



INNOVATE COLLABORATE ELEVATE

2024 CONFERENCE & TRADE SHOW
SEPTEMBER 25TH- 28TH NIAGARA FALLS, ON

EXHIBITOR MANUAL



The Law Office Management Association (TLOMA) is delighted to have your company participate in the Trade Show at TLOMA's 2024 Conference at Niagara Falls Convention Centre in Niagara Falls, Ontario.

September 26, 2024
12:30pm – 4:30pm

This Exhibitor Manual provides you with all the necessary information to make your participation a successful one.

CONTACT INFORMATION

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QUICK ACCESS LINKS

- ▶ [Equipment & Name Badge Form – Online](#)
- ▶ [Equipment & Name Badge Form – PDF](#)
- ▶ [Sample Certificate of Insurance Form](#)
- ▶ [Book Hotel Accommodation](#)
- ▶ [Order Electrical / Internet Connection](#)
- ▶ [Arrange Freight & Material Delivery](#)

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CONFERENCE & TRADE SHOW VENUE

Niagara Falls Convention Centre

6815 Stanley Avenue
Niagara Falls, Canada, L2G 3Y9
(905) 357-6222



FLOORPLAN



PARKING

Parking is located at the back of the building and can be easily accessed from intersections at Stanley Avenue and Dunn Street. The cost is **\$15.00** per vehicle, per entry.

Parking attendants will be available to provide support at pay stations and entry/exit points.

ACCOMMODATION

Marriott On The Falls

6755 Fallsview Blvd,
Niagara Falls, ON L2G 3W7
(905) 374-1077

TLOMA has reserved a block of rooms which will be available to Business Partners requiring overnight accommodation for Wednesday and/or Thursday evening. Booking must be made by **August 27, 2024** to qualify for the reduced rate.

All arrangements made with Marriott on the Falls Hotel are between the Business Partner and the Hotel. Please ensure you notify the Hotel of any special room requirements you may have. All guest room costs are the responsibility of the Business Partner.

REGISTER ONLINE

Click the [on-line Booking Registration](#) for Business Partners to book your hotel reservation at The Marriott on the Falls Hotel. Enter the desired check in and check out date.

Please Note: *The online rates include a \$15.95 "destination amenity fee". This will be waived at registration. Please refer to the average nightly rate in the summary of charges to confirm.*

REGISTER BY PHONE

Reservations can also be made by calling the hotel directly at +1-800-519-9911 and requesting the special conference rate "**LBP**".



EXHIBITOR SCHEDULE

DATE	TIME	ACTIVITY	LOCATION
Wednesday, September 25th	4:00 pm – 7 :00 pm	Registration	Registration Desk (Outside Ballroom)
	7:00 pm – 10:00 pm	Welcome Networking & Dinner	The Lounge
Thursday September 26th	7:00 am – 11:00 am	Set up for Exhibitors	Ballroom A/B/C/D
	7:30 am – 8:30 am	Breakfast	Junior Ballroom A
	10:45 am – 11:00 am	Business Partner Information Session	Ballroom A/B/C/D
	11:15 am – 12:15 pm	Business Partner Lunch	Ballroom A/B/C/D
	12:30 pm – 4:30 pm	Trade Show	Ballroom A/B/C/D
	4:30 pm – 5:00 pm	Passport Prize Draw	Ballroom A/B/C/D
	4:30 pm – 6:00 pm	Booth Teardown	Ballroom A/B/C/D
	6:30 pm – 10:00 pm	Business Partner/Delegate Networking & Dinner	Table Rock House Restaurant

The Delegate Schedule is published on the TLOMA Conference Website.

PLEASE NOTE:

- ▶ Booth setup will begin at 7:00am and must be completed by 11:00 am.
Tear-down must be completed following the Trade Show, between 4:30 pm – 6:00 pm.
- ▶ Breakfast for all exhibitors will be available in Junior Ballroom A from 7:30 am – 8:30 am.
Name badges must be worn.
- ▶ A Business Partner Information Session will be held from 10:45 am - 11:00 am in Ballroom A/B/C/D.
At least one representative from your company must attend this session.
- ▶ A Business Partner Luncheon will be held after the Information Session between 11:15 am - 12:15 pm in Ballroom A/B/C/D.

