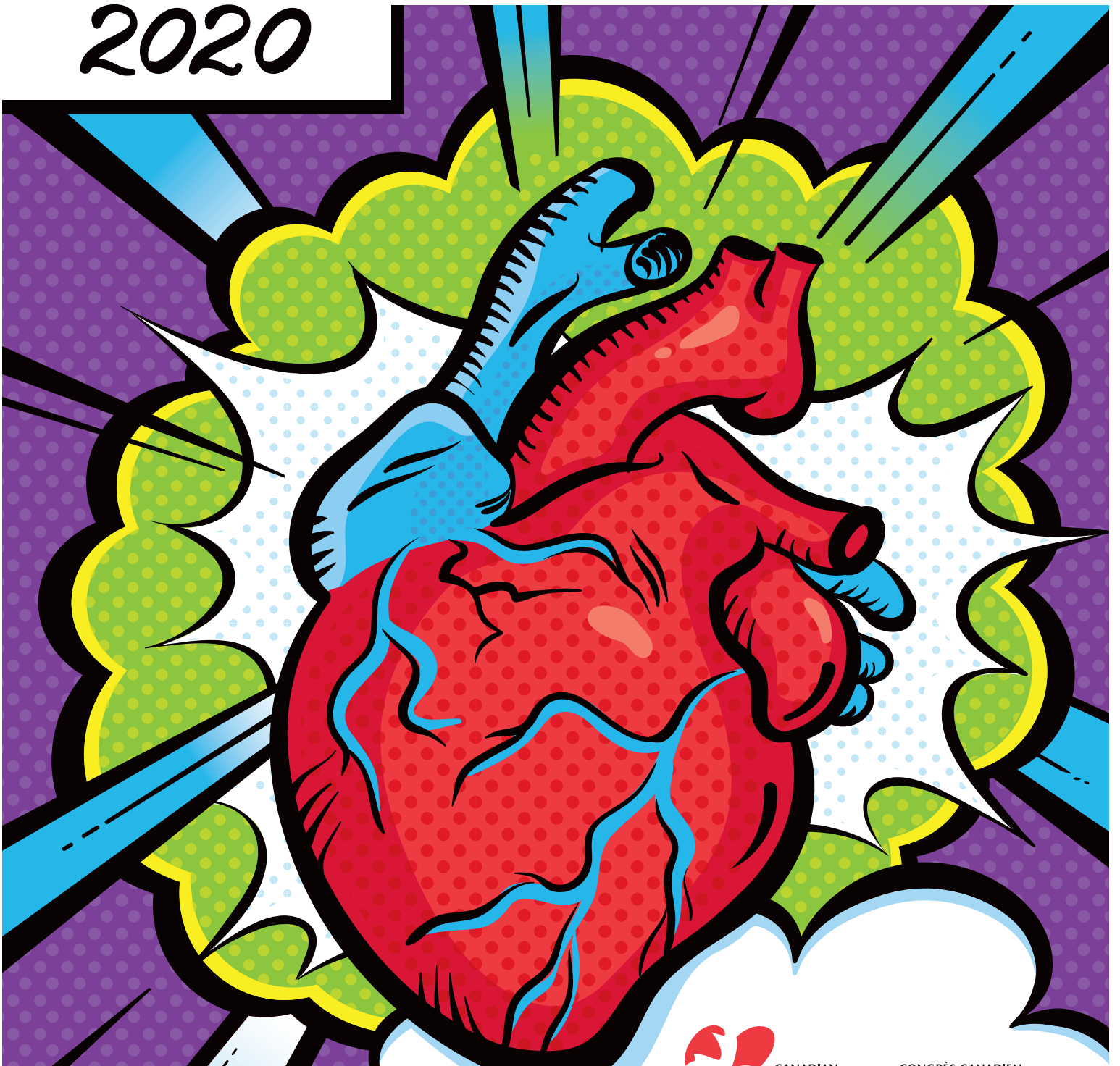


2020



CANADIAN  
CARDIOVASCULAR  
CONGRESS

CONGRÈS CANADIEN  
SUR LA SANTÉ  
CARDIOVASCULAIRE

# INVESTOR GUIDE

## Virtual Exhibits

HOSTED BY / ORGANISATIONS D'ACCUEIL



Canadian  
Cardiovascular  
Society  
Leadership. Knowledge. Community.

