



Exhibit Opportunities Package

www.msconference.com

Maritime Security Challenges 2018

Secretariat – Podium Conferences
2661 Queenswood Dr. Victoria, BC V8N 1X6, Canada
T +1 250.250.592.0590 F +1 250.472.7664
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Dear Industry Partners,

Maritime Security Challenges 2018, **"A Strong, Secure, and Engaged Maritime Future"** will be the 8th edition of this premier international maritime security event. Take advantage of this unique opportunity to heighten your company's profile amongst leading Canadian and international maritime experts and decision-makers.

This event attracts several hundred practitioners and experts from the military and government, commercial and academic communities from around the world. The MSC series is amongst a handful of such events in the world - and the only one of its kind in western Canada. The MSC series is designed to acknowledge the challenges and opportunities affecting the maritime domain, including naval warfare, navigation and communications, commercial shipping, fisheries, and the safety of vessels and crews at sea.

MSC18's expert panels will be discussing the following topics:

- **'Striking a Balance in the Full Spectrum of Maritime Operations'**
- **'The Evolving Seascape: Understanding the Future Maritime Environment'**
- **'Building Strategic Resolve: Policy, Platforms and People in Maritime Security'**
- **'The Future Fleet: Investing in a New Maritime Era'**
- **'The Innovation Imperative: Enabling Flexibility Through Technology & Transformation'**
- **'The Cooperation Coefficient: Multinational Efforts to Secure the Ocean Commons'**

PLUS: Presentations on 'The South China Sea: A Power Struggle in Asia', 'Cyber in the Maritime Domain', 'Changing Ocean Dynamics' and a debate on 'The Continuing Relevance of the Aircraft Carrier'.

As an exhibitor your brand will be exposed to naval officers, academics, political representatives, scientists and students from around the world. This will be your opportunity to differentiate your company and its products from your competitors. Increase your company's visibility or introduce your new products to this unique group.

The MSC18 Expo will take place October 16-18, 2018, at the Fairmont Empress Hotel in beautiful Victoria, BC, Canada. This venue offers a practical and comfortable location to convene, network, and display your products to MSC18 delegates.

To confirm your exhibit space, please refer to the enclosed documents. Please note that exhibition space is limited and exhibit booths granted on a first-come, first-served basis.

Victoria - with its natural west coast beauty; naval and maritime history; diverse culture and relaxed atmosphere - is the ideal location to bring together the maritime world. Please don't miss this opportunity to join us for our conference in October.

Sincerely,

Vice-Admiral (Ret'd) John Anderson, CMM, CD
Honorary Chair, MSC18 (The Navy League of Canada)

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Exhibitor Opportunities

Maritime Security Challenges (MSC) 2018 is the eighth edition of a highly successful conference series occurring in Victoria, British Columbia. This year's event – from 15–18 October 2018 at The Fairmont Empress – will once again attract several hundred practitioners and experts from the military, government, commercial, and academic communities from countries all over the world. The MSC series is designed to acknowledge the full spectrum of the challenges and opportunities affecting the maritime domain, including naval warfare, navigation, communications, commercial shipping, fisheries, and the safety of vessels and crews at sea. There are only handful of such events in the world - and this is the only one of its kind in western Canada.

Some reasons why you should exhibit at Maritime Security Challenges 2018:

An opportunity to connect with over 200 international delegates and speakers, including:

- ✓ Senior domestic and foreign naval and military officers
- ✓ Technical experts in areas such as shipbuilding, maritime sensors, and autonomous vehicle technologies
- ✓ Representatives of various domestic and foreign government departments with maritime jurisdictions
- ✓ Subject matter experts on a wide variety of threats to maritime security and safety
- ✓ Security and safety officials from the commercial shipping industry
- ✓ Other exhibitors looking to build partnerships with associated marine enterprises
- ✓ Academics with an expertise in naval and maritime issues

Position your company front and centre with decision-makers and maritime industry leaders. **Exhibits at MSC18 are positioned providing easy and continuous access to delegates throughout the event.** This proximity will help build your brand and promote your newest capabilities, products and services. MSC18 provides a unique opportunity to develop new business relationships and strengthen contacts with existing customers. Set your product, service and brand apart from your competitors and guarantee visibility on printed materials, advertising, and promotions.