EXHIBITOR POLICIES

1. Sub-Leasing Policy:

Trade Show booths, once assigned and confirmed, cannot be transferred. Exhibitors are not allowed to sublet or sell their booth space without the written consent of TLOMA.

Only products or services your company regularly deals with can be displayed in your booth. Exhibitors without assigned booth space are not allowed to attend the Trade Show, solicit business, or promote their organization outside of the Trade Show area.

2. Cancellation Policy:

If you cancel your Trade Show space on or before Friday, August 23rd, TLOMA will refund your payment, minus a 25% deposit. No refunds will be given for cancellations made after Friday, August 23rd, 2024.

3. Default of Occupancy Policy:

If you fail to occupy your contracted booth space, you are still obligated to pay the full rent for the space. If your booth is not occupied by 11:00 am on Thursday, September 26th, TLOMA may repossess the booth and use it as TLOMA sees fit.

4. Photo Policy/Media Release:

Registration for the TLOMA Conference implies consent of any pictures taken during the Conference can be used for Conference coverage and/or for any other TLOMA promotional purposes. TLOMA can use your likeness without remuneration.

You are not permitted to publish any pictures taken at the Conference on any social media sites unless you obtain approval from TLOMA and all subjects in the photos.

Please be aware any pictures taken of our speakers during their presentation must be approved by the responsible party prior to the session to ensure no legal issues arise.

SOCIAL MEDIA

We ask all our Conference Attendees and Sponsors to support TLOMA via social media. If you are able to promote your attendance at Conference on social media, please do so. You can use the hashtag #TLOMAConference2024, and tag TLOMA as follows:



@tloma_canada



@The Law Office Management Association (TLOMA)

As a TLOMA 2024 Conference Exhibitor, you will be sent a TLOMA Business Partner sponsor logo to feature on all your conference materials. If you have any questions, please contact [TLOMA](#).

INSURANCE REQUIREMENTS

To participate in the TLOMA 2024 Conference & Trade Show, you need to have your own Commercial General Liability (CGL) insurance with minimum coverage of \$2 million.

This insurance must include:

- ▶ Property damage coverage
- ▶ Personal and bodily injury liability coverage
- ▶ The Law Office Management Association (TLOMA) must be added as an additional insured on your CGL policy, but only for liabilities that arise solely from your operations.

The Certificate holder must be written as follows:

The Law Office Management Association (TLOMA)
PO Box 1029, TD Centre
Toronto, ON M5K 1P2

STEPS TO ENSURE COMPLIANCE

- 1. Verify Coverage:** Confirm with your insurer that your existing general policy will cover you during the TLOMA 2024 Conference & Trade Show, which takes place from September 25-28, 2024. Your insurer might refer to this as 'Booth Insurance'.
- 2. Additional Insured:** The Law Office Management Association (TLOMA) must be added as an additional insured, but only for liabilities that arise solely from your operations.
- 3. Provide Certificate of Insurance:** You must provide a Certificate of Insurance as proof of coverage to TLOMA no later than **Friday, August 23, 2024**. If you cannot provide this certificate, you will not be allowed to set up your booth at the conference. Please note registration fees are non-refundable.

