

### PETRO CANADA SPORT LEADERSHIP SPORTIF | SPORT INNOVATION (SPIN) SUMMIT November 12-15, 2009 Vancouver, BC

#### IMPORTANT DATES

- |                          |   |
|--------------------------|---|
| <b>October 2, 2009</b>   | – <b>Conference Early Bird Registration ends</b>  |
| <b>October 2, 2009</b>   | – <b>Sport Exchange Forum Exhibitor registration closes</b><br>* late requests will be considered based on space availability |
| <b>October 16, 2009</b>  | – <b>Hotel reservation deadline</b><br>* cut-off date for hotel rooms at preferred rates                                      |
| <b>October 30, 2009</b>  | – <b>Conference Online Registration closes</b>  |
| <b>November 13, 2009</b> | – <b>Sport Exchange Forum at Petro Canada Sport Leadership Sportif</b>  |

#### ABOUT PETRO-CANADA SPORT LEADERSHIP SPORTIF

**Petro-Canada Sport Leadership sportif** is an annual conference organized by the Coaching Association of Canada (CAC) that fosters the development of Canada as a leading sport nation and reinforces CAC's role in achieving that goal. The 2009 conference will be held in Vancouver, November 12-15.

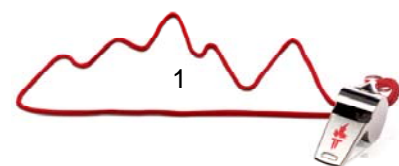
One of the world's premier annual conferences for sport leaders, over 750 coaches, sport administrators, coach educators, and sport scientists will convene for several days of learning, networking, and celebrating achievements.

This year's conference will also include the [International Council for Coach Education \(ICCE\) Global Coach Conference](#) which will bring together coaches and coach educators, researchers and sport scientists, technical directors, and sport administrators to address issues in coaching, to learn about new coaching research, and to share experiences with the top coaching development experts in the world. The ICCE Global Coach Conference is held every second year, in the Olympic city before the Olympic and Paralympic Games.

The success of the Petro-Canada Sport Leadership sportif conference can be attributed to the collaboration of sport partners from more than 50 different organizations that participate in the conference as expert presenters or that facilitate parallel meetings.

#### ABOUT SPort INnovation (SPIN) SUMMIT

The **SPort INnovation (SPIN) Summit** is a sport technology and sport performance conference featuring presentations by renowned international experts, poster presentations, presented papers, exhibits and special guest presentations by high performance athletes and coaches. By bringing representatives from the areas of sport technology and sport performance, the conference will build knowledge, networks and tools for future sport success through technological advances. The conference goal is to identify and develop technological opportunities for sport while better understanding sport technology and science applications that lead to improved human performance.



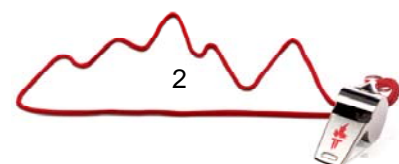
### BENEFITS OF EXHIBITING

- Access to over 750 coaches, sport administrators, coach educators, sport leaders and athletes during a 2.5 hour trade show.
- **EXCLUSIVE to 2009:** This year's conference will also include the **International Council for Coach Education (ICCE) Global Coach Conference** which will bring together coaches and coach educators, researchers and sport scientists, technical directors, and sport administrators to address issues in coaching, to learn about new coaching research from 35+ countries.
- Increase your organization/company's profile with key decision makers in the Canadian Sport System
- Organization/Company listing in the Petro-Canada Sport Leadership Sportif delegate package
- Organization/Company listing on the Petro-Canada Sport Leadership Sportif website

	Sport Exchange Forum	SPIN Summit Exhibit	Sport Exchange Forum + SPIN Summit Exhibit
<b>Location</b>	Sheraton Vancouver Wall Centre – Room to be confirmed	Sheraton Vancouver Wall Centre – Room to be confirmed	Sheraton Vancouver Wall Centre – Room to be confirmed
<b>Date</b>	Friday November 13, 2009	Thursday November 12 & Friday November 13	Thursday November 12 & Friday November 13
<b>Time</b>	12:00 – 14:30	Nov. 12 – 8:00-18:30 Nov. 13 – 8:00-12:00	Nov. 12 – 8:00-18:30 Nov. 13 – 8:00-12:00 Nov. 13 – 12:00 – 14:30 (Sport Exchange)
<b>Set Up/Tear Down Times</b>	Set up: November 13, 8:30 Tear down: November 13, 14:30	Set up: November 12, 7:30 Tear down: November 13, 12:00	
	Sport Exchange Forum	SPIN Summit Exhibit	Sport Exchange Forum + SPIN Summit Exhibit
<b>Costs</b>			
<b>CAC Partners</b>	Free	\$500	\$500
<b>Non-CAC Partners (not for profit)</b>	\$300	\$500	\$700
<b>Non-CAC Partners (for profit)</b>	\$1,000	\$750	\$1,500

**Definition of CAC Partners includes:** National sport organizations, Multi-sport organizations, Provincial/Territorial sport organizations, National Governing organizations, National sponsors, Local sponsors.

