



**SUNDAY MARCH 29, 2026**

# **EXHIBITOR'S**

**PROSPECTUS & SPONSORSHIP PACKAGE**

Hilton Toronto/Markham Suites Hotel and Conference Centre  
Markham, Ontario

---

**OPTIFAIR CANADA TRADE SHOW IS A PRESENTATION OF**

The Academy of Ophthalmic Education, A Division of The Khan Group Inc.  
35-35 West Pearce Street • Richmond Hill • Ontario • Canada • L4B 3A9  
T. 905.731.6022 • E. [info@aoece.com](mailto:info@aoece.com) • W. [aoece.com](http://aoece.com)

# WELCOME POTENTIAL EXHIBITOR

## WHY CHOOSE OPTIFAIR CANADA TRADE SHOWS?

- Our trade shows and conferences are the only ones in Canada wherein all eye care professionals come together under the same roof
- There are over 500 attendees at each of our events
- We are family-owned, Canadian independent and a non-political organization serving the optical industry since 1994
- Our trade shows are the best return on your investment
- We believe in industry being a partner in education

---

## VENUE

Hilton Toronto/Markham Suites Hotel and Conference Centre  
8500 Warden Avenue • Markham • Ontario • L6G 1A5  
W. [torontomarkham.hilton.com](http://torontomarkham.hilton.com) • T. 905-470-8500

## TRADE SHOW DATE/TIME

**Sunday March 29, 2026 • 9:30 am to 4:30 pm**

Our trade show will run concurrently with our continuing education seminar. We have staggered the coffee and lunch breaks so our attendees can spend as much time as possible in the exhibit's hall.

## MOVE-IN

**Sunday March 29, 2026 • 6:00 am to 9:00 am**

Booths must be clean and ready to go 9:00 am. Our trade show manager will be available during move-in to assist you with any services or questions. All freight must be received through the designated move-in doors located at the west side of the building or via the freight elevator on the south side. Passenger elevators and escalators are not to be used for transporting freight or equipment. The hotel is unable to store show material. Should you require delivery, please pre-arrange with conference service manager. Please see loading instructions attached.

## MOVE-OUT

**Sunday March 29, 2026 • 4:30 pm**

Exhibitors can dismantle their booths at 4:30 pm. All materials must be removed from the premises immediately.

## INCLUDED WITH BOOTHS

- Fully carpeted trade show floor space
- One draped six-foot table with two chairs
- Two food and beverage tickets (continental breakfast, coffee break and hot buffet lunch)
- Name badges for your representatives
- Your company's name, description and booth number included in our digital program brochure



## DO YOU NEED ELECTRICITY?

Electricity **is not included with your booth**. If you require electricity, please place your **order in advance** through our convention-approved provider, Encore. An order form is included in this package. Please email your completed order form directly to Encore. Encore also provides audiovisual rentals.

\*Prices subject to change

# SPONSORSHIP OPPORTUNITIES

## BRONZE SPONSOR | \$3,000.00

---

- Single booth (8' x 10') at Optifair Canada Trade Show
- Recognition as bronze sponsor in digital brochure (sponsor to provide logo)
- 3 additional lunch tickets for your booth representatives

## SILVER SPONSOR | \$5,000.00

---

- Double booth (8' x 20') at Optifair Canada Trade Show
- Recognition as silver sponsor in digital brochure (sponsor to provide logo)
- 30-minute COPE-accredited presentation in optometry program\* (sponsor responsible for all speaker expenses, presentation topic and speaker are subject to joint approval by AOE and sponsor)
- Roll-up banner positioned in the main registration hall (sponsor to provide poster)
- 4 additional lunch tickets for your booth representatives
- 5 complimentary registrations to our CE seminar for your guests

## GOLD SPONSOR | \$10,000.00

---

- Double booth (8' x 20') at Optifair Canada Trade Show
- Recognition as gold sponsor in digital brochure (sponsor to provide logo)
- Recognition as coffee break sponsor
- Full page ad included in digital brochure (sponsor to provide ad)
- 1-hour COPE-accredited presentation in optometry program\* (sponsor responsible for all speaker expenses, presentation topic and speaker is subject to joint approval by AOE and sponsor)
- 30-minute presentation in opticianry program\* (sponsor responsible for all speaker expenses, presentation topic and speaker are subject to join approval by AOE and sponsor)
- 2 roll-up banners positioned in the main registration hall (sponsor to provide posters)
- 4 additional lunch tickets for your booth representatives
- 10 complimentary registrations to our CE seminar for your guests

