

SEPTEMBER 24-26

ANM9 ADVANCING NATURAL MEDICINE 9



BRITISH COLUMBIA
NATUROPATHIC
ASSOCIATION

Dear Exhibitor,

Please find attached a vendor registration form for Advancing Natural Medicine 9, the BCNA's annual clinical convention. ANM9 will be held at the Vancouver Convention and Exhibition Centre, 999 Canada Place Way, on Vancouver's Coal Harbour (aka "the sails").

We are privileged to announce that Wade Davis, renown ethnobotanist, will return as our closing keynote. Many other excellent speakers on topics as diverse as botanical medicine for cancer, reproductive medicine, mind-body medicine and the clinical use of fungi, are part of a dynamic weekend line-up.

This is the only clinical conference for NDs in BC in 2010.

This prospectus includes an exhibitor registration contract with booth and sponsor opportunities. A floorplan of booth layout is also enclosed.

The exhibitor hall, registration and main lecture hall are on one level. Break-out sessions, scheduled for Friday and Saturday, are one level up. Refreshments during breaks are served in the exhibitor hall. In addition, we use the exhibitor "passport" system, encouraging doctors to get a stamp at each booth, then to enter for prizes drawn at the Sunday break.

The conference is scheduled for Friday, September 24, Saturday, September 25 and Sunday, September 26, 2010. Seminars begin all three days at 8 a.m. Friday and Saturday seminars end at 6 p.m. Sunday seminars end at 1 p.m. We have re-introduced the Friday evening "meet the exhibitors" reception in the exhibit hall.

There are two one-hour exhibitor breaks on Friday and Saturday as well as 1½-hour lunch breaks each day. There is a one-hour exhibitor break on Sunday.

If you have questions regarding the information attached please use any of the contact numbers listed inside this brochure.

Your participation is the key to making our conventions a success. Thank you in advance for supporting the profession.

Sincerely,
Glenn Cassie, BCNA Executive Director

ADVANCING NATURAL MEDICINE 9



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Exhibitor Options

Exhibitor booths: Twelve booths at \$1250

100	101	102	103	104	105
200	201	202	203	204	205

All other booths: \$1000

Other promotional opportunities

Logo on Conference Bag

- Large company logo on the tote provided to all delegates; two available only

\$475

- Regular company logo on the tote provided to all delegates; six available only

\$375

Conference Proceedings Book

- Full colour inside front cover ad (one available only)

\$499

- Full colour inside back cover ad (one available only)

\$499

- Full colour outside back cover ad (one available only)

\$599

- Black & white ads inside program \$175

Delegate Name Tags and Lanyards

- Company logo on lower right of all delegate name tags (one available only) \$599

Lanyards (one available only)

- Your company name on delegate lanyards, \$499

Unable to Attend

- promotional material, supplied to BCNA, distributed to all delegates \$225

Student sponsorships (recognition recorded in proceedings book)

- conference registration (doesn't include meals) \$99

- student lunches @ \$25 each

Extra lunch tickets for your booth

- each booth receives one lunch ticket for both lunches; extra tickets \$25 each

Reading the Floorplan & Choosing a Booth:

Exhibitor booths and the main lecture hall are ground/street level of the Vancouver Convention Centre (VCC), east wing, aka "the Sails." The VCC is directly across the street from the Fairmont Hotel. It is also attached to the Pan Pacific Hotel. The VCC loading bay is directly behind the exhibit hall.

Concurrent sessions, and Friday/Saturday lunches are served one level up; they are not shown on the floorplan, but the escalator next to the registration booth is. The registration table is located by the "ENTRANCE" indicated on the map of the floorplan.

Although there are three entrance/exits to the exhibitor hall, most delegates will enter from the doors by the registration booth (near booths 100, 101, 200, 201). Coffee/tea and snacks are located at two stations, on the farthest wall of the hall, to encourage cross-booth traffic.

During exhibit hours the entrance doors at the registration booth will be open (7:30 a.m. to end of the last lecture each day). It is not mandatory to be at your booth from 7:30 a.m., however as stated in the regulations the BCNA is not responsible for items stored at your booth. During exhibitor breaks, the other two exhibitor doors will also be opened, with a sergeant-at-arms at each door. The exhibit halls are securely locked in the evening.

As noted on the floorplan, the end booths on the six islands *cannot* be purchased as a pair; an eight foot drapery backwall runs down the centre of each island. Paired booths on the islands must be purchased side-by-side (e.g. 203 and 205 could be reserved as a pair, 205 and 304 could *not* be reserved as a pair).

