



**Hyatt Regency Hotel**  
**Toronto, ON | June 2 - 4, 2014**

*e*ALA *e*ATALYST *e*ONFERENCE



**[www.cala25.ca](http://www.cala25.ca)**

**Building Laboratory Excellence for  
25 Years**



## WELCOME MESSAGE

On behalf of the Organizing Committee of the Inaugural CALA Catalyst Conference (C<sup>3</sup>), I am pleased to invite you to join us in Toronto from June 2 to 4, 2014. The C<sup>3</sup> will take place at the Hyatt Regency Toronto on King and is hosted by the Canadian Association for Laboratory Accreditation Inc. (CALA).

Our first C<sup>3</sup> will be national in scope, specifically designed to attract contributors, exhibitors and participants from across Canada for a memorable series of collaborative technical and regulatory interactions. C<sup>3</sup> will involve a call for abstracts for presentations in a variety of formats including plenary keynotes, specialty (technical) speakers, panel discussions and new product demonstrations.

Participants are invited, from management to bench level employees, from both accredited and non-accredited testing and calibration laboratories across Canada, academics, researchers and policy makers from all three levels of government, as well as students in chemistry, environmental studies, etc...

In conjunction with the conference technical program, there will be an exhibition highlighting the latest in technology and services for the laboratory testing community, as well as some short courses to precede the event. All designed to make your time in Toronto as value-added as possible.

The C<sup>3</sup> Steering Committee is made up of key representatives from the laboratory community. By consulting directly with our target market for this conference, we hope to ensure the final program delivers a timely and relevant exploration of new ideas, information and insights providing all C<sup>3</sup> attendees with an unparalleled opportunity to design a unique educational experience that meets their individual professional needs.

Visit [www.cala25.ca](http://www.cala25.ca) often in order to keep up to date as we develop and implement the conference program.

**SEE YOU IN TORONTO!!!**



C. Charles Brimley, MSc, BEd, AScT  
**President & CEO**  
**CALA**

## ABOUT CALA

The Canadian Association for Laboratory Accreditation Inc. (CALA) is a Not-for-profit Canadian laboratory accreditation body known for its responsive and efficient quality assurance services.

CALA's Mission is to instill public confidence in laboratory test results by providing internationally recognized accreditation, proficiency testing and training services.

### **Benchmarks of Performance**

Accreditation and Proficiency Testing are the benchmarks of performance at CALA. Since 1994, the CALA Accreditation Program has conducted site audits and evaluated each laboratory's performance at regular intervals and granted accreditation to the laboratory based on compliance with the ISO/IEC 17025 standard in accordance with the ISO/IEC 17011 standard.

Accreditation also requires laboratories to participate in proficiency testing and laboratories are evaluated through inter-lab comparisons minimally twice a year in CALA's Proficiency Testing Program.

Site audits are conducted by teams of highly trained volunteer assessors, selected for their strong analytical backgrounds. Each assessor must undergo comprehensive, formal training on both ISO and Canadian requirements.

### **Internationally Recognized**

CALA is a Full member of the Asia Pacific Laboratory Accreditation Cooperation (APLAC) and a signatory to the APLAC Mutual Recognition Arrangement (MRA) for testing. It is also a Full member of the International Laboratory Accreditation Cooperation (ILAC) and a signatory to the ILAC MRA for testing. These international agreements currently provide mutual recognition amongst 82 accrediting bodies in 68 economies around the globe. The main aim of these agreements is increased worldwide use and acceptance by both industry and government of endorsed reports from accredited laboratories – "a product tested once and accepted everywhere".

The CALA programs are also endorsed by the Canadian Council of Ministers of the Environment and enjoy the support of both federal and provincial governments, as well as private sector companies who provide volunteer staff to work with CALA to enhance the quality of information available for making environmental decisions.

### **Committed to Responsibility**

CALA is committed to working with the laboratory community and their clients to achieve and demonstrate the value of implementing the highest quality standards of testing in the Canadian laboratory community.

Our efforts to enhance services to both members and their clients are complemented by CALA's training courses and specialized studies. We continually seek further efficiencies in our programs in order to reduce costs to participating laboratories and encourage broader participation within the laboratory community.

Finally, CALA will continue its international efforts, both in the interest of promoting good science and to ensure that Canadian companies can meet the environmental requirements of international trade agreements.