## PLATINUM SPONSOR | \$15,000.00

---

- Double booth (8' x 20') at Optifair Canada Trade Show
- Recognition as platinum sponsor on AOE's website (sponsor to provide logo)
- Recognition as lunch break sponsor
- Full page ad included in digital brochure (sponsor to provide ad)
- Distribution of show bags and lanyards with your logo (sponsor to provide both)
- 2 1-hour COPE-accredited presentations in optometry program\* (sponsor responsible for all speaker expenses, presentation topic and speaker is subject to joint approval by AOE and sponsor)
- 2 1-hour presentations in opticianry program\* (sponsor responsible for all speaker expenses and presentation topic and speaker are subject to join approval by AOE and sponsor)
- 2 roll-up banners positioned in the main registration hall (sponsor to provide posters)
- 4 additional lunch tickets for your booth representatives
- 20 complimentary registrations to our CE seminar for your guests

Sponsorships are subject to availability. 13% HST is applicable on the above sponsorship prices.

\*Subject to availability. Course must be free of commercial interest, company marketing, logos, product photos and product advertisements



## BOOTH RESERVATION FORM

**Sunday March 29, 2026 • Hilton Toronto/Markham Suites Hotel and Conference Centre**

Company Name (as it will appear in our program and floor plan)		
Address		
City	Province/State	Postal Code/Zip Code
Telephone	Email Address	Contact Name

### BOOTH SELECTION

	Single booth (8' x 10' square feet)	\$1,699.00
	Sponsorship	Please enquire
		Subtotal \$
		Include 13% HST \$
		<b>Total Amount Payable \$</b>

Please make your booth selection from our floor plan and enter your 3 choices below. Booth selection is based on a first come, first serve basis. Booth(s) will not be allocated until payment in full is received.

<b>1st Choice</b> Booth #(s)	<b>2nd Choice</b> Booth #(s)	<b>3rd Choice</b> Booth #(s)
---------------------------------	---------------------------------	---------------------------------

### PAYMENT OPTIONS

Credit Card - American Express, MasterCard or Visa

Credit Card #	Expiry Date	CVC/Security Code
Cardholder's Name	Cardholder's Signature	

