



# 2024 Annual CALAS/ACSAL Symposium

**SPONSOR & EXHIBITOR PROSPECTUS**

**June 22-25, 2024, TCU Place**

**Saskatoon's Arts & Convention Centre**

**Saskatoon, SK**



# LIGHTING THE PATH TO DISCOVERY

63<sup>rd</sup> Annual Symposium  
June 22 – 25, 2024  
TCU Place  
Saskatoon's Arts &  
Convention Centre  
Saskatoon, SK

63<sup>E</sup> CONGRES ANNUEL  
du 22 au 25 juin 2024

## About the Attendees

Who?

### Our Delegates are:

- Animal Health/Care Technicians
- Managers
- Sales Researchers
- Directors
- Veterinarians
- Account Managers
- Supervisors
- Training Coordinators

### Delegates represent a range of organizations including:

- Research Institutes
- Universities
- Colleges
- Hospitals
- Government Agencies
- Laboratories
- Pharmaceuticals

Where?

### Delegates attend the Symposium to:

- Learn about new products/services
- Exchange ideas with vendors
- Evaluate and compare products/services
- Build relationships with existing vendors

Why?



## About the Symposium

Participants can take part in *optional* hands-on workshops Saturday and Sunday. The official start of the Symposium is Sunday evening, with the Welcome Reception in the Exhibit Hall. Monday and Tuesday are scheduled with scientific talks, with lots of dedicated time for participants to engage with Sponsors and Exhibitors. Sponsors and Exhibitors are encouraged to attend the Awards Gala on Monday evening, located at Boomtown (offsite). More details to be released shortly.

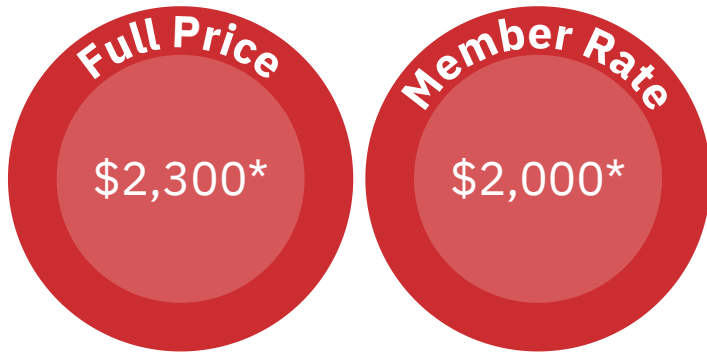
## Designed for Maximum Engagement

More than just a display area, the CALAS/ACSAL Symposium Exhibit Hall is a central hub of activities for participants. Some of the features designed for maximum engagement include:

- Lunch & Refreshment breaks served in **Salon ABCE** on Monday and Tuesday
- Dedicated time for networking with 30-minute breaks and 2-hour lunches
- Complimentary WIFI for all participants
- Poster Presentations, Resources, and Alternative Learning



## Exhibit Pricing and Information



*\*All fees are subject to 5% PST, 6% GST, and are listed in Canadian dollars.*

### Each Exhibit Space Includes:

- 1, 8' x 10' space defined by pipe and black drape (Heights: 3' sides, 8' back).
- 1, 6' skirted table.
- 2 chairs.
- Two (2) Full Symposium registrations (including admission to all sessions, meals served, and social events).
- Complimentary listing on the Symposium App.

