



**DOHaD WORLD  
CONGRESS 2022**  
**VANCOUVER • CANADA**  
**EQUITY • ENVIRONMENT • ENGAGEMENT**  
**AUGUST 27 - 31 • 2022**

IN CONJUNCTION WITH



réseau pour  
la santé du cerveau  
des enfants



# Exhibitor Manual

**August 27-31, 2022**

**Vancouver Convention Centre  
(East Building)**

**Vancouver, Canada**



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# DOHaD WORLD CONGRESS 2022 VANCOUVER • CANADA

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## WELCOME FROM DOHaD 2022

Dear Colleagues

We are delighted to welcome you to the DOHaD World Congress 2022 in Vancouver, British Columbia, Canada from August 27 to August 31 (inclusive), 2022.

The theme for the main Congress is Social and Environmental Disruptions in DOHaD: Successful Interventions for a Healthy Future.

There will be sub-themes concerned with new aspects and mechanisms of DOHaD, pre-pregnancy and paternal influences, the impact of DOHaD on first nations, refugees and migrant populations and the impact of environment and climate change on DOHaD. We will apply this information to world-wide populations and to interventions that optimise childhood development and healthy life trajectories. We anticipate sessions on new topics as broad as DOHaD and cancer, DOHaD and immune responsiveness, DOHaD and Ageing, the built environment, developmental trajectories in domestic animals, the importance of maternal health, epigenetics, influencing policy and practice, working with government, and the economic impact of DOHaD.

Key characteristics of the program will include high profile opportunities for trainees and early career investigators, a strong emphasis on implementation science and involvement of consumers and community organisations and application of DOHaD principles to populations, precision medicine on a population scale.

We are delighted to be partnering in the development of this program with Simon Fraser University BC, the Kids Brain Health Network (KBHN; a Canadian Network of Centres of Excellence), the Women and Children's Health Research Institute, Edmonton, Alberta, the Fonds Recherche du Quebec, and the Canadian Institutes of Health Research.

All this will take place in an ocean-side setting against a backdrop of mountains in one of the world's safest and most liveable cities. Vancouver is easily accessible from around the globe. The Congress and integrated satellites will provide you with a feast of thought, science, and translation of knowledge. We will provide special times for interactions with colleagues from around the world, in a city that prides itself on its cultural diversity and harmony.

We look forward to seeing you in Vancouver for DOHaD2022.

Yours sincerely,

John Challis and Janice Bailey





## KEY DATES

The following list outlines all the important dates for sponsors and exhibitors. To provide an efficient and professional service to all sponsors and exhibitors, all order forms, or arrangements must be completed by the dates listed below.

All orders placed after the dates noted below will be subject to additional fees and are subject to availability.

	Item	Due Date
*	High-res Logo & Corporate Description ( <i>max 100 words</i> )	<b>Upon Receipt</b>
*	<b>Advance Warehouse</b> can start receiving shipments	<b>July 25</b>
*	<b>Deadline for Hotel Rooming Block Booking</b> ( <i>All rooms must be booked and paid by the said deadline</i> )	<b>August 3</b>
*	<b>Deadline for Exhibitor Registration</b>	<b>July 29</b>
*	<b>Discount Order for Furniture &amp; Accessories</b> ( <i>Standard rate will be applied to all orders not received and paid in full by the said deadline</i> )	<b>August 12</b>
*	<b>Discount Order for Electrical, Internet, Housekeeping</b>	<b>August 7</b>
*	<b>Deadline for receiving Advance Warehouse shipments</b>	<b>August 22</b>
*	<b>Deadline for receiving Direct shipments</b> ( <i>Must <u>NOT</u> arrive prior to 1:00PM</i> )	<b>August 28</b>
*	Submit a copy of your <b>Liability Insurance Certificate</b> ( <i>Please name DOHaD, MCI Group Canada Inc. and Vancouver Convention Centre as additionally insured</i> )	<b>August 12</b>
*	Exhibitor Move-In (1:00pm – 7:00pm)	<b>August 28</b>
*	Exhibitor Move-out Date (1:30pm – 5:00pm)	<b>August 31</b>



