

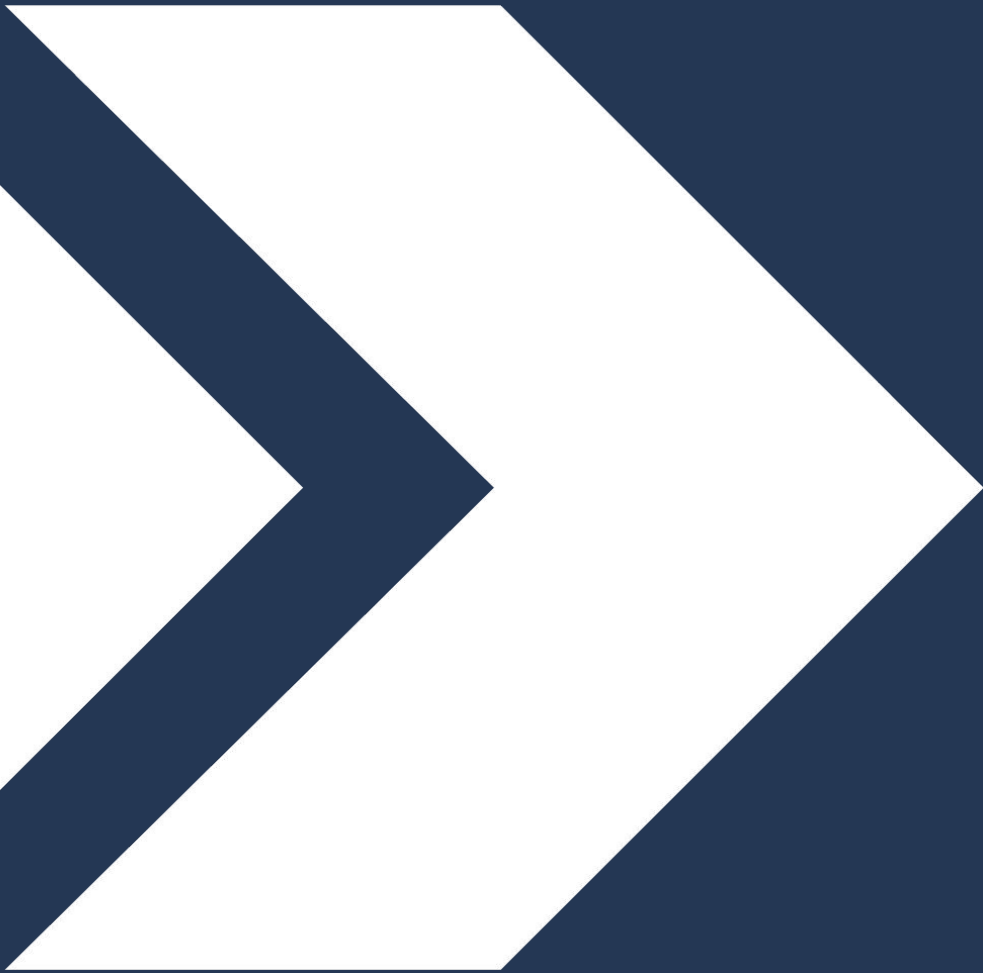
ACCPA **2021 VIRTUAL** CONFERENCE  
ALBERTA COMMUNITY CRIME PREVENTION ASSOCIATION

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EVENTS

ACCPA 2021 Virtual Conference

Exhibitor Package

May 10-13, 2021



# ***OVERVIEW***

## **OVERVIEW**

The Alberta Community Crime Prevention Association (ACCPA) was established in 1989 to provide a link between police services and the community at large. ACCPA is a non-profit group registered under the Societies Act of Alberta and is fully endorsed by the Alberta Chiefs of Police Association. ACCPA plays a critical role in promoting training, education and dissemination of crime prevention-related information throughout the province of Alberta.

ACCPA is pleased to announce the theme for our 2021 conference "Local & International Perspectives in Community Safety & Well-Being". The event will be held May 12-13, 2021. Pre-Conference Training sessions will be offered again this year on May 10-11.

Our event offers an outstanding opportunity to promote your business. We encourage you to explore the attached exhibitor opportunities and invite you to pursue an opportunity that meets your needs.