Advancing Natural
Medicine 9 / ANM9
September 24-26, 2010
Vancouver, BC, Canada
www.bcna.ca

Registration info:
BCNA • British Columbia
Naturopathic Associa-
tion
2238 Pine St
Vancouver, BC, V6J 5G4
Ph: 604 736 6646
Fx: 604 736 6048
e-mail: bcna@bcna.ca

Location of Event:
Vancouver Convention
Centre / VCC (aka “the
Sails”)
999 Canada Place Way
Vancouver, BC, V6C 3C1

Convention Hotel:
Fairmont Waterfront
900 Canada Place Way
Vancouver, BC, Canada
Ph: 604 691 1991

Exhibitor Show Services:
Levy Show Service
Ph: 604 277 1726
Fx: 604 277 1736
e-mail: general@levy-
show.com
web: www.levyshow.com

Exhibitor Set-up:
After 9 p.m. Thursday,
September 23 or Friday,
September 24 from 6:30
a.m.

The first exhibitor break
is 10 a.m. Friday, Sep-
tember 24.

Tear down: Any time
after 11 a.m. Sunday,
September 26, but not
before 11 a.m. Tear-
down must be complete
by 1:30 p.m. on Sunday,
October September 26,
2010.

Registration Instructions:

- ◆ Use the attached floorplan and registration form. This information is also avail-
able online at www.bcna.ca; as booths are reserved, we will be updating the
floorplan M-F showing booth availability.
- ◆ Type or print clearly in dark ink your Company and Mailing information. The
contact, address and name information you supply on your registration form
will be used in promotional material and in the program. (NB: If you want your
toll-free order line in the program, as opposed to a local line, make sure you
indicate that on the form.)
- ◆ Please keep a copy for your records.
- ◆ Registrations without full payment cannot be processed.
- ◆ Registrations do not become a binding contract until full payment is received.
- ◆ For cheque payments, we will hold a booth for 48 hours only.
- ◆ Fax or mail your registration form. Fax to 604 736 6048. Mail to BCNA, 2238
Pine Street, Vancouver, BC, Canada, V6J 5G4.
- ◆ American suppliers: Prices quoted are in Canadian dollars. You will be charged
less than the total shown, as per the exchange rate on the day of transaction.
- ◆ Payment must be made by cheque, cash, Visa or MasterCard credit card only.
Make cheques payable to BCNA.

Move-in details: You have four options in respect to booth delivery.

- You can delegate Levy Show Services to deliver your booth on-site and/or collect it on Sunday.
Contact Levy at 1 888 681 9333. There is a fee for this service.
 - You can personally bring your booth to the Convention Centre. The loading bay is open during
move-in times. It is located immediately behind the exhibit halls and provides very convenient ac-
cess.
 - The hotel where you are staying may accept your booth in advance. Check with reservations.
 - The Vancouver Convention Centre (VCC) does not have storage and *will not* accept your booth in
advance of move-in. The VCC *will* accept your booth on the afternoon of Thursday, September 23.
BCNA is not responsible for booths shipped directly to the VCC.
- Move-in is after 9:00 p.m. on Thursday, September 23 until 11 p.m., or after 6:30 a.m. on Friday, Sep-
tember 24. The first break is 10:00 a.m. on Friday, September 24. Tear down is any time after 11 a.m.
on Sunday, September 26, *but not before 11 a.m.*

Move-out details: You have three options in respect to booth pick-up.

- You can delegate Levy Show Services to transport your booth off-site Sunday. Contact Levy at 1 888
681 9333. There is a fee for this service.
- You can personally take your booth with you. The VCC loading bay is open during move-out
times.
- You can package your booth completely, clearly address it with appropriate courier tags, and have
your courier pick-up your booth Monday morning, September 27, 2010. However, there is no storage
facility at the VCC. If your booth is not picked-up Monday morning, VCC has the right to discard your
booth. This option is totally the responsibility of the vendor; we urge you to consider one of the other
two options at move-out.

Show hours: There are five breaks during the conference and two lunches. We ask that booths be
staffed during all these times. The exhibit hall doors by registration will be open from 7:30 a.m. on all
three days; the VCC and BCNA are not responsible for items at your booth during open hours. The
exhibit floors close on Friday at approximately 7:00 p.m., on Saturday at 6:00 p.m. and Sunday follow-
ing the morning break.

