

Background Information

About APCO Canada

The Association of Public-Safety Communications Officials Canada (APCO Canada) is a voluntary, not-for-profit association dedicated to the enhancement of public-safety communications. As an organization, APCO represents the professionals who supply, install and operate Emergency Communications Systems across Canada, acting as the voice for its membership and an advocate for their critical role in keeping the public safe.

APCO derives its membership from various public-safety organizations including 9-1-1, fire and emergency medical services, emergency management, disaster planning, and federal search and rescue personnel. Through the provision of call-taking and dispatching services to those in need, APCO Canada members strive to ensure that the safety of human life, the protection of property and public welfare are the top priority.

With over 500 members across the country, APCO Canada has established a valued presence in the industry as the voice of front-line professionals to their agencies, government, and to the public. In addition to playing a vital advocacy role for the industry, APCO Canada offers its members a number of valuable services, including education, training, professional recognition, career resources, industry relations and representation of member interests in government and partner organizations.

APCO Canada 2018 Conference & Tradeshow

Since its inaugural “regional” Canadian conference in 1988, APCO Canada has delivered an annual flagship event focused on providing its membership with valuable education, networking and learning opportunities to enhance their profession. With significant emphasis placed on professional development and growth, the annual APCO Canada Conference offers a unique forum for public-safety communication officials to take in relevant and often leading-edge education to support advanced knowledge and performance in their roles.

The opportunity to network at the event fosters many intangible benefits including problem-solving, perspective building, empathy, shared learning, and best practices. Since inception, the format of the event has grown throughout the years to now include a full tradeshow, an Annual Awards Gala, Annual General Meeting, a sophisticated sponsorship program, and three full days of industry-leading educational and networking opportunities.

For more information, please visit www.APCOCanadaConference.com.

Event Location

November 5-8, 2018

Le Centre Sheraton Montreal

1201 Boulevard Rene-Levesque West

Montreal, QC H3B 2L7

<http://www.sheratoncentremontreal.com>

Exhibitor Booth Details

Exhibit Booth Costing

1 - 10'x10' Booth	\$2600.00
Additional Booths	\$2400.00

Exhibitor Hours

During the following hours, your booth is expected to be staffed and representatives must be prepared to greet attendees and answer questions.

- **Monday, November 5**
 - **9:00 AM – 5:00 PM** Move-in and Exhibitor Setup
*If you require additional setup time, please contact Devon at conference@apco.ca.
- **Tuesday, November 6**
 - **7:00 AM – 9:30 AM** Exhibitor Final Preparation
 - **10:00 AM – 1:00 PM** Tradeshow Open
- **Wednesday, November 7**
 - **10:00 AM – 1:00 PM** Tradeshow Open
 - **1:00 PM – 6:00 PM** Exhibitor Tear Down

Exhibitor Booth Materials

Your booth will be provided with the following:

- 10' x 10' tradeshow-style space with 8' high back wall drapery and 3' high sidewall drapery
- Ceiling Height of Exhibition Hall = 22' 3" High

Once your booth location is confirmed you will be provided with an exhibitor kit inclusive of all show service, audio visual and move in/ move out information.

Exhibitor Minimum Standards

In order to maintain a level of professionalism and consistency among tradeshow exhibitors, APCO Canada requires that all booths meet the following criteria:

- Exhibitors are expected to have their booths manned at all times that the showcase is open
- No removal or dismantling of exhibits is permitted before 1:00 PM on November 7, 2018

Ticket & Event Details

Your exhibitor booth includes the following passes:

- 2 exhibitor passes per 10' x 10' booth (all exhibitor staff **MUST** be registered)
- Complimentary code to provide your clients with tradeshow access (see page 8)

These passes give your exhibitor staff and guests access to the tradeshow and lunch on the tradeshow floor on Tuesday and Wednesday, but do not provide access to sessions, the awards gala or social events.

When you register your booth, you will be provided with an exhibitor registration code. If you cannot locate your exhibitor staff registration code, please contact us at conference@apco.ca.

Welcome Reception

We encourage all exhibitors to attend the Welcome Reception on **Monday, November 5 at 6:30 PM** at the Bier Markt Montréal located across the street from the hotel!

Additional passes to the conference, gala, and social events can be purchased [here](#).

Accommodation Details

APCO Canada has negotiated special rates for the APCO Canada 2018 Conference & Tradeshow at the host hotel, Le Centre Sheraton Hotel Montreal.

