

24th Annual
TLOMA Conference

October 24-27, 2012

Deerhurst Resort
Huntsville, Ontario



Leaders@Work

Trade Show Manual

**Deerhurst Resort
Huntsville, Ontario**

Trade Show – Thursday, October 25, 2012 – Deerhurst Resort

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CONFERENCE AT A GLANCE

TLOMA is delighted to have your company participate in the Trade Show at The Law Office Management Association (TLOMA) 24th Annual Educational Conference at Deerhurst Resort, Huntsville, Ontario. The Trade Show will be held on Thursday, October 25, 2012 from 12:00 noon to 4:00 pm.

TLOMA has reviewed Business Partner feedback from previous years and we have made several enhancements to this year's program which we trust will be advantageous. TLOMA will again be seeking post conference feedback from our registered Business Partners, to enable us to make future conferences even better.

The Trade Show Manual has been compiled to assist you in acquiring all the necessary information to make your participation a successful one. Should you have any questions about this event please contact either:

Liz Barrington
Director of Administration, TLOMA
Telephone: 416-410-1979
Facsimile: 905-472-5115
Email: lbarrington@tloma.com

OR

Deborah Davids
Business Partner Liaison
Telephone: 416-595-7948
Facsimile: 416-595-8695
Email: ddavids@millierthomson.com

WHAT'S HAPPENING???

For our Delegates:

The Conference will begin on Wednesday, October 24, 2012 and end on Saturday, October 27, 2012. It will include Opening and Closing Keynote Speakers, educational workshops, the Business Partner Trade Show and various evening social events.

For our Business Partners:

The Trade Show is a unique one-day event on Thursday, October 25, 2012 from 12:00 noon to 4:00 pm. Set-up will begin on Wednesday evening, October 24 from 5:00 pm to 8:00 pm, and will continue on Thursday morning, October 25 from 7:30 am to 11:00 am. **We ask that your booth be set up by 11:00 am.**

A **Business Partner Information session** will be held on Thursday, October 25 from 10:30 am to 11:00 am in the Legacy Hall. We strongly recommend at least one representative from your company attend this session.

A **Buffet Luncheon** will be available for our Business Partners from 11:00 am to 12:00 noon in the Ballroom Conference Hallway.

An optional **Business Partner/Delegate 9-Hole Round of Golf** has been arranged with Deerhurst to take place after the Trade Show. Business Partners are encouraged to invite their colleagues and delegates to participate in a foursome. Further details together with the registration form are available at [Golf Registration](#)

A **Business Partner/Delegate Dinner and Awards Ceremony** will be held on Thursday, October 25, 2011 from 6:30 pm to 10:00 pm in the Peninsula Room. All Business Partners and

Conference Delegates are encouraged to attend. This will be a wonderful opportunity for Business Partners to speak to the Delegates in a relaxed setting. You are also invited to attend the **Beach Party** following dinner. Dance to the hits of the Beach Boys and Jimmy Buffet. Be sure to dress in proper theme attire for the dinner and after party (no bathing suits please). Come prepared to dance and sing, compete in our limbo contest and enjoy a tropical drink.

As per our registration package, all attendees must be registered with TLOMA by Friday, October 5, 2012 in order to attend this event.

Demo Suites hosted by our Platinum sponsors will be open for delegates on Friday, October 26 from 7:30 am to 8:30 am. The Demo Suites will afford our Platinum Sponsors the opportunity to demonstrate their products/services in great detail to a targeted and captivated audience.

Business Partner Green Award

The TLOMA Conference Committee will be awarding the 4th Annual Trade Show **Business Partner Green Award**. This Award will be given to the Business Partner who most supports a greening of their business, Trade Show booth and the materials that they pass along to TLOMA Delegates at the show.

NEW THIS YEAR: Below is a link to the Green Award Nomination Criteria form that Business Partners are requested to complete, **prior to the Trade Show**, in order to demonstrate how their business supports the environment. The [Green Award Nomination Criteria](#) form must be completed and returned via email to [Deborah Davids](#), no later than October 5, 2012.