Société  
canadienne  
de cardiologie  
Communauté. Connaissances. Leadership.



Heart & Stroke  
Cœur + AVC INC.

# RULES & GUIDELINES

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The policies, rules and guidelines contained in this guide should be read in conjunction with the [Terms & Conditions](#). They are part of the contract made between the applicant for virtual exhibit space (hereinafter called the Exhibitor) and the Canadian Cardiovascular Congress (hereinafter called the Organizer).

The term “Exhibition” shall mean the exhibition portion of the CCC 2020 Virtual.

## CONTRACT

Completion of an application for virtual exhibit space, and full payment of the required virtual exhibit space cost constitute a contract to use the virtual exhibit.

## INTERPRETATION OF RULES AND GUIDELINES

Exhibitors agree to abide by the conditions and deadlines published in this mini-bulletin, the Terms of Agreement – Rules and Regulations.

Exhibitors further accept responsibility for informing all their employees, suppliers or agents, appointed contractors and temporary staff involved with their virtual exhibit activities, of these conditions and rules.

Innovative Medicines Canada members are responsible for ensuring that they adhere to the Code of Marketing Practices established by Innovative Medicines Canada.

CCC reserves the right to terminate the contract, if an Exhibitor:

- Fails to observe and follow these policies, rules and regulations;
- Engages in unfair or deceptive trade practices;
- Behaves in a manner which is prejudicial to the proper management of the Exhibition; and,
- Engages in acts of prohibited employment discrimination proscribed by their provincial Human Rights Code and the Labour Standards Act.

## SALE OF PRODUCTS

The purpose of the Exhibition is to educate and broaden the knowledge of registrants through demonstrations, presentations, product and service displays.

Orders may be taken in the virtual exhibit provided that they are conducted in an appropriate and professional, business-like manner.

No sales of goods and services involving electronic payment, cheque or other means may be taken in the virtual exhibit. CCC reserves the right to restrict activities that it deems to be inappropriate or unprofessional.

It is the Exhibitor’s responsibility to comply with all Canadian federal, provincial or municipal laws in force, and to collect and remit any taxes payable.

## PRODUCT DISPLAY

Health Canada, Food and Drugs Act and Regulations prohibit the importation of drugs or products not authorized for sale in Canada. The Act does not restrict the importation and use of packaging, labeling or advertising material for drugs and products, provided products not authorized for sale in Canada are clearly identified as such in their display, product information and brochures.

Only products and devices which have been authorized and approved for sale in Canada may be operated and demonstrated in the virtual exhibit. Medical devices and equipment which have not yet received authorization for sale in Canada may not be operated in the virtual exhibit.

### **For more information on medical devices regulations, please contact:**

Medical Devices Bureau / Health Products and Food Branch  
11 Holland Avenue, Tower A, 2nd Floor  
Health Canada  
Ottawa, ON K1A 0K9

Address Locator: 3002A

# RULES & GUIDELINES

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Telephone: (613) 957-4786  
Facsimile: (613) 957-6345  
Email: [MDB\\_Enquiries@hc-sc.gc.ca](mailto:MDB_Enquiries@hc-sc.gc.ca)

## For more information on Promotional Activities Related to Marketed Health Products, please contact:

Health Products and Food Branch / Inspectorate Ottawa  
Graham Spry Building  
250 Lanark Avenue, 3rd Floor  
Health Canada  
Ottawa, ON K1A 0K9  
Telephone: (613) 946-5095 / (800) 267-9675  
Facsimile: (613) 952-9805  
Email: [insp-dgo\\_bdg-insp@hc-sc.gc.ca](mailto:insp-dgo_bdg-insp@hc-sc.gc.ca)

