



SPONSORSHIP AND EXHIBITOR MANUAL

Dear partner of WC12,

In this manual you will find some important details and information about the WC12 congress from 27 – 31 August 2023 in Niagara Falls, Canada, regarding your Sponsorship or Exhibition.

Your support is highly appreciated! Please read the entire manual carefully.



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GENERAL INFORMATION

Dates

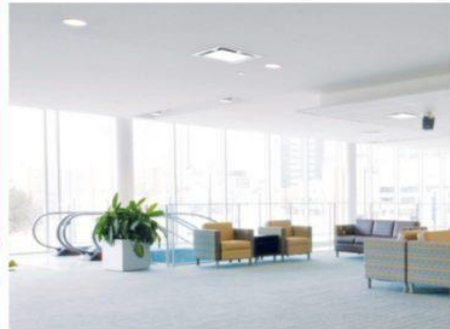
The WC12 congress will take place from Sunday 27 August – Thursday 31 August 2023.

Detailed and up to date information about the congress is available at <https://www.wc12canada.org/>. Please visit the website regularly.

Venue

THE NIAGARA FALLS CONVENTION CENTRE

Located just 250 steps from the iconic Horseshoe Falls!



Silver certified in Leadership in Energy and Environmental Design, Niagara Falls Convention Centre was sustainably constructed and offers environmentally friendly event experience.

Along with the Fallsview Theatre with 1000+ capacity for plenaries, this state-of-the-art venue boasts more than 28,000 m² (300,000 sq ft) of open, flexible, and accessible space fully compliant with the Accessibility for Ontarians with Disabilities Act.



Address:

Niagara Falls Convention Centre
6815 Stanley Avenue
Niagara Falls, Ontario
Canada L2G 3Y9

The Exhibition will be held in halls A and B, close to the main auditorium. Halls A and B will facilitate the Exhibition, poster sessions, breaks, lunches and Welcome Reception.

Exhibition schedule

The Sponsors and Exhibitors Desk will be situated near the Registration Desk and will be open from set-up until dismantling. The dates and times are:

Set-up times:

Sunday 27 August 2023 07:00 – 16:30 ET

Exhibition schedule:

Sunday 27 August 2023 17:30 – 19:30 ET

Monday 28 August 2023 08:00 – 16:30 ET

Tuesday 29 August 2023 08:00 – 19:30 ET

Wednesday 30 August 2023 08:00 – 16:30 ET

Thursday 31 August 2023 08:00 – 10:30 ET

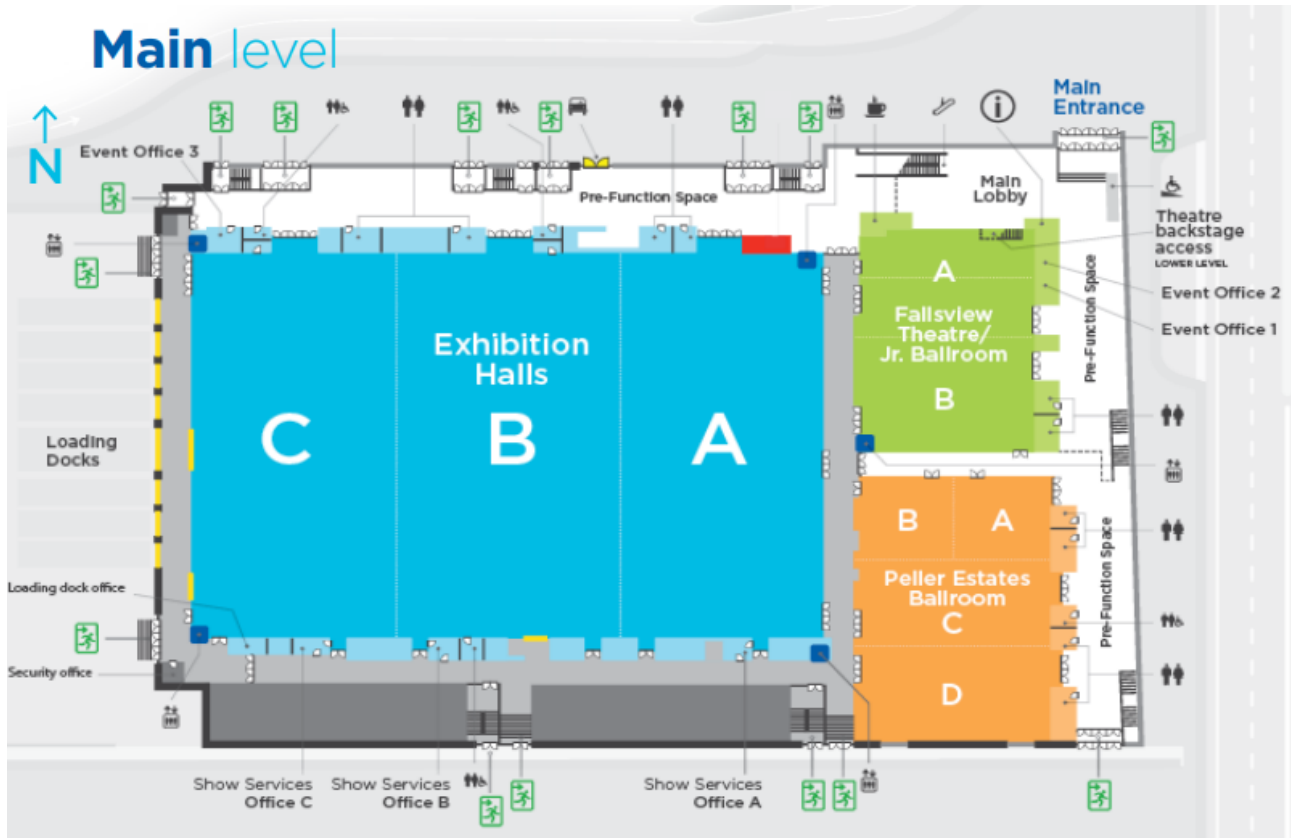
Dismantling:

Thursday 31 August 2023 11:00 - 18:00 ET

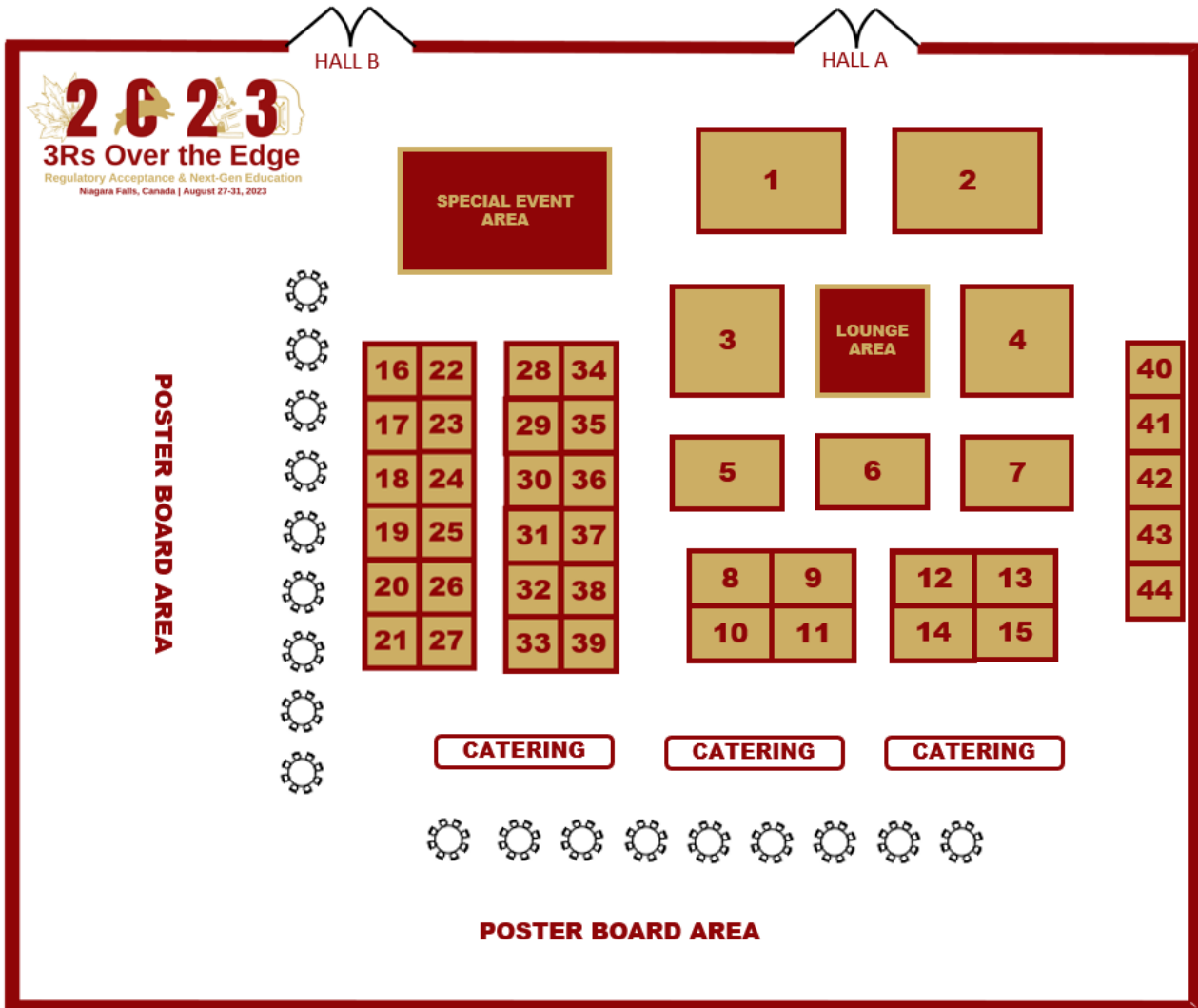
All booths must be built and decorated before the start of the Welcome Reception of the congress on Sunday 27 August 2023 at 16:30 PM ET. Please, avoid any noise, obstructions, blocking access and any action during set up and dismantling that disrupts the normal movement of people or materials which may be dangerous for people who are in the venue. The organizers of WC12 will be on site during set up and dismantling.

