



MassageTherapyMEDIA

PRESENTATION

A large, stylized red maple leaf graphic on the left side of the main title.

Halifax
CMIC
Canadian Massage Conference



3 Day Event
In-Person Education
Virtual Learning & Networking

JUNE 2-4, 2023
FOUR POINTS BY SHERATON HALIFAX

www.massagetherapymedia.com/conferences



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CMC
Canadian Massage Conference



**3 Day Event Consisting of In-Person Education,
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JUNE 2-4, 2023 | FOUR POINTS BY SHERATON HALIFAX

oneconcept.com

EXHIBITOR/SPONSORSHIP OPPORTUNITIES

The Canadian Massage Conference is coming to Halifax, Nova Scotia! CMC Halifax, hosted by ONE Concept Conferences and produced by Massage Therapy Media will be hosting a 2-day spring conference at the Four Points by Sheraton Halifax!

On June 3 and 4, 2023, therapists will have an opportunity to take full day or half day courses in beautiful Halifax. We will be having a welcome networking event on Friday, June 2nd where you will have the chance to meet and greet other conference attendees, the educators, our sponsors and vendors, and the Massage Therapy Media crew.

For those who cannot attend in person, we will be running our VIRTUAL conference on Friday June 2nd.

Sponsors and Exhibitors will have an opportunity to join us live, virtually or BOTH! CMC Halifax is a hybrid event. Sponsors/Vendors will be able to exhibit for 2 days during our live event at the beautiful Four Points by Sheraton Halifax.

Massage Therapy Media (MTM) is a digital resource for Massage Therapists. We have over 20 channels of original content and education from educators all over Canada, United States, and even some international contributors. We have on demand streaming, weekly articles and blogs, a digital magazine, and fantastic member benefits from our affiliates. As part of our platform, we also produce conferences- both in person and virtual- and we are now the producers of the Canadian Massage Conference (CMC).

The CMC has been running in Ontario for the past 15 years and MTM would like to bring it to Canada's East Coast. With the highest number of regulated provinces in Canada, we would love to highlight the great therapists there, meet the students and educators, and bring some valuable education. We are so excited to be hosting the Canadian Massage Conference in beautiful Halifax, Nova Scotia June 2-4, 2023! Come out to the in person show at the Four Points by Sheraton Halifax or join us online for our virtual event.

VIRTUAL SPONSORSHIP DESCRIPTIONS

Login Page Banner: A graphic every single attendee is guaranteed to see because it is right on the login page itself on the right-hand side of the login input fields. **(Platinum)**

Lobby Banner: The center column in the virtual event's lobby. **(Platinum)**

Lobby Splash Video: Located under the lobby banner image in the virtual event lobby. Typically 3 - 4 minutes long, played in a loop, with audio. **(Platinum)**

Branded Announcements: Branded announcements are located in the following areas: **(Platinum/Gold)**

1. Permanently in the virtual event portal lobby itself under the lobby splash video
2. In email notifications
3. In push notification

Session Sponsor (Per Session): Each session has a session sponsor. The sponsor logo will show up just about everywhere the session does and are linked to the sponsor website. **(Platinum/Gold/Silver)**

Portal Header Sponsor: This graphic is always visible in the virtual event portal at the top left. **(Platinum)**

Portal Header Sponsor Carousel: Located at the top-right of the virtual event portal which is constantly rotating. It is a carousel that loops through all sponsor logos, stopping for 10 seconds at a time on each logo. The logos are clickable and lead to the sponsor's website. **(Platinum/Gold/Silver)**

Exhibit/Sponsor Hall Booth Listing: The exhibit hall is where each organization can express themselves with more graphics, videos, files, and dedicated conversations through video and text chat. Each sponsor will have the full ability to manage most of their presence via their own private exhibitor portals. **(Platinum/Gold/Silver)**

Exhibit Lead Retrieval + Live Video Booth: An enhanced version of the Exhibit/Sponsor Booth Listing. This feature allows you to open up several new ways to communicate with attendees and capture valuable lead information and collect it in your private exhibitor portal. Host a live meeting at your booth. Up to 25 people can join a live video booth at any given time, and it supports both video and screen sharing. No additional plugins or downloads required. **(Platinum/Gold/Silver)**