### **Delegate Profile**

- Management and bench level employees from both accredited and non-accredited testing laboratories across Canada,
- Academicians,
- Researchers,
- Policy Makers from all three levels of government, and
- Students in chemistry, environmental studies, etc.

In short, anyone desiring an opportunity for some extraordinary professional development and networking with noted authorities in the field of laboratory testing.

### **Call for Presentations**

The Call for Presentations is set to open in mid-September, 2013. Please visit [www.cala25.ca](http://www.cala25.ca) for details.



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# EXHIBITOR INFORMATION AND APPLICATION FOR EXHIBIT SPACE

Go to [www.cala25.ca](http://www.cala25.ca) for up to date information.

The CALA (C3) conference will be held in Toronto from June 2-4, 2014 at the Hyatt Regency Toronto on King. You are invited to participate as an exhibitor. Approximately 30 exhibitors are expected to participate at this event.

## Exhibition Dates and Hours \*

Tuesday, June 3rd from 8:30 am to 4:30 pm  
Wednesday, June 4th from 8:30 am to 4:00 pm  
*\*Exhibition hours are subject to change.*

## Exhibition Move-in and Set-up Time

Tuesday, June 3rd from 6:30 am to 8:30am  
All displays must be completed and ready by 8:30 am.

## Dismantling and Move-out Time

Wednesday, June 4th at 4:00 p.m.

## Exhibit Space Rental

The minimum fee per exhibit booth space is \$1,500 + applicable HST and includes the following:

- One 10ft X 8ft (width x depth) exhibit space
- One 6' skirted table (black skirt) and 2 chairs;
- Complimentary lunch on Tuesday and Wednesday;
- Standard electrical outlet;
- One exhibitor booth representative badges per exhibit booth space. Badges allow access to technical sessions.

*\* The exhibition floor is carpeted.*

## To Purchase a Sponsorship or Exhibit Space

Fill out the Application contained in this document. Fax and e-mail instructions are on the form.

## Booth Representative Registration

All exhibitors must indicate their booth representative(s) before the conference, preferably when completing the application. Your booth representative(s) will be registered and badges can be picked up on-site at registration.

*\* Official identification badges must be worn at all times during the conference.*

## Exhibit Floor Plan

The booth layout will be rectangular around the perimeter of the room. The setup will be such that all booths are essentially equal. Final Booth locations are allocated by VCM, however every attempt will be made to fill the preferences submitted by each exhibitor. The floor plan will be communicated to confirmed exhibitors when it becomes available.

## Show Services and Domestic Shipping

Shipping information and show services including AV and furniture rental will be communicated to you after your application is approved, and payment received.

## **Cancellation Policy**

Any exhibit space cancellation must be received in writing by VCM. If cancellation notice is received in writing:

- Before May 1, 2014 a refund will be given minus a \$300.00 administrative fee;
- After May 1, 2014 no refund will be given.

## **Liability**

The Hyatt on King or VCM will take every reasonable precaution to prevent loss to exhibitor's goods. However, under no circumstances will the Hyatt on King or the VCM assume any responsibility for loss or damage which might ensue from any cause in connection with transfer, installation, maintenance or removal of exhibits and goods belonging to the exhibitor.

The Hyatt on King or VCM will not be responsible in any way for goods stolen, lost or damaged while on exhibit or in storage. Hotel security personnel will be on duty, but the Hyatt on King or VCM will not assume any responsibility for loss or damage caused to exhibitors by fire, theft, damage, and personal injury or otherwise.

## **Conference Hotel**

Conference rates have been arranged for exhibitors and conference participants. Information and rates concerning hotel reservations can be found on the conference web site at [www.cala25.ca](http://www.cala25.ca).

## **Sponsorship**

The conference offers a wide range of opportunities for your company to participate as a sponsor. A series of attractive sponsorship packages have been designed to provide options for every budget and marketing goal and to ensure companies receive the highest possible recognition for their generous support. The full list of sponsorship opportunities can be found below and on the conference website at [www.cala25.ca](http://www.cala25.ca)

For further information on sponsorship contact:

**Sean Downey | [sdowney@verney.ca](mailto:sdowney@verney.ca) | 613-226-8317 ext. 221**



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# SUPPORTER PACKAGES

## Bronze \$1500

- Logo placement and web link on conference web site
- 2 conference VIP pass to attend all sessions, luncheons and refreshment breaks
- Company listing in conference handbook