Floor plan

The most up to date booth plan can be found in your personal account in the sponsorship module. Here you can book your booth position in the Exhibition Hall. Depending on your sponsorship package you will get a booth space, or a drapery booth. Booths have to be built at the assigned number. The organization reserves the right to slightly alter the size or positioning of the booth.



Overview of main entrance, loading docks and Exhibition halls



Overview of booth spaces, booth number can be selected in your personal sponsorship account

Exhibition Equipment and Facilities

For Sponsors and Exhibitors the following applies per Sponsor package:

Diamond Sponsor

- The booth price does not contain a firm booth (no back wall, no side walls).
- Your booth has been confirmed on the floor plan.
- We recommend ordering booth building.
- Please send us the design of your own booth building on beforehand.
- 1 table and 2 chairs included, if you need more tables and/or chairs – please let us know.

Platinum Sponsor

- The booth price does not contain a firm booth (no back wall, no side walls).
- We recommend ordering booth building.
- Please send us the design of your own booth building on beforehand.
- 1 table and 2 chairs included (please let us know whether you would like to take advantage of this offer **before Thursday 3 August 2023**)

Gold Sponsor

- The booth price does not contain a firm booth (no back wall, no side walls).
- We recommend ordering booth building.
- Please send us the design of your own booth building on beforehand.
- 1 table and 2 chairs included (please let us know whether you would like to take advantage of this offer **before Thursday 3 August 2023**)

Silver Sponsor

- The booth price does not contain a firm booth (no back wall, no side walls).
- We recommend ordering booth building.
- Please send us the design of your own booth building on beforehand.
- 1 table and 2 chairs included (please let us know whether you would like to take advantage of this offer **before Thursday 3 August 2023**)

Exhibitors

Each 10'x 10' booth will be set with the following:

- 8' high black drape
- 3' high side black drape
- One 6' x 24" black skirted table
- Two grey side chairs.

In case you would like to book equipment, such as booth building, carpets, furniture, trans pallets etc., this can be ordered separately and paid-for extra in advance via the official Service Contractor Stronco.

Please download the Exhibitor Catalogue via the Stronco website [here](#) to place and order or view the selection of products and services.

SHOW CODE for this event is: **516265117**

Please order your booth material **before Thursday 3 August 2023** via the Stronco Website.

Electricity, water connection, booth cleaning, internet can be ordered from Convention Centre fallsconventions.com/exhibiting

Service Information Stronco Exhibitor Services Centre

The Stronco team is here to make your exhibiting experience as easy and seamless as possible. Leading up to the show they may periodically touch base with you to make sure all your exhibiting needs are taken care of.

The Exhibitor Services team is available Monday-Friday from 8:30am – 5:00pm at +1-800-665-2621 or via email at exhibitorservices@stronco.com

Pre-show Discount Deadline date for furniture, carpet, chairs, tables, etc. is **Thursday, August 3, 2023**. Orders received after this date regular prices will apply.

