



Sponsor and Exhibitor Guide

refocusonrecovery.ca



Welcome

Thank you for your interest in participating at the *Refocus on Recovery Canada 2020* conference.

Refocus on Recovery is an international conference that aims to advance the field of recovery research and create an international community of influence.

This is the first time that the *Refocus on Recovery* conference will be hosted in Canada. It provides an exciting opportunity to bring together those passionate about mental health and personal recovery from across the country and North America.

Throughout this guide, you will learn of the opportunities that your organization can access during the conference to build relationships with those who are leaders in the mental health sector.

Should you have a question that is not answered in this guide, please email us at: exhibitors@refocusonrecovery.ca.

About

Refocus on Recovery Canada 2020 is part of the international Refocus on Recovery research conference community. These events seek to develop a vibrant global community of practice around mental health recovery.

With the permission of the Institute of Mental Health in Nottingham, UK, Ontario Shores Centre for Mental Health Sciences, the Mental Health Commission of Canada and the Canadian Mental Health Association is pleased to host the inaugural Refocus on Recovery Canada 2020, hosted in Toronto, Ontario.

Refocus on Recovery Canada 2020 will focus on **Diversity and Mental Health**. Sub-themes will include:

- Recovery and Diverse Populations
- Recovery Across the Lifespan
- Diverse and Innovative Models of Service Delivery

Visit www.researchintorecovery.com for more information. Refocus on Recovery is trademarked (UK00003295079) and permission has been given for this Refocus on Recovery event. Supported by The Institute of Mental Health, Nottingham, UK.



Refocus on Recovery Canada 2020 | General Information

Date: May 20 - 21, 2020

Location:

Omni King Edward Hotel

37 King Street East
Toronto, Ontario
Canada
M5C 1E9
1 (416) 863-9700

Confirmed Keynote Speaker(s):

Mike Slade

Institute of Mental Health and School of Health Sciences
University of Nottingham

Target Audience:

- 250-300 delegates consisting of a North American and international audience;
- leading researchers in the mental health sector;
- people who use mental health services;
- care partners of people who use mental health services;
- informal supporters of people with lived experience in mental health; and
- mental health workers and professionals.

Partner Organizations

- Ontario Shores Centre for Mental Health Sciences (Ontario Shores)
- Mental Health Commission of Canada (MHCC)
- Canadian Mental Health Association (CMHA)

Scientific Committee

- Dr. Simone Arbour, Recovery Scientist, Ontario Shores (Chair)
- Hannah Kohler, Program Manager, MHCC
- Stephanie Rattelade, MHCC
- Dr. Mary Bartram, McGill University
- Fardous Hosseiny, Interim National CEO, CMHA
- Holly Harris, Lived Experience Co-Investigator, Ontario Shores
- Chris Summerville, Hallway Group, MHCC, and Schizophrenia Society of Canada
- Elyse Trudell, Youth Council, MHCC, and Homewood Health Centre



Invitation to Sponsor and Exhibit

We consider your organization to be influential in contributing to a conversation about recovery in mental health.

As such, we invite you to become a sponsor or exhibitor at our conference.

Benefits to sponsoring and exhibiting at Refocus on Recovery 2020 include:

- Exposure to researchers, influencers, professionals and those with lived experience in the mental health sector.
- Face-to-face opportunities to promote your organization's services and resources to 250+ national and international conference delegates representing a wide variety of organizations devoted to recovery in mental health.
- Advantageous advertising opportunities on the Refocus on Recovery Canada's conference website and social media accounts, as well as on-site advertising throughout the duration of the conference.
- Recognition as being one of the initial supporters, partners, and participants at the first Refocus on Recovery Conference hosted in Canada, ensuring an invitation to future conferences and related events.

Sponsorship and Exhibitor Opportunities

We are pleased to host multiple options for sponsorship and exhibitor opportunities. We have three types of sponsorships available and approximately 16 exhibitor spaces.

