

## **EXHIBITION PROSPECTUS 2017**

### **33<sup>RD</sup> ANNUAL TELECOMMUNICATIONS CONFERENCE & TRADE EXHIBITION**

*Theme: "Reimagining ICT as a tool for national growth and development"  
(16<sup>th</sup> -19<sup>th</sup> July, 2017)*

*And*

*11<sup>th</sup> Annual Human Resource Forum  
& 4<sup>th</sup> Annual Sales Marketing & Customer Care Forum  
(18<sup>th</sup> - 19<sup>th</sup> July, 2017)*

***VENUE: Hard Rock Hotel & Casino  
Punta Cana, Dominican Republic***

***Postal Address for the CANTO Secretariat:***

***#67 Picton Street***

***Newtown***

***Port of Spain***

***Trinidad & Tobago W.I.***

***Tel: (868)622-4781 or 622-3770 or 622-0929***

***Fax: (868) 622-3751***

***Website: [www.canto.org](http://www.canto.org)***



## CANTO Encourages Stakeholders to ‘Reimagine’ ICT in 2017



The 33<sup>rd</sup> Annual Conference and Trade Exhibition, affectionately referred to as CANTO 2017 is the Caribbean’s premier telecommunications event for industry professionals, academics and regional governments. The event will be held from the 16<sup>th</sup> -19<sup>th</sup> July at the Hard Rock Hotel & Casino in Punta Cana Dominican Republic - the second largest and most diverse Caribbean country.

Dominican Republic is situated just two hours south of Miami, less than four hours from New York and eight hours from most European cities. Known for our warm and hospitable people, Dominican Republic is a destination like no other, featuring astounding nature, intriguing history and rich culture.  
<http://www.godominicanrepublic.com/about-dr/>

At the Conference & Trade Exhibition, top executive telecommunication operators, Operators, Regulators, Ministers and suppliers from over 35 countries will focus on the theme: “*Reimagining ICT as a Tool for National Growth and Development*”. The theme is high on CANTO’s agenda and focuses on ICT connectivity beyond the modernization of societies as a catalyst for real economic change.



The onus is on all the stakeholders to encourage creators, developers and consumers to take advantage of the dynamism of ICTs and expand their thought process to view all possibilities. This will require a paradigm shift, fostering an environment which stimulates creativity necessary for the development of our national and regional markets. The theme's objective is to connect more of what our stakeholders do with the goals and ambitions of the markets served. This ever-changing field of technology has made the world more accessible as information is easily and rapidly exchanged. CANTO is at the vanguard of this movement and

will encourage discourse amongst its membership to reimagine ICT in all its different spheres to reap benefits which would promote national growth and development.

The trade exhibition will cover the spectrum of communications technologies, offering in-depth information on the latest developments in voice, data, image, and multimedia captured in 85 exhibits. The conference on the other hand will lead discourse on key issues from a panelist of experts on areas such as:

- Ministers' Roundtable Discussions on Policy and Regulations
- Operators & Regulators Forum
- Caribbean Women in ICT Forum
- Creative Marketing of Telecommunications Product and Services
- 11<sup>th</sup> Annual Human Resource forum
- 4<sup>th</sup> Sales, Marketing and Customer Care e5G and Beyond

CANTO 2017 and Dominican Republic has it all! Great business, social and networking opportunities await from the 16<sup>th</sup> -19<sup>th</sup> July, 2017. For more information visit [www.canto.org](http://www.canto.org)

For more information on the conference visit [www.canto.org/canto2017](http://www.canto.org/canto2017)

**Teresa Wankin**  
**Secretary General**



## **EXHIBITION BOOTHS**

### **Booth Capacity**

**Sixty-two (62) Syma hard-wall booths will be available in the Exhibition Hall of CANTO 2017. The booth locations and numbers are located in the floor plan included in this document.**

### **Booth Dimensions**

**The dimensions of the booths in the Exhibition Hall are specified below.**

| <b>Booths</b>  | <b>Dimensions (ft)</b> |
|----------------|------------------------|
| <b>01 - 62</b> | <b>10 x 10</b>         |