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How to Become an Exhibitor

To become an exhibitor, please review the information within this package and complete the appropriate application forms. You may also register on-line: www.msconference.com. Should you wish to discuss exhibit opportunities, please contact Brian Groos at our Secretariat:

De Armond Management Ltd.
2661 Queenswood Drive
Victoria, BC
Canada V8N 1X6

Tel: 1.250.592.0590
Fax: 1.250.472.7664
Email: msc@dearmondmanagement.com
Web: www.msconference.com

PLEASE NOTE: You will need the following information to successfully complete your Exhibitor registration online:

- Contact Person/ Title: This person will be the main contact for all correspondence regarding conference management. This name does not have to be the same name of the person staffing the booth or the one listed in the Conference Handbook.
- Company contact details
- Company Logo for Website and Conference Handbook (high-res. 300dpi in .jpg or .tif)
- Company Description for brochure (350 characters/50 words)
- Company Description for the website (350 characters/50 words)

You will also be asked to agree to our Exhibitor Terms and Conditions, which are available upon request.

General Information

Conference Venue

Fairmont Empress
721 Government Street, Victoria, BC Canada V8W 1W5
Tel: +1 (250) 384-8111; Toll free: +1 (800) 441-1414
Web: www.fairmont.com/empress-victoria

Maritime Security Challenges 2018 is hosted by The Navy League of Canada and is presented in association with the Royal Canadian Navy and the Daniel K. Inouye Asia-Pacific Center for Security Studies, an Institution of the United States Department of Defense.

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MSC18 Schedule of Events

Monday, October 15

- Royal Canadian Navy hosts familiarization event: Day Sail on board HMCS Calgary
- Welcome Reception

Tuesday, October 16

- Opening Remarks: **Honourable Harjit Singh Sajjan**, Minister of National Defence (Invited)
- Keynote Address: **Vice-Admiral Ron Lloyd**, Commander, Royal Canadian Navy)
- Presentation: **"The Full Spectrum of Maritime Operations"** (Dr. Geoffrey Till, Defence Studies, King's College, London)
- Panel: **"The Evolving Seascape: Understanding the Future Maritime Environment"**
- Panel: **"Building Strategic Resolve: Policy, Platforms & Partners in Maritime Security"**
- Luncheon Address: **"The South China Sea – Power Struggle in Asia"** (Mr. Bill Hayton, Chatham House, London)
- Presentation: **"Ocean Dynamics"** (Dr. Kate Moran, Ocean Networks Canada)
- Panel: **"The Future Fleet – Investing in a New Maritime Era"**
- MSC18 Banquet & Keynote address: Commander US Pacific Fleet (Invited)

Wednesday, October 17

- Panel: **"The Innovation Imperative: Enabling Flexibility through Technology & Transformation"**
- Panel: **"A view from the Atlantic: Strengthening NATO's Maritime Posture"**
- Luncheon Presentation: **"Cyber in the Maritime Domain"** (Vice-Admiral (Ret'd) Jan Tighe, Former Deputy Chief of Naval Operations Information Warfare)
- Presentation: **"Maritime Calculations on the Korean Peninsula"** (Dr. Euan Graham, Lowy Institute – Invited)
- Panel: **"The Cooperation Coefficient: Multinational Efforts to Secure the Ocean Commons"**

Thursday, October 18

- Presentation: **"Innovative Perspectives from the Next Generation of Global Leaders"** (MSC18 Future Leaders)
- Roundtable discussion: **"The Future of Pacific Seapower"**

For full program details, speaker and accommodation information and a list of key dates, please visit the MSC18 website: www.mscconference.com.

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Each Exhibitor Package includes the following:

- 2 Exhibitor name badges, to support exhibitor booth and providing the following:
 - Continental breakfasts with MSC18 delegates (Tuesday 16 October, Wednesday 17 October & Thursday 18 October)
 - Complimentary refreshment during Conference hours
- Acknowledgement in the MSC18 conference program and MSC18 website
- Exhibitor profile in the MSC18 program and MSC18 website
- Acknowledgement on MSC18 Exhibitor signage (on-site)
- Opportunity for one representative to mix with delegates RCN familiarization event on Monday 15 October 2018.
- Opportunity to purchase added value exhibitor components – [Contact Us](#) to access these unique opportunities :
 - advertising opportunities designed to provide exhibitors with increased exposure with conference delegates.
 - Interact with delegates at the Welcome Reception at the Rotunda at the Legislative Assembly of British Columbia (Monday, 15 October 7:30pm)
 - Join delegates at the Conference Banquet (Tuesday, 16 October 7pm)
 - Tickets to Speaker lunches (Tuesday, 16 October & Wednesday 17 October)

Exhibitor Booth Prices and Additional Information

Display Options	Cost
Exhibitor Booth (8'x10')	\$1500
Exhibitor Table Top (30" x 6')	\$900
Additional Exhibit Marketplace Badges	\$150 per additional representative

Exhibit booths are booked on a first come, first served basis. Reservations without payment will not be considered until payment has been received. Floor plans will be made available in September 2018. Service charges (ie. internet, electricity) are not included in pricing.

