

TLOMA 2019 **CONFERENCE** & **TRADE SHOW**

SEPT 25TH – 28TH, 2019 BLUE MOUNTAIN, COLLINGWOOD, ONTARIO
conference.tloma.com

Trade Show Manual

**THE COURTS
BLUE MOUNTAIN RESORT**

Thursday, September 26, 2019

12:00 PM TO 4:00 PM

Collingwood, Ontario

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PROGRAM AT A GLANCE

TLOMA is delighted to have your company participate in the Trade Show at The Law Office Management Association's (TLOMA) 2019 Conference at Blue Mountain Resort in Collingwood, Ontario.

This Trade Show Manual will provide you with all the necessary information to make your participation a successful one. Should you have any questions about this event, please contact:

Rose Yanco
Executive Director, TLOMA
Telephone: 416-410-1979 X3
Email: rose@tloma.com

Two Important Documents:

Once you have reviewed what's included in this manual, please complete and return to TLOMA the Equipment & Name Badge Order Form by **Thursday, August 15th, 2019**. The second important document is your Proof of Insurance, which also needs to be sent to TLOMA by **Thursday, August 15, 2019** (see details on page 10).

Platinum Sponsors Benefits:

Platinum Sponsors have four "Keys to the Conference" which entitles them to attend the entire Conference, with the exception of the Friday Night Delegates Dinner.

Platinum, Gold and Silver Sponsors Benefits:

The above noted levels have passes to the two Keynote Speaker sessions (Thursday morning and Saturday morning) and are invited to attend the Wednesday Welcome Networking Event/Dinner. No additional tickets can be purchased for the Wednesday Welcome Networking Event/Dinner.

Please refer to the **Business Partner 2019 Sponsorship Levels Chart** for a full listing of your benefits.

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All Business Partners (Platinum, Gold, Silver and Trade Show Participants):

The **Trade Show** will be held on Thursday, September 26th, 2019 from 12:15pm to 4:15pm. Booth setup in The Courts at Blue Mountain Resort will start Wednesday, September 25th from 5:00pm to 10:00pm, and will continue on Thursday, September 26th, from 7:00am to 10:00am. **We request that your booth setup be completed by 10:00am on Thursday, September 26.**

Breakfast (included for Trade Show attendees) will be available in Huron III & IV on Thursday, September 26th from 7:00am to 9:00am. Please be sure to wear your name badge.

A **Business Partner Information Session** will be held on Thursday, September 26th from 10:30am to 10:45am in The Courts. We strongly recommend that at least one representative from your company attend this session.

A **Business Partner Luncheon** will be held after the Information Session from 11:00am to 12:00pm in The Courts.

The **Passport Prize Draw** will take place following the Trade Show from 4:15pm to 5:00pm in The Courts. This is another opportunity for Business Partners to meet with Delegates. All company representatives registered for the Trade Show are welcome to attend the Passport Prize Draw (see details on page 11).

The **Delegate/Business Partner Networking Reception** will be held on Thursday, September 26th from 6:00pm to 7:00 pm in the Atrium, followed by the **Delegate/Business Partner Dinner** held in the Huron I & II from 7:00pm to 10:00pm. All registered Business Partners and Delegates are encouraged to attend. This will be a wonderful opportunity for Business Partners to engage with the Delegates in a more relaxed setting at the TLOMA Conference.

ACCOMMODATIONS

TLOMA has reserved a block of rooms* which will be available for Business Partners requiring overnight accommodation. Please go to the following [link](#) for information on how to reserve your guestrooms.