Gifts/prizes/product samples: We use the exhibitor passport system to encourage delegates to visit all
booths. As such, we ask that if you have any give-away items you participate in the draw which will be
held in the exhibit hall at the last break on Sunday.

Booth recap: Your 8'x10' booth includes draping, one table, two chairs, one electrical outlet, wastebas-
ket and lunch for one person for Friday and Saturday. For additional electrical, parking, audio-visual
or Internet, use the VCC forms attached. For booth transit and other show services requests, use the
Levy forms attached. For additional lunch tickets contact the BCNA.

Hotel: A hotel block has been secured at the Fairmont Waterfront, which is immediately across the
street from the VCC. A limited number of rooms are available at the rate of \$189 and \$209. For less
expensive options, consider the Coast Coal Harbour Hotel at 1180 West Hastings, or any hotel on Rob-
son St. The Fairmont room block expires one month prior to the convention; we urge you to book your
rooms well in advance as availability may be limited after August 23.

Rules and Regulations

By registering for exhibit space a company agrees to adhere to all conditions and regulations outlined in this prospectus. Please ensure your promotional and/or sales department has a copy of these rules and regulations.

Purpose

The purpose of the exhibition portion of ANMg is to complement the continuing education session, to allow supplier companies to meet personally with existing clients and to share health care related technologies, products, services and equipment with prospective clients. The BCNA, which is hosting ANMg, is a non-political, non-profit entity.

Eligibility

The BCNA reserves the right to determine the eligibility of an exhibitor for inclusion at the ANMg and to prohibit an exhibitor from conducting and maintaining an exhibit, if in the sole judgment of the BCNA the exhibitor or exhibit or proposed exhibit shall in any respect be deemed unsuitable.

Registration, Cancellation and Transferring of Registration

No registration will be confirmed without full payment. No registration can be guaranteed or held without full payment. All space is registered to exhibitors on a first paid basis. Once all space has been reserved, a waiting list based on date of request will be maintained by the BCNA. No company can transfer its registration to another company without prior, written consent from the BCNA. A company desiring to cancel or reduce its requested space, after having submitted a signed contract and the required payment, must do so in writing on company letterhead. If the cancellation request is received (*not postmarked*) on or before Thursday, August 19, 2010 cancellation will be granted in full, less a \$50 administration fee. No refunds can be granted after Thursday, August 19, 2010. Exhibitor no-shows and/or any exhibit space not staffed during the exhibition will be treated as "late" cancellations and will not be provided with a refund. The BCNA may cancel this contract, upon reasonable cause, or upon the occurrence of events beyond its control, which makes performance impossible or useless, upon written notice to the exhibitor by an authorized agent, employee, or other officer of the BCNA. The BCNA reserves the right to alter, reduce or redistribute allocated space upon reasonable cause, or upon the occurrence of an event beyond its control, which render previous space allocation impossible or useless, upon written notice to the exhibitor by an authorized agent, employee, or officer of the BCNA. In the event of such cancellation or reduction, the BCNA agrees to negotiate in good faith toward refund, reduction or alternate application of the sums paid by the exhibitor as rental fees.

Subletting Booth Space

Exhibitors may not assign, sublet or apportion to others all or part of the space allotted to the exhibiting company, and may not advertise or display goods or services other than those manufactured, distributed or sold by the exhibiting company in the regular course of its business.

Booth Staffing and Exhibitor Badges

Qualified employees of the exhibiting company must staff exhibits at all times during ANMg conference hours. Each individual staff at a booth is required to register and must wear the exhibitor badge provided. A maximum of three badges are provided per booth for free (all additional badges are \$5 each), and a maximum of three staff may

attend each booth at any given time.

Display Regulations

Booth decorations are to be professional, standard booth design. Decorations that reflect against the character of the naturopathic profession or utilize objectionable tactics are prohibited. Noise from electrical or mechanical apparatus or other types of displays may not interfere with or cause annoyance to other exhibitors. The BCNA exercises the right to have final say in what constitutes an objectionable display and/or to determine at what point sound constitutes interference with others and if it must be discontinued.

Photography

The exhibitor reserves the right to grant permission to have their display/product(s) photographed.

Media

All public relations press and media related activities occurring on the exhibitor floor must be pre-approved by the BCNA. No press may enter the exhibit floor without a badge.