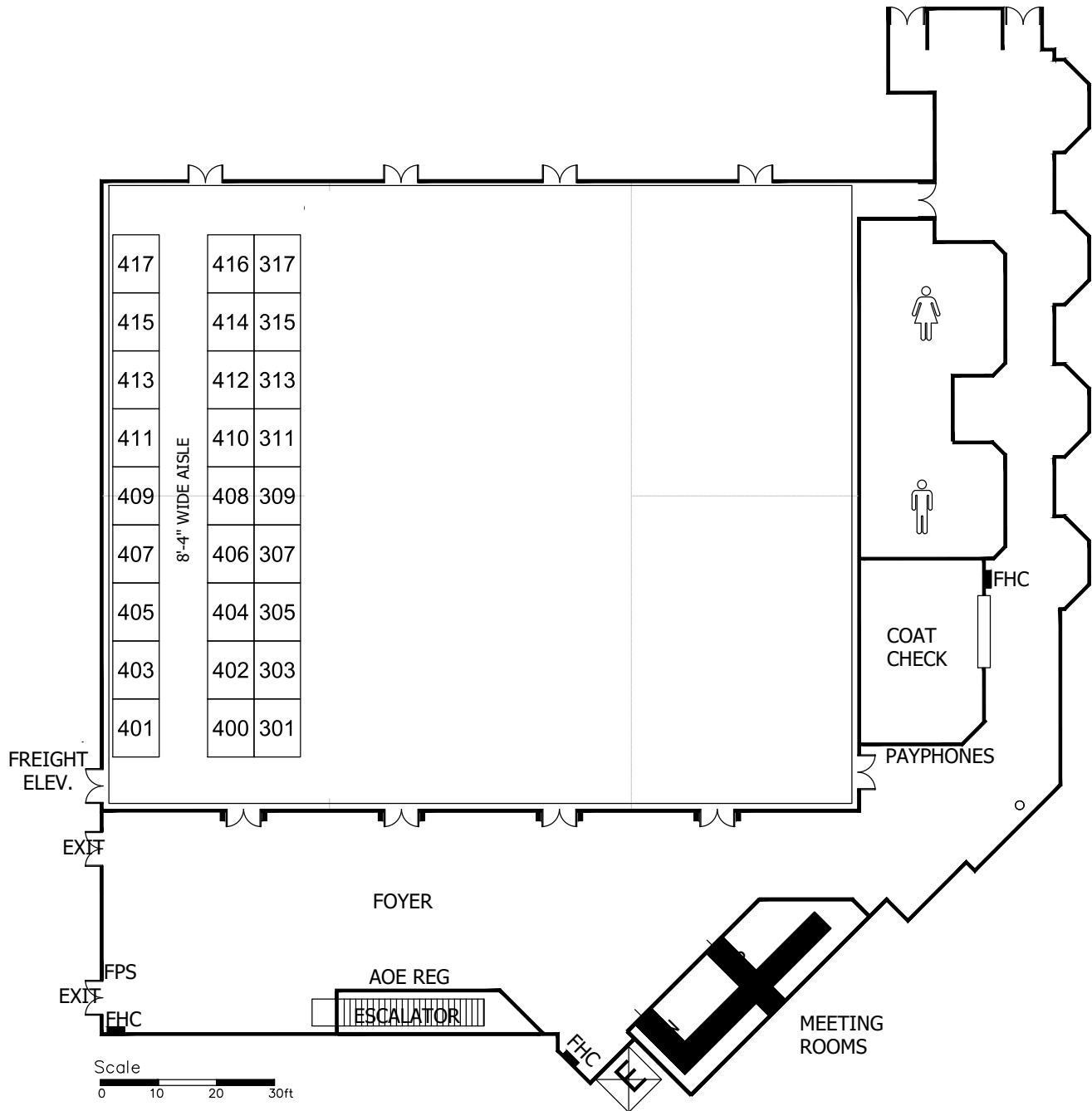
**EMAIL YOUR COMPLETED FORM TO CMARKS@AOECE.COM**

Question? 905-731-6022

# OPTIFAIR TRADE SHOW

## EXHIBIT'S FLOOR PLAN

Sunday March 29, 2026 • Hilton Toronto/Markham Suites Hotel and Conference Centre



Floor plan is not to scale and is subject to change without notice.

# NAME BADGES ORDER FORM

OPTIFAIR CANADA TRADE SHOW • SUNDAY MARCH 29, 2026

Please provide us with the names of your representatives requiring name badges. Please print clearly to ensure proper spelling on your badges.

Badges will be brought to your booth during your morning booth set-up.

**ORDER FORM DUE BY MARCH 10, 2026**

Company's Name (as it will appear on your name badges)

Booth #(s)

	FIRST NAME	LAST NAME
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

EMAIL YOUR COMPLETED FORM TO [CMARKS@AOECE.COM](mailto:CMARKS@AOECE.COM)

NAME OF CONFERENCE		START DATE	END DATE	# OF EVENT DAYS
Optifair Canada Trade Show		Mar. 29/26	Mar. 29/26	1
COMPANY NAME	ON-SITE CONTACT NAME & NUMBER		ROOM/ BOOTH NAME/NUMBER	
BILLING ADDRESS		CITY & PROVINCE		POSTAL CODE
DELIVERY DATE	DELIVERY TIME	PICKUP DATE	PICKUP TIME	
ORDERED BY	EMAIL		PHONE	

Advanced rates are available if order is placed 10 days or more before show opening.

Email completed form to the Encore Representative listed above.

Once this request form is submitted, an Encore Representative will contact you for an official order review and signature &amp; payment details.

Labor charges, sales tax, loss damage waiver, and service charges may apply.

CUSTOM ORDERS: Please reach out to the Encore representative listed above to place custom orders for items and services not included on this form.

