



CANADIAN
ATHLETIC
THERAPISTS
ASSOCIATION

2020 NATIONAL CONFERENCE JUNE 18 - 20

HAMILTON, ON

**SPONSORSHIP & EXHIBITOR
OPPORTUNITIES**

HAMILTON CONVENTION CENTRE, HAMILTON





The Canadian Athletic Therapists Association's (CATA) national conference attracts Athletic Therapists and other sports medicine and health care professionals from across Canada.

From June 18-20, 2020, we will meet in Hamilton, ON for another great conference filled with workshops, exhibits and networking.

ABOUT ATHLETIC THERAPISTS

Certified Athletic Therapists specialize in rehabilitating acute and chronic orthopedic injuries, and preparing injured individuals for safe reintegration to work, sport and life, with reduced chance of re-injury. Highly-skilled professionals, Athletic Therapists provide expertise on injury prevention, emergency and acute care, assessment and rehabilitation of injuries, as well as exercise and conditioning programs. They are found working with professional teams such as the NHL, in elite games such as the Olympics, in private sports medicine clinics, municipal and industrial workplaces, and academic institutions throughout Canada.

For more information visit www.athletictherapy.org.

WHY SPONSOR AND EXHIBIT AT THE 2020 CATA CONFERENCE?

- It's a great cost effective opportunity to increase your brand awareness and drive sales.
- You'll reach key decision-makers and influencers: 20% of certified members have some degree of ownership in a clinic and 39% treat professional or elite amateur athletes full or part time.
- Exhibitors are only required to be on-site for one day; therefore decreasing your travel and accommodation costs.
- To encourage delegates to meet with as many exhibitors and sponsors as possible, CATA's conference program requires all delegates to select the Exhibit Hall as one of their breakout sessions during the day.
- The conference is promoted to 2,700 members and allied professionals.

HOST HOTEL

SHERATON HAMILTON HOTEL

116 King Street West

Room rate: \$189 per night + applicable taxes

Hotel Reservations: 1-888-627-8161

Reservations online: Visit the conference website for the online reservation link or [click here](#)

Reservations must be made by May 17, 2020 to get the group rate.

SPONSORSHIP OPPORTUNITIES

Increase your company's exposure and drive your organization's sales with these sponsorship opportunities. If you are interested in being involved but don't see an opportunity that suits your needs, please contact us to find a custom opportunity for you.

Contact Amanda Langtry at abl@strauss.ca or 1.888.899.3976.

<p>Annual Awards Banquet Sponsor Join CATA in recognizing industry leaders for their contributions to the profession. The evening includes a cocktail hour, plated dinner, awards presentation and entertainment. Be recognized as the title sponsor of this standout event at the Conference! <i>Includes: naming rights, logo recognition, opportunity to speak at the dinner.</i></p>	\$3,500
<p>Welcome Social Sponsor A highlight of the Conference, the social event on opening night draws attendees, exhibitors and sponsors from all over Canada to mingle and network in a fun and relaxed atmosphere. Don't miss out on the unique opportunity to sponsor this event! <i>Includes: naming rights and logo recognition. The sponsor will be consulted on the planning of the social activity.</i></p>	\$2,500
<p>Fitness Sponsor What better way to show that your brand promotes physical activity than by sponsoring the fitness components of the Conference? Partner with CATA to develop a Saturday morning fitness activity as well as fitness breaks throughout the educational programming. <i>Includes: naming rights, logo recognition, opportunity to manage the activity, opportunity to have a giveaway during the activity.</i></p>	\$2,000
<p>Networking Break Sponsor Delegates need a moment to unwind during the conference and have an opportunity to network with colleagues. Be at the forefront of these break times by sponsoring the morning and afternoon breaks on the Friday and Saturday. <i>Includes logo recognition and signage during all networking breaks. The sponsor will be consulted on the planning of any activities over these breaks.</i></p>	\$1,500
<p>Equipment Sponsor An opportunity for your company to provide or help source the equipment and supplies needed to make the Conference a success! Breakout sessions require massage tables and other exercise equipment to ensure a successful hands-on learning opportunity. <i>Includes: logo recognition, signage in breakouts where equipment is used.</i></p>	\$1,000 or in-kind equipment
<p>Education Sponsors - Lectures, Research Luncheon, Posters When you sponsor the educational portions of the Conference, your brand will be recognized as being on the forefront of education and research in the field of athletic therapy. Your brand will also be promoted alongside poster presentations, lectures, and breakout sessions. (Does not include the Keynote lecture.) <i>Includes: logo recognition, signage outside all educational sessions (excluding the keynote).</i></p>	\$1,000 - Lectures \$500 - Research Luncheon \$250 - Posters
<p>Conference App Sponsor Stay connected with delegates throughout the Conference literally. Your logo will appear on the Conference app's welcome page each time it opens. <i>Includes: logo recognition and banner ad within the app.</i></p>	\$1,000
<p>Mentorship Breakfast Sponsor The mentorship breakfast is an opportunity for certification candidates and members certified in the last 3 years to network with and learn from experienced Athletic Therapists. Be the first to sponsor the popular Mentorship Breakfast and promote your brand among long term members, students, and recently certified athletic therapists. <i>Includes: logo recognition and signage during breakfast.</i></p>	\$750

* Logo recognition includes onsite signage, print program and on screen in looping PowerPoint.