## OVERVIEW

Designed to bring together community members, business owners, government and law enforcement professionals, our conference will illustrate the importance of technology, collaboration and partnership with community safety stakeholders. Targeted to individuals invested in rural, remote and urban communities, attendees will hear compelling stories and learn from those who have had a genuine impact on changing people's' lives.

This year, our speakers will focus on the following community safety themes:

- Current and emerging issues in community safety
- Planning, design and structural approaches to community safety, and
- Technology and industry advances in community safety.

View our conference website at <https://www.albertacrimeprevention.com/2021-conference/> for more information.

We look forward to partnering with you to tailor an exhibitor package just right for your business. Your support will go a long way toward enhancing community safety efforts in our province and making this event a great success!



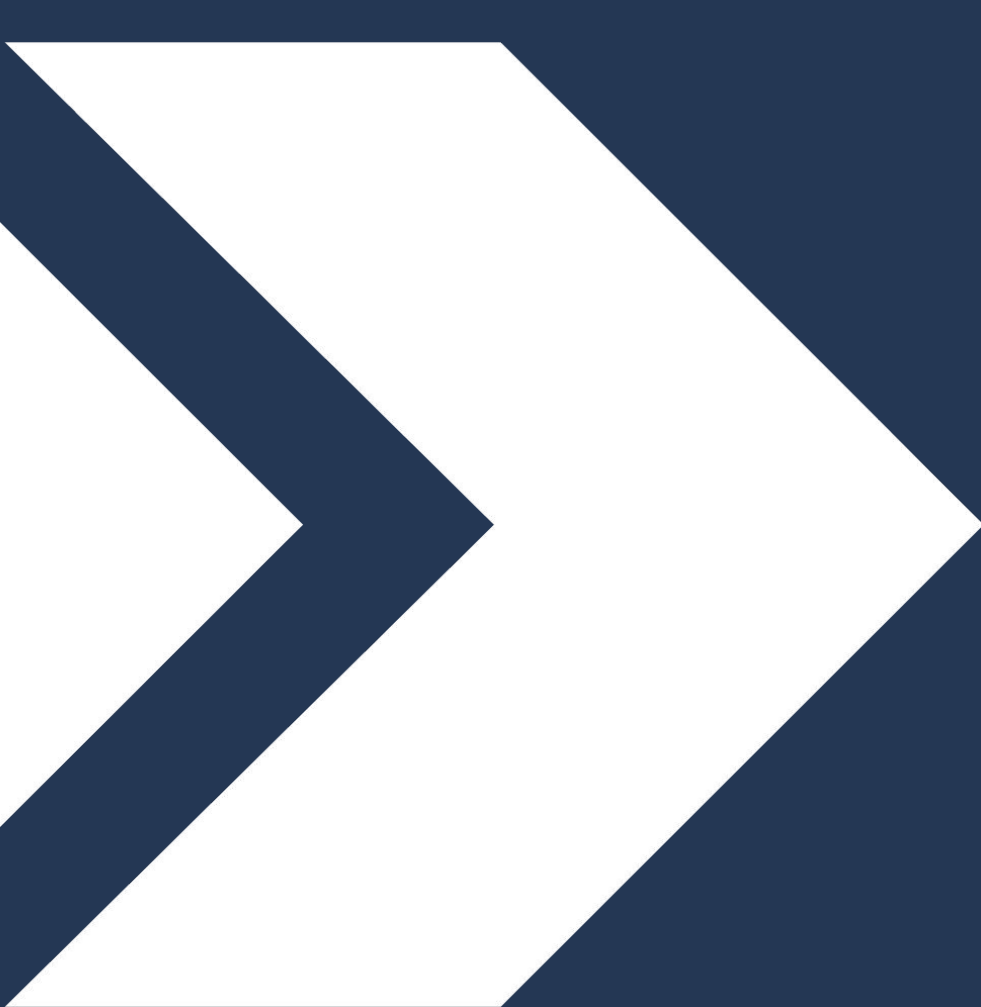
# ***CONFERENCE FORMAT***

## PROGRAM AT A GLANCE

MST	May 10	May 11	May 12	May 13
7:30 AM			Exhibit Hall / Networking	Exhibit Hall / Networking
7:45 AM				
8:00 AM				
8:15 AM				
8:30 AM	Exhibit Hall / Networking	Exhibit Hall / Networking	Opening Ceremonies	Housekeeping
8:45 AM				
9:00 AM			<b>Keynote</b> How Holland Managed to Cut Crime: Improved Security, Restoring The Capacity And Authority Of Criminal Law, Demography, And The Strong, Active And Stimulating Role Of The Central Government	<b>Breakouts</b> Urban Focus - Clearing The Smoke About The Cannabis Industry
9:15 AM				Rural Focus - Barrhead And Regional Crime Coalition (Barcc)
9:30 AM				
9:45 AM				
10:00 AM	<b>Workshop 1</b>	<b>Workshops 2-4</b>		<b>Breakouts</b> Urban Focus - TBD
10:15 AM	1. Ernie & Joe Crisis Cops: Compassionate Response To Mental Health Crisis By Law Enforcement	2. Understanding Hate: Tool And Strategies For Community Response	<b>Networking Break / Exhibit Hall</b>	Rural Focus - Alberta Sheriff's Safer Communities And Neighbourhoods (Scan)