There will be limited inventory on-site, so in order to secure your order we strongly advise that your order be placed by the order deadline date. Place your order through Stronco On-Line and view our selection of products and services – visit www.stroncoonline.com

SHOW CODE for this event is: **516265117**

Material Handling

Exhibitors may hand-carry their own freight into the exhibit hall. All exhibitors handling their own freight will be responsible to arrange their own storage of empty containers during the show. The use of pump trucks and other mechanical equipment however is not permitted. Any material handling by Stronco will be charged according to the rates listed. Please refer to the Material Handling Order Form on-line.

Please Note: Material Handling Services ordered on-site will be subject to a 20% on-site charge for this service.

Advance Warehouse Shipping Information

Exhibiting Company Name / Booth #

Number of Pieces

12th World Congress on Alternatives and Animal Testing in the Life Sciences (WC12)

c/o Stronco

1510-B caterpillar Road

Mississauga, Ontario Canada

L4X 2W9

For shipments to the Stronco advanced warehouse, please ensure your materials arrive to our facility by

Friday, August 11, 2023 between 8:00am – 4:00pm to receive advance show receiving prices. No advance shipments received will be received after Tuesday, August 22, 2023 – 30% off-target surcharge will apply. After this, we are unable to accept any freight at the advanced warehouse. After this date, please ship directly to show site starting Sunday, August 27, 2023 from 7:00am – 4:30pm.

All shipments must be accompanied with a Certified Weight Ticket. “Full Load” trailers without a Certified Weight Ticket may be refused and sent to obtain requested documents.

Please note that Stronco Warehouse does not accept COD Shipments, hazardous material, freight requiring refrigeration or frozen storage, a single piece of freight weighing more than 5,000 pounds or a single piece of freight beyond the dimensions of 108’H x 93”W.

The warehouse will receive shipments Monday through Friday between 8:00am – 4:00pm.

Show Site Shipping Information

Exhibiting Company Name / Booth #

Number of Pieces

12th World Congress on Alternatives and Animal Testing in the Life Sciences (WC12)

Niagara Falls Convention Centre, Exhibit Hall A/B

6815 Stanley Ave.

Niagara Falls, Ontario Canada

L2G 3Y9

Stronco will receive shipments at the exhibiting facility beginning 7:00am on Sunday, August 27, 2023. Please make sure to complete the Material Handling Order Form before the order deadline date.

Shipments arriving before this date may be refused by the facility. Any charges incurred for early freight accepted by the facility will be the responsibility of the exhibitor.

Exhibit Transportation And Customs

As part of the Stronco service and to make sure your shipping and transportation experience is seamless as possible, Stronco has been appointed as the “official carrier and customs clearance service provider” for 12th World Congress on Alternatives and Animal Testing in the Life Sciences (WC12).

Stronco Logistics and Customs Department is available at our toll-free number at +1-(800) 665-2621 should you wish to contact us regarding your shipping and/or customs requirements.

As A Reminder

All shipments originating outside of Canada will require Canada Customs Clearance and U.S. Customs/Homeland Security (if applicable) on the return.

Small Packages/Boxes Deliveries (Including Portable Display Cases)

Toronto is an International destination and, as such duties, taxes and customs clearance fees applies. If you are shipping Air or Ground with the following small packages companies: FedEx, UPS, Airborne, DHL or any other small package/boxes carrier please confirm that all ancillary charges (duties, taxes and custom clearance fees) are PREPAID. This includes 3rd Party Shippers. Any shipments that are sent “collect” will not be accepted by Stronco and will be refused.

Exhibitor Badges

Badges will be available for pick up at the registration desk. All Exhibitor registrations are NON-TRANSFERABLE (i.e. the transfer of registrations between two persons is prohibited). All badges includes the participant’s information: name, surname and company.

The Exhibitor badges fee includes:

- Admission to the Welcome Reception
- Admission to the Exhibition and poster Area
- Refreshments – coffee breaks and lunch

Exhibitor badges will only give access to the Exhibition area and do not give access to the scientific congress program (presentations) and the Gala Dinner. There will be a strict policy on this.

Registering your Exhibition staff will be available in your personal Sponsor account **from Thursday 29 June 2023**. Full congress passes can be booked separately via the general registration module by clicking [here](#).

You have to create a personal account, with your personal account you can register for the full congress passes.

If your Sponsor package includes free congress pass(es), you will receive the discount for registration after the sponsorship payment has been received. You can register via the regular registration module.

In case your Sponsor package includes free congress pass(es) and you have not yet received the discount code(s) yet, please contact wc12@klinkamergroup.com.