### TO NOTE:

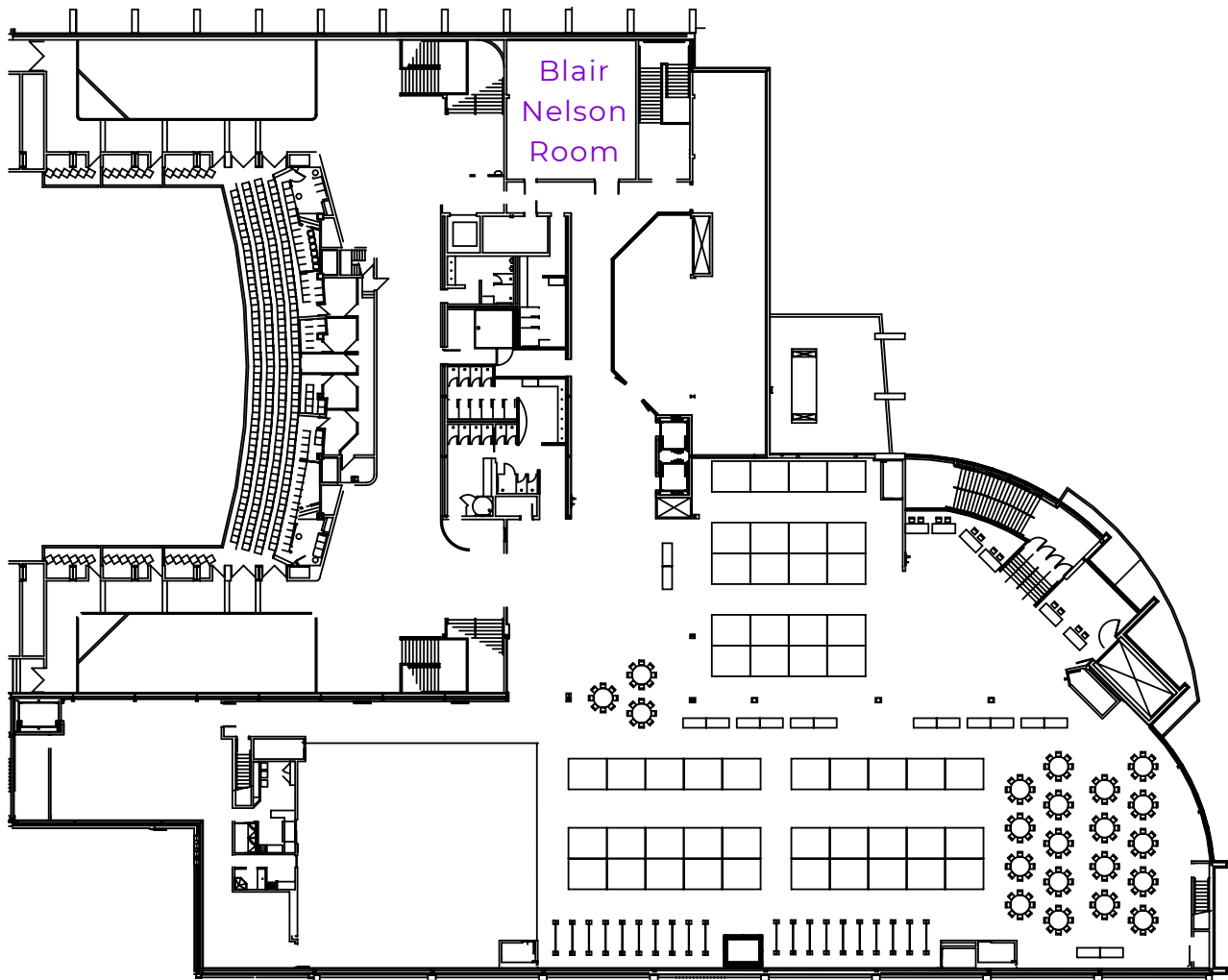
- The Exhibit Hall is carpeted (no need to purchase carpet in your booth).
- Exhibit price includes only the items listed above.
- Electrical outlets and any other required services can be ordered directly through our Show Service Contractors (*contact information will be sent with the Exhibitor Manual closer to event*).



## Questions?

Contact Joni Serio at [joni@calas-acsal.org](mailto:joni@calas-acsal.org)

# Exhibit Hall Floor Plan / Exhibitor Hours



Note: Floorplan is subject to change without notice due to Fire and Safety Rules.

## Booth Selection

Priority placement will be given to sponsors and then space will be assigned on a first-come, first-served basis, providing the applicant has no outstanding debts with CALAS/ACSAL and meets the eligibility requirements. No changes to assignments may be made without the agreement of the Symposium organizers.