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## CONGRESS INFORMATION

**Congress Name:** DOHaD World Congress 2022  
**Congress Dates:** August 27 – 31, 2022  
**Congress Location:** **Vancouver Convention Centre - East Building**  
999 Canada Pl, Vancouver, BC V6C 3C1  
General Phone Number: (604) 689-8232  
<https://www.vancouverconventioncentre.com>

**Congress Management:** **MCI Group Canada Inc.**  
1444 Alberni Street – Suite 200  
BC, Canada, V6G 2Z4



**Sponsor & Exhibitor Management**  
Krizza Arbis  
Email: [info@dohad2022.com](mailto:info@dohad2022.com)  
Phone: +1 647 513 7448

**Digital Marketing Services**  
MCI has a team of digital marketing experts committed to maximize your presence and expand your audience

**Digital Marketing Team**  
Miquel Serrano-Martin  
Email: [miquel.serranomartin@wearemci.com](mailto:miquel.serranomartin@wearemci.com)

**Wi-Fi Services**  
- Exhibit Hall Wi-Fi services

**Bell Services**  
Robyn Tonack  
Email:  
[RTonack@vancouverconventioncentre.com](mailto:RTonack@vancouverconventioncentre.com)  
D: +1 604 647 7377



**Show Services:**

- Material Handling (receive and store for 30 days)
- Logistics Shipping and Customs
- Floor Padding & Drape (note: exhibit hall carpeted)
- Additional Tables & Seating
- Booth Accessories and Furniture
- Hard wall Systems
- Graphics & Signs
- Plant & Flowers
- Labour

**Levy Show Services**  
Betty Luong  
Email: [operations@levyshow.com](mailto:operations@levyshow.com)  
Phone: +1 604-277-1726



To place an order, visit [here](#).



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**Venue Services:**

The venue is the exclusive provider of the following services:

- Electrical/ Power Services
- Telecoms
- Food & Beverage
- Booth Cleaning
- Rigging for overhead signage (RiggIt)

**Vancouver Convention Centre**

Fernanda Lopez

Email:

[exhibitservices@vancouverconventioncentre.com](mailto:exhibitservices@vancouverconventioncentre.com)

T: +1 604-647-7480



To place an order, visit [here](#).

**Audio & Visual Services:**

Discount rate to sponsors / exhibitors at DOHaD World Congress 2022

**Encore**

Christian Millett

Email:

[Christian.Millett@encoreglobal.com](mailto:Christian.Millett@encoreglobal.com)

Phone: +1 905-366-9128



**General Liability Insurance**

Offers assistance in obtaining CGL for exhibitors within Canada ONLY

**PROLINK Insurance Inc.**

Andrew Spencer

Email: [AndrewS@prolink.insure](mailto:AndrewS@prolink.insure)







## **GENERAL INFORMATION**

The DOHaD 2022 World Congress is committed to supporting Equity, Diversity, and Inclusion (EDI), as described in the International DOHaD Society’s EDI Framework. Although we are planning a face-to-face meeting for August 2022, and hope you can join us in Vancouver, we recognize the value of including virtual components in the program. Our AV team will record key elements of the program to ensure accessibility wherever you are. Content Capture is available to all individuals for purchase on the registration platform; content shared post event for a period of time.

## **EXHIBITION HOURS**

	<b>Date</b>	<b>Time</b>
Exhibit Hall Opens VCC East Building Hall A	Monday, August 29	8:30am – 7:30pm
	Tuesday, August 30	8:30am – 5:00pm
	Wednesday, August 31	8:30am – 1:30pm

