

# An Ocean of Caring National Child Care Conference 2007 Marketing Opportunities Package



## L'Océan des soins aux enfants Conférence nationale sur la garde à l'enfance 2007 Guide de possibilités de promotion

15 février 2007

Cher partenaire d'affaires, Organisations communautaires connexes et Organisations à but non-lucratif,

Child Care Connection Nova Scotia organise la Conférence nationale sur la garde à l'enfance et la foire commerciale en collaboration avec la Fédération canadienne des services de garde à l'enfance (FCSGE) et ses organismes affiliés de la Nouvelle-Écosse, le Certification Council of Early Childhood Educators of Nova Scotia et la Nova Scotia Child Care Association. La conférence *Toutes voiles vers la qualité sur l'océan des soins aux enfants* se tiendra à l'hôtel Halifax Marriott Harbourfront, Halifax, Nouvelle-Écosse, du 15 au 17 juin 2007.

La conférence vous offre l'occasion de promouvoir vos produits et services aux participants de partout au Canada œuvrant dans le milieu de la garde à l'enfance. L'aire réservée aux exposants est située au centre des activités de la conférence afin de maximiser l'achalandage aux kiosques. Le programme de la conférence prévoit des périodes fixes pour la visite de la foire commerciale. Le logo, les coordonnées et l'adresse du site Web de votre compagnie seront affichés au site Web de la conférence, et seront disponibles jusqu'en janvier 2008 pour référence.

Veillez trouver ci-inclus la Trousse des possibilités de promotion renfermant l'information pour les exposants à la foire commerciale, les annonces publicitaires et les offres de commandite. Afin de tirer profit de cette occasion de promotion, veuillez compléter et retourner la formule de contrat au plus tard le 1<sup>er</sup> mai 2007. Les espaces de la foire commerciale seront attribués selon le principe du « premier arrivé premier servi »; nous vous suggérons donc de réserver votre kiosque le plus tôt possible afin de bénéficier du choix de votre emplacement! De plus, veuillez envisager la possibilité de donner un de vos produits pour nos activités de financement. Le nom de votre compagnie sera affiché à titre de donateur sur le site Web de la conférence.

Pour toute question ou pour de plus amples renseignements, n'hésitez pas à communiquer avec moi au (902) 423-8199 ou au 1 800 565-8199 (*Région du Canada Atlantique*). Le site Web de la conférence, [www.ccnns.org/ocean.html](http://www.ccnns.org/ocean.html), vous tiendra au courant des progrès de la conférence. J'espère avoir l'occasion de vous rencontrer lors de la Foire commerciale de la conférence *L'Océan des soins aux enfants* les 15 et 16 juin 2007.

Bien à vous,

Michelle Cannizzaro  
Coordonnatrice du financement  
et des activités,  
Child Care Connections



# An Ocean of Caring National Child Care Conference 2007

## Marketing Opportunities Package

### Possibilités de promotion

Conférence nationale sur la garde à l'enfance & Foire commerciale 2007

#### Exposant à la foire commerciale :

Entreprise privée/Fournisseurs des services de garde .....	350 \$
Organisations communautaires connexes .....	150 \$
Organisations à but non-lucratif.....	50 \$

#### Annnonce publicitaire :

La trousse de la conférence sera distribuée à 300 - 450 participantes à la Conférence nationale sur la garde à l'enfance & Foire commerciale du 15 au 17 juin 2007. Les participantes sont des praticiennes œuvrant dans le domaine de l'apprentissage et de la garde des jeunes enfants, des chercheurs, des concédants de licence, des consultants et des formateurs. Les encarts publicitaires insérés dans la trousse est une autre façon de promouvoir vos produits et services.

#### Spécifications :

Positionnement de l'annonce		Coût par page
Encart publicitaire dans la tousse de la conférence correspondante	8 x 11" page	175 \$ ou partie
Exposants correspondante	8 x 11" page	150 \$ ou partie

#### Dates de tombée :

- Contrat rempli et retourné à Connections d'ici le **1<sup>er</sup> mai 2007**.
- 450 copies de votre encart publicitaire doivent parvenir à Connections d'ici le **30 mai 2007**.

#### Commandite :

**Commandite d'une session** 500 \$

Les avantages de la commandite sont :

- Reconnaissance de votre commandite dans les documents promotionnels et pendant l'événement
- Adresse de votre site Web dans le programme de la conférence

**Commandite d'une pause-santé** 250 \$

Les avantages de la commandite sont :

- Reconnaissance de votre commandite dans les documents promotionnels et pendant l'événement

#### Don d'un produit – Activité de financement

Il y aura, tout au long de la conférence nationale sur la garde à l'enfance, des activités de financement telles que des ventes aux enchères et des tirages. Les donateurs seront mentionnés dans le programme de la conférence. Vous pouvez nous appuyer en donnant des produits ou services, ou en misant sur des articles mis aux enchères.



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## Contrat de promotion :

Child Care Connection Nova Scotia organise la conférence nationale sur la garde à l'enfance et la foire commerciale en collaboration avec la Fédération canadienne des services de garde à l'enfance et ses organismes affiliés de la Nouvelle-Écosse, le Certification Council of Early Childhood Educators of Nova Scotia et la Nova Scotia Child Care Association.

Veuillez signer ce contrat indiquant votre participation. Retournez les pages 3 et 4, et le paiement, si les frais n'ont pas encore été acquittés, d'ici le **1<sup>er</sup> mai 2007**.

### Kiosque(s) — Indiquez un choix

- 350 \$/ table pour fournisseurs/ entreprise privée
- 100 \$/ table pour les organisations communautaires connexes
- 50 \$/ table pour les organisations à but non-lucratif

Nombre de kiosques : \_\_\_\_\_

Indiquez votre (vos) choix d'emplacement(s) tel qu'apparaissant sur le plan (voir page 8)

1<sup>er</sup> \_\_\_\_\_ 2<sup>e</sup> \_\_\_\_\_ 3<sup>e</sup> \_\_\_\_\_

Sous-total — coût de l'espace : \_\_\_\_\_ \$

### Annonce publicitaire — Engagement (veuillez consulter le feuillet d'information ci-inclus)

#### Coût des encarts publicitaires dans la trousse de la conférence (Indiquez votre choix)

- Non-exposants : 175 \$ pour une page 8 X 11 ou partie correspondante
- Exposants : 150 \$ pour une page 8 X 11 ou partie correspondante

Nombre d'encarts publicitaires : \_\_\_\_\_

Totalisant \_\_\_\_\_ \$

#### Souper au homard du samedi

Souper au homard du samedi soir @ 30 \$ le billet :

J'y assisterai N<sup>bre</sup> d'invités qui m'accompagneront : \_\_\_\_\_

Totalisant \_\_\_\_\_ \$

**Grand total (kiosques, publicité, réception) :**

\_\_\_\_\_ \$

#### Articles pour le financement

Veuillez envisager la possibilité de donner un de vos produits pour nos activités de financement.

Oui, je donnerai un article.

Veuillez décrire l'article que vous donnerez :

- 
- Je ferai parvenir l'article à Child Care Connection avant la foire commerciale.
  - J'apporterai l'article la foire commerciale le 15 juin 2007.

Veuillez trouver ci-inclus notre paiement au montant de \_\_\_\_\_ \$, (si non-payé), représentant le coût du kiosque, de l'encart publicitaire et /ou du souper auxquels nous nous inscrivons.

**Paiement total dû au plus tarde le 1<sup>er</sup> mai 2007**  
Chèques payables au nom de Child Care Connection Nova Scotia.

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**Agreement**

We have read and agree to abide by the information outlined in the "Terms and Conditions for Exhibitors" and "Marriott Regulations for Displays and Exhibits" regarding exhibiting at An Ocean of Caring National Child Care Conference and Trade Show 2007, including booth information, set-up, dismantling, and liability. Allocations of space will be made by the trade show staff of Child Care Connection Nova Scotia. Priority will be given to return exhibits. Provision of exhibit space by Child Care Connection Nova Scotia does not constitute endorsement of goods and/or services.

**Cancellation Policy**

Should the exhibitor wish to cancel commitment to exhibit after submitting this application, s/he may only do so by giving written notice to Child Care Connection Nova Scotia, mailed, faxed or e-mailed by June 1<sup>st</sup>, 2007. The exhibitor is eligible for a refund of 50% of the exhibit space prior to this date. No refund will be made after this date.

**Liability**

The exhibitor agrees not to hold responsible Child Care Connection Nova Scotia, their employees and agents, the Marriott Harbourfront Hotel, and their employees and agents for any and all claims whatsoever of liability, loss, damage, or expense resulting for the exhibitor's use of the exhibit space. A charge will be applied by the Marriott Harbourfront Hotel to any exhibitor or organization for damages resulting from negligence or carelessness or lack of adherence to the hotel regulations.

By signing this contract, the exhibitor agrees with the Terms and Conditions for Exhibitors as outlined on page 5 of this document package and the Marriott's Regulations for Display and Exhibits as outlined on pages 6 & 7 this document package.

Contact Name:.....

Title:.....

Company/ Organization Name:.....

Address: .....

..... Postal code: .....

Phone: ..... Fax: ..... E-mail:.....

Names of those who will attend the trade show:

.....

.....

.....

Signature

Date

*Office Use Only:*

Date Received:.....

Cheque no: ..... or Money Order no.:.....

Total Received:.....

Received by:.....

Please return the completed contract to:  
**Child Care Connection Nova Scotia** 100-1200 Tower Rd., Halifax, NS B3H 4K6 Fax: (902) 492-8106  
**by May 1<sup>st</sup>, 2007**

# **An Ocean of Caring National Child Care Conference 2007 Marketing Opportunities Package**

## **Terms & Conditions for Exhibitors**

National Child Care Conference & Trade Show 2007

### **Exhibit Allocation**

Exhibit space is allocated by the trade show staff based on when the applications were received, the nature of the exhibit and the size and space required. Preference is given to those whose applications were received before the deadline on May 1, 2007. Exhibitors are responsible for providing staff to be present in their booth at the designated times.

### **Exhibit Size**

Each display area includes one 6' table. In order to provide adequate clearance and access, the trade show staff reserves the right to restrict exhibits to specific dimensions. If your exhibit exceeds these limits or requires special equipment and/or attention, please notify the trade show coordinator prior to set-up. Every effort will be made to accommodate when possible. Exhibitors are responsible to meet Marriott Regulations for Displays and Exhibits (page 6 & 7).

### **Exhibit Set-up**

Exhibit set up begins Friday, June 15<sup>th</sup> at noon, and must be completed by 5:00 p.m., Friday, June 15<sup>th</sup>, 2007.

### **Exhibit Tear-down**

Dismantling, loading, and departure of displays and exhibits must be accomplished after 3:00 p.m. on Saturday, June 16<sup>th</sup>. If exhibits have not been removed from the hotel by 5:00 p.m. the hotel may have them removed, at the exhibitor's expense. If you will require storage space, you must make arrangements with the Hotel Catering Department at (902) 428- 7824.

### **Security**

Security will be provided between 7 pm on Friday, June 15, 2007 and 7a.m. Saturday, June 16, 2007.

### **Rental Cost Does Not Include:**

1. Transportation, warehousing, customer brokerage charges, handling of merchandise, uncrating, assembling, tear down, and re-crating of display material. Displays and exhibits will be brought into the hotel via the Receiving Entrance. The receiving entrance operational hours are Monday to Friday, 9 a.m. to 5 p.m.
2. Tables, chairs, or furnishings required to display (other than what has been specified). Additional materials or equipment can be arranged by contacting Marriott's Events Manager at: (902) 428- 7824 **When handling posters, only masking tape is permitted.**
3. Daily cleaning and electrical service. Information pertaining to electrical power should be discussed no later than two weeks prior to the trade show. If you require power or internet services in the trade show area, please contact the Marriott's Events Manager at: (902) 428-7824 or email you requests to: [genaya.macmillan@marriott.com](mailto:genaya.macmillan@marriott.com) . Also please be advised that charges will apply.
4. All costs and liability for shipping and storage are the responsibility of the exhibitor. The hotel does not provide storage space. The Catering Office must first approve the arrival of all display materials and exhibits. The Halifax Marriott Harbourfront will not assume responsibility for any property brought into the Hotel outside the hotel's legal obligations.