## Trade Show Dates and Hours\*

Sunday, June 23 (Welcome Reception): 6:00 PM to 8:00 PM

Monday, June 24: 10:00 AM to 4:30 PM

Tuesday, June 25: 10:00 AM to 2:00 PM

## Move-in Move-out Schedules

### Move-In

Sunday, June 23

11:00AM - 5:00PM\*

### Move-Out

Tuesday, June 25

2:00PM to 6:00PM

**Exhibitors may not begin tearing down booths before 2:00 PM.**

\*Tentative - Exact times will be confirmed in the Exhibitor Manual.



# Sponsorship Benefits at a Glance

## Enhance your exposure and reach by taking part in our Sponsorship Program!

The CALAS/ACSAL Annual Symposium is not only a place to foster relationships, but also a place to grow your business. Sponsoring the Symposium is the most effective way to show your potential/current customers that you support CALAS/ACSAL. Most sponsorship levels include Registration, Exhibit Space and Advertising, offering the best value and maximizing your presence at the Symposium.

Pre-Conference Benefits	LAS Leader	LAS Ambassador	LAS Community Partner	LAS Advocate
	\$9,500	\$6,500	\$3,500	\$2,500
Listing of sponsorship in pre-Symposium newsletter				
Listing on the CALAS/ACSAL Symposium website until December 2024				
Dedicated email sent to CALAS/ACSAL Members				
Priority Booth Selection	1st	2nd		

Conference Benefits	LAS Leader	LAS Ambassador	LAS Community Partner	LAS Advocate
	1 - complimentary 8' x 10' booth at the Symposium			
Banner Ad in the Symposium App				
One complimentary 1/2-hour vendor technical presentation				
One-piece promotional material/item placed in delegate bags				
Listing and Logo on Symposium App				
Name/logo on sponsor recognition loop				
Name/logo on signage				

Post-Conference Benefits	LAS Leader	LAS Ambassador	LAS Community Partner	LAS Advocate
	Advertisement in one issue of the CALAS/ACSAL Member's Magazine during 2024	Full Page	1/2 Page	1/4 Page
Technical article in one issue of the CALAS/ACSAL Member's Magazine (subject to editor approval)				
Recognition of sponsorship in the Symposium issue of the CALAS/ACSAL Member's Magazine				
List of Symposium attendees for follow-up (attendees who consent)				

All fees are subject to 5% PST, 6% GST, and are listed in Canadian dollars.



# Sponsorship Customization

Take advantage of exceptional customization opportunities reserved exclusively for Symposium sponsors.

**Sponsors may elect to direct funds to general support of the Symposium or select ONE of the following benefits in the appropriate level.** Assignment priority is based on sponsorship level and the date the request was received. CALAS/ACSAL will attempt to meet your first available choice. CALAS/ACSAL is responsible for all sponsorship deliverable (i.e. Show Management will select and arrange for meals, even if sponsored), with the exception of the promotional material. You will need to provide us with high quality artwork (logo, graphics).

## LAS Leader

• \$9,500

### Luncheon (2 available)

A formal "thank-you" from the podium prior to the lunch and signage on buffet tables and on screen during the lunch. You can enhance your exposure by providing imprinted items like napkins or insulated lunch bags (to be provided by the Sponsor)!

### Badge Holder

Ensure maximum visibility by having your logo printed in the Symposium badge holder. Every delegate must wear a badge with your company logo.

### CALAS/ACSAL Social

Welcome delegates to the CALAS Social of the Symposium and hand out function favours (to be provided by the Sponsor). A complimentary drink ticket would be given to the delegates featuring your company logo.

### Convention E- blast

Reach our National Membership by advertising in the CALAS/ACSAL Symposium e-blasts. Starting in March, these regular e-blasts will provide important updates on the Symposium and are the perfect opportunity to promote activities at your booth in the Exhibit Hall.