10:30 AM		3. The Dutch Touch: How Holland Managed To Cut Crime, And Lessons For Alberta And Canadian Communities From Dutch Crime Policies		
10:45 AM			<b>Breakouts</b> Urban Focus - Less Law, More Order	<b>Breakouts</b> Urban Focus - TBD
11:00 AM			Rural Focus - TBD	
11:15 AM				Rural Focus - Oil Sands Security Professionals (Ossp)
11:30 AM				
11:45 AM			<b>Breakouts</b> Urban Focus - Less Law, More Order	
12:00 PM			Rural Focus - Building Capacity in Rural Crime Prevention	
12:15 PM		<b>Lunch Break / Exhibit Hall</b>		<b>Lunch Break / Exhibit Hall</b>
12:30 PM				
12:45 PM			<b>Lunch Break / Exhibit Hall</b>	
1:00 PM				<b>Keynote</b> Prevention First Aarai I Te Tustahi: The New Zealand Police National Operating Model 2017 Taking Every Opportunity To Prevent Harm, Crime And Victimization
1:15 PM				
1:30 PM				
1:45 PM			<b>Breakouts</b> Urban Focus - 12 Community Safety Initiative	
2:00 PM			Rural Focus - Calgary's Homefront Program	
2:15 PM				<b>Keynote</b> The Night Time Economy as a Driver of Vibrancy, Diversity, and Safety: Lessons from Sydney, Australia
2:30 PM			<b>Break</b>	
2:45 PM			<b>Breakouts</b> Urban Focus - Bullying Ends Here	<b>Conference Wrap</b>
3:00 PM				
3:15 PM			Rural Focus - Peace River Restorative Justice Program	
3:30 PM				
3:45 PM			<b>Day 1 Wrap Up</b>	
	<b>Workshops</b>	<b>Keynote</b>	<b>Networking</b>	<b>Breakouts</b>

## EXHIBIT HALL HOURS

- There are designated hours the exhibit hall is listed on the program. You can expect these designated times to be busy with attendees.
- We do recommend that you have your booth staffed throughout the entire conference. Attendees can visit the exhibit hall at any time throughout the program.
- If you are not in your booth when an attendee 'arrives', they will be able to direct message you, which will prompt you to return. Live video chat functionality will not be available if you are not present at your booth.



