

69th Annual Convention and Trade Show
Exhibitor Prospectus
Convention: November 29-December 3
Trade Show: November 30-December 2
San Diego Convention Center
San Diego, CA

Why Exhibit at the 2023 AAEP Annual Convention and Trade Show?

The AAEP's 69th Annual Convention and Trade Show is a valuable opportunity to promote your product or service to thousands of equine veterinarians, students and technicians. With more than 300 exhibiting companies returning each year, the trade show facilitates customer connections and increases visibility for businesses that serve the veterinary profession and horse industry.

About the AAEP

The American Association of Equine Practitioners, headquartered in Lexington, Kentucky, was founded in 1954 as a non-profit organization dedicated to the health and welfare of the horse. Currently, the AAEP reaches more than 5 million horse owners through its over 9,000 members worldwide and is actively involved in ethic issues, practice management, research and continuing education in the equine veterinary profession and horse industry.

Benefits of Exhibiting

- Live interaction with more than 3,000 practitioners, students and technicians during the world's largest meeting dedicated to the equine veterinary profession
- Complimentary listing in the Exhibitors Guide in the Annual Convention Program and the AAEP Convention App.
- Opportunities to advertise in the Annual Convention Program and the AAEP's scientific journal *Equine Veterinary Education*
- Opportunities to promote your brand through event participation and session sponsorship during the AAEP's Annual Convention
- Opportunities for additional marketing inside the trade show (product demos, display case)
- Virtual booth options to help you reach a broader audience

Health and Safety

The AAEP is working with the San Diego Convention Center, host hotels and conference partners to create a healthy and safe meeting experience for attendees. Protocols will be updated to reflect the most current recommendations and changes will be communicated to all confirmed exhibitors.

For More Information

Debbie Miles, Trade Show Coordinator: (859) 705-0423/dmiles@aaep.org

Important Dates

| Application Process Timeline | |
|-------------------------------------|--|
| June | Housing and Badge Registration link emailed to all confirmed exhibitors |
| September | Freeman Service Kits link emailed to all confirmed exhibitors and will be available on the AAEP website exhibitor page |
| September 25 | Full Balance due on all booths. Earn Bonus Points for full payment The AAEP must receive a 50-word description for the Annual Convention Program. The AAEP reserves the right to edit company descriptions. Any Exhibiting company with an outstanding balance on September 25 will not be listed in the printed convention program |
| October 9 | Last Day to cancel and receive a full refund, less \$100 administrative fee |
| October 23 | Last Day to cancel and still receive a 50% refund. No refund will be issued for cancellations received after October 23. |

| Trade Show Timeline | |
|---|--|
| Tuesday, November 28 and Wednesday, November 29 | Exhibitor Registration: 8:00am-5:00pm Exhibitor Move-In: 8:00am-5:00pm |
| Thursday, November 30 | Exhibitor Registration: 7:00am-5:00pm Exhibitor Move-In: 7:00-9:00am Trade Show Opens: 10:00am-6:00pm (subject to change) Sessions Break: 10:30am-1:30pm Trade Show Reception: 4:30-6:00pm |
| Friday, December 1 | Trade Show Open: 10:00-6:00pm (subject to change) Sessions Break: 10:30am-1:30pm |
| Saturday, December 2 | Trade Show Open: 10:00-4:00pm (subject to change) Sessions Break: 10:30am-1:30pm Move-Out: 4:00-10:00pm |
| Sunday, December 3 | Move-Out: 8:00am-Noon |

*All companies must have booths set up completely by 9:00am on Thursday, November 30. Empty booths will be considered a no-show, space will be forfeited and no monies will be refunded. All companies are expected to keep their booths intact and staffed until the close of the show on Saturday, December 2. Any company that is found breaking down or moving out early will forfeit their booth selection for the following year.

Hotel and Travel

The AAEP's 69th Annual Convention and Trade Show will take place at the San Diego Convention Center. Complete information regarding hotels will be sent early June to all confirmed exhibitors. Hotel accommodations will be made through Experient Registration website. We encourage you to wait and book hotel rooms through this site once it opens. Book inside the AAEP block for lower rates; by booking directly with the hotels, you are not guaranteed the AAEP-contracted rate.

Please be aware of third-party companies claiming to be the official housing or freight company for the AAEP, or offering other services such as the purchase of an official mailing list for the AAEP. These are scam companies and not affiliated with the AAEP. Any correspondence will come directly from the AAEP, Experient or Freeman. If you are approached by any other housing company, please delete or ignore the message.

