

# TECHNORAMA 2010 EXHIBITOR INFORMATION PACKAGE

Dental Industry Association of Canada (DIAC) Proudly  
Presents the 36<sup>th</sup> Annual Technorama – Canada's Largest  
Dental Technology & Denturism Convention

Friday, April 9<sup>th</sup> & Saturday, April 10<sup>th</sup>, 2010  
DoubleTree International Plaza Hotel  
Toronto, Ontario, Canada

---

*Important Information Inside:*

*Technorama Booth Information*

*\*\*NEW\*\* Corporate Sponsorship Program*

*Technorama Conditions & Rules*

*\*\*NEW\*\* ESA Requirements for Exhibiting Equipment*

*Booth Application & Contract*

*Technorama Deadline Dates*

*Exhibitor Badge Pre-registration Form*

*Seminar Information & Application*

*DIAC Credit Card Authorization Form*

*Children's Wish Foundation Donation Form*

---



**PLEASE FIND ENCLOSED ALL THE  
INFORMATION YOU NEED FOR THIS YEAR'S  
TECHNORAMA. ANY QUESTIONS, PLEASE  
CONTACT LAURIE SMITH @ 416-694-1118**

## TECHNORAMA 2010 BOOTH INFORMATION

All exhibiting companies who participate in the exhibition and seminars agree to abide by the following rules, regulations and exhibiting standards of **DIAC** and **TECHNORAMA**.

### **BOOTH INFORMATION:**

Standard booth size will be 10' x 10'. The cost per space is:

**DIAC MEMBERS**                      **\$1,700.00 + \$85.00 G.S.T. = \$1,785.00 CDN.**

**NON-DIAC MEMBERS\***    **\$2,000.00 + \$100.00 G.S.T. = \$2100.00 CDN.**

*\* Based on availability*

**Payments Accepted: Cheque, Visa or Mastercard (Credit Card Form Attached)**

\*\*\* US FUNDS will be accepted from US based companies at PAR \*\*\*

#### Rental cost includes:

- One 10'x10' booth with 8' high draped back wall and 3' high side wings of flameproof drapes.
- Attendance to the Annual Cocktail Reception scheduled for Friday evening.
- Overnight security in the exhibit area.
- Sign displaying exhibitor name.
- One 6' draped table & one electrical outlet
- Exhibit hall carpet at booth
- Daily cleaning of aisles and general housekeeping of the exhibit area. It is the exhibitor's responsibility to keep and maintain each exhibit space and parts thereof in a clean and orderly fashion for the duration of the show.

### **ADDITIONAL BOOTH & DISPLAY NEEDS:**

Chairs are **NOT** included in the rental cost. To order chairs, a specific carpet colour, additional tables, or for any other display requests, all inquiries must be made to **Yvette Bellaire** at:

#### **Wright Display Service**

3 Jody Avenue, Unit G, North York, ON, M3N 1H3

Tel: (416) 410-1842 Fax: (416) 398-0058 [yvette@wrightdisplay.com](mailto:yvette@wrightdisplay.com)

LCD projectors are **NOT** included in the seminar fee. Should you require special audio for your booth space or seminar, please contact **Derek Hutton** at:

#### **AV Canada**

655 Dixon Road, Toronto, ON, M9W 1J3

Tel: (416) 240-1975 Fax: (416) 240-0791 [derek.h@av-canada.com](mailto:derek.h@av-canada.com)

## NEW OPPORTUNITY FOR TECHNORAMA 2010!

### **CORPORATE SPONSORSHIP PROGRAM:**

The Corporate Sponsorship Program gives exhibitors an opportunity to increase their exposure at Canada's largest Denturist and Dental Technician convention.

The cost to participate in this program is **\$400** (including tax), featuring:

- Corporate Image/Product on visual boards in two key locations.
- Company logo on the outside of the Technorama Registration Gift Bag given to all attendees.
- Opportunity to include 1-2 promotional items in each Registration Bag.
- Additional signage at the exhibition.
- The opportunity to sponsor Technorama's lanyard straps for the badge holders. This opportunity will be on a first-come, first-serve basis.

*\* All images must be provided by the exhibitor in high resolution and approved by Technorama/DIAC*

To participate in the Corporate Sponsorship Program, please complete and return the information below:

Yes, I would like to participate in the Technorama 2010 Corporate Sponsorship Program.

Print Name: \_\_\_\_\_

Print Company Name: \_\_\_\_\_

Please complete and send with cheque (payable to "DIAC") or Credit Card Authorization Form **no later** than January 8, 2010 to...