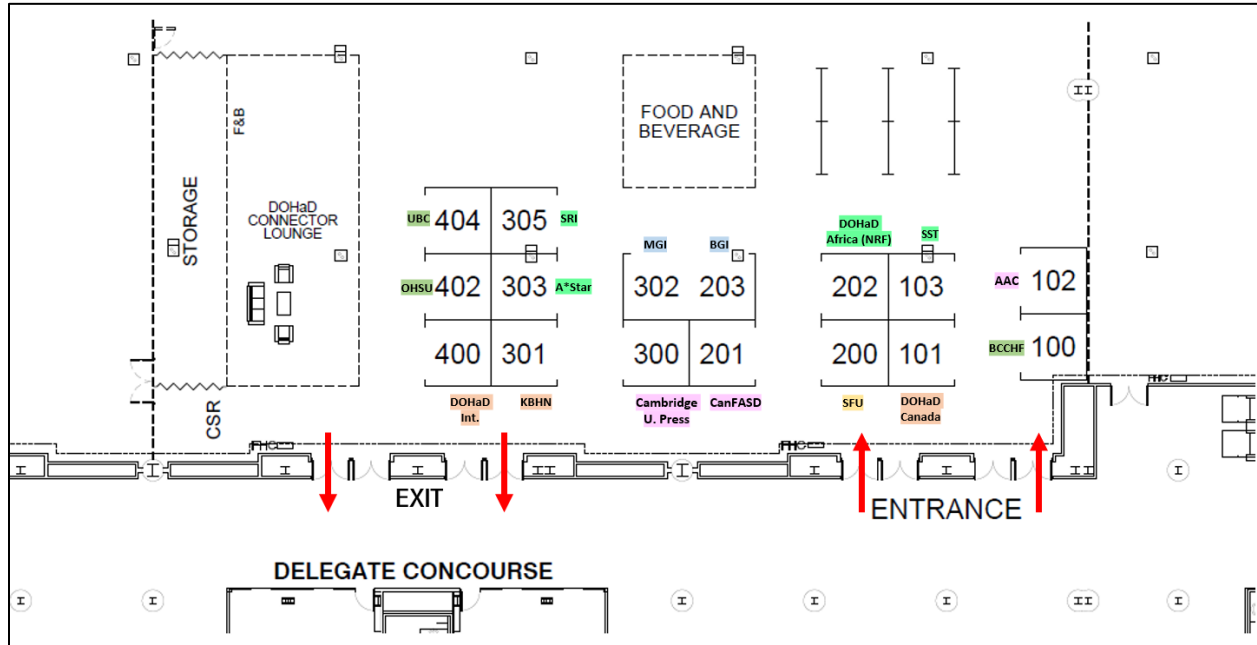
\*Schedule is subject to change.

\*\* If you require additional installation/dismantle times, please contact Krizza Arbis from MCI Canada at [info@dohad2022.com](mailto:info@dohad2022.com) to discuss.



## EXHIBITION FLOORPLAN

Please refer to the exhibition floorplan below.



## EXHIBITOR REGISTRATION

All exhibitor registrations must be completed by **August 12, 2022**. To register, please [click here](#). Complimentary registration codes will not be accepted on-site. Exhibitor registration codes will be distributed to email address connected to the booth. If you have question regarding registration, please contact our registration team at [DOHaD.regshot@mci-group.com](mailto:DOHaD.regshot@mci-group.com).

## EXHIBITOR BADGES PICK UP

All exhibitors should be pre-registered and can pick up your badges during Sunday afternoon or prior to 10:00am on Monday.

Without badging, individuals will be denied access throughout the DOHaD World Congress 2022. For additional assistance, please visit the Registration Desk, located on Convention Level Foyer during Congress hours.

## ACCOMMODATION

For those travelling a little further afield and in need of accommodation, we've got you covered. Several host hotels are offering DOHaD World Congress 2022 delegates preferred rates from August 27 – 31, 2022. Please note, hotel reservations are limited, and availability is on a first-come, first-served basis. Please book through the link [HERE](#) before **August 3, 2022**.

- Pan Pacific Vancouver: starting from \$350





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- Fairmont Pacific Rim: starting from \$409
- Fairmont Waterfront: starting from \$379

## CONGRESS PROGRAM

To learn more about the Congress program, please click [HERE](#). Please note that only the full congress badge can access sessions. If you would like to purchase an upgrade of your exhibitor badge to have access to sessions, please contact us at [DOHaD.regshot@mci-group.com](mailto:DOHaD.regshot@mci-group.com).