Session Pre-roll Video: Single MP4 File, up to 50MB, Aspect Ratio 16:9. Until a session goes live, you don't want there to be a boring old blank screen. Uploading a short 2 - 3 minute video played in a loop to each session's Pre-Roll Video field from your PheedLoop dashboard, you can have engaging content available for attendees to watch right before the session goes live. **(Platinum)**

Gamification Engagement Codes: In the virtual event gamification system, attendees win points by entering codes that are given to Exhibitors/ Sponsors to increase exposure and attendee engagement. **N/A**

Gamification Prizes: In the virtual event gamification system, attendees claim points they earn for prizes. Prize donations and brand association is another way to increase exposure and brand awareness. Each prize has the option to include a description and image. **N/A**

Lobby Social Media Feed: The virtual event lobby incorporates in integrated social media feed. **(Platinum/Gold/Silver)**

SPONSORSHIP OPPORTUNITIES FOR VIRTUAL & LIVE EVENT

PLATINUM TIER | ONLY 2 AVAILABLE | \$3000.00 EACH

- Login Page Banner
- Lobby Splash Video
- Branded Announcements – Minimum 4
- Session Sponsor – 3 Per Platinum Sponsor
- Portal Header Sponsor Logo
- Portal Header Sponsor Carousel
- Exhibit/Sponsor Hall Booth Listing in Virtual Event, Live Event App & Website
- 1 Full Page Ad in MTM Digital Magazine
- Exhibit Lead Retrieval + Live Video Booth
- Session Pre-roll Video - 3 Per Platinum Sponsor
- Lobby Social Media Feed
- 5 Virtual Access Passes to Virtual Event
- Up To 3 Virtual Booth/Live Booth Managers
- INCLUDES BOOTH AT CMC Halifax 2023

GOLD TIER | ONLY 4 AVAILABLE | \$2000.00 EACH

- Branded Announcements – Minimum 2
- Session Sponsor – 1 Per Gold Tier Sponsor
- Portal Header Sponsor Carousel
- Exhibit/Sponsor Hall Booth Listing in Virtual Event, Live Event App & Website
- 1/2 Page Ad in MTM Digital Magazine
- Exhibit Lead Retrieval + Live Video Booth
- Session Pre-roll Video - 1 Per Gold Tier Sponsor
- Lobby Social Media Feed
- 2 Virtual Access Passes to Virtual Event
- Up To 2 Virtual Booth/Live Booth Managers
- INCLUDES BOOTH AT CMC Halifax 2023

SILVER TIER | WITH BOOTH AT CMC Halifax | \$1200.00 EACH

SILVER TIER | VIRTUAL BOOTH ONLY | \$1000.00 EACH (Does not include physical booth at CMC)

- Session Sponsor (limited)
- Portal Header Sponsor Carousel
- Exhibit/Sponsor Hall Booth Listing in Virtual Event, Live Event App & Website
- Exhibit Lead Retrieval + Live Video Booth
- 1/8 Page Ad in MTM Digital Magazine
- Lobby Social Media Feed
- 1 Virtual Access Pass to Virtual Event
- 1 Virtual Booth Manager Access
- INCLUDES BOOTH AT CMC Halifax 2023

VIRTUAL BOOTH | \$500.00 EACH | BUY NOW AND LISTING COMMENCES IMMEDIATELY

PAYMENT & CANCELLATIONS

Booth reservations are made based upon the date the application is received. Applications will not be processed, nor space assigned unless the application is accompanied by deposit or payment in full. A non-refundable deposit equal to 50% of the total fees will hold a space until February 28, 2023. After that date, the Conference Management reserves the right to rent that space if payment in full is not received. Before February 28, 2023, any cancellations must be submitted in writing and will be refunded, minus the 50% non-refundable deposit. After there will be no cancellation options or refunds given. Balance and full payment is due February 28, 2023. BOOTH SPACE is not confirmed until payment is received in FULL. Conference Management reserves the right to relocate or re-assign exhibit booths at any time for the overall benefit of the Conference. In the event the Conference is canceled due to fire, pandemics, strikes, government regulations, acts of God, ONE Concept Group shall not be held liable and shall determine the amount of exhibit fees to be refunded.