Technorama 2010  
c/o Central Dental  
3420 Pharmacy Ave.,  
Scarborough On  
M1W 2P7

**OR**

Email: laurie.smith@centraldentalltd.com

# TECHNORAMA 2010 CONDITIONS AND RULES

## **BOOTH GUIDELINES:**

- a) No background may be placed to obstruct, block or interfere with the lighting or visibility of an adjacent booth.
- b) Aisle space may not be used for exhibit purposes or for the solicitation of business. Distribution of materials outside of the booth is expressly forbidden.
- c) Distribution of samples, etc., is permitted providing it does not interfere with the adjoining exhibitor and is conducted in a dignified manner.
- d) The exhibitor must keep the exhibit open and properly staffed during the specified exhibit hours and shall not close or remove the exhibit until the conclusion of the entire exhibition, unless otherwise directed by the **TECHNORAMA** Chair or the **DIAC** Liaison.
- e) No signs or other articles are to be fastened to the walls, drapes, ceiling, etc., by any method whatsoever. The use of thumbtacks, scotch tape, nails, screws, bolts, or any tools or material, which could mark the floor or walls, is prohibited.
- f) Any draws organized by individual exhibitors are the sole responsibility of the exhibitor and no general announcements will be made to delegates.
- g) The exhibitor shall be responsible for all damage to structures, furnishings, etc., which may be caused by its representatives, employees, guests, etc.
- h) DIAC and Technorama have the right

## **ACCESS:**

The International Plaza & Conference Centre has all necessities required to promptly move in and out of the exhibit hall without delay. No exhibitors are permitted to leave their vehicles unattended at any of the loading docks or doors while moving goods to the exhibit space. Vehicles must be moved promptly after unloading to avoid congestion during move-in and move-out.

## **CANCELLATION:**

Cancellation prior to **March 5, 2010** will be subject to a 50% charge on the total contract or seminar price and no refunds will be made for cancellations after **March 9, 2010**.

Spaces abandoned or not occupied at the time of the opening of the exhibition may be repossessed with indemnity and reassigned by **DIAC** OR the **TECHNORAMA** Chairperson for exhibits or other uses.

## **COMPLIANCE WITH REGULATIONS:**

**DIAC** and **TECHNORAMA** reserve the right to take such action and to make changes as is considered necessary to the efficient and proper conduct of the exhibition. **DIAC** and **TECHNORAMA** reserve the right to restrict exhibits, which because of noise or any other reason become objectionable.

# **TECHNORAMA 2010 CONDITIONS AND RULES**

Non-compliance with regulations, as determined by **DIAC** and **TECHNORAMA**, may result in the removal of the offending exhibitor or the closing of their exhibit, without indemnity, and **DIAC** and **TECHNORAMA** are released from any and all claims for damage, which might result in consequence thereof.

## **EXHIBITOR REGISTRATION:**

All exhibitors must complete the Exhibitor Pre-Registration Form and return via fax no later than March 12, 2010. A penalty of \$10.00 per badge will be charged for return of the Pre-Registration Form past the due date. Representatives of each exhibitor shall be limited exclusively to its executives and employees, and will be limited to a maximum of 8 representatives per booth. Additional badges can be requested at a fee of \$20.00. These additional badges will be available for pick-up prior to the opening of the exhibition at the registration desk. Payment will be required prior to releasing the late or additional exhibitor's badges. Official identification badges must be worn at all times during the exhibition. Authorized personnel must certify changes in registration made during the exhibition.

### **Exhibitor badges are NOT transferable.**

The right to exhibit is limited to individuals, firms, manufacturers, and dealers that have contracted, been accepted, and paid in full for exhibit space. Only authorized personnel shall participate in the set-up, operation, and dismantling of booths.

## **QUALITY OF DISPLAY:**

Agents, solicitors and representatives of firms selling commercial products in connection with this exhibition will not be permitted to use sample rooms and space elsewhere in the DoubleTree International Plaza Hotel & Conference Centre for display of their products without prior approval from the **TECHNORAMA COMMITTEE** (*Approval not to be unreasonably withheld*). Advertising, solicitation and distribution of literature for commercial products will not be permitted except in the exhibit hall and in accordance with the approval of **DIAC** and **TECHNORAMA**. While orders for goods and services may be taken, sales involving payment by cash, cheque or other means in the exhibit hall is strictly forbidden. Violation of this and/or other regulations listed in this contract will result in immediate expulsion of the violator from current and future exhibitions without obligation by **DIAC** and **TECHNORAMA** to refund exhibit fees or honour claims for damage. **DIAC** and **Technorama** hold the right to change the dimensions and or location of a booth without obligation to refund.

