



Music Care Conference (MCC) Marketing Package

Conference Overview

The Music Care Conference will be held on November 15, 2014 at Wilfrid Laurier University, Waterloo, Ontario. Building on the success of five previous conferences in Ontario and New Brunswick, the Room 217 Foundation, in partnership with Laurier Centre for Music in the Community, the Kanata Centre, Waterloo Lutheran Seminary and MaHRC will bring together stakeholders in music and care to provide both information and inspiration around the therapeutic use of music.

Participants will experience music in a way that contributes to body-mind-spirit care. The conference will identify and integrate common themes and issues using music across the care spectrum and highlight the social implications of music in care. Presenters will be experts in their field either through academic training, clinical or life experience.

Participants will include allied healthcare professionals, recreation therapists, music therapists, volunteer and family caregivers, care receivers, musicians, business owners (i.e. funeral, insurance, healthcare, wellness centers), students and the community-at-large. We anticipate an attendance of 250-350 participants.

Exhibit Opportunity

- Cost - \$200 for information exhibit table.
- One skirted 6' table and chair will be provided.
- Traffic times – during registration, morning and afternoon break and lunch.
- Exhibitor Advertising - exhibiting also includes your logo and profile in our program booklet and on our MCC website and mention in our social media campaigns.
- Refreshments – cost of exhibit includes lunch and refreshments for 1 person.
- Extra people at the booth will need to register for conference.

Exhibitors will be received on a first come first serve basis and must be accompanied with payment to reserve your space. We sell out every year for this conference so book early.

Delegate Conference Bag Stuffers

The complimentary gift bag is always a hit at our conference and is a great opportunity to get your organization, name, product and services into the hands of 300 Music Care Conference attendees.

Room 217 provides this exclusive opportunity to:

- industry care partners
- conference attendees, exhibitors, sponsors, speakers and partners
- conference music store

Suggested materials include:

- book marks, business cards or post cards
- brochures, resource pamphlets, one sheets that describes your product or services
- CD's, DVD's or Books
- Pens, magnets, other promotional items

Handling Fee: \$75 per item (Note: 350 brochures is one item. If you also send 350 CD's include an additional \$75).

Deadline for delivery: October 24, 2014

Number of items to send: 350

Mailing Address:

Jane Twohey
Room 217 Foundation, PO Box 145, Port Perry, ON, L9L 1A2



Music Care Conference
November 15, 2014
Waterloo, Ontario

2014 Waterloo Music Care Conference Marketing Participation Form

Company Name _____

Contact _____

Address _____

City _____ Province _____ Postal Code _____

Phone (____) _____ Fax (____) _____

Email _____ Website _____

Marketing Participation:

- Bag Stuffer - \$75
- Exhibit - \$200
- Sponsor - \$500
- Sponsor - \$1000
- Sponsor - \$2000
- Sponsor - \$5000

TOTAL \$ _____

Method of Payment:

- VISA
- Mastercard
- Cheque (payable to Room 217 Foundation)
- Please invoice me

Credit Card _____

Exp. Date _____

Signature _____

For more information, please contact Jane Twohey, Marketing Manager at: JTwohey@room217.ca or via phone at 905.852.2499. Please return completed form to Jane Twohey: Room 217 Foundation, P.O. Box 145, Port Perry, ON, L9L 1A2, or fax to 905.852.1496.

Exhibitor Agreement

Thank you for agreeing to exhibit at the Room 217 Foundation’s Music Care Conference. Please sign this form and return it to us via fax at: 905-852-1496 or by email to confirm your Exhibitor Space. If you have questions regarding the Exhibitor agreement, please contact Jane at JTwohey@room217.ca. Required action items on your part are highlighted in grey.

I. EXHIBITOR:

Exhibitor Name:

Exhibitor Contact:

Email:

II. CONFERENCE DATE AND HOURS:

Saturday, November 15, 2014

Exhibit set up – between 7:00-7:45 a.m.

Exhibit tear down – 3:45

III. CONFERENCE LOCATION:

Wilfrid Laurier University

IV. COST :

\$200 – payable to Room 217 Foundation

V. EXHIBITOR LOGO AND PROFILE:

- Submit Logo with agreement – email logo in a high resolution jpg format to JTwohey@room217.ca .
- Submit approximately a 100 word description or two paragraphs explaining your organization or service and contact information that includes either a website or email address.

VI. TERMS OF AGREEMENT

By signing below, the exhibitor acknowledges and agrees to comply with the Terms and Conditions listed below.

Name

Title

Signature

Date

Terms and Conditions

Eligibility

Table space will be assigned on a first-come basis. Tables are not considered reserved until full payment is received. Tables must be manned during all breaks.

Cancellation Policy

Cancellation of Table must be in writing to Jane Twohey at: JTwohey@room217.ca. Exhibitors who cancel on or before September 1, 2014 will receive a 90% refund of paid fees. Cancellations received before Oct 1st will receive a 50% refund of paid fees. No refunds after October 15, 2014.

Security

Exhibitors are responsible for the security of their table and for any loss or damage to their property during conference hours. As this is a public space The Room 217 Foundation strongly encourages Exhibitors to remove laptops and valuables from the exhibit area while not in attendance. Room 217 staff, volunteers, and conference staff will not be liable or responsible for the property of the Exhibitors or participants from damage, theft, loss, fire, accident or other causes.

Insurance

Exhibitors agree to maintain insurance that will fully protect the Room 217 Foundation, and the conference venue from any and all claims of any nature whatsoever, including claims under workers` compensation, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the Exhibitors` booth. Exhibitor agrees to indemnify and hold harmless the Room 217 Foundation, the conference venue from any such claims.

Event Cancellation

The Room 217 Foundation will not be liable for failure to hold the conference as scheduled due to any acts beyond the Room 217 Foundation`s control. Payments for booth space will be refunded in that event.