

Branding and Industry Manual

44th World Small Animal Veterinary Association Congress & 71st Canadian Veterinary Medical Association Convention

16-19 July, 2019
Toronto, Canada



EXPERIENCE
TORONTO:
**DISCOVER THE
WORLD**



WSAVA
CONGRESS
2019 | 16-19 July
Toronto, Canada



CANADIAN VETERINARY
MEDICAL ASSOCIATION
L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRINAIRES



February 2019

Dear Sponsors,

We are happy to present you with the **Sponsors Branding and Industry Manual** of the 44th World Small Animal Veterinary Association Congress (WSAVA) & 71st Canadian Veterinary Medical Association Convention (CVMA). WSAVA/CVMA 2019 Congress will take place on **July 16-19, 2019** at the **Metro Toronto Convention Centre (MTCC) Toronto, Ontario, Canada.**

Venue Address:

222 Bremner Blvd.

Toronto, Ontario

M5V 3L9

Website: <https://www.mtccc.com/>

This manual covers important information and is designed to assist in preparing for the Congress. We trust that you will find it helpful and suggest that you read all the information presented. It will take you very little time now and could save you a great deal of time later.
Please forward this manual to everyone who is working on this project.

Exhibitor Portal

Each supporter will receive an e-mail with login details to access the Exhibitor Portal.

The Exhibitor Portal enables Sponsors to:

- Submit Company logo and profile
 - Submit deliverables as per contract
-
- The login details will be sent to the person signing the contract. This person is responsible for passing on the login details to third party if needed.
 - Access to all Portal services will be available only after submission of your company profile and logo.
 - Only deliverables as indicated in your contract, should be submitted via the Portal. Items not included in your contract will not be processed.

Lastly, Kenes Group is offering WSAVA/CVMA 2019 2019 participants and Sponsors specially reduced rates for various hotels in Toronto. Information, pictures, location and rates are available on the hotel accommodation page of the Congress website: <https://hotel.kenes.com/en/congress/wsava19>

Please do not hesitate to contact me for further information or assistance.

We look forward to welcoming you in **Toronto.**

Warm regards,

Marine Attia Zohar
Industry Coordinator



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**44th World Small Animal
Veterinary Association Congress
& 71st Canadian Veterinary
Medical Association Convention**

16-19 July, 2019 Toronto, Canada

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Section 1: Contact Information

Kenes Contacts:

Congress Organiser

Kenes Group

Rue François-Versonnex 7

1207 Geneva, Switzerland

Tel: +41 22 908 0488 | Fax: +41 22 906 9140 | E-mail: wsava@kenes.com

Industry Liaison & Sales Associate

Charlotte Lim

Tel: +31 20 763 0100 | E-mail: clim@kenes.com

Industry Coordinator

Marine Attia Zohar

Tel: +41 22 908 0488 Ext: 539 | E-mail: mattia@kenes.com

Exhibition Manager

Hanna Safier

E-mail: hsafier@kenes.com

Meeting Planner

Gabriela Cankova

Tel: +359 894450930 | E-mail: gcankova@kenes.com

Program Coordinator

Sari Berkowitz

Tel: +41 22 908 0488 Ext: 571 | E-mail: sberkowitz@kenes.com

Hotel Sales Manager

Shirley Raphaely

Tel: +41 22 908 0488 Ext: 586 | E-mail: sraphaely@kenes.com

Registration Specialist

Maya Smith

Tel: +359 2 465 2893 | E-mail: msmith@kenes.com



**WSAVA
CONGRESS
2019** | 8-12 July
Toronto, Canada



CANADIAN VETERINARY
MEDICAL ASSOCIATION
L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRINAIRES

www.wsava2019.com

44th World Small Animal Veterinary Association Congress

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EXPERIENCE TORONTO:
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Contractors:

Freight Handling in North America & Onsite Logistic

GES - Customs & Logistics Department

Tel: +905 283 0500 or 1- 877 437 4247 | E-mail: torontocl@ges.com

International Freight Handling

Merkur

Zehavit Akerman Tel: +49 6173 966 95 28 | Mob: +972 52 511 4982 |

E-mail: akerman@merkur-expo.com

Graphic Printing / Signage

GES - Exhibitor Services Department

Tel: 905 283 0500 | Email: exhibitorservices@ges.com | Order Forms: <https://e.ges.com/CA-00053363>

Hostesses & Temporary Staff Hire

Reilly Event Management

Diana Williams | Tel: + 416 256-3199 | Mobile +416 564-8244 | E-mail: diana.williams@reillysecurity.com

Website: www.reilly-group.com



www.wsava2019.com

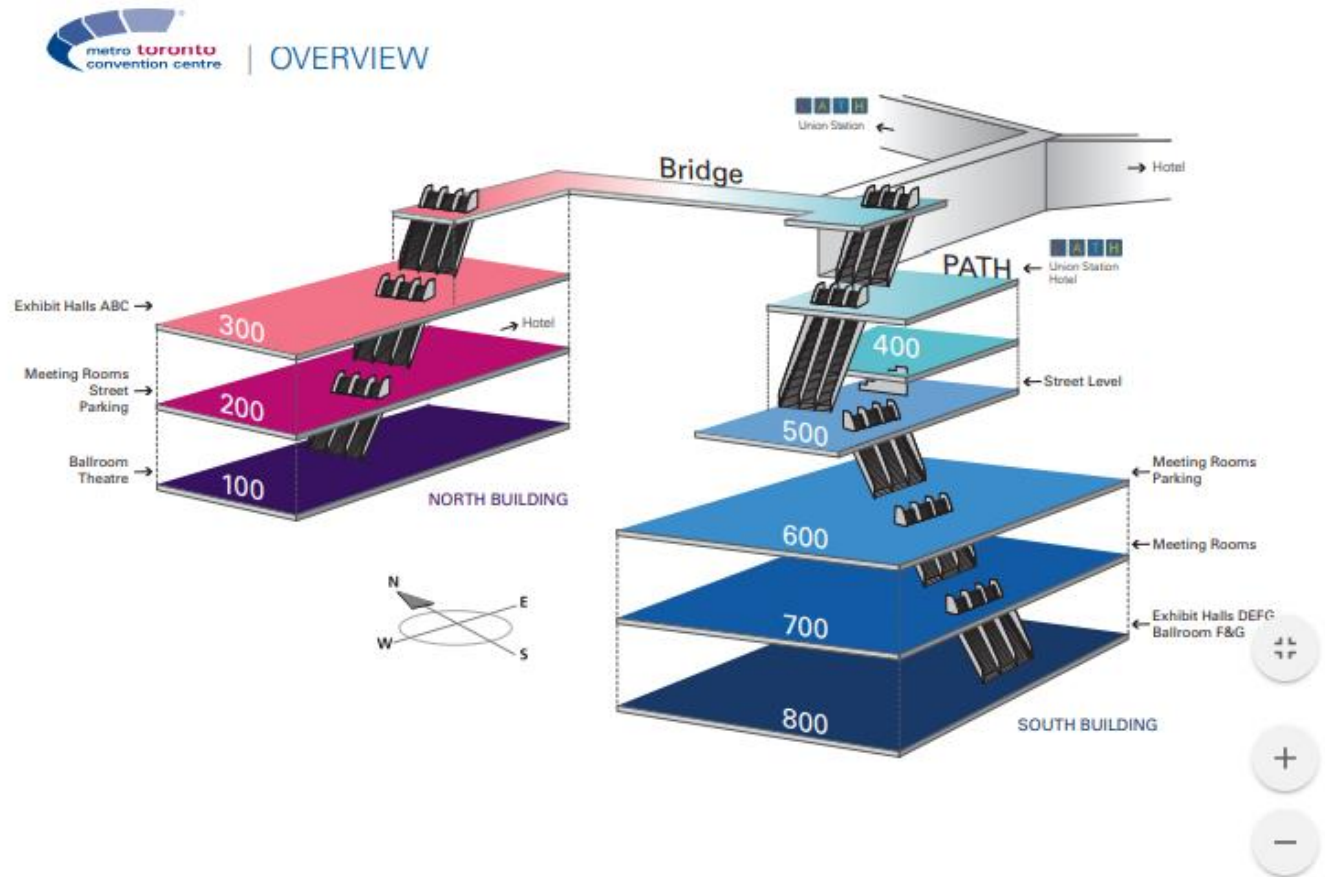
Section 2: Deadlines Table

Action Item (as per signed contract)	Deadline	Contact Person
Staff Hotel Reservation	As soon as possible	Shirley Raphaely sraphaely@kenes.com
Payment of Invoice Balance	Must be received in full one week prior to the Congress	Pazit Hochmitz phochmitz@kenes.com
Logo for Scientific Streams (Full day or Half day)	Monday, 11 March	Marine Attia Zohar mattia@kenes.com
Mini Program Advertisement	Monday, 27 May	