## **IMPORTANT! EQUIPMENT AND CONSUMER APPROVALS:**

All goods shown must meet all Canadian Health, Environment and Safety regulations prior to the opening of the exhibit. All equipment must bear a certification mark that is approved by the Electrical Safety Authority (ESA). Goods and equipment not meeting these requirements are subject to immediate removal by **DIAC** representatives and/or ESA representatives. Any violation of this and/or other regulations listed in this contract will result in expulsion of the violator from the exhibit hall and exhibition without obligation by **DIAC** and **TECHNORAMA** to refund exhibit fees or honour claims for damage. For more information please see the attached pages.

# BOOTH APPLICATION AND CONTRACT

We hereby make application for exhibit booth space at the **Technorama 2010** Annual Dental Meeting being held at the **DoubleTree International Plaza Hotel & Conference Centre**, Toronto, Ontario, on **Friday, April 9<sup>th</sup>, 2010** and **Saturday, April 10<sup>th</sup>, 2010**.

No. of booths: \_\_\_\_\_

DIAC Member:  YES  NO

**\$1,700.00** CDN + \$85.00 G.S.T. (DIAC Member) = **\$ 1785.00** per booth

**\$2,000.00** CDN + \$100.00 G.S.T. (Non-DIAC Member) = **\$2,100.00** per booth

TOTAL PAYMENT ENCLOSED:

\$

DIAC GST # R121975510

**PLEASE MAKE ALL CHEQUES PAYABLE TO "DIAC"**

Enclosed is payment in full of \$ \_\_\_\_\_ in **Canadian funds** for the booth space(s) requested above. Each booth space will be 10' x 10' in size. ***Included in price of booth:*** 1 - Draped 6' Table; 1 - Electrical Outlet; 1 - Booth Sign

Company Name ["Applicant Company"] \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Province/State \_\_\_\_\_

Postal/Zip Code \_\_\_\_\_

Person Responsible for Technorama communications \_\_\_\_\_

Title \_\_\_\_\_

Phone No. \_\_\_\_\_

Fax No. \_\_\_\_\_

Cell No. \_\_\_\_\_

Website \_\_\_\_\_

Email address \_\_\_\_\_

***The Applicant Company agrees to abide by all rules and regulations governing the Exhibition as stated in the document entitled "Conditions and Rules – Contract for Exhibit Space" enclosed with the application which forms part of this contract. The Applicant Company certifies that it complies with all federal, provincial, municipal and local laws, statutes, regulations, directives, ordinances and without limitation, all other applicable legal requirements applicable to the regulation of the dental industry in Canada, including all legal requirements relating to the regulation and governing the use of facilities, storage and sale of product and service offerings and the packaging of product. The Applicant Company acknowledges to have read and understood the information contained herein.***

Authorized Signature \_\_\_\_\_

Print Name & Title of Authorized Signatory \_\_\_\_\_

Please complete & send (with cheque payable to "DIAC" OR Credit Card Authorization Form) to be received no later than **January 8, 2010** to...

**Technorama 2010, c/o Central Dental 3420 Pharmacy Ave., Scarborough ON, M1W 2P7**

## TECHNORAMA 2010 DEADLINE DATES

**BOOTH APPLICATION AND PAYMENT:** BEFORE **JANUARY 8, 2010**

**SEMINAR APPLICATION AND PAYMENT:** BEFORE **JANUARY 8, 2010**

**PRE-REGISTRATION BADGE FORM:** BEFORE **MARCH 12, 2010**

**CHILDREN'S WISH DONATION:** BEFORE **MARCH 12, 2010**

**HOTEL RESERVATIONS:** BEFORE **MARCH 9, 2010**

**EXHIBITION DATES & HOURS:**

<b>FRIDAY</b>	<b>April 9, 2010</b>	<b>3:00 pm - 9:00 pm</b>
<b>SATURDAY</b>	<b>April 10, 2010</b>	<b>9:00 am - 1:30 pm</b>

**PLACE OF EXHIBITION:**

**DoubleTree International Plaza Hotel  
& Conference Centre**

**655 Dixon Road, Toronto, M9W 1J4**

**Toll Free (Canada): (800) 668-3656**

**Phone (Toronto): (416) 244-1711**

**Fax: (416) 244-7281**

**E-mail: [reserve@internationalplaza.com](mailto:reserve@internationalplaza.com)**

**EXHIBITION MOVE-IN: Friday, April 9, 2010 8:00am- 12:30pm**

Booth spaces will be ready for exhibitors to arrange display booth on **from 8:00am to 12:30 pm ONLY!** All displays must be in the assigned areas, complete and ready to commence, prior to the opening at **3:00pm** of the same day. For exhibitors with equipment that requires longer set-up time, earlier set-up may be requested at the discretion of Yvette Bellaire from Wright Display at 416-410-1842. **In the event that an exhibitor fails to set up within the time specified, the exhibitor's property may be removed and stored at the sole expense of the exhibitor.**

**DISMANTLING TIME: Saturday, April 10, 2010 1:30pm - 4:00pm**

No display shall be dismantled before the official closing time of **1:30 pm** on **Saturday**. All exhibit material must be packed and removed from the exhibit floor by **4:00pm**.



