

## A Business Imperative

for the 15<sup>th</sup> Annual Health  
Work & Wellness™ Conference

THE WESTIN HARBOUR CASTLE  
TORONTO, ON **Oct 4 – 6, 2011**

Health Work & Wellness™ Conference is the premier conference of its kind in Canada, providing a gathering place for sharing the latest practices, ideas and tools to foster a productive team, create a healthy work environment, and lead a business to success.

Don't miss your chance to participate in **Exhibit Marketplace 2011** at this year's conference taking place from October 4-6, 2011 at the Westin Harbour Castle in Toronto!

### Enjoy the advantages of participating in Exhibit Marketplace 2011:

- Exhibit with participating Marketplace companies **adjacent to the delegates' plenary room**
- Marketplace hours and activities **announced at opening keynote** presentations to entice delegates
- **Free time during lunch and breaks for delegates** to browse the Marketplace
- **50-word** exhibitor description and website link posted on the Health Work & Wellness™ website
- **Two complimentary tickets for the Tuesday Evening Opening Ceremony** to connect with delegates
- Advertising opportunities, conference registration and 15th Anniversary Evening Celebration dinner tickets **available at reduced rates**

### With an expected 500+ delegates attending the Health Work & Wellness™ Conference 2011, you will have the opportunity to meet and connect with:

- Benefit Consultants
- Group Life Insurance Managers and Educators
- Government Policy Makers
- Healthcare Managers
- Health and Safety Specialists
- Health and Wellness Practitioners
- Senior business leaders
- Human Resource Professionals
- EAP Consultants and Management Consultants
- Organizational Development Specialists
- Organizational Health Consultants
- Occupational Health Nurses
- Researchers
- Corporate Business Unit Heads

### Exhibit Marketplace 2011 will provide delegates with:

- Innovative Benefit Programs
- Leadership, Career Development & Training
- Organizational Health and related publications
- Private Medical Services
- Program Planning Resources
- Public Health Information
- Retirement and Money Planning Services
- Research Related to Workplace Health
- Stress Management Tools
- Tools for Assessing Corporate Culture and Organizational Health
- Counseling & Employee Assistance Programs
- Career Planning and Return To Work Services
- Computer Software
- Disability Management Consulting Services
- Ergonomic Merchandise
- Health Risk Assessments
- Health and Fitness Equipments & Services
- Health and Life Insurance Services
- Health and Physical Education Materials
- Human Resource Consulting & Related Services

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Reserve your spot today! Don't miss this amazing opportunity to connect with your target market one-on-one. Your competitors will be there. Will you?

Read on for more information on how your company can join **Exhibit Marketplace 2011** at the Health Work and Wellness™ Conference 2011.

### **Agreement for Exhibit Marketplace 2011 Space and Services**

Interested in exhibiting? In the following pages you will find everything you need to join Exhibit Marketplace 2011, including the agreement to participate.

In accordance with the terms of this agreement, which includes the provisions contained in the Exhibit Marketplace 2011 Space & Services Agreement Rules and Regulations in the following pages, the organization named below (hereinafter referred to as "Exhibitor") agrees to purchase Marketplace 2011 Space & Services offered by the Health Work & Wellness™ Conference 2011 ("HWWC 2011"). Exhibit Marketplace 2011 will be held on October 4 & 5, 2011 at the Westin Harbour Castle in Toronto, Ontario as part of Health Work & Wellness™ Conference 2011, October 4-6, 2011.

### **Exhibit Marketplace 2011 Registration Information**

Exhibit Marketplace 2011 registration will occur online through ProReg Registration Solutions. The online registration system allows Exhibitors to choose a space during the registration process. The initial Exhibitor registration will require the purchasing of the booth space, the submission of their company logo, a 50-word write up for the handbook, and a 50-word write up for the website (if Exhibitors so choose, the write ups may be the same).

In June 2011, the contact person at each Exhibiting company will receive a secondary email requesting Exhibitor representatives' information.