Rates are as follows:

- Traditional Guestroom - \$185.00

To guarantee these rates and room availability, you must **book before 4:00 PM EST on Thursday, October 4, 2018**. To book your hotel room at the Conference hotel, [click here](#) or call (514) 878-2000 and identify yourself as part of APCO Canada using the group. If you wish to extend your stay, rates are offered 3 days prior and post room block subject to availability at time of booking.

Important Contact Information

Event Coordinator

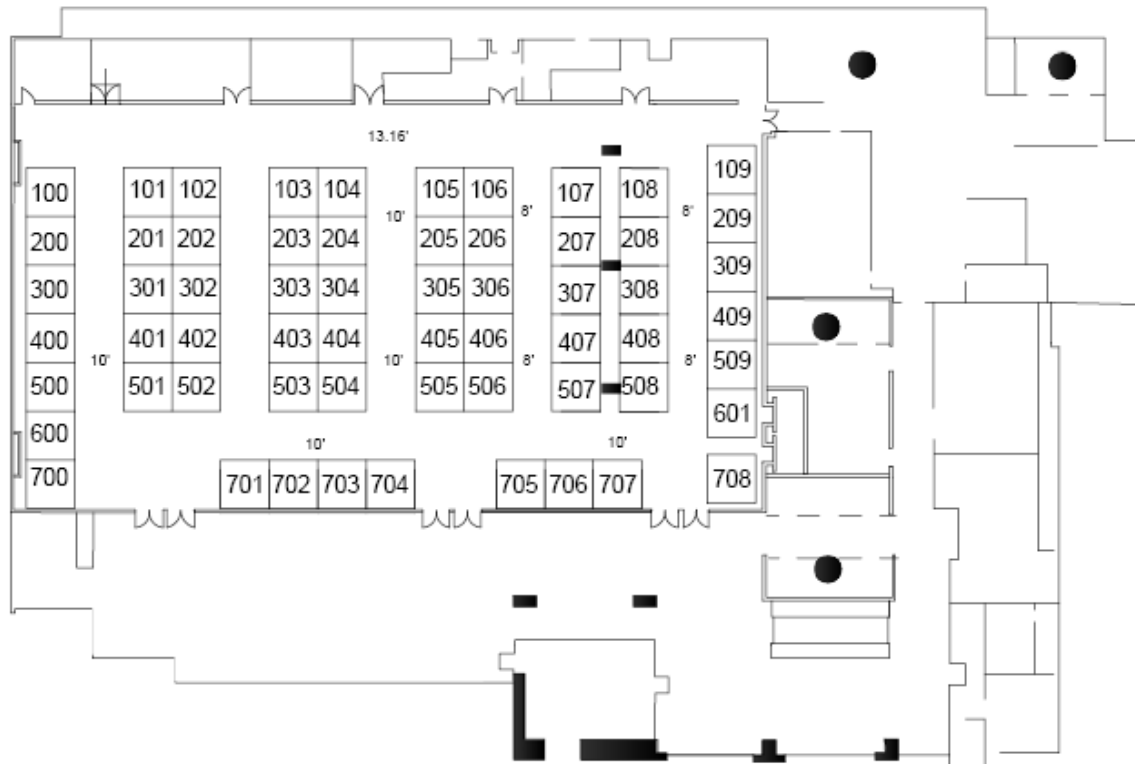
If you have questions regarding this information package, your exhibitor registration activities you are planning at your booth, or need assistance creating materials or generating ideas for booth activities, contact:

Devon Douglas conference@apco.ca Toll Free: 1-877-952-5507

Floor Plan & Exhibitor Listing

Tradeshow Floor Plan

Le Sheraton Montreal, Salle De Ball



**Subject to booth availability.*

Exhibitor Listing

Update Coming Soon!

Conference Promotion

Conference Logo and Ads to Help Us Promote the Conference

As an exhibitor of the APCO Canada 2018 Conference & Tradeshow, you are entitled to use the event name and logo on your promotional materials. This is a great opportunity to let others know you are a proud supporter of the APCO Canada 2017 Conference & Tradeshow and to help spread the word and get more people out to the event (which increases the exposure and value of your sponsorship).

Please [click here](#) to access the APCO Canada and Conference logos.

These graphics can be included in your emails, websites and other marketing materials. If you have any questions about these materials, please contact Devon Douglas at conference@apco.ca.

Sample Content for Your Client / Partner Newsletter

Join Us at the APCO Canada 2018 Conference & Tradeshow!

