66th Annual Conference
22 - 24 September

The Westin Harbour Castle
Toronto

Exhibitor Prospectus
The Canadian Psychiatric Association’s Annual Conference is the largest psychiatric continuing professional development program in Canada. This conference attracts a highly-educated, professional audience that is primarily composed of medical doctors with specialty training in psychiatry from across Canada, as well as medical residents who are currently undergoing training in psychiatry.

2015 DELEGATE PROFILE

- Psychiatrists & Family Doctors: 69%
- Residents and/or Medical Students: 19%
- Allied Health Professionals: 5%
- Industry: 4%
- Other: 3%
Exhibit Hall Location

The Westin Harbour Castle, Metro West & Metro Centre
*Exhibit Hall is carpeted.

Show Hours

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
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<tbody>
<tr>
<td>Thursday</td>
<td>22 September</td>
<td>08:00 - 15:00</td>
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<tr>
<td>Friday</td>
<td>23 September</td>
<td>08:00 - 15:00</td>
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<tr>
<td>Saturday</td>
<td>24 September</td>
<td>08:00 - 15:00</td>
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Move-In / Move-Out Hours

| Move-In: | Wednesday | 21 September | Start 11:00 |
| Move-Out: | Saturday | 24 September | Start 15:00 |

Booth Dimensions, Features & Pricing

All booths are 10’ wide by 10’ deep and may not exceed 14’ in height.

- Pharmaceutical company $5,000.00 + 13% HST
- Recruiters, Service Providers $3,000.00 + 13% HST
- Publishers $1,500.00 + 13% HST

*CPA reserves the right to amend the company profile upon review of booth applications.

Each booth space includes standard pipe and drape (8’ high back panel and 3’ high side panel).

Booths do not include:

- Tables and chairs
- Electricity
- Shipping/receiving charges through the loading dock
- Any additional equipment or services not listed

Exhibit Hall Highlights

To help increase traffic throughout the exhibit hall, CPA is introducing a number of initiatives:

1. Poster Boards – All accepted posters will be on display for the duration of the conference inside the exhibit hall. The official poster session will take place on Friday, 22 September, 13:30 – 14:30. The poster boards will be set-up at the back of the hall to encourage delegates to travel throughout the hall.

2. Book Signings – CPA currently has two book signings organized for the exhibit hall, one on Thursday and one on Friday. Each session will take place in the CPA booth and will feature our all-delegate keynote plenary speakers. The CPA booth will be situated in the middle of the hall to encourage delegates to visit all exhibits.
3. Zen Zone – This area will be dedicated to wellness and relaxation. Delegates and exhibitors can take advantage of the massage chairs, mini manicures, oxygen bar and other rejuvenation items. The zone will be situated towards the back of the hall, just in front of Eat Street and the café area, to help encourage traffic.

Benefits of Exhibiting

1. With each booth purchased, exhibitors will receive complimentary three-day registrations that provide access to the scientific programming as well as the Exhibit Hall. The number of complimentary registrations received depends on the type of booth purchased:
   - $5,000 booth space: 4 complimentary three-day registrations per space
   - $3,000 booth space: 3 complimentary three-day registrations per space
   - $1,500 booth space: 2 complimentary three-day registrations per space

   *Please note that once assigned, complimentary three-day registrations are non-transferable.

   Exhibitors must submit the names of the persons who will use the complimentary passes via the online system at www1.cpa-apc.org/exhibit no later than 26 August. Changes and additions cannot be made after this date.

2. All exhibitors will be recognized as an annual conference sponsor or supporter. Your logo/company name will appear on the official signage and within our publications. Sponsor and supporter levels are determined by your overall conference spend. For additional opportunities, email conference@cpa-apc.org.

3. Unopposed hours: the conference program has been planned to provide unopposed exhibit hours each day.

4. Exhibitor listing with booth number will be distributed to all delegates on-site.

   *Companies must purchase space prior to 19 August 2016 to be listed.

5. Each day delegates will have the opportunity to visit "Eat Street" inside the exhibit hall for complimentary snacks and beverages.

Eligibility for Exhibiting

Only companies with a product or service directly related to the field of psychiatry will be considered. The CPA reserves the right to reject an application, cancel or refuse rental of display space to any person or company whose conduct or display of goods is, in the opinion of the CPA, incompatible with the general character and objectives of the Annual Conference and/or the policies of the CPA.