POWER	QUANTITY	ADVANCED RATE	REGULAR RATE
120V – 10 AMP DEDICATED CIRCUIT		\$202.50	\$225.00
120V – 15 AMP DEDICATED CIRCUIT		\$229.50	\$255.00
LED ARM LIGHTS		\$165.00	\$165.00
208V –20 AMP SINGLE PHASE		\$735.75	\$817.50
208V –30 AMP SINGLE PHASE		\$924.75	\$1,027.50
208V –60 AMP SINGLE PHASE		\$1147.50	\$1,275.00

INTERNET	QUANTITY	ADVANCED RATE	REGULAR RATE
SIMPLE WIFI CONNECTION 5MBPS		\$14.50	\$14.50
SUPERIOR –WIRELESS 10mbp		\$22.75	\$22.75
SIMPLE –WIRED CONNECTION		\$141.75	\$141.75
SUPERIOR WIRED CONNECTION		\$438.00	\$438.00

AUDIO VISUAL	QUANTITY	ADVANCED RATE	REGULAR RATE
55" MONITOR with FLOOR STAND		\$575.03	\$676.50
70" MONITOR with FLOOR STAND		\$842.78	\$991.50
LCD PROJECTOR PACKAGE		\$522.33	\$614.50
SMALL POWERED SPEAKER		\$48.88	\$57.50
LAPTOP		\$219.30	\$258.00
SIGN EASEL		\$16.58	\$19.50

 If You Are Experiencing Technical Difficulties On Site  
 Phone: (647) 453-4974

# **TERMS AND CONDITIONS**

## **CONTRACT BETWEEN THE EXHIBITOR AND THE KHAN GROUP INC.**

### **The Khan Group Inc. Rules and Regulations**

#### **Rental Space**

The rental of any sales room or trade show space available in the Hilton Toronto/Markham Suites Conference Centre or in The Khan Group's host hotel during the event is absolutely prohibited without prior written consent from The Khan Group Inc.

The exhibitor agrees not to sublet the rental space provided to any other company or person without prior written consent from The Khan Group Inc. Any such attempt will result in immediate cancellation of the contract and all monies paid by the exhibitor will not be refunded. Selling, advertising or distributing fake, counterfeit or knock-off products of any kind is absolutely prohibited. Doing so will result in immediate expulsion of the exhibitor.

#### **Signs and Banners**

Signs and banners must be placed within the confines of your booth and cannot obstruct or impose upon your neighbours or other exhibitors. Maximum height for signs and banners is 8 feet tall, starting at floor level.

#### **Security**

The Khan Group Inc. will not be responsible for any claims for loss or theft of property, personal injury or loss of business.

### **Hilton Toronto/Markham Conference Centre Rules and Regulations**

The Exhibitor agrees to comply with all the rules and regulations of the venue including bylaws, ordinances, regulations, requirements, codes and standards including fire, safety and environmental regulations. Fire exits and routes must not be obstructed.

#### **Cancellation Policy**

In the event of cancellation, the exhibitor must provide The Khan Group Inc. with written notice before or on February 15, 2026, in which case all monies paid by the exhibitor will be refunded with the exception of a \$400 administration charge per 10' x 10' booth. If cancellation of the contract is indicated after February 15, 2026, all monies paid by the exhibitor will not be refunded.

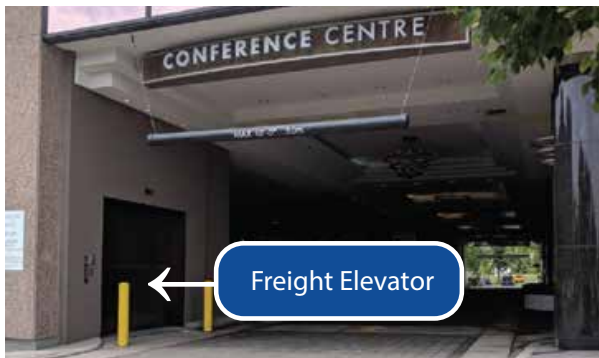




## LOADING INSTRUCTIONS

### CONFERENCE CENTRE

Exhibits must load in the designated move-in doors from the west side of the building or via the freight elevator on the south side.



Loading area at the freight elevator is not equipped with a loading dock. Exhibitors are to bring own forklift for unloading.

The freight elevator is 17 ½' long, 8' wide, 8' high with a maximum load capacity of 10,000 lbs. or 4500 kg. Elevator is street level with no loading dock. Trucks require tailgate or ramp.

The Conference Centre elevator adjacent to the escalators shall not be used for the transportation of meeting supplies, exhibits, boxes etc. In the event it is used, any damages incurred will be the responsibility of the group.