The APCO Canada 2018 Conference & Tradeshow will be held November 5-8, 2018 at Le Centre Sheraton Hotel in Montreal, Quebec.

Your company name is proud to be participating in the Tradeshow and as part of our participation, we can offer our clients, partners, and friends' complimentary access to the tradeshow!

To take advantage of this offer, click on the following custom registration link:

Registration Link: <http://apcocanadaconference.com>

When prompted for the promotional code, please enter: **6**

2018 marks the 30th anniversary of the event, and will be approached with the same level of professionalism in planning, marketing and executing the Conference & Tradeshow that has defined it since its inauguration. Participants will be welcomed to beautiful Montreal, Quebec to take in the three-day event on November 5 – 8, 2018 that includes a full tradeshow, an Annual Awards Gala, Annual General Meeting, and three full days of industry-leading educational and networking opportunities.

The conference and tradeshow is expected to SELL OUT again, so register early to secure a spot and book your sessions before they fill up. Be sure to invite your colleagues to join you!

To learn more, visit the conference website at www.apcocanadaconference.com. While there, make sure you sign up for the conference's e-Newsletter to stay posted on event developments.

**Complimentary Trade Show Pass does not include lunch. Lunch may be purchased in advance.*

Increase Your Exposure

As an exhibitor of the APCO Canada 2018 Conference & Tradeshow, there are a number of additional marketing and communication channels that you can utilize to increase your exposure at the event:

- **Website Profile:** Information about each exhibitor will be added to the APCO Canada website. Please submit a 30-50 word profile, a logo and website URL for your organization to conference@apco.ca by **September 1, 2018**.
- **Conference Program:** All sponsors receive an advertisement in the printed conference program. Exhibitors can purchase a quarter page advertisement in the program guide for \$250.00. If you would like purchase an advertisement in the program, please notify Alex at conference@apco.ca by **September 14, 2018**.
- **Delegate Bag:** Placing an item in the delegate bag is a benefit for sponsors however exhibitors can choose to place an item in the bag for \$500 plus GST. Your request to have an item in the delegate bag must be sent to conference@apco.ca by **October 1, 2018**.

Definitions: As used herein, "APCO" and "APCO Canada" shall mean The Association of Public-Safety Communications Officials and its officers, committees, agents, employees, members, volunteers and independent contractors or any one or more of them, and "Exhibitor" shall mean the company participating in the Exhibition and its officers, employees, representatives and agents or any one or more of them.

Exhibitor Application/Contract: The Exhibitor Contract (Application), including Rules and Regulations, when executed by Exhibitor shall, upon acceptance by APCO Canada Conference Committee, constitute a valid & binding contract allowing exhibit space in the APCO Canada Conference & Tradeshow, November 5 - 8, 2018, at Le Centre Sheraton Hotel in Montreal, Quebec.

Assignment: This agreement shall not be assigned or transferred by the Exhibitor. It binds the Exhibitor, its directors, officers, employees, agents, volunteers, representatives and its successors, if any, as well as any affiliated companies and their representatives.

Attendees: APCO Canada does not make any guarantees regarding the demographics or number of attendees.

Audio Use: Utilization of audio will be allowed if audible only within a two-foot perimeter. The units must fit on the tables provided. Exhibitor acknowledges and agrees that it shall be solely responsible for obtaining any licenses, permits, etc. which may be required to broadcast, perform, or display any copyrighted materials including, but not limited to, music, video, and software. Exhibitor shall indemnify, defend, and hold APCO and eVoque Event Management Group (including its directors, officers, employees, and agents), and each of them, from and against any and all claims and expenses, including attorneys' fees and costs, arising out of or related to Exhibitors breach of this provision.

Backdrops/Drapes: All curtains, bunting, and drapes in an exhibit must meet the standards of the fire department in Montreal, Quebec. Proof that materials are flame retardant may be required by the fire marshal. If the fire marshal deems the drape not to be of the standard quality, the drape will have to be replaced with materials that can be provided by the official decorator. Any such replacement, including labour, will be at the exhibitor's expense.

Cancellation by APCO: APCO reserves the right to cancel space should payment not be received from the Exhibitor when due, or should any other term of this contract be breached by Exhibitor. In the event that space is cancelled by APCO arising from breach of contract or non-payment of booth price rental when due, all payments made to date by the Exhibitor will be forfeited. APCO may lease such cancelled space to another exhibitor at its discretion.

