

## EXHIBITOR'S PROSPECTUS & SPONSORSHIP PACKAGE

**SUNDAY APRIL 7, 2027**

Hilton Toronto/Markham Conference Centre  
8500 Warden Avenue • Markham • Ontario

Presented by:  
The Academy of Ophthalmic Education



### All Eye Care Professionals Under the Same Roof

01



Optometrists

02



Opticians

03



Optometric Assistants

04



Students

05



Practice Owners

06



Clinic Managers

07



Corporate Buyers

08



University Partners

## WHY CHOOSE OPTIFAIR CANADA TRADE SHOW?

- The only trade show in Canada where all eye care professionals come together under the same roof
- Experience: AOE has been serving the optical industry since 1994
- Return on your investment: Meet & greet with over 500 attendees
- Partners: AOE believes in industry being a partner in education

### VENUE

#### Hilton Toronto/Markham 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 April 11, 2027 • 9:30 am to 4:30 pm**

Our trade show will run concurrently with our continuing education programs. Coffee and lunch break times have been staggered so our attendees can spend as much time as possible in the exhibit's hall.

### MOVE-IN

**Sunday April 11, 2027 • 6:00 am to 9:00 am**

Booths must be ready by 9:00 am. All freight must be received through designated move-in doors at the west side of the building or via freight elevator on south side. Passenger elevators and escalators are not to be used for transporting freight. The conference centre is unable to store show material. If you require delivery, please pre-arrange with conference service manager. Loading instructions attached.

### MOVE-OUT

**Sunday April 11, 2027 • Starting at 4:30 pm**

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

### INCLUDED WITH ALL BOOTHS

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



## DO YOU NEED ELECTRICITY?

Electricity **is not included with your booth.**

If you require electricity, **place your order in advance** through our convention-approved provider, Encore (order form is included on page 7). Email your completed form directly to Encore. Encore also provides audiovisual rentals.

## SPONSORSHIP OPPORTUNITIES

### Platinum

Top-tier branding, prime location and headline visibility across the event.

**\$15,000**

- Double booth (8' x 20') in prime location
- Sponsorship recognition (sponsor to provide logo)
- Full page advertisement in digital brochure (sponsor to provide)
- Distribution of show bags and lanyards with your logo (sponsor to provide)
- One 1-hour COPE-accredited presentation in optometry program\* (sponsor responsible for speaker expenses, presentation/speaker are subject to approval)
- One 1-hour presentations in opticianry program\* (sponsor responsible for speaker expenses, presentation/speaker are subject to approval)
- Prime location for banners (sponsor to provide)
- Four additional food/beverage tickets
- Complimentary seminar registrations (20) for your guests

### Gold

Premium location with featured signage and program recognition.

**\$10,000**

- Double booth (8' x 20') in premium location
- Sponsorship recognition (sponsor to provide logo)
- Full page advertisement in digital brochure (sponsor to provide)
- One 1-hour COPE-accredited presentation in optometry program\* (sponsor responsible for speaker expenses, presentation/speaker are subject to approval)
- Premium location for banners (sponsor to provide)
- Four additional food/beverage tickets
- Complimentary seminar registrations (10) for your guests

### Silver

Strong location with featured signage and program recognition.

**\$5,000**

- Double booth (8' x 20') in great location
- Sponsorship recognition (sponsor to provide logo)
- Half page advertisement in digital brochure (sponsor to provide)
- One 30-minute COPE-accredited presentations in optometry program\* (sponsor responsible for speaker expenses, presentation/speaker are subject to approval)
- Great location for banners (sponsor to provide)
- Two additional food/beverage tickets
- Complimentary seminar registrations (5 for your guests)

### Bronze

Essential exhibitor with standard boot space a listing.