Address Locator: 2003D

## ADVERTISING AND PUBLICITY

CCC reserves the right to determine what is acceptable publicity and advertising by Exhibitors within the Exhibition and the CCC. CCC reserves the right to restrict at any time, any display or activity which in CCC's judgement, does not conform to the educational or scientific purpose of the CCC or Exhibition. In the event that CCC deems such displays or activities to be inappropriate or undesirable, CCC will issue an order to cease and desist. CCC will assume no liability for any losses, costs or other expenses incurred by the affected Exhibitor.

Exhibitors may distribute promotional literature or other articles but only within their virtual exhibit. Product and service demonstrations, presentations, interviews or other activities are restricted to the virtual exhibit space allocated.

Visual products and promotional literature must be designed and produced to be in accordance with the professional nature, education and scientific purpose of the CCC and Exhibition.

The name and logotype of the Canadian Cardiovascular Congress, the Canadian Cardiovascular Society (CCS) and Heart and Stroke (HSF) may not be printed, used or displayed for any purpose without the express written permission of the Canadian Cardiovascular Congress. Such permission will not be granted for purely promotional purposes, or in any way to imply endorsement by CCC of an Exhibitor, product, service or activity.

### ► Please Note

To prevent misunderstandings, Exhibitors' promotional materials may not be phrased "in conjunction with the Canadian Cardiovascular Congress" or use similar language.

## VIRTUAL EXHIBIT OCCUPANCY

Exhibitors MUST have at least one representative logged in to their virtual exhibits during the days and hours the Exhibition is open. All Exhibitor representatives participating in the Exhibition must be registered.

## PHOTOGRAPHING AND VIDEOTAPING BY EXHIBITORS

Exhibitors may not screen capture other Exhibitor's virtual exhibit without the permission of that Exhibitor.

Exhibitors may screen capture their own exhibits.

## PHOTO / VIDEO REPRODUCTION BY THE CCC OR THE CANADIAN CARDIOVASCULAR SOCIETY

The Canadian Cardiovascular Society (CCS) reserves the right to use any screen capture, photo or video image recorded at the Canadian Cardiovascular Congress. By registering for the Canadian Cardiovascular Congress, you hereby acknowledge and agree that CCS may screen capture, photograph and/or videotape you at this event, as well as use the screen captures, photographs and/or videotapes in any publication or media for future educational and promotional activities/materials, without further notification or any compensation to you. For example, the selected images will assist in the promotion of future CCS events and may be used in professional displays, advertisements, printed publications, and/or on the CCS website. You also acknowledge and agree to waive any right to inspect or

# RULES & GUIDELINES

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approve any future educational and promotional activities/ materials that may include photographs and/or videos of you.

## CONTRACT FOR EXHIBIT SPACE

To view the Terms of Agreement / Rules and Regulation please visit the [Investor Services Centre](#).

## COMPLIANCE WITH LAWS

Exhibitors must comply with all local, provincial and federal laws, rules, regulations and ordinances in force, including the provincial Human Rights Code and the Employment Standards Act, in the employment of virtual exhibit staff.

## PROVINCIAL SALES TAX

Provincial sales tax is charged as applicable in accordance with provincial laws and regulations.

## SALES TAX

The Goods and Service Tax (GST) is a five percent (5%) tax charged on most goods and services sold or provided by Canadian companies. Please visit [www.cra.gc.ca](http://www.cra.gc.ca) for the most current rules and regulations regarding this program. Once on the site, click "Forms and Publications". For a complete guide to the program, search for form [rc4160](#) and, for the GST refund application form, search for form [GST386](#).

