



MFOA's Annual Conference September 18-20, 2019 • Deerhurst Resort Exhibit Dates: September 18-19, 2019

The Municipal Finance Officers' Association of Ontario (MFOA) invites you to participate in the 2019 Exhibitor Tradeshow at our Annual Conference. This tradeshow provides an opportunity for organizations to introduce their products and services, build their brand, and network with conference attendees from municipal governments across Ontario. Don't miss your opportunity to showcase your organization at this dynamic event!

We are pleased to offer you 2018 rates again for this year's show.

Exhibitor Package Rate is \$1,900.00 + HST

Your Exhibitor Package Includes:

- ✓ One 10' (width) x 8' (depth) booth space, draped & skirted 6 ft. table
- ✓ Two chairs
- ✓ 15 AMP electrical outlet
- ✓ Two Exhibitor Badges with Breakfast (Thurs) + Lunch (Weds & Thurs) & Refreshments
- ✓ Opening Night Networking Reception
- ✓ Company listing, description and logo in the Conference Program and Conference Mobile Website
- ✓ Wireless Internet Access in Exhibit Hall
- ✓ Delegate Contact List - hard copy at event & soft copy post-event
- ✓ Option to donate up to 2 prizes for Delegate Prize Draws
- ✓ **NEW!** Option to contribute one promotional item in Virtual Delegate Bags - includes post-conference reporting on audience interaction with your content
- ✓ **NEW!** Option to participate in complimentary 'In It to Win It' delegate contest
- ✓ **NEW!** Access to Exhibitor Conference Mobile Website – opportunity to further connect with delegates

2018 Feedback:

372 delegates in attendance - **96%** said the quality of service providers at the tradeshow met their needs

54 exhibitor booths sold - **100%** said they would return as an exhibitor at future MFOA conferences

What Our Delegates Have Said...

"Exhibitors were very knowledgeable and high quality."

"Excellent show! Big selection of exhibitors."

"It's great to have the opportunity to see new products."

What Our Exhibitors Have Said...

"Best municipal conference by far."

"This was another flawless, cream-of-the-crop trade show and conference."

"Our satisfaction is the abundance of traffic we get at this conference."

"Great opportunity to visit with clients and network."

Exhibit space is limited and will be assigned on a first come, first served basis so please confirm your attendance as soon as possible. 100% of booths sold out in 2017 & 2018.

Register online today and view our most up-to-date floorplan at <http://mfoa.on.ca/ace>

General Information:

Location and Show Hours

Deerhurst Resort – Legacy Hall

Wednesday, September 18 **12:00 PM – 5:00 PM**
Opening Night Reception **7:00 PM – 9:00 PM**

Thursday, September 19 **8:00 AM – 3:00 PM**

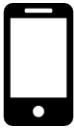
Move In & Set-Up:

Tuesday, September 17 **6:00 PM – 9:00 PM**
Wednesday, September 18 **8:00 AM – 11:00 AM**

Move Out & Tear Down:

Thursday, September 19 **3:00 PM – 5:00 PM**

It is the responsibility of the exhibitor to unload their vehicles, transport their displays to the exhibit hall, set up, dismantle and remove the display from the building at the conclusion of the show. In order to avoid damage to the facility flooring, it is the exhibitor's responsibility to take proper care and diligence while moving equipment and materials, etc. Exhibitors will be responsible for any damage incurred to the facility.



Mobile Friendly Conference Microsite: Increase your exposure by completing your registration early. Upon completing registration, your company listing will appear on our conference mobile microsite, available to all registered delegates.

NEW in 2019 Virtual Delegate Bag Promotional Item

The world is going digital and so are our delegate bags! Each exhibitor is encouraged to provide one promotional item to be included in the virtual delegate bags. This replaces our physical bag inserts. As an added value to your exhibitor registration, we will provide you with post-conference performance reports that outline audience activity and interaction with your content.

How does the Virtual Delegate Bag work?