## PARKING

Paid parking is available under the East Building of the Vancouver Convention Centre. Additional public parking lots are located by the cruise ship terminal and in office towers surrounding the conference center. Parking is the responsibility of the exhibitor and dedicated spaces will not be provided.

## SMOKING

Under Municipality of Vancouver By-Law, smoking; inclusive of vaping and e-cigarettes and marijuana is prohibited in the Vancouver Convention Centre. Please smoke in designated areas min 6' away from doors.

## FOOD AND BEVERAGE

All coffee and tea breaks will be hosted in the Exhibit Hall to encourage delegate to engage with Poster presenters and exhibitors on the floor. The Opening Reception will also take place in the Exhibit Hall.

Sunday, August 28 7:30pm – 8:15pm Opening Reception

Monday, August 29 10:00am – 12:00pm Coffee Break  
12:00pm – 1:00pm Lunch  
4:15pm – 4:45pm Tea Break  
5:45pm – 7:00pm DOHaD-Connector Networking Reception

Tuesday, August 30 10:00am – 12:00pm Coffee Break  
12:00pm – 1:15pm DOHaD International Lunch AGM  
4:30pm – 5:00pm Tea Break  
7:00pm – 11:00pm Banquet “A Taste of Canada” (off-site)

Wednesday, August 31 10:00am – 12:00pm Coffee Break  
12:00pm – 1:00pm Lunch  
4:30pm – 5:30pm Closing Ceremony



## **EXHIBITOR LOGISTICS**

### **EXHIBITOR MOVE-IN**

Exhibitor move-in for the Congress is **Sunday, August 28, 2022**. All exhibitors will have access to the show floor on these days. All exhibitors need to have their exhibit structure installed, cases removed, and aisles clear by **7:00pm** on **Sunday, August 28**. If your space has enhanced lighting or video elements, please make sure they are set and running before the Opening Reception at 7:30pm on Sunday.

**Move-in Day:** Sunday, August 28  
**Move-in Hours:** 1:00pm – 7:00pm

### **Access During Move-In**

Exhibitors and set-up crews **must be credentialed** during move-in and move-out. If not on a Congress badge, exhibitors and crew must have a wristband to gain access during move in/out. Registration desk will be available for sponsors and exhibitors Sunday afternoon or prior to 10:00am on Monday, August 29, 2022, at the Convention Level Foyer.

### **EXHIBITOR MOVE-OUT**

Exhibitor move-out for the Congress is **Wednesday, August 31, 2022**. All exhibition materials must be clear from the exhibit space by 8:00pm. Any leftover items will be discarded or recycled by the convention centre.

**Move-out Day:** Wednesday, August 31  
**Move-out Hours:** 1:30pm – 5:00pm

### **Access During Move-out**

See above.

**No exhibitor will be allowed to dismantle or repack any part of their exhibit until after the closing of the show at 1:30pm.**

### **LOADING & UNLOADING**

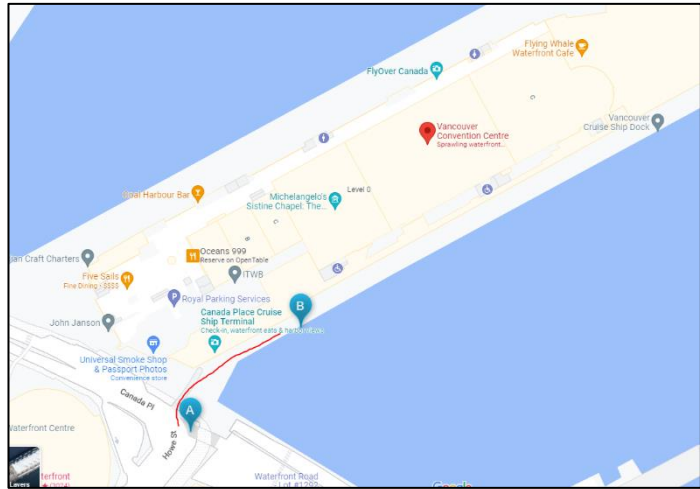
All exhibits must be brought into the convention centre via the Truck Route. You will be directed to an assigned loading bay on arrival. Parking is prohibited in the loading area or truck route. Freight may not be stacked or stored on the truck route or against fire exits, fire pull stations or fire hose cabinets.