***Reduced room rates are available until September 5, 2019. Availability is on a first come, first serve basis, so book your hotel accommodations early and save!**

***Note: All arrangements made with Blue Mountain Resort are between the Business Partner and Hotel. Please ensure you notify the Hotel of any special room requirements that you may have. All guest room costs are the responsibility of the Business Partner.**

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SCHEDULE OF EVENTS

Activity	Day/Time	Location
Set up for Trade Show	Wednesday, September 25 5:00pm – 10:00pm	The Courts
Set up for Trade Show (cont.)	Thursday, September 26 7:00am – 10:00am	The Courts
Breakfast	Thursday, September 26 7:00am – 8:45am	Huron III & IV
Opening Keynote Speaker: Linda Edgecombe	Thursday, September 26 8:45am – 10:15am	Huron I & II
Business Partner information session with TLOMA Rep	Thursday, September 26 10:30am – 10:45am	The Courts
Business Partner Lunch & Picture of your Booth	Thursday, September 26 11:00am – 12:00pm	The Courts
Trade Show	Thursday, September 26 12:15pm – 4:15pm	The Courts
Passport Prize Draw	Thursday, September 26 4:15pm – 5:00pm	The Courts
Booth Teardown	Thursday, September 26 5:00pm – 6:00pm	The Courts
Delegate/Business Partner Networking Reception	Thursday, September 26 6:00pm – 7:00pm	Atrium
Delegate/Business Partner Dinner	Thursday, September 26 7:00pm – 10:00pm	Huron I & II
Closing Keynote Speaker: Keith Macpherson	Saturday, September 28 9:00 am – 10:30am	Huron I & II

NOTE: Kindly refer to your level of Sponsorship for further details as to your eligibility of specific Event participation.

FIRST TIME VISITOR PASS

We often have Business Partners who are new to TLOMA wondering what our Trade Show is all about. This opportunity is available to any company who is new to TLOMA and has never participated at a Trade Show. The pass provides the opportunity for a company to walk the Trade Show floor, speak to our Sponsors about the value they gain from being a TLOMA Business Partner and to get a feel for how it all works. A maximum of two visitor passes are available to each company at the cost of \$975.00 + HST each. If you know of a company that could benefit from this opportunity, please [click here](#).

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ATTENDEE BADGES

Business Partners attending the Conference are required to wear their name badge provided by TLOMA to all TLOMA events for which they are registered to attend (this includes breakfast in Huron III & IV on Thursday morning). TLOMA reserves the right to ask anyone not wearing their badge to leave the TLOMA event.

Substitutions for attendees are permitted up to Wednesday, September 11th, 2019. For substitutions requested after Wednesday, September 11th, 2019, an administration fee of \$25.00 plus HST per badge will be applied.

Badges are included as follows:

	Platinum	Gold	Silver	Trade Show Participants
Trade Show Badges	4 keys + 4	6	4	2
Wednesday Welcome Networking Event/ Dinner	4 keys	4	2	1
Thursday Opening Keynote – Linda Edgecombe	4 keys + 2	4	2	0
Thursday Delegate/Business Partner Networking Reception and Dinner	4 keys + 2	4	2	1
Saturday Closing Keynote – Keith Macpherson	4 keys + 2	4	2	0

Additional Attendees:

Trade Show:

For each additional person(s) beyond the allowances listed above, please remit to TLOMA a fee of \$150.00 plus HST (\$169.50). **Fee includes:** Thursday breakfast in Atrium, Thursday lunch in The Courts, non-alcoholic beverages, two breaks and attendance at the Trade Show.

Limit: Two additional attendees per booth.

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Keynote Sessions (Opening and Closing):

For each additional person(s) beyond the allowances listed above for Platinum, Gold and Silver Sponsors, please remit to TLOMA a fee of \$100.00 plus HST (\$130.00). Fee includes: Entry into one Keynote session.

Limit: No limit on additional tickets purchased subject to venue capacity.

Wednesday Welcome Networking Event /Dinner:

No additional tickets are permitted for this function above the allotted amount listed above for each sponsor tier.