If you are unsure which Category your organization falls under please contact Britany Gordon (bgordon@coach.ca) for clarification.



### ALL BOOTHS INCLUDE

- 6' foot table with skirting
- Electrical outlet and access to internet connection upon request (free of charge)
- Website listing
- Listing in delegates handbook/package (if registration is received by October 2, 2009)

### DATES

**Conference dates:**

Thursday November 12 to Sunday November 15, 2009

**Sport Exchange Forum:**

Friday November 13, 12:00 – 14:30

**SPIN Summit:**

Thursday November 12, 8:30 – 18:30

Friday November 13, 8:00 – 12:00

### FORMAT

SPIN Summit

Exhibitors will be set up for the duration of the SPIN conference program. Delegates will be encouraged to visit the exhibits during scheduled breaks.

Sport Exchange Forum

Lunch is served in the same room the Sport Exchange is taking place. Exhibitors are encouraged to take some time to eat during the 2.5 hour period.

### LOCATION

SPIN Summit

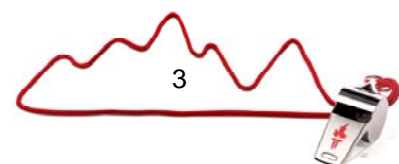
Sheraton Vancouver Wall Centre – Room to be confirmed

Sport Exchange Forum

Sheraton Vancouver Wall Centre – Room to be confirmed

### AUDIO-VISUAL EQUIPMENT

If you require additional audio-visual equipment please let us know, at which time we will put you in touch with the a/v company contact. You will be responsible for booking and payment for any a/v equipment requirements not provided.



### SHIPPING INFORMATION

If you need to have materials for your display/booth shipped to the hotel please refer to the information listed below. Please be sure to clearly mark your boxes. Shipped materials can be picked up on-site at CAC's on-site office, Parksville Room, Sheraton Vancouver Wall Centre.

**ADDRESS:**

Sheraton Vancouver Wall Centre  
1088 Burrard Street  
Vancouver, British Columbia  
V6Z 2R9  
PHONE NUMBER: 604-893-7236

**INFO ON THE LABEL:**

Company Name: (Your name and company)  
Conference Date: Petro-Canada Sport Leadership sportif, Nov 12-15, 2009  
Function Room: Parksville (CAC Office)  
Attention to: Trish Zimmerman, Event Manager  
Convention Services Manager: Daniel Tennant

Number of boxes in the shipment: (Box 1 of 2, Box 2 of 2 etc.)

Please email Britany Gordon ([bgordon@coach.ca](mailto:bgordon@coach.ca)) with the following information regarding your shipped items:

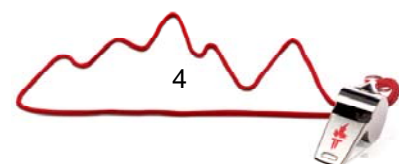
- Name and Organization/Company
- Number of boxes

Return shipments:

You are responsible for making your own shipment pick-up arrangements. Properly labelled shipping items can be stored in the CAC office until the Monday, November 16 at the latest for pick-up.

The following information is required for return shipments:

- how many items/boxes are being shipped
- the date the shipment is being picked up
- the name and contact phone number of the shipping company being used
- your name and contact information



### HOTEL

Exhibitors are responsible for booking and paying for their own hotel guest room. A special conference rate has been secured at the official event hotel – Sheraton Vancouver Wall Centre.

**RESERVATION DEADLINE DATE: Friday, October 16, 2009.** Reservation requests received by the hotel after this date will continue to be accepted based on room and rate availability.

**Sheraton Vancouver Wall Centre**

1088 Burrard Street  
Vancouver, British Columbia  
V6Z 2R9

Hotel Direct: 604-893-7120  
Hotel Toll Free: 1-800-663-9255  
Central Reservations Toll Free: 1-800-325-3535  
E-mail: [reservations@wallcentre.com](mailto:reservations@wallcentre.com)

Rate: \$142 Cdn/night for single or double occupancy (plus applicable taxes). This rate will be honoured three (3) days prior and three (3) days post conference dates, based on availability.

Guests can access the following site to learn more about the hotel and to book:  
<http://www.starwoodmeeting.com/StarGroupsWeb/res?id=0806058576&key=49D84>

**Code: Petro-Canada Sport Leadership 2009**

\*Note: A limited number of rooms are available at the rate listed below. Book quickly to obtain this fantastic rate!

*If you are interested in promoting your sport, organization, company or program, please fill out the attached registration form and return to Britany Gordon via e-mail [bgordon@coach.ca](mailto:bgordon@coach.ca) or mail to 141 Laurier Avenue West, Suite 300, Ottawa, ON, K1P 5J3 no later than Friday October 2, 2009.*

***Space is limited!***

