



Trade Show Manual

THE WESTIN HOTEL

Thursday, October 12, 2023

12:00 PM TO 4:00 PM

Ottawa, Ontario

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PROGRAM

The Law Office Management Association (TLOMA) is delighted to have your company participate in the Trade Show at TLOMA's 2023 Conference at The Westin Hotel in Ottawa, Ontario.

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

Joe Mauro
Executive Director, TLOMA
Telephone: 416-410-1979 X3
Email: jmauro@tloma.com

Karen Gerhardt
Administrative Assistant, TLOMA
Telephone: 416-410-1979 X2
Email: kgerhardt@tloma.com

For Delegates, the Conference will begin on Wednesday, October 11th, and end on Saturday, October 14th, 2023. The [TLOMA 2023 Program-at-a-Glance](#) is published to the conference website.

Two Important Documents:

Once you have reviewed the manual, please complete and return the [Equipment & Name Badge Order Form](#) and your [Certificate of Insurance](#), to [TLOMA](#) by **Friday, August 25th, 2023** (see details on page 9).

Please review the [Business Partner 2023 Sponsorship Options](#) chart for a list of your exhibitor benefits.

Elite, Premium and Diamond Exhibitors:

The Trade Show will be held on Thursday, October 12, 2023, from 12:00 pm - 4:00 pm. Booth setup in the Confederation Ballroom – Level 4 at The Westin Hotel will start Thursday, October 12, from 7:00 am - 11:00 am. ***Your booth setup must be completed by 11:00 am. Tear down must be completed following the Trade Show on Thursday, October 12th, between 4:00 pm – 6:00 pm.***

- Breakfast for all exhibitors will be available in Provincial Ballroom – Level 4 on Thursday, October 12 & 13, from 7:30 am – 8:30 am. ***Please wear your name badge.***
- A *Business Partner Information Session* will be held on Thursday, October 12th, from 10:45 am - 11:00 am in the Confederation Ballroom – Level 4. At least one representative from your company must attend this session.
- A *Business Partner Luncheon* will be held after the Information Session between 11:15 am - 12:00 pm in the Provincial Ballroom – Level 4.

Wednesday Welcome Dinner & Networking:

No additional tickets are permitted for this function above the allocated amount listed for each exhibitor level in the Prospectus and Equipment and Name Badge form.

Thursday Delegate/Business Partner Dinner:

The *Delegate/Business Partner Reception/Dinner* will be held on Thursday, October 12, 2023, from 6:00 pm - 10:00 pm at The Canadian Museum of History - Main Hall. All registered Business Partners and Delegates are invited to attend. This will be a unique opportunity for Business Partners to engage with Delegates in a more relaxed and informal setting. For each additional person(s) beyond the allowances listed, please remit to [TLOMA](#) a fee of \$164.50 plus HST (\$185.88).

Fee includes entry to the Reception/Dinner and Entertainment and two drink tickets.

Limit: No limit on additional tickets purchased.

ACCOMMODATIONS

TLOMA has reserved a block of rooms* which will be available to Business Partners requiring overnight accommodation for Wednesday and/or Thursday evening.

*Click the on-line [Booking Registration](#) to book your hotel reservation at The Westin Hotel. Enter the desired check in and check out date. Enter Group Code **VENDORS (TLOMA) Oct2023** and click “**check availability**” to receive the contracted conference rates and availability or call **1-888-236-2427** should you experience any difficulties making your reservations online.*

*The cutoff date to make your reservation online is **September 11, 2023**.*

*Note: All arrangements made with The Westin Hotel are between the Business Partner and the 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.

SCHEDULE OF EVENTS (All Exhibitors)

Activity	Day/Time	Location
Welcome Networking Event – Reception, Welcome Dinner & Networking	Wednesday, October 11, 7:00 pm – 10:00 pm	Chateau Lafayette “The Laffe” 42 York St, Ottawa, ON
Set up for Exhibitors	Thursday October 12 7:00 am – 11:00 am	Confederation Ballroom – Level 4
Breakfast	Thursday, October 12, 7:30 am – 8:30 am	Provincial Ballroom – Level 4
Business Partner Information Session	Thursday, October 12 10:45 am – 11:00 am	Confederation Ballroom – Level 4
Business Partner Lunch	Thursday, October 12, 11:15 am – 12:15 pm	Confederation Ballroom – Level 4
Trade Show	Thursday, October 12, 12:30 pm – 4:30 pm	Confederation Ballroom – Level 4
Booth Teardown	Thursday, October 12 4:30 pm – 6:00 pm	Confederation Ballroom – Level 4
Delegate/Business Partner Reception, Dinner	Thursday, October 12 6:00 pm – 10:00 pm	The Canadian Museum of History - Main Hall 100 Laurier St, Gatineau, Quebec