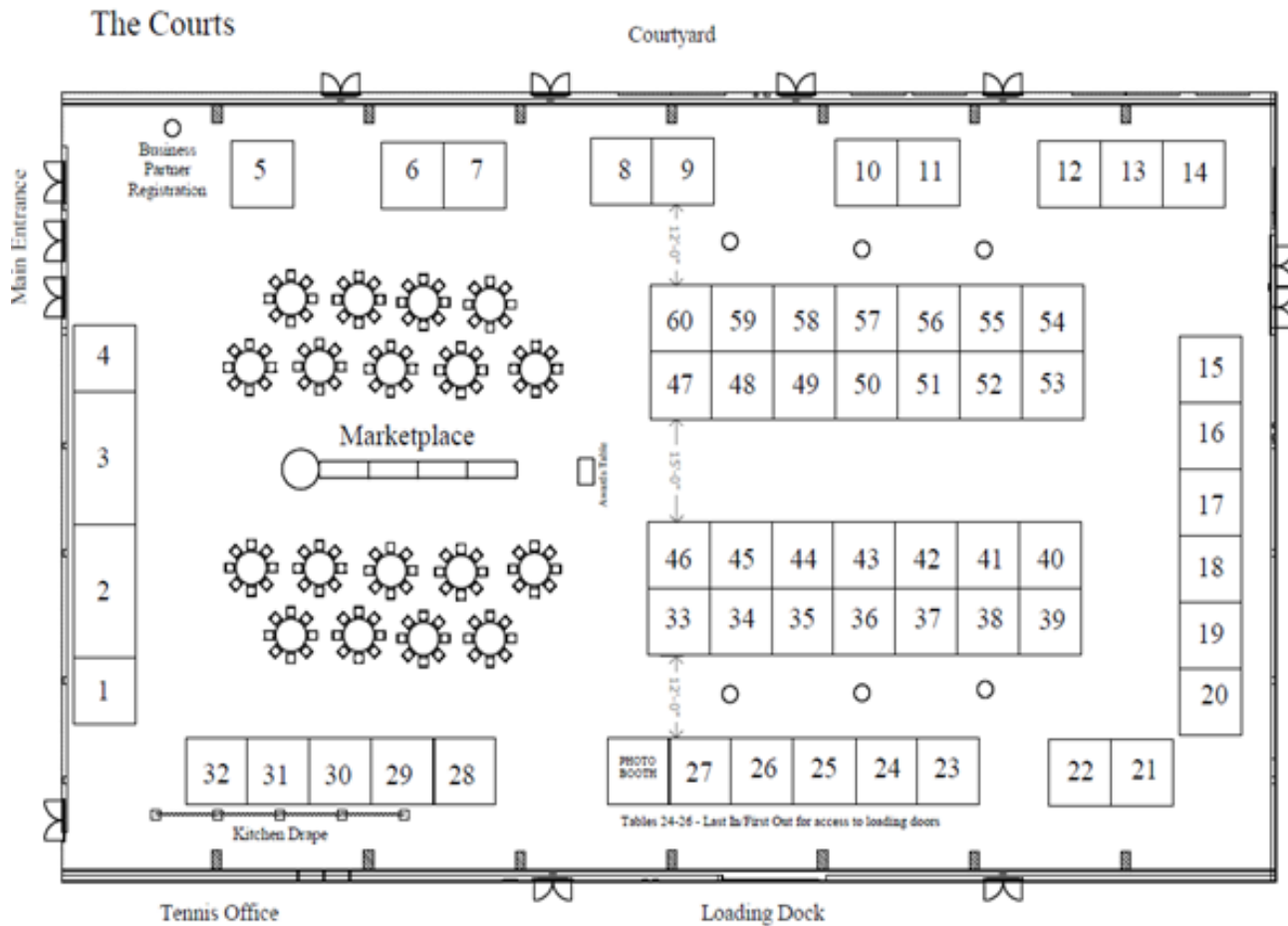
Thursday Evening Delegate/Business Partner Networking Reception, Dinner and Entertainment:

For each additional person(s) beyond the allowances listed above, please remit to TLOMA a fee of \$200.00 plus HST (\$226.00). **Fee includes:** Entry to the Reception/Dinner and Entertainment and two drink tickets. **Limit:** Limit of two additional tickets purchased.

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TRADE SHOW FLOOR PLAN



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WHAT'S INCLUDED?

Booth Size	10' deep x 10' wide
Each booth includes	One 6' draped table Two chairs Wireless Internet access
Load In Times	Wednesday, September 25th from 5:00pm to 10:00pm Thursday, September 26th from 7:00am to 10:00am
Business Partner Check-in	If you are attending the Wednesday Welcome Networking Event on Wednesday, September 25 th , please check-in at the Business Partner Registration Desk in the Grand Georgian Lobby between 4:00pm and 6:00pm. Business Partner Registration is from 7:00am on Thursday, September 26 th at the Business Partner Registration desk located at the entrance to The Courts. See floor plan for locations.
Load Out Times	Thursday, September 26th from 4:45pm to 6:00pm
Additional Equipment & Name badges	Trade Show Equipment & Name Badge Form

BOOTH POLICY

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 participants agree that radio, television, motion picture or audio/visual aids will be operated in such a manner and placed as to provide no inconvenience to Delegates. Sound must be at a level to reach the immediate vicinity of the 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 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.

Each booth must operate as a separate business entity as registered with TLOMA. The booth's design cannot be combined, modified or any part of it removed or changed unless permitted by TLOMA. No holes may be drilled, nails driven, hooks, screws or similar items 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 no items may be hung from the ceilings or any of its fixtures. There is no smoking permitted anywhere within the facility.

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Please note: *There will be no carpet provided this year. If you require a carpet for your booth, see Trade Show Manual Equipment Form.*

INSURANCE REQUIREMENTS

For the Conference, all participants must provide to TLOMA a Certificate of Insurance, on or before Thursday, August 15th, 2019.

The Certificate holder is:
The Law Office Management Association (TLOMA)
PO Box 1029, TD Centre
Toronto, ON M5K 1P2

Please ensure that you have your own commercial general liability insurance, including property damage, personal and bodily injury liability of not less than \$2 million in place for the Conference and add The Law Office Management Association (TLOMA) as an additional insured to the Commercial General Liability policy but only with respect to liability arising solely out of the operations of the Named Insured.

Please confirm with your insurer that any general policy that you might already have in place, will cover you during the TLOMA 2019 Conference & Trade Show dated September 25th - 28th, 2019. Your insurer might refer to it as 'Booth Insurance'. If you are unable to provide a Certificate of Insurance, you will not be permitted to setup your booth at the Conference and your fees would be non-refundable.

LOCATION OF SHOW & SPACE ALLOCATION

The Trade Show is being held in The Courts, Blue Mountain Resort (see map on page 14). Allocation of booths is based on the level of sponsorship and the order in which registration and payment is received and accepted. On the Trade Show Equipment & Name Badge Form, Platinum, Gold and Silver Sponsors have the opportunity to state their preference for booth location.

TLOMA reserves the right to determine final booth allocation for all participants. The Trade Show floor plan with your allocated booth space will be sent to you via email prior to the Conference. The completed floor plan will also be posted on the Conference website.

SUB-LEASING

Trade Show booths that have been assigned and confirmed are not transferable. Participants may not sublet space, or any part thereof, nor offer the allocated space for sale without the knowledge and written consent of TLOMA. Participants must show only goods manufactured or dealt with by them in their regular course of business. A firm or organization which has not been assigned exhibit space will not be permitted to attend the Trade Show or permitted to solicit business or promote their

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organization outside the Trade Show area.

CANCELLATION OF SPACE

If you cancel your Trade Show space up to and including Friday, August 16th, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after Friday, August 16th, 2019.

DEFAULT OF OCCUPANCY

Any 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 10:00am on Thursday, September 26th, the time set for completion of installation of displays, the booth may be repossessed by TLOMA for such purposes as TLOMA sees fit.

BOOTH GIVE-A-WAYS

While TLOMA truly appreciates the generosity of all our Business Partners, we feel that any promotional gifts you provide to our Delegates during the Trade Show be available to **all** of our Delegates. 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 cooperation.

PASSPORT PRIZE DRAW

TLOMA recognizes the importance of your support to our annual Conference and encourages all Delegates to visit all Trade Show booths. This ensures that our Delegates will be able to speak to our Business Partners regarding their products and services and take away brochures and business cards for themselves or for the appropriate person in their office.

As Delegates enter the Trade Show, they will be provided with a Passport displaying all the Business Partners' names (First Time Business Partners are not included in the Passport Prize Draw). As a Business Partner, you will be provided with passport stickers with your company name. We ask that you place a sticker on the Delegate's Passport when they visit your booth in person. Delegates are not permitted to present other Delegate passports for stickers. Delegates will place their completed Passports in a ballot bin on their way out of the Trade Show. Only completed Passports are eligible for the Prize Draw which takes place at the Passport Prize Draw.

If your company chooses to participate in the Passport Prize Draw by providing a prize for the draw, the prize may be displayed at your booth during the Trade Show. We ask that you bring the prize with you

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to the Passport Prize Draw, where you will have the opportunity to present the prize to the winner.

- Prize draws are NOT permitted at your booth during the Trade Show.
- TLOMA Delegates must be in attendance to accept their prize. If a name is drawn, and the Delegate is not present, another name will be drawn.
- Please feel free to collect business cards from the Delegates to further your marketing endeavors.
- Once a Passport is drawn for a prize, it will not be returned to the ballot bin.

PHOTO POLICY

Registration for the TLOMA Conference implies consent that any pictures taken during the Conference can be used for Conference coverage and/or for any other TLOMA promotional purposes. TLOMA is able to use your likeness without remuneration.

TRADE SHOW DIRECTORY

We will be providing our TLOMA Conference Delegates with a link to the Trade Show Directory. In the Directory, we will include your company name, address, contact person, phone number, email address, social media links, web address and description of your company.

WHO'S ATTENDING LIST

TLOMA will be posting a *Who's Attending List* on the Conference Website prior to the Conference. A password will be provided to all eligible Business Partners for access. Feedback from previous years indicates that this list has been helpful in your pre-conference planning.

Note: The *Who's Attending List* is copyrighted and confidential, to be used only by 2019 Business Partners. Sharing or distribution of the *Who's Attending List* with any other third party or other Business Partner is **strictly prohibited**.

REACHING OUT TO DELEGATES

Closer to Conference and immediately after Conference, our Delegates are very busy readying themselves for leaving their demanding positions or catching up from being away for 3 days. If you wish to contact them, please be cognizant of their ability to respond to you. As a Business Partner who has received the Delegate List, it is your responsibility to ensure that you comply with all the CASL Regulations as outlined in the three CASL enforcement agencies (the CRTC, Competition Bureau and Office of the Privacy Commissioner).

TLOMA assumes no responsibility. In accordance with CASL Regulations, email addresses will not be provided of our Delegates.

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TRADE SHOW LOAD IN/LOAD OUT PROCEDURES