SCHEDULE OF EVENTS (Summary)

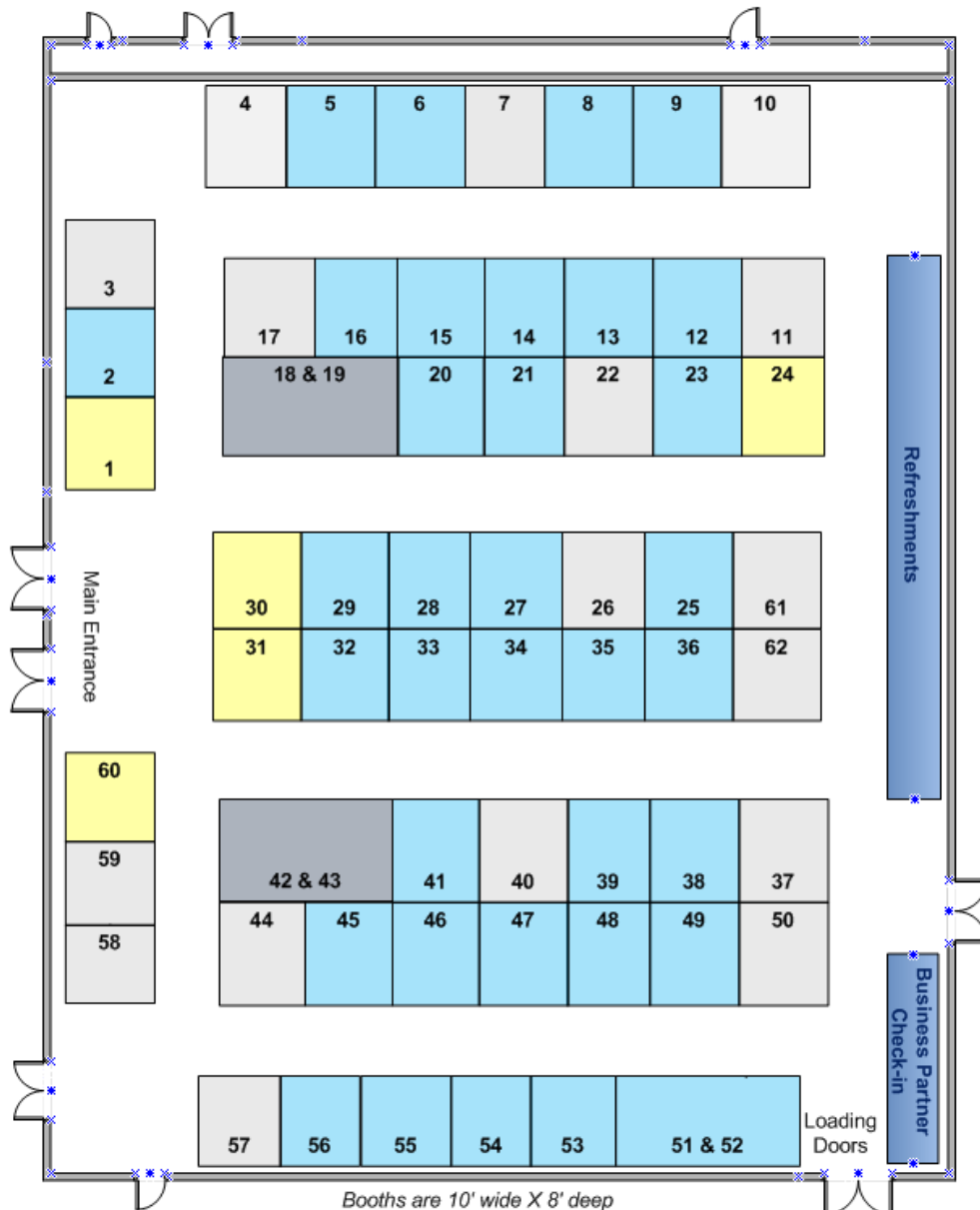
Activity	Day/Time	Location
Set up for Business Partners	Wednesday, October 24 5:00 pm – 8:00 pm	Legacy Hall
Set up for Business Partners (continued)	Thursday, October 25 7:30 am – 11:00 am	Legacy Hall
Business Partners' information session with TLOMA Vice-President	Thursday 10:30 am – 11:00 am	Legacy Hall
Lunch	Thursday, 11:00 am – Noon	Ballroom Conference Hallway
Trade Show	Thursday, Noon – 4:00 pm	Legacy Hall
Teardown	Thursday, 4:00 pm – 6:00 pm	Legacy Hall
Golf (<i>optional</i>)	Thursday, 4:00 pm – 6:00 pm	Deerhurst Golf Course
Business Partner/Delegate Reception	Thursday, 6:30 pm – 7:00 pm	Rotunda and Ballroom Conference Hallway
Business Partner/Delegate Dinner and Awards Ceremony	Thursday, October 25 7:00 pm – 10:00 pm	Peninsula Room
<i>followed by:</i> Dancing, Games and Karaoke Theme: Beach Party	Thursday, October 25 10:00 pm – 1:00 am	

Just a reminder, Delegate events, other than those listed above, are not open to Business Partners.

