# SPONSORSHIP CATEGORIES

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## Sponsorship Levels

### ***Platinum – \$50,000 and over***

- Special recognition at the Opening Remarks
- Complimentary one-page advertisement in the final program (PAAB certified)
- Opportunity to supply a three-page corporate advertisement for inclusion in the participants' package (PAAB certified)
- Acknowledgment of sponsorship in the final program
- Company name listed on the conference website
- Company name or logo (black and white) and company profile (100 words) listed in the Exhibitor's Guide to be distributed to all participants
- Four complimentary registrations for corporate representatives
- Two complimentary 10' x 10' (3 m x 3 m) exhibit booths (first choice location privileges)

### ***Gold – \$35,000 and over***

- Complimentary half-page advertisement in the final program (PAAB certified)
- Opportunity to supply a two-page corporate advertisement for inclusion in the participants' package (PAAB certified)
- Acknowledgment of sponsorship in the final program
- Company name listed on the conference website
- Company name or logo (black and white) and company profile (75 words) listed in the Exhibitor's Guide to be distributed to all participants
- Two complimentary registrations
- One complimentary 10' x 10' (3 m x 3 m) exhibit booth

### ***Silver – \$15,000 and over***

- Acknowledgment of sponsorship in the final program
- Company name listed on the conference website
- Company name or logo (black and white) and company profile (50 words) listed in the Exhibitor's Guide to be distributed to all participants
- One complimentary registration
- One complimentary 10' x 10' (3 m x 3 m) exhibit booth

# SPONSORSHIP APPLICATION FORM

Please type or print in block letters

Organization Name (as it will appear in the program)

Contact Name

Contact Title

Address

City

Province/Territory

Postal Code

Country

Telephone

Fax

E-mail

Select your sponsorship level:

- Platinum (\$50,000 and over)
- Gold (\$35,000 and over)
- Silver (\$15,000 and over)

Total sponsorship amount: \$ \_\_\_\_\_

***Payment by cheque (payable to the Canadian Paediatric Society)***

Date of application to be determined by postmark, or date of facsimile.

Send application and include your cheque payable to the Canadian Paediatric Society to:

Louise Pagé  
Project Officer  
Immunization and Respiratory Infections Division  
Public Health Agency of Canada  
PL 0602B, Bldg. No. 6, Tunney's Pasture  
Ottawa, ON K1A 0K9

Tel.: (613) 957-1339

Fax: (613) 998-6413

The following is (are) other potential sponsors next to whom we do not wish to be located:

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## Attend the Canadian Immunization Conference Space is limited – reserve now!

A select number of organizations will have the opportunity to exhibit their products/services during the Canadian Immunization Conference. As an exhibitor, you will benefit from networking with delegates and will receive recognition in an Exhibitor's Guide. You will have numerous opportunities to profile your organization and reach a key audience during the two-and-a-half day exhibition.

For your participation, you will benefit by:

- Securing your place and visibility at a national gathering of persons concerned with health
- Networking with clients and potential clients as you attend conference presentations
- Introducing and promoting your products/services, according to R<sub>x</sub> & D Guidelines
- Identifying new markets and meeting buyers face-to-face
- Receiving high return-on-investment opportunities
- Obtaining instant product/service feedback

### ***Who Will Attend***

The target audience includes public health physicians and nurses, primary care physicians and nurses, specialty physicians and nurses, health professionals in education, health professionals in training, health promoters, researchers in vaccinology, pharmacists, vaccine regulators, government policy makers on immunization, vaccination, biotechnology and industry, industry, students and trainees.

Based on the attendance of the previous six conferences, we anticipate participation will exceed 950 delegates.

### ***Booth Rental Cost***

**Note: The booth rental cost does not include the conference registration fee of \$525.00 + GST.**

Rental cost is quoted in Canadian funds. The standard exhibit space measures 10' x 10' (3 m x 3 m).

Rental fee includes one 10' x 10' (3 m x 3 m) draped booth with back walls 8' high and 10' wide, side partitions 10' deep and 3' tall, one 6' skirted table, two armchairs, one wastebasket.

Booth spaces are assigned on a first come, first served basis. Priority will be given to major conference sponsors.

A comprehensive Exhibitor Service Manual will be mailed out by Central Display.

# EXHIBITORS

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## ***Early Reservation, Received on or Before August 1, 2006***

### ***Corporate/Government***

\$3,745.00 (\$3,500.00 + \$245.00 GST) – Prime location

\$3,210.00 (\$3,000.00 + \$210.00 GST) – Regular location

### ***Not-for-Profit***

\$856.00 (\$800.00 + \$56.00 GST)

## ***Reservations Received After August 1, 2006***

### ***Corporate/Government***

\$3,424.00 (\$3,200.00 + \$224.00 GST)

### ***Not-for-profit***

\$1,070.00 (\$1,000.00 + \$70.00 GST)

## ***Exhibitor Schedule\****

### ***Trade Show Hours***

Sunday, December 3, 2006 – 18:30 to 21:00

Monday, December 4, 2006 – 08:00 to 15:30

Tuesday, December 5, 2006 – 08:00 to 15:30

\*Please note, the opening reception will be held Sunday, December 3, 2006, from 18:30 to 21:00 in the Exhibit Hall.

### ***Move-in***

Saturday, December 2, 2006 – 12:00 to 18:00

Sunday, December 3, 2006 – 08:00 to 17:00

### ***Dismantling***

Wednesday, December 6, 2006 – 08:00 to 12:00

\*Hours subject to change.