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Deliveries for the East building should be directed to the East truck route located at the foot of Howe Street off of Canada Place. The East Truck Route has one-way access only and is 16' wide (4.88 m). There is an incline of 3'6" (1.07 m) over a 35' (10.67 m) section, as well as an overhang with a clearance of 13'11" (4.24 m) at the access point to the exhibit halls. The incline will allow a standard trailer with a bottom clearance of no less than 12" (30.48 cm) to enter exhibit halls. The loading dock consists of three



loading bays, which can accommodate trailers up to 30' (9.14 m) in length. All three bays have levellers. Loading dock clearance is 13'10" (4.22 m) high, 12' (3.66 m) wide. Exhibit Halls A and C have limited drive-on access through roll-up doors for full-sized trailers.

## Driving Instructions for Deliveries to Vancouver Convention Centre (East Building)

- Travel northbound on Main St.
- Turn right at Waterfront Rd.
- Travel Westbound on Waterfront Rd. to Howe St.
- Arrive at East Building Truck Route Entrance
  - Please **DO NOT** deliver freight or unload at public venue entrances or elevators.
  - It is highly suggested you bring all your own tools, ladders, and dollies, to build or transport your exhibit. Equipment including dollies will not be available from the venue.

## SHIPPING & MATERIAL HANDLING

To facilitate the most efficient and cost-effective service possible, we have appointed **Levy Show Services** as the official shipping, customs, and local material handling services supplier for DOHaD World Congress 2022. Levy can provide a full range of services, including:

- Receive and store for 30 days
- Delivery to requested location at show site on move in day(s)
- Removal, storage and return of empty crates
- Delivery of packed crates to loading dock and loading on to outgoing carriers

## Advance Warehouse Deadlines and Label Information



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Shipments may be sent to the advance warehouse up to thirty days prior to the move-in day for the show. All shipments must be received at the warehouse a minimum of five business days in advance of the show move-in date. All shipments must be received at the advance warehouse between the hours of 09:00 and 15:00, Monday to Friday, no earlier than July 25, 2022, and no later than August 22, 2022. For shipments received before or after these dates are subject to a late handling charge.

For advance warehouse, shipments must include an official weight ticket or bill of lading. Shipments sent to the advance warehouse should be consigned as follows:

**DOHaD World Congress 2022**  
**Exhibiting Company Name & Booth # \_\_\_\_**  
**YRC (Yellow) c/o Levy Show Service, Inc.**  
**3985 Still Creek Avenue**  
**Burnaby, BC V5C 4E2**

**Direct Shipments and Label Information**

All direct shipments should not arrive prior to 1:00 pm on Sunday, August 28, 2022. Shipments arriving prior to this time will be refused.

Direct shipments should be consigned as follows:

**DOHaD World Congress 2022**  
**Exhibiting Company Name & Booth # \_\_\_\_**  
**Vancouver Convention Centre – East**  
**Via East Truck Route (at the foot of Howe Street)**  
**c/o Levy Show Service, Inc.**  
**999 Canada Place**  
**Vancouver, BC V6C 3C1**

**EXHIBITOR GENERAL LIABILITY INSURANCE**

At all times during the Congress, exhibitors must maintain and enforce, policies of fire, theft, and other insurance necessary to cover all risks.

The Organizer, DOHaD, the Management, MCI Group Canada Inc., and the Venue, Vancouver Convention Centre, will take every reasonable precaution to prevent loss to Exhibitor goods, but under no circumstances will we assume any responsibility for loss and damage which might ensue from any cause in connection with transfer, installation, maintenance, or removal of exhibits. Neither will the parties be responsible, in any way, for goods while on exhibit or in storage.