Space Assignment

Priority (First Round)

Initial exhibit space assignment will begin 9 May 2016. Exhibitors who qualify for priority (first-round) space assignments will be provided with confirmation of their priority status by the CPA by 25 April.
The list of exhibiting companies/organizations that are eligible for priority space assignments will be determined as follows:

- One point for exhibiting at each CPA Annual Conference since 2011 without a break.
- One point for supporting the CPA's 2015 Perspectives in Mental Health Care programs.
- One point for supporting a CPA CPD Institute at the 2015 Annual Conference.
- One point for each advertisement (classified advertisements excluded) in The Canadian Journal of Psychiatry between January 2015 and December 2015 up to a maximum of 30 points.

In the event of a tie in total points for advertising, the application that was received first will have priority. Exhibitors who are eligible for priority space assignment must ensure that their applications are received at the CPA no later than 13 May 2016 at 17:00 EDT. As of 16 May at 12:00 EDT, all exhibit space will be assigned on a first-come, first-served basis via the online registration system only.

If two or more companies request adjacent booth spaces, or if two or more companies comarket a product at one booth, exhibit space assignments will be made by averaging the comarketing companies’ points. No subletting or sharing of exhibit space is permitted.

Second Round

As of 16 May 2016 at 12:00 EDT, all exhibitors who were not eligible for priority (first round) booth space assignments may apply for and select their booth space online on a first-come, first-served basis. The CPA will invoice you once your application has been submitted, and payment in full is due within 30 days. Exhibit space that has not been paid in full within 30 days may be reassigned by the CPA.

The online exhibit space application will be accessible at www1.cpa-apc.org/exhibit until 26 August 2016. Exhibiting companies/organizations apply for and select their booths on a first-come, first-served basis during this time.

Space Assignment

Cancellations in writing must be forwarded to Lynda Noel, Exhibits Coordinator, via email at lnoel@cpa-apc.org. Cancellation fees are as follows:

- 50% From date of space assignment to 26 August 2016 at 17:00
- 100% After 26 August 2016 at 17:00

Exhibit space not occupied at the opening of the exhibit hall may be reassigned by the CPA to another exhibitor without refund of the rental fees paid.

Eviction & Restrictions

The CPA reserves the right to restrict or evict exhibits that, because of noise, method of operation, materials or any other reason, become objectionable and also to prohibit or evict any exhibit that may detract from the general character of the exhibits as a whole. This includes persons, things, conduct,
printed matter or anything of a character that the CPA, in its opinion, determines is objectionable to the exhibit. In the event of such restriction or eviction, the CPA is not liable for any refunds of rentals or other exhibit expenses. Companies receiving such notice will not be eligible to exhibit at future CPA conferences.

Any exhibitor that packs materials or dismantles its exhibit prior to 15:00 on Saturday, 24 September, will be subject to forfeiting all of its accrued exhibit points and suspension of credit eligibility for one year.

**Show Contracting Services**

STRONCO SHOW SERVICES is the official show contractor responsible for materials handling, decoration, exhibit stands, furnishings, labour, signage, booth cleaning, etc. For more details, contact:

EXHIBITOR SERVICES
Phone: (800) 665-2621 or (905) 270-6767
Fax: (905) 270-6761
E-mail: operations@stronco.com

Confirmed exhibitors must arrange for any telecommunication service requirements with The Westin Harbour Castle. Exhibitors are responsible for ordering and payment of these services, and will receive the necessary order forms with the Exhibitor Service Kit.

**Official Show Carrier & Customs Broker**

STRONCO SHOW SERVICES has been appointed as the official transportation provider and customs broker for this event.

Customs and Logistic solutions include:

- All modes of transportation including, land, air and sea
- Local cartage service, tailgate, driver assist
- Real time freight tracking and tracing
- Canada, US and international customs clearance
- Temporary imports, on-site clearances, ATA carnets
- On-site representation and around the clock contact information

All confirmed exhibitors will receive an *Exhibit Manual* with details on materials handling, advance shipments, show-site receiving, as well as customs information.

For more information contact:

STRONCO LOGISTICS SERVICES
Phone: (800) 665-2621
Fax: (905) 270-6761
E-mail: operations@stronco.com
All exposed parts of the display must be draped or finished so as to present an attractive appearance when viewed from aisles or adjoining exhibits. If such required draping is not ordered and the booth is objectionable to other exhibitors or the CPA, the official contractor, with the approval of the CPA, may install it at the exhibitor’s expense.

Persons, companies or organizations that have not contracted exhibit space may not engage in any type of selling, display or advertisement of products or services. Violators of this rule will be escorted from the premises.

Booth designs or requirements other than those specified above must be approved in advance by the CPA.

Exhibitors must keep their exhibit open and appropriately staffed during the specified exhibit hours. Exhibits must not be closed or removed until the official closure of the exhibit hall.

Exhibitors are responsible for the appearance and cleanliness of their booth at all times. The CPA, venue and Stronco reserve the right to arrange for daily cleaning and/or cleaning at move-out, if required, and invoice the appropriate exhibitor accordingly.

