



RNs, LPNs/RPNs, PTs & OTs, Techs, Pharmacists

EXPERIENCED & NEW GRADS

Dear Exhibitor,

**Welcome to the most consistently successful Healthcare Career Fairs in North America!**

This electronic exhibitor kit is an important part of your preparation. Please forward this to others who will be exhibiting or should be aware of the details involved.

## Western Career Fairs

**VANCOUVER** Friday, September 14, 2018 10:30am - 3:30pm

**EDMONTON** Sunday, September 16, 2018 10:30am - 3:30pm

**EARLY BIRD DISCOUNT EXPIRES August 1st [Registration Form]**

As you will quickly learn, Health Careers Interaction is much more than just a Career Fair. We are dedicated to your success and include networking opportunities and other tools to help you achieve your staffing goals not offered by others.

In this kit:

- [Hotel & Travel Information](#)
- [Schedule of Events](#)
- [Exhibit Floor Plans](#)
- [Exhibitor Booth Information](#)
- [FREE Program Guide Listing & Marketing Opportunities](#)
- [Shipping/Logistics Information](#)
- [Terms & Conditions 2018 \(updated\)](#)

**Now is the time for action!** This is an important part of your preparation. Book your hotel and share this with your team.

Respectfully,

Kare "Corey" Backstrom, Principal  
Direct: (386) 968-2950  
[corey@marskell.com](mailto:corey@marskell.com)

Shawn McCabe, Principal  
Direct: (386) 524-5200  
[shawn@marskell.com](mailto:shawn@marskell.com)

Ken Marskell  
Direct: (416) 620-1940  
[ken@marskell.com](mailto:ken@marskell.com)



# My Marskell Success List

- GET MY EXHIBITOR REGISTRATION CONFIRMATION**
  - Have I officially registered?
  - Have I received an invoice from The Marskell Group, LLC?
  - Have I paid my invoice?
  
- BOOK MY HOTEL TODAY**
  - Discounts end in early August. Book today due to limited availability. Room blocks and discounts are limited. Make sure to specify “Health Careers Interaction - The Marskell Group” room block.
  
- UPDATE MY BOOTH INFO. & PREFERENCES**
  - What should be printed on our booth sign?
  - Do I have any booth location preferences?
  - Do I know the names of my fellow attendees for our name badges?
  
- E-MAGAZINE LISTING & PRE-EVENT MARKETING**
  - Have I given my FREE 100-word E-Magazine program guide listing to [shawn@marskell.com](mailto:shawn@marskell.com)?
  - Have I purchased my E-Magazine full-page advertising?
  - I want to reach the entire database before and after the show. Contact Shawn at [shawn@marskell.com](mailto:shawn@marskell.com) to discuss pre-show and post-show marketing and automated follow-ups.
  
- HANDLE SHIPPING TODAY**

**Want to use information we already have on file? No problem. Just let us know. Questions? Need help? Contact Corey at [corey@marskell.com](mailto:corey@marskell.com)**



## HOTEL & TRAVEL INFORMATION

The Marskell Group has arranged for a limited block of rooms at the hotels listed below at a discounted rate under the name “*Health Careers Interaction - The Marskell Group*”.

Exhibitors staying at these hotels are instructed to mention the block of rooms when making their reservations in order to receive the discounted rate. The block is released 30 days in advance. We encourage you to make your reservations as early as possible since rooms will be assigned on a first come, first served basis. Please note: The hotels may not honor the discounted rate on or after the release date (aka when the discount ends). We are here to make sure you have the best possible travel experience and are always at-the-ready to help answer any questions.



### **VANCOUVER HOTEL - Single/Double \$299 CAD + tax**

Sheraton Vancouver Wall Centre  
1088 Burrard Street. Vancouver, BC V6Z 2R9  
+1 (604) 331-1000

**Group rate available until August 14, 2018. - Limited Availability. Book today.**

**Reservation/Booking Link:** [Health Careers Interaction](#)  
(OR copy and paste the following link into a web browser)

<https://www.starwoodmeeting.com/events/start.action?id=1804076309&key=323E587D>



### **EDMONTON HOTEL - Single/Double \$175 CAD + tax**

The Westin Edmonton  
10135 100th Street. Edmonton, AB T5J 0N7  
Phone: +1 (780) 426-3636

**Group rate available until August 16, 2018. - Limited Availability. Book today.**

**Reservation/Booking Link:** [Health Careers Interaction](#)  
(OR copy and paste the following link into a web browser)

<https://www.starwoodmeeting.com/events/start.action?id=1806259096&key=32F29630>

For travel between the cities, Air Canada and WestJet have a selection of flights.