- Delegates will receive an invitation email with a link to visit their bag on Day 1 of the MFOA Pre-Conference on Tuesday, September 17 and reminders during the conference
- Delegates will have the ability to explore, view, save, and/or redeem content of personal interest. They will also have the ability to choose whether to act immediately or 'save an item for later'
- Following the event, delegates will receive an email with a link to visit their personalized bag

What types of items can I include in the bag?

- A file for downloading
- An advertisement about up and coming products or services you are marketing
- An invitation inviting delegates to visit your booth for a product demonstration
- A coupon code for delegates to claim an offer at your booth
- A video or website link
- A voucher offering discounted products or services



For more details and examples of what can be included in the bag, please visit www.mfoa.on.ca/ace

Additional Staff Badges

Your exhibitor package includes two staff badges. There is an additional cost of **\$150.00 + HST** per person for each additional exhibitor badge.

Gala

If you wish to stay for Thursday evenings Gala Dinner & Entertainment to network and mingle with the delegates, a cost of **\$145.00 + HST** per person will apply.

Prize Donations

Included with your exhibitor package is the opportunity to donate prizes. There are two options outlined below that are available for you to participate in. Participation is complimentary to all registered exhibitors.

- 1) Delegate Prize Draw: maximum of 2 prize donations per booth. Exhibitors will collect business cards from participating delegates. An MFOA staff member will visit each participating booth in the trade show room to draw and announce the winners. For full instructions please visit www.mfoa.on.ca/ace.
- 2) ‘In It to Win It’ Delegate Contest: maximum of 1 prize donation per booth: MFOA’s third annual, highly successful, ‘*In It to Win It*’ contest, housed within our conference mobile microsite, provides delegates with opportunities to collect points by completing various tasks throughout the conference. Delegates will be entered into a draw to WIN great prizes. Each booth will be provided with a unique ‘code’ and participating delegates can redeem points by collecting exhibitor ‘codes’. Visit our exhibitor website at <http://mfoa.on.ca/ace> for more details.

Hotel Accommodation

Reserve your accommodations early as spaces fill up quickly! Exhibitor registration does not include accommodation. MFOA has secured preferred rates with Deerhurst Resort. You can book your accommodation by calling the toll-free reservations line at 1-800-461-4393. Please remember to advise that you are part of the MFOA Annual Conference event and identify yourself as an “exhibitor.” You can also [click here](#) to book online. Please reserve by August 17, 2019 to qualify for our group rate.

Meals Included

Wednesday – Lunch, PM Break, Opening Reception (x2)

Thursday – Breakfast, AM Break & Lunch & PM Break (x2)

Security

The Legacy Hall room will be locked during non-show hours. Please do not leave valuables behind as MFOA will not be responsible for lost or stolen items. The exhibitor is liable for the safety of their belongings.

Additional Booth Furnishings, Shipping & Advanced Receiving

Stronco Show Services has a full freight service available to all exhibitors in North America. This service includes the collection & return of your exhibit material from your office, storage warehouse pre & post show, material handling, storage of empty crates during the show (if onsite storage is unavailable, additional charges will apply) and post show service. For more information, please see “Stronco Show Service” Exhibitor package or contact exhibitor services at: showstatus@stronco.com / 905-270-6767

MFOA Contact

Please contact Abigail Goldberg, Training Coordinator if you have any questions regarding exhibiting with MFOA.

Tel: 416-362-9001 x226 / abigail@mfoa.on.ca

More Opportunities to Showcase your Organization...

Set yourself apart from the competition – become a sponsor or advertise with MFOA.

Sponsorship

Increase your presence and exposure at the Annual Conference. There are a variety of options available, whether you choose to support to the overall conference or a specific element of the event. Your sponsorship will increase awareness among delegates. Contact krista@mfoa.on.ca for additional information.

Advertising

Promote your products and services to an even broader audience of finance professionals. Advertising opportunities are available. Contact krista@mfoa.on.ca for additional information.

Visit <http://mfoa.on.ca/ace> for an up-to-date floorplan



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