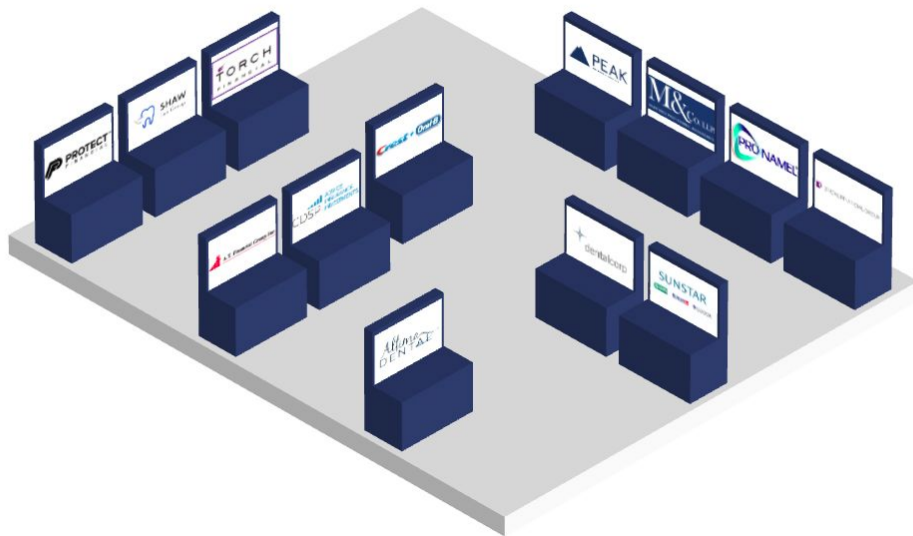
# ***EXHIBITOR PACKAGES***



## 3D EXHIBIT HALL

All exhibitors will have the premium exhibit booth (which enables lead retrieval, live video booths, and 3D booths on the floor plan) automatically included.

In the virtual event portal, there will be a floor plan with all exhibitors that have the 3D booth option enabled, with a simple booth showing the exhibitor's logo. Clicking on the booth takes the attendee straight to the exhibitor's profile. PhreedLoop's presence tracking system kicks in, and if the attendee returns to the 3D map view, they'll see a little animated avatar demonstrating that there's someone at the booth!



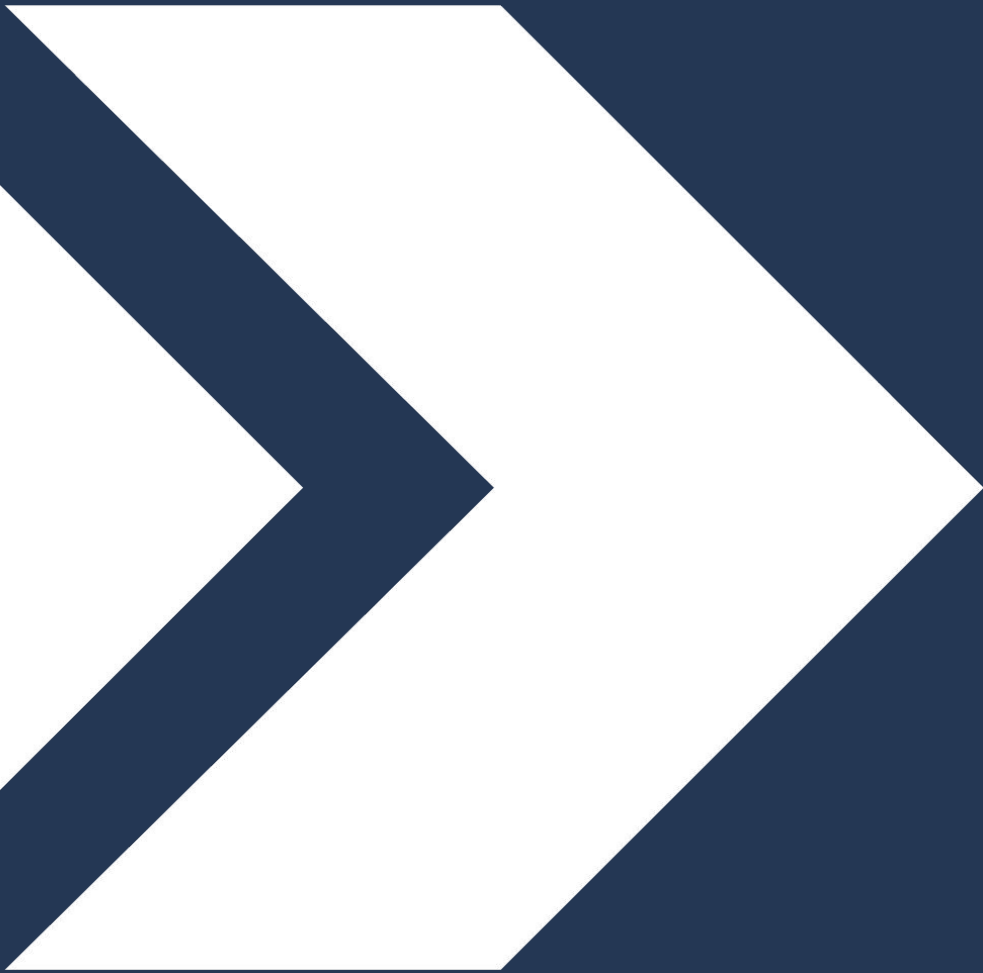
## EXHIBITOR PACKAGE - 3D BOOTH

### **\$200 Regular Rate – Applies to all Exhibitors**

- Company Logo with link to your website from ACCPA website and in digital presentations, provided that the company logo is provided to us no later than April 17, 2021
- An Exhibitor registration includes access to the Networking and your own Exhibit Booth for two staff
- An additional \$99 will apply for third or subsequent exhibitor staff per booth
- Receive 15% off Full Conference Registration for any of your staff attending your booth

## EXHIBITOR PACKAGE - NETWORKING


- Due to the fixed schedules of speakers and breaks ACCPA is not able to accommodate requests for exhibitors to speak or present at either the conference or pre- conference workshops.
- This year there will be no Networking Nexus social event. Scheduled networking breaks will be held throughout the program (see Program at a glance). Exhibitors are encouraged to use these breaks to reach out to attendees using the chat tool, but should also be available to speak with conference delegates at their booths during this time.




# ***FLOOR PLAN***

# 3D FLOOR PLAN


Sample

 Map View

**Altima Dental**  
Care Beyond Your Smile  
Toronto, ON


Contact

Join Live

**SUNSTAR**  
Always strive to help people everywhere achieve better health  
Guelph, Ontario


Contact

Join Live

**dentalcorp**  
Revolutionizing the business of dentistry  
Toronto, ON

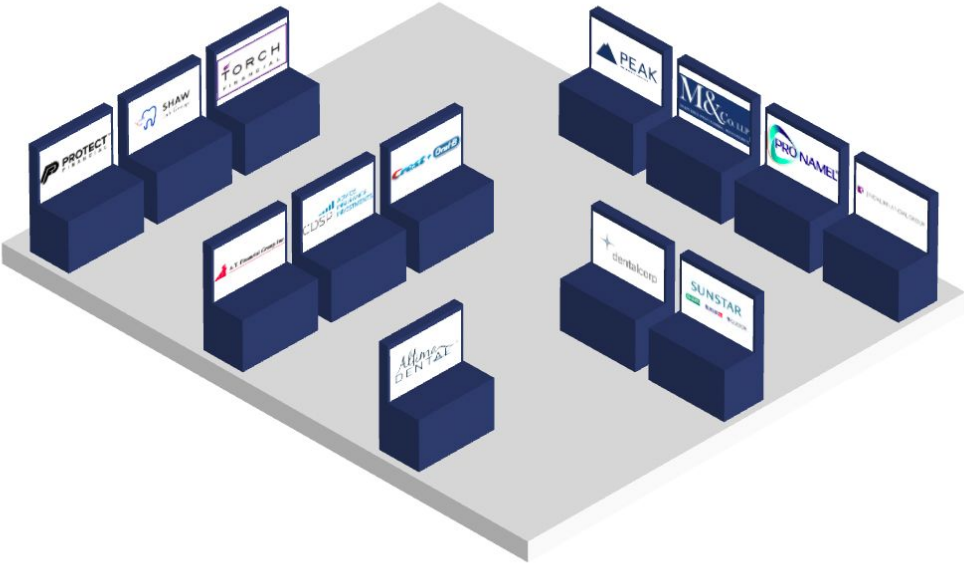
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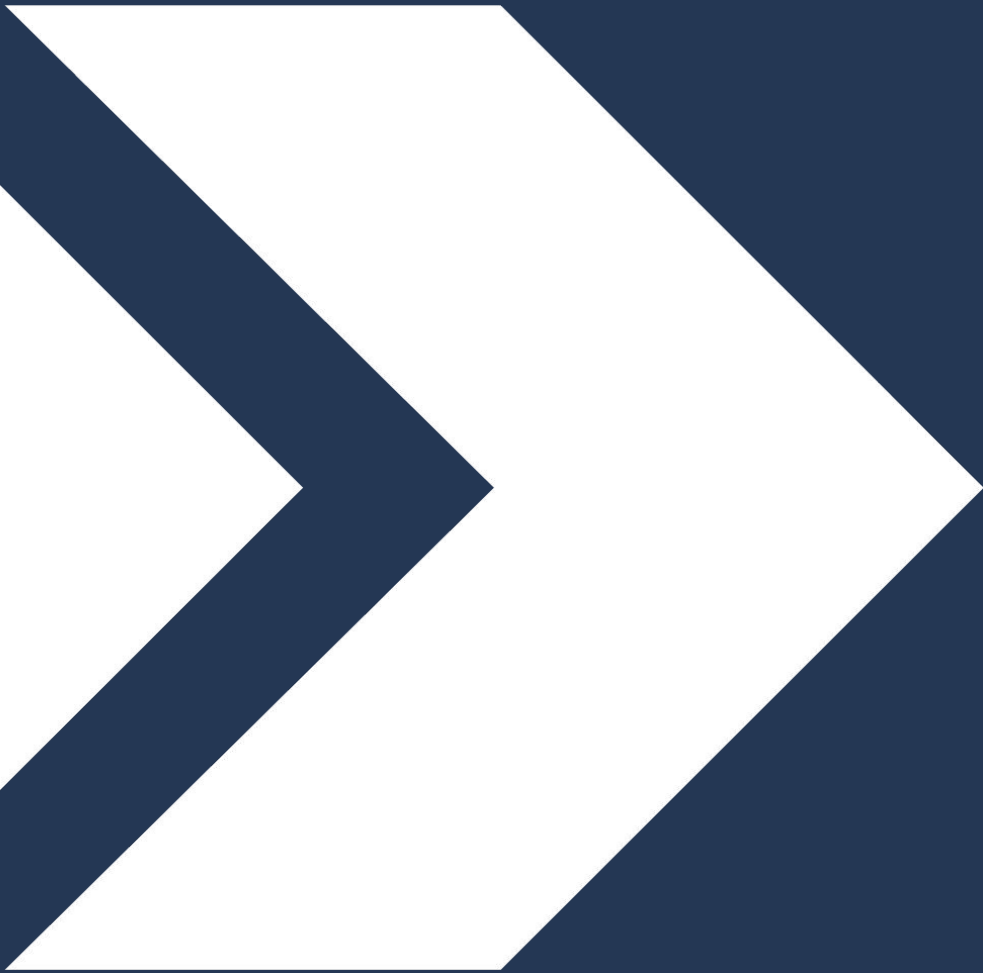
Join Live

**A.T. Financial Group**  
Build together. Grow together. A partner for life.  
Richmond Hill, Ontario

Contact

Join Live





# ***BOOTH DESIGN***

## BOOTH DESIGN

### Company information

Design your booth:

- Company banner
- Company tagline
- Contact information
- Social media handles
- Staff your booth



careers.altimadental.com

Now Hiring Across Canada

- Mentorship Opportunities
- Rewards & Recognition
- Full-Time & Part-Time
- Modern Technology & Systems
- Healthy Work-Life Balance

Altima Dental

Care Beyond Your Smile

Email

Website

Twitter

LinkedIn

Instagram

Facebook



Ashley Andrews Partnership Coordinator, Altima Dental

Start Chat

Read More



# BOOTH DESIGN

Company information


Share your company bio, enhanced with embedded videos.


 Join Live

 Share My Contact Info


Altima Dental was founded in 1993 by two dentists, Dr. Sven Grail and Dr. George Christodoulou. Their passion for dentistry has been a key factor in the growth of the Altima group of dental clinics over the past 26 years and Altima now provides compassionate dental care to patients at more than 100 clinic locations across Canada. In addition to the Altima Dental Brand, Altima Affiliate clinics operate under various brand names in six different provinces. Visit our virtual booth for a chance to win a Visa Gift Card!




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Public Exhibitor Chat

 Freddy Mistry - DDS 3


hello everyone

 Kim Crooks  
Protect Financial


Hello!

 Danny Chung  
A.T. Financial Group


Good evening all. How is everyone doing?

 Fred Jansen van Rensburg  
Altima Dental

Good evening all.

 Fred Jansen van Rensburg  
Altima Dental

Hi all, please feel free to private message if you want any information.

 Fred Jansen van Rensburg  
Altima Dental

Please remember to share your contact information with us to stand a chance to win a Visa Gift card.



# BOOTH DESIGN

## Engagement

### ‘Join Live’

Engage in face-to-face video conversations with up to 25 attendees.

### ‘Share My Contact Info’

Attendees can share their contact information upon visiting your booth for lead retrieval.

Join Live

Share My Contact Info

Altima DENTAL®

careers.altimadental.com

Now Hiring Across Canada

- Mentorship Opportunities
- Rewards & Recognition
- Full-Time & Part-Time
- Modern Technology & Systems
- Healthy Work-Life Balance

Altima Dental

Care Beyond Your Smile

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Ashley Andrews Partnership Coordinator, Altima Dental

Start Chat

Read More

in

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# BOOTH DESIGN

Engagement

Engage with all attendees that visit your booth.

Direct, private chat with booth hosts.

Public chat with all attendees.

Search

Map View

Altima Dental

Care Beyond Your Smile

Toronto, ON

ContactJoin Live

Private Chats

No chats available. Reach out to other attendees and start chatting!

Join Live

Share My Contact Info

Ashley Andrews

Partnership Coordinator, Altima Dental

Start ChatRead Morein

Fred Jansen van Rensburg

Director of Partnerships, Altima Dental

Start ChatRead Morein

George Christodoulou

Owner & Co-CEO, Altima Dental

Start ChatRead Morein

Laura Cerrone

Talent Acquisition Specialist, Altima Dental

Start ChatRead Morein

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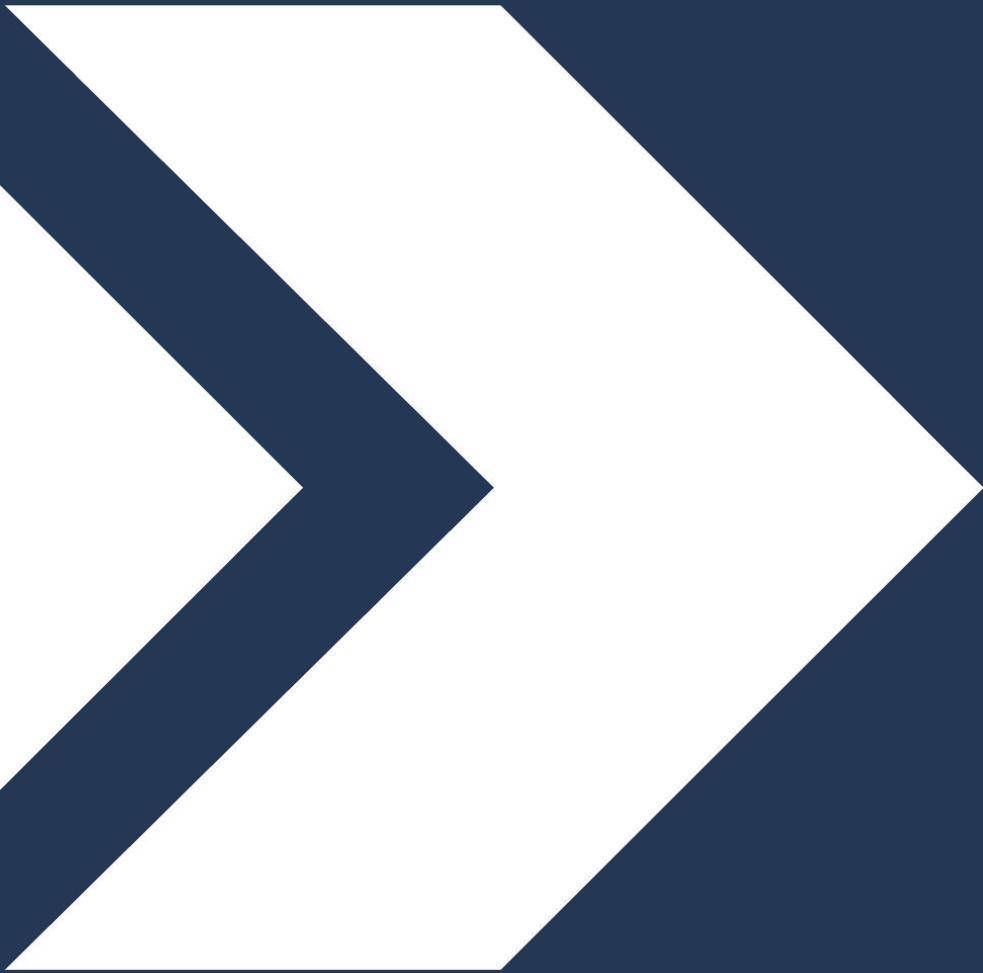
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Fred Jansen van Rensburg

Altima Dental

Please remember to share your contact information with us to stand a chance to win a Visa Gift card.