### **Booth Accessories**

**Each hard-wall booth will be equipped with the following:**

- Syma hard wall booth (panels are 1 m wide and 2.50 m high)
- 1 medium sized table per standard booth (2ft x 6ft) and 30” in height.
- 1 header sign per standard booth with company name and booth number
- One plastic trash receptacle
- One double AMP electrical outlet 120 V/ 50 Hz (single phase). Also, 220 V/50 Hz (single phase) can be delivered on request.
- Vacuuming (daily vacuuming of the booth space can be made upon request)
- 2 Chairs

**For additional items in the booth please contact:**

**Carmen Ramlal / Tricia Marcellin  
CANTO**

**Phone : + (868) 622-4781 or (868) 622 -3770 or (868) 622-0929 ext# 26/ ext#28**

**Email : [cramlal@canto.org](mailto:cramlal@canto.org) / [tmarcellin@canto.org](mailto:tmarcellin@canto.org)**



## **BOOTH COST & PAYMENT SCHEDULE**

### **Cost of Booths**

Booths may be reserved by viewing the Exhibition Floor Plan layout to select the booth of your choice and submitting the exhibition commitment form to the CANTO Secretariat. You can also go online at [www.canto.org/canto2017](http://www.canto.org/canto2017) and select Exhibition Information.

Please contact Ms. Carmen Ramlal for information on exhibition. Contact details on pg 11.

**Booth space will be allocated on a "first pay first secured" basis.**

|                  | <b>Booths</b>                           | <b>Dimensions (ft)</b> | <b>Cost (US\$) per booth</b> |
|------------------|---|------------------------|------------------------------|
| <b>Exclusive</b> | <b>22 -31 &amp; 54-55</b>               | <b>10ft x 10ft</b>     | <b>5,000</b>                 |
| <b>Premium</b>   | <b>12-21, 32-46, 51-53, &amp; 56-62</b> | <b>10ft x 10ft</b>     | <b>4,500</b>                 |
| <b>Regular</b>   | <b>01-11 &amp; 47-50</b>                | <b>10ft x 10ft</b>     | <b>4,000</b>                 |

### **Payment Schedule**

Exhibitors are urged to make all payments and register for the conference through our web-based facility.

Full payment must be made once the booth has been booked in order to ensure the space. Invoice for payment will be generated upon receipt of the completed exhibition commitment form.

Written cancellations after 16<sup>th</sup> June, 2017 will result in a penalty of 50% of the cost of the booth.

**NO REFUNDS will be made after 30<sup>th</sup> June, 2017**

**All cancellations must be made in writing.**



## **EXHIBITION REGISTRATION**

As an exhibitor you are entitled to **ONE** complimentary pass. All exhibitors are required to register online via our web-based registration facility.

Following are the entitlements for exhibitors.

| <b>Participant</b>                      | <b>Registration Fee<br/>(US \$)</b> | <b>Entitlement</b>   |
|---|-------------------------------------|--|
| <b>1<sup>st</sup> Exhibitor Liaison</b> | <b>Complimentary</b>                | <b>Attend</b> <ul style="list-style-type: none"><li>• <b>Conference</b></li><li>• <b>Exhibition</b></li><li>• <b>Social Events</b></li></ul> |

Exhibitors are requested to provide the name of the Liaison Officer, who will receive the complimentary registration pass by 30<sup>th</sup> June, 2017.

## **SHIPPING**

The official shipper for the 33<sup>rd</sup> Annual Conference and Trade exhibition is:

**Debbie Amrein**  
Exhibition Freight Specialist

**Kuehne + Nagel, Inc.**  
3125 I Horseshoe Lane  
Charlotte, NC 28219  
Telephone +1 (704) 499-5935  
Cell phone + (410) 804-5707  
Fax +1 (704) 359-0684  
Email: [debbie.amrein@kuehne-nagel.com](mailto:debbie.amrein@kuehne-nagel.com)

## **DOCUMENTATION**

As an exhibitor with CANTO you must provide the following information:

- i. 75 Words Overview of your company
- ii. Company logo in jpeg or pdf format

The Overview of your company will be published in the Conference Program Booklet which highlights all the activities of the Annual Conference and Trade Exhibition 2017.



## CANTO 2017 SPONSORSHIP OPPORTUNITIES

| CATEGORIES      | AMOUNT     | SPONSORSHIP BENEFITS  |
|-----------------|------------|---|
| <b>Headline</b> |            | <ul style="list-style-type: none"> <li>• Opening Ceremony - Keynote</li> <li>• Ministerial Panel (A) - Keynote</li> <li>• One (1) Flagship Banner (20 x6)</li> <li>• Two (2) (3x8) vertical banners</li> <li>• Two (2) booths</li> <li>• Company logo displayed on event banner and website</li> <li>• Full Page Ad. in 3<sup>rd</sup> or 4<sup>th</sup> quarter 2017 Cancion</li> <li>• Public announcements at conference and exhibition</li> <li>• Conference Rotary Ad (full page)</li> <li>• Full Page Ad in conference program</li> </ul> |
| <b>Gold</b>     | US\$40,000 | <ul style="list-style-type: none"> <li>• Two (2) 10' x 10' Booths in the exhibition hall</li> <li>• Full page color Ad. in the conference program</li> <li>• Half page Ad. in the 3<sup>rd</sup> or 4<sup>th</sup> quarter of the 2017 Cancion</li> <li>• Four (4) free passes for the event</li> <li>• Company logo displayed on event banner and website</li> <li>• Public announcements at conference and exhibition</li> <li>• Conference Rotary Ad (full page)</li> </ul>  |
| <b>Silver</b>   | US\$35,000 | <ul style="list-style-type: none"> <li>• One (1) 10' x 10' booth in the exhibition hall</li> <li>• Full page color Ad. in the conference program</li> <li>• Half page Ad. in the 3<sup>rd</sup> and 4<sup>th</sup> Qtr. of the 2017 Cancion magazine</li> <li>• Three (3) free passes for the event</li> <li>• Company logo displayed on event banner and website</li> <li>• Public announcements at conference and exhibition</li> <li>• Conference Rotary Ad (logo and tagline)</li> </ul>  |
| <b>Bronze</b>   | US\$25,000 | <ul style="list-style-type: none"> <li>• One (1) 10' x 10' booth in the exhibition hall</li> <li>• Half page Ad. in the conference program</li> <li>• Two (2) free passes for the event</li> <li>• Company logo visibly displayed on event banner and website</li> <li>• Public announcements at conference and exhibition</li> <li>• Conference Rotary Ad (logo and tagline)</li> </ul>  |