Additional Exhibitor Information**Expo Schedule**

Move-In:	Monday, October 15:	1:00pm – 9:00pm
Conference Hours:	Tuesday, October 16:	7:30am – 5:30pm
	Wednesday, October 17:	7:30am – 5:30pm
	Thursday, October 18:	7:30am – 12:00noon
Move-Out:	Thursday, October 18:	12:00noon – 4:00pm

For questions relating to exhibitor opportunities please contact Brian Groos at msc@podiumconferences.com (250.592.0590).

REGISTER ONLINE: www.mscconference.com

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Value-added Opportunities for Exhibitors

Maritime Security Challenges 2018 makes available value-added advertising opportunities designed to provide exhibitors with increased exposure with conference delegates

Benefits include:

- Differentiate yourself from your competitors
- Increase visibility with buyers
- Position your products
- Introduce new products
- Provide "takeaway"
- Tie-in with promotional campaign

Value added advertising opportunities include:

Promotional Item in Registration Package

Guarantee your promotional material goes home with the show visitor by including one (1) promotional item in the registration kit. Include a new product announcement, a corporate profile or gadget of your choice – you decide what you want the show visitor to get to remind them about your company.

Minimum number of items required: 200

Price: **\$300.00**

Conference Program Opportunities

The conference program is the delegate's main reference point. This high-value publication, distributed to all delegates includes profiles of all Trade Show exhibitors and valuable information on the Maritime Security Challenges 2018. Increase your visibility in this show guide through the purchase of:

Enhanced Profile Listing: Stand out on the page with a high visibility banner, logo insert and box around your profile.

Price: **\$200.00**

Display Advertising Chose from a variety of sizes from business card to full page, including inside covers. See Advertising Submission Guidelines Sheet below for full details and prices.

All valued added opportunities must be booked and paid for by **September 7, 2018**. All materials (ie. logo files, promotional inserts, display ads) must be received at the offices of the Trade Show Manager (see below) no later than **September 7, 2018**.

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Display Advertising Submission Guidelines

The conference program is a high quality publication, designed provide information to delegates about the conference, and to hi-light the companies exhibiting at the event. Choose from full pages or an assortment of ad sizes for placement on the inside pages of the directory.

Cover ads

Inside front or inside back are available.

Sizes: Page size 8.5" x 10.5"

Bleeds: Allow ¼" bleed where needed

Colour: Files must be CMYK colour 200-ppi resolution

File formats: PDF or JPEG - Fonts must be embedded in PDF files, resolution 200-ppi; JPEGs should be CMYK colour at 200-ppi resolution, low compression

Inside pages

Assortment of sizes available (see following pages for format & sizes)

Available sizes: Business Card, ¼ page, ½ page, full page

File formats: PDF or JPEG; Fonts must be embedded in PDF files, resolution 200-ppi
JPEGs should be greyscale at 200-ppi resolution, low compression

Rates & Sizes

Inside Pages (full colour)

Full page only	\$1000	7.5" x 10.5"
½ page	\$600	7.5" x 4.85"
¼ page	\$400	3.6" x 4.85"
Business Card	\$250	3.6" x 2.25"

Inside Pages (black)

Full page	\$800	7.5" x 10.5"
½ page	\$450	7.5" x 4.85"
¼ page	\$300	3.6" x 4.85"
Business Card	\$200	3.6" x 2.25"

Distribution

A minimum of 250 programs will be printed. All show visitors will receive a copy. Copies also to be provided to exhibitors (1 per booth).

Deadlines

All print advertising orders must be made no later than **September 7, 2018**.

Ad copy must be received no later than **September 7, 2018**.

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Exhibition Terms & Conditions

These terms and conditions are the contractual agreement between the Organizer and the Exhibiting Firm (hereinafter referred to as 'Exhibitor').

PURPOSE: The Exhibit component of Maritime Security Challenges 2018 (hereinafter referred to as 'Event') is conducted through De Armond Management Ltd. The purpose of the annual meeting is to bring together neuroscience researchers and students for discussion and exchange of the most cutting edge knowledge, insights, issues and ideas.