West Jet ([westjet.com](http://westjet.com)) and Air Canada ([aircanada.com](http://aircanada.com)).



**SCHEDULE OF EVENTS**  
September 14th-16th, 2018

**VANCOUVER - FRIDAY, SEPTEMBER 14TH, 2018**

SHERATON VANCOUVER WALL CENTRE  
1088 BURRARD STREET, VANCOUVER, BRITISH COLUMBIA

**Thursday, September 13**

6:00pm Meet for a glass of wine and hors d'oeuvres in the North Tower (Bar One)

**Friday, September 14**

7:00am Breakfast Buffet - Junior Ballroom A/B  
8:00am Exhibitor Set-up – Junior Ballroom C/D  
10:30am Townhall Meeting – Junior Ballroom A/B  
11:15am Exhibits Open  
12:30pm Lunch Buffet - Junior Ballroom A/B  
3:30pm Exhibits Close

**EDMONTON - SUNDAY, SEPTEMBER 16TH, 2018**

THE WESTIN EDMONTON  
10135 100TH STREET, EDMONTON, ALBERTA

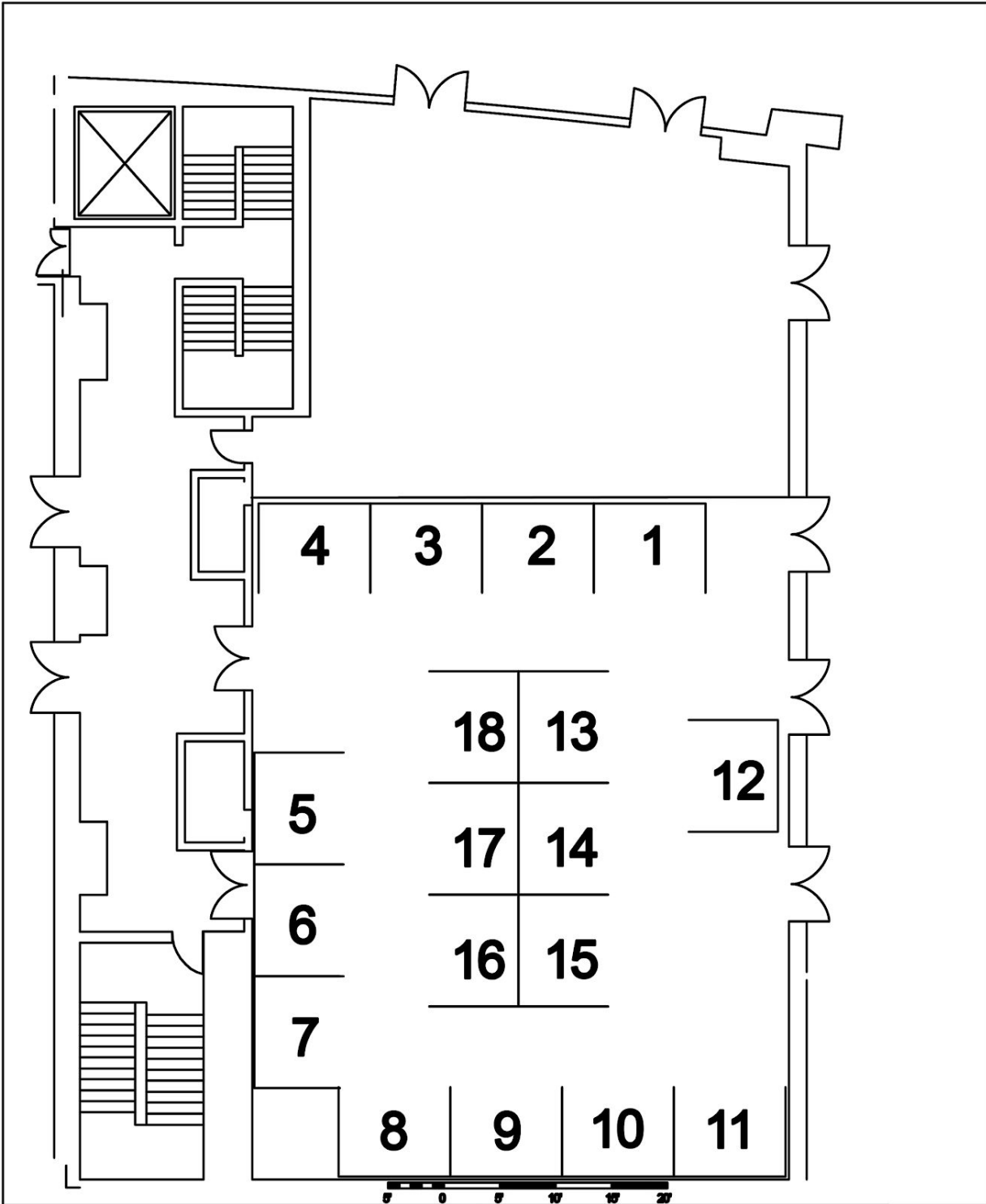
**Saturday, September 15**

6:00am Meet for a glass of wine and hors d'oeuvres in the Share Lounge (hotel bar)

