

Trade Show Manual 2010



THE LAW OFFICE MANAGEMENT ASSOCIATION

VENDOR PACKAGE

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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) Annual Educational Conference at Caesars Windsor Hotel & Casino, 377 Riverside Drive East, Windsor, Ontario N9A 7H7.

TLOMA has reviewed vendor 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 vendors.

WHAT'S HAPPENING???

For our delegates:

The Conference will begin on Wednesday, September 22nd, 2010 and end on Saturday, September 25th, 2010.

For our Vendors:

A **Vendors' Cocktail Dinner Reception** will be held on Thursday, September 23rd, 2010, from 6:30 pm to 9:30 pm in the North Mezzanine. All Tradeshow Sponsors/Participants and Conference Delegates are encouraged to attend. This will be a wonderful opportunity for Sponsors/Participants to speak to the Delegates in a relaxed setting. All attendees must be registered with TLOMA by September 3rd, 2010.

A **Vendor Information session** will be held on Friday, September 24th, 2010 at 9:00 am in The Market Square. We strongly recommend at least one representative from your company attend the information session.

TLOMA's Trade Show is a unique one-day event on Friday, September 24th, 2010. Set up will start on Thursday afternoon, September 23rd, from 4:00 pm to 8:00 pm, and will continue on Friday morning, from 6:00 am to 9:00 am. **We ask that your booth set up be completed by 9:00 am.** The Trade Show will be open to Delegates from 10:00 am to 2:00 pm. All TLOMA Conference Delegates are strongly encouraged to attend the Trade Show.

The **Trade Show Finale** following the Trade Show (from 2:30 pm to 4:30 pm) in the Market Square is a further opportunity for Sponsors/Participants to meet with our Delegates in a relaxed social setting. All company representatives registered for the Trade Show are welcome to attend the Trade Show Finale. Conference committee members will collect Sponsor/Participant business cards during the Trade Show that will be used for a Prize Draw for the Sponsors/Participants. The winner must be in attendance in order to claim their prize.

SCHEDULE OF EVENTS

Activity	Time	Location
Vendors' Cocktail Dinner Reception - Thursday	6:30 pm - 9:30 pm	North Mezzanine
Set up for Vendors- Thursday	4:00 pm - 8:00 pm	Augustus Ballroom I&II
Set up for Vendors - Friday (cont'd)	6:00 am - 9:00 am	Augustus Ballroom I&II
* Vendors' information session with TLOMA Vice-President (Friday)	9:00 am - 9:30 am	Market Square
Hours of Trade Show and Delegate/ Vendors Luncheon (Friday)	10:00 am - 2:00 pm	Augustus Ballroom I&II
Trade Show Grand Finale (Friday)	2:30 pm - 4:30 pm	Market Square
Teardown (Friday)	4:30 pm - 6:00 pm	Augustus Ballroom I&II

Just a reminder, delegate events are not open to Vendor attendance.

QUESTIONS ???

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

Liz Barrington
Director of Administration
lbarrington@tloa.ca
Office: 416-410-1979
Cell: 647-403-9173
Fax: 905-472-5115

Helen Lee
Vendor Liaison
hlee@lexcanada.com
Office: 416-982-3811
Cell: 416-500-7046
Fax: 416-982-3801

TLOMA
43 Daniel Court
Markham Ontario
L3P 4B8



Tour our property at www.visitcaesarswindsor.com



D I R E C T I O N S

The life you were meant to live is easy to get to whether you are driving, or arriving at the Detroit Metro Airport (DTW), the Windsor Airport (YQG) or the Via Rail train station.

FROM DETROIT:

Easily accessible via the Detroit/Windsor Tunnel or the Ambassador Bridge; simply follow the signs to Caesars Windsor.

FROM TORONTO:

Take HWY-401 W and merge onto DOUGALL AVE; simply follow the signs to Caesars Windsor.

377 Riverside Drive East, Windsor,

Ontario, N9A 7H7

1-800-991-7777

www.caesarswindsor.com



Free Valet Parking is available at Caesars Windsor

Information for travelling by train: <http://www.viarail.ca/en>

ACCOMMODATIONS

TLOMA has reserved a block of rooms which will be available for Vendors requiring overnight accommodation. The registration form is available on Page 10. Registration can be done either through the Hotel online link, via fax: to 1-519-985-5821, or call the reservation desk at Phone: 1 800-991-8888 and identify yourself as a TLOMA Vendor under Group Code ATO0922.