| <b>CATEGORIES</b>  | <b>AMOUNT</b>                   | <b>SPONSORSHIP BENEFITS</b>  |
|--|---------------------------------|--|
| <i>CANTO 2017 APP</i>  | <b>US\$10,000</b>               | <ul style="list-style-type: none"> <li>• Rotary Ad – Big Screen</li> <li>• 3 x 8 Banner</li> <li>• Company tweets</li> <li>• Company logo visibly displayed on event banner and webpage</li> </ul>   |
| <i>Coffee Breaks (5)</i>                                     | <b>US\$10,000</b>               | <ul style="list-style-type: none"> <li>• One (1) free pass</li> <li>• Company logo visibly displayed on event banner and webpage</li> <li>• Public announcements at the sponsored coffee break</li> <li>• Conference Rotary Ad (logo and tagline )</li> </ul>  |
| <i>Monday Ministerial Panel/Round Tables (Panel 1 and 2)</i> | <b>US\$25,000</b>               | <ul style="list-style-type: none"> <li>• Keynote</li> <li>• Two(2) 3 x 8 banners</li> <li>• Full page Ad. in the conference program</li> <li>• Company logo visibly displayed on event banner and webpage</li> <li>• Public announcements at the sponsored coffee break</li> <li>• Conference Rotary Ad (logo and tagline)</li> </ul>                          |
| <i>Lunches (3)</i>   | <i>US\$30,000 (3 stations)</i>  | <ul style="list-style-type: none"> <li>• Three (3) free passes</li> <li>• Full page Ad. in the conference program</li> <li>• Company logo visibly displayed on event banner and webpage</li> <li>• Public announcements at sponsored lunch</li> <li>• Conference Rotary Ad (logo and tagline )</li> </ul>  |
|  | <i>US\$10,000 (per station)</i> | <ul style="list-style-type: none"> <li>• One (1) free pass</li> <li>• Company logo visibly displayed on event banner and webpage</li> <li>• Public announcements at the sponsored lunch</li> <li>• Conference Rotary Ad (logo )</li> </ul>   |
| <i>Ministerial Cocktail</i>                                  | <b>US\$20,000</b>               | <ul style="list-style-type: none"> <li>• Three (3) free passes</li> <li>• Full page Ad. in the conference program</li> <li>• Ten minute presentation time</li> <li>• Company logo visibly displayed on event table tents and webpage</li> <li>• Public announcements at sponsored dinner</li> <li>• Conference Rotary Ad (logo and Tagline)</li> </ul>         |
| <i>Monday Dinner</i>   | <b>US\$35,000</b>               | <ul style="list-style-type: none"> <li>• Three (3) free passes</li> <li>• Full page Ad. in the conference program</li> <li>• Ten (10) minute presentation time</li> <li>• Company logo visibly displayed on event table tents &amp; webpage</li> <li>• Public announcements at sponsored dinner</li> <li>• Conference Rotary Ad (logo and Tagline )</li> </ul> |
| <i>Tuesday Members' Dinner</i>                               | <b>US\$25,000</b>               | <ul style="list-style-type: none"> <li>• Two (2) free passes</li> <li>• Full page Ad. in the conference program</li> <li>• Ten minute presentation time</li> <li>• Company logo displayed on event table tents &amp; webpage</li> <li>• Public announcements at sponsored event</li> <li>• Conference Rotary Ad (logo and Tagline )</li> </ul>                 |



| <b>CATEGORIES</b>           | <b>AMOUNT</b>     | <b>SPONSORSHIP BENEFITS</b>   |
|-----------------------------|-------------------|---|
| <b>Breakfast (2)</b>        | <b>US\$10,000</b> | <ul style="list-style-type: none"> <li>• Ten minute presentation time</li> <li>• Company logo displayed on event table tents &amp; webpage</li> <li>• Public announcements at sponsored event</li> <li>• Conference Rotary Ad (logo and Tagline )</li> </ul>  |
| <b>Wednesday Dinner</b>     | <b>US\$30,000</b> | <ul style="list-style-type: none"> <li>• Three (3) free passes</li> <li>• Full page Ad. in the conference program</li> <li>• Ten minute presentation time</li> <li>• Company logo displayed on event table tents and webpage</li> <li>• Public announcements at sponsored event</li> <li>• Conference Rotary Ad (logo and Tagline)</li> </ul> |
| <b>Conference Bags*</b>     | <b>US\$15,000</b> | <ul style="list-style-type: none"> <li>• Two (2) free passes</li> <li>• Sponsor's logo will be placed on bag (All delegates will receive a bag)</li> <li>• Company logo displayed on event banner and webpage</li> <li>• Conference Rotary Ad (logo)</li> </ul>   |
| <b>T- Shirts*</b>           | <b>US\$15,000</b> | <ul style="list-style-type: none"> <li>• Two (2 ) free passes</li> <li>• Logo on polo shirts (to be worn by all delegates)</li> <li>• Company logo displayed on event banner and webpage</li> <li>• Conference Rotary Ad (logo)</li> </ul>  |
| <b>Conference Program *</b> | <b>US\$10,000</b> | <ul style="list-style-type: none"> <li>• One (1) free pass</li> <li>• Full page color Ad. in back cover of conference program</li> <li>• Company logo displayed on event banner and webpage</li> <li>• Conference Rotary Ad (logo)</li> </ul>   |
| <b>Cancion Magazine*</b>    | <b>US\$10,000</b> | <ul style="list-style-type: none"> <li>• One (1) free pass</li> <li>• Full page color Ad. in conference edition of Cancion Magazine</li> <li>• Company logo displayed on event banner and webpage</li> <li>• Conference Rotary Ad (logo)</li> </ul>   |
| <b>Annual Directory*</b>    | <b>US\$10,000</b> | <ul style="list-style-type: none"> <li>• One (1) free pass</li> <li>• Full page color Ad. in annual directory</li> <li>• Company logo displayed on event banner and webpage</li> </ul>  |
| <b>Lanyards*</b>            | <b>US\$5000</b>   | <ul style="list-style-type: none"> <li>• Company logo on item and logo visibly displayed on event banner and webpage</li> <li>• Conference Rotary Ad (logo)</li> </ul>  |
| <b>Powerbank*</b>           | <b>US\$10,000</b> |   |
| <b>Wrist Bands*</b>         | <b>US\$5000</b>   |   |
| <b>Banners</b>              | <b>US\$2000</b>   | <ul style="list-style-type: none"> <li>• Company logo on item and logo visibly displayed on event banner and webpage</li> </ul>   |