LOCATION OF SHOW AND TRADE SHOW FLOOR PLAN

The Trade Show is being held in the Legacy Hall.

On the original Trade Show Registration Form, Business Partners were given the opportunity to indicate their choice of booth(s). Allocation of booths is based on the level of sponsorship and the order in which registration and payment is received and accepted. TLOMA reserves the right to determine final booth allocation for Business Partners and Trade Show Participants. The Trade Show floor plan with your allocated booth space will be sent to you via email prior to the Conference. The completed floor plan will also be posted on the conference website.



DIRECTIONS TO DEERHURST RESORT

Deerhurst Resort

Deerhurst Resort
1235 Deerhurst Drive
Huntsville, Ontario, Canada P1H 2E8
Telephone: (705) 789-6411

Getting to Deerhurst Resort, near the quaint town of Huntsville in the tourism region of Muskoka, Ontario, is easy no matter what method of transportation you choose.



DRIVING DIRECTIONS

Please note, although some road work continues in our area, Deerhurst-Canal Road is currently available.

From Toronto: Hwy 400 north to Hwy 11 north and turn east on Hwy 60, travel 8km then turn right on Deerhurst-Canal Rd. 225km / 2-1/2 hours travel time.

From Lester B. Pearson International Airport / Toronto: Hwy 409/East to Hwy 401/East to Hwy 400/North to Hwy 11/North; turn east on Hwy 60, travel 8km then turn right on Deerhurst-Canal Road. 225km / 2-1/2 hours travel time.

From North Bay and points north: Hwy 11 south; turn east on Hwy 60, travel 8km then turn right on Deerhurst-Canal Rd. 130km / 1-1/2 hours travel time.

From Hamilton/Niagara: Hwy 403/North to Hwy 401/East to Hwy 400/North to Hwy 11/North; turn east on Hwy 60, travel 8km then turn right on Deerhurst-Canal Rd. To bypass Toronto, you may opt to take Hwy 407/East (a toll road) from Hwy 403 directly to Hwy 400. 270km (Hamilton)/ 3 hours travel time.

From Windsor/London, take Hwy 401/East to Hwy 400/North to Hwy 11/North; turn east on Hwy 60, travel 8km then turn right on Deerhurst-Canal Rd. To bypass Toronto, you may opt to take Hwy 407/East (a toll road) from Hwy 403 directly to Hwy 400. (London) / 4 hours travel time; (Windsor) / 5-1/2 hours travel time.

From Ottawa: Hwy 17/West to Highway 60/West; travel through Algonquin Park and turn left on Deerhurst-Canal Road. 360 km / 4 hours travel time.

From Kingston and points east: Hwy 401/West to Hwy 12/North to Hwy 11/North; turn east on Hwy 60, travel 8km then turn right on Deerhurst-Canal Rd. An alternate route from Hwy 401/West is to take Hwy 407/West (a toll road) to Hwy 400/North to Hwy 11/North.

All driving times and distance are approximate.

ACCOMMODATIONS



TLOMA has reserved a block of rooms* which will be available for Business Partners requiring overnight accommodation. The registration form is available on the TLOMA Website at [Business Partner Hotel Registration Form](#). Alternatively, you can call 1-800-461-4392. Be sure to identify yourself as a TLOMA Business Partner to receive the group rate.

Registration can also be done using the Hotel online link [Deerhurst Online](#). However, reservations made using the link will not be eligible for the TLOMA Conference discount.

**Please note that the cost of accommodation is the responsibility of the Business Partner and all arrangements are between the Business Partner and the Hotel.*

Alternative Accommodation

If you prefer to stay at a hotel other than Deerhurst, below are two other suggested options. Please note that special rates have not been negotiated with these hotels.

