



**5th WORLD CONGRESS
ULTRASOUND IN MEDICAL EDUCATION**

**EXHIBITOR GUIDE
&
SERVICE MANUAL**

<http://wcume2017.org/>

October 12-15, 2017

Hotel Bonaventure Montréal

Exhibit Schedule - Exhibit Hall: Fontaine B & C	
Friday, October 13, 2017	10:00 - 17:00
Saturday, October 14, 2017	10:00 - 17:00

SECTION 1 - IMPORTANT DEADLINE DATES

AUGUST

- ❖ Monday, 28 Complete Online Exhibitor Profile
Register Exhibit Staff via Exhibitor Profile
Register full complementary registration

SEPTEMBER

- ❖ Monday, 11 Last day to reserve your accommodations at the Hotel Bonaventure
- ❖ Wednesday, 13 Booth set-up design/sketch *if bringing your own booth*
Liability insurance certificate
- ❖ Friday, 22 GES advanced shipment arrival begins
- ❖ Thursday, 28 GES advanced order discount deadline
- ❖ Friday, 29 GES regular order price begins

OCTOBER

- ❖ Monday, 9 GES last day for advanced shipment

Detailed information on the World Congress of Ultrasound in Medical Education from October 12-15, 2017 is available at <http://wcume2017.org/>.

In the Exhibitor Guide and Service Manual:

- the World Congress of Ultrasound in Medical Education is referred to as **WCUME**
- the Hotel Bonaventure Montreal is referred to as the **Bonaventure**

Should you not find the information you are looking for, please feel free to contact us at jennifer@iseventsolutions.com.

SECTION 2 – OFFICIAL CONTACT INFORMATION AND SUPPLIER LIST

IS EVENT SOLUTIONS

Congress Secretariat, Exhibit Office

607 Notre-Dame West, 2nd Floor

St-Lambert, QC J4P 2K8

Web: www.iseventsolutions.com

Tel: (450) 450-550-3488, ext. 113

Fax: (514) 227-5083

E-mail: jennifer@iseventsolutions.com

GES

Decorator: booth accessories & furniture rental, materials handling & storage, labour, plants & flowers, electrical services

Ghislain Boucher

800, de la Gauchetière West, Suite 1165

Hotel Bonaventure Montreal

Montréal, QC H5A 1K6

Web: www.gesexpo.ca

Tel: (514) 861-9694, x 19 / 1-877-399-3976

Fax: (514) 392-1577

E-mail: Gboucher@ges.com

HOTEL BONAVENTURE

Catering, Telecommunications (Internet)

Lise Desgroseilliers

Convention Services & Banquets Mgr.

900, de la Gauchetière West

Montréal, QC H5A 1E4

Tel: (514) 878-2993

Fax: (514) 878-3881

E-mail: ldesgroseilliers@hotelbonaventure.com

Shipping Address

World Congress of Ultrasound in Medical Education

Exhibitor Name / Booth #

Hotel Bonaventure Montreal – Fontaine ABC

900, de la Gauchetière West

Montréal, QC

Canada H5A 1E4

Loading Dock

Corner of St-Jacques & Montfort Streets (see GES section)

ConsultExpo Event Services Inc.

Customs, Shipping

John Santini

Email: johns@consultexpoinc.com

Web: www.consultexpoinc.com

Tel: (514) 482-8886 ext. 1

Fax: (514) 888-629-9008

SECTION 3 - GENERAL INFORMATION & SERVICES

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AUDIO-VISUAL, VIDEO SERVICES, COMPUTER RENTALS

If you have any A/V needs, please contact Jennifer Patterson at Jennifer@iseventsolutions.com.

BOOTH

Deadline: August 28, 2017

A pipe and drape display booth is included in the exhibition fee. Please note that the exhibit hall has wall-to-wall carpets. *Please indicate on the online exhibitor profile if you will build your own booth or use the provided booth.*

1. If you use the pipe and drape booth:

You must inform the WCUME Exhibit Office by August 28, 2017 via the online exhibitor profile. Your booth will be installed prior to your arrival on site.

Each regular 10' X 10' (3m X 3m) booth package includes:

- 8' high background and 3' high side dividers in black flameproof drapes
- One (1) 6' x 30" x 24" display table skirted in black flameproof material
- Two (2) grey side chairs
- One (1) 7" x 44" identification sign, black block letters on white background, if required
- One (1) electrical outlet (15 amps) per 100 square feet
- One (1) wastebasket

N.B. These furnishings are approved by show management and may not be returned or exchanged for a credit, reimbursement, or for alternative furnishings.