**Web site: [www.diac.ca](http://www.diac.ca)**

## EXHIBITOR BADGE PRE-REGISTRATION FORM

Technorama will prepare in advance official badges for each company attendee at your booth. Please legibly print the company name and the names of the attendees who will be representing your company at your booth at **Technorama 2010**.

All names must be submitted prior to **MARCH 12, 2010**. Late submission of this form will be subject to an additional charge of \$10.00 per badge, payable in advance of pick-up in the registration area.

All badges will be made available at registration for pick-up on the Friday of Technorama.

LIMIT OF **8** BADGES PER BOOTH SPACE

**COMPANY NAME:** \_\_\_\_\_

The following company personnel will be attending **Technorama 2010**:

***Please print clearly or type:***

1. \_\_\_\_\_ 5. \_\_\_\_\_

2. \_\_\_\_\_ 6. \_\_\_\_\_

3. \_\_\_\_\_ 7. \_\_\_\_\_

4. \_\_\_\_\_ 8. \_\_\_\_\_

Please complete and return **NO LATER THAN MARCH 12, 2010**:

**BY MAIL:**

Technorama 2010  
c/o CENTRAL DENTAL  
3420 Pharmacy Ave.,  
Scarborough On  
M1W 2P7

**OR**

Email: [laurie.smith@centraldentalltd.com](mailto:laurie.smith@centraldentalltd.com)

# TECHNORAMA 2010 SEMINAR APPLICATION

Exhibitors interested in sponsoring a one-hour seminar during **TECHNORAMA 2010** should submit a request along with a course description in detail. A seminar will cost the exhibitor **\$500 (including tax)**. Due to the limited number of seminars available, we usually limit one (1) seminar per exhibitor over the two-day exhibition. A **second seminar** may be requested **IF** the seminar is geared specifically to **Denturists/Removables**. Seminars will take place both on Friday and Saturday. There will be at least nine seminar times available each day – 3 different rooms at 3 different time slots. Although there are no guarantees, all attempts will be made to honour individual requests. Once all seminar applications are received and confirmed, you will be notified of your time and specific room.

## Available time slots:

Friday	5:00-6:00pm	6:15-7:15	7:30-8:30
Saturday	9:30-10:30am	10:45-11:45	11:30-12:30

Included in the cost of the seminar, will be as follows:

- Room set-up with at least six rows of theatre-style seating
- Corded Microphone on a podium with a speaker
- One (1) projector screen
- Slide projector upon request from AV Canada

**LCD PROJECTORS AND CORDLESS MICROPHONES ARE NOT INCLUDED.** Exhibitors requiring **additional equipment** must make their own arrangements by contacting Derek Hutton at:

**AV Canada**  
655 Dixon Road, Toronto, ON, M9W 1J3  
Tel: (416) 240-1975 Fax: (416) 240-0791  
[derek.h@av-canada.com](mailto:derek.h@av-canada.com)

## Information required for a seminar application:

- **Seminar title & description**
- **Topic of seminar (crown & bridge, removable, etc.)**
- **Speaker's name & BIO**
- **Date and/or time preferred**
- **Exhibitor's company name and contact information**

All Seminar applications and payment must be received **no later than January 8, 2010**. Please submit your seminar application form to:

Technorama 2010  
c/o Central Dental  
3420 Pharmacy Ave.,  
Scarborough On  
M1W 2P7

**OR**

Email: [laurie.smith@centraldentalltd.com](mailto:laurie.smith@centraldentalltd.com)

**PLEASE MAKE ALL CHEQUES PAYABLE TO "DIAC"**

**DENTAL INDUSTRY ASSOCIATION OF CANADA  
CREDIT CARD AUTHORIZATION FORM**

**Visa and MasterCard Only**

Type of Credit Card: Visa \_\_\_\_\_ Master Card \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

Credit Card No. \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Expiry Date: \_\_\_\_\_ / \_\_\_\_\_

Total Payment: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Exhibitor Company Name: \_\_\_\_\_

Cardholder's Contact Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_ (for electronic receipt)

If paying booth(s) and/or seminar(s) by credit card, please complete and fax or mail (with booth and seminar applications) to be received no later than **January 8, 2010** to...

Technorama 2010 c/o Central Dental  
3420 Pharmacy Ave., Unit 3, Scarborough, ON M1W 2P7  
**OR** Email: [laurie.smith@centraldentalltd.com](mailto:laurie.smith@centraldentalltd.com)

**DIAC GST Registration No. R121975510**

