

# #MTC24 Exhibitor Success Webinar



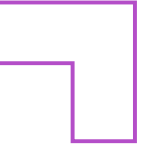
Powered by  AdvaMed

OCTOBER 15-17, 2024  
TORONTO, CANADA



# Exhibitor Tips & Tricks Agenda

1. Welcome & Introductions
2. #MTC24 Event Overview & Updates
3. Exhibitor Resource Center Review
4. Exhibitor Registration & Housing
5. Customs Info
6. Freeman Exhibitor Services
7. Fire Safety, PPE and more
8. Wrap-up and Ways to Engage



June 27, 2024

THE MEDTECH CONFERENCE | OCTOBER 15-17 | TORONTO

# #MTC24 Updates & News

Less than 4 months to go!



# Join the fastest growing medical technology and partnering event

## October 15-17 in Toronto



**Unparalleled  
Networking & Access  
to the Medtech  
Community**



**Compelling  
Medtech Education  
Program**



**Medtech  
Partnering &  
Investor Forum**

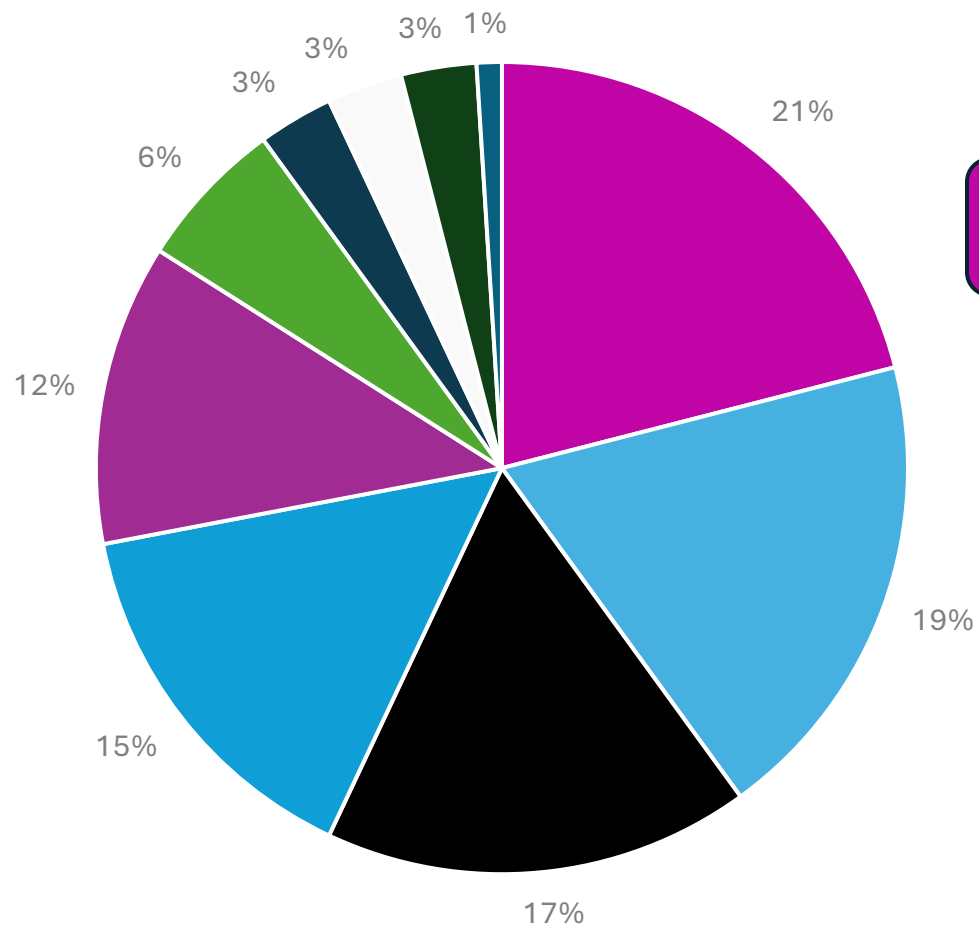


**Medtech  
Campus &  
Revamped Exhibit  
Hall**

# The MedTech Conference

## Attendance By Job Title

Attendees by Title



40+% VP  
and C-Suite

- CEO, President, Chairman
- EVP, ED, SVP, VP, GM, AVP
- Director
- Manager
- Other/Academia/Student
- Managing Partner, Partner
- Principal
- Consultant
- Government Counsel
- General Counsel

# Diversity of MTC Attendance By Sector

Blood	2%	Infectious Disease	2%
Cardiology	7%	Instruments and Accessories	10%
Diabetic Care	3%	Neurology	3%
Diagnostic Imaging	4%	Ophthalmology	1%
Dialysis	2%	Orthopedic	11%
Digital Health	8%	Patient Monitoring	5%
Drug Delivery	3%	Physical Medicine & Rehabilitation	1%
Ear, Nose & Throat	3%	Radiation Therapy	1%
Endoscopy	4%	Surgical Devices	10%
Gastroenterology	3%	Urology	5%
Hospital & Health Care Suppliers	3%	Women's Health	4%
In Vitro Diagnostics	2%	Wound Management	2%

# Sample Participating Companies



# New: Tailored Attendee Schedule

SCHEDULE AT A GLANCE	MONDAY <i>October 14</i>	TUESDAY <i>October 15</i>	WEDNESDAY <i>October 16</i>	THURSDAY <i>October 17</i>
Networking Events				
Pre-event Programs & International Spotlight				
Panel & Super Sessions				
Keynote Presentations				
1x1 Partnering Meetings				
Medtech Campus Exhibit Hall CEOs Unplugged & Patient Pavilion Reverse Pitches Company Presentations Innovation Pavilion Solutions Showcase MedTech Innovator Showcase				
Investor Forum				

# Destination for Global Medtech Teams

## New packages and perks for:

1. International Delegations
2. State Partners
3. Students & Universities
4. Hospital and Procurement
5. Emerging Countries
6. AdvaMed Member Companies

The MedTech Conference brings together more than 1,400 companies from 40 countries in a dynamic environment designed for:

1. Advancing global medtech business development
2. Facilitating medtech capital formation
3. Showcasing cutting-edge technology innovations
4. Providing world-class educational opportunities
5. Offering high-powered networking opportunities

