

TLOMA 2018
CONFERENCE
& **TRADE SHOW**

SEP 26TH – 29TH, 2018

WHITE OAKS RESORT

NIAGARA-ON-THE-LAKE

30
YEARS

www.tloma.com



Trade Show Manual

EXHIBIT HALL
WHITE OAKS RESORT

Thursday, September 27, 2018

12:00 PM TO 4:00 PM

Niagara-on-the-Lake, 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) 2018 Conference at White Oaks Resort in Niagara-on-the-Lake, 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:

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Director of Administration, TLOMA
Telephone: 416-410-1979 X1
Email: lbarrington@tloma.com

David Drover
Intuitive Conferences + Events
Telephone: (519) 957-2413
Email: ddrover@intuitivece.com

For the Delegates, the Conference will begin on Wednesday, September 26th and end on Saturday, September 29th, 2018. The complete Delegate schedule is posted at [TLOMA 2018 Program-at-a-Glance](#).

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 16th, 2018**. The second important document is your Proof of Insurance, which also needs to be sent to TLOMA by **Thursday, August 16th, 2018** (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 2018 Sponsorship Summary Chart](#) for a full listing of your benefits.

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

The **Trade Show** will be held on Thursday, September 27th, 2018 from 12:00pm to 4:00pm. Booth setup in the Exhibit Hall at White Oaks Resort will start Wednesday, September 26th from 5:00pm to 10:00pm, and will continue on Thursday, September 27th, from 7:00am to 10:00am. **We request that your booth setup be completed by 10:00am.**

Breakfast (included for Trade Show attendees) will be available in Sun Hill Dining Room on Thursday, September 27th, 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 27th from 10:30am to 11:00am in the Marketplace, Exhibit Hall. 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 Marketplace.

The **Passport Prize Draw** will take place following the Trade Show from 4:00pm to 4:45pm in the Marketplace. 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 / Dinner and Entertainment** will be held on Thursday, September 27th from 6:30pm to 10:00 pm in the Grand Event AB. 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 and celebrate the 30th Anniversary of the TLOMA Conference.

For those that wish to continue networking, Play Lounge at White Oaks Resort is open all evening until 1:00am (based on occupancy).

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 - [White Oaks Resort Hotel Accommodations](#)

Reduced room rates are available until Friday, September 7th, 2018. Availability is on a first come, first serve basis, so book early and save!

***Note: All arrangements made with White Oaks 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.**

SCHEDULE OF EVENTS (All Sponsors and Trade Show Participants)

Activity	Day/Time	Location
Set up for Trade Show	Wednesday, September 26 5:00pm – 10:00pm	Exhibit Hall
Set up for Trade Show (cont.)	Thursday, September 27 7:00am – 10:00am	Exhibit Hall
Breakfast	Thursday, September 27 7:00am – 9:00am	Sun Hill Dining Room
Opening Keynote Speaker: Doug Keeley	Thursday, September 27 8:45am – 10:15am	Grand Event AB
Business Partner information session with TLOMA Rep	Thursday, September 27 10:30am – 11:00am	Marketplace, Exhibit Hall
Business Partner Lunch	Thursday, September 27 11:00am – 12:00pm	Marketplace, Exhibit Hall
Trade Show	Thursday, September 27 12:00pm – 4:00pm	Exhibit Hall
Passport Prize Draw	Thursday, September 27 4:00pm – 4:45pm	Marketplace, Exhibit Hall
Booth Teardown	Thursday, September 27 4:45pm – 6:00pm	Exhibit Hall
Delegate/Business Partner Networking Reception	Thursday, September 27 6:30pm – 7:00pm	Garden View Foyer
Delegate/Business Partner Dinner and Entertainment	Thursday, September 27 7:00pm – 10:00pm	Grand Event AB
Closing Keynote Speaker: Bob Presner & Lola Rasminsky	Saturday, September 29 9:30am – 11:00am	Grand Event AB

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](#).

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 the Sun Hill Dining Room 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 12th, 2018. For substitutions requested after Wednesday, September 12th, 2018, 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	0
Thursday Opening Keynote – Doug Keeley	4 keys + 2	4	2	0
Thursday Delegate/Business Partner Networking Reception and Dinner	4 keys + 2	4	2	1
Saturday Closing Keynote – Bob Presner & Lola Rasminsky	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 \$140.00 plus HST (\$158.20). **Fee includes:** Thursday breakfast in Sun Hill Dining Room, Thursday lunch in the Marketplace, non-alcoholic beverages, two breaks and attendance at the Trade Show.