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## REGULATIONS FOR DISPLAY AND EXHIBITS

1. Arrival, unloading, erection, breakdown, loading and departure of display and exhibit material:
  - A. Arrangements for the above will be approved in writing as part of the Sales and/or Catering Contract Letter.
  - B. Halifax Marriott Harbourfront Hotel has very limited storage space. For this reason we ask that no displays or exhibits be sent to the hotel prior to 24 hours before the function is to commence. Attached are recommended services for storage of exhibits, displays or packing cases.
  - C. Due to Fire Regulations, displays and exhibits will be set up using fireproof fabric which exhibitors must provide through exhibit companies.
  - D. Displays and exhibits may be brought into Halifax Marriott Harbourfront Hotel via the Receiving Department entrance on the North side of the building during predetermined times.
  - E. Any form of transportation of exhibits must be on rubber wheeled dollies and must be supplied by the exhibitor. Halifax Marriott Harbourfront Hotel does have a limited number of dollies.
  - F. Displays and exhibits of excessive weight must first be approved by the Chief Engineer or designated Event Manager and must be placed on wooden platforms to avoid damaging the floor and to distribute the weight evenly. The specifications on the freight elevators are as follows:
    - Floor load capacity per square foot is 150 lbs.
    - Service elevator dimensions are: length 7'11", width 5'4"
    - Door width 4', height 8'6", maximum weight 4,000 lbs.
  - G. Displays or exhibits containing or using any form of liquid must first be approved by the Event Manager and will not be permitted unless a plastic sheet protects the floor area under and surrounding the exhibit.
  - H. Clear access to all entrances and fire exits must be preserved. No displays or exhibits, tables or any other furniture may block entrance or fire exit doors. Halifax Marriott Harbourfront Hotel must approve exhibit floor plans.
  - I. No displays may be attached to the drapes, chandeliers, or wall decorations, or hung from the ceiling. No nails or tacks may be hammered into the floors or walls. Only paper displays may be attached to the walls and only masking tape may be used as an adhesive.

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- J. No combustible or inflammable liquid or material may be used in exhibit or display.
  - K. Dismantling, loading and departure of displays and exhibits must be accomplished immediately following the conclusion of the function (Halifax Marriott Harbourfront Hotel will be flexible whenever possible). If exhibits have not been removed from the hotel at the time agreed upon, Halifax Marriott Harbourfront Hotel may have them removed at the expense of the exhibitor
2. Any electrical hook-ups required by an exhibitor must be arranged in advance through the show services company.
  3. Security for your exhibits and displays can be supplied by Halifax Marriott Harbourfront Hotel's Security Department. Please contact the Sales/Catering office and they will make the necessary arrangements.
  4. Labour, storage, electrical, booth decorating, etc. can be arranged by the following:

Legault Companies	902-835-8912 phone
103 Bluewater Road, Unit 3	902-835-8913 fax
Bedford, NS B4B 1H2	

Global Convention Services Ltd.	902-492-1266 phone
P.O. Box 36029	902-492-3117 fax
3695 Barrington Street	
Halifax, NS B3J 3S9	

NOTE: Neither the Halifax Marriott Harbourfront Hotel nor the employees of Halifax Marriott Harbourfront Hotel shall be responsible for loss or damage to displays or exhibits while they are in the hotel. A charge will apply to any exhibitor or organization for damages resulting from negligence or carelessness or lack of adherence to the above mentioned regulations.

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**Trade Show Layout**

The Trade Show is located on the 2<sup>nd</sup> floor foyer, with conference participants passing through on their way to key note speakers and workshops. In addition to this exposure, there are trade show viewing times designated in the program schedule:

Fri: June 15<sup>th</sup>, 2007: 5-7p.m. & Sat: June 16<sup>th</sup>, 2007: 11:45a.m. -1:15p.m.

