

Canadian Celiac Association

Kelowna Chapter



Presents Kelowna 2012

May 25 - 27, 2012

The Kelowna Chapter is pleased to invite you to exhibit and sponsor the Canadian Celiac Association's 2012 National Conference. The event will take place on May 25 - 27, 2012 at the Delta Grand Okanagan Resort in Kelowna, B.C.

The conference offers many opportunities to showcase your company's products and services. If you would like to book a booth or sponsor an event, now is the time! Booths and sponsorships are awarded on a first-come, first-serve basis. Your sponsorship will be rewarded with multiple acknowledgments: at the conference, online, and in print.

- The conference attracts 500 enthusiastic participants from across Canada.
- Generous draped exhibitor space will be open Friday May 25th 4:00 pm - 9:00 pm and Saturday May 26th 7:30 am to 5:00 pm.
- The exhibit area will also be open to the general public, local retailers and their staff on Saturday May 26th from 1:30 to 5:00 pm, and;
- Donated prizes and a ticket draw drum will be on display in the exhibitors' area to encourage our delegates to visit the displays.

Attached is a detailed list of exhibitor and sponsorship opportunities. We hope that you will be able to find an item on the list that fits your company's interest and budget.

We encourage you to sponsor early so that your logo, website link and/or company name can be featured on our website for the greatest amount of time, and to take advantage of the first-come, first-serve meal/speaker sponsorship options.

I hope that you will be able to join us!

Sincerely,

A handwritten signature in blue ink that reads "David Fowler".

David E. Fowler
Kelowna 2012 Co-Chair
david@kelownaceliac.org

/attachments



CCA 2012 Conference Information

Kelowna Chapter is proud to host the 2012 National Canadian Celiac Association Conference May 25 – 27 2012 at the Delta Grand Okanagan Resort in Kelowna, B.C.

Five Great Speakers



Our keynote speaker is **Dr. Shelia Crowe**. Dr. Crowe is a Professor of Medicine & Director of Research, Division of Gastroenterology at the Department of Medicine, University of California, San Diego. Dr. Crowe was educated at University of Toronto & McMaster University & has over 25 years of experience in Gastroenterology.

2012 is the 50th anniversary of Kay Ernst co-founding North America’s first celiac disease support group. Dr. Crowe will discuss the changes that have taken place in the field of celiac disease in the past half century & especially those of the past 15 years.

Keynote highlights to include:

1. Increased prevalence of celiac disease
2. Changes in demographics
3. New developments in diagnosing celiac disease
4. Treatment of celiac disease

Other scheduled speakers include:

- **Dr. Ian Blumer:**
 - celiac disease and its relationship to other autoimmune diseases
- **Dr. Mohsin Rashid:**
 - celiac disease as a truly global disorder
- **Dr. Limeback:**
 - dentistry and celiac disease
- **Dr. Brent Barlow:**
 - naturopathy and celiac disease



Kelowna 2012

- sun & beach
- walking & hiking
- wineries & vineyards
- orchards & fruit
- golf & water sports

May 25 – 27, 2012
Delta Grand Hotel
Kelowna, B.C.

For more information and registration:
<http://www.kelownaceliac.org>

250-832-7738

For more information visit: <http://kelownaceliac.org/kelowna-2012/>

CCA 2012 Exhibitor's Information



Booth Locations

On receipt of full payment, you will have your choice of preferred booth location on a first-come, first served basis. Please see the second PDF file for booth locations.

Booth Supplies



Each booth comes with a 6 foot skirted table and two chairs. The booths are 8' X 8' fully draped, rear and sides. The side back drape measures 8' while the side drapes measure 3'.

Additional furniture rentals and drapes can be ordered at extra cost directly from Showtime, our exhibitor service contractor. They can be contacted at 1-800-721-0029 or infodesk@showtimedisplay.com.

For electrical needs please contact **AVW Telav** at 250-763-4500.

Registration and Set-up

Vendor registration will be held outside the exhibit room starting at **noon** on Friday, May 25th. Set-up will also commence at that time. Local volunteers will be available to assist with set-up if required.

Meet and Greet

From 2:00 pm to 3:00 pm Friday May 25th has been set aside for a meet-and-greet with CCA Executive Director **Jim McCarthy** and fellow exhibitors. The room will be posted at the registration table.



