

NOVEMBER 2-3, 2016, CALGARY, ALBERTA, CANADA



*Traceability and Assurance Systems  
Bridging the Gaps*

# Trade Show Exhibitor Information Guide

**November 2-3, 2016**

This information guide is the exhibitor's manual to a successful show. Please read carefully and contact us if you have any questions.

**Toll-Free telephone:** 1-877-909-2333, press 3

**Outside North America telephone:** 1-403-275-2083, press 3

Canadian Cattle Identification Agency is pleased to host Traceability Symposium 2016 in Calgary, Alberta, on November 2<sup>nd</sup> and 3<sup>rd</sup>. This event will bring together governments, industry and the private sector to identify gaps, share successes and lessons learned – **bridging the gaps** as traceability moves forward in Canada and globally.

We anticipate more than 200 delegates from across Canada, United States of America, European Union, Australia and New Zealand representing governments, universities, research centres and programs, the private sector and industry will attend this two-day symposium and tradeshow.

Join the discussion!

To register, visit our website at [www.traceabilitysymposium.ca](http://www.traceabilitysymposium.ca) or complete and submit the form below.

## 1 TRADE SHOW EXHIBITOR INFORMATION

### Pre-Tour, Tuesday, November 1/16

The following three tours are offered one day prior to the main event. If you are interested, please include your tour selection with your registration form (choose one of the tours):

SAIT RFID TEST LABORATORY TOUR, Calgary, Alberta	1-4:30 p.m.	\$25 / person
CATTLELAND FEEDYARDS LTD TOUR, Strathmore, Alberta	1-5 p.m.	\$40 / person
BUFFALO HORN RANCH TOUR, Eagle Hill, Alberta	1-5 p.m.	\$60 / person

### Exhibitor's Hours

Day 1	Wednesday, November 2/16	10 a.m. - 6:30 p.m.
Day 2	Thursday, November 3/16	7:30 a.m. - 3:30 p.m.

**Note: Exhibits should be hosted by Traceability Symposium 2016 Exhibitors during program breaks.**

Canadian Cattle Identification Agency is proud to be your host for Traceability Symposium 2016. We look forward to seeing you!

**Traceability Symposium 2016 Mailing Address:**  
7646-8 Street, N.E., Calgary, Alberta, Canada T2E 8X4  
Web: [www.traceabilitysymposium.ca](http://www.traceabilitysymposium.ca)  
Email: [info@traceabilitysymposium.ca](mailto:info@traceabilitysymposium.ca)  
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### Trade Show Location

Plaza 2 & 3  
Coast Plaza Hotel & Conference Centre  
1316-33 Street, N.E., Calgary, Alberta, Canada T2A 6B6

### Hotel Accommodation

Coast Plaza Hotel & Conference Centre  
1316-33 Street, N.E., Calgary, Alberta, Canada T2A 6B6

For hotel accommodations during the event, please contact the Coast Plaza Hotel & Conference Centre to **request a room in the Traceability Symposium 2016 block by September 30/16** for rates starting at \$119 per night plus tax.

### Coast Plaza Hotel & Conference Centre Booking Options:

- 1) **By telephone** at 1-403-248-8888, please **quote reservation number CPC-GFC21939** when requesting the block booking rate
- 2) **By email** at [res@calgaryplaza.com](mailto:res@calgaryplaza.com), please **quote reservation number CPC-GFC21939** when requesting the block booking rate
- 3) **Online** at <http://coa.st/ox2n>, please **enter special code CPC-GFC21939** in the special-code field to acquire the block booking rate.

The Coast Plaza Hotel & Conference Centre is located at 1316-33 Street, N.E., Calgary, Alberta, Canada T2A 6B6 – nearby landmarks include the Calgary Zoo, Fort Calgary Historic Park, Olympic Plaza and Stampede Park, Glenbow Museum, Petro Canada Centre and Calgary Tower.

### Trade Show Registration Information

Trade Show space booking is accepted on a first-come, first-serve basis for trade show exhibitors.

Trade Show Exhibitor Regular Registration is \$550 (+5% GST)

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**Trade Show Exhibitor registration includes:**

- One 10' x 10' draped booth with 8' back-wall drape and 3' high sidewall drape
- One 6' x 2' skirted table
- Two folding chairs
- Wi-Fi access
- One Traceability Symposium 2016 event registration
- Meal package for one person

**Additional fees:**

- Electrical supply – i.e., one standard 15 amp/120-volt outlet is \$50 per day
- Additional meal package is \$100 per person

To register as a Trade Show Exhibitor, please visit [www.traceabilitysymposium.ca](http://www.traceabilitysymposium.ca) or contact us by email at [info@traceabilitysymposium.ca](mailto:info@traceabilitysymposium.ca) or toll-free telephone at 1-877-909-2333, press 3 or outside North America telephone: 1-403-275-2083, press 3.

### Additional Rental Items

Global Experience Specialists (GES) is the official trade show provider of Traceability Symposium 2016.