PROGRAM GUIDE ADVERTISING

	Ad Size (inches)	COST
OBC - Outside back cover (full colour)	8.5 x 11	\$1,200
IFC - Inside front cover (full colour)	8 x 10.5	\$1,000
IBC - Inside back cover (full colour)	8 x 10.5	\$1,000
Full page (greyscale)	8 x 10.5	\$550
½ page (greyscale)	8 x 5	\$300
¼ page (greyscale)	3.75 x 5	\$200
Email to Delegates (direct access to Conference delegates and CATA members)		\$1,500
Delegate Bag Insert - Provide one item to be included in all delegates' bags at registration. Item is subject to weight and size restrictions		\$500

The conference program is printed for delegates, distributed by email and posted on the conference website. Artwork must be print-ready and supplied in a PDF format. The program will be printed in full colour on the cover (front, back and inside covers). Ads will be printed in greyscale in the rest of the program. All ads to be supplied with no bleeds, with the exception of the outside back cover.

EXHIBITOR INFORMATION

CATA's Conference program encourages delegates to interact with as many exhibitors as possible. Delegates are required to select Exhibit Hall as one of their sessions on the Friday. In addition, lunch on that day is served in the exhibit hall.

EXHIBITOR BOOTHS

# of Booths	Early Bird Price* (by January 30, 2020)	Regular Price (after January 30, 2020)
Single Booth	\$1,200	\$1,400
Double Booth	\$2,000	\$2,200
Triple Booth	\$2,800	\$3,000

*Payment in full required by Early Bird Deadline to qualify for the Early Bird rate.

Booths are 8' x 10' with a 3' high side partition and 8' high back wall.

EVERY EXHIBIT BOOTH INCLUDES:

- 6' skirted table with 2 chairs
- Two exhibitor badges
- Meals on the Friday (breakfast and lunch)
- Complimentary invitation to the social night on Thursday evening
- Email access to registered delegates (only those who have agreed to share their contact information)
- Listing in the conference program
- Listing on the CATA conference website

EXHIBITOR SCHEDULE

EXHIBITOR SET-UP:

Thursday, June 18, 12:30 pm – 5:00 pm

WELCOME SOCIAL:

Thursday, June 18, 7:30 pm – late

EXHIBITOR DAY AT THE CONFERENCE:

Friday, June 19, 7:00 am – 4:45 pm

EXHIBITOR TEAR-DOWN:

Friday, June 19, 4:45 pm – 6:30 pm - No dismantling is permitted until the official closing time of the exhibit hall.

EXTRA EXHIBITOR BADGES

Upon registration you will be provided with two exhibitor badges. These will be required for entry into the Welcome Social and meals. If you require extra badges they can be supplied at an additional cost of \$99 each.

EXHIBITOR TERMS AND CONDITIONS

All exhibitors must read and agree to the exhibitor terms and conditions as listed on page 7.

TRAVEL

AIR CANADA

Visit www.aircanada.com and enter code **HXAVDCW1** into the search panel to apply for travel discounts.

Applicable rules:

- The booking is to be made to the following city: Hamilton, YHM (ON)
- The travel period begins **Thursday, June 11, 2020** and ends **Saturday, June 27, 2020**.
- Travel is valid Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday.
- No discount will apply to Tango bookings for travel within Canada or between Canada and the U.S. For International travel (destinations outside North America), discounts apply to all fares including Tango.

WEST JET

Visit www.westjet.com and enter code **D52UH2Y** into the search panel to apply for travel discounts

Travel from: June 11-27, 2020

Changes/cancellations: You can change or cancel reservations within 24 hours of booking at no charge. Further changes or cancellations can be made up to 2 hours prior to the flight; please note additional fees or charges may apply for each guest depending on fare class booked and differences in fare.

FLOOR PLAN



2020 CATA CONFERENCE - EXHIBITOR & SPONSOR REGISTRATION FORM

CONTACT INFORMATION

Company/Organization Name: _____

(As it should be printed in the program guide)

Primary Contact Person: _____

Phone: () _____ Email: _____

Company/Organization Street Address: _____ City: _____

Province/State: _____ Country: _____ Postal Code/Zip Code: _____

Website: _____

SPONSORS

Check (✓)	Sponsorship Opportunity	COST
	Annual Awards Banquet Sponsor	\$3,500
	Welcome Social Sponsor	\$2,500
	Fitness Sponsor	\$2,000
	Networking Break Sponsor	\$1,500
	Equipment Sponsor	\$1,000 or in-kind equipment
	Education Sponsor - Lectures	\$1,000
	Education Sponsor - Research	\$500
	Education Sponsor - Posters	\$250
	Conference App Sponsor	\$1,000
	Mentorship Breakfast Sponsor	\$750
TOTAL		

EXHIBITORS

Check and fill in the appropriate amount (prices do not include 13% HST):

Check (✓)	# of Booths	Early Bird Price* (by January 30, 2020)	Regular Price (after January 30, 2020)
	Single Booth	\$1,200	\$1,400
	Double Booth	\$2,000	\$2,200
	Triple Booth	\$2,800	\$3,000
TOTAL			

* Payment in full is required by January 30, 2020 in order to receive the Early Bird rate.

Exhibitor badges:

Contact Names for two free badges: 1. _____ 2. _____

Extra Exhibitor Badge(s): \$99 x _____ = \$ _____

Booth space preference:

List your top 3 preferred booth spaces in rank order (see floor plan on page 4)

1st choice _____ 2nd choice _____ 3rd choice _____

As an exhibitor, by signing this contract I agree to the terms and conditions as listed on page 7.

Signature: _____

2020 CATA CONFERENCE - EXHIBITOR & SPONSOR REGISTRATION FORM

ADVERTISERS

Check (✓)	AD	COST
	Outside back cover (full colour)	\$1,200
	Inside front cover (full colour)	\$1,000
	Inside back cover (full colour)	\$1,000
	Full page (greyscale)	\$550
	½ page (greyscale)	\$300
	¼ page (greyscale)	\$200
	Email to Delegates	\$1,500
	Delegates Bag Insert	\$500
TOTAL		

TOTAL	
Exhibitor Booth / Extra badge(s) Total	\$
Advertising Total	\$
+13% HST	\$
+ Sponsorship (no tax on sponsorship)	\$
TOTAL DUE	

PAYMENT INFORMATION

Payment MUST accompany registration and be in Canadian funds. Billing separately is not available.

CHEQUE

Enclosed is my cheque payable to the Canadian Athletic Therapists Association in the amount of \$ _____

CREDIT CARD

Please charge my: VISA Mastercard AMEX

Note that credit card payments will be charged a 3% admin fee on the total cost.

Card Number: _____ Expiry: _____ / _____

Name on Card: _____ Signature: _____

COMPLETED FORM AND CHEQUE SHOULD BE SENT TO:

Canadian Athletic Therapists Association c/o Strauss, Suite 503, 386 Broadway, Winnipeg, Manitoba R3C 3R6

Fax: 1.877.947.9767 Email: abl@strauss.ca

CATA reserves the right to modify speakers or program content. A refund (less a \$200 administration fee) will be given only if notice of cancellation is received by CATA in writing by March 1, 2020. No refunds will be made after March 1, 2020. A charge of \$50 will be levied for NSF cheques.

Canadian Anti-Spam LEGISLATION

_____ By initialing the space next to this clause, I provide my express consent to being contacted, including by email and by other electronic communications, by the Canadian Athletic Therapists Association (CATA), and third parties, for purposes related to the planning, performance and marketing of, the CATA Conference.

_____ By initialing the space next to this clause, I provide my express consent to being contacted, including by email and by other electronic communications, by the CATA, and third parties who are involved with the CATA Conference, about products, services and other promotions offered by the CATA and third parties who are involved with the CATA Conference.

We will only send you email and other electronic messages with your express consent, or as permitted by CASL, or other laws. You may withdraw your consent at any time by contacting our offices at info@strauss.ca or 1-888-899-3976. Please be advised that this may restrict our ability to send messages to you in the future.

Strauss Communications Incorporated is providing this request for consent on behalf of the Canadian Athletic Therapists Association (CATA). You can contact Strauss Communications Incorporated at 386 Broadway, Suite 503, Winnipeg, Manitoba R3C 3R6, or by email at info@strauss.ca. You can contact CATA at Suite 300, 400 5th Avenue S.W. Calgary, Alberta T2P 0L6, or by email at info@athletictherapy.org.