## Silver \$2500

- Demonstration/exhibit space including draped table and two chairs (Up to 10'x'10')
- 1 Coffee Break Sponsorship
- Logo placement and web link on conference web site
- 2 exhibitor pass
- 1 conference VIP pass to attend all sessions, luncheons and refreshment breaks
- Company listing in conference handbook

## Gold \$5000

- Premium demonstration/exhibit space including draped table and two chairs (Up to 10'x'10')
- 2 Conference VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 2 exhibitor passes
- Logo placement and web link on conference web site
- Company logo on printed conference material (where applicable)
- Listing in conference program
- 1 Breakfast sponsorship

## Platinum \$7500

- Premium demonstration/exhibit space including draped table and two chairs (Up to 10'x'10')
- 3 Conference VIP passes for clients, prospects or staff to attend all sessions, luncheons, and breaks
- 2 exhibitor passes
- Logo placement and web link on conference web site
- Listing in conference program
- Company logo on printed conference material including preferential placement (where applicable)
- 1 Luncheon or Reception sponsorship, includes signage
- Your logo on a place-card at each table

**Call Sean Downey of Verney Conference Management at 613-226-8317 x221  
for details on these or any other interesting offers!**

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# Custom Support

\$1500	<b>EXHIBIT SPACE</b> (10' across x 8' deep) Increase your visibility and interact with conference delegates during breakfast, coffee breaks, and lunches. Includes one exhibitor pass, additional participants will be required to fully register and pay.
\$2000	<b>BREAKFAST</b> Start the morning off right by supporting a healthy continental breakfast to conference delegates. Your corporate name and logo will be notably displayed on all breakfast signage.
\$750	<b>COFFEE BREAKS</b> Breaks will be held between sessions in the morning and afternoon throughout the event. Your company name and logo will be prominent displayed on all coffee break signage for one or more.
\$4000	<b>LUNCH</b> All participants of the conference are invited for lunch on each day of the event. If you support a lunch, your corporate name will be prominently displayed on signs outside the banquet hall and on tent cards at each table. Your organization will also receive a VIP table for your guests and an opportunity to give a brief welcome remark.
\$4000	<b>CALA 25 Networking Reception</b> Meeting colleagues, new and old, is a major reason why delegates attend conferences. Your company's logo will be prominently displayed as the corporate supporter of the evening's festivities.
\$1500 for one, or \$2500 for both	<b>TAKING NOTES</b> Aside from networking the single greatest activity a conference delegate partakes in at a conference is taking notes. As the "Taking Notes" supporter your company will be branded on either: the conference pen, notebook, or both. These are items that provide excellent marketing value because they will often stay with a delegate long after an event is finished.
\$3500	<b>CUSTOM CONFERENCE MOBILE PHONE APP</b> The next generation of information management and "greening" for conferences and events. Providing agenda information, speaker bios, floor plans, maps, evaluations, links to external web sites, and much more... not the least of which is your logo front and centre, co-branded with the conference! This is what the buzz is all about! Stay ahead of the curve with a complete, customizable, event-specific app for attendees. Reach virtually any mobile phone on the market today (BlackBerry, iPhone, Android, Windows Media, Java, Symbian)- the possibilities are endless.
\$3000	<b>INTERNET CAFÉ</b> As the internet café supporter your company will have an opportunity to showcase its corporate name and logo at this office away from the office. Attendees will use the internet café to check e-mail and conduct business in a café-type setting. Computers in this area open to your homepage or screensaver. Bring branded mouse pads, pens or stationery for more impact! Two different pricing options are available. Please contact Sean Downey for details.

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**HAND SANITIZER****\$1500**

This item provides two set-up options. The first option entails providing all delegates with mini hand sanitizers as part of their registration kit or in their delegate bag. For this option the supporter must supply the lotion and arrange for the printing. The second option involves setting up hand sanitizer stations throughout the conference venue. Hand sanitizer stations will be provided within proximate distance from food and coffee break stations.

**NAME TAGS/LANYARDS****\$2000**

Every delegate wears a badge/lanyard, therefore every delegate wears your company name/logo around their neck. Delegates will be walking sign boards for your corporate brand. This opportunity will ensure your organization receives the highest level of exposure during the conference.

**INSERT IN DELEGATE KIT****\$1000**

This support opportunity will allow five supporters to insert their company marketing collateral such as a pen, travel mug, brochure etc. into every delegate registration kit. Please provide units of your pre-printed materials to the VCM and we'll take care of the rest. Restrictions may apply.