The CPA reserves the right to decline, limit or require changes to any exhibit that is improper or not in keeping with the character of the conference.

Distribution of Literature, Products and Promotional Activities

The CPA prohibits educational activities in the exhibit area which appear to compete with the scientific program, and does not allow presentation of research results that are being presented concurrently in the scientific program. This includes, but is not limited to, displaying posters other promotional materials summarizing research results, promoting meeting faculty, directing conference attendees to research posters or sessions, or distributing CPA conference materials such as CPA-codeveloped symposia invitations, flyers, handouts, syllabi or slides.

The only educational activities that may be appropriate in exhibits are for the purpose of educating conference participants about an organization and its products and services, and not for the purpose of providing content-based education.

The CPA prohibits the distribution (either free or for sale) of educational enduring materials on-site that award CPD credit. In addition, setting up computers with links to websites or loaded with software for the purpose of awarding CPD credit on-site to conference attendees is prohibited in the Exhibit Hall. These products or services may be advertised or briefly demonstrated, however, and information may be provided that allows the attendee to obtain or access these products after the meeting.

No CPD credit may be given from any source for activities in the exhibit hall.

Exhibitors who wish to offer promotions at their booths must request approval in writing from the CPA for all activities and/or giveaways. In all instances, booth promotions, giveaways and/or activities must respect the Canadian Medical Association’s Guidelines for Physicians in Interactions With Industry.
Promotion of CPA-codeveloped symposia may not be combined in any way with participation in CPA exhibits or promotion of products. Invitations may not be distributed from the exhibit hall or any other location during the conference. Distribution of materials or placement of additional signs or brochures is not permitted. In addition, there is absolutely no handing out of invitations or other materials, and the use of individuals posing as "walking signs," is not permitted.

CPA Exhibits Contact
Lynda Noel, Exhibits Coordinator
Canadian Psychiatric Association
141 Laurier Avenue West, Suite 701, Ottawa ON K1P 5J3
Phone: (613) 234-2815, ext. 228, Fax: (613) 234-9857
E-mail: lnoel@cpa-apc.org

Liability Insurance
Throughout the meeting exhibitors shall, at their own cost and expense, maintain comprehensive liability insurance against claims for bodily injury or death, personal property loss and property damage which may occur as a result of exhibiting at this meeting. Exhibitors must also be insured against loss or damage to their exhibit material; neither the hotel nor the CPA will be held liable for any loss or damage to such material.

Accommodations
Rooms can be booked directly with the hotel. Guestrooms must be confirmed by 18 August.

ROOM RATES:
The Westin Harbour Castle - Room Rate: Traditional 1 king/2 doubles - $249 includes complimentary in-room WiFi (savings of $14.95/day)

Reservations: (866) 716-8101
Book Online: CPA Annual Conference
Promotional Code: Canadian Psychiatric Association
Website: www.westinharbourcastletoronto.com/

Rules and Regulations for Exhibit Space
These rules and regulations constitute a bona fide part of the Exhibit Rental Agreement. The Canadian Psychiatric Association reserves the right to amend these rules and regulations as necessary.

Disclaimer
Exhibits presented during the 66th Annual Conference do not necessarily represent the views and opinions held by the Canadian Psychiatric Association, its Board of Directors, staff, volunteers or any sponsors and advertisers for the event. No official endorsement by the Canadian Psychiatric Association of the views and opinions expressed in the exhibits should be inferred.
Canadian Psychiatric Association’s
66th Annual Conference
The Westin Harbour Castle
The undersigned hereby:
authorizes the Canadian Psychiatric Association to reserve exhibit space in The Westin Harbour Castle, for use by the above company/organization during the CPA’s 66th Annual Conference; acknowledges receipt of and agrees to abide by the regulations and procedures set forth in this Exhibitor Prospectus, and to all conditions under which exhibit space at The Westin Harbour Castle is leased to the Canadian Psychiatric Association; acknowledges that this contract for exhibit space at the CPA’s 66th Annual Conference does not in any way impose upon the Canadian Psychiatric Association or The Westin Harbour Castle, any liability that might be incurred by representatives of the undersigned company as a result of exhibiting at this conference; and certifies that the product/services listed on this contract are the ones that will be exhibited.

The Canadian Psychiatric Association is entitled to final approval of exhibitors and their exhibits. Although every effort is made by the Canadian Psychiatric Association to encourage exhibit hall traffic, we cannot guarantee delegate participation.

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Authorized officer’s name: ___________________________ Title: ___________________________

Authorized signature: ___________________________ Date: ___________________________

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Canadian Psychiatric Association
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