If APCO should be prevented from holding the Conference or part of the Conference due to any cause beyond its control or if it cannot permit the Exhibitor to occupy his rented space due to circumstances beyond APCO's control (including but not limited to strike, fire, civil disobedience, inclement weather, lockout or act of God) APCO will refund to the Exhibitor the amount of rental paid by him and shall have no further obligation or liability to the Exhibitor.

Cancellation by Exhibitor: Cancellations and/or requests must be received in writing to eVoque Event Management Group. If cancellation is made by the Exhibitor prior to September 15, 2018 the Exhibitor forfeits the deposit. If cancellation is made after September 15, 2018 by the Exhibitor for any reason, the exhibitor shall be responsible for the entire booth cost. APCO reserves the right to resell cancelled spaces.

Care of Premises: Le Centre Sheraton Montreal does not allow signs or other exhibit material to be fastened to walls, doors, etc. in the exhibit area using nails, screws, staples, masking tape, or any other method. The Exhibitor must not write or paint on exhibit area premises and agree to protect floors at all times. Exhibitors are responsible for any damage to the facility and/or for any cleaning fees charged to APCO Canada as a result of activities within Exhibitor's assigned space. Exhibitors are responsible for any damage to the facility.

Compliance: The Exhibitor assumes all responsibility for compliance with all pertinent bylaws, ordinances, regulations and codes of duly authorized local, provincial and federal governing bodies concerning fire, safety and health, together with the rules and regulations of the operators and/or owners of Le Centre Sheraton Montreal.

Decoration: All banners and signage hung from the ceiling must be installed and dismantled by the appointed Audio Visual Company for the event. Additional charges will apply. All covered booth spaces must have a fire extinguisher.

Exhibitors building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths. If such surfaces remain unfinished at 9:30 AM of the opening day of the tradeshow, APCO shall authorize Showtime Event and Display to effect the necessary finishing and Exhibitor must pay all charges involved therein. All materials must be in accordance with the Montreal Fire Regulations, including but not limited to Le Centre Sheraton Montreal regulations regarding the placement of materials and signage.

Demonstrations: No demonstrations or solicitations shall be permitted outside of the Exhibitors' assigned space and outside permitted hours, and no signs or placards may be displayed on persons or otherwise outside the assigned exhibit space.

Exhibitor Passes: Each exhibiting company will receive two (2) exhibitor passes per 10' x 10' booth space. Exhibitor Passes do not include access to sessions, nor the Gala Dinner. Additional staff will be required to purchase name badges. Lunch on the tradeshow floor on Tuesday and Wednesday is included with all complimentary exhibitor passes

All persons visiting the Exhibit Hall and the APCO Canada 2018 Conference & Tradeshow are required to wear an appropriate badge while in attendance. Exhibitor personnel must wear an Exhibitor's badge at all times. APCO reserves the right, at any time, to request proper identification from the person whose name is imprinted on the badge.

Exhibit Space Rental and Features: Exhibitor acknowledges that the booth price rental includes basic booth set-up only. The price does not include any other exhibit services beyond those itemized in this contract. It is understood that the Exhibitor is responsible for supplying booth signage.

Showtime Event and Display and Le Centre Sheraton Montreal will maintain all common areas. Exhibitors will be responsible for maintaining an acceptable standard of cleanliness in booth interiors.

Booth set-up will commence at 9:00 AM on Monday, November 5 and take down will commence at 1:00 PM on Wednesday, November 7.

Any special or unusual exhibit construction, configuration or installation must be identified in the Application and approved in writing in advance by APCO and Le Centre Sheraton Montreal as well as any food and beverage distribution by the Exhibitor.

Indemnification: Exhibitor shall at all times indemnify, release and hold harmless APCO Canada and eVoque Event Management Group (including their directors, officers, employees, members, representatives, volunteers and agents) from and against all claims, actions, damages, awards, loss and expense without limitation, those in respect of loss of life, bodily or personal injury to any person including Exhibitors' directors, officers, representatives, employees, agents and contractors or damage to property including Exhibitor's property arising from the actions, errors or omissions of the Exhibitor, its directors, officers, employees, agents, members, volunteers,

invitees, guests and contractors or for any person for whom the Exhibitor is responsible during its occupancy, or move-in, or move-out of Le Centre Sheraton Montreal.

