Exhibitor Opportunities

2018 Public Safety and Global Security Conference

The Ottawa Conference and Event Centre
200 Coventry Road, Ottawa, Ontario
February 27 and February 28, 2018

Enhance your profile by taking one or more of these marketing options.

Exhibitor Agreement

Taking an exhibitor option at the 2018 Public Safety and Global Security Conference (Conference) gives you a portfolio of opportunities to reinforce the strength of your brand while enhancing awareness about your company and products in front of a precisely targeted audience of decision makers.

In addition to high profile exposure, Exhibitors receive exclusive benefits including acknowledgement in the Conference brochure and Web site, and much more!

When you exhibit at the Conference, you get:

✓ Direct access to a quality gathering of industry and government agency security buyers.
✓ Maximum exposure to the attendees.
✓ One-on-one time with qualified decision-makers and influencers.
✓ Listing in Conference promotional literature and its Web site.
✓ A contact list of all Conference attendees.
✓ All access pass to the panel presentations and plenary sessions for two persons.
Exhibition Space Option:

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount (CDN$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 8' x 10' - standard exhibition booth, Early Bird Credit, Book before December 22, 2017(^1) and receive a $250.00 Certificate. The Certificate may be applied to Booth price, the purchase of extra Hall D meal tickets, or for a seat at the Day 1 Key Note Lunch featuring Mr. John Brennan, Director, Central Intelligence Agency (Retired) and Day 2 Keynote.</td>
<td>($250.00)</td>
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<tr>
<td>2. 8' x 10' - standard exhibition booth, includes Electrical hook up, Meal package for two persons, 60-inch table, 2 chairs, Cocktail reception on the evening of 27 February. Listing in the event program with company profile. Insert in the event swag bag.</td>
<td>$1750.00</td>
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Raise your company profile by sponsoring a Break! You get name recognition at the Break site, identified in the program as a named sponsor, and recognition from the podium.

Sponsorship Opportunities

<table>
<thead>
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<th>Option</th>
<th>Amount (CDN$)</th>
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<tbody>
<tr>
<td>1. Breakfast</td>
<td>$2,000.00</td>
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<tr>
<td>2. Lunch</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>3. Refreshment breaks are always welcomed, and attendees are guaranteed to participate. Includes dedicated sign acknowledgement at refreshment station.</td>
<td>$500.00</td>
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The Conference Committee recognizes the importance of maximizing the foot traffic through the exhibit area. To help insure we meet this goal, we have planned for all social activities, coffee breaks and meals to take place in the Exhibit area. VIP delegations will be escorted thru the area. We will also open the exhibit to qualified visitors (no general public) who are not attending as delegates, at no charge.

The Conference Coordinating Committee will:

- Furnish one exhibit space (size 8 x10) equipped with: draped table, two padded side chairs and one power strip.
- Display and hyperlink company listing on Conference homepage to Exhibitor’s Internet homepage.
- Provide admittance for two people at hosted breakfasts, luncheons, refreshment breaks and reception.
- Furnish a contact list of all conference attendees.
Note: Exhibit space does not include hotel-supplied equipment, labour, storage, additional lighting, telephone, or additional chairs.

**Exhibition Period**

The exhibition area will be ready for set-up and installation before the opening of the show. All work must be completed and each space ready for exhibition by 11:00 p.m., on February 26, 2018. No work on displays will be permitted after the start of the Conference. Exhibit space not claimed and occupied by 6:30 a.m. on February 27, 2018, shall be cancelled or reassigned without refund.

**Installation and Dismantling**

Exhibitors may begin set-up at 3:00 p.m., February 26, 2018 and should be completely installed no later than 11:00 p.m. that day. Dismantling may NOT begin before 4:30 p.m. February 28, 2018 and MUST be completed by 10:00 p.m. that day.