ATTENDEE BADGES

In the original registration package, we asked you to list your attendees for both the Vendor Cocktail Dinner Reception and for the Trade Show. Any changes or additions must be sent to Liz Barrington (lbarrington@tloa.ca) before Friday, September 3rd, 2010. For changes requested after September 3rd, an administration fee of \$25.00 plus tax per change will be applicable to all Sponsors and Trade Show participants. Badges will be handed out on Thursday evening for the Cocktail Dinner Reception. Badges for the Trade Show will be delivered to your booth on Friday morning. If changes to badges are required on the day of the Trade Show, please speak to a committee member. For security reasons, badges must be worn at all times during the Thursday Evening Reception, Friday Trade Show and Trade Show Finale.

CANCELLATION OF SPONSOR/TRADESHOW PARTICIPANT SPACE

If Trade Show space is cancelled prior to August 11th, 2010, TLOMA will refund monies paid less the 25% deposit. No refunds will be made for cancellations received after August 11th, 2010.

DEFAULT OF OCCUPANCY

Any Sponsor/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 9:00 am on Friday, September 24th, 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 Trade Show Sponsors and 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 **include all of our attendees**. 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 how important your support to our annual Conference is and encourages **all** its Delegates to visit **all** Trade Show booths. This ensures that our Delegates will be able to speak to our Sponsors/Participants regarding their wares and take away brochure information for either 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 Participant names. Sponsors/Participants will be provided with passport stickers with their company name. We ask the Sponsors/Participants to place a sticker on the Delegate's passport when they visit their booth. Delegates place their completed Passports in a ballot bin on their way out of the Show. Only completed passports are eligible for the Trade Show Prize Draw which takes place at the Trade Show Finale.

If you choose 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 Trade Show Finale, 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.

With the majority of our delegates travelling by train to the Conference this year, we are asking vendors, who are providing gifts that are bulky, to consider delivery of the actual prizes after the Conference. A card or letter with details of the prize should be presented at the prize draw.

LIST OF REGISTERED CONFERENCE DELEGATES

TLOMA will provide a *Registered Delegates List* to the Sponsors/Participants on or before August 27th, 2010. Feedback from previous years indicates that this list would be helpful in your pre-conference planning.

Please Note: We would ask, however 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.

LOCATION OF SHOW AND SPACE ALLOCATION

The Trade Show is being held in the Augustus Ballrooms I and II located in the Convention Centre at Caesars Windsor.

In the initial registration process, Sponsors were given the opportunity to indicate their choice of booth(s) on the Trade Show Registration Form. 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 Sponsors 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.

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 sites. TLOMA will be able to use your likeness without remuneration.

SHIPPING MATERIAL DIRECTLY OR IN ADVANCE TO CAESARS WINDSOR

Most of our Vendors bring their booth and goods with them. However, some Vendors choose to send their booth/goods to the hotel. As a Vendor, you are responsible for arranging for the shipment of your exhibit and/or materials to the Hotel and from the Hotel 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 vendor

Please note:

Items shipped directly to Caesars Windsor should be delivered at least 4 days prior to your event. Please notify the Catering Office of the forthcoming shipment.

Shipments should be addressed:
Caesars Windsor Warehouse
Attention – Sue Heath, Catering Sales Manager
370 Erie Street East
Windsor, Ontario
N9A 3X3

Please indicate name of conference and dates

PLEASE NOTE: CAESARS WINDSOR AND TLOMA ARE NOT RESPONSIBLE FOR LOST OR STOLEN EXHIBITS OR MATERIALS

All materials being shipped MUST include the following information:

Address: Caesars Windsor Warehouse,
Attention: Sue Heath, Catering Sales Manager
370 Erie Street East,
Windsor Ontario N9A 3X3
Name of Conference: TLOMA
Conference date: September 22nd - 25th, 2010
Function being held in: August Ballrooms I & II
Senders Name:

If you are forwarding more than one box please indicate on each box:

Box ___ of ___

Contact Name: _____

Contact Phone Number: _____

Contact Email Address: _____

Company Name: _____

Company Address: _____

How many boxes are you shipping: _____

Date of arrival at the Hotel: _____

SUB-LEASING

Trade Show booths that have been assigned and confirmed are not transferable. The Sponsor/Participant may not sublet space, or any part thereof, nor offer for sale the allocated space without the knowledge and written consent of TLOMA. Trade Show Sponsors/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. We require from you a brief (50 words or less) business description of your company's product or service. This description will also be used for the Vendor Directory listing on the TLOMA website. Please fax or email this description to Liz Barrington no later than Friday, August 6th, 2010.