CERTIFICATE OF INSURANCE		POLICY NUMBER	
This certificate is issued as a matter of information only and carries no rights under the certificate itself. This certificate does not amend, extend or alter the coverage afforded by the policies below.		This certificate is issued as a matter of information only and carries no rights under the certificate itself. This certificate does not amend, extend or alter the coverage afforded by the policies below.	
INSURED		COVERAGES	
TLOMA 2024 Conference & Trade Show		Commercial General Liability (CGL) - \$2,000,000	
The Law Office Management Association (TLOMA)		Products & Completed Operations - \$2,000,000	
PO Box 1029, TD Centre		Personal and Bodily Injury - \$2,000,000	
Toronto, ON M5K 1P2		Medical Payments - \$2,000,000	
		Non-Owned Automobile - \$2,000,000	
		Directors & Officers - \$2,000,000	
		Professional Liability - \$2,000,000	
		Umbrella - \$2,000,000	
		Other - \$2,000,000	
		Total - \$2,000,000	
CERTIFICATE HOLDER		CANCELLATION	
The Law Office Management Association (TLOMA)		NOTICE: ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE CERTIFICATE DATE THROUGH THE ISSUING COMPANY WILL BE SUBJECT TO A 30-DAY NOTICE PERIOD TO THE CERTIFICATE HOLDER NAMED TO THE LEFT. BEYOND THAT, TO MAKE SUCH NOTICE SHALL BE THE OBLIGATION OF THE UNDERWRITER OF ANY KIND UPON THE COMPANY, ITS AGENTS OR REPRESENTATIVES.	
PO Box 1029, TD Centre			
Toronto, ON M5K 1P2			

Sample Certificate

← of Insurance

[\[click to download PDF\]](#)