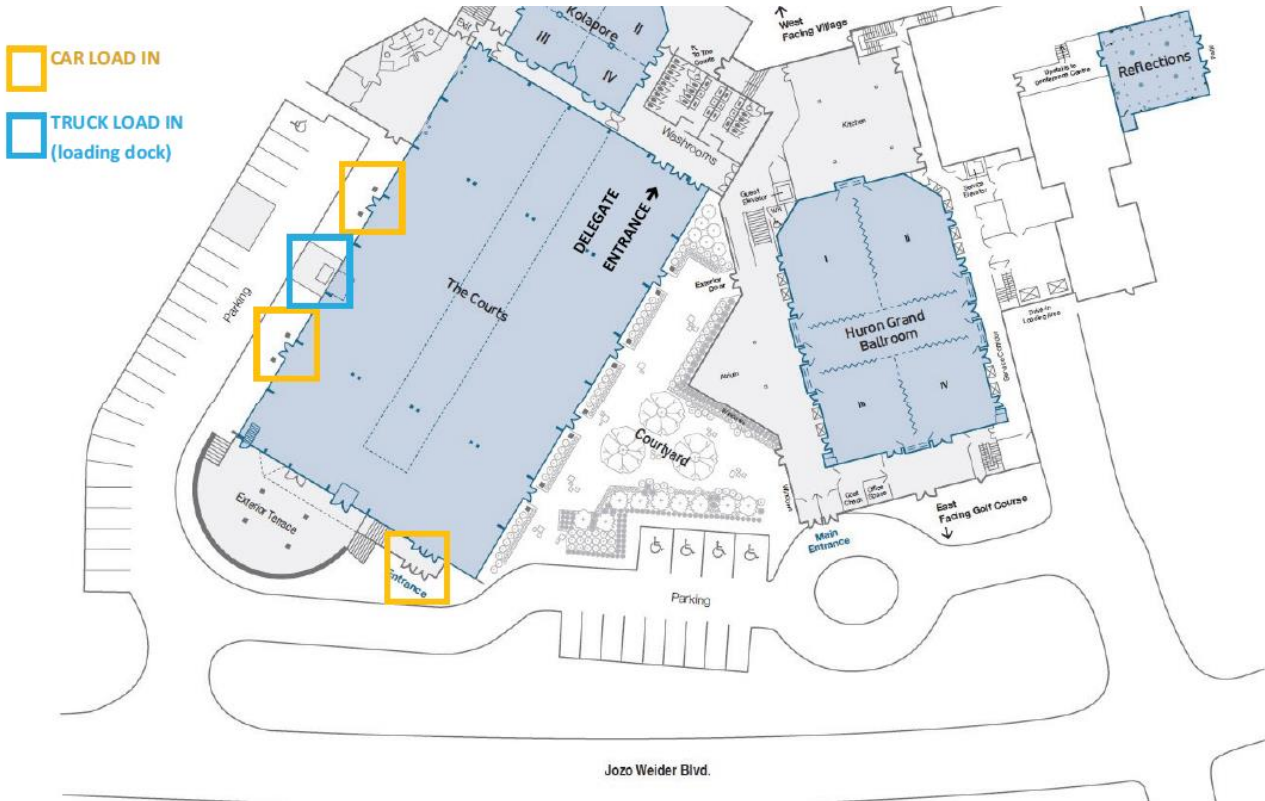
VILLAGE CONFERENCE CENTRE (242 Jozo Weider Blvd, Blue Mountains, ON, L9Y 3Z2)

TRAFFIC: For larger shows it is highly recommended to schedule your vendor load in & out to avoid traffic congestion.

PARKING: Please note the town does not allow vehicles to stop on Jozo Weider Blvd or along the driveways (only designated parking spaces). Parking tickets are administered by the Town of the Blue Mountains, not Blue Mountain Resort.

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Courts Load In (loading dock with dock leveler)

COURTS LOADING DOCK: This loading dock is located on a narrow driveway, and therefore a transport trailer **cannot** back up directly to the loading dock. This means that the truck must have its own method of getting the load to the ground (hydraulic tailgate or forklift ~ Blue Mountain does not have a forklift). Once the load is on the ground, Blue Mountain can assist with a pump truck to get the load onto the loading dock and into the Courts.

COURTS FLOORING: Flooring in The Courts is a hard, rubberized, pale grey tennis surface, and weight distribution for heavy objects can be a concern. If you have any heavy objects that have feet, the feet would need to be put on plywood or carpet to distribute the weight evenly, so as to not leave indents in the floor. When moving heavy objects, please be careful to not drag them, as they can tear the floor surface. Any damage to the floor will result in a charge to the party responsible.

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Trade Show & Event Shipping:



Tradeshaw & Event Shipping with Blue Mountain

Getting your items to and from your event here at Blue Mountain is crucial; whether it be booth items, promotional material or swag items for your delegates. We understand how important it is that you receive your items in a timely manner, which is why we have provided detailed information on how to ensure your items arrive on time and in the right place.

Storage

Storage is limited at the resort. Please ensure all shipments are set to arrive no sooner than **72 hours** prior to the start of the event. Likewise, items cannot be stored longer than **72 hours** past the completion of the event. If storage is required outside of this time frame, additional charges may apply.