# *Why Toronto: A Vibrant Global Medtech Hub*

*MedTech Canada:  
Our official event  
partner*



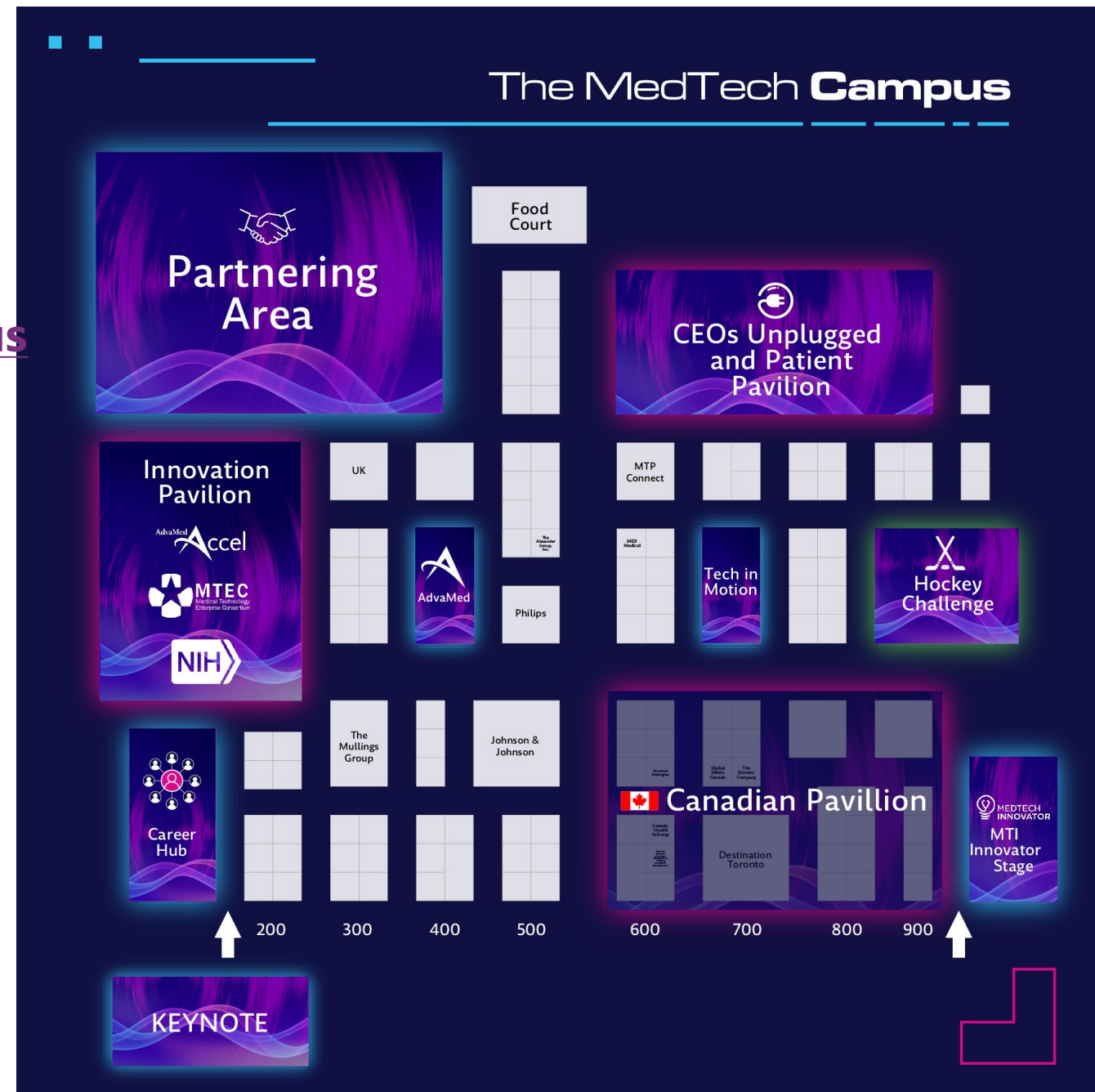
1. **Canada's medtech market is the 8th largest in the world.**
2. **International Collaboration:** Meet and connect with investors, policymakers, academics, executives and visionaries from 40 countries.
3. **Access to Thousands Focused on medtech:** Network with thousands of subject matter experts and decision makers throughout the education program, medtech campus and partnering.
4. **Research and innovation hub:** Meet early-stage innovators and entrepreneurs from international universities and hospitals and innovative companies showcasing the latest technology and unveiling new products.
5. **Doing Business Globally:** Dive into the issues and opportunities in key global markets, including our annual U.S. Market Access Seminar for international companies seeking to launch in the U.S
6. **A vibrant venture capital and private equity scene:** Connect with numerous investors interested in funding healthcare and medtech startups.

# Explore the Medtech Ecosystem at MTC 2024

Don't Miss The New Medtech Campus

1. Dynamic Exhibit Hall
2. Thousands of Partnering Meetings
3. CEOs UnPlugged
4. Solutions Showcase
5. Innovation Pavilion
6. Career Hub
7. New Tech Hub
8. MedTech Innovator Showcase
9. Networking Receptions & Meetups

OCTOBER 15-17, 2024 | Toronto, Canada



THE MEDTECH CONFERENCE

# The BEST of Medtech Education:

- **Panel Sessions:** Organized by industry experts covering timely topics
- **Keynotes:** Join us on the main stage to hear from can't miss industry thought leaders and CEOs
- **Fireside Chats:** Intimate and engaging thought provoking discussions
- **Special Programming:** Curated content on what's next with AI, playbook for small companies and much more

**>> Plus hundreds of company presentations and talks throughout the Medtech Campus!**

## Key Session Topics Include:

- Business Strategies
- Finance
- Digital Health & AI
- Health Equity
- In Vitro Diagnostics
- Global & International
- Legal and Health Compliance
- Market Access, Payment
- Patient Engagement
- Regulatory, Quality and Good Manufacturing Practices
- Supply Chain
- Workforce and Diversity

*90% of attendees rank MTC education program "excellent"!*



# Medtech Investor Forum



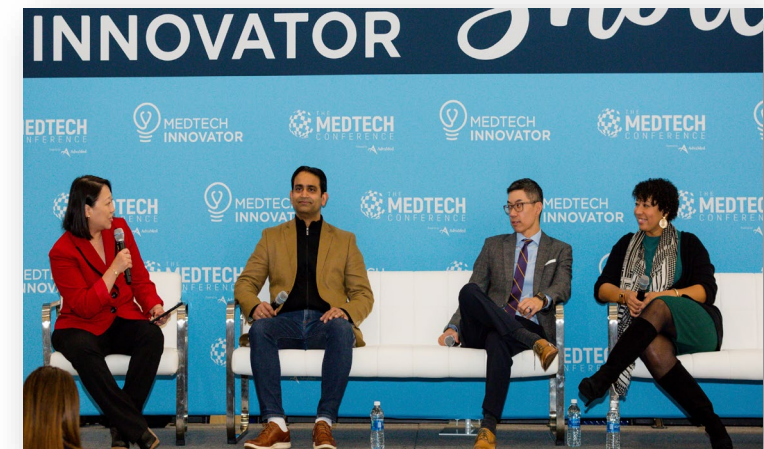
**Designed to attract key members of the medtech and healthcare investment community**

## **Investor Company Categories:**

VCs, Family Offices, Angel Investors • Private Equity • Investment Bankers • Institutional Investors • Analysts

## **Tailored Investor Content Includes:**

- Fundraising Environment, Strategies for Raising Capital
- Commercializing Innovation
- EY Pulse of the Industry
- MedTech Innovator Showcase & Finals
- Corporate Reverse Pitch Presentations
- Fireside Chats with leading industry CEOs





# Networking & Receptions

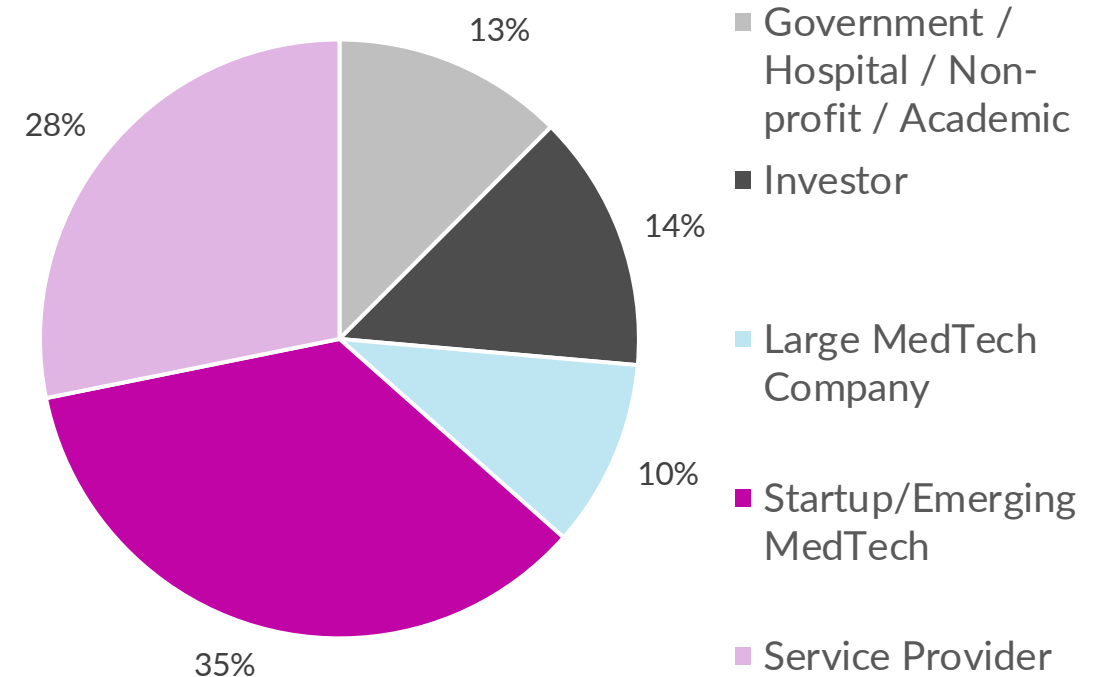


# Medtech Partnering Overview



- Dedicated space and suites in the Medtech Campus
- Hosted more than 1,250 meetings in 2023
- 74% of attendees used the partnering and conference planner in 2023
- Partnering has grown 20% in last year
- Start-up companies were the most engaged users/users with most confirmed meetings.