First Time VISITOR PASS

If you are a new Business Partner to TLOMA or have never participated in a TLOMA Trade Show and have questions about the Trade Show, this pass is for you. You can walk the Trade Show and speak to other Business Partners about the value they gain from being a TLOMA Business Partner. A maximum of two visitor passes are available to each company at the cost of \$1000.00 + HST per person. If you know of a company that could benefit from this opportunity, please [click here](#).

First Time Business Partner Visitors are not eligible to participate in the Passport Prize Draw.

ATTENDEE BADGES

All Business Partners attending the TLOMA 2023 Conference & Trade Show must wear their name badge at **all TLOMA events** for which they are registered. 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 13th, 2023. For substitutions requested after September 13th, an administration fee of \$25.00 plus HST per badge will be applied.

Badges included are as follows:

	ELITE	PREMIUM	DIAMOND
Trade Show Badges	8	4	2
Wednesday Reception & Networking Event/Dinner	8	4	2
Thursday Delegate Business Partner Networking Reception & Dinner	8	4	2

Additional Attendees:

Trade show:

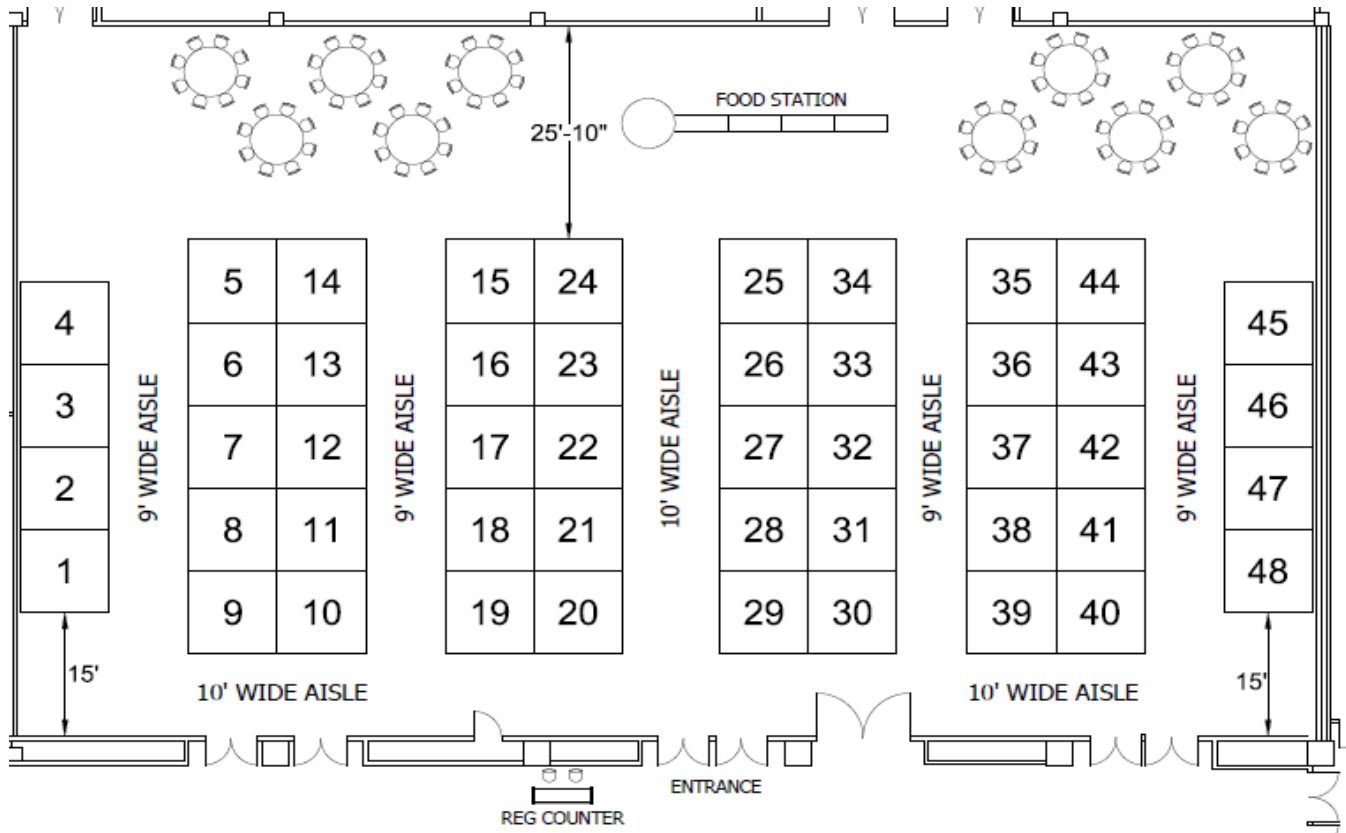
For each additional person beyond the allowances listed above, please remit to [TLOMA](#) a fee of \$150.00 plus HST (\$158.20).