Insurance: The Exhibitor shall maintain, at Exhibitor's sole cost and expense, public liability and property damage insurance in connection with the use of the exhibit space, in an amount of not less than \$1,000,000 for any one occurrence. Such insurance shall name and protect APCO Canada and eVoque Event Management Group as Additional Insureds.

Liability: Exhibitor assumes all risks of loss for bodily injury or property damage arising from the Exhibitor's participation in the Exhibit Area of the APCO Canada 2018 Conference & Tradeshow. APCO Canada and eVoque Event Management Group assumes no liability for injury of any person or loss or damage to the property of the Exhibitor, its directors, officers, representatives, employees, members, volunteers, agents, invitees or guests at any time.

Material Handling/Drayage: Exhibitor agrees to ship, at its own risk and expense, all articles to be exhibited. All shipments must be prepaid. No collect shipments will be accepted. Showtime Event and Display is the exclusive Material Handlers for the APCO Canada 2018 Conference & Tradeshow, providing material handling and storage. Showtime Event and Display will perform the transfer and movement of exhibit material into and out of the client's Le Centre Sheraton Montreal booth space and will provide the handling, storage, and care of unmarked empty containers during the Conference. As Le Centre Sheraton Montreal has limited storage facilities, Le Centre Sheraton Montreal may refuse delivery of exhibitor materials prior to day of set-up. Exhibitor is responsible for storage of materials during the conference, Le Centre Sheraton Montreal does not provide storage. Le Centre Sheraton Montreal cannot provide customs clearance assistance for any materials held up at Canada Customs. Any materials that are not removed at the stipulated time for show move-out will be handed over to Showtime Event and Display for holding at the expense of the Exhibitor. Additional fees may be charged to the Exhibitor for material handling done by Le Centre Sheraton Montreal.

No Show Policy: An exhibitor will be considered a no-show if its booth space is unoccupied by 8:30 AM Tuesday, November 6, 2018. The exhibitor shall be deemed to have cancelled their Exhibit Space Contract. The exhibit space may be assigned to another exhibitor and no refund will be provided to the original exhibitor. APCO is not obligated to relocate the exhibitor if they arrive after the deadline.

Objectionable Conduct: APCO reserves the right at any time to reject, prohibit, restrict or remove Exhibitors, exhibits or the operation of exhibits which may be objectionable to the participants or to APCO. Without limiting the generality of the foregoing, this paragraph applies to personal conduct or printed matter which may be, as determined by APCO, objectionable or otherwise detracts from the exhibition or the APCO Canada 2018 Conference & Tradeshow. APCO reserves the right to alter or close any exhibit which does not conform with either the Terms and Conditions of this contract or reasonable standards as defined by APCO in its sole discretion. No refund shall be given under such circumstances.

Obstruction and Projections: No Exhibitor, at any time, shall obstruct, or allow to be obstructed, aisles or open spaces, and no sign or projection may be hung or projected over the aisle ways of open spaces or in any way affect the display or view of neighbouring Exhibitors.

Payment Policy: Full payment for each individual booth is due within 30 days of the invoice date.

Photography: Photography of the Exhibit Areas or contents of any exhibitor booth is strictly prohibited at all times. Photography within any exhibit space is limited only to the organization that is assigned that particular space. APCO Canada and the Conference Organizers reserve the right to take photographs of the Exhibit Areas and individual exhibits as appropriate for publication with APCO Canada materials and promotions of future conferences.

Satellite Events: No Exhibitor shall conduct or sponsor any event or hospitality suite which would encourage attendees away from the exhibition during the hours in which the Exhibit Areas are open or during the time in which Conference sessions/activities are taking place.

Security: Each exhibitor is responsible for safeguarding its goods, materials, equipment and exhibit at all times during the APCO Canada 2018 Conference & Tradeshow. Overnight security services in the Exhibit Areas after Exhibit hours will be contracted by APCO and there will be security outside the Exhibit Areas during the hours the Exhibit Areas are officially open, but neither APCO, eVoque Event Management Group, Le Centre Sheraton Hotel Montreal nor the guard service will be responsible for loss of or damage to any property. APCO assumes no responsibility and does not guarantee the safety of any persons or protection of property. Protection of property and safety of persons remains the risk of the Exhibitor or owner of the property.

Notice: All notices under this Exhibitor Contract must be in writing sent via mail, facsimile or email to the address given below:

Address: eVoque Event Management Group
5048 47A Avenue,
Delta, BC V4K 1T8
Attention: Devon Douglas
Telephone: 1-877-952-5507
E-mail: conference@apco.ca