## Participating Company Type



# MyMedTech Partnering Overview



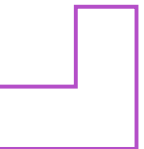
## Mark Your Calendars:

- Sept. 12 – MyMedTech Opens
- Sept. 18 – MyMedTech Webinar

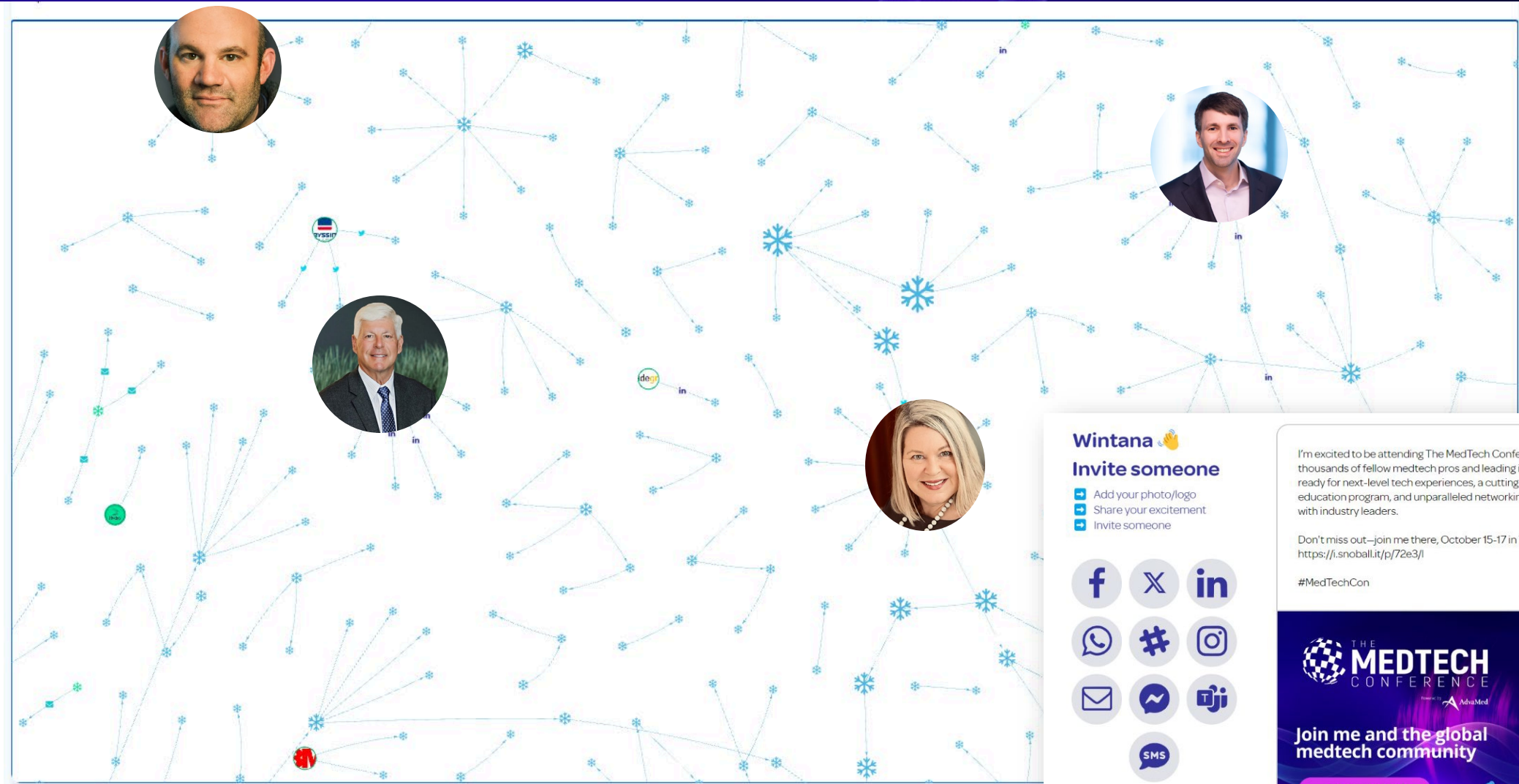


## My MedTech Benefits:

- Only place to view a complete list of attendees
- Meetings scheduled in exhibit booths AND dedicated space in the Medtech Campus
- Meetings scheduled based on mutual availability
- Secure more meetings with less travel



# AdvaMed Influencer Challenge



**Wintana** 🙌  
**Invite someone**

- ➡ Add your photo/logo
- ➡ Share your excitement
- ➡ Invite someone

f X in  
WhatsApp # Instagram  
Email Messenger Tj  
SMS

I'm excited to be attending The MedTech Conference alongside thousands of fellow medtech pros and leading innovators! Get ready for next-level tech experiences, a cutting-edge medtech education program, and unparalleled networking opportunities with industry leaders.

Don't miss out—join me there, October 15-17 in Toronto!  
<https://i.snoball.it/p/72e3/>

#MedTechCon

**THE MEDTECH CONFERENCE**  
Presented by AdvaMed  
October 15-17, 2024  
Toronto, Canada

Join me and the global medtech community

**Why Attend**

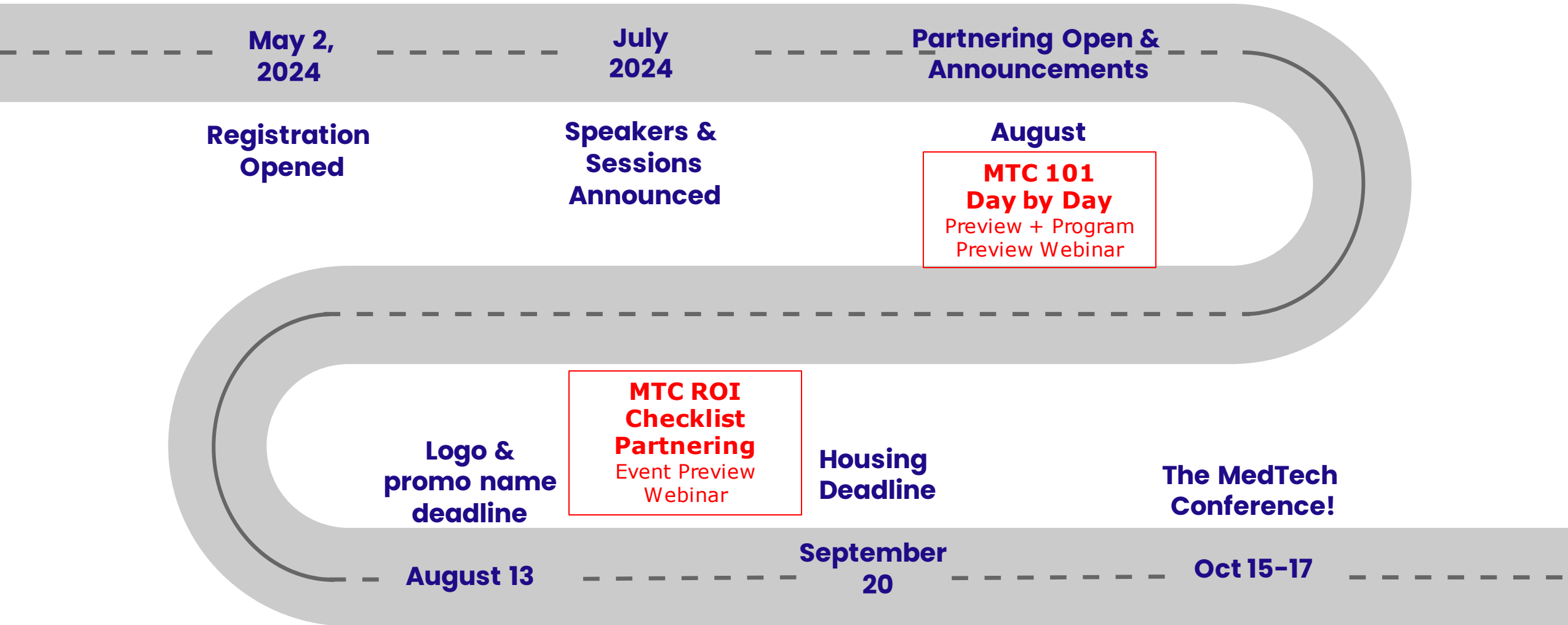
☒ I accept Snoball's privacy terms and conditions.