### MARKHAM BALLROOM

The loading dock/receiving gate is located on the south side of the hotel; facing Clegg Road.



Loading area is equipped with a loading dock 4 ft off the ground. Clients are to provide own pump trucks for load in/load out.

- Hilton Toronto/Markham Suites Conference Centre & Spa is not equipped with ladders, brooms, dollies and other required items.
- Exhibitors are to bring their own tools to erect their exhibits. All labour requirements for set up and tear down are the responsibility of the exhibitors and their service contractors.
- Exhibits must not hinder or obstruct any fire equipment, emergency exits, elevators, stairs or doors.

8500 Warden Avenue Markham, ON L6G 1A5 | 905-470-8500 | [www.torontomarkham.hilton.com](http://www.torontomarkham.hilton.com)

## SHIPPING & RECEIVING

Due to limited storage facilities, the Hotel is unable to store display materials or show merchandise. Should you or your guests require delivery of crates, boxes, or display material, it must be pre-arranged with the Conference Services Manager. Deliveries will not be accepted more than 48 hours prior to the start of the conference. A storage fee will be incurred based upon size, weight, and storage of conference materials.

Boxes & Package Storage Fee  
(prior to 48 hours prior to start of event)

- Storage up to 10 boxes - Complimentary
- Storage over 10 boxes - \$100/day billed to master account
- Fees subject to tax and gratuities

### Receiving Procedures

1. All parcels/boxes arriving at the hotel for events are to be received through our receiving dock so they can be properly logged and distributed to the appropriate department. Parcels/boxes shall not be received or sent out through the Front Desk.
2. Deliveries may not be accepted more than 48 hours prior to the start of the conference.
3. All items must be labeled using the form provided to the organizer by Conference Services and delivered between 11:00 am and 3:30 pm

## CUSTOM BROKERS

Exhibitors who are shipping goods to the event from outside Canada are responsible for their own Custom Brokers. The Hilton Toronto/Markham Suites Conference & Spa will not accept any charges nor arrange for any shipments to be cleared at Customs to be further shipped to the Hotel & Conference Centre. For your convenience, we will be happy to recommend a Canadian Customs Brokerage with whom you may make direct arrangements.

## DELIVERIES

The Hilton Toronto/Markham Suites Conference Centre & Spa cannot accept deliveries more than 1 day prior to move-in day. Perishable items must be delivered ONLY on the morning of the event. Deliveries arriving before that time will be shipped back or stored at the exhibitors' expense. All deliveries should be clearly labeled on the outside, indicating deliveries for Conference Centre or Hotel using our shipping label template.

### Handling Fees

- Boxes and Packages up to 10 boxes - Complimentary
- Boxes and Packages over 10 boxes - \$6 per box per transfer billed to master account
- Crates/Palettes - \$200 per crate/palettes per transfer
- Fees subject to tax and gratuities

## SET UP/TEAR DOWN

Passenger elevators and escalators are not to be used for transporting freight or equipment from level to level. This includes tables, chairs, booths, display items, etc.

Exhibitors using vehicles to move in their exhibits through the elevator or revolving doors must leave their keys in the ignition at all times. Should the vehicle not be removed within the permitted time, Conference Centre personnel will remove the vehicle at the exhibitor's risk and expense.

If you require special assistance to set up your exhibits, audio, electrical or booth requirements, we recommend:

ENCORE  
905-470-8500 ext 2113

## SET UP/TEAR DOWN

- Signs, banners and similar materials may not be nailed, stapled, hung or attached to ceilings, walls or painted surfaces unless pre-arranged with the Catering Department at 905-470-8500 ext 2046.
- Tape to mark exhibit floor must be removed at the conclusion of the show. Tape leaving glue residue on carpet and flooring is not permitted. All expenses for cleaning of tape will be charged to the exhibitor.
- Exhibits must be removed immediately as per contract when conference is finished.
- Animals, birds or pets of any kind, plus pyrotechnics of any kind are not allowed on the premises.

## FOOD & BEVERAGE RESTRICTIONS

All food and beverage is the sole exclusive responsibility of the Hilton Toronto/Markham Suites Conference Centre & Spa. Allowances will be made for "Give Aways" such as candies or chocolates. Any other requirements must be received in advance for approval with written authorization. If outside food is found on premises without authorization, extra charge would apply.