Limit: Two additional attendees per booth.

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 \$50.00 plus HST (\$56.50). Fee includes: Entry into one Keynote session.

Limit: No limit on additional tickets purchased.

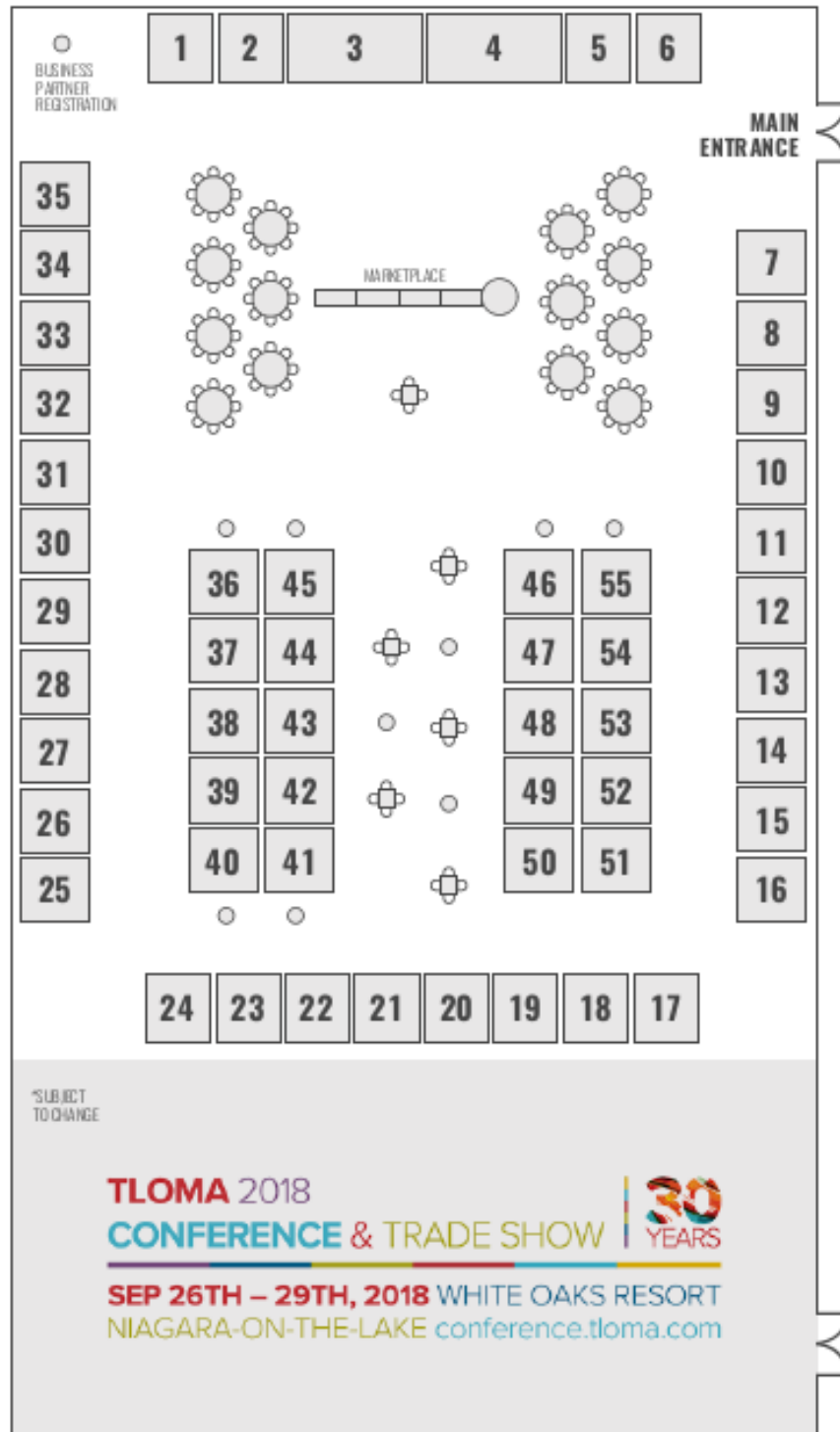
Wednesday Welcome Networking Event /Dinner:

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 \$150.00 plus HST (\$169.50). **Fee includes:** Entry to the Reception/Dinner and Entertainment and two drink tickets. **Limit:** No limit on additional tickets purchased.