■ OCTOBER 15-17, 2024 | Toronto, Canada

# Share and Post about #MTC24!

Step

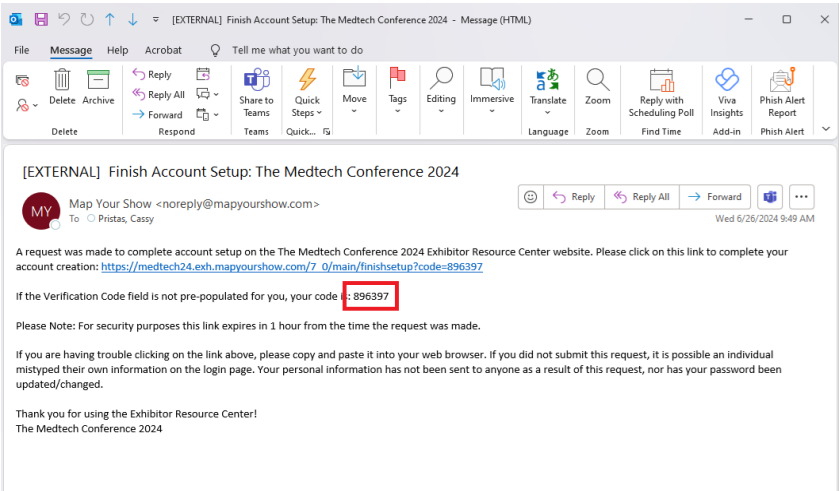
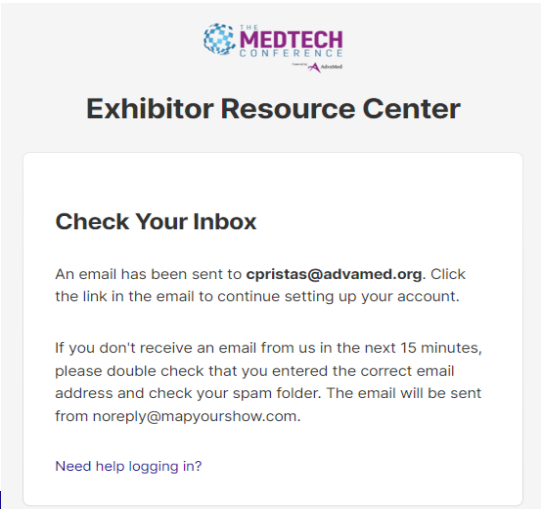
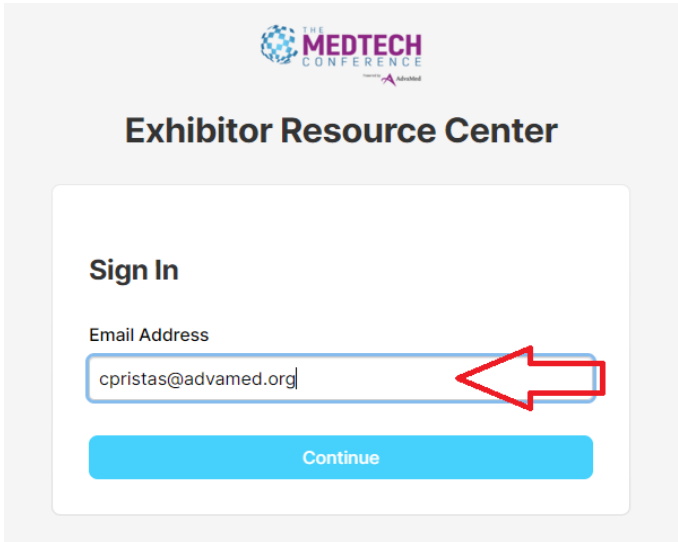
# Road to Toronto – 3.5 Months Until Showtime



# Exhibitor Resource Center



# Exhibitor Resource Center



# Downloading and Paying Your Invoice

The screenshot displays the Advamed user interface for The Medtech Conference 2024. The left sidebar contains navigation links: Home, Checklist, Resources, and Users. The main content area is divided into two sections: 'Financials' and 'Order Details'.

**Financials Section:**

- Header:** Advamed, Booth: 418
- Section Title:** Financials
- Status:** All payments have been made.
- Action:** [Go to Financials →](#) (indicated by a red arrow)
- Complete Your Profile:**
  - Description:** Complete
  - Logo:** None added
- Checklist:** 0/11 Completed (0% progress)
- Registration:** Click here to register (Reg, Housing)

**Order Details Section:**

- Header:** Advamed, Booth: 418
- Section Title:** Order Details
- Order Number:** 975788
- Purchased Item(s):** Exhibit Hall E, Booth 418 (20 x 40, 800 sq ft)
- Payment History:** No Payments Found
- Summary:**

Total Amount Due:	\$0.00
Total Payments:	\$0.00
Remaining Balance:	\$0.00
- Overall Totals:**

Remaining Balance for All Orders:	\$0.00
-----------------------------------	--------
- Action:** [Download Statement\(s\)](#) (indicated by a red arrow)
- Footer:** If you have any questions regarding orders, balances, payments, or invoices, please contact show management at 571-839-4652 or via email at [sales@advamed.org](mailto:sales@advamed.org).

# Exhibitor Resource Center – Map Your Show

The Medtech Conference 2024

October 15 - 17, 2024 | Toronto, ON

Search...

Home

Checklist

View All

To Do Items

Completed

Hidden

Resources

Users

Checklist

+ Add Item

Search checklist

Stay on top of your to-dos with our checklist, with helpful email reminders and the ability to add personalized items.

Item Details ^	Due Date	Category	Actions
<div><input type="checkbox"/></div> <div><b>Affiliate Event Request</b> AdvaMed welcomes affiliated organizations to meet and host functions during approved dates and times in conjunction with The MedTech Conference 2024. <a href="#">Get More Info</a> <a href="#">Add Note</a></div>	9/12/2024	-	<div><div></div><div></div></div>
<div><input type="checkbox"/></div> <div><b>Book your Hotels ( Booth: 518)</b> The exhibitor hotel cut off is August 23rd. If you are booking 9 or fewer rooms, you register for housing through the exhibitor freesale and book your housing through registration. If you are booking 10 or more rooms, you will go through a request a block process in the attached document. <a href="#">Get More Info</a> <a href="#">Add Note</a></div>	8/23/2024	-	<div><div></div><div></div></div>

Once in the Exhibitor Resource Center, navigate to the checklist to view important files and deadlines required to exhibit at the show.

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OCTOBER 15-17 | TORONTO

# Exhibitor Resource Center – Map Your Show

Be sure to check out the resources provided. Points of contact for all exhibitor related questions are included in the contact us / support page

The Medtech Conference 2024

October 15 - 17, 2024 | Toronto, ON

Search...

Home

Checklist

Resources

View All

Users

Resources

Search resources

Title ^

Contact Us/Support

Contact Us/Support

Exhibitor Webinar: Tips and Tricks for Managing Your Booth - June 27 11:00 am ET

Freeman Exhibitor Quick Facts

Housing - 10 or more Rooms

Rules and Regulations

# Exhibitor Registration & Housing



# Registration

Starting at the MedTech Conference website, you will be directed to the registration site, where you will click 'Exhibitor'

## Welcome!

Welcome to #MedTechCon we look forward to welcoming you onsite in Toronto. Maximize your time at #MedTechCon - choose your registration category and review options to plan your experience, then start building the perfect pass.