Printed Program Book Advertisement	Monday, 27 May	Via Exhibitor's Portal https://exhibitorportal.kenes.com Each supporter has been contacted with login details to access the Exhibitor's Portal. For queries please contact Marine Attia Zohar mattia@kenes.com
Bag Inserts – Final Artwork For review and approval	Monday, 27 May	
Mobile App Advertisement	Monday, 27 May	
E-mail Blast	Monday, 27 May	
Text for Push Notification	Tuesday, 4 June	
Shipping & Material Handling Services		
Advance shipments may begin arriving at Warehouse (Canada)	Monday, 24 June 9:00am to 4:00pm	GES torontoexhibitorservices@ges.com Tel: 1-877-437-4247 or +905 283 0500 Available Monday - Friday 8:30am- 4:30pm EST
Last Day for Advance Shipments to arrive at the Warehouse (Canada)	Friday, 12 July 9:00am to 4:00pm Shipments arriving after the deadline may incur late fee	
Direct Shipments may arrive at the Show Venue	-	Please contact Mattia@kenes.com for further information
International Freight – outside of North-America	Please contact <i>Merkur</i> for time table and a quote	Zehavit Akerman Tel: +49 6173 966 95 28 Mobile: +972 52 511 4982 E-mail: akerman@merkur-expo.com



Section 3: Location and Layout

For additional floorplans please [click here](#)



Section 4: Promotional & Advertising

Scientific Streams (Full day or Half day)