**NB: Items marked with an \*(asterisk) are time sensitive and must be sponsored before a certain timeframe (TBD) to facilitate shipping and sponsorship commitments  
Listed sponsorship prices are provisional and may be subject to change**

## **11th Annual Human Resource Forum :-**

This two day event features HR Training and best practices to support CANTO members. The program will offer the following categories of sponsorship:

- Coffee Breaks (4) US\$1,500 each
- Lunches (2) US\$3,000 each

**4<sup>th</sup> Annual Sales , Marketing Customer Care Forum :-** best practices in Marketing, Sales and customer care in the Telecoms /ICT sector. The program will offer the following categories of sponsorship:

- Coffee Breaks (4) US\$1,500 each
- Lunches (2) US\$3,000 each

## **Important**

In kind sponsorship of promotional giveaways such as early-bird prizes , silent auction items and raffles during the conference will include the following items:

- \* Mobile Phones \* Tablets \* 2 Way Radios \* Webcasting \* Smart Watches
- Additional benefits for Gold, Silver, Bronze and sponsorship above US\$30,000
- Prominent high visibility signage in the conference, exhibition halls, event website and conference program
- Opportunity to distribute product/service literature in the conference bags

## **Sponsors of Events**

Sponsors may supply logo imprinted napkins, cups or other such items for distribution at the respective sponsored event

## **CONTACT**

Carmen: [cramlal@canto.org](mailto:cramlal@canto.org) Mobile: +1 (868) 785-4080

Tricia - [tmarcellin@canto.org](mailto:tmarcellin@canto.org) Mobile: +1 (868) 357-4482

Tricia - [Tbalthazar@canto.org](mailto:Tbalthazar@canto.org) Mobile +1 (868) 706-9787

TEL: +1(868) 622-3770/4781/5582/0929 FAX: +1(868) 622-3751

## **CONTACT INFORMATION**

**Following are the names and contact information for the members of the CANTO Secretariat.**

### **SPEAKERS**

Admin Assistant- Operations  
Ms. Lianne Dieffenthaller  
Tel: (868) 622-5582 / 622-4781  
Fax: (868) 622-3751  
E-mail: ldieffenthaller@canto.org

### **EXHIBITION/SPONSORS/ ADVERTISING/ MEMBERSHIP**

Admin. Assistant Marketing  
Ms. Carmen Ramlal  
Tel: (868) 622-4781/ 622-3770/ 622-0929 Ext. 26  
Fax: (868) 622 -3751  
E-mail:cramlal@canto.org

### **EXHIBITION/SPONSORS/ ADVERTISING**

Business Development Officer  
Ms. Tricia Marcellin  
Tel: (868) 622-4781 / 622-3770 /622-0929 Ext 28  
Fax: (868) 622 -3751  
E-mail: tmarcellin@canto.org

### **INVOICING**

Finance Manager  
Mr. Jimmy Rodrigues  
Tel: (868) 622-2402  
Fax: (868) 622 3751  
Email:jrodrigues@canto.org

### **HOTEL RESERVATIONS & REGISTRATION**

Executive Secretary  
Mrs. Gloria Manzano &  
Tel: (868) 622-4781 / 622-3770 /622-0929  
Fax: (868) 622 -3751  
E-mail:gmanzano@canto.org