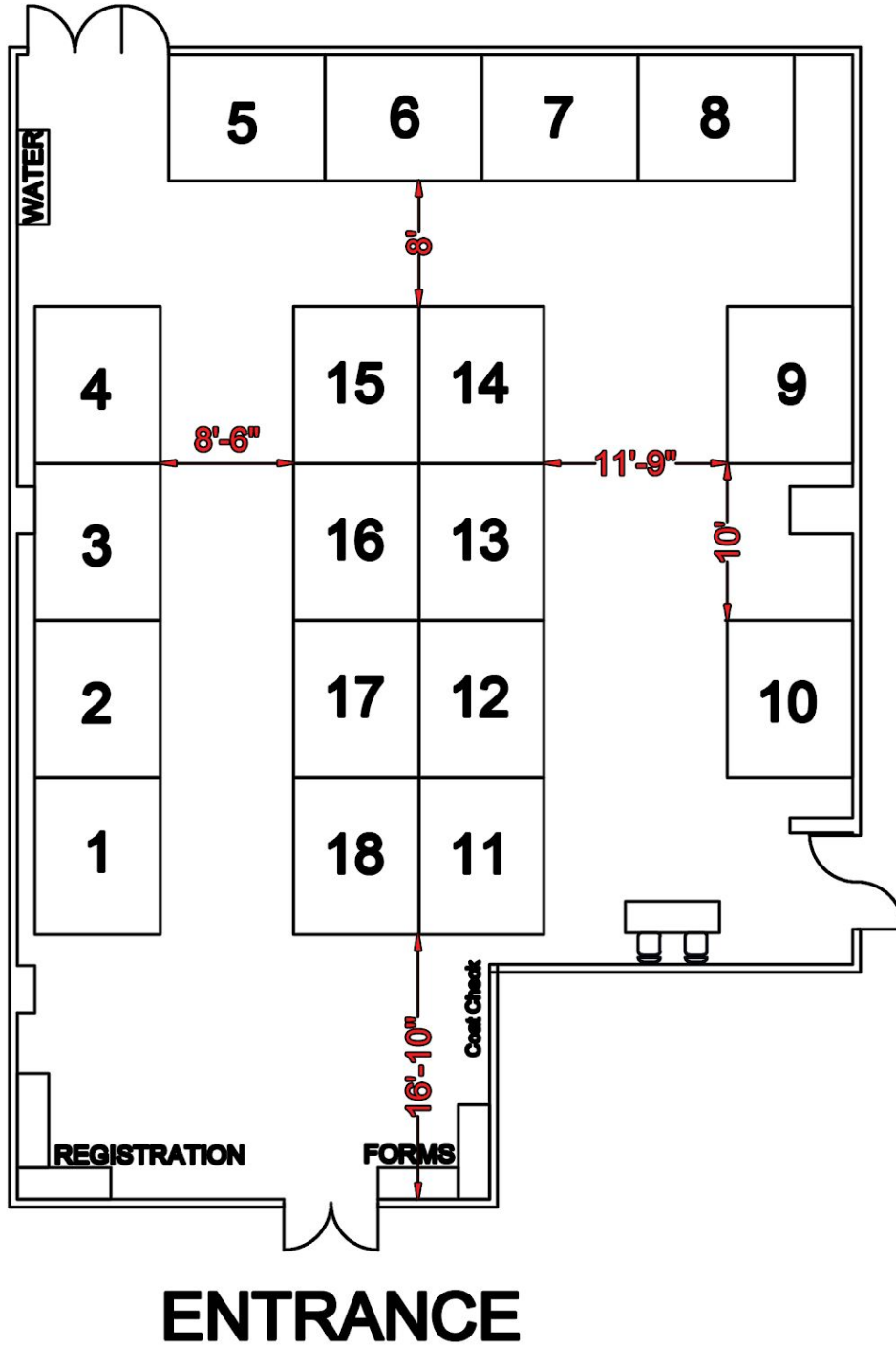
**Sunday, September 16**

7:00am Breakfast Buffet - Strathcona  
8:00am Exhibitor Set-up – Devonian  
10:30am Townhall Meeting – Strathcona  
11:15am Exhibits Open  
12:30pm Lunch Buffet - Strathcona  
3:30pm Exhibits Close

**EXHIBIT FLOOR PLAN - VANCOUVER**  
Sheraton Vancouver Wall Centre: Junior Ballroom



**EXHIBIT FLOOR PLAN - EDMONTON**  
Westin Edmonton



**EXHIBITOR BOOTH INFORMATION**

You may also complete this form online at [healthcareersinteraction.com/westernexhibitorkit](http://healthcareersinteraction.com/westernexhibitorkit)

**Exhibit Booth Sign**

Signs measuring 3.5 feet wide by 8 inches high are supplied to each exhibiting organization. Two lines of text are printed on the sign and hung above every booth. You decide what you would like printed but it is suggested the facility name is present on the top line and the location of the facility on the second line. It is also recommended that each line is kept to 30 characters or less to keep the font size from being reduced.

Please print clearly what you would like to be printed on your sign;

Line 1 \_\_\_\_\_

Line 2 \_\_\_\_\_

**Booth Location Preferences:**

Booth location is assigned on a first come, first served basis. Floor plans of the exhibit hall are included for your review; however, they are subject to change. The Marskell Group holds the right to move booth locations. *Please mark the appropriate city of attendance.*

