2018

Exhibitor Manual

International Federation on Ageing
1 Bridgepoint Dr. Suite G 238
Toronto, ON
M4M 2B5
416- 342- 1655
Section 1: Introduction & FAQ’s

Introduction

Welcome to IFA 2018!

This exhibitor manual is designed to assist in the planning of all aspects of your participation at the 14th Global Conference on Ageing: Toward a Decade if Healthy Ageing - From Evidence to Action. It will answer pre-conference and onsite inquiries as well as inform you about the responsibilities as an exhibitor. All exhibitors are required to comply with the terms outlined in this manual. Should you and your organisation have any questions while reading this manual please contact Tarah McMaster, Manager, Conference and Events at tmcmaster@ifa-fiv.org.

Frequently Asked Questions

1. What is included in the exhibitor registration?
   - One 75 sq ft booth
   - One (1) 3x 6 foot skirted (white linen) table and two (2) chairs
   - One (1) poster board backdrop
   - One (1) complimentary exhibitor badge for morning coffee and lunch
   - Promotional posts IFA twitter and Facebook pages
   - Listing on the IFA2018 mobile app.
   - Listing and description in the official program handbook and conference website with click through to organisation / company website
   - One (1) complimentary conference registration (for industry / corporate registrations only) to access all the conference sessions,

2. Additional exhibitor badges
   Additional exhibitor badges can be purchased for $100 USD; and are mandatory for additional staff to cover refreshments at health breaks and lunches.

3. Where is the exhibitor lane in relation to the conference?

   Exhibitor booths will be set up in the Mountbatten lane which is located on the second floor of the Chelsea Hotel Toronto (see figure 1 below). The majority of conference sessions, and all lunch and health breaks will be taking place of this floor to ensure maximum exposure of exhibitors
4. **Can I select which booth I want?**

Booths are assigned on a first come, first served basis and final floorplans with booth number assignment sent in July 2018. Exhibitors will have 1 refusal opportunity should they wish not to be next to a competitor. Event team will do their due diligence in avoiding this to begin with.

5. **Will there be complimentary wi-fi?**

Complimentary wi-fi is included in the exhibitor registration and can be accessed throughout the hotel.

6. **How do I send materials to the Chelsea Hotel?**

Materials can be shipped to the Chelsea Hotel to arrive on August 7th 2018 but require a shipping label which can be requested by emailing Tarah McMaster. Receiving at the Chelsea is open Monday through Friday from 9 am to 4 pm. If you will be picking up your materials outside those hours prior arrangements will need to be made with hotel security.

7. **Where is the nearest parking, and is there a loading dock I can access?**

The Chelsea has underground parking that can be accessed 24/7. The IFA has negotiated special day rates of $18.00 + taxes for those exhibiting at the conference and please contact Tarah McMaster should you require a special parking pass.

The loading dock is located on 22 Elm Street, Toronto and call 416-595-1975 upon arrival

**Chelsea Hotel**

22 Elm Street

Toronto, ON M5G 1G7
8. **Will I be able to store my materials at the booth overnight?**

Security will not be available overnight and the IFA is not responsible for any lost or damaged items. At the Exhibitor’s expense, rooms can be rented to store materials and items overnight. Please contact Ms Farahna Muzaffar (farahna.muzaffar@chelseatoronto.com or 416 585 8566) at the Chelsea to discuss such details.

9. **Is there a special room rate for exhibitors at the Chelsea?**

The IFA has secured a room block at the low price of $169.00 CAD/night for all participants of the conference until July 12, 2018. To receive the exclusive IFA conference rate call 1800-243-5732 or +1 416-595-1975 and identify yourself as part of the “International Federation on Ageing 14th Global Conference” or use the online booking form by clicking [here](#).

*Please note: Rate applied from August 6 - August 10, 2018*

10. **Where can I view the program of the conference?**

The program is subject to change as more sessions and keynotes are confirmed so check regularly on the conference website for the latest [schedule](#).

11. **Will I be able to attend the IFA 2018 conference sessions if I am interested in a topic?**

Unfortunately, only corporate exhibitor registration includes 1 complimentary conference pass. However, if you are interested in attending sessions on a particular day, one-day registration is $300 USD.

12. **Is there a specific time that exhibitors must take their lunch?**

Yes, exhibitors will be provided with a boxed lunch that will get dropped off to their booths at 12:00 noon every day. Exhibitors are welcome to eat in the booth or downstairs in the courtyard but booths must be fully staffed starting at 1:00 pm. Exhibitors are welcome to enjoy coffee, tea and water which will be available for them throughout the day in the Windsor room. Additionally, should the exhibitor wish to purchase additional food and beverage there is a café downstairs in the lobby at the Chelsea. They may do at their own expense.