**ECO TOTE BAGS****\$2000**

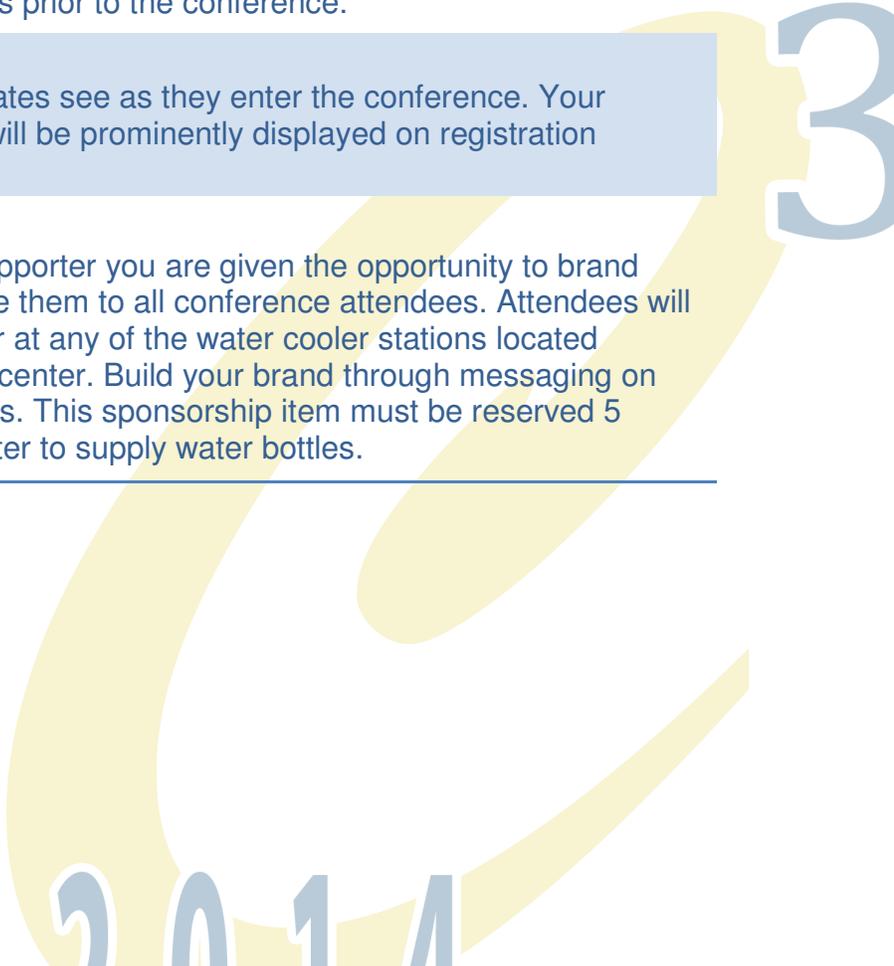
Print your corporate name and logo on this eco tote bag. Each participant will be given an eco-bag upon visiting the exhibitor area. Participants place conference materials in this bag and carry the tote with them throughout the duration of the conference. This is an EXCLUSIVE offer and must be reserved at least five weeks prior to the conference.

**REGISTRATION AREA****\$1000**

This is the first thing delegates see as they enter the conference. Your corporate name and logo will be prominently displayed on registration signage.

**HYDRATION STATION****\$1500**

As the hydration station supporter you are given the opportunity to brand sports bottles and distribute them to all conference attendees. Attendees will then refill bottles with water at any of the water cooler stations located throughout the convention center. Build your brand through messaging on signage at all of the stations. This sponsorship item must be reserved 5 weeks in advance. Supporter to supply water bottles.

  
**2014**

# APPLICATION FOR EXHIBIT SPACE AND SPONSORSHIP



## Payment Method

- Cheque (Payable to: "Verney Conference Management" with reference to CALA)
- MasterCard    Visa    American Express (VCM will contact you to arrange payment)

## Sponsorship

- Platinum Package \$7500 + HST
- Gold Package \$5000 + HST
- Silver Package \$2500 + HST
- Bronze Package \$1500 + HST
- Exhibit Only \$1500 + HST
- Other (please list):

Number of exhibit spaces requested \_\_\_\_\_ .

Names of exhibit booth representatives for badges (please review your sponsorship selection for permitted number of passes).