**VANCOUVER:**

1st Choice \_\_\_\_ 2nd Choice \_\_\_\_ 3rd Choice \_\_\_\_ 4th Choice \_\_\_\_ 5th Choice \_\_\_\_

Number of booths requested \_\_\_\_

**EDMONTON:**

1st Choice \_\_\_\_ 2nd Choice \_\_\_\_ 3rd Choice \_\_\_\_ 4th Choice \_\_\_\_ 5th Choice \_\_\_\_

Number of booths requested \_\_\_\_

Any facilities or types of facilities you do NOT want to be in close proximity of? We will give every consideration to accommodate these requests but it cannot be guaranteed.

\_\_\_\_\_

Names of those attending are required for each city you are participating in so we can provide name tags.

Attendee #1 \_\_\_\_\_

Attendee #2 \_\_\_\_\_

Attendee #3 \_\_\_\_\_

Box lunches are supplied by The Marskell Group, please advise of any dietary concerns.

## E-MAGAZINE PROGRAM GUIDE LISTING & MARKETING OPPORTUNITIES

You may also complete this form online at [healthcareersinteraction.com/westernexhibitorkit](http://healthcareersinteraction.com/westernexhibitorkit)

### FREE Program Guide Listing

A Program Guide is either given to all job seekers upon entry to each event or sent electronically via email. These guides have detailed information regarding all facilities exhibiting in each caravan. The listing is available only to those who complete this form and return it to The Marskell Group no later than 3 weeks prior to the first date of a caravan. A late run insert may be printed but there is no obligation by The Marskell Group to print it. Please print clearly, any section not completed will be left blank.