All payments are made online through credit card information taken at the time of registration. Exhibitors can also pay by cheque or money order payable to ProReg Registration Solutions. All fees are in Canadian funds. Cheques can be mailed to:

**ProReg Registration Solutions**  
2805 Extension Road  
Nanaimo, BC V9X 1E8  
Canada

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**PLEASE NOTE: You will need the following information to successfully complete your Exhibitor registration online:**

- Contact Person/ Title: *This person will be the main contact for all correspondence regarding conference management. This name does not have to be the same name of the person staffing the booth or the one listed in the Conference Handbook. We will be in contact in June to collect your booth representatives' information.*
- Organization Name
- Address of Organization
- Phone Number
- Fax Number
- Email Address of Contact Person
- Website Address
- Facebook page (if applicable)
- LinkedIn (if applicable)
- Payment type
- Company Logo for Website and Conference Handbook (high-resolution 300dpi in .jpg or .tif)
- Company Description for brochure (50 words max)
- Company Description for the website (50 words max)

Once you reserve your spot, a second link will be sent to you asking for additional booth requirements. These are available at an additional cost.

The final round of information collected will be requested by email in **June 2011** and will ask for the following:

- Name(s) / Title(s) of onsite booth representative(s): *These names will be printed in the Conference Handbook as the onsite representatives for the Exhibiting Company.*
- Contact Phone Number
- Email Address to be published in Conference Handbook
- Dietary Needs / Restrictions

To reserve your spot today **follow this link <https://www.proreg.ca/sort.php?e=254-ex>** to register as a Health Work & Wellness™ Conference 2011 Exhibitor!

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### **Assignment of Exhibit Marketplace 2011 Space**

Exhibit Marketplace 2011 booth selection is available through the online registration process. HWWC 2011 will make every attempt to honour location selection onsite at Conference 2011.

### **Marketplace Fees and Advertising Opportunities**

Please see below for information on Exhibit Marketplace 2011 costs. Use this handy worksheet below to plan your exhibit needs.

#### **EACH Marketplace Fee includes the following:**

- ONE 8 ft x 10 ft carpeted booth space, electrical supply, pipe and drape
- TWO Tickets for the Tuesday Evening Opening Ceremony
- One Full-Day Registration and One Exhibit Marketplace-only pass (Full Day Registration allows representative to take part in the whole Conference for one day and the Exhibit Marketplace pass allows representative access to the organization's booth within the Exhibit Marketplace)
- Promotion of Exhibiting Company's involvement in Exhibit Marketplace 2011 on the Conference Website
- Promotion of Exhibiting Company's involvement in Exhibit Marketplace 2011 in the Conference Handbook
- Light refreshments during the days of Oct 4 & 5, 2011

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Item	Cost	Quantity	Total Cost
Booth space reserved BEFORE May 31: Non-Profit Organization	\$1300		
Booth space reserved BEFORE May 31	\$1500		
Booth space reserved AFTER May 31: Non-Profit Organization	\$1500		
Booth space reserved AFTER May 31	\$1700		
<i>Additional: Exhibit Marketplace Pass includes access to the Tuesday Evening Reception and Marketplace Reception on Wednesday</i>	\$125 per additional booth representative		

**1) TOTAL BOOTH AND CONFERENCE COSTS:**

Item	Description	Cost	Item Total
Conference Handbook*	Half Page Inside Handbook	\$410	
	Full Page Inside Handbook	\$685	
	Inside Back Cover (1 spot only, first come, first served)	\$775	
	Inside Front Cover (1 spot only, first come, first served)	\$775	
Resource Table**	Promo Piece Display	\$455	

**2) TOTAL ADVERTISING OPPORTUNITIES COSTS:**

\* Advertisement specifications and deadlines will be sent at a later date.

\*\* Total quantity and shipping instructions will be provided closer to conference dates

TOTAL COSTS	Total Cost
1) TOTAL Booth and Conference Costs	
2) TOTAL Advertising Opportunities Costs	
	SUB TOTAL
	HST 12%
	GRAND TOTAL

### TERMS AND CONDITIONS

**Please Note:** Network or multi-level marketed products are not allowed.

**Food & Beverage clause** – Exhibitors are not allowed to serve any food and/or beverage (including water) at their booth(s). Contact the Conference Office at 250-591-2611/1-888-591-2611 for details.

### CANCELLATION POLICY

The Exhibitor is required to give the HealthWork Wellness Group Inc. written notice of cancellation from the Conference. Such notice will be considered official on the date of receipt by HealthWork Wellness Group Inc.

A full refund less \$500 will be provided to Exhibitors, if written notice of cancellation is received by HealthWork Wellness Group Inc. prior to May 31, 2011. No refund will be given for cancellations after May 31, 2011. Cancellation notices can be sent to [workwell@healthworkandwellness.com](mailto:workwell@healthworkandwellness.com).