Holiday Inn Express Hotel & Suites Huntsville 100 Howland Dr. Huntsville, Ontario P1H 2P9 www.hiexpress.com 877-850-5095	BEST WESTERN PLUS Muskoka Inn 86 Howland Drive Huntsville, Ontario P1H 1M3 www.bestwestern.com 800-568-8520
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To reach the Legacy Hall (Pavilion)

Legacy Hall is located in the Main Building of Deerhurst Resort – main floor. Please use the Pavilion entrance located to the right of the building's main entrance.



ATTENDEE BADGES

In the original registration package, we asked you to list your attendees for both Trade Show and the Business Partners/Delegate Dinner and Awards Ceremony on Thursday evening. Those attending the dinner will receive their attendee badges at the event. Any changes or additions must be sent to [Liz Barrington](#) before Friday, October 5th, 2012. For changes requested after October 5th, an administration fee of \$25.00 plus HST per change will be applicable to all Sponsors and Trade Show Participants. Name Badges for the Trade Show will be delivered to your booth on Thursday morning (these will be different from the ones used at the dinner on Thursday evening). If changes to badges are required on the day of the Trade Show, please speak to a committee member. For security reasons, TLOMA name badges must be worn at all times during the Thursday Trade Show and Business Partner/Delegate Dinner.

CANCELLATION OF SPACE

If Trade Show space is cancelled up to and including Wednesday, September 12, 2012, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after Wednesday, September 12, 2012.

DEFAULT OF OCCUPANCY

Any Sponsor/Trade Show Participant failing to occupy the contracted booth space is not relieved of the obligation to pay full rental of such booth space. If the booth space is not occupied by 11:00 am on Thursday, October 25, the time set for completion of installation of displays, the booth may be repossessed by TLOMA for such purposes as TLOMA sees fit.

GIFTS, PRIZES AND PASSPORT DRAWS

There are many ways in which TLOMA can provide Sponsors and Trade Show Participants with additional opportunities to promote their products and services to all Conference Delegates. These include:

Booth Give-A-Ways

While TLOMA truly appreciates the generosity of all of our Sponsors and Trade Show Participants, we feel that any promotional gifts you provide to our Delegates during the Trade Show should be available to all of our Delegates. This is to ensure that we provide you with the most positive and valuable opportunity to promote your products and services and to avoid any misunderstandings and misconceptions. We highly recommend that you reserve 'client only' oriented gifts for 'client only' events. Thank you for your understanding and for your cooperation.

Trade Show Passport Prizes

TLOMA recognizes the importance of your support to our annual Conference and encourages all its Delegates to visit all Trade Show booths. This ensures that our Delegates will be able to speak to our Sponsors/Trade Show Participants regarding their products and services and take away brochures and business cards for themselves or for the appropriate person in their office.

As Delegates enter the Trade Show, they will be provided with a Passport displaying all the Sponsor and Trade Show Participant names. As a Sponsor/Trade Show Participant you will be provided with passport stickers with your company name. We ask that you place a sticker on the Delegate's Passport when they visit your booth. Delegates will place their completed Passports in a ballot bin on their way out of the Show. Only completed Passports are eligible for the Prize Draw which will take place at the Business Partner/Delegate Dinner and Awards Ceremony that evening.

If your company chooses to participate in the Passport Prize Draw by providing a prize for the draw, the prize may be displayed at your booth during the Trade Show. We ask that you bring the prize with you to the Business Partner/Delegate Dinner and Awards Ceremony, wherein you will have the opportunity to present the prize to the winner.

- Prize draws are NOT permitted at your booth during the show.
- Our Delegates must be in attendance to accept their prize. If a name is chosen, and the Delegate is not present, another name will be chosen.
- Please feel free to collect business cards from the Delegates to further your marketing endeavours.
- Once a Passport is drawn for a prize, it will not be returned to the ballot bin. This offers Delegates a greater opportunity to participate in the Draw.

LIST OF REGISTERED CONFERENCE DELEGATES

TLOMA will provide a *Registered Delegates List* to the Sponsors/Trade Show Participants on or before September 24, 2012. In addition, the list will be posted on the Conference site (a password will be provided to you for access.) Feedback from previous years indicates that this list has been helpful in your pre-conference planning.

Please Note: We would ask that you **DO NOT** contact Conference Delegates prior to the Conference, other than in the normal course of business, as they will be readying themselves for leaving their busy positions.

PHOTO POLICY

Participation in TLOMA's Annual Educational Conference/Trade Show implies consent that any pictures taken throughout the event can be used for any promotional purpose including other TLOMA events and the TLOMA website. TLOMA will be able to use your likeness without remuneration.