SOCIAL EVENTS

Friday June 2, 2023: 5:00 pm Cocktail Reception Meet & Greet

Saturday June 3, 2023: 5:00 pm MTM Cocktail Reception

RESPONSIBILITY CLAUSE

Exhibitor assumes responsibility and agrees to indemnify and defend ONE Concept Group and Four Points by Sheraton against any claims and expenses arising out of the use of the Exhibition Hall. Exhibitor understands that it is the sole responsibility of the Exhibitor to obtain insurance for these such events.

SALES TAX

All Exhibitors must adhere to Ontario tax laws. Please notify your personal attorney or accountant for details.

BOOTH SELECTION

The exhibit fee provides your company with all inclusions outlined on page 1 of the Exhibitor Information package. Two ID badges will be provided per booth.

PRIZE DONATIONS

To contribute to the success of our show, we ask all Exhibitors to donate a minimum of 1 prize for raffle as a door prize and any other prize that we could use as a Grand Prize would be appreciated. It's your opportunity to support your customers.

BOOTH PRICING - See Sponsorship Opportunities

Platinum Tier Sponsorship | ~~FOHV%RRW\$3000.00~~ + HST

Gold Tier Sponsorship | ~~FOHV%RRW\$2000.00~~ + HST

Silver Tier Sponsorship | Includes Booth | \$1200.00 + HST

Silver Tier Virtual Sponsorship | \$1000.00 + HST

These prices include: 1 draped table, 2 chairs, shared wifi, electrical

Additional booths: Add: \$1000

Virtual Booth ONLY | \$500.00 | LISTING VISIBLE AS SOON AS PURCHASE IS MADE!

EXHIBIT/SPONSORSHIP AGREEMENT * CMC 2023 * JUNE 2-3, 2023

ONE CONCEPT GROUP • 493 Concession St. Hamilton, Ontario, Canada L9A1C1 • 877-387-9111

Scan and Email: oneconceptgroup@gmail.com

EXHIBITOR INFORMATION:

BRIEF DESCRIPTION OF PRODUCTS/SERVICES:

Primary Contact:

Company Name:

Street Address:

City, Province/State:

Phone:

TERMS	# ADDITIONAL NAME BADGES	1 ST BOOTH CHOICE	2 ND BOOTH CHOICE	3 RD BOOTH CHOICE	4 TH BOOTH CHOICE
DUE ON RECEIPT					

CHECK ALL THAT APPLY	BOOTH/SPONSORSHIP	UNIT PRICE	TOTAL
	PLATINUM TIER SPONSOR	\$3000.00	
	GOLD TIER SPONSOR	\$2000.00	
	SILVER TIER SPONSOR - WITH BOOTH AT SHERATON	\$1200.00	
	ADDITIONAL BOOTH AT SHERATON	\$1000.00	
	SILVER TIER SPONSOR - VIRTUAL BOOTH ONLY	\$1000.00	
	VIRTUAL BOOTH - LISTING WITH LEAD RETRIEVAL	\$ 500.00	
	COCKTAIL RECEPTION (Friday, or Saturday)	\$1500.00	
	EXHIBITOR REFRESHMENTS AND/OR COFFEE STATION	\$1500.00	

I am the authorized contact person for the above- mentioned company and I have read and agree to abide by the exhibitor rules and regulations as outlined in the attached application.

Name:

Signed:

SUBTOTAL

HST

TOTAL

PAYMENT INFORMATION

OPTION 1: CREDIT CARD

VISA/MC # _____

EXPIRY: _____ CVV: _____

NAME ON CARD: _____

SIGNATURE: _____

OPTION 2: Enclose Cheque Payable to: ONE Concept Group

OPTION 3: E-transfer to: oneconceptgroup@gmail.com

THANK YOU FOR YOUR BUSINESS!