

Embracing your
Local Wonder!
Finding your
BIA Energy.

2010 OBIAA Conference
April 18, 19, 20
Sheraton Fallsview Hotel
Niagara Falls, Ontario
www.obiaa.com



April 18 – 20, 2010

Sheraton Fallsview Hotel and Conference Centre
Niagara Falls, Ontario

Business Improvement Areas 2010 National Conference
10th Annual Conference

Brought to you by the Ontario Business Improvement Area Association (OBIAA)



Trade Show & Sponsorship Information

The Ontario Business Improvement Area Association (OBIAA) invite you to participate in its 2010 National Conference taking place at the Sheraton Fallsview Hotel and Conference Centre, Niagara Falls, Ontario.

Benefits of Exhibiting

- Meet more than 300 delegates from across Ontario and Canada
- Exhibitor Sponsored Conference Opening Wine & Cheese Reception
- More than 17 hours of exhibit time with exclusive exhibit time during two one-hour breakfasts, two 1 ½ hour lunches, refreshment breaks, and a one-hour reception
- Trade Show floor designed to be key area for leaning and networking
- Offers high product visibility
- Trade Show participants to be provided with contact details for all conference delegates

The 2010 National Conference offers a unique opportunity to network with:

BIA Boards of Management

BIA Staff/Coordinators

BIA Committee Chairs

Economic Development Officials & Staff

Municipal Officials & Staff

Tourism & Event Management Representatives

Commercial/Industrial Brokers & Developers

Urban Designers & Landscape Architects

Community Financial Representatives

Consultants

The trade show area offers 24 – 10'w X 8'd Booths. Each booth has an 8' high back wall and two 3' high side walls. The cost for each booth is \$1200 plus GST. The cost of two adjoining booths is \$2100.

To enhance your exhibit this year, as part of your trade show booking we have included a exhibitor sponsored the opening Wine & Cheese Reception to be held in the Exhibit area from 4:00p.m to 6:00p.m on Sunday April 18, 2010. This reception offers our exhibitors an excellent opportunity to network with our delegates.

For more information, please contact:

Ontario Business Improvement Area Association (OBIAA)
85 Louis Street, Brockville, ON K6V 4H6
Phone: 1-866-807-2227 Email: info@obiaa.com

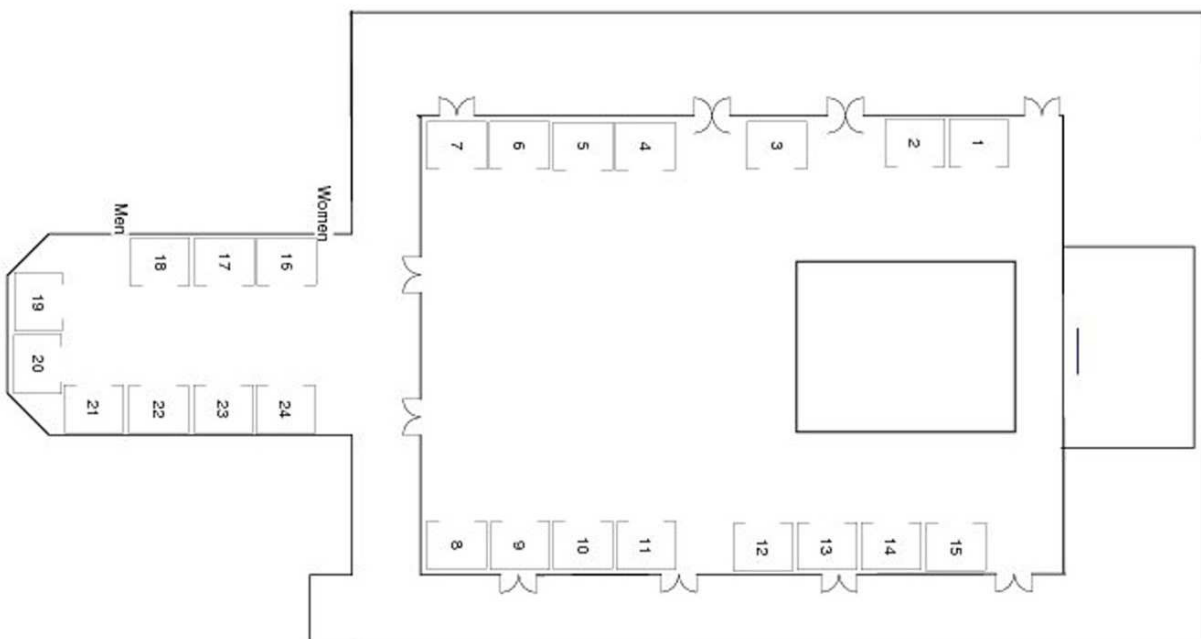
Trade Show Hours:

Sunday, April 18, 2010	4:00pm to 6:00pm
Monday, April 19, 2010	8:00am to 7:00pm
Tuesday, April 20, 2010	8:00am to 1:30pm

The Monday breakfast, delegate luncheon, AM and PM refreshments, Monday evening reception, Tuesday breakfast and delegate luncheon will be hosted in the Trade Show area.