### Keynote Address (2 available)

Keynotes will be a premier feature of the Symposium – guaranteed to be a top draw for delegates. Gain three (3) minutes on stage time to welcome delegates and introduce the Keynote Speaker. Your logo will be on screen at the start and end of the session, on all promotional material, and in the Symposium program.

To secure one of these sponsorship options and enhance your exposure at the Symposium, please contact Joni Serio at [joni@calas-acsal.org](mailto:joni@calas-acsal.org) or 416.593.0268 ext. 225.



## LAS Ambassador

• \$6,500

### Event App

The App keeps Symposium attendees connected, engaged and informed. It gives them access to all Symposium details – program, attendees, exhibitors and sponsors details, alerts and much more. Your logo will be displayed on the home page of the Symposium App, featured in promotional materials and in signage in the Registration Area.

### Hydration Stations

Highly visible hydration stations will be placed in strategic locations in the Exhibit Hall and session rooms. (You can further enhance your exposure by providing re-fillable water bottles for delegates.)

### Monday Breakfast

Company name and logo prominently displayed on signage at the event and pre/on-site Symposium materials.

### Refreshment Breaks (4 Available)

The perfect time to connect with delegates and discuss what they've learned from the sessions. Help keep attendees refreshed as they dash from one session to the next. Your company's logo will be displayed on signage in the break area and in the Symposium Program, with the opportunity to have handouts or favours on the refreshment tables.

## LAS Community Partner

• \$3,500

### Wi-Fi

Provide complimentary wi-fi for delegates in all meeting rooms and public spaces. Your company logo will be displayed on signage throughout the Symposium and the online program.

### Tuesday Breakfast

Company name and logo prominently displayed on signage at the event and pre/on site Symposium materials.

### Welcome Reception

Delegates are eager to connect and share with colleagues and exhibitors in the Exhibit Hall on the opening day of the Symposium. Welcome delegates to an evening of hors d'oeuvres, drinks and networking. Your logo will be placed in pre-event promotional material, signage, and on delegate's complimentary drink ticket.

### Post-Symposium Evaluation

An electronic survey will be sent to all delegates following the Symposium. Your company logo would be featured on this e-mail as the sponsor of this important element.

To secure one of these sponsorship options and enhance your exposure at the Symposium, please contact Joni Serio at [joni@calas-acsal.org](mailto:joni@calas-acsal.org) or 416.593.0268 ext. 225.



## LAS Advocate

• \$2,500

### Regional Chapter Committee Breakfast

Company name and logo prominently displayed on signage at the event and pre/on site Symposium materials.

### Poster Boards

Posters are available for viewing during the Symposium. Additional benefits for this opportunity include your logo displayed on signage in the Poster Display area.

### Gamification

As a way for delegates to connect with Sponsors and Exhibitors, in-person interactive game will test delegates on their searching skills. Support the activity with the elements needed for it to be successful.

### Workshop Transportation

Help delegates get to their workshop location by sponsoring their transportation. Your logo will be placed on all promotional material.

## Additional Opportunities

### Bag Inserts

Provide delegates with a promotional piece, featured company profile or branded item in the Symposium tote bag that all delegates receive. This opportunity is limited to 10 participants. Please act fast!

\$750 (plus PST and GST) for Exhibitors

\$900 (plus PST and GST) for Non-Exhibitors

### Gamification Prizes

Donate a prize (valued at \$100 or more) for the gamification top winners. Your donation will be recognized in the agenda and during the announcement of the winners at the Symposium.

### In-Kind Donations - LAS Ally

In addition to the other sponsorship levels listed, there are several opportunities to support the Symposium through in-kind sponsorship as a **LAS Ally**.

Examples include:

- Animals for workshops
- Workshop equipment
- Supplies/Disposables for workshops

Your support will be recognized via promotional material or on signage during the workshops.

To secure one of these sponsorship options and enhance your exposure at the Symposium, please contact Joni Serio at [joni@calas-acsal.org](mailto:joni@calas-acsal.org) or 416.593.0268 ext. 225.





