

# VIRTUAL BOOTH APPLICATION

2022 HSC National Virtual Conference - November 12-13, 2022

NATIONAL  
VIRTUAL  
CONFERENCE

The 2022 Huntington Society of Canada National Virtual Conference is an invaluable opportunity to connect with our community of individuals living with or at-risk for Huntington disease, including youth, as well as caregivers, researchers, and care professionals. You will have the opportunity to raise awareness of your products or services to over 1000 virtual attendees from across Canada and the world.

## EVENT DETAILS

**Date:** November 12th and 13th, 2022

**Event Times:** 12:30 p.m. – 6:00 p.m. ET

**Active Booth Engagement Times:**

Nov 12 – 3:45 p.m. – 4:15 p.m. ET

Nov 13 – 3:15 p.m. – 3:45 p.m. ET

**Only 10 spaces available!**

Deadline to apply: September 30, 2022

## RESOURCE FAIR PACKAGES

	General	Advanced
<b>Business Pricing</b>	\$100	\$200
<b>Non-profit Pricing</b>	\$50	\$100

Conference Sponsors Free (By level)

Your space is confirmed once payment and logo are received. We accept cheque, e-transfer or credit cards for payment. Please contact [conference@huntingtonsociety.ca](mailto:conference@huntingtonsociety.ca) to discuss payment methods.

**DON'T DELAY, AS SPACE IS LIMITED!**

## EACH PACKAGE INCLUDES THE FOLLOWING:

- A square representation of your logo (500x500 pixels) in virtual booth
- Logo on resource fair promotional materials
- Unique exhibitor access to set-up virtual booth resources in advance of the conference dates
- Virtual booth banner (1000x400 pixels)
- Virtual booth chat
- Link to website, email, Twitter, Facebook, Instagram, LinkedIn and YouTube
- 100MB MP4 video presentation within booth (approximately 5-10 minutes)
- Calendly integration
- Downloadable resource upload
- Dedicated Q&A time with conference attendees from 3:45 p.m. – 4:15 p.m. (Eastern) on Saturday, November 12 and 3:15 p.m. – 3:45 p.m. (Eastern) on Sunday, November 13

## THE ADVANCED PACKAGE ALSO INCLUDES:

- Lead capture
- Live video chatting in virtual booth with attendees

*\*Our virtual resource fair includes a virtual passport program to entice attendees to visit all booths.*

*\*Some Conference sponsorships include booth space.*

Contact us if you'd like to see the sponsorship package!

Business/Organization Name: \_\_\_\_\_

Main Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Please describe your business/organization and the products/services you offer:

Participating organizations are asked to provide a minimum \$20 gift towards our "Resource Booth Passport Draw"

Yes, count me in. I will mail my donation to the Waterloo Office by October 28  Sorry, not at this time

*Please refer to the registration fee grid on page 1 for pricing information. Your space is confirmed once application, payment and logo are received. We accept cheque, e-transfer or credit cards for payment. Please contact [conference@huntingtonsociety.ca](mailto:conference@huntingtonsociety.ca) to discuss payment methods.*

*Due Date to mail in a donation for the draw - October 28  
Mailing address for draw prizes and/or cheques:*

Huntington Society of Canada  
Attention: National Conference Organizer – Resource Fair  
20 Erb Street West, Suite 801, Waterloo, ON, N2L 1T2

**RELEASE OF LIABILITY AND CONSENT:** In consideration of the acceptance by the Huntington Society of Canada of this application to participate in the 2022 HSC National Virtual Conference Resource Fair, the undersigned ("the Covenanter") and on behalf of his or her heirs, executors, administrators and legal personal representatives HEREBY RELEASES AND DISCHARGES the Huntington Society of Canada and their respective directors, officers, employees, contractors, agents, sponsors and all sanctioning bodies (individually and collectively "the Society") from AND HEREBY CONVENANTS that he or she will at all times hereafter indemnify the Society and keep it indemnified and hold it harmless from and against costs and expenses whatsoever resulting directly or indirectly from or in any way arising out of the Covenanters' participation in the 2022 HSC National Virtual Conference, including without prejudice to the generality of the foregoing, death, personal injury or loss or damage to property, howsoever caused, and whether or not the same may have been contributed to or in any way occasioned by the negligence of the Society.

The Covenanter, by his or her execution of this Release, Discharge and Indemnity, confirms that he or she has read, understood and freely agreed to the terms set forth above.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# KNOW YOUR AUDIENCE

## WHY DO YOU ATTEND CONFERENCE?

GET UPDATED ON NEW RESEARCH & FINDINGS

LEARN CAREGIVING STRATEGIES

IMPROVE MY FUNDRAISING & AWARENESS STRATEGIES

CONNECT WITH OTHER HD FAMILIES

TO BE MOTIVATED & INSPIRED



**75%**  
FEMALE



**23%**  
MALE

**2%**  
OTHER/  
**NO**  
REPLY

ON: 44%

BC: 17%

AB: 13%

MB: 4%

SK: 3%

Atlantic Canada: 9%

International: 7%

## HD CONNECTION

- 21% FRIEND/FAMILY MEMBER OF SOMEONE W/HD BUT NOT CAREGIVER
- 20% CAREGIVER FOR PERSON WITH HD
- 10% GENE POSITIVE
- 7% AT RISK
- 6% GENE NEGATIVE
- 5% SYMPTOMATIC
- 5% HD CARE PROFESSIONAL



**800-1000** EXPECTED # OF VIEWERS

**48%** OF FIRST TIMERS

**AVERAGE AGE: 53**

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## GENERAL INFORMATION

- Each space includes the opportunity to upload your logo, a promotional video, contact details including emails, website links, etc. and the ability to chat live with attendees visiting your booth. Should you choose to upgrade to the advanced package, you will also be able to collect the leads of those who visit your booth as well as having the option to go live in the booth to present directly to your audience. Assignments to specific booth listings will be made by HSC.
- Please refer to the registration fee grid on page 1 for pricing information.
- Confirmations will be emailed upon receipt of application, registration fee, and logo. HSC has the right to deny an application if other applications have already been accepted for similar products/services, or if a conflict of interest arises. Furthermore, HSC has the right to revoke participation without a registration fee refund at any time if the applicant is not meeting these guidelines.
- Additional information will be emailed to the successful resource booth applicants prior to the event.
- Promotional Video details: Supports a single MP4 file up to 100 MB (duration of video depends on resolution, usually 5 - 10 minutes of HD quality), typically 16:9 aspect ratio. Visible on each exhibitor's virtual event profile page. Videos are displayed on loop and start muted.
- No resource fair representative(s) is allowed to participate in direct sales during the conference. This resource fair is ONLY for attendees to gather information on products/services available.
- Resource booth representatives must be present for their booth by 3:45 p.m. – 4:15 p.m. (Eastern) on Saturday, November 12 and/or 3:15 p.m. – 3:45 p.m. (Eastern) on Sunday, November 13. Should a representative be unavailable, please notify the Resource Fair organizer. We will endeavor to collect questions from our community in advance that you can respond to in a pre-recorded resource or presentation which we will share during this window.
- The deadline to apply is September 30, 2022 pending space availability.

**If you have any questions, please contact National Conference Organizer – Resource Fair at [events@huntingtonsociety.ca](mailto:events@huntingtonsociety.ca) or 1-800-998-7398.**

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