Exhibit Personnel Registration

Each exhibiting company may register up to four (4) representatives for each 10-by-10 feet of booth space leased. Additional personnel may be registered at a fee of \$50 each. In the event you wish to rotate representatives during the show, we will prepare a new badge for each old badge turned in to the registration desk. A personnel registration link (your badge order) will be emailed to all confirmed exhibitors this summer. In order to avoid delays on-site, we strongly encourage you to register booth personnel prior to arrival. Booth staff checking in at exhibitor registration will need to show ID before receiving their badge.

Booth Pricing

We continue to offer Zone Pricing. Please see the booth application for zones and booth prices

What's Included With Your Booth Space

- Pipe and Drape
- Identification Sign
- Listing in the Annual Convention Program (50 word description must be received by September 25), Convention App and Live Floor Plan
- Opportunity to purchase an AAEP mailing list, pre- and post-convention
- Four badges per 10x10 foot space
- Admittance to scientific sessions with CE credits and non-ticketed events, including social and wellness events

Exhibit Service Contractor

Freeman
2170 Towne Centre Place Suite 100
Anaheim, CA 92806
858-320-7800

Freeman will maintain a service desk in the exhibit area and stand ready at all times during set-up and throughout the show to be of assistance to representatives of exhibiting companies. An Exhibitor Service Kit, containing a complete set of order forms and information, will be

available online in June. A link to the kits will be sent to all exhibiting companies in June and will be available online on the AAEP Convention website. Exhibitors are encouraged to pre-order any furniture, labor, electricity, signs, shipping arrangements, etc. at least two weeks before move in.

Union labor may be required for certain aspects of your exhibit handling and install/dismantle.

Please contact Freeman or show manager Debbie Miles if you have any questions about labor, material handling, set up, or any other issues related to San Diego and charges associated with these services.

How Booth Space is Assigned

If you are exhibiting in 2023, you will receive information regarding the 2024 pre-sell booth selection. Each company is assigned a time slot based on a point system (*points are earned for every year exhibited and every booth purchased*). Companies may earn bonus points for paying full booth balance by September 25. All remaining booths after the pre-sell process is completed are sold on a first-come, first-serve basis. Pre-sell will occur virtually in early 2024; time slots will be sent prior to the pre-sell.

Application Terms

1. If you did not participate in the 2023 virtual pre-sell, please complete an application and return to the AAEP
2. The application must be signed where indicated. Timely application for booth space does not guarantee inclusion in the trade show.
3. As a private organization, the AAEP reserves the right to exclude any exhibitor for any reason. The completion and delivery of the application form, together with the deposit, shall constitute an offer subject to acceptance by the AAEP.
4. If you are exhibiting with the AAEP for the first time, you must complete a First-Time Exhibitor form. You may be asked to provide literature, product info and references from other trade shows. AAEP's decision to allow a new company to exhibit is based on the company's product and must be applicable and related to the equine veterinary industry. Once your application has been reviewed and, if accepted, you will be assigned an available booth space and a confirmation will be emailed to you.
5. If a company is found to be exhibiting or demonstrating a product other than what was approved by the AAEP, the company can be asked to leave the show.
At its sole and absolute discretion, the AAEP may revoke its acceptance of the applicant's offer or may terminate any contract arising from this application by delivery of written notice and the refund of the applicant's deposit, in which event the AAEP shall have no liability to the applicant for damages for any other remedy.
The AAEP shall not, as a result of any breach of any obligation arising from this agreement, be liable to the applicant in an amount exceeding \$500.

Booth Guidelines

The AAEP follows the rules/guidelines of the International Association of Exhibitions and Events.

- All booths are 10' wide and 10' deep
- 8' high drapes in the rear and 33" high drape for side railings; all drape is black
- **Standard 10x10 Corner/Inline Booths:** all items 5' or higher must be placed in the back 5' of the booth (to maintain proper sightlines)
(Insert Photo)
- **Island Booths:** While there are no height restrictions, no part of the exhibit may hang over or outside exhibit perimeters.
- **End Cap Booths:** An exhibiting company in an End-Cap booth configuration must have approval from Show Management and sign a form agreeing to End Cap regulations and booth display must be approved by Show Management prior to move-in.

If there are any questions concerning height restrictions and booth configuration, please contact show manager Debbie Miles prior to the show.