Write a message ...



***ENGAGEMENT***

## ENGAGEMENT

Incorporate a draw and prizes into your booth! Make your booth stand out with fun and unique ways to interact. This is to help drive attendees to visit your booth and engage with your staff.

The conference will not be apart of managing this element.



# ***EXHIBITOR TRAINING***

## EXHIBITOR TRAINING

A training session will be made available to all booth exhibitors in April:

April 13, from 2 pm - 3:30 pm

April 15, from 10:30 am - 12:00 pm

In the meantime, Pheedloop has a Virtual Exhibitor Training [video](#) you can check out.



# ***TERMS & CONDITIONS***

## TERMS & CONDITIONS

The general guidelines listed below may not address each and every exhibitor situation. Each must be judged on a case-by-case basis, on its own merits.

1. **Conformity of Government Laws and Regulations:** All participants shall conduct all activities in compliance with all federal, provincial, and municipal laws, ordinances, rules, regulations, bylaws and codes; and with any restrictions that may be imposed by the ACCPA Conference Committee. Should the participant require any additional information or clarification about these restrictions, please contact the Trade Show Chairpersons at [cwilliams@northernsunrise.net](mailto:cwilliams@northernsunrise.net)
2. **The ACCPA Logo and Use of Its Name:** The ACCPA name or logo may not be used in any advertisement, promotion material, or follow-up mailings without the permission of ACCPA.
3. **ACCPA Endorsements of Product & Services:** Exhibiting at ACCPA does not constitute an endorsement of any product or service.
4. **Trademarks:** ACCPA will be held harmless for any trademark, trade name, copyright, or patent infringement ("Infringement") on any printed materials belonging to or distributed by any exhibitor. Provided, that In all cases, APPCA shall: (i) notify the exhibitor as soon as possible of the details of any claim, loss or damage ("Claim") In respect of the Infringement; (ii) consult with the exhibitor as to the best course of action in dealing with such Claim; and (iii) not agree to pay any third party any respect to the Claim without the prior approval of the exhibitor without the prior sum with approval of the exhibitor
5. **ACCPA Reserves the Right to Reject Any Request:** ACCPA reserves the right to decline or reject any request for an exhibit, for any reason, at any time, without liability, even if previously acknowledged or accepted.
6. **ACCPA Protects the Personal Privacy of its Members:** ACCPA is committed to offering members a choice about how personal information is used.



## TERMS & CONDITIONS

7. **Content Rights:** ACCPA shall retain all rights, title and interest in & to all of its content and materials (including intellectual property such as copyrights, trademarks, service marks, trade names) used and/or developed in relation to or in connection with ACCPA, including but not limited to all materials produced pursuant to this Agreement .

8. **License to use exhibitor's identity marks:** The exhibitor grants to ACCPA a limited, nonexclusive license to use its name, trademarks and logo in connection with the performance of its duties under this Agreement. The positioning and usage of exhibitor's name, trademarks, and logo within the ACCPA materials shall be made at the sole discretion of ACCPA.

9. **Payment Policy:** Penalty for non-payment beyond 30 days of signing contract (2.5% penalty per month). Payments (including late payments) must be received in full by **May 3, 2021** (7 days prior to the start of the conference). Any exhibitor that has not paid in full by this date may have their contract forfeited but the balance will remain owing.

10. **Cancellation/refund Policy:** Notification of cancellation before 30 days prior to event will not incur any penalties. Companies that have paid in full will receive a FULL refund. Notification of cancellation 15 - 30 days prior to event, 50% of contract will be owed to ACCPA. Companies that have paid in full will receive 50% of their contract amount refunded. Companies that have not paid in full will owe 50% of the contract amount. Notification of cancellation 30 days prior to event (by April 12, 2021) 100% of contract will be owed to ACCPA. Companies that have not paid in full will owe 100% of the contract amount. Companies that have paid in full will NOT receive a refund. Cancellations must be received in writing (email or regular mail).

**Connect with Corinna  
to request more information or  
confirm your exhibit space.**

Corinna Williams  
cwilliams@northernsunrise.net