Sponsorship Opportunities

Empowerment Partner | 1 Opportunity | \$25,000.00

As the Empowerment Partner, your organization will have the most prominent promotional and marketing opportunity, including being recognized and promoted as the exclusive sponsor of the celebrity keynote speaker.

This level of sponsorship includes:

- Recognition and promotion as the exclusive sponsor of the celebrity keynote speaker session
- Opportunity to show a 2-minute video during a keynote session to promote resources or services (video must be approved 4 weeks in advance of the conference)
- Prominent recognition as the Empowerment Partner Sponsor on the conference website and social media accounts, as well as throughout the conference
- Vendor privileges (may sell merchandise at the approval of Refocus on Recovery Canada conference organizers without having to remit 15% of gross sales)
- Premium exhibitor space
- 1 six-foot table, skirted, 2 chairs, access to one electrical plug, WiFi access



- 1 full page, full colour ad in the delegate handbook
- 2 Refocus on Recovery Canada conference registrations
- 1 table at the Refocus on Recovery Canada Conference reception on May 19, 2020
- 2 promotional items in the delegate swag bags

Recovery Partners | 3 Opportunities | \$10,000.00

As a Recovery Partner, your organization will be recognized and promoted as a joint sponsor of the evening reception being hosted on May 19, 2020.

This level of sponsorship includes:

- Recognition and promotion as a joint sponsor of the evening reception being hosted on May 19
- Prominent recognition as a Recovery Partner Sponsorship on the conference website in the sponsorship section, and social media accounts, as well as throughout the conference
- Premium exhibit space
- 1 six-foot table, skirted, 2 chairs, access to one electrical plug, WiFi access
- 1/2 page, full colour ad in the delegate handbook
- 2 Refocus on Recovery Canada conference registrations
- 4 tickets to the Refocus on Recovery Canada Conference reception on May 19, 2020
- 1 promotional item in the delegate swag bags

Compassion Partners | 5 Opportunities | \$5,000.00

As a Compassion Partner, your organization will be recognized and promoted as a breakfast, lunch, or breakout room sponsor.

This level of sponsorship includes:

- Recognition and promotion as a breakfast, lunch, or breakout room sponsor
- Prominent recognition as a Compassion Partner Sponsorship on the conference website and social media accounts, as well as throughout the conference
- Premium exhibit space
- 1 six-foot table, skirted, 2 chairs, access to one electrical plug, WiFi access
- 1/2 page, full colour ad in the delegate handbook
- 1 Refocus on Recovery Canada conference registrations
- 2 tickets to the Refocus on Recovery Canada Conference reception on May 19, 2020

Exhibitor Options | 16 Available

1. Non-Profit Exhibitors | \$800.00

This level of sponsorship includes:

- Exhibit space
- 1 six-foot table, skirted, 2 chairs, access to one electrical plug, WiFi access
- Full colour logo in the delegate handbook and on the conference website
- 1 Refocus on Recovery Canada conference registration

2. For Profit Exhibitors | \$1,200.00

This level of sponsorship includes:

- Exhibit space
- 1 six-foot table, skirted, 2 chairs, access to one electrical plug, WiFi access
- Full colour logo in the delegate handbook and on the conference website
- 1 Refocus on Recovery Canada conference registration

Visit the **Sponsor and Exhibitor** page on the www.refocusonrecovery.ca website to complete your online application and secure your participation at the conference.



Sponsor and Exhibitor Details

Merchandise sales: A sponsor or exhibitor interested in selling a product must gain the approval of Refocus on Recovery Canada organizers prior to the event if the intention is to sell products or services. Requests must be submitted 30-days in advanced of the conference.

For approval please contact exhibitors@refocusonrecovery.ca.

On-site requests for selling merchandise will not be approved.