SHIPPING MATERIAL DIRECTLY OR IN ADVANCE TO DEERHURST RESORT

Most of our Business Partners bring their booth and goods with them. However, some Business Partners choose to send their booth/goods directly to the resort. As a Business Partner, you are responsible for arranging for the shipment of your exhibit and/or materials to the resort and from the resort at the completion of the event. This would include:

- Arranging with your preferred shipping service provider for return pick up of exhibits and/or materials
- Ensuring all exhibits and/or materials are boxed and taped properly
- Providing waybills, and filling in all required information
- Placement of waybill on each piece being shipped prior to being sent to the loading dock for pick up
- All set up of equipment & display materials is the responsibility of the Business Partner

Deerhurst has limited storage at the resort. Exhibits and/or materials received earlier than 2 days prior to the beginning of the event will be charged a storage fee (see Shipping & Receiving Charges).

All exhibits and/or materials remaining in storage at the resort 2 business days following the event will also be charged a storage fee. Please ensure that as a Business Partner you have made all the necessary arrangements in advance for the return shipment of all exhibits and/or materials.

Arrangements have been made to assist all Business Partners with their load in/load out needs. If you wish to have dedicated support, please arrange it directly with Deerhurst. Cost of dedicated support is \$40 p/h.

We have been able to secure an early load-in and setup date of Wednesday, October 24 from 5:00 pm to 8:00 pm. Legacy Hall will be locked at 8:00 pm and will re-open and continue for load-in and setup on Thursday, October 25 from 7:30 am to 11:00 am. The load out is scheduled for Thursday, October 25, from 4:00 pm until 6:00 pm.

Please note that TLOMA is not liable for any theft, damage or lost material left in the Legacy Hall. Legacy Hall Dome will be secured by the Hotel's Security however Business Partners should also secure items as they feel necessary.

YOUR BOOTH

The size of a single booth is 10' wide x 8' deep. Your exhibit space must be contained within the booth parameter and, for safety reasons, nothing will be allowed to protrude into the aisle space. We expect that Sponsors/Trade Show Participants agree that radio, television, motion picture or audio/visual aids will be operated in such a manner and place as to provide no inconvenience to Sponsors/Trade Show Participants. Sound must be at a level to reach the immediate vicinity of the Sponsors/Trade Show Participants' booth area only, and TLOMA reserves the right to prohibit the use of any equipment contravening this regulation. TLOMA reserves the right to decline or prohibit any exhibit or Sponsor/Trade Show Participant that is not in keeping with the character of the Conference or Trade Show as determined by TLOMA. The regulation covers persons, things, conduct, printed matter, souvenirs and emblems and all things that affect the character of the Trade Show. No holes may be drilled, nails driven, hooks, screws or similar items may be tacked into any part of the facility or its equipment. Masking, packing, or any other tape is prohibited from being attached to the exhibit floor or walls and we ask that you not hang anything from the ceilings or any of its fixtures. There is no smoking permitted anywhere within the facility.

Please note the following Deerhurst Resort Guidelines Regarding Load-In/Load-Out:

Receiving

Courier Service to/from Deerhurst Resort is not available on Saturdays, Sundays or Holidays. Deerhurst Resort will not be liable for inspecting deliveries upon arrival or for any damage to the contents of such deliveries unless caused by the negligence of Deerhurst Resort, or any of its authorized representatives. Deerhurst Resort has limited storage available onsite. Should you need to send large (including wooden crates and/or skids) and/or multiple items, storage must be prearranged with our Deerhurst Conference Services Manager, Deborah Hill or delivery may be refused. The following information needs to be provided to the Conference Services Manager to ensure acceptance of items and delivery to Deerhurst Resort and your function rooms: Courier Company, number of items, delivery date, delivery location onsite and tracking numbers (these are very important) for all items. Deerhurst Resort keeps a detailed log of all shipments received and will require you to sign for your packages prior to receiving them.

Shipping Labels

All deliveries must be labelled, with the following information: name of the group/event, group/event contact, date of event, hotel contact and number of boxes. Deliveries must be

made to the receiving/loading dock of the Hotel. The Hotel will not accept deliveries to the front door. The Hotel reserves the right to administer additional fees for handling and storage of items both prior to the event and after the group has departed.