Exhibitors may rent additional items for their trade show space directly from the trade show provider by completing the GES Traceability Symposium 2016 Exhibitor Kit. Please review the Exhibitor Kit as deadlines for requests will be provided (e.g., early bird rates).

Click to download the **GES Traceability Symposium 2016 Exhibitor Kit**.

It is the Exhibitor's responsibility to order additional trade show booth items prior to the deadline.

### Trade Show Material Shipment

Coast Plaza Hotel & Conference Centre will start to accept smaller packages starting October 27/16 until November 1/16.

Larger packages will be accepted on November 1/16 until 6 p.m. only.

### **\*IMPORTANT\***

Send packages to:

Coast Plaza Hotel & Conference Centre  
1316-33 Street, N.E., Calgary, Alberta, Canada T2A 6B6

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Label your packages as follows:

Attn: Traceability Symposium & Trade Show 2016
Booth Number:
Exhibitor Company Name:
Exhibitor Contact Person:
Exhibitor Address:

**Important Note:** State your booth number for easy reference. Your materials will be delivered to your booth location at 8 p.m. on November 1/16, only.

### Ingress (Set Up)

- Trade Show booth set-up:
  - November 1/16 from 8 -11 p.m.; and
  - November 2/16 from 7-9 a.m.
- Complimentary moving carts and pallet jacks available at the venue

### Egress (Take Down)

- The take-down of trade show materials begins November 3/16, from 3:30 - 6 p.m.
- **No dismantling of displays prior to 3:30 p.m.**
- All items must be removed by 6 p.m. on November 3/16.

### Exhibitor Name Cards

Name cards will be provided to exhibitors on the first day of the trade show. Name cards shall be worn at all times while inside the trade show hall. Name cards are also your meal cards. There will be NO refunds for lost name cards. Additional name cards are available to exhibitors upon request at \$25 per card.

### Cancellation / Refund Policy

Trade show registration, minus \$100 cancellation fee, is refundable if submitted in writing to [info@traceabilitysymposium.ca](mailto:info@traceabilitysymposium.ca) **on or before** October 15/16. Refunds will be issued 30 days after the event on December 3/16.

Registrations and cancellations received after October 16/16 are non-refundable.

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## Privacy Policy

By registering for the Traceability Symposium you are providing permission to receive emails, telephone calls and mail related to the event. You may opt out of receiving any of these communications by emailing us at [info@traceabilitysymposium.ca](mailto:info@traceabilitysymposium.ca). You are also providing permission to use any photos and video of the event for promotional purposes.

## Liability

The event organizer reserves the right to amend this program, make changes to the speaker roster and cancel the Traceability Symposium. In the event of cancellation, the event organizer shall refund all registration fees paid, but shall not be liable for any personal expenses such as hotel, airfare or other costs incurred by any delegate or speaker.

The event organizer shall not be liable for any photos or video taken of participants or event activities and proceedings for promotional purposes. The event organizer reserves the right to and shall be entitled to use any and all photos or video taken during the Traceability Symposium on the conference website, for use in conference materials, either print or web based and/or for promotional purposes.

Attendees agree to all the terms and conditions set forth above including the use of photographic images and their contact information as included in the registration package.

We would be delighted to help you achieve your goals and objectives at this event.

We welcome your questions by:

Web: [www.traceabilitysymposium.ca](http://www.traceabilitysymposium.ca)

Email: [info@traceabilitysymposium.ca](mailto:info@traceabilitysymposium.ca)

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## TRADE SHOW REGISTRATION FORM

Complete and submit this form to confirm your registration as a Trade Show Exhibitor.

First & Last Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_  
Street Address: \_\_\_\_\_  
City: \_\_\_\_\_ Prov/Terr/State: \_\_\_\_\_  
Postal / Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_

<u>Trade Show Registration</u>	<u>Rate</u>		<u>Qty</u>	<u>Sub-total</u>
Early Bird Registration (closed September 23/16)	\$500 /booth	X	<u>N/A</u>	<u>N/A</u>
Regular Registration (as of September 24/16)	\$550 /booth	X	_____	_____
Electrical - one standard 15 amp/120-volt outlet	\$ 50 /day	X	_____	_____

Trade Show 10'x10' Booth (include the following):

(One 10' x 10' booth, one 6' x 2' table, two folding chairs, Wi-Fi-access,  
one symposium registration to include meal package)

### PAYMENT OPTIONS

Amount: \_\_\_\_\_ + GST (5%): \_\_\_\_\_ = \_\_\_\_\_  
GST # 86959 0646 RT0001

#### PAYMENT OPTIONS

Credit Card (Select One) \_\_\_\_\_



Card # \_\_\_\_\_

CVD # (3 digit) \_\_\_\_\_

Expiry mm/yy \_\_\_\_\_

Cheque payable to: Canadian Cattle Identification Agency  
7646-8 Street, N.E., Calgary, Alberta, Canada T2E 8X4  
(Please contact us to request an invoice)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\*\*\*Scan and email form to [info@traceabilitysymposium.ca](mailto:info@traceabilitysymposium.ca)\*\*\*  
*We welcome your contact at all times.*