Congress Catering

Catering will be provided during the whole congress. For Exhibitors refreshments in the form of coffee breaks and lunches will be provided.

Exhibit Catering

In order to attract delegates to your exhibit booth we suggest that you serve some food, snacks or beverages via the Niagara Falls Convention Centre. This is not mandatory, but only a suggestion and at each Exhibitor's discretion. Niagara Falls Convention Centre is a fully licensed establishment, and all food and beverage services must be supplied exclusively by Niagara Falls Convention Centre. No food and beverage products are to be brought in from outside the premises. To avoid disappointment and lack of inventory please make sure you order your F&B prior to your arrival. You can use the below contact details.

Laura Woods

E: lwoods@fallsconventions.com

T: (905)-357-6222 ext. 7229

Unloading and Loading Rules

Designed and built with ease-of-use in mind, Niagara Falls Convention Centre provides direct ramp access to the show floor, as well as spacious and approachable loading zones. To ensure the seamless delivery of all products being delivered for your event, please make arrangements with the following guidelines in mind:

- The loading dock is located on the west side of the building with entrances from Stanley Avenue and Dunn Street. All exhibit materials must be brought in via the loading dock.
- Please ensure you communicate the required number of docks for your load-in and load-out 30 days before your event date.
- NFCC does not have on-site warehousing facilities and cannot accept any freight or deliveries prior to your contracted load-in date.
- Anything delivered to Niagara Falls prior to your contracted dates must be sent directly to our service contractor Stronco.
- Any vehicles and/or trailers left behind and occupying the loading zone during event days will be ticketed and/or towed at the owners' expense unless prior arrangements have been made with your Events Manager.

The Niagara Falls Convention Centre does not have personnel for loading and unloading trucks, nor for the transfer of material. It is the responsibility of the Sponsor/Exhibitor to transport the material to the designated area or otherwise.

Car Parks

With more than 800 spaces, parking is conveniently located at the back of Niagara Falls Convention Centre and easily accessed via the intersection of Stanley Avenue and Livingston Street. Parking attendants will be present to provide support at pay stations and entry/exit points during events. The cost for parking is 10\$ each time one goes through the gate.

Parking is not permitted in the loading bay areas except for loading and unloading during the build-up and dismantling.

Storage

Niagara Falls Convention Centre does unfortunately not offer any storage. Storage can easily be booked through the webshop of our local partner Stronco by clicking the following [link](#).

More information concerning Exhibiting in the congress venue can be found on the Niagara Falls Convention Centre website by clicking [here](#).

Rigging

All rigging in the building must be pre-arranged with Encore Canada. Please contact Encore Canada via the below contact details.

James Abbott

E: james.abbott@encoreglobal.com

Floor covering

The floor is partially covered with carpet. Only the walking aisles and the booth areas for the exhibitors are covered with carpet.

Carpets and other floor coverings must be laid with due regard to safety regulations (accident prevention, fire safety, keeping escape routes clear, etc.) and may not protrude beyond the booth area. All materials used must be removable without trace. All residues not removed by the Exhibitors or their subcontractors shall be disposed of by the organizer at the Exhibitors' expense.

Packing Material

Unless labor has been ordered in advance, Exhibitors are fully responsible for the delivery of crates and other packages to their booths and for their removal. Packing material is to be kept outside the halls and loading yards. During the booth assembly and dismantling periods the transport paths must be kept free as much as possible. Transport and packing material and other equipment no longer needed must be removed from the halls immediately. The Exhibitors are advised to make sure that goods are adequately packed when being returned to the country of origin.

Security

There will be security from the Niagara Falls Convention Center throughout the WC12 Exhibition. If you require overnight security, this would need to be ordered for the event. We would like to announce the following:

Each Exhibitor is responsible for his/her own exhibit, packing and construction of the booth. Klinkhamer Group | *conferences and events*, Niagara Falls Convention Centre and WC12 are not responsible for any possible loss or damage of any equipment, goods or booth whatsoever. Individual booth security is available, please contact us if you wish to utilize this service. Thank you for your understanding!

Accommodation

Niagara Falls Convention Centre is surrounded by many four & five stars branded hotels, combining to provide 4,000 guest rooms all within a five-minute walk. In case you would like to book your accommodation, please visit the congress website to see some options for accommodation:

<https://www.wc12canada.org/accommodation/>

Please note if you want to take advantage of the special rates WC12 has with the hotels in Niagara Falls be quick - congress rates are available **until June 27, 2023**. After that date, the regular rates for hotel rooms will apply.