If a sponsor or exhibitor receives approval to sell merchandise, they are required to remit 15% of gross sales to Refocus on Recovery Canada conference organizers by **Tuesday, May 26, 2020**. This remittance is in addition to the fee paid to become a sponsor or exhibitor, with the exception of the Empowerment Partner Sponsorship opportunity.

Exhibitor space: All exhibitor space is limited to 36 square feet and will be predetermined by Refocus on Recovery Canada conference organizers prior to arrival. Sponsors and exhibitors may be permitted to bring their own table for their exhibit space providing conference organizers are made aware 30 days prior to the conference. Exhibit space may not extend any further than one-foot on each side of the 6' table provided.

Exhibit sharing: Sponsors and exhibitors will not be permitted to share exhibit space.

Exhibit Set Up and Tear Down: Sponsors and exhibitors may begin setting up at 6:00 p.m. EDT on Tuesday, May 19, 2020 and must be completely set up and staffed no later than one hour preceding the beginning of Refocus on Recovery Canada conference on Wednesday, May 20, 2020.

Sponsors and exhibitors must not tear down prior to the start of the final keynote session on Thursday, May 21, 2020 yet must be completely torn down one hour after the event dismissal (approximately 6:30 p.m. ET).

Accommodations: Accommodations are available for booking at the conference event site, the Omni King Edward Hotel, Toronto, ON. All sponsors and exhibitors are responsible for their own accommodations. Breakfast, lunch, and snacks are available for all conference attendees.

Artwork Specifications: All ads for inclusion in the delegate handbook will need to be received in High Quality PDF (size to be determined), and all logos will need to be received as .svg or .eps vector files or high resolution .jpg or .png files.

Artwork needs to be received by **Friday, April 10, 2020 at 4:00 p.m. EDT** in order to be included in the delegate handbook; it can be emailed to exhibitors@refocusonrecovery.ca.



Shipping sponsor promotional items: Some levels of sponsorship are permitted to include one or two promotional items in the delegate swag bag. Any promotional items to be included in the delegate handbags must be received by Friday, May 8, 2020 at the following location:

Ontario Shores Centre for Mental Health Sciences
c/o Darryl Mathers
Communications Department
Building 5; Level 3
700 Gordon Street
Whitby, Ontario, Canada
L1N 5S9

Shipping and receiving to venue: All items for shipment to the conference venue should be sent no later than Wednesday, April 22, 2020 and should arrive at the Refocus on Recovery Canada venue no earlier than Monday, May 18, 2020.

If you chose to travel with exhibit product or merchandise, please note that you do so at your own risk (customs charges and clearance, damages, etc.).

Early attention to shipment is essential to ensuring that it arrives prior to the event in a cost-effective manner. All sponsors and exhibitors should consider the following suggestions to ensure that all items arrive on time:

- Contact the conference venue (Omni King Edward Hotel) prior to shipping to ensure packages or materials can be received.
- Packages may be delivered to the conference venue (Omni King Edward Hotel) within 48 hours of the function.
- There will be a \$3.00 per box, incoming and \$3.00 per box outgoing handling charge for all boxes processed by the venue's Security Department. These charges are the responsibility of the sponsor or exhibitor.
- Each pallet or crate delivered to the conference venue (Omni King Edward Hotel) is subject to a \$50.00 handling charge. These charges are the responsibility of the sponsor or exhibitor.
- Shipping and receiving hours at the conference venue (Omni King Edward Hotel) are 9:00 a.m. – 5:00 p.m. Monday through Friday.
- Should special arrangements for delivery be necessary, please contact the conference venue (Omni King Edward Hotel).
- A storage fee of \$10.00 per box per day will apply for any boxes received prior to 48 hours of the first function. These charges are the responsibility of the sponsor or exhibitor.