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Exhibitors are responsible, at their own expense, to maintain Commercial General Liability Insurance on a per occurrence basis for a minimum amount of \$5,000,000 CAD per occurrence and such other forms of insurance as maybe appropriate to cover obligations in connection with exhibiting at DOHaD World Congress 2022. **The Commercial General Liability insurance policy must name DOHaD Canada Inc., MCI Group Canada Inc., and Vancouver Convention Centre as additionally insured. A copy of the certificate of insurance must be received by MCI Group Canada Inc. no later than August 12, 2022.**

**DOHaD Canada Inc.**

1151 Richmond Street, London, ON N6A 3K7

**MCI Group Canada Inc.**

1166 Alberni Street – Suite 504 Vancouver, British Columbia V6E 3Z3

**BC Pavilion Corporation doing business as (dba) Vancouver Convention Centre**

1055 Canada Pl, Vancouver, BC V6C

For exhibitor within Canada, if you require assistance in obtaining Commercial General Liability (CGL) insurance, you are welcome to contact:

**PROLINK Insurance Inc.**

Andrew Spencer, Account Executive

150 King St W #2401, Toronto, ON M5H 1J9

Tel: 416 644 7715

Email: [AndrewS@prolink.insure](mailto:AndrewS@prolink.insure)

## **DIGITAL MARKETING PACKAGES**

In line with our commitment to helping our exhibitors maximize their experience and expand their audience, our digital marketing team offers customized packages for you to avail. This includes:

- Initial set up consultation / planning meeting to establish a sound digital marketing strategy to be attended by the sponsor representative assigned to liaise with all internal sponsor stakeholders who will be responsible for approving the advertising methodology and concept.
- Advertisement design is completed in both landscape and vertical format for approval with a single round of feedback and changes permitted. Upon approval 12 additional sizes will be developed.
- Advisement or development of landing page to convert actions to leads or direct clicks.
- Full digital marketing set-up, management, optimisation, and reporting.



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To learn more about our digital marketing packages and obtain pricing, please contact [miquel.serranomartin@wearemci.com](mailto:miquel.serranomartin@wearemci.com) to set up a call.

### **KABLOOM DIGITAL ADVERTISING**

Attract more audience to drive market share and generate engagement throughout the congress. Digital ads generate high visibility before, during and after the event and attract new participation to make your investment count.

To learn more about Kabloom's sponsor boost packages and obtain pricing, please contact [tatiana@kabloom-agency.com](mailto:tatiana@kabloom-agency.com).

### **BUILD YOUR SPACE**

The DOHaD World Congress 2022 creates a unique environment to engage with delegates and other exhibitors in a truly collaborative way.

Several options are open to exhibitors on how you can further maximize the space you purchased.

- Utilizing your own assets
- Accessing high quality tradeshow design services with access to a wide variety of accessories

### **We Are Here For You!**

If you have any question or need suggestions during your planning process, please do not hesitate to contact us at [info@dohad2022.com](mailto:info@dohad2022.com) for assistance.

### **EXHIBIT SPACE TYPE & INCLUSION**

There are various types of exhibit spaces at the Congress, and what's included in your exhibit space varies depending on your agreement. Please refer to your sponsor/exhibitor agreement for details of specific items that have already been allocated for you. If you need clarification of your agreement, please do not hesitate to contact us at [info@dohad2022.com](mailto:info@dohad2022.com).





10' x 10' booth spaces to include the following:

- 8' high drapery backwall - teal blue
- 3' high drapery sidewalls - teal blue
- 1 - 6' x 2' skirted table - teal blue
- 2 - Chairs
- 1 – Wastebasket
- 1 – Basic Power Outlet



## BOOTH ASSETS

If you need assistance regarding space design or selection of pieces, please do not hesitate to contact us directly at [info@dohad2022.com](mailto:info@dohad2022.com).

### Furniture & Accessories

A wide range of furniture, hardware and accessories can be ordered directly through LEVY Show Services. Items ordered with these suppliers will be delivered directly to your exhibit space.

To place your order, visit [HERE](#).

### Labour

Exhibitors may set-up, operate and dismantle their own displays using their own equipment, staff and employees. For additional general labour requirements during move-in and move-out, or for additional labour for construction and set-up of a booth you are providing, please contact LEVY Show Services.

### Electrical

All electrical services are provided exclusively by the Vancouver Convention Centre. Exhibitors are provided with one (1) basic power outlet. For additional power, please [order](#) directly to the convention centre.