13. **What are the exhibition space hours?**

- **Open (All days):** 9:30 am
- **Close (August 8 & 9):** 3:30 pm
- **Close (August 10):** 6:30 pm
Section 2: Terms and Conditions

A. Payment terms: A 50% deposit is required at time of signing the exhibitor contract, via MasterCard or Visa by calling Tarah McMaster at +1 416- 342- 1655 ext 6, at time of registration via the website, or through a cheque. Please see mailing details for cheque payments below. The remaining balance is due on or before June 1, 2018. If payment is not received by that date the IFA reserves the right to cancel exhibition space.

B. Booth assignments: Booth numbers will be assigned on a first come, first served basis and the final floorplan will be sent in July 2018. Requests for certain booths will not be accepted but can be discussed with the organisers.

C. Cancellations: All cancellations must be made in writing and directed to Ms Tarah McMaster at tmcmaster@ofa-fiv.org. Registered companies that cancel their booth space will loose their priority status for renewal in the next conference. See below for the cancellation refund schedule:

   - Prior to December 31 2017: 100% of deposit refunded
   - January 1- March 31 2018: 75% of deposit refunded
   - April 1-May 31: 50% deposit refunded
   - After May 31 2018: no refunds will be granted

D. Display, distributions or soliciting: Demonstrations, posters/signs, literature and equipment are not permitted outside of the booth space and must be confined to the booth interior. Any literature distributed outside of the Exhibitor’s assigned booth space, in public areas, will be removed.

E. Move in/Move out: Exhibitors will not able to access their booth space until 6:30 am on August 8th 2018 to start set up. Tear down will not be permitted until 7 pm on August 10th after the conference has closed. In order to keep the integrity of the conference, it is important that exhibitors understand that their booth must remain fully staffed for the duration of the conference. For special move in/move out requests please contact Tarah McMaster.

F. Competitive events: Competitive events which distract from the Conference are prohibited including demonstrations, give-aways, raffles and performances

G. Damage to property: Any damage to property caused by an Exhibitor will be paid for by that Exhibitor. Do not paint, tape, screw, drill or tack anything to the walls, columns or ceiling of the building or surrounding booth space. To discuss staging of the booth please contact Tarah McMaster who will direct you to Freeman Audio Visual, the official exhibitor supplier.

H. Audio Visual: Audio visual requirements can be arranged by the exhibitor with Freeman Audio Visual at the Exhibitor’s expense. Audio visual requirements include electronic display screens, microphone etc. Public announcements cannot be made on the Exhibitor’s behalf and live music is prohibited. In the case that the Exhibitor orders A/V services, the sound must not interfere with the Conference or neighbouring booths.
I. **Alcohol:** Any persons found to be intoxicated will not be permitted into the exhibition space or conference. If the person is already participating in the conference activities, they will be asked to leave.

J. **Prohibited items:** Helium balloons are permitted at the exhibitor’s risk but must remain fastened to the booth space. Should the balloon come unfastened, the exhibitor will be charged a fee to bring the balloon down. Small tea light candles are allowed, however anything that creates smoke or has a large open flame is prohibited. Materials that could damage the walls or carpets are strictly prohibited.

### Section 3: Exhibitor Reference

This section provides general information including conference location, contact information for conference suppliers and general reference information.

**Conference Information:**

**Conference Name:**

International Federation on Ageing 14th Global Conference on Ageing
Towards a Decade of Healthy Ageing- From Evidence to Action

**Conference Location:**

Chelsea Hotel Toronto
33 Gerrard St. W
Toronto, ON
M5G 1Z4

**Conference Times**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Time</th>
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<tbody>
<tr>
<td>Wednesday August 8th</td>
<td>Exhibitor Registration and load in</td>
<td>6:30-8:30 am*</td>
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<tr>
<td>Wednesday August 8th</td>
<td>Conference</td>
<td>8:30-3:30 pm</td>
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<tr>
<td>Thursday August 9th</td>
<td>Conference</td>
<td>8:30-6:00 pm</td>
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<tr>
<td>Friday August 10th</td>
<td>Conference</td>
<td>8:30-6:00 pm**</td>
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<tr>
<td>Friday August 10th</td>
<td>Exhibitor Load Out</td>
<td>6:00-9:00 pm***</td>
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*Last Exhibitor check in will be 8:30 am and set up must be completed by 9:30 am

**Please note tear down will not be permitted until the closing reception has finished.

***All materials must be removed by 9 pm at the latest
Contact Information:

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