Exhibit Hours



Friday, May 25th - 4:00 pm to 9:00 pm

Attendees from the *The Art of Gluten-Free*, Dietitians Education, Chapter Delegates workshops plus full conference attendees will be visiting the exhibits. A drop-in wine and cheese will also be held. We've hired a security guard to safeguard the hallway and exhibit room overnight.



Saturday, May 26th - 7:30 am to 5:00 pm

Full conference attendees will be visiting before breakfast, during morning break (approximately 10:30 am) and before lunch. Lunch and breakfast are buffet style set-up in the hallway. At 1:30 pm, the exhibits will be open to the general public for an admission fee of \$5.00 per person. Expected attendance is approximately 500 people.

Move Out

All exhibitor material must leave the facility on the final day, Saturday May 26th. Any material(s) left will be considered stranded freight and will be sent to the Showtime warehouse for pickup. All associated extra charges will be at the expense of the exhibitor.

Showtime will tear down the booths at approximately 6:00 pm on Saturday May 26th.



Shipping Location for Booth Material

Please ship booth material to:

CCA Conference - (*Your Company Name*)
c/o Showtime
1250 Ellis Street
Kelowna, B.C. V1Y 1Z4

Mark shipping containers with your **company name** and **booth number**. Please arrange for your material to **arrive on Tuesday, May 22nd**. These will be delivered to the Convention Centre the morning of Friday May 25th.



NOTE: The Delta Grand Okanagan Resort will NOT receive any shipments in advance of the move in. Any shipments trying to be shipped directly to the Grand in advance of the official set-up in will be redirected to the Showtime warehouse and all charges will be at the exhibitor's expense.

For exhibitors sending from the United States, Showtime recommends using North American Logistics custom brokers. Contact Remy Perrot at 1-855-328-2841 for further information.



Business License

We will purchase a group trade show business license with the City of Kelowna for you to sell your products.

Food Safety

We require that you use reasonable food safety practices in providing samples at your booth. For example:

- Food handlers should avoid direct contact with food, and should instead use scoops, tongs, or disposable gloves.
- Food handlers must wash their hands each time they leave the stand, take breaks, or use the washroom facilities.
- Only single-service eating and drinking utensils are approved for customer use.
- All food, beverage, and utensils should be protected from unnecessary handling and stored, displayed, and served so as to be protected from contamination by dirt, dust and/or customer.

Door Prize Donations

If you are interested in donating products, we will be offering door prizes to both the conference attendees and the public who attend the exhibit area on Saturday afternoon.



If you wish to make a door prize available, please email david@kelownaceliac.org

Exhibitor's Registration Form



Canadian Celiac Association 2012 National Conference

Please mail registration form and cheque to:

Canadian Celiac Association - Kelowna Chapter
c/o David Fowler
821 Rowcliffe Avenue
Kelowna, B.C. V1Y 5Z1

Please make cheques payable to Canadian Celiac Association - Kelowna Chapter

Thank you for agreeing to be an exhibitor at our conference!

Company Name: _____

Address: _____

City/Province: _____ Postal Code: _____

Contact Name: _____ Phone: _____

E-Mail: _____ Fax: _____

<u>Selection</u>	<u>Price</u>	<u>Preferred Table Location #</u> <i>See attached document</i>
<input type="checkbox"/> Hallway booth with two chairs	\$600	-----
<input type="checkbox"/> Main hall booth with two chairs	\$500	-----

Second tables are available at a 20% discount

If you need additional chairs, power, phone or internet, please contact our exhibitor contractor directly, Showtime Event and Display at 1-800-721-0029 or email infodesk@showtimedisplay.com to arrange at additional cost.

Exhibit booth locations are reserved on a first-come, first-served. The post-mark date of registration form will determine order. Your choice of booth will be confirmed with you upon receipt of your cheque.

Payment in full must be received 90 days prior to the start of the conference.

Yes, we would like to donate a door prize for the conference.

Details: -----

Thank you for helping to make our conference a success!

