

**The International Dyslexia Association, Ontario Branch**  
**6<sup>th</sup> Annual Conference**  
**MAY 8<sup>th</sup>, 2010**  
**Havergal College, Toronto**

**EXHIBITOR, SPONSOR & ADVERTISER APPLICATION FORM**



The Ontario Branch of the International Dyslexia Association (ONBIDA) is pleased to invite you to apply for exhibit space and other promotional options at our 6<sup>th</sup> Annual Conference on Dyslexia and Related Learning Disabilities, **Dimensions of Dyslexia**, to be held on Sat, May 8, 2010, at Havergal College, in Toronto. Sponsorship opportunities are also available to increase your visibility before, during, and after the event.

We request that you apply as soon as possible to secure exhibit space and to ensure acknowledgement in the conference promotional and print materials. *\*Organizations that reserve by February 28, 2010 will have their names listed in our conference program.*

**INCENTIVES**

This will depend on the level of commitment and may include acknowledgement in conference promotional materials, event signage, podium acknowledgements, listing in conference program, as well as in the ONBIDA Newsletter and website. See Sponsorship attachment for more details. A full tax receipt can be issued on any donation over \$10. Charitable Registration number is 85713 3078 RR0001.

Exhibitor fees include the exhibition facilities as indicated on the application form, one conference registration and all break refreshments.

Direct selling is allowed. Exhibit materials must be sold only at an exhibitor's table. Exhibitors are solely responsible for any taxes that are applicable.

**EXHIBITOR INFORMATION**

Reservations for tables will be assigned on a first come, first served basis. Any materials that need to be shipped should be sent directly to Havergal College. Due to limited storage space, the facility should receive your materials *no sooner than Tuesday, May 4<sup>th</sup>, 2010*. Please mark your packages as follows:

Mr. Vince Alexander  
Havergal College  
1451 Avenue Road  
North York, ON M5N 2H9  
(416) 483-3519

From: Company Name and Address  
Hold For: **Ontario Branch International Dyslexia Association**  
**May 8, 2010**  
**Box # \_\_\_ of \_\_\_**

Conference staff will deliver the materials to your booth on the morning of the conference.

## APPLICATION FORM

I/We would like to participate in the ONBIDA Conference by: **(Please check off option(s) below)**

### EXHIBITOR BOOTH

*The fee for each exhibit includes:*

Complimentary refreshment breaks and 1 conference registration. Box lunches can be ordered with your application form. Each basic display includes one 6' skirted table and two chairs. Additional tables can be reserved to increase the size of the display. Electrical outlets and easels are limited so please inform us as soon as possible if you will need one.

\_\_\_ # of Tables Required **Fee: \$300.00 CDN per table**

Total cost *for tables only*: \$\_\_\_. Please check the following if applicable:

\_\_\_ I will need an electrical outlet.

\_\_\_ I will need an easel.

\_\_\_ # of box lunches required at \$18.00 per person

### MARKETING OPPORTUNITIES

\_\_\_ **DELEGATE KIT INSERT** Fee: \$150.00 CDN

Put your promotional logo product directly into the hands of every registered Conference delegate. Provide brochures, flyers, book marks, demonstration CD's etc. to include in our Delegate Kits.

\_\_\_ **DOOR PRIZE**

Gain visibility by donating a special sample or product. Winners of door prizes/silent auction will be announced during the afternoon refreshment break and signage will acknowledge the donors. Please provide a brief description of the item(s) and an approximate value.

Value: \_\_\_\_\_

Description: \_\_\_\_\_

### CONFERENCE PARTNERS

The Conference provides a variety of sponsorship opportunities. Sponsorship provides additional recognition for your organization and/or services/products throughout the conference and beyond. Becoming a sponsor demonstrates your commitment to Literacy and your support of ONBIDA's Mission. People with dyslexia cannot master reading and spelling without proper identification and specialized intervention. With the right support, all children with dyslexia can learn to read. That's what we're about, what our conference is for, and that's why we're coming to you to ask if you will partner with us in this educational endeavor.

See accompanying form for information on **2010 Conference Partnerships**. You may also contact our Executive Director, Michelle Halsey, at [conference@idaontario.com](mailto:conference@idaontario.com), 416-423-0075 to discuss the ideal sponsorship opportunity for you. Sponsorship starts at \$500

\_\_\_ **YES! I would like to become a Conference Partner and Sponsor**

Partnership Level: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**Payment in full must accompany this reservation form.** All fees quoted are in Canadian Funds. Please submit form and fees to:

**Cathi Fynn**  
**Re. Conference Exhibits/Sponsorship**  
**57 Loyal Blue Crescent**  
**Richmond Hill, ON L4S 1A3**  
(Fees will be returned if exhibit space is unavailable.)

**COMPANY/PERSONAL INFORMATION**

Organization/Company Name: \_\_\_\_\_  
(Please provide the exact form of your company's name that should be used in acknowledgements at the conference and in publications)

Exhibit Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Fax: \_\_\_\_\_

Payment is by cheque made payable to: **IDA, Ontario. The total amount should include all exhibit/advertising fees and box lunches.** Sponsorship funds may also be included.  
Enclosed is a check for \$ \_\_\_\_\_ CDN

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save the Ontario Branch of the International Dyslexia Association, Havergal College, and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorney's fees arising out of, or caused by, exhibitor's installation, removal, maintenance, occupancy, or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Havergal College, its employees and agents.

In addition, exhibitor acknowledges that the Ontario Branch of the International Dyslexia Association and Havergal College do not maintain insurance covering the exhibitor's property, and that it is the sole responsibility of the exhibitor to obtain damage insurance covering such losses by exhibitor.

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE