

PLAY ON

Taking it to the streets!

2023 BIA CONFERENCE

LONDON | APRIL 16-19

OBIAA tabia DOWNTOWN LONDON



2023 BIA Conference & Trade Show

April 16 – April 19, 2023

at

RBC Place London

Exhibitor Information Package

CONFERENCE

Hotel Accommodations

Accommodations are now available at the [Delta Hotels London Armouries](#). The Delta is located at 325 Dundas Street, London, ON, just a short walking distance from RBC Place London where the 2023 BIA Conference will be taking place. Room reservations can be made [here](#). The nightly rate is **\$149-\$199** plus applicable taxes. The cut-off date for making your reservation is **March 10, 2023**. Delegates and Exhibitors are responsible for booking their own guestrooms.

Parking

Delta Hotels London Armouries

On-Site Parking

Daily: \$25

Off-Site Parking

Canada Wide 1 block south. Parking lot next door can be used, pay-own service based on availability. 1 KM

Additional Parking Information

On-site parking is limited and reserved for first come first serve.

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RBC Place London

Daily flat rate: \$10.00

NOTE: It is a 6-minute walk from the hotel to the convention centre, but it is entirely outside.

Trade Show

This year we welcome over 30 Trade Show Exhibitors to the Conference. Our exhibitors provide a number of important elements to our Conference experience through education, activations, creativity, and product availability.

We have implemented dedicated hours for our delegates to connect with our Trade Show Partners each day without competing sessions. By planning these dedicated hours, we are encouraging our delegates to take advantage of the 2 ½ days to meet our exhibitors and learn about their unique offerings. We thank all of our exhibitors for their continued support of the **BIA Conference**.

Electrical: Basic electrical is included in your Trade Show registration this year. The RBC Place London does have an in-house electrician and are able to assist with additional power drops if needed. The Exhibitor is responsible for any additional electrical fees over and above the basic electrical.

Booth: OBIAA will provide – at no charge – one 6’ table with a black table covering upon request, and one chair per registered exhibitor. Also included is Pipe and Drape for a 10ft high backwall and 3ft high side rails. Pipe and Drape will be provided by Robinson Show Services. Each booth is 10ft x 10ft.

Trade Show Set up and Tear Down

All deliveries or unloading must come in through the Loading Dock via Wellington Street and must check in with an RBC Place London Associate upon arrival. All exhibitor materials must be shipped in and out of the building through the loading dock only. Exhibitors are not permitted to operate the freight elevators without an RBC Place associate present.

Set Up and Tear Down Times:

SET UP / MOVE-IN:	Sunday, April 16, 2023 – 11am to 3:30pm
TEAR DOWN / MOVE-OUT:	Tuesday, April 18, 2023 – beginning at 3:45pm (after refreshment break)

NOTE: All Exhibitors must be set up and present for the Opening Night Exhibitor Hosted Trade Show Reception on Sunday, April 16 at 4:30pm. No exceptions.

For Trade Show Booths, tear down time begins on **Tuesday, April 18 at 3:45pm**, directly after the afternoon refreshment break.

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2023 Trade Show Hours

Sunday April 16	4:30pm to 6:00pm - Opening Night & Exhibitor Reception
Monday April 17	8:30am to 4:30pm
Tuesday April 18	8:30am to 4:30pm

Dedicated Trade Show Hours

As a result of exhibitor comments on our surveys, we have reserved exclusive delegate times for the trade show without any competing sessions:

Sunday, April 16:	4:30pm to 6:00pm**
Monday April 17:	1:30pm to 3:00pm
Tuesday April 18:	1:00pm to 2:00pm

****Exhibitor Reception (You will be provided with complimentary wine/beer tickets to offer to delegates visiting your booth!)**

Trade Show Speaking Time Slots

This year we are providing up to 20 time slots for registered exhibitors to address those within the main ballroom. This is an opportunity to introduce yourself and briefly share what your organization does. This can also be an opportunity to encourage delegates to visit your booth and share if you are doing any giveaways at your booth.

Time slots will be in five-minute intervals during our designated Trade Show hours.

Please note that these time slots will not be still moments as delegates and other exhibitors will be networking within the room during these times. On Sunday, April 16, during the Trade Show Reception, we will also be having walking entertainment within the room (i.e. mirror stilt walker, magician).

You will be provided with a microphone to speak on stage. **These time slots are available on a first-come-first-serve basis. Please keep in mind this is not meant to be a sales pitch.**

[RBC Place London: Floor Plan](#)

All conference components including the keynotes, tradeshow, breakout sessions, and meals will take place at RBC Place London. The Registration desk will be set up in the 2nd floor Ballroom Foyer. All meals and trade show hours, including the trade show reception will take place in the Ballroom. The Welcome and Introduction session, as well as the Keynote

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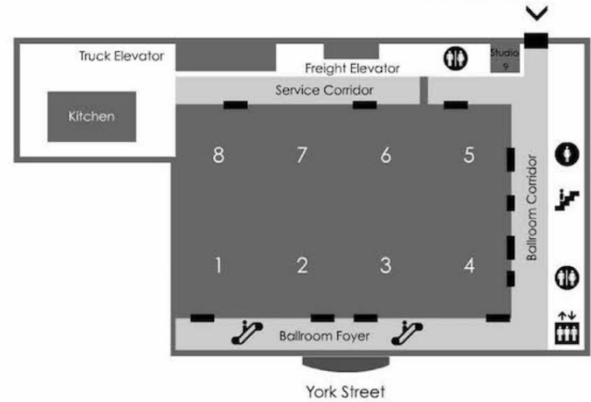
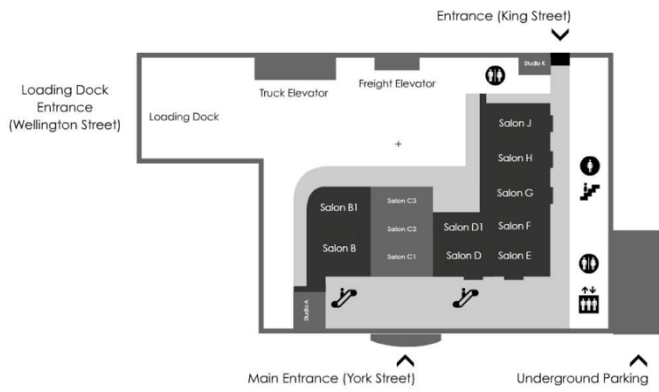
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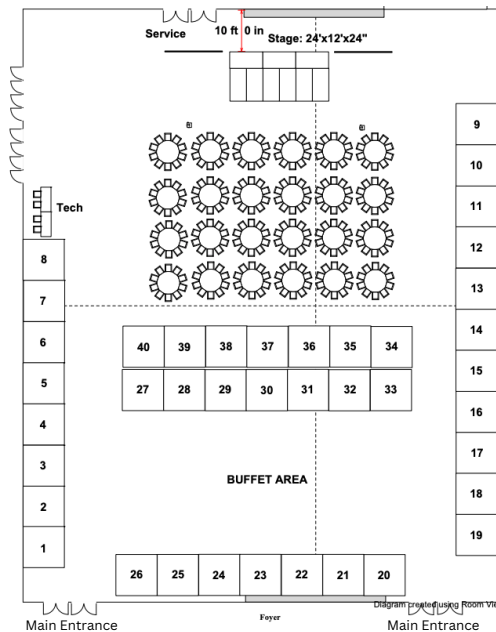
Speaker sessions will also be held in the Ballroom. The **2023 BIA Conference** is dedicated to public health and safety, including all conference attendees and exhibitors.

main floor

second floor



2023 BIA Conference Trade Show Floor Plan: Ballroom 1278



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Conference Registration Desk

BIA Conference Registration Desk: located on the second level of RBC Place London.

At the Registration Desk, you will be able to register, as well as pick up your Exhibitor name badge. [Pre-registration for Sunday Social events](#) is strongly encouraged, however, registration for these events will also be available in-person at the Registration Desk while space is still available.

OBIAA Registration Desk Hours

Sunday, April 16:

12:00pm – 6:00pm

Monday, April 17:

7:30am – 4:30pm

Tuesday, April 18:

8:00am – 5:30pm

Wednesday, April 19:

8:30am – 1:00pm

Conference Meals

A buffet serving style will be used for all Conference meals (other than the Gala Dinner) and food will be served in the Ballroom. Feel welcome to sit in the General Dining Area with the delegates for all meals.

Your name badge must be worn at all times as there may be another group at the convention centre over the same dates and serving staff may question which group you are with. Tickets to the Awards Gala Banquet can be purchased separately [here](#).

Included in your Full Standard Trade Show Registration are the following:

Sunday: Tradeshow Reception – includes complimentary drink tickets to offer to delegates visiting your booth

Monday: Breakfast, Lunch & Refreshment Breaks

Tuesday: Breakfast, Lunch & Refreshment Breaks

Conference Attire

We want you to be comfortable during your Conference experience, so please feel free to dress in Business Casual. A more formal dress code is encouraged for the Awards Gala Dinner on Monday night.

Eco-Friendly Conference

Wherever possible, there has been an effort to reduce the amount of paper. All presentations will be placed on the [OBIAA Conference website](#) after the Conference for your interest. Please help us minimize our “carbon footprint” by minimising paper materials and waste.

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SOCIAL ACTIVITIES

Pre-Conference Tours

Sunday, April 24, 2022 — 1:00-4:30pm

Walking Tour of Downtown London with Art & History (Sunday, 1:00 pm – 4:30 pm)

Explore the heart of London through this guided walking tour. Go back in time to major events in the early days of the city and view regional art that beautifies the core. London – settled in 1793, founded in 1826, and incorporated in 1855 – has a lot to offer, both in its stories of the past and the beauty of the present.

Price: \$20.00 per person (includes all taxes & fees)

Downtown Tillsonburg BIA (Sunday, 1:00 pm – 4:30 pm)

We first make a stop at the historic Canadian Harvard Aircraft Association hangar at the Tillsonburg Regional Airport – meet the pilots & team that keep our heritage flying – (1 hour). We then head to Downtown Tillsonburg to observe best-practices, meet with small business owners who pivoted during the pandemic, tasting local fare & beverages with a final stop at the historic Station Arts Centre. Cost is \$30 inclusive of all taxes, fees, food & beverage. All participants get a Downtown Tillsonburg swag bag.

Price: \$35 per person (includes all taxes & fees)

Lost Soul Stroll Ghost Walk (Sunday, 8:30 pm – 9:30 pm)

Take a stroll through London’s past and experience downtown’s haunted streets. The Lost Soul Stroll is a mobile show telling downtown’s spookiest ghost stories. Written by a local playwright and performed by actors, these dark (and occasionally comedic) stories about London’s eerie history will capture your attention and have you leaving with a smile. This is 1 hour of entertainment that you will not want to miss!

Price: \$25.43 (includes all taxes & fees)

[Register for the Social Events here.](#)

Sunday Dinner: Museum London

Sunday, April 16, 2023 — 6:30 - 8:30pm

Enjoy dinner at the River Room located in Museum London. Take in the view through floor to ceiling glass windows overlooking the Forks of the Thames. Enjoy a pre-set menu in a modern and contemporary restaurant that offers an aspirational dining experience while still maintaining its casual feel.

Price: \$85.00 (including all taxes & fees)

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Hospitality Suite

Sunday, April 16:

9:00pm–11:00pm

Elgin Suite – Delta Armouries

Monday, April 17:

9:00pm–11:00pm

Elgin Suite – Delta Armouries

Tuesday, April 18:

No Hospitality Suite

All paid delegates and Trade Show participants are invited to the **Hospitality Suite**. Watch for directional signage. This is a great opportunity for networking in a relaxed and fun atmosphere. Re-acquaint yourself with old friends and make some new ones! This year, you will need to purchase a wristband in order to access unlimited alcoholic beverages at the Hospitality Suite. Each wristband costs \$33.90 (includes all taxes & fees) and provides unlimited drinks (beer & wine) for both nights. Wristbands can also be purchased on-site at Conference. **Those who prefer not to drink can still attend the Hospitality Suite to network and your access is free of charge.**

Awards Gala

Monday, April 17, 2023 — 5:45pm–9:00pm

Join us in celebrating the best that BIAs have to offer at our Awards Gala! The theme this year is Fireworks! Formal or semi-formal attire is encouraged.

Gala tickets are \$99.00 + HST and fees. A limited number of tickets may still be available – check at the OBIAA Registration Desk or register online. All exhibitors are encouraged to join the delegates at this lovely event.

NOTE: Exhibitors are asked NOT to exhibit in their booths during the Awards Gala.

COVID-19 Safety Plan

To help keep everyone safe, OBIAA has developed a COVID-19 Safety Plan outlining current regulations and best practices that will be implemented at the Conference. **Masks are no longer mandatory but please feel free to wear one if it makes you more comfortable.**

Comfort Level Stickers

This year we are continuing a handy sticker system to indicate your level of comfort when interacting with other exhibitors and delegates. Simply find the sticker that matches your comfort level at the Registration Desk and stick it on your exhibitor badge!