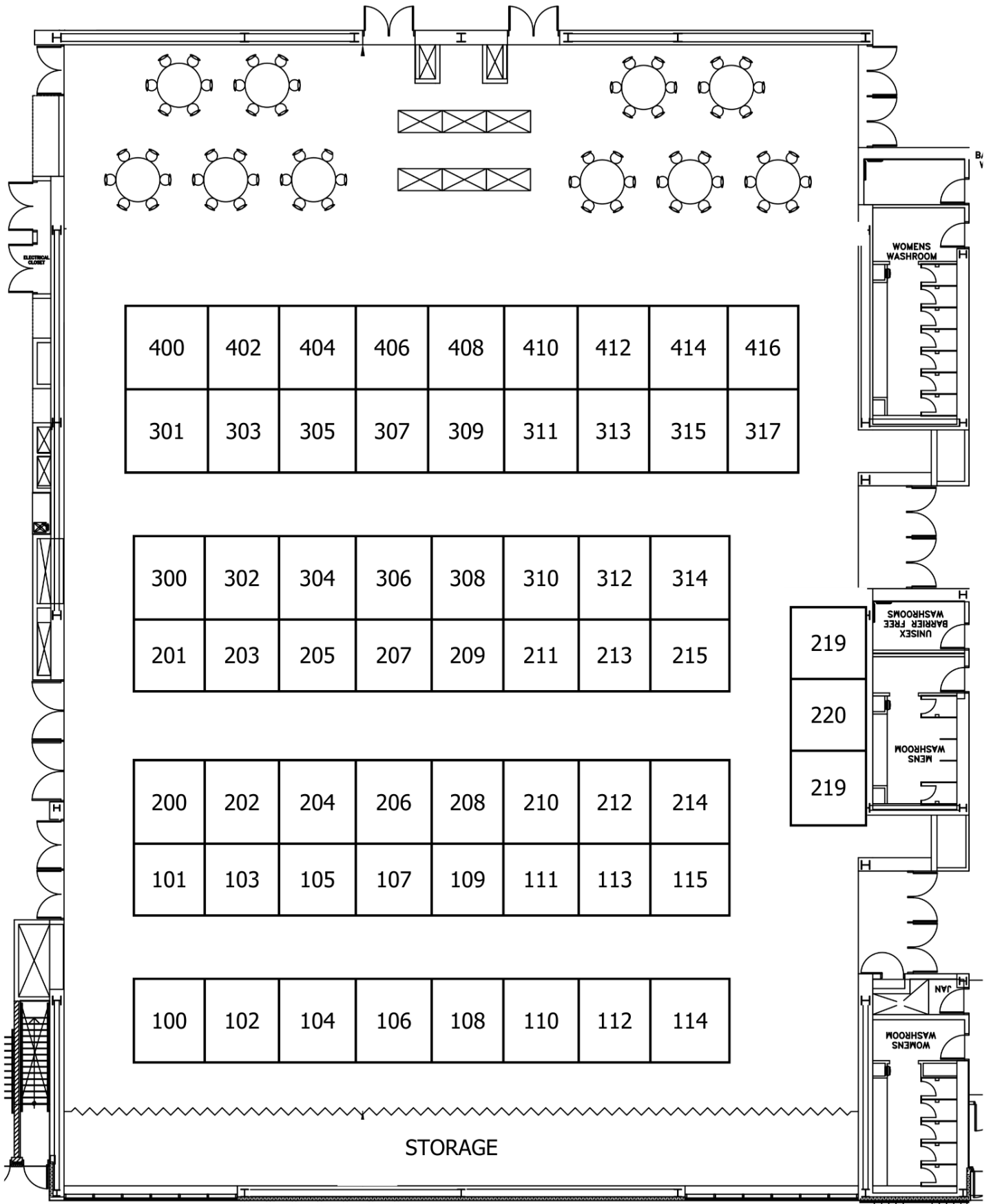
BOOTH POLICIES

- 1. Booth Boundaries:** All exhibit materials must be confined within the designated booth boundaries. For safety, nothing may extend into the aisle space.
- 2. Audio/Visual Equipment:** Use of radios, televisions, motion pictures, or other audio/visual aids must not inconvenience other exhibitors. Sound levels must be restricted to the immediate vicinity of the booth.
- 3. Equipment Regulations:** TLOMA reserves the right to prohibit any equipment that does not comply with these regulations.
- 4. Exhibit and Exhibitor Standards:** TLOMA reserves the right to decline or prohibit any exhibit or exhibitor that does not align with the character of the Conference or Trade Show. This includes all persons, items, conduct, printed materials, souvenirs, and emblems.
- 5. Booth Operation:** Each booth must operate as a separate business entity registered with TLOMA. Booth designs cannot be combined, modified, or altered without TLOMA's permission.
- 6. Giveaways & Prizes:** Individual prize draws are NOT permitted at your booth during the Trade Show. Any promotional gifts or swag should be available to all Delegates, not “client-only”.
- 7. Food & Beverages:** Any food or beverage intended to be given as samples must be pre-approved by TLOMA and Niagara Falls Convention Centre prior to *August 31, 2024*. Please contact [TLOMA](#) for the required Authorization Forms.
- 8. Cleaning:** Booth space should be left in the same condition as it was found. All garbage, packing materials and crates should be removed or properly disposed of. Failure to do so will result in a post-event cleaning fee invoiced to the Exhibitor.
- 9. Smoking Policy:** Smoking is strictly prohibited anywhere within the facility.

FACILITY RESTRICTIONS

- ▶ No drilling holes, driving nails, or attaching hooks, screws, or similar items into any part of the facility or its equipment.
- ▶ Attaching masking, packing, or any other tape to the exhibit floor or walls is prohibited.
- ▶ Hanging items from the ceilings or any fixtures is not allowed.
- ▶ No active network devices i.e. routers, proxy servers or wireless access points or routers, bridges, etc. are permitted on the shared internet connection.
- ▶ No food and beverage purchased or brought in from off-site is permitted to be served in the facility, unless prior authorization has been obtained.

BOOTH FLOORPLAN



BOOTH ALLOCATION

TLOMA reserves the right to determine final booth allocation for all participants.

Allocation of booths is based on the Exhibitor level of sponsorship and the order in which registration and payment is received and accepted.

A copy of the floor plan will be sent to all exhibitors requesting their booth preference. While not guaranteed, the Conference Committee will do their best to accommodate the indicated requests.

Once finalized, the floor plan will be published to the Conference website.