The fee includes Thursday breakfast in Provincial Ballroom – Level 4 and Thursday lunch in the Confederation Ballroom – Level 4, non-alcoholic beverages, two breaks and attendance at the Trade Show.

Limit: Two additional attendees per booth.

TRADE SHOW FLOOR PLAN

CONFEDERATION BALLROOM – LEVEL 4



WHAT'S INCLUDED?

All exhibitors will receive: (1) 6' table, (2) chairs and complimentary Wi-Fi access. **NOTE:** Electrical is provided through the hotel AV supplier.

Elite level Exhibitors will also receive; a second 6' table and 2 additional chairs.

The Trade Show is carpeted.

Set up for Exhibitors	Thursday, October 12 from 7:00 am to 11:00 am
Business Partner Check-in	<p>If you are attending the Wednesday Reception & Networking Event on Wednesday, October 11th, please check-in at the Conference Registration Desk at the Escalator Foyer – Level 4 between 4:00 pm and 6:00 pm.</p> <p>If you arrive on Thursday morning, October 12th, Business Partner Registration opens at 7:30 am on Thursday, October 12th, outside the Confederation Ballroom – Level 4. See floor plan for location.</p>
Teardown	Thursday, October 12th from 4:00 pm to 6:00 pm

BOOTH POLICY

Your exhibit space must be contained within the booth boundaries. For safety reasons, nothing will be allowed to protrude into the aisle space; radio, television, motion picture or audio/visual aids will be operated in such a manner and placed as to provide no inconvenience to other Business Partner exhibitors. Sound must be limited to a level that reaches the immediate vicinity of the booth area only. 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 exhibitor 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.

INSURANCE REQUIREMENTS

For the Conference, all Business Partners must provide a [Certificate of Insurance](#), no later than **Friday, August 25th, 2023** to [TLOMA](#).

The Certificate holder must be written as follows on the Certificate of Insurance:

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

You must have your own commercial general liability insurance, including property damage, personal and bodily injury liability with a minimum coverage of \$2 million in place for the Conference and The Law Office Management Association (TLOMA) **must** be added 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 may already have in place will cover you during the TLOMA 2023 Conference & Trade Show dated October 11th – 14th. Your insurer might refer to it as 'Booth Insurance'. If you are unable to provide your Certificate of Insurance, you will not be permitted to set up your booth at the Conference. Please note that registration fees are non-refundable. Click [HERE](#) for an example of a complete Certificate of Insurance.

LOCATION OF TRADE SHOW & SPACE ALLOCATION

The Trade Show is held in the Confederation Ballroom – Level 4. 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, Elite and Premium exhibitors can indicate their preference for booth location. A copy of the floor plan will be sent to all exhibitors requesting their booth preference. Once the Elite and Premium exhibitors confirm their booth location choices, the Diamond booth preferences, while not guaranteed, the Conference Committee will do their best to accommodate their requests. The floor plan will be published to the Conference website.

TLOMA reserves the right to determine final booth allocation for all participants.

SUB-LEASING

The Trade Show booths that have been assigned and confirmed are non-transferable. Business Partner exhibitors may not sublet space, or any part thereof, nor offer the allocated space for sale without the knowledge and written consent of TLOMA. You can show only goods manufactured or dealt with by your company in the regular course of business. A Business Partner who has not been assigned exhibit space will not be permitted to attend the Trade Show or permitted to solicit business or promote their organization outside of the Trade Show area.