### For more information, please contact:

#### **Federal Tax Centre**

Foreign Conventions and Tourism Incentive Program (FCTIP)  
275 Pope Road  
Summerside, PE  
Canada C1N 6A2  
Telephone: (613) 940-8497  
Toll free: (800) 959-5525

## TERMINATION OF THE CONTRACT

This agreement may be terminated by the Organizer at any time on the breach of any of the conditions by the Exhibitor, and thereupon all its right hereunder shall cease and terminate, and any payments made by the Exhibitor on account hereof prior to said termination shall be retained by the Organizer as liquidated damages for such breach.

# VIRTUAL EXHIBIT TIMELINES & OPERATIONS

## VIRTUAL EXHIBIT KEY DATES

Services Required	Deadline
<ul style="list-style-type: none"><li>▶ Payment for virtual exhibit</li><li>▶ Completion of required task</li><li>▶ Production and collection of virtual exhibit materials</li><li>▶ Virtual exhibit training &amp; development/building</li><li>▶ Last day to make changes to your virtual exhibit</li><li>▶ Virtual Congress platform opens</li><li>▶ Virtual exhibits reviewed and approved by CCS</li><li>▶ CCC 2020 Virtual</li><li>▶ Virtual exhibits open for development/changes</li></ul>	<p>ASAP</p> <p>As outlined in the <a href="#">Investor Services Centre</a></p> <p>Until September 27, 2020</p> <p>September 28 – October 10, 2020</p> <p>October 10, 2020</p> <p>October 11, 2020</p> <p>October 11 – 19, 2020</p> <p>October 21 – 24, 2020</p> <p>October 25 – November 06, 2020</p>
<p>▶ <b>Please Note</b></p> <p>Your virtual exhibit will be released for development/building once you have completed your virtual exhibit training session.</p>	

## CCC 2020 VIRTUAL Schedule

### Community Forum Staffed Hours

Wednesday, October 21	18:30 – 20:30
Thursday, October 22	10:00 – 19:00
Friday, October 24	10:00 – 18:00
Saturday, October 25	10:00 – 15:00

### Dedicated Exhibit Times (Community Forum)

In recognition of the importance that industry and product introduction play in research and clinical practice, part of each day's program has been dedicated to allow participants unopposed time to visit the Exhibition without missing conference sessions.

**Note: The Community Forum is open 24 hours per day. It is mandatory that your booth be staffed throughout the staffed hours, including any social receptions.**

#### WEDNESDAY\*

**Breaks** 18:30 – 19:00, 20:30 – 21:00

#### THURSDAY\*

**Breaks** 9:50 – 10:00, 10:55 – 11:00, 11:55 – 12:00, 12:20 – 12:30, 13:30 – 13:35, 14:30 – 14:35, 14:55 – 15:00, 15:55 – 16:00, 16:40 – 16:45, 17:05 – 17:10, 18:10 – 18:20

#### FRIDAY\*

**Breaks** 9:50 – 10:00, 10:50 – 11:00, 12:10 – 12:30, 13:30 – 13:35, 13:55 – 14:00, 14:55 – 15:00, 15:55 – 16:00, 16:20 – 16:30

#### SATURDAY\*

**Breaks** 9:50 – 10:00, 10:50 – 10:55, 11:50 – 11:55, 12:50 – 13:00, 13:30 – 13:35, 14:30 – 14:35, 14:55 – 15:00, 15:55 – 16:00, 16:40 – 16:45, 17:05 – 17:10, 18:10 – 18:20

\* Hours subject to change

## LEAD RETRIEVAL

As part of your virtual exhibit package, you will have access to a complete [metrics package](#). Attendee information

# VIRTUAL EXHIBIT TIMELINES & OPERATIONS

collected will be provided to you after the conclusion of CCC 2020 Virtual.

## REGISTRATION

ALL company representatives MUST be registered for CCC. Each person must register individually.

If you are a supporter, refer to the personalized email containing instructions on how to redeem complimentary registration.

[CLICK HERE to register](#)

### Complimentary Registration

Per Standard Virtual Exhibit, exhibitors receive:

- Three (3) complimentary Premium Industry registrations;

Per Premium Virtual Exhibit, exhibitors receive:

- Four (4) complimentary Premium Industry registrations;

Complimentary registrations for Premium+ Virtual Exhibits are outlined in your General Sponsorship benefits package.