BOOTH EQUIPMENT

ITEM	ELITE	PREMIUM	IN KIND	DIAMOND
Table (6ft)	2	1	1	1
Chairs	4	2	2	2
Carpet	INCLUDED			

- ▶ Additional equipment must be ordered from Stronco. **See pg. 12 for details.**

BOOTH SERVICES

ITEM	COST PER BOOTH
Wi-Fi	INCLUDED
Hard-line Internet	Advanced Rate: \$300.00 + HST Standard Rate: \$360.00 + HST
Standard Electrical Connection	Advanced Rate: \$160.00 + HST Standard Rate: \$220.00 + HST

- ▶ Additional booth services are provided by Niagara Falls Convention Centre. **See pg. 12 for details.**
- ▶ Advanced rates available until **September 3, 2024.**

LOAD IN / OUT PROCEDURES

Exhibitors are expected to bring their own tools, ladders, brooms, dollies, and other items required to build their exhibit.

Niagara Falls Convention Centre does not have on-site warehousing facilities and cannot accept any freight or deliveries. ***There will be no access to the loading dock facilities for Exhibitors.***

Any booth materials carried by hand, may be brought directly to the event during the setup time ***(Thursday, September 26th from 7:00am-11:00am).***

Any booth materials that require delivery will need to be coordinated in advance with Stronco.

Advance Warehouse Address:

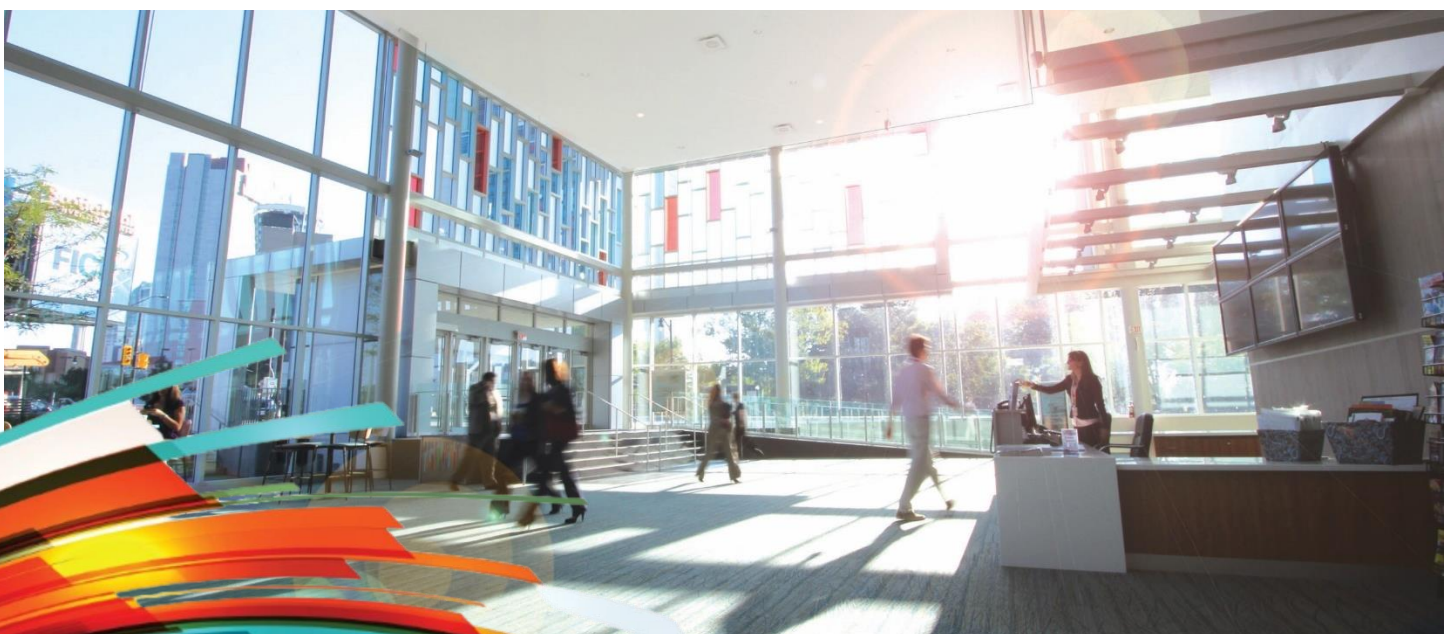
Stronco Logistics
1510-B Caterpillar Rd.,
Mississauga, ON L4X 2W9