Set Up Time:	Sunday, April 18, 2010	12noon to 4 pm
Tear Down Time:	Tuesday, April 20, 2010	Beginning at 2 pm

TRADESHOW LAYOUT



Sponsorship

Platinum Level:

Major Conference Sponsor - \$5,000

Platinum Level Benefits

1. Logo prominently displayed on the cover of all conference material, signage and delegate portfolios
2. Verbal acknowledgement of sponsorship throughout the conference
3. Full page ad in the conference on-site program
4. Sponsorship acknowledged in the conference on-site program

Gold Level:

Banquet on Monday, April 19 or Luncheon on Monday, April 19 or Tuesday, April 20 \$4,000 each

Gold Level Benefits

1. Signage prominently displayed at the event
2. Verbal acknowledgement of sponsorship
3. Half page ad in the conference on-site program
4. Sponsorship acknowledged in the conference on-site program

Silver Level:

Delegate Portfolios - \$3,000

Silver Level Benefits

1. Your logo printed on the delegate portfolios
2. Opportunity to include promotional material in delegate kits
3. Sponsorship acknowledged in the conference on-site program

Bronze Level:

Delegate Banquet Entertainment on Monday, April 19 or Breakfast on Monday, April 19 or Tuesday, April 20 \$2,000 each

Bronze Level Benefits

1. Signage prominently displayed at the event
2. Verbal acknowledgement of sponsorship
3. Sponsorship acknowledged in the conference on-site program

Copper Level:

Refreshment Break – Monday, April 19 \$1,000 each

Copper Level Benefits

1. Signage prominently displayed at the event
2. Verbal acknowledgement of sponsorship
3. Sponsorship acknowledged in the conference on-site program

Advertising

Advertising space is available in the BIA Conference on-site program. Space is limited, so book your advertising space now on the enclosed Trade Show registration form. Advertisements will be placed in order of receipt.

All Ads are one-colour and must be provided actual size. Full -page ads with bleed must include 0.125" bleed on all sides. Electronic format is preferred: QuarkXpress (up to version 5); Illustrator EPS (up to version 9); CorelDraw (up to version 10); high resolution pdf, tiff, jpeg, eps or bmp. All fonts should be converted to outlines for files other than QuarkXpress. Ads for the on-site program must be received by March 1, 2010.

Advertising Rates

Outside Back Cover	\$1250
Inside Front / Back Cover	\$1100
Full Page ad (5.5" w X 8.5" h)	\$1100
Half-page ad (5" w X 4" h)	\$ 700
Business Card (3.5" w X 2" h)	\$500

BONUS:

By Purchasing a Booth and Advertising, you will receive a 50% discount off the advertising



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2010 BIA CONFERENCE TRADE SHOW & SPONSORSHIP REGISTRATION

Exhibitor:

Address:

City: Prov/State: Country: Postal Code:

Telephone: Fax:

Email:

Contact Person:

PLEASE BOOK THE FOLLOWING TRADE SHOW BOOTH(S)

Booth(s) # @ \$1,200 each. Cost for two booths is \$2,100 \$

If this booth(s) is not available, my second choice is booth(s) #

50-word corporate profile attached. Electric Outlet will be required.

ON SITE PROGRAM ADVERTISING RATES (one colour only)

- | | | |
|--|-------------|----|
| <input type="checkbox"/> Outside Back Cover (5.5" w x 8.5" h) | \$1,250 ea. | \$ |
| <input type="checkbox"/> Inside Front Cover (5.5" w x 8.5" h) | \$1,100 ea. | \$ |
| <input type="checkbox"/> Inside Back Cover (5.5" w x 8.5" h) | \$1,100 ea. | \$ |
| <input type="checkbox"/> Full Page (5.5" w x 8.5" h) | \$1,000 ea. | \$ |
| <input type="checkbox"/> Half Page (5" w x 4" h) | \$700 ea. | \$ |
| <input type="checkbox"/> Business Card (3.5" w x 2" h) | \$500 ea. | \$ |

BONUS: By purchasing a booth & advertising you will receive a 50% discount off of the advertising rate.

SPONSORING EVENTS

___ Platinum Level \$5000 ___ Gold Level \$4000 ___ Silver Level \$3000 \$

___ Bronze Level \$2000 ___ Copper Level \$1000

5% GST (on booths and advertising only) \$

Total (Cheque Payable to OBIAA) \$

Please send a 50-word corporate profile, registration form and payment to:
Ontario BIA Association, 85 Louis Street, Brockville, ON. K6V 4H6 Email: info@obiaa.com