TRADE SHOW REQUIREMENTS

In the Vendor Registration Package you were asked to complete the Trade Show Requirement Form (page 8). It is important that this form be completed and returned to the TLOMA office no later than **Friday, September 3, 2010**. Please note that all participating Vendors are required to pay the \$45.00 Trade Show Support fee.

TRADE SHOW LOAD IN/OUT PROCEDURES

All visitors requiring access through the receiving dock for deliveries to the banquet rooms must adhere to the following procedures:

- Enter the receiving dock on Chatham Street. If you are entering the hotel via the service elevator you will require a Visitor's pass which will be handed out at the receiving dock.
- Unload and proceed to the service elevator.
- Exit the elevator on the 3rd floor.
- Proceed to the banquet room (via the back of house hallway behind the ballrooms).

NEW THIS YEAR - Ceasars Windsor has provided us with *Fire Regulations* and *Rules and Regulations for Vendors*. Both these documents have been posted to our website. We ask that all Vendors review these documents prior to the show.

[Caesars Windsor Rules and Regulations for Exhibitors](#)
[Caesars Windsor Fire Regulations](#)

Arrangements have been made to assist you with your load in / load out needs. This staff cannot be reserved and will be available on a first come first serve basis.

We have been able to secure an early load-in and setup date of Thursday, September 23rd from 4:00 pm to 8:00 pm. The Augustus I and II will be locked at 8:00 pm and will re-open and continue for load-in and setup on Friday, September 24th, from 6:00 am to 9:00 am. The load out is scheduled for Friday, September 24th, from 4:30 pm until 6:00 pm.

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

YOUR BOOTH

The size of a single booth is 10' wide x 10' 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/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 / Participants. Sound must be at a level to reach the immediate vicinity of the Sponsors/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/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.