- All shipments should be shipped to the following address and each box must be addressed as follows:

ATTENTION: Amber Smith

Contact Phone: 647-400-6632

Group: Ontario Shores Centre for Mental Health Sciences

Arrival: 2020-05-19

Property Address: Omni King Edward Hotel, 37 King Street East, Toronto, Ontario, Canada, M5C 1E9

Sales Manager: Agnes Co, Group Sales Manager

Sales Manager Phone/Email: (416) 863-3233 / agnes.co@omnihotels.com

Number of Boxes: _____

Please note: Product or display materials cannot be shipped directly to the conference organizers' facilities.

Customs Clearance

- You must clear your product with customs yourself. If your organization does not have a customs broker, we suggest using UPS as your shipper and customs broker.
- Please ensure you indicate your organization as the exporter and please clearly indicate that the shipper/exporter is paying all customs charges and duties. Our role is as a receiving agent only. We take no responsibility for your product or customs declaration.
- We are unable to pay customs fees on your behalf, so please make appropriate arrangements in advance as unpaid shipments may be returned to you.
- Please clearly indicate your name, organization, and your contact telephone number on all copies of all shipping documents and on all boxes.
- For all international shipments, please attach a Canada Customs or Commercial Invoice to the outside of the parcel in an envelope marked Customs Invoices. If a Commercial Invoice is used, it must indicate the shipping date, number of boxes, country of manufacture, weight, currency of settlement, conditions of sale, terms of payment and complete description of the goods.
- A North American Free Trade Certificate of Origin should be provided if applicable.

Brokerage Charges, Taxes and Duties

Typically, you will pay a fee for customs clearance and all applicable taxes and import duties. Virtually all commercial shipments are subject to 13% HST on the value of the shipment. Clothing and any items manufactured outside of Canada, US and Mexico may be subject to additional taxes and/or duties. If you are unclear about the charges, please contact your customs broker.



Notification

You must notify us by email (exhibitors@refocusonrecovery.ca) of the departure date, estimated arrival date and tracking numbers of your shipment. Please ensure you clearly indicate the organization's name, your name and contact information in all correspondence with the Refocus on Recovery Canada conference organizers. Your shipper should be able to provide confirmation of delivery. We are able to confirm delivery 24 hours after your shipper has reported the item delivered.

It is your responsibility to ensure that shipments are addressed properly and arrive at their destination on time. Under no circumstances will Refocus on Recovery Canada conference or its agents be responsible for lost, misdirected or delayed shipments.

You will need to make appropriate plans to have your product shipped back to your organization at the conclusion of the Refocus on Recovery Canada conference. Conference organizers will be unable to do this on your behalf. Product and materials that are left at the conference facility after 6:30 p.m. ET on May 21, 2020 will become the property of Refocus on Recovery Canada conference organizers.

Eligibility

The Refocus on Recovery Canada conference organizers reserve the right to refuse sponsor and exhibit space to any organization. Should after the acceptance of the Refocus on Recovery Canada Application and Contract, information come to the attention of the conference organizers that demonstrates that the proposed sponsor or exhibitor would be inconsistent with the standards espoused by the Refocus on Recovery Canada conference; the conference organizers reserve the right to cancel an existing reservation.

Organizations that are ineligible for participation as sponsors and exhibitors are those that could be deemed a contentious source or sources that may raise reputational concerns. Examples of contentious sources include pharmaceutical, tobacco, cannabis, firearms, etc.

Application and Contract

Submission of the Refocus on Recovery Canada Application and Contract does not guarantee exhibit space or participation in the event. All sponsorship and exhibitor applications must be approved by the Refocus on Recovery Canada conference organizers. It is understood that the application and contract is based upon rates, terms and conditions which constitute a part of, or are included in, this Refocus on Recovery Canada Conference Sponsor and Exhibitor Guide.