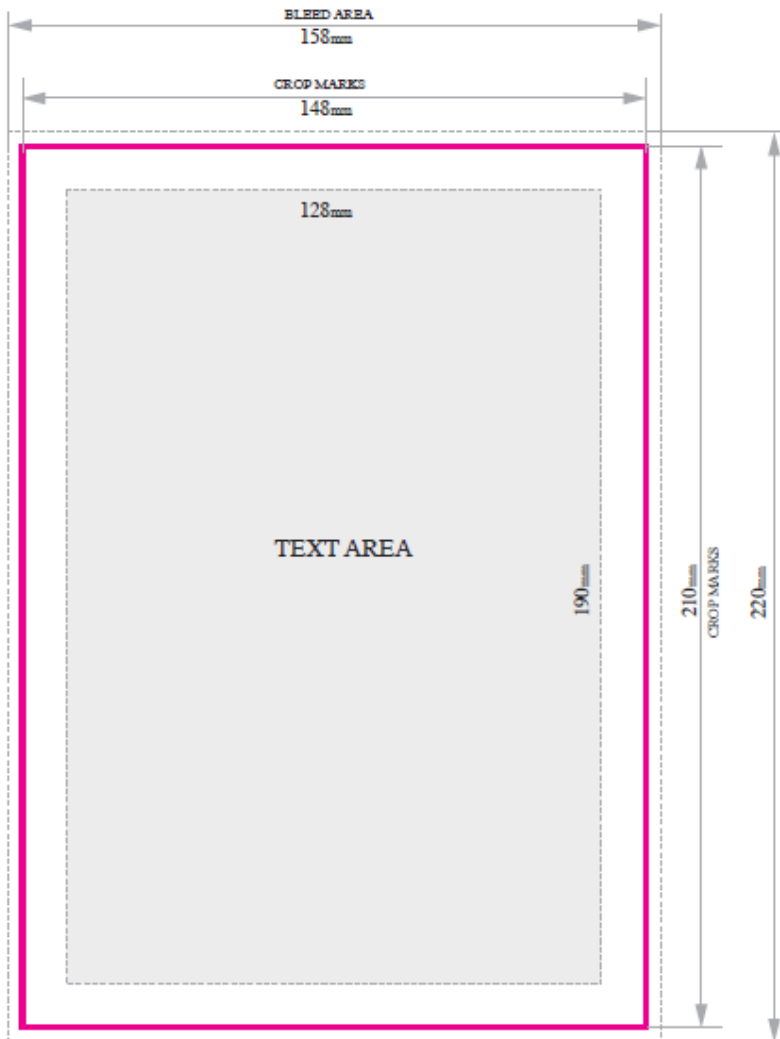
Sponsors which are entitled to link their name to one (or multiple) streams during the congress as per contract, are requested to provide the **Company Logo** (no less than 300 dpi) by e-mail to mattia@kenes.com until Monday, 11 March 2019.

Final Program Book Advertisement

For Sponsors entitled to adverts in the printed program book as per their signed contract, please submit the file via the Exhibitor Portal no later than **Monday, 27 May 2019** in one of the following formats at a resolution no less than 300 dpi: EPS, Illustrator, JPG or PDF.

Please refer to the diagram hereunder for A5 advert dimensions for the final program

AD for Size A5



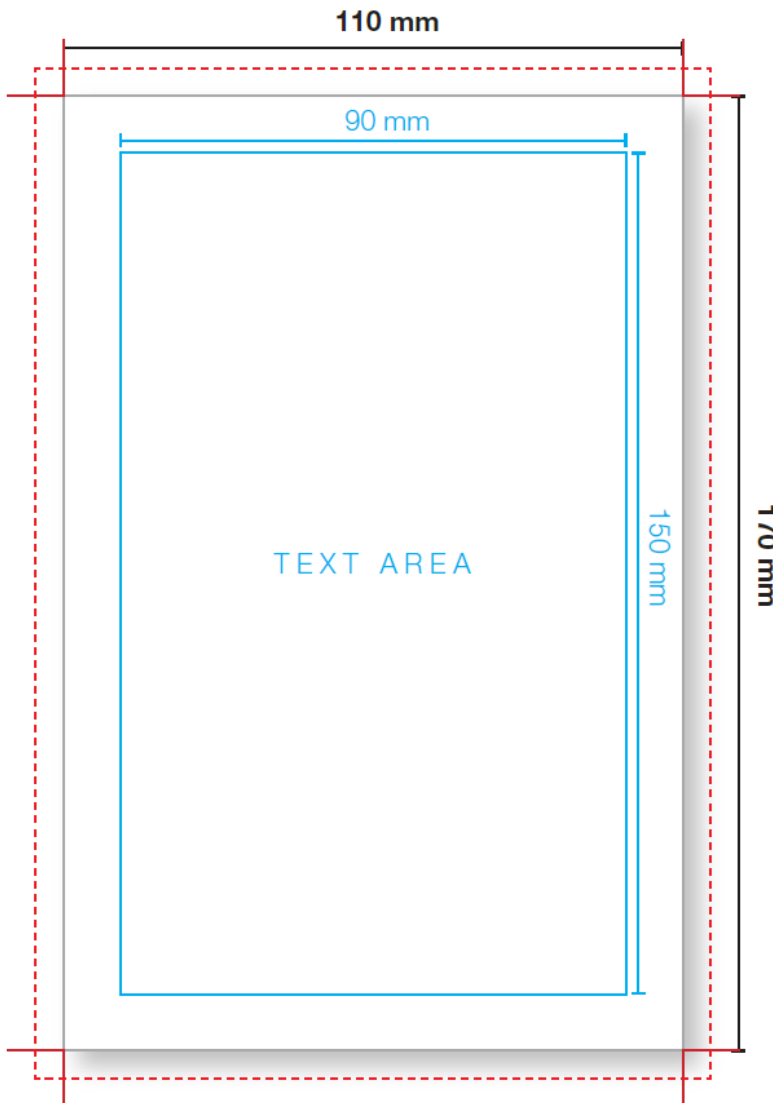
Text Area: 128mm x 190mm
Bleed Area: 158mm x 220mm
Crop Marks: 148mm x 210mm