POST CONFERENCE

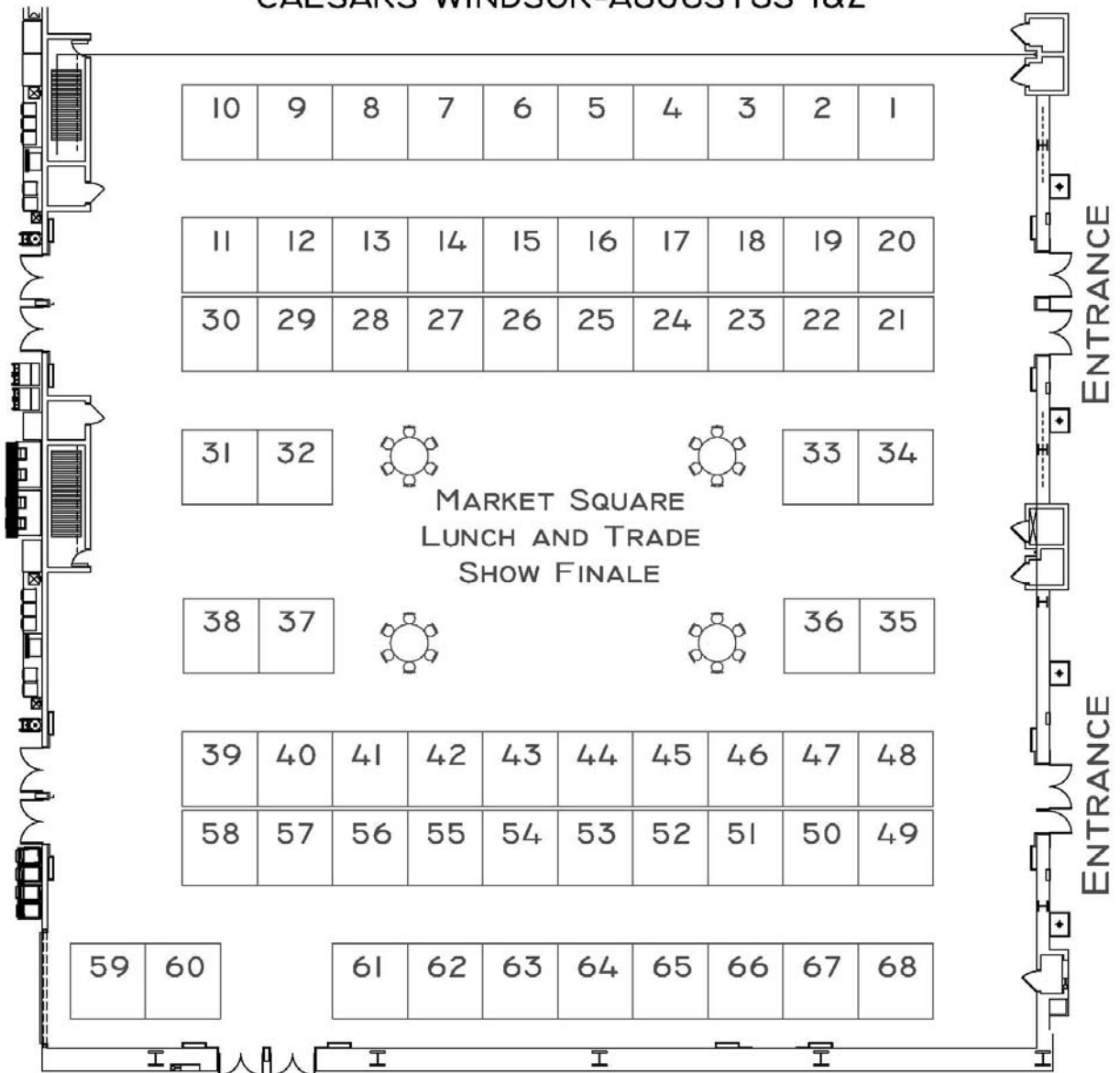
All Sponsors/Participants involved in our Trade Show will be listed in our newsletter *TLOMA Today*. This list is also displayed on our website. Such listing will indicate your level or participation at the TLOMA Conference.

Follow up with Conference Delegates after the Trade Show is a common practice of many Sponsors/Participants. A general rule you can follow in order to maximize your marketing efforts is to connect with the appropriate person for your wares 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 about such a ware. 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

TRADE SHOW FLOOR PLAN

TLOMA TRADE SHOW FLOOR PLAN 2010
CAESARS WINDSOR-AUGUSTUS I&2





Hotel Reservation Form

GROUP NAME: TLOMA **GROUP CODE:** AT00922

Please make your reservation at the following online link [Caesars Windsor](#)

or call 1-800-991-8888 for reservations desk

or fax the following information to 519-985-5821

(In order to guarantee your reservation a valid credit card number is required)

In order to book a stay with children under 18 at Caesars Windsor, you must call 1 800 991-8888

Person 1.	Address:		
Person 2. (in same Room)	City:		
Arrival Date:	Prov/State:	Postal/Zip:	
Departure Date:	Phone:	Fax:	
Card Holder Name:	Email:		
Expiration Date:	Type Of card:		
	Card Holder Signature:		

Select Room Type

Room Type	Rate (plus applicable taxes)	Non Smoking	Smoking
Deluxe King Room City View	\$170.00		
Deluxe Double/Double City View	\$170.00		
Luxury King Water View	\$190.00		
Luxury Double/Double Water View	\$190.00		

Room types are subject to availability

RESERVATIONS MUST BE MADE BEFORE THE CUT OFF DATE OF: August 27, 2010

Reservations made after this date will not be guaranteed the group room rate.

CANCELLATION POLICY: YOU CAN CANCEL THIS RESERVATION UP TO 48 HOURS PRIOR TO YOUR ARRIVAL DATE. IF CANCELLATION IS RECEIVED AFTER 48 HOURS PRIOR TO ARRIVAL, ONE NIGHT OF YOUR STAY PLUS TAXES WILL BE CHARGED TO THE CREDIT CARD NUMBER ON FILE.

The Hotel Reservation Contract is between you and Caesars Windsor