Last minute and on-site modifications or orders will be subject to additional fees.

2. If you bring your own booth:

The WCUME Exhibit Office must approve any booth built by an exhibitor or rented from a firm other than the official decorator (GES). Please submit your sketches / plans **before September 13, 2017.**

Please be reminded that the maximum building height in the exhibit area is 8 feet. If you bring a pop-up booth, you still need to maintain the pipe & drape booth. If you build your own booth entirely, you must adhere to the dimensions of 10x10 ft.

CATERING

If you wish to serve food or beverages in your booth, you must contact the [Bonaventure](#) directly. Consumption or distribution of alcohol by exhibitors in their booth and in the exhibit hall is prohibited. A light breakfast, lunch and coffee breaks are served daily.

CEILING HEIGHT & COLUMN DIMENSIONS

The maximum building height in halls Fontaine BC is 8 feet and the columns in the exhibit hall measure 40" X 40".

CUSTOMS BROKER

ConsultExpo Event Services Inc. has been appointed official Customs Broker & Freight Forwarder for WCUME.

Exhibitors who follow the instructions of ConsultExpo will experience no difficulty exhibiting in Canada. If you require custom services from ConsultExpo, please use the order forms located in section 5.

Contact Information:

ConsultExpo

John Santini

Phone: 514-482-8886 ext. 1

Fax: 888-629-9008

Email: johns@consultexpoinc.com

DECORATOR & DRAYAGE

Discount Deadline: September 28, 2017

GES is the official decorator for the WCUME. Its services include the supplying of extra furniture, accessories, signs, labor, flowers & plants and drayage.

Detailed brochure and order forms for additional services, and order forms for drayage are located in the GES exhibitor kit.

ELECTRICAL SERVICES AND INTERNET

One electrical outlet of 15 amps per 100 square feet is included in the exhibition fees. For all other electrical requirements, exhibitors should contact [GES](#), who is responsible to provide this service in the exhibit hall.

Wireless Internet will be available to all participants. If you require wired Internet, please use the Internet order form from the [Bonaventure](#).

Order form for Electrical Services can be found in the GES Exhibitor Kit and for [Wired Internet order form](#) is located in section 5.

EXHIBITOR LISTING

Deadline: August 28, 2017

All WCUME exhibiting companies are entitled to a listing in the Exhibit Directory. We ask that you fill out your ONLINE EXHIBITOR PROFILE at <https://wcume.tech4pco.com>. If you have not received your login information please contact Jennifer Patterson at Jennifer@iseventsolutions.com

EXHIBITOR REGISTRATION

Deadline: August 28, 2017

The benefits of exhibiting companies include:

- Three (3) exhibitor staff badges for each 100 sq. ft that was purchased. This badge does **not** include access to the scientific sessions nor social functions.
- The exhibitor badge allows access to the exhibit hall, lunch, breaks and continental breakfasts.

- One (1) full registration with access to the scientific sessions. This does not include access to any social functions.
- Attendance at other Social Activities will require registration and payment of appropriate fees.
- A company listing and a 50-word description in the Online Exhibit Directory
- Logo placement in the following materials:
 - Website
 - Onsite Printed Signage
 - Pocket Guide

Additional exhibitor badges above the company's allowance may be obtained at a cost of \$300 CAN. It is permitted to surrender an exhibitor badge for replacement due to a correction or a change in personnel.

Jennifer Patterson will send you a promo code for your full registration pass. If you did not receive your promo code please reach out to Jennifer via email at Jennifer@iseventsolutions.com.

EXHIBIT TIMETABLE

Set-up:	Thursday, October 12	10:00 - 17:00
	Friday, October 13	06:30 - 09:30
	<i>(small items only)</i>	

All crates and boxes must be removed from the exhibit floor by 09:30 on Friday, October 13, 2017. If the booth space is not occupied by 08:30 on Friday, October 13, 2017, the WCUME Exhibit Office reserves the right to use such space as it deems appropriate. All exhibits must be completed by 09:30 on Friday, October 13, 2017.

Official opening hours:

Friday, October 13, 2017	10:00 - 17:00
Saturday, October 14, 2017	10:00 - 17:00

Exhibitors will be allowed in the exhibit hall 30 minutes before it opens, and may also leave 30 minutes after closing. Please check with the WCUME Exhibit Office if additional time is required. All exhibits must be opened and staffed during official opening hours.