SAMPLE SHIPPING LABEL

Please find below a shipping template for all exhibits and/or materials being shipped to Deerhurst Resort. To ensure your shipment arrives at the appropriate building and is stored accordingly, please ensure the template is filled out accurately and attached to each box and or exhibit/display being shipped.

All materials being shipped **MUST** include the following information:

FROM:

Company Name:	
On Site Contact's Name:	
Address:	
Phone Number:	
Cell Phone Number:	
Email Address:	
Tracking Number if Available:	
Expected Receiving Date at Deerhurst Resort	
Shipping Date:	
Number of Boxes being shipped:	

TO:

Address:	1235 Deerhurst Dr Huntsville, ON Attention: Deborah Hill
Name of Conference Attending:	TLOMA
Conference date:	Thursday, October 25, 2012
Function being held in:	Legacy Hall
Senders Name:	

Skids

Please note that skids received by Deerhurst Resort will not be broken down and counted. Deerhurst Resort will accept the shipment as one (1) skid. Storage of skids must be pre-arranged through the Conference Services Department. Due to elevator size, skids cannot be moved to the following function rooms in the Pavilion: Tom Thomson, Arthur Lismer, Lawren Harris, AJ Casson and AY Jackson. Skids cannot be delivered to function space outside of the Pavilion building.

Outgoing Shipments

All outgoing items must be properly sealed, courier waybills completed and the items clearly addressed, including your courier billing account number or alternate billing information (Deerhurst Resort is not able to bill for any courier/shipping charges). It is against custom/courier policies for hotel staff to pack client boxes. All outgoing items cannot exceed a total weight (per item) of 70lbs. Deerhurst Resort keeps a detailed log of all outgoing shipments and will require you to sign indicating your intention to ship packages. Any boxes left in function rooms after departure without shipping instructions will be delivered to the Deerhurst Resort Lost and Found Department. Please ensure all outgoing freight pickups are to be scheduled for the day after the event.

Shipping and Receiving Charges

Box storage/delivery to function space \$4.00 per unit per day
Skid storage - Contact Conference Services for storage and rates
Skid delivery to function space \$40.00 per skid
Outgoing box handling fee \$4.00 per unit
Dedicated staff assistance \$40.00 per staff member per hour

PLEASE NOTE: DEERHURST RESORT AND TLOMA ARE NOT RESPONSIBLE FOR LOST OR STOLEN EXHIBITS OR MATERIALS.

SUB-LEASING

Trade Show booths that have been assigned and confirmed are not transferable. The Sponsor/Trade Show Participant may not sublet space, or any part thereof, nor offer the allocated space for sale without the knowledge and written consent of TLOMA. Sponsors/Trade Show Participants must show only goods manufactured or dealt by them in their regular course of business. A firm or organization which has not been assigned exhibit space will not be permitted to attend the Trade Show or permitted to solicit business or promote their organization outside the Trade Show area.

TRADE SHOW DIRECTORY

We will be providing our TLOMA Conference Delegates with a Trade Show Directory. In the Directory, we will include your company name, address, contact person, phone and fax numbers and email address. The business description that you provided for the August 2012 issue of TLOMA Today will also be used for the Trade Show Directory and for the Business Partner Directory listing on the TLOMA website.

TRADE SHOW REQUIREMENTS

In the Business Partner Registration Package you were asked to complete the Trade Show Requirement Form (page 5 of 7). It is important that this form be completed and returned to the [TLOMA office](#) no later than **Friday, September 14, 2012**.

POST CONFERENCE

All Sponsors/Trade Show Participants involved in our Trade Show will be listed in our newsletter *TLOMA Today*. This list is also displayed on our website. Such listing will indicate your level of participation at the TLOMA Conference.

To further market your company to our membership, we would encourage your company to provide educational editorial, or advertise in our newsletter. Further details regarding our newsletter can be found at:

[Contribute to Newsletter](#)

Follow up with Conference Delegates after the Trade Show is a common practice of many Sponsors/Trade Show Participants. A general rule you can follow in order to maximize your marketing efforts would be to connect with the appropriate person for your goods and services. As an example, it would not be practical to call a Human Resources Manager if your business is computer hardware. He/She, in most cases, would not be the person in the firm to speak to in this regard. If, however, you only have one business card contact for a firm, then you could simply call the contact and ask them who the appropriate person in their firm would be to speak to in regards to your goods or services.

Have a Great Conference!!

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