TRADE SHOW FLOOR PLAN



WHAT'S INCLUDED?

Booth Size	10' deep x 10' wide
Each booth includes	One 6' draped table Two chairs Wireless Internet access Dedicated 15-amp power circuit
Load In Times	Wednesday, September 26th from 5:00pm to 10:00pm Thursday, September 27th from 7:00am to 10:00am
Business Partner Check-in	If you are attending the Wednesday Welcome Networking Event on Wednesday, September 26 th , please check-in at the Business Partner Registration Desk in the Lower Concourse between 4:00pm and 6:00pm. Business Partner Registration is from 7:00am on Thursday, September 27 th at the Business Partner Registration desk located in the Idea Loft at the entrance to the Exhibit Hall. See floor plan for locations.
Load Out Times	Thursday, September 27th 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 participants. 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.

INSURANCE REQUIREMENTS

For the Conference, all participants must provide to TLOMA a Certificate of Insurance, on or before Thursday, August 16, 2018.

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 2018 Conference & Trade Show dated September 26th – 29th, 2018. Your insurer might refer to it as 'Booth Insurance'. If you are unable to provide Certificate of Insurance, there is a possibility that you may 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 Exhibit Hall, White Oaks 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 organization outside the Trade Show area.

CANCELLATION OF SPACE

If you cancel your Trade Show space up to and including Friday, August 17th, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after Friday, August 17th, 2018.

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 27th, 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 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 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.

You are not permitted to post any pictures taken at the Conference on any social media sites unless approved by 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 issue will arise.

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 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 2018 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 busy 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.

TRADE SHOW LOAD IN/LOAD OUT PROCEDURES

Shipping Instructions:

White Oaks Resort will receive goods no earlier than Monday, September 24th, 2018. Please notify White Oaks Resort of size of shipment and date expected. All shipments to be labeled with the completed form located on page 15.

Goods shipped earlier than Monday September 24th are subject to storage and handling fees based on size of shipment. **Handling fees include:** storage of your shipment upon arrival, storage of crates, boxes, packing materials during the Trade Show, return of these materials at time of teardown. [Approximate cost for drayage for 8x10 booth \$125+HST, skid \$250+HST.] All set up of equipment & display materials is the responsibility of the Business Partner.

NOTE: If shipping from outside Canada, Business Partners MUST note on your customs/carrier/courier paperwork "FREE DOMICILE" - this can be found under the billing options. White Oaks Resort will not accept billing for duty & taxes - please ensure your paperwork is filled out correctly. Proper paperwork must also accompany outbound shipments. Please consult your Broker with any questions.

If you would like to verify the arrival of your shipment, please contact Shipping & Receiving directly (Dave Best) at 800-263-5766 ext. 5228 or dbest@whiteoaksresort.com.