Charitable Registration # 11921 8741 RR0001

CCA 2012 Sponsorship Opportunities



FRIEND	\$0+
<ul style="list-style-type: none"> Acknowledgment in CCA National & Kelowna Chapter newsletter & on chapter website. 	
PARTNER	\$500.00+
<ul style="list-style-type: none"> Acknowledgment in CCA National & Kelowna Chapter newsletter & on chapter website. Meal passes - excludes Gala Banquet ticket. 	
BRONZE	\$1,000.00+
<ul style="list-style-type: none"> Acknowledgment in CCA National & Kelowna Chapter newsletter & on chapter website. Meal passes - excludes Gala Banquet ticket. 	
SILVER	\$ 1500.00+
<ul style="list-style-type: none"> Acknowledgment in CCA National & Kelowna Chapter newsletter & on chapter website. Corporate advertisement runs throughout the conference on main stage display. Text link on Kelowna Chapter website home page from time of registration until May 2013. One conference registration & meal passes – excludes Gala Banquet ticket. 	
GOLD	\$ 3000.00+
<ul style="list-style-type: none"> Acknowledgment in CCA National & Kelowna Chapter newsletter & on chapter website. Corporate advertisement runs throughout the conference on main stage display. Corporate logo with link on Kelowna Chapter website from time of registration until May 2013. Appreciation of your company's sponsorship will be announced from the podium at Saturday's opening remarks. Rights to use the phrase "Official Gold Sponsor of the Canadian Celiac Association 2012 Conference". Corporate logo in conference program. Two conference registrations, meal passes, & two Gala Banquet tickets. 	
PLATINUM	\$5000.00+
<ul style="list-style-type: none"> Acknowledgment in CCA National & Kelowna Chapter newsletter & on chapter website. Corporate logo with link on Kelowna Chapter website from time of registration until May 2013. (Your logo will be 25% larger than Gold.) Appreciation of your company's sponsorship will be announced from the podium at Saturday's opening remarks. Rights to use the phrase "Official Platinum Sponsor of the Canadian Celiac Association 2012 Conference" Full page ad in Kelowna Chapter newsletter for one year. Exclusive additional sponsorship options. Three conference registrations, meal passes, and three Gala Banquet tickets. 	
Break Sponsor	\$1000.00+
<ul style="list-style-type: none"> Acknowledgment by MC before & after nutrition break, listed in program & adjacent signage. 	



Meal/Speaker Sponsorship Opportunities

<u>Selection</u>	<u>Available</u>	<u>Price</u>
<input type="checkbox"/> Nutrition Break Sponsor (<i>exclusive per break</i>)	5	\$850
<input type="checkbox"/> Registration Table Sponsor	1	\$1000
<input type="checkbox"/> Gala Banquet Sponsor	1	\$1000

<u>Selection</u>	<u>Available</u>	<u>Price</u>
<input type="checkbox"/> Nutrition Station Sponsor	2	\$ 500
<input type="checkbox"/> Friday welcome Reception Sponsor	1	\$ 750
<input type="checkbox"/> Sponsor and Introduce a Speaker	7	\$1000
<input type="checkbox"/> I would like to make a monetary or other donation and be listed on the <i>Generous Sponsors List</i>		

All donations will be gratefully accepted and acknowledged.

Meal/speaker sponsorship opportunities are sold on a first-come, first-served basis. Please register ASAP to guarantee availability.

For sponsorship information, please contact:

David E. Fowler: david@kelownaceliac.org

Phone 250-860-9153 Pacific Time

Website: <http://kelownaceliac.org/kelowna-2012/>



Sponsorship Registration Form

Canadian Celiac Association 2012 National Conference

Please mail registration form and cheque to:

Canadian Celiac Association Kelowna - Chapter
c/o David Fowler
821 Rowcliffe Avenue
Kelowna, BC V1Y 5Z1

Please make cheques payable to Canadian Celiac Association - Kelowna Chapter

Company Name: _____

Address: _____

City/Province: _____ Postal Code: _____

Contact Name: _____ Phone: _____

E-Mail: _____ Fax: _____

Thank you for agreeing to sponsor our conference. Please choose from the following:

<input type="checkbox"/>	Platinum Sponsor	\$ 5000.00 +
<input type="checkbox"/>	Gold Sponsor	\$ 3000.00 +
<input type="checkbox"/>	Silver Sponsor	\$ 1500.00 +
<input type="checkbox"/>	Bronze Sponsor	\$ 1000.00 +
<input type="checkbox"/>	Partner	\$500.00+
<input type="checkbox"/>	Friend	\$0+
<input type="checkbox"/>	Meal/Speaker Sponsorship <i>(print details)</i>	
		\$
Total Enclosed \$		

Meal/speaker sponsorships are first-come, first-served. The post-marked date of the registration form and cheque will determine sponsorship order. All sponsorship payments must be complete in full 90 days prior to the start of the conference.

Yes, we would like to donate a door prize for the conference.

Details: _____