Attendee

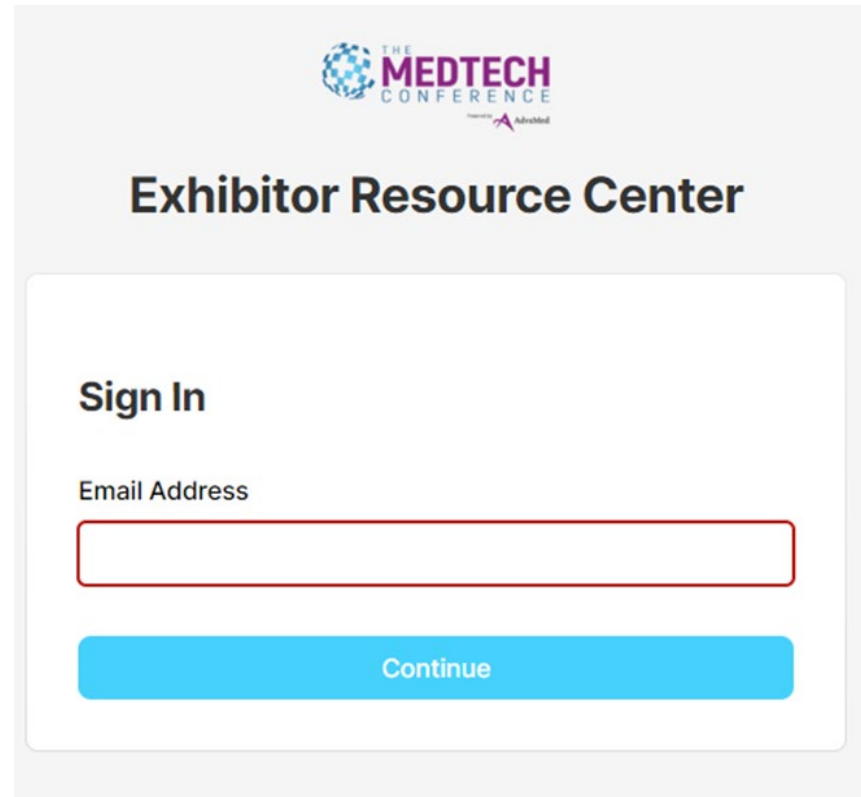
Exhibitor



Maritz is the Official Housing Provider for 2024 MedTech Conference. Improper solicitation of hotel reservations from any company other than Maritz is not approved. Reservations made by unaffiliated organizations may appear to have lower rates, however they may be illegitimate, not have the rooms to sell, have unreasonable cancellation or change penalties, or be completely non-refundable. Please be aware of, and report any unauthorized solicitation to your organization or Maritz.

# Registration


You are then redirected to the Exhibitor Resource Center where you will sign in



The image shows a screenshot of the 'Exhibitor Resource Center' sign-in page. At the top, there is a logo for 'THE MEDTECH CONFERENCE' with a globe icon. Below the logo, the title 'Exhibitor Resource Center' is displayed in a bold, black font. The main content area is a white box with rounded corners. Inside this box, the text 'Sign In' is prominently displayed. Below it, the label 'Email Address' is followed by a red-outlined input field. At the bottom of the white box is a blue button with the text 'Continue' in white.

# Registration

Once logged into MYS (Map Your Show), you will click on the button for the Reg, Housing, & Lead Retrieval



The Medtech Conference 2024  
October 15 - 17, 2024 | Toronto, ON

Home

Checklist

Resources

Users

### Financials

All payments have been made.

Go to Financials →

### Complete Your Profile

Description

Complete

Company Specialization(s)

0 of 10 added

Logo

None added

### Checklist

0%

0/11 Completed

Past Due (0)

Upcoming Deadlines (10)

Completed (0)

### Registration

Click here to register staff, secure accommodations, and order Lead Retrieval devices.

Reg, Housing & Lead Retrieval →

New Signature Required

×

There was a change to one of your orders. A new signature has been requested by the show.

Add Signature

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OCTOBER 15-17 | TORONTO

# Housing

After you are registered, you have the option to book housing for your exhibitor group.

- If you need **9** or **less** rooms, you will book your room under manage group on the dashboard
- If you need **10** or **more** rooms, you will go through the Request a Block process

# Housing- 9 or less rooms

- If you need **9** or **less** rooms, you will book your room under manage group on the dashboard



Validate

Medtech RAB Block

How many hotel rooms will you need to book?

9 or less rooms

10 or more rooms

← Back

# Housing- 9 or less rooms

- Then, you will review the information in your contact profile, agree to the Terms of Use, and click on 'Verify'.

## Contact Profile

Please complete the following fields.

\* indicates required fields.

\* First Name

\* Last Name

### Show Policies

\* ☒ I agree to the [Terms of Use](#).

Verify →

# Housing- 9 or less rooms

- From the Dashboard, you will see 'Manage Group' where you can add/edit your personnel. That button takes you to the Group Summary page where you can add people to your allotment.

Dashboard

Manage Group

Add/Edit Personnel →

Registration Type(s)	Allotment Total	Total Registered	Allotment Available
Exhibit Hall Only, Upgrade (Exhibit Hall Only Upgrade to Full Access)	8	0	8
Full Access	4	0	4

Group Summary

ADD NEW REGISTRANT: Click on the "Add New Person" tab below.

ADD EVENT TO REGISTRANT:

1. First submit Registration via "Add New Person" tab below.
2. If you are managing the full registration for this attendee and want to add or edit events for them please click on Add/Edit Events button in the grid below.

SEND INVITE (Optional): This allows Registrant to review their registration, select events and secure their own hotel reservation(s)

1. Check box in far right column under "Invite"
2. Click "Invite Selected" button. Note: This option is only available for completed registrations