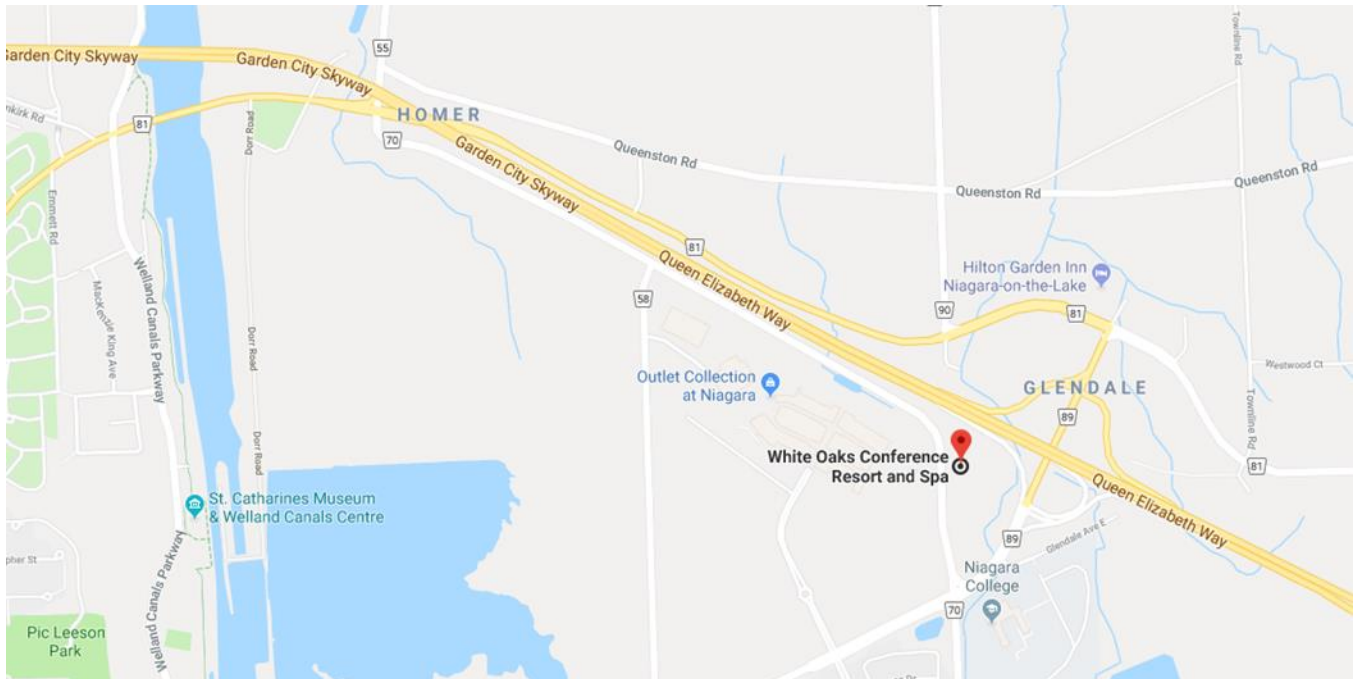
Assistance with return shipping can be made by contacting Heather Scerbo at 1-800-263-5766 ext. 5765 or xeroxcentre@whiteoaksresort.com. Heather will personally visit each exhibitor to confirm shipping out arrangements while you are on site; please have shipping company and account numbers available. For goods shipped internationally, we strongly recommend using a customs broker to ensure your goods arrive on time.

Please recommend to your carrier that trucks should be a maximum length of 41' and should be equipped with a tailgate lift. If you require storage after the show until your carrier can pick up your goods, arrangements must be made in advance and are subject to storage fees.

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 WHITE OAKS RESORT FROM TORONTO



Address

The address for your GPS is 253 Taylor Rd, Niagara-on-the-Lake, ON, L0S 1J0

[Link to Google Maps Driving Directions](#)

During load in and set up, please have any equipment brought around the back of the building of White Oaks Resort Receiving Area. You will see a large garage door to the right which will be the Load In for the Exhibit Hall. When entering the resort, please take the 3rd Driveway (near Club portion). This driveway will take you to the back of the resort and directly to your load in area. Please note that the load in area is ground level (No Loading Dock). – [White Oaks Meeting Space Map](#).

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](#).

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 2018 Conference!



RUSH DO NOT DELAY

Must Deliver By: _____

SHIP TO:

White Oaks Conference Resort

Attention: Matt Lyon

Conference Planner

253 Taylor Road, SS4

Niagara-on-the-Lake, ON L0S 1J0

Canada

Conference Name: _____

Booth #: _____

Exhibiting Company Name: _____

Name of Sender: _____

Contact number for Sender: _____

Piece No. _____ of _____

RUSH DO NOT DELAY

Must Deliver By: _____

SHIP TO:

White Oaks Conference Resort

Attention: Matt Lyon

Conference Planner

253 Taylor Road, SS4

Niagara-on-the-Lake, ON L0S 1J0

Canada

Conference Name: _____

Booth #: _____

Exhibiting Company Name: _____

Name of Sender: _____

Contact number for Sender: _____

Piece No. _____ of _____

TRADE SHOW CHECKLIST

So, you do not miss any TLOMA deadlines, here is an easy checklist to follow!

	<p>Pay remaining balance if outstanding DEADLINE: on/before Thursday, August 16th, 2018</p>
	<p>Complete Trade Show Equipment & Name Badge Form DEADLINE: on/before Thursday, August 16th, 2018</p>
	<p>Book Accommodations DEADLINE: on/before Friday, September 7th, 2018</p>
	<p>Submit Certificate of Insurance deadline DEADLINE: on/before Thursday, August 16th, 2018</p>
	<p>Ship booth materials to White Oaks Resort Shipments not accepted prior to Monday, September 24th, 2018</p>

Have a Great Conference!!