Inbound Shipping

When shipping items to our resort, we require all meeting planners, presenters, exhibitors and delegates use the appropriate shipping template provided by their Conference Event Manager. One template must be completely and correctly filled out and affixed to each item being shipped to the resort (for example, 5 boxes require 5 shipping templates; one for each box). With over 10 different buildings on resort and numerous offices, if your items do not have the correct shipping template and information, they can end up at the incorrect building. When shipping items over the border, please ensure the proper billing information is included for any fees due at customs. Blue Mountain cannot be responsible for, or approve, any custom fees for your items.

Deliveries will be accepted from 8:30am – 4:30pm, Monday to Friday, and from 9:00am to 2:00pm on Saturdays. Deliveries will not be accepted after hours or on Sundays, unless previously arranged with the Conference Services department.

Outbound Shipping

All meeting planners, presenters, exhibitors and delegates are responsible for preparing any and all shipments for outbound shipping upon completion of the event. Our team is happy to assist in moving items from the meeting space to the appropriate loading dock; however, it is the group's responsibility to create, pack and prepare outbound shipments. Any items that are left behind that have not been properly packed and prepared will be disposed of at the discretion of the Banquet Supervisor within 30 days.

Each return box must have a waybill with the company's account number and return address, and boxes must be sealed and ready for shipment. Waybills can be found on your preferred courier company's website and can be printed in the business centre on-site if needed. We recommend, when possible, to print your return labels when you create your initial shipment sent here prior to your event. If you need to send your items to the United States or Overseas, please complete a commercial invoice to accompany your shipment, otherwise they will be held at Customs. Blue Mountain is not responsible for any custom fees for your items.

Frequently Asked Questions

Q: Is Blue Mountain equipped to receive a freight shipment (i.e. pallets/crates)?

A: Yes, we have loading docks at each conference centre, with lift gates, as well as pump trucks to assist in moving large shipments. Please note we do **not** have a forklift onsite.

Q: I'm shipping overseas/across the border, what information do I need?

A: There are specific documents required in order to ship your items through Canadian Customs; it is not the same process as shipping in-country. To ensure you have all the appropriate documents needed to ship your items across border/through customs, contact your shipper. They will have all the accurate information needed to successfully get your items across the border. Most shippers have this information & checklists on their websites as well.

Q: I have my boxes packed for my outbound shipment, but I've run out of packing supplies, what do I do?

A: Reach out to someone on our banquet or porter team and we will do our best to obtain these items for you. Please note, however, that we have limited items available and may not be able to accommodate large amounts if needed.

Q: My shipping labels are ready, but they need to be printed – can I do this onsite?

A: Yes, we have a business centre in both the Village Conference Centre and Inn Conference Centre that are available for printing purposes.

Tips for Successful Shipping

- Send return labels and packing supplies with your initial inbound shipment to the resort. This will ensure you are adequately prepared to pack and arrange your outbound shipment at the end of your event.
- Create a checklist for the items you are shipping in advance. When you are packing up at the end of a show, it can be a little overwhelming trying to remember everything that need to go back.
- Take time to label all of your belongings so that you don't have to waste any time searching come the day of the event. Adding your business card to each package will further ensure that your items arrive to the correct location and person onsite.
- When travelling internationally through customs, always have proper documentations, follow all of the necessary procedures, and remember to track all of your items regularly.
- Do not place new shipping labels on top of old ones. There is the risk of the new label peeling off and revealing the old label, and who knows where your items could end up. Always take off old labels completely so there's never a chance for confusion on where a box needs to go.

Should you have any questions about our shipping process, please do not hesitate to contact our Conference Services Coordinator at 705.445.0231, extension 51144.