### **EXHIBITION/SPONSORS/ ADVERTISING**

Service Development Manager  
Ms. Tricia Balthazar  
Tel: (868) 622-5582  
Fax: (868) 622 -3751  
E-mail: tbalthazar@canto.org

### **PUBLICATIONS**

Admin. Assistant Publications  
Mrs. Gail Edwards  
Tel: (868) 622-4781 / 622-3770 /622-0929  
Fax: (868) 622 -3751  
E-mail: gedwards@canto.org

**The postal address for the Secretariat is as follows:**

**CANTO  
# 67 Picton Street  
Newtown  
Port of Spain  
Trinidad and Tobago West Indies**



## **Registration information**

All participants are required to register online for the conference. You will only need to enter your contact information once in the system. For more information visit <http://www.canto.org/canto2017/> to register for the conference and book your hotel accommodation.

**No refunds will be made after 30<sup>th</sup> June, 2017.**

**ALL cancellations must be made in writing.**

|   |  |
|---|--|
| Full Members  | Free   |
| Affiliate Members                                   | 50% of 1 <sup>st</sup> Participant Fee             |
| Early Bird Special<br>Before April 30 <sup>th</sup> | US\$1,000.00                                       |
| May 1 <sup>st</sup> – May 31st                      | US\$1,100.00                                       |
| Registration<br>After May 31st                      | US\$1,200.00                                       |
| Speakers<br>Special Rate                            | US\$500.00   |
| Spouse rate (non-business<br>ONLY)                  | US\$ 250.00 (members)<br>US\$ 300.00 (non-members) |
| Human Resource Forum                                | US\$500.00 (members)<br>US\$750.00 (non-members)   |
| Marketing Forum                                     | US\$500.00 (members)<br>US\$750.00 (non-members)   |
| Human Resource & Marketing<br>Forum                 | US\$600.00 (members)<br>US\$850.00 (non-members)   |