Facility Name: \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Zip/PCode: \_\_\_\_\_  
Contact Name or Department: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Website: \_\_\_\_\_

### FREE Program Guide Listing: 100 Word Description

Facility Information is printed below your contact information. A brief description (100 word maximum) is required from you with the final discretion of content left to The Marskell Group. The preferred method of submission is via email as an attached text file to [shawn@marskell.com](mailto:shawn@marskell.com). If you'd like to reuse your previous exhibitor description, please let us know.

### CONNECT WITH ATTENDEES BEFORE & AFTER THE FAIRS

Contact [shawn@marskell.com](mailto:shawn@marskell.com) to discuss opportunities.

- **Double Exposure:** TWO Full Page in Ads in both the Western & Eastern Career Fair E-Magazines for just \$650. A savings of \$650. (ad copy must be received prior to 9/10/18)
- **E-Blast to master database either pre-event or post-event is just \$999.** Directly invite attendees to your booth and follow-up after the show before you even step off the plane! 3-for-2 E-blasts for just \$1998. Save \$999.
- **Automated Follow-up** - Ask Shawn about a unique way we can follow-up with attendees in a time-saving, direct way to help you connect with your next hire.
- **Social Media Outreach** - Ask Shawn about how we can help you use your social media to increase success.
- **Custom Event Landing Pages** - Ask Shawn about how we can help you create a unique digital experience to attract more qualified candidates to your booth before and after the fairs.





## SHIPPING INFORMATION

### Preferred Shipping Partner

Canex Show Services

Brad Hollett

Direct: (905) 870-9072

[canexshowservices8@gmail.com](mailto:canexshowservices8@gmail.com)

**[Click to print/download the Canex Show Services Order Form](#)**

You can ship your exhibit booth materials on your own or with our help. If you are shipping on your own, please take into account possible customs delays and hotel storage restrictions.

## EXHIBITOR RULES & REGULATIONS: TERMS & CONDITIONS

1. **Contract:** The following rules and regulations become binding upon acceptance of this contract between the applicant (Exhibitor) and his/her employees and The Marskell Group LLC, the Career Fair organizer. The Marskell Group LLC, hereby grants the Exhibitor the privilege to use space, upon payment of the agreed upon fee, provided in the Exhibition Hall, during the Career Fair, subject to the conditions contained in this document.
2. **Exhibit Space Description:** A single exhibit booth space includes a 8' x 10' area, with a 8' high draped back wall, 3' high drape side rails, one 6' draped table, two chairs, one identification sign and two representative name badges. A double exhibit booth space includes twice the amount of all listed items. No walls, partitions, signs, or decorations may be erected which will interfere with the general view "down the aisle" or view of other exhibits.
3. **Booth Space Assignment:** Booth location will be assigned on a first come first-served basis based on the form sent out prior to the event, and receipt of payment in full. Final allocation of space shall be at the sole discretion of The Marskell Group LLC. If it is determined that relocation of an Exhibitor is necessary to provide a more balanced exhibition or to facilitate a successful traffic flow, the Exhibitor shall abide by the decision of The Marskell Group LLC.
4. **Adherence to Schedule:** Exhibitors understand that no move-ins or move-outs will be permitted other than in accordance with the schedule set forth in the schedule of events. Exhibitors will not dismantle or remove equipment until after the close of the show unless otherwise agreed to by The Marskell Group LLC.
5. **Exhibitor Payment:** The Exhibitor agrees to submit full payment and complete all applicable registration forms to The Marskell Group LLC prior to the event.
6. **Exhibit Hours and Disclaimer:** Exhibit space should be occupied during all exhibit hours, unless a special circumstance prevents exhibitor from attending. This agreement is for the rental of the exhibit space only. The Marskell Group LLC has not made and does not make any warranty or representation whatsoever, either expressed or implied, including but not limited to the level of attendance at the Career Fair or the number of attendees who will visit any of the exhibitors.
7. **Payments and Refunds - No Show/Cancellation Policy:** Events reservations may not be cancelled but may be exchanged for other cities or dates (as long as advertising hasn't started for the original event). In the event of receipt of notice of cancellation after the ad campaign has begun, a no show or any other breach, the full fee shall be due and payable. Future credit at management discretion.
8. **Noisy and Obnoxious Equipment:** The operation of whistles or any objectionable device will not be allowed. After the Fair opens, noisy and unsightly displays will not be permitted. The Marskell Group LLC reserves the right to restrict exhibits that may be objectionable or to order the removal of any portion of an exhibit which in the judgement of The Marskell Group LLC is detrimental to or distracts from the general order of the exhibits
9. **Potential Allergies:** No balloons or peanuts are permitted within the exhibit hall due to potential latex and peanut allergies.
10. **Attendee Database - Limited Use:** Exhibitors in good standing and who have paid their invoice in full will be given a copy of the attendee database within a few days of the Fairs conclusion and agree to the following restrictions. 1- The sale, distribution, or sharing of any attendee database, given by The Marskell Group LLC, by any means is strictly prohibited. 2. - Attendee solicitation, by any means, is limited to 2 (two) occurrences within the first 60 days of the Fair. An additional 2 (two) occurrences are allowed after 60 days but within 270 days (9 months) of the Fair. A \$1,000 fee will be assessed each any additional use. E-Blasts sent by The Marskell Group LLC does not count against the above limits. *Continued next page.*