**\$3,000**

- Single booth (8' x 10')
- Sponsorship recognition (sponsor to provide logo)
- Two additional food/beverage tickets

All 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 April 11, 2027 • Hilton Toronto/Markham 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) - Early price until December 31, 2026 | \$1,699.00           |
|  | Single booth (8' x 10' square feet) - Late price as of January 1, 2027    | \$2,200.00           |
|  | Sponsorship                                                               | Please enquire       |
|  |                                                                           | Subtotal             |
|  |                                                                           | \$                   |
|  |                                                                           | Include 13% HST      |
|  |                                                                           | \$                   |
|  |                                                                           | Total Amount Payable |
|  |                                                                           | \$                   |

**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><br>Booth #(s) | <b>2nd Choice</b><br>Booth #(s) | <b>3rd Choice</b><br>Booth #(s) |
|---------------------------------|---------------------------------|---------------------------------|

### PAYMENT OPTIONS

Credit Card - American Express, MasterCard or Visa

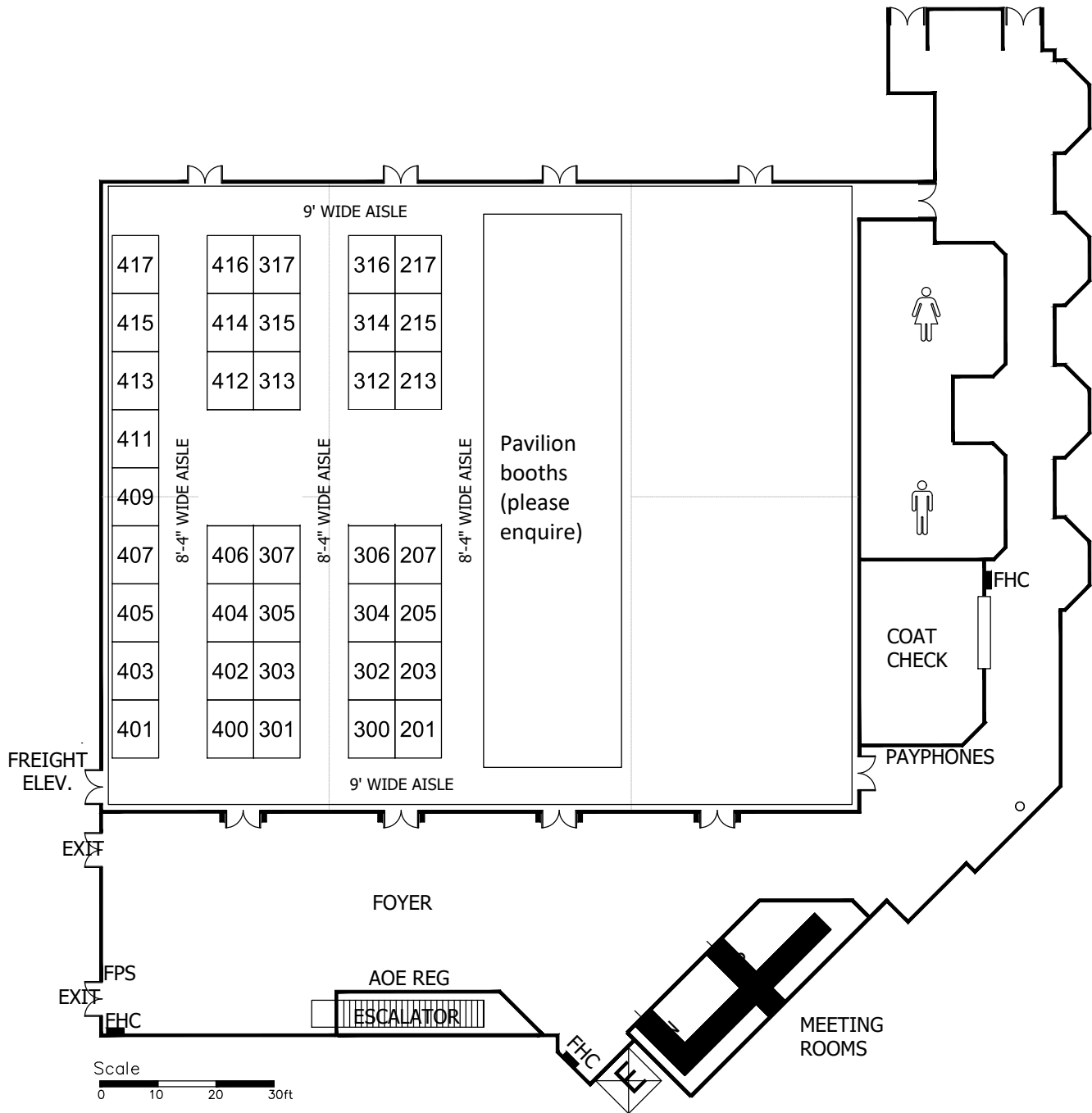
|                   |                        |                   |
|-------------------|------------------------|-------------------|
| Credit Card #     | Expiry Date            | CVC/Security Code |
| Cardholder's Name | Cardholder's Signature |                   |