Move-out:	Saturday, October 14, 2017	17:00 - 22:00
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The cartons, followed by the crates will then begin to be returned. All equipment must be ready and assembled at the loading dock before carriers are permitted access to the area.

All display material must be cleared from the exhibit hall by **22:00, Saturday, October 14, 2017**. Should an exhibitor fail to remove his exhibit, the WCUME Exhibit Office reserves the right to remove such exhibit at the exhibitor's expense.

HOTEL ACCOMMODATION

Deadline: September 11, 2017

WCUME exhibitors may choose accommodations at the venue Hotel Bonaventure Montreal.

We have negotiated the following rates per one night

- \$199 CAD for single or double occupancy (plus applicable taxes)

Reservation code – 5th World Congress on Ultrasound in Medical Education

We recommend that you reserve your rooms online on the website:

<https://reservations.travelclick.com/97993?groupID=1743610&hotelID=97993#/datesofstay>

Please make your reservation by September 11, 2017 to receive this group rate.

LIABILITY

Neither WCUME, the Congress Organizer, the Bonaventure, any suppliers, their employees or representatives, nor any member of the WCUME Organizing Committee are responsible for any injury that may occur to the Exhibitor or to the Exhibitor's employees or representatives, or for physical loss or damage of their property, including personal property, from any cause whatsoever.

The exhibitor expressly releases and holds harmless the above entities; associations, employees and members thereof from any and all claims arising from any cause whatsoever.

PUBLIC ACCESS

The main entrance to the Hotel Bonaventure is at 900 de la Gauchetière.

The Bonaventure metro station is connected to the Bonaventure.

SCIENTIFIC PROGRAM

The most recent scientific program details are available on our frequently updated website <https://wcume.tech4pco.com/mobis/programme>.

SECURITY

General security will be provided from beginning of move-in to the end of move-out. Although the WCUME Exhibit Office provides general security, the Office, the Course Organizer and the Bonaventure will not be responsible for loss or damage to merchandise or personal possessions before, during or after the exhibition, or for personal injury to the exhibitor, company employees or representatives.

We ask your assistance and cooperation with our security efforts by being aware of the following rules and guidelines:

- Badges must be worn at all times to gain admittance to the exhibit hall, from move-in through move-out.
- If deliveries or pick-ups of any kind are to be made prior to, during or after the close of the exhibition, it is the exhibitor's responsibility to obtain the necessary paperwork/credentials at the WCUME Registration Counter, for these people to gain admittance to the exhibit hall.
- **Please keep your giveaways and other promotional material out of sight after exhibit hours.**
- **Do NOT leave laptop computers and other electronic devices UNATTENDED at ANY time.**
- Please do not schedule any meetings in your booth outside of exhibit hours.
- Safety and courtesy require that all aisles be free of obstacles such as protruding furniture, displays or display material.

ALL VALUABLE ITEMS SUCH AS LAPTOPS, OTHER SMALL ELECTRONIC ITEMS AS WELL AS GIVE-AWAYS SHOULD BE REMOVED FROM THE BOOTH DURING THE NIGHT.

SHIPPING OF MATERIALS

The WCUME Exhibit Office strongly recommends the use of [GES](#), the drayage contractor, to avoid long waits at the loading dock.

Advance Shipments to GES

Advance shipments must be done through GES and must arrive between September 22 and October 9, 2017.

Fees apply. More details can be found in the GES Exhibitor Kit.

Direct Shipments to the Hotel

The Bonaventure will accept shipments consisting of 2-3 small boxes **ONLY 48 hours in advance of the exhibit set-up.**

The Bonaventure will accept shipments starting Tuesday, October 10, 2017.

Address for deliveries:

World Congress of Ultrasound in Medical Education

Exhibitor Name / Booth #

Hotel Bonaventure Montreal – Fontaine ABC

900, de la Gauchetière West

Montréal, QC

H5A 1E4

For a [shipping label](#) please visit section 5 of the Exhibitor Manual.

Loading Dock: Corner Montfort & St-Jacques

SECTION 4 - RULES AND REGULATIONS



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ADMISSION TO THE WCUME EXHIBIT

The WCUME Exhibit Office reserves the right to refuse admission to the exhibit hall to any visitor, exhibitor or employee of an exhibitor who, in their opinion, is undesirable or likely to disrupt the smooth functioning of the event.