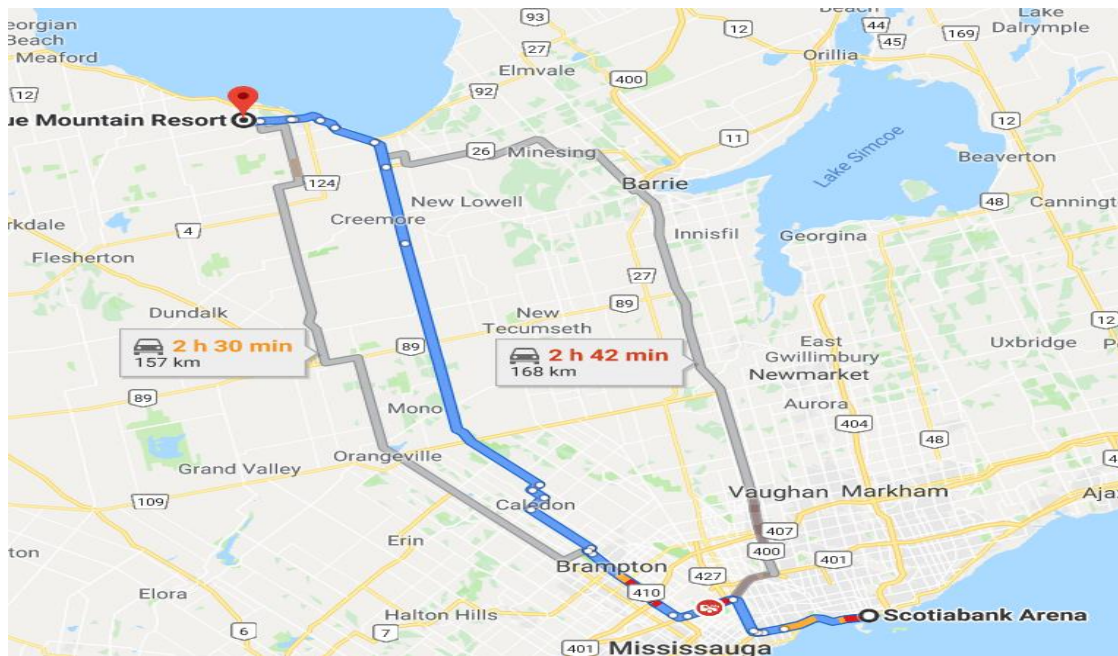
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Shipping Label:

All deliveries must be labeled, with the following information: name of the group/event, group/event contact, date of event, hotel contact and number of boxes. A shipping label has been provided for you [here](#).

DIRECTIONS TO BLUE MOUNTAIN RESORT FROM TORONTO



Address

The address for your GPS is 110 Jozo Weider Blvd., The Blue Mountains, ON, Canada L9Y 1C2

[Link to Google Maps Driving Directions](#)

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POST CONFERENCE

All Sponsors/Trade Show Participants involved in our Trade Show will be listed in our newsletter TLOMA Today and displayed on our website. Such listing will indicate your level of participation at the TLOMA Conference.

To further market your company to our membership, we would encourage your company to ensure you are listed in the [TLOMA Business Partner Directory](#) (included with Platinum, Gold and Silver), provide an educational editorial or advertise in our newsletter. Further details regarding our newsletter can be found at: [TLOMA Today](#). We encourage you to contribute thought leadership articles to our newsletter.

Following up with Conference Delegates after the Trade Show is a common practice of many Sponsors/Trade Show Participants. As a general rule, you can follow up to maximize your marketing efforts by connecting with the appropriate person for your goods and services. As an example, it would not be practical to call a Human Resources Manager if your business is computer hardware. If, however, you only have one business card contact for a firm, then you could simply call the contact and ask who you should speak to regarding your goods or services.

Review the benefits of your [Sponsorship](#) level and take advantage of [Additional Opportunities](#) after the Conference.

Thank you for joining us at the TLOMA 2019 Conference!

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TRADE SHOW CHECKLIST

In order for you not to miss any TLOMA deadlines, here is an easy checklist to follow!

	<p>Pay remaining balance if outstanding DEADLINE: on/before Thursday, August 15th, 2019</p>
	<p>Complete Trade Show Equipment & Name Badge Form DEADLINE: on/before Thursday, August 15th, 2019</p>
	<p>Book Accommodations DEADLINE: on/before September 5th, 2019</p>
	<p>Submit Certificate of Insurance deadline DEADLINE: on/before Thursday, August 15th, 2019</p>
	<p>Ship booth materials to Blue Mountain Resort Shipments not accepted prior to 72 hours before the start of the event.</p>

Have a Great Conference!!