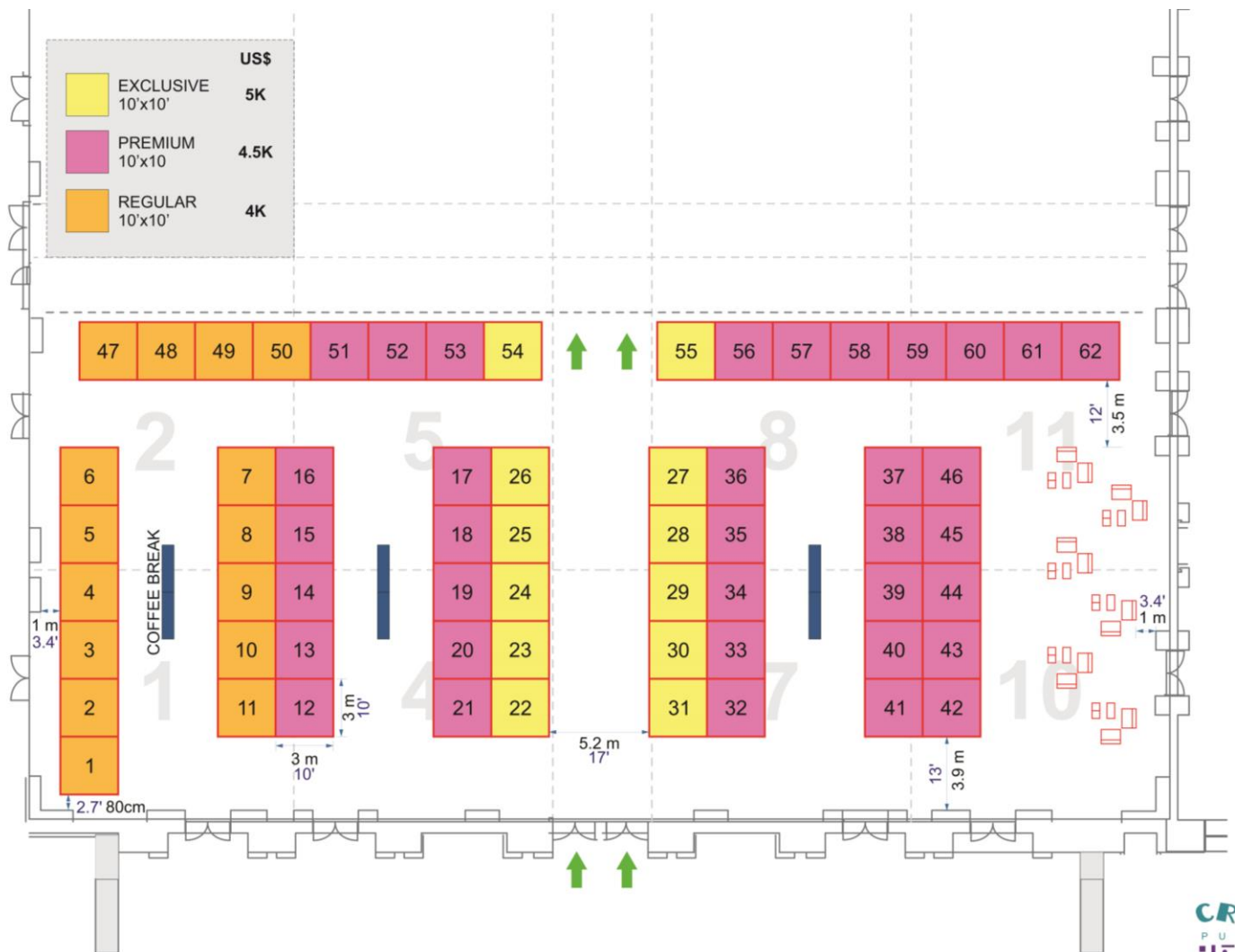


# CANTO 2017 FLOOR PLAN

**33<sup>rd</sup> ANNUAL CONFERENCE & TRADE EXHIBITION**

**16<sup>th</sup> - 19<sup>th</sup> July, 2017**

**Theme: "Reimagining ICT as a Tool for National Growth and Development"**





## EXHIBITION COMMITMENT FORM

To register, please complete this application form and return to the CANTO Secretariat for the attention of Ms. Carmen Ramlal – Administrative Assistant, Marketing & Sales Assistant at 67 Picton Street, Newtown, Port of Spain, Republic of Trinidad and Tobago. Fax: (868) 622-3751 Email: cramlal@canto.org; The deadline for submission is 30<sup>th</sup> June, 2017.

LAST NAME \_\_\_\_\_ FIRST NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

ZIP \_\_\_\_\_ COUNTRY \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_ E-MAIL \_\_\_\_\_

WEBSITE: \_\_\_\_\_

Number of Booths required: \_\_\_\_\_

| <i>Booths</i>               | <i>Dimensions (ft)</i> | <i>Cost per booth (US)<br/>Exclusive Space</i> | <i>Cost per booth (US)<br/>Premium Space</i> | <i>Cost per booth (US)<br/>Regular Space</i> |
|-----------------------------|------------------------|--|--|--|
| 22-31 & 54-55               | 10ft x 10ft            | 5,000.00                                       |  |  |
| 12-21, 32-46, 51-53 & 56-62 | 10ft x 10ft            |  | 4,500.00                                     |  |
| 01-11, & 47-50              | 10ft x 10ft            |  |  | 4,000.00                                     |

Please indicate Booth numbers in order of preference.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_

*See Floor plan for Exclusive, Premium & Regular booths*

**NOTE**

- 1 A 50% non-refundable down payment must be submitted with the signed copy of this Form. The 50% balance of payment will be payable within 14 days of the issue of a CANTO invoice. Written cancellations after 16<sup>th</sup> June, 2017 will result in a penalty of 50% of the cost of the booth.  
NO REFUND will be made after 30<sup>th</sup> June, 2017
2. Booths will only be reserved on receipt of the 50% down-payment.
3. Your commitment form must be accompanied by a 75 word overview of your company and your company logo in jpg or eps format.

**Date:** .....      **Signature:** .....  
          dd        mm        yy