▶ Add New Person

▶ Import Personnel

▶ Export Personnel

▶ Filter

Results Total: 1

✉ Send All Confirmations

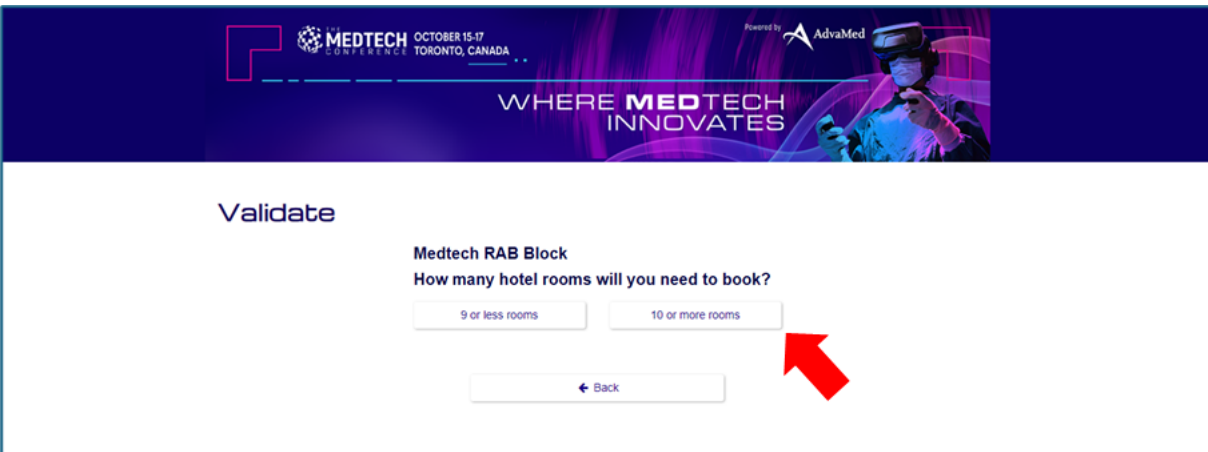
☒ Include Contact

✉ Invite Selected

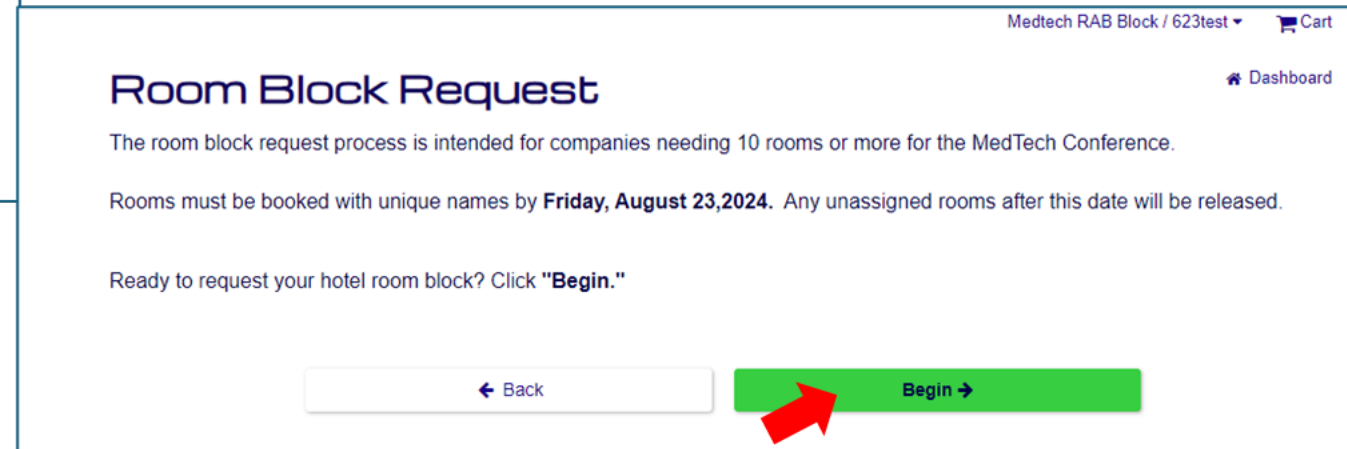
SEND CONFIRMATION TO AN INDIVIDUAL:  
Click "+" at far left in grid below to expand Registrant Details

# Housing- 10 or more rooms

- If you need **10** or **more** rooms, you will go through the Request a Block process



The screenshot shows the 'Validate' step of the MedTech RAB Block process. At the top, there is a banner for the MedTech Conference (October 15-17, Toronto, Canada) with the tagline 'WHERE MEDTECH INNOVATES' and logos for the conference and Advamed. Below the banner, the text 'Validate' is displayed. The main heading is 'Medtech RAB Block' followed by the question 'How many hotel rooms will you need to book?'. There are two buttons: '9 or less rooms' and '10 or more rooms'. A red arrow points to the '10 or more rooms' button. Below these buttons is a 'Back' button with a left arrow icon.



The screenshot shows the 'Room Block Request' page. At the top right, there is a breadcrumb 'Medtech RAB Block / 623test' and a 'Cart' icon. Below this is a 'Dashboard' link with a house icon. The main heading is 'Room Block Request'. The text below the heading states: 'The room block request process is intended for companies needing 10 rooms or more for the MedTech Conference. Rooms must be booked with unique names by **Friday, August 23, 2024**. Any unassigned rooms after this date will be released.' Below this text, it says 'Ready to request your hotel room block? Click "Begin."' At the bottom, there are two buttons: a 'Back' button with a left arrow icon and a green 'Begin' button with a right arrow icon. A red arrow points to the 'Begin' button.

# Housing- 10 or more rooms

Next, you can select your hotel preferences, and your block will be accommodated by where there is availability.

You will then have the option to rank additional criteria using the arrows. Click “Next” when this step is completed.

To see an estimate of your rate in US Dollars, click [here](#) for the currency converter. This is not a guarantee of pricing, exchange rates fluctuate daily.

All Hotel Choices

Hotel/Category	Price
<input checked="" type="checkbox"/> <a href="#">Delta Toronto Standard Room</a>	\$312.00 (CAD) / \$312.00 (CAD)
<input checked="" type="checkbox"/> <a href="#">Hilton Toronto Standard Room</a>	\$374.00 (CAD) / \$374.00 (CAD)
<input type="checkbox"/> <a href="#">Hyatt Regency Toronto Standard Room</a>	\$379.00 (CAD) / \$379.00 (CAD)
<input type="checkbox"/> <a href="#">InterContinental Toronto Centre Standard Room</a>	\$333.00 (CAD) / \$333.00 (CAD)
<input type="checkbox"/> <a href="#">Sheraton Centre Toronto Hotel Standard Room</a>	\$369.00 (CAD) / \$369.00 (CAD)
<input type="checkbox"/> <a href="#">The Fairmont Royal York Additional Standard Rooms</a>	\$439.00 (CAD) / \$439.00 (CAD)
<input type="checkbox"/> <a href="#">The Fairmont Royal York Standard Room</a>	\$385.00 (CAD) / \$385.00 (CAD)
<input type="checkbox"/> <a href="#">Toronto Marriott City Centre Standard Room</a>	\$380.00 (CAD) / \$380.00 (CAD)

Your Hotel Preferences

↑

1. Delta Toronto

×

↓

Standard Room

↑

2. Hilton Toronto

×

↓

Standard Room

Hotel Choice #3 (optional)

Hotel Choice #4 (optional)



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← Back

Next →

Additional Criteria

Hotel Preferences

Additional Criteria

Request Rooms

Block Request Summary

Use the arrows to adjust the order of preference. This additional criteria will assist us with assigning your room block.

Additional Selection Criteria

↑

↓

1 Low Rate

↑

↓

2 Hotel Preference

↑

↓

3 Proximity to Event

↑

↓

4 All Rooms at Same Hotel

← Back

Next →

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OCTOBER 15-17 | TORONTO

# Housing- 10 or more rooms

Select your arrival date and departure date. You must select 10 rooms or more for the peak night which is October 15. Click “Apply” when you’ve selected the correct amount.



**Request Rooms**

Hotel Preferences Additional Criteria **Request Rooms** Block Request Summary

**Room Nights Criteria**

Main Event Nights:  
Tue, Oct 15, 2024 - Thu, Oct 17, 2024

**Select Your Block Dates**

Arrival Date: 2024-10-14  
Departure Date: 2024-10-17

**How many rooms do you want on the main event nights?**

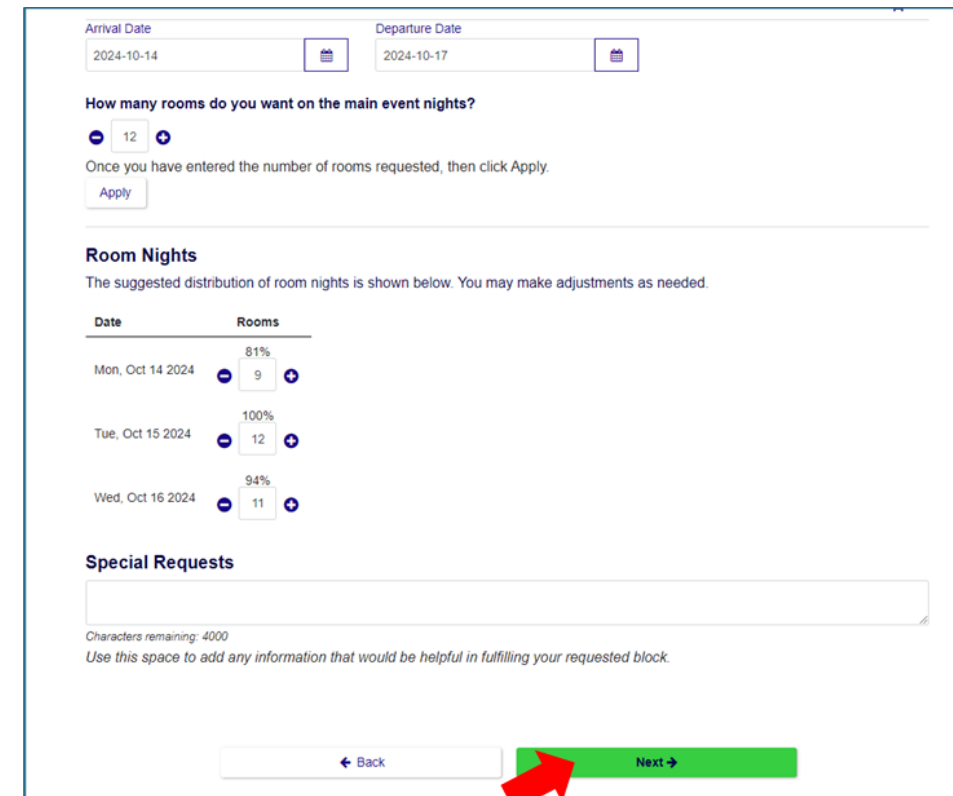
10

Once you have entered the number of rooms requested, then click Apply.