Instructions regarding complimentary registration have been sent to the booth coordinator. If you do not know who your booth coordinator is, contact [ccc-exhibits@intertaskconferences.com](mailto:ccc-exhibits@intertaskconferences.com).

**Booth representatives must be identified to CCC 2020 Virtual Secretariat in order to be provided access to their virtual exhibit. For more information please visit the [Investor Services Centre](#)**

### Additional Exhibitor Registrations

To purchase additional registrations: <http://cardiocongress.org/en/registration.html>

### Payment Policy, Cancellations, Refunds and Substitutions

To view information regarding:

- Payment Policy
- Cancellations and Refunds
- Substitutions

Go to: [www.cardiocongress.org/en/registration.html](http://www.cardiocongress.org/en/registration.html) and scroll mid-page.

## CHANGES TO YOUR VIRTUAL EXHIBIT

There will be limited opportunities to update or modify your booth before, during, and after Congress.

### Before Congress

Each Exhibitor will have the opportunity to make one (1) change to their virtual exhibit October 11 – 19, 2020. Changes must be requested by e-mail to [ccc-exhibits@intertaskconferences.com](mailto:ccc-exhibits@intertaskconferences.com) and must be requested before 09:00 ET on October 19, 2020.

### During Congress

Premium & Premium+ Exhibitors will have the opportunity to make one (1) change to their booth during the official Congress dates. Changes must be submitted before 17:00 to be in effect the following day.



# VIRTUAL EXHIBIT TIMELINES & OPERATIONS

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Standard Exhibitors may not make changes to their virtual exhibit during Congress.

## After Congress

The virtual exhibit hall will be accessible for 12 months following Congress.

Virtual Exhibit administrators will have the opportunity to make changes to prepare their Virtual Exhibit for access after the conclusion of Congress. All changes must be made between October 25 – November 06, 2020.

Premium & Premium+ Exhibitors may subsequently make one (1) change to their booth per quarter between October 31, 2020 and October 15, 2021.





# PREPARING TO BUILD YOUR VIRTUAL EXHIBIT

## VIRTUAL EXHIBIT TRAINING

Prior to building your virtual exhibit, you **must** complete a virtual exhibit training session. These training sessions will prepare you to build your virtual exhibit and answer any questions they may have.

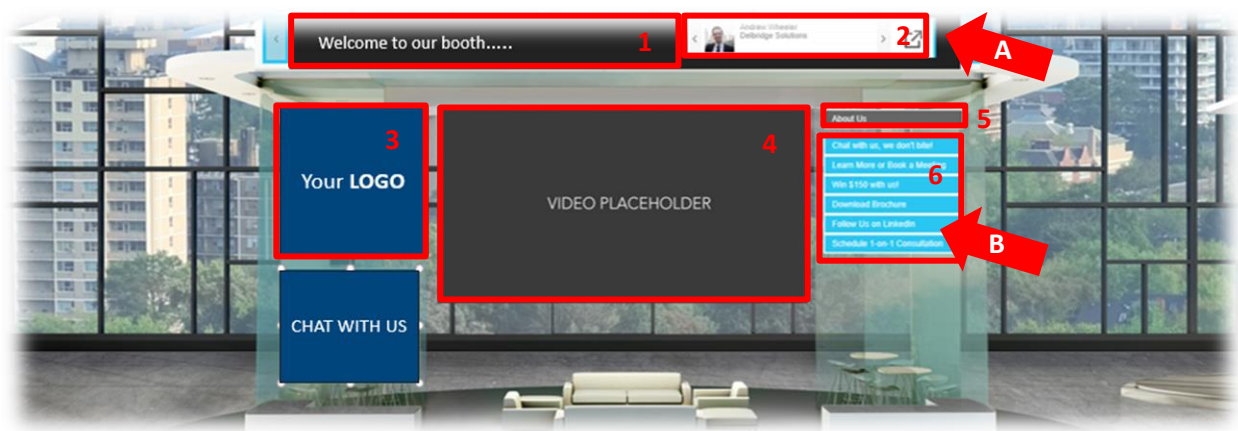
A training video will be sent to all virtual exhibit representatives describing how to use your virtual exhibit and collaboration room (if applicable).