CANCELLATION OF SPACE

If you cancel your Trade Show space up to and including Friday, August 25th, TLOMA will refund monies paid, less the 25% deposit. No refunds will be made for cancellations received after Friday, August 25th, 2023.

DEFAULT OF OCCUPANCY

Any Business Partner exhibitor failing to occupy the contracted booth space is not relieved of the obligation to pay full rent on such booth space. If the booth space is not occupied by 11:00 am on Thursday, October 12, 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 Partner exhibitors, any promotional gifts you provide for our Delegates during the Trade Show should be available to all 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 or misconceptions. We recommend that you reserve 'client only' oriented gifts for 'client only' events. Thank you for your understanding and cooperation.

PASSPORT PRIZE DRAW

The *Passport Prize Draw* will take place **during the Delegate/Business Partner Reception & Dinner throughout the evening beginning around 7:30 pm. Business Partners who have a prize draw may bring their gifts to the Museum of History or present a gift voucher to the delegate who may pick up their prize when they return to their office.**

TLOMA recognizes the importance of your support towards 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 collect brochures and business cards for

themselves or for the appropriate person in their office.

If your company chooses to participate by providing a prize for the Passport Prize Draw, the prize may be displayed at your booth during the Trade Show.

- Prize draws are NOT permitted at your booth during the Trade Show.
- Prizes should not be for services provided by the Business Partner if it requires the delegate/firm to sign an agreement with the Business Partner or involves an implementation process.
- 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 Delegates to further your marketing endeavors.

Delegates who complete their digital passport will have their name entered in the prize draw. Once a name is drawn for a prize, it cannot be redrawn.

CONFERENCE PASSPORT APP

This year TLOMA will be using a digital platform for the Conference Passport App called **‘Whova’**. As an Exhibitor, you will be provided with a QR code so you may track delegates who visit your booth. The App accumulates all the eligible names and provides you with conference leads. Written and video instructions will be sent to you prior to the beginning of the conference so you may explore the App and become comfortable using it.

Delegates will earn stamps each time you use ‘Lead Retrieval’ to scan their QR code. Delegates will see all the Exhibitor information including your sponsorship level, contact names and any pdf documents you upload to your booth.

PHOTO POLICY/MEDIA RELEASE

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 can use your likeness without remuneration.

You are not permitted to publish any pictures taken at the Conference on any social media sites unless you obtain approval from TLOMA and all subjects in the photos.

Please be aware that any pictures taken of our speakers during their presentation must be approved by the responsible party to ensure no legal issues arise.

WHO'S ATTENDING DELEGATE LIST

A *Who's Attending Delegate* list will be published on the Conference Website and a password will be forwarded to all Business Partner exhibitors and Delegates prior to the conference. The directory will include company name, contact person, job title, phone number and email address (providing TLOMA has received the delegates' permission).

Note: The *Who's Attending Delegate List* is copyrighted and confidential, to be used only by 2023 Business Partner exhibitors. Sharing or distribution of the *Who's Attending Delegate* List with any other third party or other Business Partner is **strictly prohibited**.

CONTACTING DELEGATES

Closer to the Conference and immediately following Conference, our delegates are very busy preparing to leave their busy positions or catch up from being away for 4 days.

Following up with Conference Delegates after the Trade Show is a way to maximize your marketing efforts by connecting with the appropriate person for your goods and services.

If you wish to contact them, please be cognizant of their ability to respond to you. As a Business Partner exhibitor who 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.