11. **No Solicitation:** Solicitation to other exhibitors during the event and/or at related functions is strictly prohibited.
12. **Hotel and Travel Arrangements:** Exhibitors are expected to make their own hotel and travel arrangements. A limited block of hotel rooms will generally be available on a first-come first serve-basis as outlined in our pre-Fair communication.
13. **Fire and Safety Regulations:** In order to comply with local fire ordinance requirements, all decorative material must be flame resistant. No volatile or flammable fluids, substances or material of any nature prohibited by city/local fire regulations or insurance carriers may be used in any booth.
14. **Indemnification and Limitation of Liability:** Exhibitor shall assume responsibility for damage to the Site and shall indemnify and hold harmless The Marskell group LLC, its employees, agents, officers and directors and the Site for all liability ensuing from any cause whatsoever, including accidents or injuries to Exhibitor, its agents or employees. Exhibitor assumes full responsibility for any accident, injury or property damage to any person viewing its exhibit where such accident, injury or property damage is caused by negligence of Exhibitor, agents or employees. All exhibit material, equipment and property of any kind that may be on licensed property of the Site shall be the SOLE risk of Exhibitor. In the event any Exhibitor's property is stolen, lost, damaged or destroyed, no part of such loss or damage is to be charged or borne by The Marskell Group LLC or the Site. In addition, Exhibitor acknowledges that The Marskell Group LLC and the Site do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain general liability, workers compensation, business interruption and property damage insurance covering such loss by Exhibitor.
15. **Shipping, Equipment & Booth Set Up:** Shipping, equipment and booth set-up, maintenance, dismantling, crating, uncrating and all other matters relating to the Exhibitor's exhibits are the sole responsibility of the Exhibitor. Exhibitor must also make arrangements to return-ship their material. Please do not ship your company's exhibit material directly to the hotel as they do not have space for storage, and there is no guarantee you will receive your material. U.S. Exhibitors should also take into account Custom rules, regulations and possible delays. The Marskell Group LLC will not be responsible for any shipping issues, delays or damage, nor for any goods or equipment left at the exhibit hall.
16. **Use of Exhibit Space:** Exhibitors shall reflect their company's highest standard of professionalism while maintaining their exhibit space during show hours. No Exhibitor shall assign, sublet, or share exhibit space without the written permission of The Marskell Group LLC.
17. **Audio/Video and Electrical Services:** Special arrangements must be made in advance for audio/video and electrical services. All cost for these additional needed services are the sole responsibility of the Exhibitor. Please use the provided forms to contract directly with the audio/video and/or electrical companies. For additional help, please contact [Corey@Marskell.com](mailto:Corey@Marskell.com) or call him at (386) 968-2950.
18. **Damage to Property:** The Marskell Group LLC will not be responsible for the safety of the property of the Exhibitor from theft, damage by fire, accident, vandalism or other cause. The Marskell Group LLC will not be responsible for damage or injury to persons or property resulting from the negligence or action of others. Exhibitors must not apply paint, lacquer, adhesive, tape, Velcro, or any other coating to building, columns, floors, or to standard booth equipment. The Exhibitor accepts full responsibility for liability for damages to persons or property, public or private, arising out of its use of the exhibit space at the Career Fair.

###