Advertisement in the Congress App or Digital Abstract Book

For an optimal experience for WC12 participants and Sponsors, the organization has decided to implement a Congress App. The Congress App will be filled with all necessary information as the program, session information and Sponsor information. For this reason there will be no digital Program Book and Sponsors' quid pro quos with reference to the advertisements have been slightly modified as explained below.

The Digital Abstract Book will remain the same.

If your Sponsorship packages includes an advertisement please send your advert **before Monday 24 July 2023** to wc12@klinkhamergroup.com. Please find below the specs:

Congress App:

As the Congress App requires different measures we would kindly like to ask you to resend your company logo in the following measures:

Logo:

Diamond, Platinum, Gold and Silver Sponsor (2): **1200 x 600px + 600 x 600px**
 Exhibitor: **600 x 600px**

News feed banner:

If you are a Diamond Sponsor your sponsorship package includes a News feed message on the homepage of the app. This message will be displayed in the newsfeed and contains a banner and a description. Please provide us with your banner: **2400 x 600 px.** and a description of a maximum of 250 words.

Slideshow:

If you are a Diamond, Platinum, Gold or Silver Sponsor your sponsorship package includes a Slideshow. The slideshow will be displayed at the top of the news messages feed with a duration of 3 seconds. Please provide your banner with following measures: **2400 x 600 px.**

Session Sponsor:

If you are a session sponsor the sponsor logo appears above the session name in the daily program whenever it's displayed as a list. Please provide your logo and banner in the following measures: **900 x 150px** and banner: **1200 x 600 px.**

** Please provide us with open-source files (Illustrator, Photoshop or InDesign).*

Digital Abstract Book:

Please send your advert as a printable PDF (Format DIN A4, width 210 mm x height 297 mm, plus 3 mm bleed).

Advertisements and deliverables delivered after Monday 24 July 2023 will not be included in the Congress App nor the Abstract Book.

Sponsorship Package	Advertisement in Congress App (updated)	Advertisement in Abstract Book
Diamond Sponsor	News feed banner: 2400 x 600 px Slide show: 1280 x 480 px	1 page full colour
Platinum Sponsor	Slide show: 1280 x 480 px	1/2 page full colour (inside pages)
Gold Sponsor	Slide show: 1280 x 480 px	1/3 page full colour (inside pages)
Silver Sponsor	Slide show: 1280 x 480 px	1/4 page full colour (inside pages)
Exhibitor	n/a	n/a
Session Sponsor	n/a	n/a

CLAIM FCTIP

The FCTIP is a rebate program that provides GST/HST and QST relief to non-residents for short-term and/or camping accommodation in Canada included in an eligible tour package, as well as for certain tour packages and for certain properties and/or services used in the course of conventions held in Canada.

If you want to claim the Foreign Convention and Tour Incentive Program (FCTIP) rebate of the goods and services tax/harmonized sales tax (GST/HST) and Quebec sales tax (QST) paid on a convention facility and related convention supplies, you can download the form [here](#).

GENERAL BOOTH REQUIREMENTS AND RULES

- Exhibitors must set up, operate and dismantle their own displays using their own staff and employees
- The booth must be under 2,5 meters long.
- The venue does have the possibility to hang items from the ceiling. Please contact Encore if you would like to use this.
- The construction of booths with construction materials or adornments that contain products such as cement, sand, plaster, brick or similar materials are prohibited.
- It is also prohibited to drill holes, use glue or any other adhesives that can be difficult to remove from the structure of the venue.
- Electrical and other mechanical apparatuses must be muffled, so that the noise does not disturb others or other areas of the venue.
- During set up with paint, varnishes or dissolvent the area must be covered by plastic. If a weld is necessarily, the organizers of WC12 should be informed beforehand, so some instructions can be given.
- Nothing can be posted on, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furnishing of the venue and or the booth.
- The organizers of WC12 reserve the right to disconnect the electrical supply to any installation, which in the opinion of the electrical engineers is dangerous or likely to cause annoyance to other Exhibitors and/or delegates.
- It is prohibited to place materials in the booth space of other Exhibitors and common areas. These must always remain free for the circulation of people and materials.
- The organizers of WC12 reserve the right to alter or modify the Exhibition plan for reasons beyond the organizer's control or for major contingencies.

CONTACT

If you have any questions, please contact Klinkhamer Group | *conferences & events*. We are happy to help you.

Klinkhamer Group | *conferences & events*

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