APPLICATION TO PARTICIPATE: Application to participate will be considered only upon submission of the completed online Exhibitor Application Form to the Organizer.

ELIGIBILITY: The Organizer, in its sole discretion, determines whether a prospective Exhibitor is eligible to participate in the Event. The Organizer reserves the right to reject an application for exhibit space including, without limitation, those submitted by applicants whose product or service would not be in the best interest of the Organizer or the Event.

ATTENDANCE & BOOTH REPRESENTATIVES: The Event is not open to the public. Exhibitor name badges are to be worn by exhibitors at all times. Exhibitors without name badges may be asked to leave at the discretion of the Organizer. Booths must be staffed during the stated exhibit hall hours by qualified and properly registered representatives of the Exhibitor.

PAYMENT: Payment is due in full upon submission of the online application form. Forms submitted without payment will not be considered complete and will not be processed until payment is received in full.

CANCELLATION BY EXHIBITOR: All notices of cancellation must be received in writing by September 7, 2018. There will be an administration charge of 25% of the exhibit fee for all cancellations. If written notice is received by September 7, 2018, the Organizer will refund 75% of the total fee. No refunds will be issued for cancellation notices received after September 7, 2018.

CANCELLATION BY ORGANIZER: If Exhibitor fails to make a payment required by this contract in a timely manner, the Organizer may terminate this contract (and the Exhibitor's participation in the event) without further notice and without obligation to refund any monies previously paid. The Organizer reserves the right to refuse Exhibitor permission to move in and set up an exhibit if Exhibitor is in arrears of any payment due to Organizer. The Organizer may also terminate this contract effective upon written notice of termination if Exhibitor breaches any of its obligations under this contract or any other contract or arrangement with the Organizer, without any obligation on the Organizer's part to refund any payments previously made and without releasing any Exhibitor from any liability arising as result of or in connection with such breach. If the Organizer removes or restricts an exhibit it considers to be objectionable or inappropriate, no refund will be due to the Exhibitor.

CANCELLATION OF THE EVENT: In the event that the premises where the Event is to be held shall, in the sole opinion of the Organizer, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, act of God, fire or provincial or federal government agency or

by reason of any other occurrence beyond the control of the Organizer, the Organizer may cancel or terminate the exhibition. In the event of such cancellation or termination, the Exhibitor waives any and all claims the Exhibitor may have against the Organizer for damages and expenses and agrees to accept in complete settlement and discharge of all claims against the Organizer the Exhibitor's prorated share of the total amount paid by all Exhibitors less all costs and expenses incurred by the Organizer in connection the Event including a reserve for future claims and expenses in connection therewith.

SUBLETTING OR TRANSFERABILITY: Exhibitor may NOT assign, sublet or apportion to any other entity or individual all or any part of the exhibit space allocated and may not advertise nor display goods or services other than those produced or sold by said exhibitor in the regular course of business. No person, firm, or organization not having contracted with the Organizer for the occupancy of space at the exhibit will be permitted to display or demonstrate their products, processes or services, nor may this agreement be transferred or assigned without written consent of the Organizer.

ASSIGNMENT OF SPACE: Exhibit space shall be assigned by the Organizer in its sole discretion for the Event and for the Event dates only. That assignment does not imply that similar space will be assigned for future Events. The Organizer reserves the right to change the floor plan or to move an Exhibitor to another booth location prior to or during the Event for any or no reason.

NO-SHOW POLICY: If the Exhibitor is delayed in arrival or set-up, the Exhibitor must notify the Organizer at the Event facility. Non-notification may result in resale of space, and no refunds will be made.

FLOOR PLAN: All measurements shown on the floor plan have been drawn as accurately as possible but the Organizer reserves the right to make such modifications as may be needed, making equitable adjustments with the exhibitors affected thereby.

DISPLAY RULES & REGULATIONS: For all booth types, the exhibit booth is considered to be contained in the space as contracted, to the maximum heights stated. No display material exposing an unfinished surface to nearby booths will be permitted. Displays must be contained within the assigned booth spaces in such a way that they do not interfere with other exhibitors' displays. Canvassing or distributing advertising material outside of the assigned booth space is not permitted and is grounds for removal from the exhibit hall, and the company may be excluded from future events hosted by the Organizer. The Organizer reserves the right to restrict, prohibit or remove any exhibit or display items which, in the sole opinion of the Organizer, may detract from the general character of the exhibition or be considered objectionable to the Organizer or supporting organizations, facilities and stakeholders as a whole. In the event of such restriction or removal, the Organizer will have no liability therefore, nor will it refund any amount paid thereunder.