Mini Program Advertisement

For Sponsors entitled to adverts in the mini program as per their signed contract, please submit the file according to the following specifications to the Industry Coordinator no later than **Monday, 27 May 2019** by E-mail: mattia@kenes.com.

- Digital files in PDF format
- Press quality
- CMYK only
- Fonts and images embedded
- W: 110 mm | h: 170 mm



Text area: w:90 mm | h: 150
Bleed area: w: 120 mm | 180 mm
(5mm all sides)



Mobile App Advertisement

Should you be entitled to a mobile app advertisement per your contract, please submit the file according to the following specifications by email to the Industry Coordinator (mattia@kenes.com), no later than **Monday, 27 May 2019**.

Format: PNG or JPG (up to 2 MB)

Size: 1500x2000px

E-mail Blast (Exclusive)

Sponsors entitled to an Industry Mailshot as per their signed contract, please [click here](#) for mailshot design requirements. Please make sure to forward these guidelines to your web-designer/programmer. Please upload the HTML version of your mailshot and other relevant files together with the requested mailshot subject-line to the Exhibitor Portal no later than Monday, 27 May 2019.

Push Notifications

Sponsors entitled to Push Notification/s as per their signed contract, are required to submit the text via the exhibitor portal by Tuesday, 4 June 2019 according to the below guidelines:

- **Message Title** – Maximum **90** characters including spaces.
- **Message body** - Maximum **140** characters including spaces
- Preferred date and exact local time

Note: the final schedule will be determined closer to the congress, considering other push notifications.

Push notifications will be sent out during breaks in order not to disturb the participants who are inside the halls. To view the list of breaks please follow the steps below:

1. [Click here](#) for “Interactive Scientific Program”
2. Select date (move with the tabs)
3. Click on “Search” on the top right
4. Go to “session types”
5. Click on “Break”
6. Click on “Apply Filters” and list of all breaks will appear



Bag Inserts

Bag inserts are to be printed and delivered by the supporter. Should you be entitled to a bag insert as per your sponsorship agreement, please follow the below procedure:

1. Please submit the **final artwork** (prior to printing) for approval no later than **Monday, 27 May 2019** via the Exhibitor Portal.
2. The bag insert should not exceed a double side of standard A4 dimensions.
3. A quantity of **2,500** inserts is requested. We recommend checking the latest registration numbers with the Industry Coordinator, before printing.
4. Bag inserts must arrive at the venue (registration area) no later than **08:00 am on Sunday, 14 July 2019** to be included in the Congress bags.