Liabilities

Refocus on Recovery Canada conference shall not be held responsible for the safety of exhibits against robbery, fire, or accident; this includes accident to exhibitor staff. Sponsors and exhibitors will be liable for and will indemnify and hold harmless Refocus on Recovery Canada conference, its agents, servants, and employees from any loss or damage whatsoever occurring to or suffered by any person or company, including, without limiting the generality of the foregoing, sponsors, exhibitors, or the organization, Refocus on Recovery Canada conference, the owner of the building and their perspective agents, servants, and employees and members of the public attending the event, either on the said space or elsewhere if said loss or damages arose from or were in any way connected with the organization's occupancy of said space.

Space Assignments

Exhibit spaces will be predetermined prior to event and assigned by Refocus on Recovery Canada conference organizers who reserve the right to shift exhibitor space at any time if he/she deems it necessary to do so. No spaces will be reserved without a written application and fully paid application fee. Space will not be reserved by telephone. Except for official conference materials, no literature may be placed on cars, distributed in the lobby or parking lot, or elsewhere. Organization posters, placards, signs, banners or similar items may be posted or displayed only in your organization's designated exhibit space. Persons, companies or organizations not assigned space in the exhibit areas will be prohibited from exhibiting, distributing material, or soliciting business in the exhibit areas or elsewhere.

Internet and Phone Lines

Wireless Internet will be provided at Refocus on Recovery Canada conference free of charge, based on the availability of the conference venue. Arrangement to facilitate credit card payments can be made by contact the conference organizers in advance.

Sponsor and Exhibitor Cancellation and Refund Policy

- **Cancellation 60 days prior to Tuesday, May 19, 2020:** Exhibitor fee less 50% of fee
- **Cancellation 30 days prior to Tuesday, May 19, 2020:** Exhibitor fee less 75% of fee
- **Cancellation 30 days prior to Tuesday, May 19, 2020:** No refund issued.
- **Sponsorships:** No refund issued on sponsorships.

Conditions

- The organization agrees to abide by all regulations and rules adopted by Refocus on Recovery Canada conference in the best interest of the event, and agrees that Refocus on Recovery Canada conference organizers shall have the final decision in adopting any rule or regulation deemed necessary prior to, during, and after the event.
- Refocus on Recovery Canada conference reserves the right at any time to alter or remove the organization or any part thereof, including printed materials, product, and to expel the sponsor or exhibitor or their personnel if their conduct or presentation is objectionable to Refocus on Recovery Canada conference organizers or other event participants.
- The organization agrees to confine their presentation within the contracted space only.
- Refocus on Recovery Canada conference organizers assume no responsibility for loss or damage to goods before, during the event, nor after its closing.
- The organization agrees to have exhibit display assembled no later than 1 hour preceding the beginning of Refocus on Recovery Canada conference delegate registration. No display may be dismantled during the course of the event, but must remain intact until the start of the final session. The organization agrees to remove the exhibit and its contents no later than 1 hour after Refocus on Recovery Canada conference dismissal.
- Refocus on Recovery Canada conference organizers shall not be liable in damages and otherwise for failure to carry out the terms of this agreement in whole or in part where caused directly by or in consequence of fire, storm flood, insurrection, strike or by any cause whatsoever beyond the control of conference organizers whether similar to or dissimilar from the causes enumerated herein.
- Refocus on Recovery Canada conference organizers reserve the right to cancel this contract and to withhold possession of exhibitor space if the organization fails to perform any material condition of this contract or refuses to abide by the rules and regulations outlined in the Refocus on Recovery Canada Conference Sponsors and Exhibitor Guide, in which case the organization shall forfeit as liquidation damages all space rental damages made by them and any further occupancy of such space.



Agreement

By your signature, you state the following:

- We have read the Refocus on Recovery Canada Conference Application and Contract, including standards and eligibility, and agree to abide by the rules, regulations, guidelines and conditions stated therein.
- Only the products and/or services notated in the Refocus on Recovery Canada Conference Application are those we specifically propose to exhibit.
- Any change will immediately be reported in writing to the Refocus on Recovery Canada conference organizers.

Name (Printed): _____ Organization: _____

Signature: _____ Date: _____