## TRAVEL FELLOWSHIP FUNDRAISER

The CALAS/ACSAL Travel Fellowship Award Fund provides travel support to the Symposium for members from each CALAS/ACSAL Regional Chapter. Exhibitors are welcome to take advantage of this interactive game and support this worthy fundraiser.

### How you can participate!

Travel Fellowship Tickets:  
\$47.17 each plus tax

and / or

Donate a prize valued at \$50 or more to be included in the draw.  
Tell us your prize by April 10, 2024 and it will be included on the playing cards, with credit to your organization.

### RESERVATIONS & PAYMENT OPTIONS

*Limited Space Available - Book early to avoid disappointment.*

Please complete the [Sponsor/Exhibitor Application & Contract Form](#) and forward with appropriate payment. Applications received after the Exhibit Hall has sold out will be placed on a waiting list, provided payment has been received with the application and the potential exhibitor meets the eligibility requirements. Should exhibit space not become available, organizations on the waiting list will receive a full refund prior to the Symposium.

**Apply Now!**

### CANCELLATIONS

Sponsors and/or exhibitors withdrawing their application prior to March 06, 2024 will have their payment refunded less an administration fee of \$300 per booth booking. Cancellations received after March 06, 2024 will be subject to full contract price.

Cancellations must be made in writing to [exhibitor@calas-acsal.org](mailto:exhibitor@calas-acsal.org).

### COVID-19 PROTOCOLS

Sponsors and/or exhibitors are required to follow all COVID-19 guidelines, in accordance with venue and the Province of Saskatchewan.



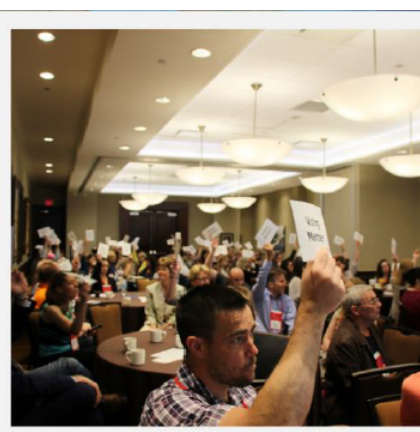
# Looking into the Past, While We Plan the Future



  
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**SAVE THE DATE!**

## **CALAS/ACSAL Annual Symposium 2025**

May 4-5, 2025

Sheraton Vancouver Airport Hotel  
Richmond, BC

# TERMS AND CONDITIONS OF CONTRACT BETWEEN THE SPONSOR/ EXHIBITOR AND CANADIAN ASSOCIATION FOR LABORATORY ANIMAL SCIENCE (CALAS/ACSAL)

**Dates** – CALAS/ACSAL reserves the right, at its sole discretion, to change the date or dates upon which the show is held or to cancel the show and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsor/Exhibitor to CALAS/ ACSAL.

**Standard Booth Equipment** – The price paid to CALAS/ACSAL includes draped exhibit space, one table and two chairs only. All costs for additional equipment and services such as carpet, furniture, electrical, drayage etc. will be paid for solely by the exhibitor /sponsors in accordance with the exhibitor kit.

**Assignment** – The Sponsor/Exhibitor shall not assign this contract or sublet the space or any part thereof or permit same to be used by any other person, without the prior written consent of CALAS/ACSAL. Any attempt to do so will result in immediate cancellation of this contract with no refund.

**Rules and Regulations** – The Sponsor/Exhibitor shall comply with all rules and regulations set by CALAS/ACSAL for the event and agree that CALAS/ACSAL's decision to adopt and enforce any such rule or regulation shall be final and binding.

**Compliance** – The Sponsor/Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Sponsor/Exhibitor so comply.

**Indemnity** – The Sponsor/Exhibitor shall indemnify and hold harmless CALAS/ACSAL and Absolute Conferences & Events Inc. from and against any loss, injury or damages whatsoever suffered by CALAS/ACSAL as a result of the Sponsor/Exhibitor's failure to comply with the terms and conditions of this contract or as a result of the Sponsor/ Exhibitor's participation in the show, including without limitation, any third party claim against CALAS/ACSAL with respect to loss, injury or damage sustained or suffered by any other exhibitor, the owner of the building, attendees of the exhibition, and their respective directors, officers, agents and employees.