More information on these training sessions will be sent at a later date.

## PREPARING TO BUILD YOUR VIRTUAL EXHIBIT

Your virtual exhibit will be open for building/development from September 28 – October 10, 2020. Before you begin please review this section to prepare to build your virtual exhibit.

Items noted with ► indicate required specifications.



### ► Please Note

The background of your virtual exhibit will be set by the Organizer. You will have an opportunity to select from different options for virtual exhibit look.

### (A) & (B): Virtual Exhibit Colours

Two colours can be provided:

- Primary Colour (A)
- Secondary Colour (B)

► Colours can be entered as **HEX** or **RGB**

### 1. Marquis

A scrolling message to welcome people to your virtual exhibit

- Maximum 150 characters
- No links can be included

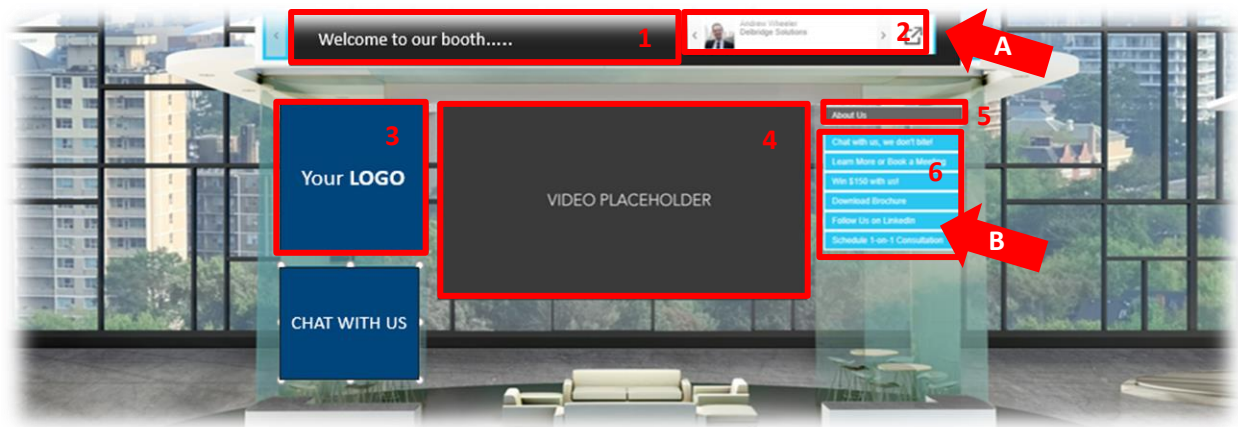
### 2. Company Representatives

For submission of your virtual exhibit representatives, please visit the [Investor Services Centre](#).

- All virtual exhibit representatives must be registered for CCC 2020 Virtual.



# PREPARING TO BUILD YOUR VIRTUAL EXHIBIT



## 3. Company Logo

- ▶ Logo dimensions: 200 x 200px
- ▶ File Type: .gif, .jpg, .png, .swf
- ▶ Maximum file size : 1 mb

## 4. Feature Area

This area can feature either a **static image** or a **video**.

Image specifications:

- ▶ Logo dimensions: 484 x 272px
- ▶ File Type: .jpg, .swf
- ▶ Maximum file size : 10 mb

Video specifications:

- ▶ Logo dimensions: 484 x 272px
- ▶ File Type: .avi, .flv, .mov, .mp4, .wmv
- ▶ Maximum file size : 10 mb
- ▶ Videos must be uploaded to the virtual exhibit and may not link from another source

## 5. About Us

- ▶ Maximum 2000 characters
- ▶ Does not support ", %, or &

## 6. Virtual Exhibit Content Tabs – STANDARD VIRTUAL EXHIBIT

Each virtual exhibit can have a **maximum of 7 Content Tabs**. Each links to either a **direct item** or a **resource list**.