EXHIBITOR TERMS AND CONDITIONS

1. Exhibitors will be required to abide by all rules and regulations as established by the Canadian Athletic Therapists Association (herein called CATA).
2. CATA reserves the right to reject or prohibit exhibits, or exhibitors whom they consider do not meet the goals of the CATA Conference, or to relocate exhibitors when in CATA's opinion such moves are necessary to maintain the quality, traffic flow, character and good order of the show. Exhibitor agrees to abide by all rules adopted by CATA, and that CATA shall have the final decision in adopting any rules and regulations deemed necessary prior to, during and after the show.
3. Exhibit space may not be transferred or sublet without the written permission of CATA.
4. **Exhibits must be wholly contained within the exhibit space.** Sales activity, demonstrations and distribution of any printed matter, souvenirs, or any other materials shall be confined to exhibitor's booth.
 - a. All exhibit items are to be placed within your designated booth space and must not encroach or obstruct the aisle or the neighbouring booths.
 - b. All display fixtures over 4'0 (1.22m) in height must be confined to that area of the exhibitor's space which is at least 5'0" (1.52m) from the aisle line; and/or
 - c. Your exhibit must not block the sight line of neighbouring exhibitors. Any display materials over 3ft (0.91m) in height must be placed at the rear of the booth, not more than 3ft (0.91m) from the back wall. These guidelines apply regardless of the number of linear booths you occupy.
5. In the event that the exhibitor fails to make all payments at the time appointed herein, all rights of the exhibitor shall cease and terminate and any and all payments on account hereof prior to said time may be retained by CATA as liquidated damages and not as penalty, and CATA may rent the space to other exhibitors.
6. Exhibitors are not permitted to sell food or beverages within the exhibit space.
7. The exhibitor shall not conduct him/herself, or operate any equipment at a level of sound that is determined at the sole discretion of CATA to be detrimental to the welfare of the show or other exhibitors.
8. The exhibitor agrees that no display may be dismantled or goods removed during the entire show run, and must remain intact until closing on the last day. Exhibitor also agrees to remove their exhibit, equipment and apparatus from the show building by final move-out time, or in failing to do so, agrees to pay all such additional costs as may be incurred.
9. The exhibitor agrees to comply with all applicable privacy laws, including the Personal Information and Electronic Documents Act (Canada, the "Privacy Laws") and particularly in respect to any personal information about an identifiable individual collected, used or disclosed during or in connection with the show.
10. Reasonable security shall be provided at all times on the show premises, primarily to assure public safety. Exhibitor's property shall be placed on display at its own risk and CATA assumes no liability for loss of damage thereto. The exhibitor shall assume all responsibility for loss or damage to his property due to theft, fire, flood or any other cause beyond the control of CATA.
11. The exhibitor agrees to indemnify and save CATA and any of its agents, partners, employees or sponsors, harmless from any damage, liability, claim, cost or expense (including legal fees) whatsoever arising from any injury or damage to said exhibitor, their agents, employees or invitees, or to other exhibitors or their property, and/or from any breach by said exhibitor, their agents or employees of any applicable Privacy Laws. Exhibitors shall be liable for any damages to the building or furniture and fixtures contained therein, or the approaches and entrances therein, or the approaches and entrances thereto, by virtue of the terms of this agreement. This also extends to any materials used for CATA's demonstration and sales activities.
12. Exhibitors shall provide to CATA a Certificate of Insurance issued by their insurance agent/broker (this Certificate is generally available at no additional cost). This Certificate must certify that the Exhibitor has General Liability Insurance that is effective between the move-in and Move-Out dates and that the amount of this insurance is no less than \$2,000,000. Exhibitors who have not supplied this Certificate will not be allowed to move-in.
13. In the event the building should be destroyed by fire or the elements, or if any other circumstances whatsoever should occur which might make it impossible for CATA to permit exhibitors to occupy the premises or if the show is cancelled, the exhibitor shall pay for space only for the period the space was or could have been occupied, and CATA will in no way be responsible for any claims or damage which might arise in consequence thereof.
14. Exhibits must comply with fire regulation. All display materials must be fireproof.
15. The sale of articles is prohibited unless articles bear the label of a recognized testing laboratory, such as C.S.A., C.G.A., or U.L. of C. or has been locally approved by the Minister having jurisdiction, and must abide by all copyright and trademark laws as they may apply.
16. CATA reserves the right to appoint all show services, and will make all information available to exhibitors. Such items as carpets, furniture, etc. may be rented from display contractors. SUCH ITEMS ARE NOT COVERED BY THIS CONTRACT.
17. This contract may only be cancelled by either party provided notice in writing is received by the other, at least ninety (90) days prior to move-in day of the show. If the exhibitor cancels after this date, they are liable for full payment of their space rental.