### Telecommunications

General wireless Internet will be available for delegates and exhibitors within the convention centre. Please note that the connection does not cover the exhibition area thus exhibitors who wish to avail wi-fi must purchase directly from the congress' official wi-fi partner, Bell Services.

Please refer to the rates below:

Enhanced Wi-Fi Services		1-Day	2-Day	Event Rate
Enhanced Wi-Fi (30Mbps) Single	One Device - 1 code	\$160	\$260	\$395
Enhanced Wi-Fi (30Mbps) 3-Pack	Up to 3 Devices - 3 codes	\$295	\$395	\$595
Enhanced Wi-Fi (30Mbps) 5-Pack	Up to 5 Devices - 5 codes	\$495	\$595	\$795
Enhanced Wi-Fi (30Mbps) 10-Pack	Up to 10 Devices - one multiuser code	\$895	\$995	\$1,195



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To view the options and place your order, visit [HERE](#)

### **Cleaning/ Janitorial**

Aisles and common areas will be cleaned each day prior to show opening. Exhibitors are responsible for the removal of your own garbage material to a garbage disposal area in the building both during the show and during move out. Dedicated booth cleaning services can be ordered directly with the Vancouver Convention Centre.

To view the options and place your order, visit [HERE](#).

For assistance with VCC Online Ordering or any of the services, please contact Exhibitor Services at +1-604-647-7480 or email: [exhibitorservices@vancouverconventioncentre.com](mailto:exhibitorservices@vancouverconventioncentre.com).

### **Catering**

All food & beverage is exclusively provided by the Vancouver Convention Centre. It is not permissible for food and beverage, alcoholic or otherwise, to be purchased or brought in from off-site and served in the venue. For enquiries related to ordering food and beverage within the venue, please contact us at [info@dohad2022.com](mailto:info@dohad2022.com) for assistance.

### **Audio Visual Equipment**

For Audio Visual services, we have partnered with Encore for all your needs. Encore offers a broad selection of state-of-the-art audio-visual equipment combined with our creative production services to ensure you deliver an impactful message.

Exhibitors requiring additional audio-visual equipment, you can order them through Encore directly through this [email](#).

## **EXHIBIT RESTRICTIONS**

Show Management reserves the right to restrict those displays that unduly hamper visibility to other displays or that do not comply with the guidelines for the specific location within the venue.

### **Sound Levels**

Any attention-arousing devices, such as noisemakers, flashing lights, movies, music, broadcasting, television, contest games, etc. must be submitted and approved in advance by Show Management. Note there will be background music in the exhibit areas and announcements at various occasions.

### **Losses & Damage**



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DOHaD and the Show Management are NOT assuming any responsibility for loss or damage to exhibitors' property or assets. Exhibitors are advised to take all reasonable precautions to protect your own property and assets.

General venue security will be scheduled before and after show hours. Exhibitors can also order dedicated security through the Vancouver Convention Centre.

### Safety & Security

Your safety and security are our priority and while we will do everything we can to ensure this, please follow the simple steps below to ensure your assets and personal property are protected.

- Please always watch your display and merchandise carefully during move in, move out and when the venue is open. Report any loss immediately to the Show Office. Show Management cannot guarantee against loss or damage of any kind but will endeavor to protect exhibitors by always providing general security including overnight when no public access will be permitted.
- Each exhibitor is solely responsible for their own property and should insure these materials against loss or damage during the show.
- Please store small valuable items out of sight each night. All exhibitor property is understood to remain within the exhibitor's care, custody, and control in transit to or from or within the exhibit space.
- Alcohol consumption is prohibited during move-in and move-out of the DOHaD World Congress 2022.

**Show Management strongly advises you to do not to leave your valuables unattended at any time.**

### First Aid

The Vancouver Convention Centre has 24-hour first aid on-site who are the first responders to on-site medical emergencies. Report all accidents and / or injuries to Security, First Aid or venue staff personnel and Show Management.