N.B. Children under 12 years of age are not admitted during move-in and move-out. During exhibit hours, children must be accompanied by a person over 18 years of age.

ALLOCATION OF SPACE

The WCUME Exhibit Office reserves the right to allocate space to the exhibitor according to the total exhibit design and overall space constraints.

CARE OF RENTED SPACE

Exhibitors must make sure that the space rented for their booth remains in good condition. They must not use, or allow the use of nails, screws, hooks or other similar fixtures for attaching any items. It is forbidden to paint the floor or to put anything on it without adequate protection that has been approved by the WCUME Exhibit Office. Exhibitors may not put signs on the walls of the Bonaventure without written permission from the Office.

CONDITIONS OF PARTICIPATION

The exhibitor agrees to comply with and accept terms and conditions on the contract for space location and the “Exhibitor Guide & Service Manual” issued by the WCUME Exhibit Office and such other rules and regulations or operating procedures as the Office may reasonably require for orderly construction, conduct and dismantling of the exhibition from move-in through move-out.

ENTERTAINMENT OR SOCIAL FUNCTIONS

No entertainment or social functions may be scheduled to conflict with the official WCUME program or exhibit hours.

FIREPROOFING

The Montréal Fire Department regulations require that all objects or materials used for decoration are non-flammable.

INSPECTION OF LEASED PREMISES

The WCUME Exhibit Office will inspect the leased areas with a representative of the Bonaventure. Both parties will note existing damage to walls and floors, as any additional damage to the premises will be charged to the exhibitor for repairs.

INSURANCE

Deadline: September 13, 2017

The exhibitor should get proper liability insurance, being solely responsible for any physical loss or damage to, or any personal injury or other liability arising from exhibit material. All exhibitor property is in the care, custody and control of the exhibitor at all times.

The WCUME Organizing Committee, Congress Secretariat (IS Event Solutions) and Exhibit Office, the Bonaventure or its agents assume no responsibility for bodily loss of, or damage to products, booths, equipment of decorations, due to fire, water accident, theft or any other cause while they are on the premises or in any of its outbuildings.

Therefore, it is recommended that the exhibitor provide the WCUME by **September 13, 2017, with satisfactory proof of liability insurance in the limit of \$2,000,000 each and every occurrence** with an insurance company acceptable to WCUME and **naming WCUME and the Bonaventure as additional insured. The certificate holder should be made to:**

**IS Event Solutions
607 Notre-Dame
St-Lambert, QC
J4P 2K8**

KEEPING EXITS CLEAR

Display material may not block:

- Emergency Exits
- Fire-hose Cabinets
- Fire Alarms
- Fire Alarm Rooms
- Electrical Rooms
- Signs
- Cleaning Stations

PHOTOGRAPHY / VIDEOTAPING OF EXHIBIT

Photography of exhibits and displayed equipment (other than your own) is strictly prohibited. Please note that exhibitors have the right to request that photographs may not be taken without permission.

PROHIBITION OF STICKERS

Stickers of any kind are prohibited at the Bonaventure because of the removal and cleaning problems they create. Anyone who ignores this regulation will be billed for the cost of cleaning and repairs.

RESTRICTIONS

The following restrictions are applicable to exhibitors and helpers used during move-in and move-out of the exhibition.

Animals: with the exception of Seeing Eye dogs, no animals, birds or pets of any description are permitted without prior written approval of the WCUME Exhibit Office.
Escalators: are not to be used for transporting freight or equipment from level to level.
General: absolutely no drinking of alcoholic beverages, possession or usage of prohibited substances; no horseplay or other activities that can create accidents.

SOLICITING AND PROMOTIONAL ACTIVITIES

Not only commercial soliciting, but also distribution of samples, souvenirs and promotional items are prohibited except inside an exhibitor's own booth. These activities are forbidden in the aisles, restaurants or entrance hall.

SOUND TRANSMISSION

The prescribed standard is as follows: level may not exceed 70 decibels, 4 feet (1.22 meters) away from the source. Any machine, musical group, information broadcaster or any other source may not exceed this limit. The WCUME Exhibit Office will be the sole judge in this matter.

SUBLETTING

It is strictly forbidden to sublet a booth (space) without prior written permission of the WCUME Exhibit Office.

SECTION 5 – ORDER FORMS



Hotel Bonaventure Shipping Label
ConsultExpo Customs and Shipping
GES Exhibitor Kit
 Advanced Shipment
 Decorator & Drayage
 Electrical Services
Wired Internet from the Hotel Bonaventure