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_

Do you wish to have these complimentary items provided for your booth?

One 6' table :  Yes    No   Two chairs :  Yes    No

Company name (to appear in the program book) \_\_\_\_\_

Name and title of officer authorized to sign (please print) \_\_\_\_\_

Address \_\_\_\_\_

City province/State country Postal/zip code \_\_\_\_\_

Telephone (        ) \_\_\_\_\_ - \_\_\_\_\_

E-mail address of main contact at company (i.e. for logo requests etc.) \_\_\_\_\_

Company Website URL (to appear in the program book) \_\_\_\_\_

## Agreement

In making this application we agree to conform to the exhibit regulations of the CALA Conference which are hereby made a part of this application. It is mutually agreed that all of said regulations shall be interpreted by the CALA Conference and the parties hereto shall be bound by such interpretation.

Please email a high resolution logo to **Sean Downey** at [sdowney@verney.ca](mailto:sdowney@verney.ca)

Submit this form by fax: **613-722-7725** or email [sdowney@verney.ca](mailto:sdowney@verney.ca)

# EXHIBITOR CONTRACTUAL AGREEMENT

## Purpose

All exhibits shall be to serve the interests of the conference and the conference reserves the right to require the immediate withdrawal of an exhibit if the conference organizer believes it may be injurious to the purposes of the conference. Only professional equipment and services of professional interest to participants may be displayed.

## Rules and Regulations—Exhibition

1. The exhibitor shall be bound by the Rules and Regulations as established by VCM for the Conference, by the sponsoring organizations and any duly authorized representative, agents, or employees of the foregoing conference. Each exhibitor is charged with knowledge and compliance with all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety.
2. The CALA Conference Organizing Committee shall determine the eligibility of any company, product, service, or application for exhibit space. The Committee may forbid installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that, in its opinion, is not in keeping with the character or purpose of the conference.
3. All space cancellations must be received in writing prior to May 1, 2014; an administrative fee of \$300.00 will be charged. There will be no refund for space cancelled after this date.
4. **FIRE PREVENTION:** Exhibitors shall not encroach on aisle space and must remain within the space assigned. All materials used for decorating must be fire resistant. Cartons, boxes, and crates may not be stored under tables, behind displays or in any part of the exhibit area. At the exhibitor's expense, empty crates, etc. will be picked up, stored, and returned to each booth at the close of the exhibition. All hazardous exhibits, regardless of type, are prohibited without the written consent from the Toronto fire department. The prohibition covers but is not limited to, open flames, coal, liquid propane gas, liquid propane gas tanks, toxic liquids or gases, dangerous and/or toxic products, etc.
5. **CARE OF BUILDING AND EQUIPMENT:** Nothing should be posted on, attached, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building or furniture. All heavy pieces of equipment must be placed on skids to avoid damage to flooring.
6. **LIABILITY INSURANCE:** Every reasonable precaution will be taken to protect each exhibitor's property during installation, conference period, and removal. However, the CALA Conference Organizing Committee or the VCM will not accept responsibility for injury to persons or loss of or damage to products, exhibits, equipment, or decorations by fire, accident, theft, or any other cause while in the Hyatt. Exhibitors are advised to carry appropriate insurance to cover display materials against damage and loss as well as public liability against injury to the person and property of others.
7. **AUTHORIZED REPRESENTATIVES:** Each exhibitor shall provide to the VCM in advance, the name of the person(s) who will be in attendance at the display and the name and the title of the person who will be responsible for the installation, operation, and removal of the exhibit. Said representative(s) shall be authorized to enter into such service contracts as may be necessary, for which the exhibitor shall be responsible.

## PLEASE NOTE:

*VCM Inc charges no service fees. Sponsorship does not include hotel extras such as Internet access, shipping of equipment or effects, computer rental, etc. The sponsor will receive information from VCM Inc. regarding all venue contacts to arrange all extras and will be responsible for all additional costs. The sponsor is fully responsible for shipping, travel, and accommodations. The sponsor agrees to hold VCM Inc and its employees forever harmless and assumes no liability for damages, charges, or lost property in connection with the exhibition premises. There is no transfer of exhibit, subletting, or sharing of exhibit space or exposure unless approved, in writing, by a VCM Inc. director. If the exhibit area is in a union occupied facility, the exhibit and display work performed will be in accordance to the union rules. Otherwise, labor is the responsibility of the sponsor.*