**Loss or Damage** – In consideration of the Sponsor/Exhibitor's participation in the show, the Sponsor/Exhibitor hereby releases CALAS/ACSAL, Absolute Conferences & Events Inc., their directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Sponsor/Exhibitor in connection with the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of CALAS/ACSAL or otherwise.

**Cancellation** – This contract may be cancelled provided written notice is received by either party on or before **March 06, 2024** in which case all monies paid by the Sponsor/Exhibitor will be refunded less an administration fee of \$300 per booth and \$500 per sponsorship. If the Sponsor/Exhibitor cancels after such date, they will be held responsible for the full contract price. Cancellations must be made in writing and submitted on company letterhead.

**Staff** – It is assumed that the Sponsor/Exhibitor will provide at least one staff person, per booth during show hours.

**Conduct** – CALAS/ACSAL reserves the right at any time to alter or remove exhibits or any part thereof, including printed material, products, signs, lights or sound and to expel exhibitors or their personnel if, in CALAS/ACSAL's opinion, their conduct or presentation is objectionable to CALAS/ACSAL or to other participants.

**Display** – Sponsor/Exhibitor's display must comply with all requirements of CALAS/ACSAL and of the owner of the building, including maximum height requirements of 9 feet.

**Shipping** – Goods must not be shipped to the show with any shipping charges to be paid on arrival and any such goods will not be accepted by the Delta Airport Hotel and Conference Centre, Absolute or CALAS/ACSAL. CALAS/ACSAL assumes no responsibility for loss or damage to the Sponsor/Exhibitor's goods or property before, during or after the show.

**Insurance** – The Sponsor/Exhibitor is responsible for the placement and cost of insurance relating to its participation in the show. The Sponsor/Exhibitor agrees to furnish immediately to CALAS/ACSAL upon request certificates of insurance pertaining to all policies of insurance carried by the Sponsor/Exhibitor together with satisfactory evidence from the insurers of the continuation of such policies. If the Sponsor/Exhibitor fails to comply with any of the foregoing, in addition to any other rights or remedies available to CALAS/ACSAL at law or under this contract, CALAS/ACSAL shall have the right to take possession of the display space for such purposes as it sees fit and the Sponsor/Exhibitor will be held liable for the full contract price for the said space.

**Move-out** – The Sponsor/Exhibitor agrees that no display may be dismantled or goods removed during the scheduled time of the exhibition. The Sponsor/Exhibitor agrees to remove the exhibit, equipment and appurtenances from the event building by the final move-out time. In the event of failure to do so, the Sponsor/Exhibitor agrees to pay for such additional costs as may be incurred by CALAS/ACSAL.

**Union Labour** – The Sponsor/Exhibitor will comply with the rules and regulations of any unionized contractors that may be selected by CALAS/ACSAL to service the exhibitors. Any dispute between the Sponsor/Exhibitor and any such contractor or union representative will be referred to CALAS/ ACSAL for resolution, whose decision shall be final and binding on all parties.

**Terms and Conditions** – CALAS/ACSAL reserves the right to cancel this contract and to withhold possession of the space or to expel the Sponsor/Exhibitor there from if the Sponsor/ Exhibitor fails to comply with any terms and conditions of this contract or the show rules and regulations, in which case the Sponsor/Exhibitor shall forfeit as liquidated damages and not as a penalty all payments made pursuant to this contract, all without limiting CALAS/ACSAL's other rights and remedies at law under this contract as a result of such failure to comply.

**Photography** – Photographs and/or videos will be taken during the CALAS/ACSAL Symposium. By taking part in this event you grant the event organizers full rights to use the images resulting from the photo/video filming, and any reproductions or adaptations of the images for publicity or other purposes to help achieve the group's aims. If you do not wish to be photographed please inform an event organizer.