**Apply**

**Back** **Next**

After selecting your dates for your block and clicking “Apply” you will see the distribution of your nights based on inventory. If you need to adjust the shoulder nights, use the subtract and add buttons on either side of the rooms number. If you have completed this step, then click “Next”.



Arrival Date: 2024-10-14  
Departure Date: 2024-10-17

**How many rooms do you want on the main event nights?**

12

Once you have entered the number of rooms requested, then click Apply.

**Apply**

**Room Nights**

The suggested distribution of room nights is shown below. You may make adjustments as needed.

Date	Rooms
Mon, Oct 14 2024	81% 9
Tue, Oct 15 2024	100% 12
Wed, Oct 16 2024	94% 11

**Special Requests**

Characters remaining: 4000  
Use this space to add any information that would be helpful in fulfilling your requested block.

**Back** **Next**

# Housing- 10 or more rooms

At this point, you can edit any step that you have just completed. If everything looks correct to you click “Submit Block Request”.

▼ Hotel Preferences

(in order of importance)

1. Delta Toronto (Standard Room)

2. Hilton Toronto (Standard Room)

Edit

▼ Additional Criteria

(in order of importance)

1. Low Rate

2. Hotel Preference

3. Proximity to Event

4. All Rooms at Same Hotel

Edit

▼ Request Rooms

Date	Rooms
Mon, Oct 14 2024	9
Tue, Oct 15 2024	12
Wed, Oct 16 2024	11

Edit

Special Requests

← Back

Submit Block Request →

Your block request has been submitted and the registration vendor (Maritz) will go in and assign your group to a hotel. Once your block has been assigned to a hotel, you will receive the below email to guarantee your block of rooms.



\*\*\* Please do not reply to this e-mail. It was sent from an automated system. \*\*\*

Confirmation ID: 2108  
623test 470test  
Medtech RAB Block  
1888 N Market St  
Frederick , MD 21701

Dear 623test 470test:

On behalf of Advamed, thank you for your participation in The MedTech Conference.

Your room block request has been assigned. Click [here](#) to log into the website where you will have the opportunity to review your hotel assignment. Once you have accepted and guaranteed your room block, you will be able to register and book rooms.

Please note unique names are due for each room being held by **August 23, 2024**.

Please contact The MedTech Conference Exhibitor Coordinator with any questions:

- Email: [MedTechExhib@maritz.com](mailto:MedTechExhib@maritz.com)
- Phone: 864-658-5239
- Monday - Friday 9:00 AM - 5:00 PM ET

# Housing- 10 or more rooms

Then, log back in through MYS. Once you have returned to the registration site, you will land on the dashboard where you will complete your block of rooms. Click Guarantee Block. You will not be able to make hotel reservations until your block has been guaranteed.

Me

Dashboard

Hotel Block Request

Guarantee Block →

Block Request Details

Status:

Fulfilled

Submitted:

May 8, 2024 2:31:30 PM

Last Updated:

May 8, 2024 2:36:53 PM

⚠ Block Request Credit Card Guarantee Required ▼

View Inventory

Group Financial Summary

Registration Total

\$0.00

Room Total

\$0.00

Booking Total

\$0.00

Payments

\$0.00

Now it's time to review your block of rooms and accept your housing assignment. Check the box in front of “I accept my housing block assignment” then click “Guarantee My Block.”

Venta Toronto (Standard Room)

	Thu, Oct 10 2024	Fri, Oct 11 2024	Sat, Oct 12 2024	Sun, Oct 13 2024	Mon, Oct 14 2024	Tue, Oct 15 2024	Wed, Oct 16 2024	Thu, Oct 17 2024	Fri, Oct 18 2024	Sat, Oct 19 2024
Held	0	0	0	0	9	12	11	0	0	0
Used	0	0	0	0	0	0	0	0	0	0
Available	0	0	0	0	9	12	11	0	0	0
Single Rate	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00
Double Rate	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00	\$312.00

Accept Block

In order to guarantee your hotel block, indicate your acceptance below and provide a credit card guarantee.

☒ I accept my housing block assignment.

Selecting "Guarantee My Block" below will redirect you to our SecuRemit site where you may enter your credit card information.

By continuing forward, I authorize Advamed to charge my credit card for the total registration fees and Maritz to use my credit card to guarantee my hotel reservation. I understand that Maritz will transfer my credit card information along with my reservation to the hotel and it may be charged at that time.

SSL Certificate

Guarantee My Block →

# Housing- 10 or more rooms

Once you have clicked “Guarantee My Block”, you will enter your credit card information and land back on the dashboard. Your credit card is only to hold the block of rooms and will not be charged. To begin making reservations, go to “Manage Group” and begin adding your exhibitors or send out the link for them to make their own hotel arrangements.

## Questions?

Please contact the Exhibitor Coordinator if you have questions or any problems! [MedTechExhib@maritz.com](mailto:MedTechExhib@maritz.com)  
864-658-5239

# Customs Update



# OFFICIAL CUSTOMS BROKER

## Services:

- Canadian & U.S.  
Customs Brokerage
- Tax Rebate Consulting



# Government Programs Implemented

Canada Border Services Agency International Events  
and Convention Services Program (CBSA IECSP)

Foreign Convention and Tour Incentive Program (FCTIP)

# CBSA IECSP

- **Cross Connect Customs & Event Logistics (CCCEL)** granted permission to customs clear your exhibit materials into Canada on a duty-free and tax-free basis.
- **Border-to-Show** granted. CCEEL granted permission to clear your shipment(s) at the MTCC so you avoid costly shipping delays.

# FCTIP

- Tax rebate for foreign exhibitors.
- Applies to goods and services acquired from Canadian vendors such as:
  - A/V
  - Show services

# Medical Devices & Drugs

- **Canada Border Services Agency (CBSA) & Health Canada (HC)** generally allow **Medical Devices** to enter Canada for display purposes at a trade show/exhibition under certain conditions.
- Many everyday products that can be purchased “**over the counter**” are considered “**Medical Devices**”, “**Drugs**”, or “**Natural Health Products**” by the **CBSA & HC**.
- Contact **CCCEL** early to ensure you are aware of any import regulations that may restrict the entry of your shipment to Canada.

# Steps

## #1 – Contact CCCEL Operations

→ At least 2 months prior to shipping

## #2 – Complete CCCEL Forms (x2)

→ Order Form & Commercial Invoice located in customs manual

→ Submit at least 1 month prior to shipping for review

→ Only one set of forms required for round-trip (Canada & U.S.A.)

## #3 – CCCEL will guide you through entire process

→ CCCEL available for assistance prior to event, our team

will be in exhibit hall for duration of the tradeshow

# Contact:

CCCEL Event Operations

Tel.: (416) 639-2176

E-mail: [info@crossconnectcl.com](mailto:info@crossconnectcl.com)

# Guide to Exhibiting in Canada





# Exhibition products and services





## Freeman offered services

### The Medtech Conference - FreemanOnline

- Transportation (Ground / Air)
- Material Handling (Advance Warehouse and Show Site Receiving)
- Exhibit Packages, Custom Booth Rentals
- Graphic, Signage and Sponsorships
- Furnishings and Flooring
- Installation and Dismantle

## Metro Toronto Convention Centre offered services

### MTCC

- Janitorial and vacuuming
- Internet & Telecommunications
- Food and Beverage
- Parking

## Showtech Power & Lighting offered services

### Showtech Power & Lighting

- Electrical, Lighting, Plumbing High-visibility vests
- Sign / Banner Hanging

# Freeman Transportation Services

# Shipping to Canada with Freeman

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## The world's longest international border 8900 km / 5500 miles!

Shipping your booth materials and samples into Canada can be as simple as shipping through the US.

Our team of experts in transportation Services are here to help!

Contact us:

1-877-478-1113

[exhibittrans.canada@freeman.com](mailto:exhibittrans.canada@freeman.com)

## The Shipping Basics – Have your information readily available

- Your piece count with weights and dimensions for each package
- Pick-up address (and loading dock availabilities) and where do you want it to deliver (advance warehouse or show site)
- When will your shipment be ready – considerer geographical locations when estimating shipping deadlines – Since the event is in Toronto, a West Coast pick-up will require more time than an East Coast pick-up.