### ***Registration***

Saturday, December 2, 2006 – 12:00 to 18:00

Sunday, December 3, 2006 – 08:00 to 17:00

## ***Badges/Registration***

Your exhibitor registration badge is valid throughout the conference. Exhibitor badges are not transferable. Company representatives must wear the official badge at all times. Supplementing this identification with business cards, ribbons, or company logotypes is not permitted.

Please register online at <http://www.phac-aspc.gc.ca/cnic-ccni/>.



# EXHIBITORS



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Should you have technical issues, please contact ProReg Registration at (250) 740-2511 or at [cnic2006@ProReg.ca](mailto:cnic2006@ProReg.ca). For any other information, please contact Ms. Lai-Yin Lee Rodriguez by e-mail at [immunconf2006@phac-aspc.gc.ca](mailto:immunconf2006@phac-aspc.gc.ca) or by fax at (613) 998-6413.

REGISTRATION IS NON-TRANSFERABLE

## ***Terms of Payment***

Full payment must accompany the Application for Exhibit Space. Failure to do so may result in the cancellation of your assigned space.

## ***Conditions of Contract***

1. The Public Health Agency of Canada and the Canadian Paediatric Society agree to provide the following booth package: one 10' x 10' (3 m x 3 m) draped booth with 8' high and 10' wide back walls, 10' deep and 3' tall side partitions, one 6' skirted table, two armchairs, one wastebasket.
2. Shipping shall be arranged by and paid for by the exhibitor.
3. Any additional costs for draping and material handling will be at the exhibitor's expense. For these services, exhibitors are requested to use Central Display, the exhibition management company contracted for this event. For further information, please contact Mr. Timothy Putnam at (204) 237-3367.
4. Electrical power shall be arranged and paid by the exhibitor. For this service, exhibitors are recommended to contact Ms. Mary Fehr at the Winnipeg Convention Centre at (204) 957-4538.
5. Space contracted by exhibitors may not be sublet or shared without prior written permission of the Project Officer.
6. Exhibitors agree to comply with the policies regarding smoking at the conference. Smoking is forbidden in all exhibition, function and meeting spaces.
7. Exhibitors will be liable for and will indemnify and hold harmless the Public Health Agency of Canada from any loss or damages whatsoever suffered by the Public Health Agency of Canada as a result of any loss or damages whatsoever occurring to or suffered by any person or company including, without limiting the generality of the foregoing, exhibitors, the Public Health Agency of Canada, the owner(s) of the building and their respective agents, servants and employees, and members of the public attending the show, either on the said space or elsewhere if said loss or damage arose from or was in any way connected with the exhibitor's occupancy of said space.
8. Cancellation requests must be submitted in writing to the Public Health Agency of Canada. Cancellations received prior to September 1, 2006, will receive a full refund of exhibit fees paid, less a 25% administration fee.

# EXHIBITORS

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9. For contracts cancelled between August 31, 2006, and September 15, 2006, there will be a refund of one-third of the total exhibit fees paid. No refunds will be made on cancellations received on or after September 16, 2006.
10. The Public Health Agency of Canada or its appointed agents reserve the right to alter or change the space assigned to exhibitors. Move-in time for the exhibits is Saturday, December 2, 2006, from 12:00 noon until 18:00 and Sunday, December 3, 2006, from 08:00 to 17:00. Any space not claimed or occupied by Saturday, December 2, 2006, at 18:00 may be reassigned by the Project Officer without refund of costs to the exhibitors involved.
11. Exhibitors agree to confine their presentation within the contracted space only, to maintain staff in the assigned booth during conference hours (with a maximum of three people per 10' x 10' booth space), and not to dismantle their displays until the close of the exhibit at 15:30 on Tuesday, December 5, 2006.
12. All goods shipped to the show must be clearly marked with the name of the conference, the name of the exhibitor, the name and dates of the conference and the number of the allocated space(s). Goods must not be shipped to the show with shipping charges to be paid on arrival, as these will not be accepted by the Public Health Agency of Canada.
13. The Public Health Agency of Canada assumes no responsibility for loss of or damage to goods belonging to exhibitors or rented by them for the purpose of the conference.
14. The Public Health Agency of Canada shall not be liable in damages or otherwise for failure to carry out the terms of this contract in whole or in part when such failure is caused directly by or in consequence of fire, storm, flood, war, rebellion, insurrection, riot, civil commotion, strike, act of government or by any cause whatsoever beyond the control of the Public Health Agency of Canada whether similar to or dissimilar from the causes enumerated herein.
15. In the event that the exhibit space to be used by exhibitors should in any way be rendered unusable, exhibitors shall pay for such space only for the period during which it was or could have been used as determined within the sole discretion of the Project Officer.
16. A refund of monies paid by exhibitors to the Canadian Paediatric Society will be made, minus 25% administrative fees, by the Canadian Paediatric Society in the event that the conference is not held as planned.
17. The Public Health Agency of Canada reserves the right to cancel this contract and to withhold possession of exhibition space if exhibitors fail to perform any material condition of this contract, in which case exhibitors shall forfeit as damages all rental space payments.
18. Exhibitors agree to comply with all union contracts, agreements between the Public Health Agency of Canada and official contractors, serving companies, the conference centre and the host hotel of the conference, and the labour laws of the jurisdiction in which the building is located. It is the expectation of the Public Health Agency of Canada that all exhibitors comply with the R<sub>x</sub>&D Code of Marketing Practices.