Printed Materials and Signage

The distribution and promotion of materials by exhibitors is limited exclusively to their booth space. No materials are permitted in the registration area, meeting rooms, at refreshment tables or in the dining hall, unless they are part of a sponsorship arranged with and purchased from the BCNA.

Use of the BCNA Logo

The BCNA claims trademark rights to its logo, as well as the use of the conference title, Advancing Natural Medicine 9 and/or ANMg, as well as its website, www.bcna.ca. Use of any of these items must be pre-arranged with the BCNA.

Exhibitor Sponsored Hospitality/Entertainment Functions

Hospitality/Entertainment functions are open exclusively to exhibitors who have purchased a booth and/or sponsorship package with the BCNA. Prior to arranging or promoting a function, exhibitors must seek approval from the BCNA; this request should be on company letterhead, including the date, time, location, and type of activity planned. This request should be made to the BCNA, and faxed to 604 736 6048 or e-mailed to bcna@bcna.ca. No function can be hosted concurrent to the lecture times or Friday evening meet and greet. Honoraria and other inducements to attract attendance to focus groups, hospitality functions and non-ANMg educational meetings are not sanctioned by the BCNA and should be avoided. Hosting companies must make it clear that their event is not an official BCNA function.

Security

Independent security will be contracted on an as needed basis. BCNA, the Fairmont Hotel, the VCC, the assigned show services provider or the security vendor will not be held responsible for the safety of the property of the exhibitors from theft, damage by fire, accidents, vandalism, other causes, or acts of God. The BCNA strongly recommends that each exhibiting company secure a rider through its insurance agent to cover all booth and display items during transportation to and from the conference, as well as during installation, exhibit days and dismantling. BCNA insurance policies do not extend to cover the liabilities of exhibitors.

Indemnity

The exhibitor agrees to indemnify and hold the BCNA, its employees, agents, officials and con-

tractors and the Fairmont Waterfront Hotel, VCC, Levy Show Services and their respective employees, representatives, agents, successors and assigns, harmless against any and all damages, claims, judgments, losses, costs and expenses (including attorney fees) that may at any time be incurred, suffered, sustained by or imposed upon the BCNA and/or said companies, respective agents, successors or assigns by reason of exhibitor's activities pursuant to the approved exhibit space application and contract. This indemnification and hold harmless agreement includes, but is not limited to, any and all claims, damages, losses or expenses attributable to personal or bodily injury, sickness, disease or death, or injury to or destruction of tangible property, including the loss of such property.

Damage to Convention Facility

The exhibitor must surrender space occupied in the same condition as it was at the time of occupation. Exhibitors will be responsible for any damage done to the convention facility, and for all claims and demands on account of any injury, death or damage done to property occurring in or upon exhibitor's booth space or because of the acts of the exhibitor, their employees, licensees, agents or contractors. The exhibitor also agrees to hold harmless the BCNA from and against any and all claims and demand, which may arise from or be assessed in connection with the foregoing undertakings and responsibilities of the exhibitor. No nails, tacks or screws may be driven in to the floor, wall or woodwork of the building.

Compliance with Local Ordinances

License and permits required by local statute, ordinance or regulation (if any) are to be obtained and paid for by the exhibitor. Each exhibitor will be individually responsible for compliance with local health, fire and safety ordinances and regulations. The BCNA has no further responsibility to notify exhibitors that this compliance is required.

Installation/Dismantling of Exhibits

Any booth not claimed by noon Pacific Time on Friday, September 24, 2010, may be assigned to another exhibitor unless the BCNA has been made aware of extenuating circumstances. There will be no refund to the original exhibitor. All exhibits must remain intact until at least 11 a.m. on Sunday, September 26, 2010. All exhibits must be packed and labelled for shipment by 1:30 p.m. on Sunday, September 26, 2010. All garbage, waste, packing materials in exhibitor's space must be disposed of properly in approved receptacles or management has the right to remove and charge the expense to the exhibitor. All services, other than installation and dismantling of the exhibit, must be secured through official show contractors.

Violations

Violations of any of these regulations on the part of the exhibitor of his/her employees or agents, shall at the option of the BCNA, annul the right to occupy space, and such exhibitor shall forfeit to the BCNA all monies paid and owed. Upon evidence of violation, the BCNA may re-enter and take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all such expenses and all monies paid or due the BCNA on account thereof. The exhibitor waives any right to service on written notice of the BC Naturopathic Association's intention to terminate this agreement and retain space occupied by the exhibitor.