Important Dates:

- ▶ Advance Shipments Accepted From: August 23, 2024
- ▶ No Advance Shipments Received After: September 19, 2024
- ▶ Advance Show Receiving Deadline: September 10, 2024

*Please ensure you confirm the required arrival dates for any materials to the Stronco Warehouse so they are delivered to the Trade Show in time for setup. **See pg. 12 for details.***

All overhead work beyond 3m (10ft), Hanging of Signs, Banners & Overhead Décor are provided exclusively by Encore Canada. **See pg. 12 for details.**



STRONCO



- ▶ Material handling
- ▶ Advanced warehousing
- ▶ Freight & logistics
- ▶ Additional booth equipment

Create an account with Stronco in the [Exhibitor Ordering Portal](#).

Show code: 523545755

Enter your booth number. (If not known, enter 000)

Select the required service(s) from the menu.

If you have any additional questions or concerns, please contact [Stronco Exhibitor Services](#) directly:

Email: exhibitorservices@stronco.com

Phone: (800) 665-2621

Hours: Mon-Fri, 8:30am-5:00pm

NIAGARA FALLS CONVENTION CENTRE



- ▶ Electrical connection
- ▶ Hard-line Internet

Create an account in the [online ordering portal](#).

Select the TLOMA event.

Enter "0" in the booth number, if not known.

Select the required service from the menu.

Any services should be ordered by **September 3, 2024**, to qualify for a discounted rate.

If you have any additional questions or concerns, please contact [Laura Woods](#).

ENCORE



- ▶ Rigging
- ▶ A/V Equipment

For detailed information including equipment rentals and price quotes, please contact [James Abbott](#).

ATTENDEES

All Business Partners attending the TLOMA 2024 Conference & Trade Show must check in at the TLOMA Registration desk located outside the Ballroom upon arrival to the facility to receive their badges and Exhibitor Kit.

Attendees must wear their name badge at all TLOMA events for which they are registered. TLOMA reserves the right to ask anyone not wearing their badge to leave the TLOMA event.

INCLUDED ATTENDEE ACCESS

EVENT	ELITE	PREMIUM	IN KIND	DIAMOND
Trade Show	8	4	4	2
Wednesday Reception & Networking Dinner	8	4	4	2
Thursday Delegate & Business Partner Dinner	8	4	4	2

ATTENDEE REGISTRATION

Attendee names and additional Trade Show badges and/or Event Tickets must be submitted to TLOMA on/before **August 23, 2024**. To complete the registration process, please complete the [Equipment & Name Badge Form](#).

Substitutions for attendees are permitted up to *Wednesday, September 11th, 2024*. For substitutions requested after September 11th, an administration fee of \$35.00 + HST per badge will be applied.

ADDITIONAL BADGES & TICKETS

Exhibitors may attend all educational sessions offered throughout the conference. Additional Trade Show Badges & Event Tickets can be purchased as follows:

Trade show attendee:

Cost: \$162.50 + HST (\$183.63).

Limit: Two additional attendees per booth

Fee includes breakfast, lunch, and non-alcoholic beverages available during the Trade Show.

Wednesday Reception & Networking Dinner:

No additional tickets are permitted for this function.

Thursday Delegate & Business Partner Dinner:

Cost: \$169.50 + HST (\$191.54).

Limit: No limit on additional tickets purchased

Time: 6:30pm - 10:00pm

Location: Table Rock House Restaurant

Fee includes entry to the Reception/Dinner and Entertainment, and two drink tickets.

WHOVA APP

TLOMA continues to use the digital platform for the Conference called 'Whova'.

Instructions on how to use the App and set up your business profile will be sent prior to the beginning of the conference so you may explore the App and become comfortable using it.

