



MassageTherapyMEDIA
PRESENTATION

CMIC

Canadian Massage Conference

SEPTEMBER 21-24, 2023

Burlington Holiday Inn
Hotel & Conference Centre

BE A PART OF
CANADA'S LARGEST
MASSAGE EDUCATION &
TRADE SHOW EVENT!

oneconcept.com

EXHIBITOR/SPONSORSHIP OPPORTUNITIES



The Canadian Massage Conference returns to the **Holiday Inn Burlington Hotel & Conference Centre!** CMC Ontario, hosted by **ONE Concept Conferences** and produced by **Massage Therapy Media** will be hosting a 4-day LIVE-IN-PERSON and VIRTUAL conference September 21-24, 2023.

We kick off the CMC on Thursday September 21st with a full day of education followed by our Vendor-VIP Cocktail Reception located in the Exhibitor Hall to welcome all our 4 day pass holders and to give them a sneak peak of our Vendors products and services.

On Friday September 22nd, our main stage will feature our **OPENING SESSION**, Massage Therapy Media Talks - Lecture Series AND our interactive live demonstrations happening all Friday afternoon where you can drop in and out at any time.

The CMC continues to provide over 60 hours of world class education on Thursday, Saturday and Sunday in 1, 2, 3 & 7 hour formats covering topics ranging from business, assessments, modalities, treatments, techniques, pain science, self care and more.

Join us Thursday, Friday and Saturday evening for our MTM Cocktail Networking Receptions.

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 | INCLUDES BOOTH AT CMC Ontario | 2 AVAILABLE | \$5000.00 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 Choice of Event Sponsorship or multiple booths

GOLD TIER | INCLUDES BOOTH AT CMC Ontario | 4 AVAILABLE | \$3000.00 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 Choice of Event Sponsorship or multiple booths

SILVER TIER | INCLUDES BOOTH AT CMC Ontario | \$1300.00 EACH

- 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

RED TIER | INCLUDES HALLWAY TABLE AT CMC Ontario | \$1000 EACH

- Exhibit Lead Retrieval

SAVE by Exhibiting/Sponsoring at both CMC Halifax and CMC Burlington!
Email oneconceptgroup@gmail.com to request special pricing.

EXHIBITOR INFORMATION FOR LIVE-IN-PERSON EVENT

LOCATION & ACCOMMODATIONS

Burlington Holiday Inn
3063 South Service Rd., Burlington, ON L7N 3E9 Phone: 905.639.4443
Room Rate: TBD

EXHIBITOR BENEFITS

All Paid Booth & Hallway Table Prices Include:
6ft draped table and 2 chairs, FREE shared wireless internet & electrical
Booths Include Pipe & Drape. Hallway Tables do NOT include Pipe & Drape

REGISTRATION

To register as an exhibitor, complete the attached Exhibitor/Sponsorship agreement, read and sign and submit with payment.

ONE Concept Group

493 Concession St., Hamilton, Ontario L9A 1C1

Scan and Email: oneconceptgroup@gmail.com

Phone: 905-387-9111

BOOTH SHARING

There will be no sub-letting or sharing of booth space by more than 1 company without prior agreement with Conference management.

SHIPPING/RECEIVING

Exhibitors WILL be allowed to move in their own product Thursday, September 21, 2023 at approximately 3 pm.

ELIGIBILITY FOR EXHIBITING

All products and services exhibited must relate to Massage Therapy and/or Health & Wellness practice or business or by prior approval by Conference Management. Conference Management reserves the right to remove or exclude any such Exhibitor which, in the opinion of Management, violates this criteria, as well as the right to curtail or close exhibits or parts of exhibits that reflect unfavorably on the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc.

DEMONSTRATIONS

Exhibitors are reminded that treatments provided in their booths must be conducted in accordance with the Code of Ethics of their governing body and it is the responsibility of the exhibitor to maintain liability insurance for such demonstrations.

TRADE SHOW HOURS/EVENTS

Thursday September 21, 2023: 5 PM - 7 PM

Friday September 22, 2023: 10 AM - 5 PM

Saturday September 23, 2023: 10 AM - 5 PM

Sunday September 24, 2023: 10 AM - 4 PM

SHOW DECOR

Show décor will be neutral colors. Your booth price INCLUDES carpet or ceramic tile, electricity, shared internet, 1 table and 2 chairs (if required).

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 May 31, 2023. After that date, the Conference Management reserves the right to rent that space if payment in full is not received. Before May 31, 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 May 31, 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

Thursday September 21, 2023: 5:00 pm Vendor Cocktail Reception

Friday September 22, 2023: 5:00 pm MTM Cocktail Reception

Saturday September 23, 2023: 5:00 pm MTM Cocktail Reception

RESPONSIBILITY CLAUSE

Exhibitor assumes responsibility and agrees to indemnify and defend ONE Concept Group and Holiday Inn Burlington Hotel & Conference Centre 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 | Includes Booth | \$5000.00 + HST

Gold Tier Sponsorship | Includes Booth | \$3000.00 + HST

Silver Tier Sponsorship | Includes Booth | \$1300.00 + HST

Red Tier Sponsorship | Includes Hallway Table | \$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 Ontario 2023 * September 21-24, 2023

ONE CONCEPT GROUP • 493 Concession St. Hamilton, Ontario, Canada L9A1C1 • 877-387-9111
Scan and Email: oneconceptgroup@gmail.com