### Fire Regulations

Aisles, exits and ramp access or egress as designated on approved show plans shall be kept clean, clear, and free from obstructions. Easels, signs, etc. must not be placed in aisles beyond booth area and must be placed within the back 4' of any space. Fire lanes must be kept clean and unobstructed; vehicular traffic will be controlled by Vancouver Convention Centre Security during move-in and move-out.



### **Children & Animals**

For safety reasons, WorkSafeBC rules during the move-in and move-out, state no children under 16 years of age (including infants) are allowed at the venue. No animals are permitted in the facility. Seeing Eye and Ability Assistance dogs are permitted.

### **Others**

Exhibitors must always staff your exhibit space during show hours. Balloons and any type of inflatable device are not acceptable at this venue.

## **HOW TO MAKE THE MOST OUT OF YOUR TIME AT DOHaD World Congress 2022?**

### **Preparation Phase**

Questions to ask to yourself to enhance your exposure and the attendees' level of satisfaction:

- Why am I/our company here?
- Which message do we/I want to bring across?
- What is our/my primary goal to Exhibit?

Attendees have decision making influence! They don't just go around to see the show, make sure you understand their needs and engage them.

Attendees are potential customers, make sure do your part to meet their expectations:

- Current information
- Evaluate and compare products
- Hands on interaction and demos
- Education

### **Design your Exhibit Table**

What does a well—designed table look like?

Your Exhibit space should help you facilitating engagement and communication

- **Its inviting** – Add whimsy and an open atmosphere
- **It's entertaining** – Have an activity or hands on demo, get attendees involved
- **It's educational** – What can you bring in to educate delegates?
- **It's memorable** – Incorporate themes for your products and services, use multi-sensory components to create an environment tied to your message Have a message you want to deliver. Experiential stays with delegates.



### How can you create a F2F experience that's available only in your booth?

- Hands on demos
- Ask questions and develop relationships to tie your product / service to their needs
  - What do you look for in \_\_\_\_?
  - What are your current challenges with \_\_\_\_?
- Create a game or other interactive element to promote your message



### What makes an exceptional booth staffer?

- Knowledge of product / services
- Approachable
- Good communicator – Listen more, talk less
- Great at time management – learning the art of efficient conversations
- Qualifies attendees – Understands your attendees -their level of interest, timelines & budget

### How to avoid disappointing ROI

- Don't sit
  - Stand and engage! You don't want to look lazy and disengaged
  - Don't forget to wear comfy shoes!
- Don't create barriers to traffic
  - You want people to come say hi; don't block their access to you!
- Don't eat or drink in your booth
  - People won't want to talk to you if you're eating/drinking 'on a break'
- Respect boundaries; don't accost people in the aisles
  - Attract people, don't attack people – stay in your booth space
- Don't get spend time talking/texting to your co-workers or on cell phones
  - If you need to be on your phone, best to do it away from booth, otherwise you're sending a message that you're not interested in talking
- Watch your body language
  - Arms crossed, hands in pockets, lack of eye contact = Bad body language and gives the appearance you're bored and don't want people to bother you.
- Avoid Information overload
  - Avoid putting out every piece of literature you have as it creates clutter and doesn't show your focus/expertise in an area. Keep your space engaging and calming.



## After the Show

### Importance of Following UP!

- 80% of trade show leads aren't followed up
- Manage leads as a result of GDPR and data privacy
  - You need documented consent from attendee to be contacted
  - Business card / badge scan is not automatic consent for future marketing
  - Inform them what data you're collecting and why

### Five follow up keys

- **Timely**
  - First follow up should be within 48 hours, a thank you email and confirm what's next
  - Next step should be within 10 days (whatever you promised to send them)
  - Final follow up -30 days. If you sent them a package, follow up after
- **Personalized** – Don't be general, remember your interaction and recall it in your follow up
- **Reinforce** – What you talked about in your booth, focus, theme on your exhibit
- **Satisfy** – what did they ask you? Are you doing what they asked? (you're sending a document requested, sample, etc)

### Nurture them!

- Send education based follow up, not everything has to be a sales document or pitch. Send them info based on their challenges or interest
- Invite them to an event near their region/city





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**Please let us know if you have questions or concerns, we're  
here to make your experience a success.**

**Have a great show!**