CONTRACTOR SHOW SERVICES: Complete information instructions and schedules or prices regarding available services for labour for erecting and dismantling exhibitor displays or for installing electrical, furniture, booth cleaning, audio-visual, internet, telephone services, etc. is included in the Exhibitor Manual.

EXHIBITOR MANUAL: Prior to the Event, the Organizer will send an Exhibitor Manual to the 'Primary Contact' noted in the online Exhibitor

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Application Form, likely via email. The Exhibitor Manual will include information integral to participation at the Event, including but not limited to: additional exhibitor rules and regulations, official contractor order forms, registration, shipping and drayage, utilities and building services, exhibit display rules, and move-in, move-out schedules.

COMPLIANCE: The Exhibitor assumes all responsibility for compliance with, and agrees to comply with all applicable local laws, including fire safety and health laws, and all applicable rules and regulations for all union and labour organizations and the operators and/or owners of the property in which the Event is held. Cloth decorations must be flameproof and wiring must comply with the fire department and insurance underwriters' rules.

INSURANCE: The Exhibitor acknowledges that the Organizer and the facility do not maintain insurance covering the Exhibitors' property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. It is mandatory for exhibitors to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Proof of liability must be presented to the Organizer prior to exhibit set-up.

LIMITATION OF LIABILITY: The Organizer is not responsible for any loss, theft or damage to the property of the Exhibitor, their employees or representatives. Further, the Organizer will not be liable for damage or injury to persons or property from any cause whatsoever by reason of the use or occupancy of the booth space or the participation in the Event by the Exhibitor. The Exhibitor assumes entire responsibility for and hereby agrees to protect, indemnify, defend and save the Organizer and their employees and agents, harmless against all claims, losses and damages to persons property, governmental charges or fines and attorneys' fees arising out of or caused by the Exhibitor or exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Organizer, their employees or agents.

EXHIBITOR LOSS: The Organizer shall not be in any way liable or responsible for the loss or disappearance, by theft or otherwise, of any object, items, goods or materials whether personal or commercial property, from Exhibitor's booth space or from the exhibit hall; except for such loss or disappearance is due to intentional and tortuous theft committed by the employees of the Organizer. The Organizers may provide certain security services as a convenience to exhibitors, however, neither the providing of or failure to provide such services,

nor the failure of security guards to prevent the theft or loss of property, shall be grounds for holding the Organizer or the facility liable for any related loss, damage, or claim. Responsibility for the security of an exhibitor's area, product and property rests solely with the Exhibitor.

LISTINGS & PROMOTIONAL MATERIALS: By exhibiting at the Event, the Exhibitor grants to the Organizer a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names, product names of the Exhibitor in any directory (print, electronic or other media) listing the companies exhibiting at the Event and to use such names in Event promotional materials. The Organizer shall not be liable for any error in any listing or descriptions or for omitting the Exhibitor or any other exhibitor from any directory or other lists or materials. The Organizer may also take photographs of the Exhibitor's booth space, exhibit, guests and personnel during, before or after the open hours of the Event and use those photographs for any promotional purpose.

TRADESHOW SET_UP AND SHOW HOURS: This information is provided in the Exhibitor Manual.

AMENDMENT TO CONTRACT REGULATIONS: Any and all points not covered specifically are subject to the discretion of the Organizer. The Organizer may, in its sole discretion, make reasonable changes, amendments or additions to Exhibit Terms & Conditions. Any such changes shall be binding on Exhibitor equally with the other regulations contained herein. Any and all matters pertaining to the Event and not specifically covered by the terms and conditions of this contract shall be subject to determination by the Organizer in its sole discretion. The Organizer may adopt rules or regulations from time-to-time governing such matters and may amend or revoke them at any time, upon notice to the Exhibitor. Any rules and regulations (whether or not included in an Exhibitor Manual or similar document) are an integral component of this contract and are incorporated herein by reference. The Exhibitor shall observe and abide by additional regulations made by the Organizer as soon as these additional rules or regulations are communicated to the Exhibitor. This contract (including the Exhibitor Manual and any additional rules or regulations adopted by the Organizer) states the entire agreement of the parties with respect to the subject matter hereof.

AGREEMENT: By completing the online Exhibit Application Form and incorporating these terms by reference, the Exhibitor agrees to abide by these rules and regulations, and those of the facility and by the decision of the Organizer. This agreement will become binding on both the Exhibitor and the Organizer upon its acceptance by the Organizer.

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