SHIPPING INSTRUCTIONS

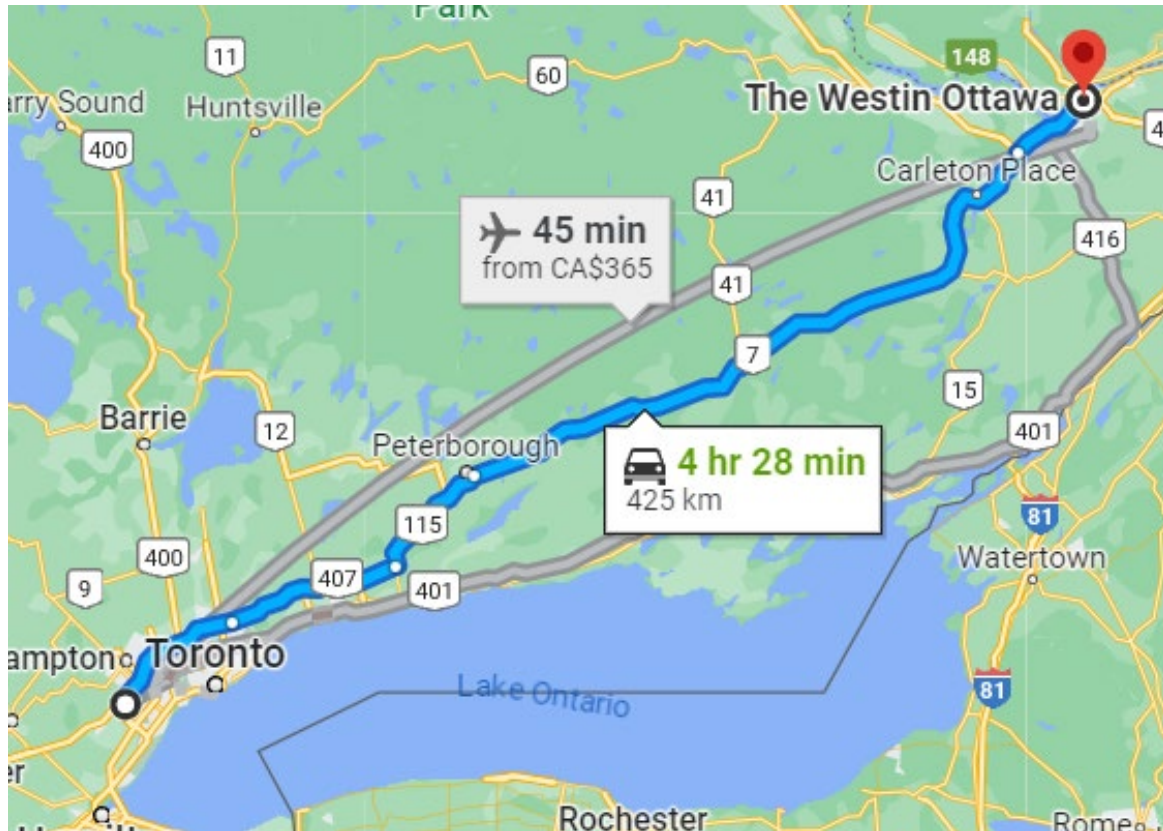
Please review the [package handling fees](#) and complete the [shipping label](#) if required and forward to The Westin Hotel as indicated.

To ensure everything stays organized, we ask that all package labels include the following:

- Event name (TLOMA)
- Booth name and number
- Contact name
- Contact number

A storage area has been reserved by TLOMA at the Westin should you need to send your conference package to the hotel. All packages, parcels, crates, and equipment cannot be received by the Hotel more than **48** hours prior to the start of the conference.

DIRECTIONS TO THE WESTIN HOTEL FROM TORONTO



Address

The address for your GPS is CF Rideau Centre, 11 Colonel By Dr, Ottawa, ON K1N 9H4.

[Driving Directions](#)

POST CONFERENCE

All Business Partner exhibitors involved in our Trade Show will be listed in our newsletter TLOMAToday and displayed on our website. Your listing will indicate your level of sponsorship at the TLOMA Conference & Trade Show.

To further market your company to our membership, we would encourage your company to be listed in the [Business Partner Directory](#). We also encourage you to provide an educational editorial article or advertise in our newsletter. Further details regarding our newsletter can be found at: [TLOMAToday](#).

TRADE SHOW CHECKLIST

	Pay remaining balance if outstanding DEADLINE: no later than Thursday, August 17 th , 2023
	Complete Trade show Equipment & Name Badge Form DEADLINE: no later than Thursday, August 17 th , 2023
	Submit Certificate of Insurance deadline DEADLINE: no later than Friday, August 25 th , 2023
	Book Hotel Accommodations DEADLINE: no later than Monday, September 11, 2023
	Shipping Label - booth materials to The Westin Hotel All packages, parcels, crates, and equipment cannot be received by the Hotel more than 48 hours prior to the start the conference.

Thank you for joining us at the TLOMA 2023 Conference & Trade Show!