EXHIBITOR INFORMATION:

Primary Contact:
 Company Name:
 Street Address:
 City, Province/State:
 Phone:

BRIEF DESCRIPTION OF PRODUCTS/SERVICES:

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 - INCLUDES BOOTH	\$5000.00	
	GOLD TIER SPONSOR - INCLUDES BOOTH	\$3000.00	
	SILVER TIER SPONSOR - INCLUDES BOOTH	\$1300.00	
	ADDITIONAL BOOTH	\$1000.00	
	RED TIER SPONSOR - HALLWAY TABLE	\$1000.00	
	VIRTUAL BOOTH - LISTING WITH LEAD RETRIEVAL	\$ 500.00	
	COCKTAIL RECEPTION (Thursday, Friday, or Saturday)	\$1500.00	
	EXHIBITOR REFRESHMENTS AND/OR COFFEE STATION	\$1000.00	
	CUSTOM LANYARDS - SUPPLY 1000		
	MTM TALKS/DEMO SESSION	\$ 250.00	
	FREE STUDENT/EDUCATOR DAY (product or sponsor fee)	\$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: VISA/MC #:

EXPIRY:

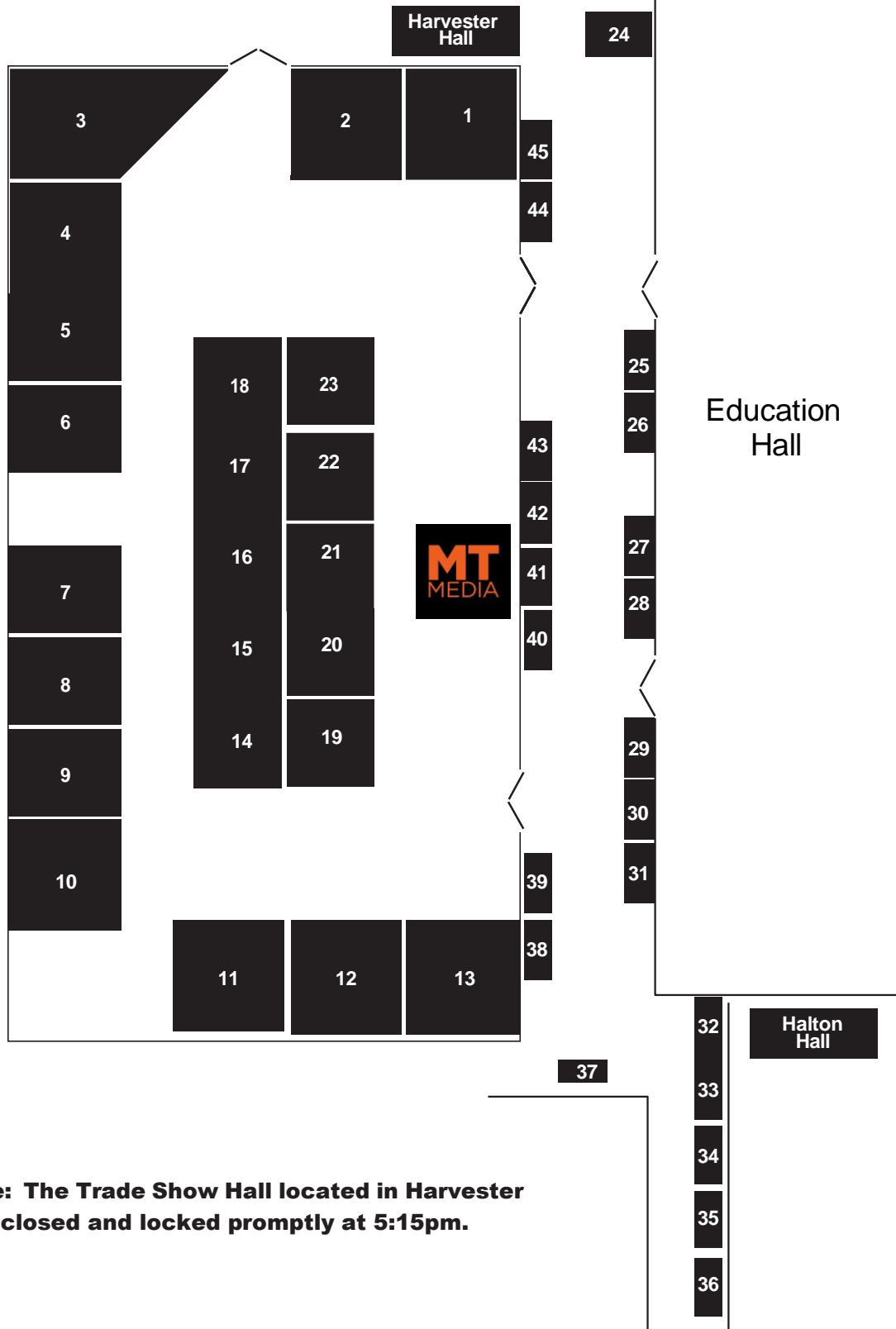
CVV:

NAME ON CARD:

SIGNATURE:

OPTION 2: Enclose Cheque Payable to: ONE Concept Group

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



Please Note: The Trade Show Hall located in Harvester Hall will be closed and locked promptly at 5:15pm.

TRADESHOW FLOOR - HARVESTER HALL