**Exhibiting Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Activity</th>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>February 26, 2018</td>
<td>Set-up</td>
<td>3:00 p.m. – 11:00 p.m.</td>
</tr>
<tr>
<td>February 27, 2018</td>
<td>Exhibits Open</td>
<td>8:00 a.m. – 6:00 p.m.</td>
</tr>
<tr>
<td>February 28, 2018</td>
<td>Day 2</td>
<td>7:00 a.m. – 4:30 p.m.</td>
</tr>
<tr>
<td>February 28, 2018</td>
<td>Remove Exhibits</td>
<td>4:30 p.m. – 10:00 p.m.</td>
</tr>
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</table>

*All exhibits must be occupied during all published Conference hours.*
Dismantling of Displays

Exhibitors will not be permitted to dismantle their exhibits, nor do any packing, until after the published closing time. All dismantling must be finished, and all exhibit material must be out of the exhibition area by 10:00 p.m. February 28, 2018. It is the responsibility of the Exhibitor to arrange with the facility for return shipment of exhibit material, properly labelled, before departure.

Subletting Space

No Exhibitor may assign, sublet, or apportion the whole or any part of its allotted space, nor exhibit therein, nor permit any other person or firm to exhibit therein, any other goods other than those manufactured or distributed by the Exhibitor in the regular course of its business, without written permission of the Conference Coordinator. Solicitations, demonstrations, or printed material must be confined to the Exhibitor’s respective booth space. Aisles in front of the booths must be kept clear. Violators will be asked to leave the exhibit hall.

Promotional Photos

Exhibitor will furnish a high-resolution image of its corporate logo in one of the following formats via e-mail to jnash@valleyassociates.com

1. .ai or .eps
2. .pdf
3. high resolution.TIF
4. high resolution.JPG (not extracted from web site)

**Do NOT supply logo files embedded in a Word or PowerPoint file**

5. URL address for linking leads from Conference Web site to your Internet homepage.
Promotional Giveaways and Prizes

Promotional giveaways are permitted. While drawings for prizes are not prohibited, all activities attendant to such drawings must be conducted at the Exhibitor's booth. The public-address system will not be available to announce winners or to provide delegates information concerning the availability of prizes.

Special Visual and Sound Effects

Audio-visual equipment and other sound and attention-getting devices will be permitted only in such intensity that, in the opinion of the Conference Coordinator, it does not interfere with the activities of neighbouring Exhibitors.

Liability and Insurance

Exhibitor shall indemnify and hold harmless the 2018 Public Safety and Global Security Conference Committee (Conference Committee), the Ottawa Conference and Event Centre and its officers, directors, designated agents, and employees from and against any and all claims, losses, damages, or governmental charges or fines arising out of or caused by, Exhibitor’s use of the premises, or the conduct of its business, or from any activity, work or thing done, permitted or suffered by the exhibitor, in or about the premises, including, but not limited to installation, maintenance, and removal of exhibits; and in case any action or proceeding be brought against the Conference Committee or the Ottawa Conference and Event Center by reason of any such claim, or if the Exhibitor breaches any terms of this agreement, the Conference Committee or the Ottawa Conference and Event Centre may employ an attorney or attorneys to protect its rights, for which the Exhibitor shall pay the reasonable attorneys’ fees and expenses incurred.

Also, Exhibitor acknowledges that the Conference Committee or Ottawa Conference and Event Center do not maintain insurance covering Exhibitor’s property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor.

Cancellation

Once exhibit space has been requested and has been assigned by the Ottawa Conference and Event Center, any cancellation of a space will result in forfeiture of 50% of space cost for each unit in question. Such notification of intent to cancel must be received in writing by the Conference Coordinator on or before December 31, 2017. Cancellations after December 31, 2017, will result in forfeiture of all sums paid.

In the event of a fire, strikes, or other uncontrollable circumstances rendering the exhibit area unfit or unavailable for use or causing the exhibit to be cancelled, this contract will not be binding and payment made on exhibit space will be refunded.
Exhibitor spaces are limited and will be sold on a first-come, first-served basis. For details or to make your reservation, please contact the Conference Coordinator Allison Emon  emon@valleyassociates.com

Note: Booth space can be held for 24 hours, payment must be received to secure the space or it will be released for sale.