Important Notes Regarding Shipping of Bag Inserts:

**Inserts that do not arrive to the venue on Sunday ,14 July by 08:00 am
will not be included in the Congress bag**

- Please complete the online [GES Material Handling Information Form](#) with all the shipping details. Kindly send to GES by email torontoexhibitorservices@ges.com and copy the Industry Coordinator, Marine Attia Zohar mattia@kenes.com.
- Packages must be labeled with the supporting company name, name of the responsible person (who will be onsite), the name and date of the event.
- Please also make sure to state 'Bag Inserts' on all packages. Please use one of the following labels:
Advance Warehouse [Shipping Label Bag Inserts](#)
Direct to Show Site [Shipping Label Bag Inserts](#)
- Kindly note that *GES* is the sole official on-site agent nominated by Kenes Group to handle all in/out shipments arriving to this Congress. We strongly recommend sending the Inserts via **GES Canada Warehouse** (fees will incur).
- Sponsors are free to deliver their goods directly to the venue door. However, no other company is permitted to deliver, operate, and handle goods inside the venue. **Please note that all materials entering the venue incur a handling charge (including bag inserts and display items).**
- Any deliveries made directly to the venue without going through the official logistics agent, will be at the supporter's own risk. If they do not arrive on time or are mislaid, the Congress organizers and official logistics agent will not take any responsibility.



Section 5: Miscellaneous Information

Parking

The venue has an indoor parking spaces between the North and South Buildings. Further information and rates can be found in the following link:

<http://www.mtccc.com/locations/parking-garage-rates/>

Meeting Rooms / Hospitality Rooms

Sponsors interested in renting a meeting room during WSAVA/CVMA 2019 2019 Congress should contact Charlotte Lim at: clim@kenes.com.

Business Services Centre, South Building

The Licensor's Business Centres are conveniently located on Level 800 in the South Building.

Services include photocopying, faxing, printing, outbound courier service, Internet access and a selection of office supplies and tools for purchase.

Please contact the Business Centre to arrange for large, customized printing projects well in advance.

Services Hours: Mon – Fri: 8:30am – 4:30pm

Phone: (416) 585-8387 Email: businesscentre@mtccc.com

Hostesses & Temporary Staff Hire

Reilly offers a full range of services including professionally uniformed security, hosts, hostesses, models, crowd gathers, mascots and much more. Reilly can source the most unique and talented people across Canada who are perfect to staff your next event. Sponsors interested in hiring Hostesses & Temporary Staff should contact Diana Williams at: diana.williams@reillysecurity.com.

Animals

Animals or pets, with the exception of service animals, are not permitted within the facility except as an approved exhibit, activity or performance requiring the use of animals. An animal authorization request form must be completed prior to the event. Animal Authorization Request - [Download Now](#)



Section 6: Shipping Instructions

GES is the sole official on-site agent nominated by Kenes Group to handle all in/out shipments arriving to WSAVA/CVMA 2019 Congress.

Full shipping Instructions can be found in the following link:

<https://e.ges.com/CA-00053363>

GES Contact Information: 

E-mail: torontoexhibitorservices@ges.com

Tel: 1 (877) 437-4247 or (905) 283-0500

Available Monday - Friday 8:30am - 4:30pm EST

GES offers a wide variety of services such as:

- Receiving, documenting and inspecting your shipment(s) on arrival
- Unloading of shipment(s) at the show site dock & delivery to booth / requested area
- Removing of empty containers
- Storage services
- Moving your outbound shipment to the loading dock
- Reloading of shipment(s) from dock on to your carrier

Quotes, rates and order forms are available online via above link.

Sponsors are free to deliver their goods directly to the venue door. However, no other company is permitted to deliver, operate, and handle goods inside the venue. **Please note that all materials entering the venue incur a handling charge (including bag inserts and display items).**

To ensure the smooth unloading and arrival of your material into the venue, we recommend using the official freight forwarder services (fees will incur).

Note for Overseas Shipments:

For International Freight – outside of North-America, please contact *Merkur* for a quote and time table

Merkur Contact Information:



ATT: Zehavit Akerman

E-mail: akerman@merkur-expo.com

Tel : +49 6173 966 95 28

Mobile : +972 52 511 4982