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

Question? 905-731-6022

## EXHIBIT'S FLOOR PLAN

Sunday April 11, 2027 • Hilton Toronto/Markham Conference Centre



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

# NAME BADGES ORDER FORM

OPTIFAIR CANADA TRADE SHOW • SUNDAY APRIL 11, 2027

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 25, 2027**

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)

# ELECTRICAL ORDER FORM



EXHIBITOR SERVICES

Send to : Lyle Fernandez - HTMSSales-ca@encoreglobal.com

|                            |                               |                 |                         |                 |
|----------------------------|-------------------------------|-----------------|-------------------------|-----------------|
| NAME OF CONFERENCE         |                               | START DATE      | END DATE                | # OF EVENT DAYS |
| OPTIFAIR CANADA TRADE SHOW |                               | APRIL 11        | APRIL 11                | 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 & 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 – 15 AMP DEDICATED CIRCUIT |          | \$ 240.00     | \$ 270.00    |
| 208V –20 AMP SINGLE PHASE       |          | \$ 315.00     | \$ 350.00    |
| 208V –30 AMP SINGLE PHASE       |          | \$ 1100.00    | \$ 1225.00   |
| 208V –60 AMP SINGLE PHASE       |          | \$ 1350.00    | \$ 1500.00   |
| 208V –100 AMP THREE PHASE       |          | \$1800.00     | \$2000.00    |
| 208V –200 AMP THREE PHASE       |          | \$2450.00     | \$2700.00    |
| INTERNET                        | QUANTITY | ADVANCED RATE | REGULAR RATE |
| SIMPLE WIFI CONNECTION 5MBPS    |          | \$ 14.85      | \$ 16.50     |
| SUPERIOR WIFI 10MBPS            |          | \$ 23.63      | \$ 26.25     |
| SIMPLE WIRED CONNECTION         |          | \$ 146.25     | \$ 162.50    |
| SUPERIOR WIRED CONNECTION       |          | \$ 162.45     | \$ 180.50    |
| AUDIO VISUAL                    | QUANTITY | ADVANCED RATE | REGULAR RATE |
| 55" MONITOR WITH FLOOR STAND    |          | \$ 614.25     | \$ 682.50    |
| 24" COMPUTER MONITOR            |          | \$ 108.00     | \$ 120.00    |
| SMALL POWERED SPEAKER/S         |          | \$ 56.70      | \$ 63.00     |
| LAPTOP                          |          | \$253.80      | \$282.00     |
| SIGN EASEL                      |          | \$19.35       | \$21.50      |

If You Are Experiencing Technical Difficulties On Site  
 Phone: 647-212-4829



**Hilton**

TORONTO / MARKHAM SUITES  
 CONFERENCE CENTRE & SPA

# **TERMS AND CONDITIONS**

## **CONTRACT BETWEEN THE EXHIBITOR AND THE ACADEMY OF OPHTHALMIC EDUCATION**

### **The Academy of Ophthalmic Education - 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 hotel during the event is absolutely prohibited without prior written consent from the Academy of Ophthalmic Education.

The exhibitor agrees not to sublet the rental space provided to any other company or person without prior written consent from the Academy of Ophthalmic Education. 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 Academy of Ophthalmic Education 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**

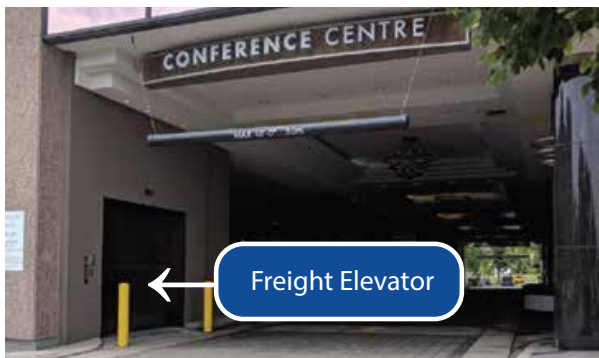
In the event of cancellation, the exhibitor must provide the Academy of Ophthalmic Education with written notice before or on March 1, 2027, in which case all monies paid by the exhibitor will be refunded with the exception of a \$400 administration charge per 8' x 10' booth. If cancellation of the contract is indicated after March 1, 2027, 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.

## 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.