## The Clearance Basics – Know your goods

A detailed manifest of what is being shipped will need to be prepared by the shipper (Exhibitor / 3<sup>rd</sup> Party).

This manifest must include description of items, quantities, Country of origin / manufacturing, value \$ and if items are returning to the US after the event (i.e. what are giveaways and what are part of display items).

The manifest is utilized to Complete the Canada Customs / Commercial Invoice.

- Complete all fields on the Canada Customs / Commercial Invoice (CCI), with your company name, contact information, booth number and IRS / Federal Tax ID #, the description of your goods as stated on your manifest
- Send the completed documents to the **Official Customs Broker**

# Shipping... continued

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- **Warehouse and Show Site Dates**

Determine if you prefer to ship to the advance warehouse between **September 12<sup>th</sup> and October 4<sup>th</sup>, 2024** to avoid any early or late fees or directly to show site starting on **October 12<sup>th</sup>, 2024**. Note that shipments will not be accepted on-site prior to this date.

- **Using the official custom broker vs. your own carrier and broker (and bring your documents)**

Shipping your small packages with a courier such as FedEx, UPS? It could be more cost effective to do so. Always have your tracking numbers with you. They may also offer some clearance services. Contact them for further details and understand that these courier services do not offer on-site support and services. Bring all tracking information with you onsite!

Contact us for your specific estimate or to answer your questions

1-877-478-1113 [exhibitrans.canada@freeman.com](mailto:exhibitrans.canada@freeman.com)

- **Do not ship!**

Any organics, food, plants, cannabis products, alcohol, firearms, tobacco, personal items (your luggage), hazardous materials.

- **Timelines**

How long before the show moves in should I arrange for freight to arrive in the show city?

Plan on having your carrier (if other than Freeman) arrive in the final city of destination a minimum of 3 business days prior to move-in. For ocean freight, ten business days prior to move-in. An extended lead time will allow for the increased number of random inspections and can prevent delays that are irreversible. It is important to note, when planning, the freight will not be cleared on Saturdays, Sundays or holidays.

# Shipping... continued

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- **Noteworthy**

All shipments originating outside Canada will require Canada Customs Clearance and U.S. Customs / Homeland Security (when applicable) on the return.

Small Packages and boxes, (including portable display Cases) Canada is an international destination and, as such, duties, taxes and customs clearance fees applies. If you are shipping small packages, inclusive of portable display booths, via Air or Ground with the following small packages companies, FedEx, UPS, Airborne, DHL, Purolator or any other small package/boxes carriers please ensure that all ancillary charges (duties, taxes & Customs clearance fees) are PREPAID. This includes 3rd Party Shippers (ie: Fulfillment Centres, printing shops, etc.). Any shipments that are sent collect will not be accepted by Freeman and they will be refused.

In some instances, carriers do not declare ancillary collect charges upon delivery to our warehouse and Freeman is billed 30-90 days after the event has closed. In these situations, any charges (duties, taxes & Customs clearance fees) are re-billed to the corresponding exhibitors plus "Advancement Fees".

# Useful Tips

# Useful tips

## Currency and Taxes

All Freeman services for events held in Canada are invoiced in Canadian Dollars. Your credit card company will convert back to USD (or other currency if outside of the US) according to the day's exchange rate, and their own bank and transaction fees. This is not controlled by Freeman.

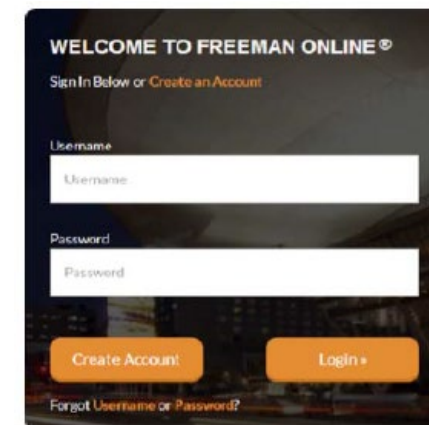
While in Canada, your purchases and rental items will be subject to the Federal and Provincial Taxes, even if you are not a resident. These vary from location to location and will be added to your invoices.

In Ontario the tax rate is 13% HST (Harmonized Sales Tax).

## Want to save money on Freeman Services?

Be on the lookout for discount deadline date for discounted rates. For your best rates on Freeman Services go to [The Medtech Conference – FreemanOnline](#) at least 4 weeks prior to the first day of exhibitor move-in. Online rates are 40% reduced up to **4 weeks prior to the first day of exhibitor move-in. Order by September 12 to benefit from the best rates!**

Freeman Online® is an innovative online ordering platform that also provides important show information, dates, products, show services, copies of invoices and viewing of previous Freeman Orders.

A screenshot of the Freeman Online login page. The page has a dark background with a blurred image of a medical device. At the top, it says 'WELCOME TO FREEMAN ONLINE®'. Below that, it says 'Sign In Below or Create an Account'. There are two input fields: 'Username' and 'Password'. Below the 'Password' field, there are two orange buttons: 'Create Account' and 'Login'. At the bottom, there is a link that says 'Forgot Username or Password?'.

WELCOME TO FREEMAN ONLINE®

Sign In Below or Create an Account

Username

Username

Password

Password

Create Account Login

Forgot Username or Password?

# Useful tips

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## Tax Rebate Program

As non-Canadian exhibitor in a Foreign Convention, you may be eligible for some tax rebates. This means you may get some money back. Keep all related invoices and visit for all the details, requirements and to see if you are eligible:

[Foreign Convention and Tour Incentive Program - Non-Resident Exhibitors](#)

## Savings!

Between the currency difference (approx. \$1 CAD = \$0.75 USD) and the potential refund on some taxes, you can benefit of substantial savings!

A reminder, the Freeman invoice will be in CAD. The amount on the Freeman invoice will be different on your credit card (if non-Canadian Credit Card)

Visit [Currency Conversion](#) to get an approximate conversion. Note this excludes bank and credit card transaction and service fees.

# Metro Toronto Convention Center Information & Resources





# MTCC & Supplier Contacts

## **Electrical & Mechanical Services**

SHOWTECH Power & Lighting Ltd.

**Daniela Kuaye Tomotani**

Email: [dtomotani@showtech.ca](mailto:dtomotani@showtech.ca)

MTCC Office: (416) 585-8109

## **Staging Services**

SHOWTECH Power & Lighting  
(Production Division)

Chris Lem Technical Coordinator

Email: [chlem@showtech.ca](mailto:chlem@showtech.ca)

MTCC Office: (416) 585-8500

## **Safety Compliance**

Safety Compliance Officer

Email: [firesafetyreply@mtccc.com](mailto:firesafetyreply@mtccc.com)

Phone: (416) 585-8249

## **Exhibitor Services Centre**

Exhibitor cleaning, parking and  
telecommunication services

Email: [exhibitor-services@mtccc.com](mailto:exhibitor-services@mtccc.com)

Phone: (416) 585-8387

## **Technology & Telecommunications Services**

In-House Telecommunications Specialists

Email: [technology@mtccc.com](mailto:technology@mtccc.com)

Phone: (416) 585-3596

## **Show Security Services**

Manager, Special Events– Ralph MacEachern

Email: [ralph.maceachern@executekinternational.com](mailto:ralph.maceachern@executekinternational.com)

Phone: (416) 256-3199

## **Event Coordination**

Event Manager – Kristy Long

Email: [klong@mtccc.com](mailto:klong@mtccc.com)

Phone: (416) 585-8173

## **Food & Beverage Services**

Catering Inquiries

Email: [catering@mtccc.com](mailto:catering@mtccc.com)

Phone: (416) 585-8144

# Final Thoughts



# Action Items

1. Renew Your Passport
2. Register
3. Book Your Housing
4. Explore the Exhibitor Resource Center
5. Complete Your Exhibitor Checklist
6. Arrange for Shipping & Customs Clearance
7. Promote Your Presence at The  
MedTech Conference
8. See you in Toronto!



# High Visibility Sponsorship Opportunities

- Banners & Branding
- Networking Events
- Champagne Toast
- Headshot Lounge
- Map & Pocket Guide Premier Sponsor
- Tours
- Receptions
- And More!

Contact: [Sales@advamed.org](mailto:Sales@advamed.org)