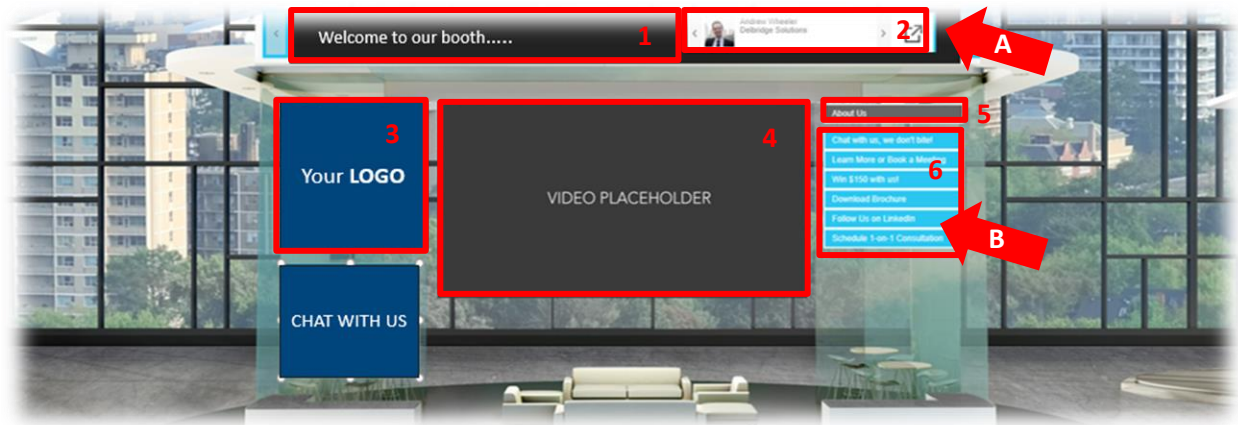
Direct item specifications:

- ▶ Maximum characters for content tab name: 40 characters
- ▶ 1 item per content tab

Resource list specifications:

- ▶ Maximum characters for content tab name: 40 characters
- ▶ Unlimited items per content tab
- ▶ Can contain a combination of file types

# PREPARING TO BUILD YOUR VIRTUAL EXHIBIT



## File Type specifications:

- ▶ Documents (no maximum file size): .pdf, .doc, .xls, .ppt
- ▶ Images (no maximum file size): .swf, .jpg, .gif
- ▶ Videos (maximum file size: 10 MB; maximum dimensions (330 x 196px): .avi, .flv, .mov, .mp4, .wmv
- ▶ URL

## 6. Virtual Exhibit Content Tabs – PREMIUM/PREMIUM+ VIRTUAL EXHIBIT

Each virtual exhibit can have a **maximum of 6 Content Tabs**. Each links to either a **direct item** or a **resource list**.

### Direct item specifications:

- ▶ Maximum characters for content tab name: 40 characters
- ▶ 1 item per content tab

### Directory specifications:

- ▶ Maximum characters for content tab name: 40 characters
- ▶ Unlimited items per content tab
- ▶ Can contain a combination of file types

### File Type specifications:

- ▶ Documents (no maximum file size): .pdf, .doc, .xls, .ppt
- ▶ Images (no maximum file size): .swf, .jpg, .gif
- ▶ Videos (maximum file size: 10 MB; maximum dimensions (330 x 196px): .avi, .flv, .mov, .mp4, .wmv
- ▶ URL

Your virtual exhibit will also contain **1 content tab** linking to your networking lounge and collaboration room (if applicable)

- ▶ Maximum characters for networking tab name: 40 characters

## Search Terms

Delegates may use the search function to locate content and virtual exhibits in the conference platform.

- ▶ Maximum 1000 characters for all search terms