Your digital profile will include:

FEATURE	ELITE	PREMIUM	IN KIND	DIAMOND
Promotional Video	4	2	1	1
Banner Ads	1	1	1	-
Main Page Ad	1	-	-	-
App Announcement	-	-	1	-

As an Exhibitor, you will be provided with a unique QR code that can be scanned by Delegates when they visit your booth. Delegates will see all the Exhibitor information including your sponsorship level, contact names, and any videos or PDF documents you upload to your booth.

The App tracks and accumulates all the eligible names and provides you with conference leads. Please feel free to also collect business cards from Delegates to further your marketing endeavors.



PASSPORT PRIZE DRAW

TLOMA recognizes the importance of your support for our annual Conference, and we encourage all delegates to visit the Trade Show booths. This interaction enables delegates to speak with our Business Partners about their products and services and gather relevant information for themselves or for the appropriate person in their office.

Through the WHOVA App, Delegates will earn stamps in their digital passport each time you use 'Lead Retrieval' to scan the QR code located on their badge. Delegates who complete their digital passport by visiting Exhibitor booths, will have their name entered in the prize draw.

If your company chooses to participate by providing a prize for the Passport Prize Draw, the prize may be displayed at your booth during the Trade Show. Please indicate whether you will be providing a prize in the [Equipment & Name Badge Form](#).

The Passport Prize Draw will take place after the Trade Show, between 4:30pm-5:00pm.

PARTICIPATION TERMS

- ▶ Prizes may not be for services provided by the Business Partner if it requires the Delegate/Firm to sign an agreement with the Business Partner or involves an implementation process.
- ▶ Prizes should be brought to the Trade Show or present a gift voucher to the winning Delegate who may pick up their prize when they return to their office.
- ▶ TLOMA Delegates must be in attendance to accept their prize. If a name is drawn, and the Delegate is not present, another name will be drawn.
- ▶ Private prize draws are NOT permitted at your booth during the Trade Show.



POST-CONFERENCE MARKETING

TLOMAToday

All Business Partner exhibitors involved in our Trade Show will be listed in our newsletter, TLOMAToday, and displayed on our website. Your listing will indicate your level of sponsorship at the TLOMA Conference & Trade Show. We also encourage you to provide an educational editorial article or advertise in our newsletter.

Further details regarding our newsletter can be found at: [TLOMAToday](#).

To further market your company to our membership, we encourage your company be listed in the [TLOMA Business Partner Directory](#).

DELEGATE DIRECTORY

A list of Conference Delegates will be published to the TLOMA Conference Website, and a password will be forwarded to all Exhibitors and Delegates prior to the Conference.

The directory will include:

- ▶ Firm name
- ▶ Contact person
- ▶ Job title
- ▶ Phone number
- ▶ Email address (with permission)

To maximize your marketing efforts, it is beneficial to follow up with Conference delegates after the Trade Show. This allows you to connect with the right person for your goods and services.

When contacting delegates, please be mindful of their availability to respond. Conference delegates are typically very busy just before and immediately following the Conference, as they prepare to leave their positions or catch up on work after being away for three days.

TERMS OF USE

The Delegate List is *copyrighted and confidential*, to be used only by 2024 Business Partner exhibitors. Sharing or distribution of the Who's Attending Delegate List with any other third party or other Business Partner is strictly prohibited.

As an exhibitor who received the delegate list, it is your responsibility to ensure you comply with all the CASL Regulations as outlined in the three CASL enforcement agencies (the [CRTC](#), [Competition Bureau](#) and [Office of the Privacy Commissioner](#)).

TLOMA assumes no responsibility for any non-compliance.

TRADESHOW CHECKLIST

	ITEM	DEADLINE
	Pay remaining balance (if outstanding).	August 1, 2024
	Submit Certificate of Insurance to TLOMA .	August 9, 2024
	Complete Equipment & Name Badge Form.	August 23, 2024
	Book Hotel Accommodation	August 27, 2024
	Order Booth Services from Niagara Falls Convention Centre	September 3, 2024
	Complete setup of your company page on Whova App	September 9, 2024
	Order Equipment & finalize any shipping arrangements with Stronco.	September 10, 2024