Carpet Regulations

In an effort to maintain an attractive and professional environment on the show floor, ***we require all exhibiting companies to either rent or provide carpeting or approved flooring for their booths.*** Only the aisles in the exhibit hall will be carpeted. The convention center will provide basic janitorial services for the facility each night, which includes the aisle carpeting; however, individual booth cleaning will be the responsibility of the exhibitor. Nightly booth cleaning provided by Freeman is available for purchase in the Exhibitor Service Kit.

Drug Compounding Policy

Regulations set forth by the AAEP hold that only those compounding pharmacies accredited through the Pharmacy Compounding Accreditation Board (PCAB) will be allowed to exhibit, market or display their products at the 2023 AAEP Trade Show. If drug compounding is part of any company's business and the company is not PCAB-accredited, that company will not be permitted to exhibit in the trade show. A copy of the accreditation letter/certification must be on file with show management prior to move-in. Additionally, products exhibited must be in compliance with FDA regulations with regard to compounded products. Any violations identified could result in immediate dismissal from the trade show and/or suspension from future participation.

AAEP Show Policies

Hospitality Suites/Meeting Rooms

Hospitality suites, special parties and other exhibitor-sponsored events will be allowed within the AAEP-contracted hotels under the condition they are social in nature or for the employees of the company (e.g. sales meetings, etc.). Exhibiting companies may not use meeting or hotel space for any exhibit or educational purposes, particularly in conflict with regularly scheduled AAEP

programming. AAEP does not allow exhibitors to use meeting space within the Convention Center.

For permission to use space within the hotel, please complete and return the Affiliate Request Form. AAEP will review these requests and space will be assigned, based on hotel availability, after June 1.

Animal Use Within Exhibit Space

With the exception of guide, signal or service animals, animals are not allowed in the facility without prior written approval. Approval is based on whether the animal is legitimately part of a show, exhibit or activity requiring the use of animals. If allowed, the exhibiting company is ultimately responsible for the liability and sanitary needs associated with the animals. Any company using a live animal as part of their exhibit will need permission from show management and must be approved by both the AAEP and the San Diego Convention Center. Animals may not remain in the convention center overnight, and the exhibiting company is responsible for making accommodations for the animal. Additional paperwork may be required.

Subletting Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted without prior written consent of exhibit management. Exhibitors may not display goods or services other than those manufactured or regularly distributed by them, nor may they permit the solicitation of business by others within their exhibit space.

Booth Staffing

Booths must be staffed at all times during the posted show hours. Additionally, the exhibit must remain intact until the close of the show on Saturday, December 2. All activity relating to your company must be confined to your booth space. Costumed personnel, models, employees and other personnel hired by the exhibiting company must restrict all activities to the booth space.

Children are permitted to enter the trade show as long as they are accompanied by an adult. Children are prohibited from being a part of booth staffing.

Children under the age of 18 are not allowed in the exhibit hall at any time during move in on November 28-29 or during move-out on December 2-3.

Noise

Noise from electrical and other apparatuses must be muffled. Audio-visual or live presentations must be kept at such a level so as not to disturb other exhibitors or interfere with traffic flow in the aisle.

Machinery

Exhibitors must protect machinery and exhibits so that no injury will result to visitors, guests and employees, or to any person or property. No engines may be operated indoors with volatile or combustible fuels. No propane tanks are allowed inside the exhibit hall or the convention center.

Infringement

Interviews, demonstrations, distribution of literature, samples and detailing shall take place only within the confines of the exhibitor's booth. This is to avoid infringement on the rights and

privileges of other exhibitors. Any materials found outside an exhibitor's booth space will be discarded by show management.

Character of Exhibits

Character of the exhibits is subject to approval by the Executive Committee of the AAEP. The AAEP reserves the right to refuse or revoke acceptance of applications for exhibits at its sole and absolute discretion.

Further, the AAEP reserves the right to close or request alteration of exhibits or parts of exhibits that are not germane to the practice of veterinary medicine, or that reflect adversely on the character of the AAEP or its trade show or for any reason at its absolute and unqualified discretion. This reservation of discretionary authority applies to displays, signage, literature, advertising, novelties, souvenirs, conduct of personnel, etc. Show management may request alternation or dismantling of any booth that is in violation of the trade show rules outlined in this prospectus.

Product Claims

Product claims made in the AAEP publications or booths must be in accordance with the standards and approvals of appropriate U.S. Government regulatory agencies.

Drawings or Lotteries

Drawings are permitted; however, prizes other than company products or services must be approved. Requests must be made in writing and submitted to show management for approval. Exhibitors are responsible for notifying winners.

Literature Distribution and Signs

Posting of notices, demonstrations or samples or distribution of other materials to attendees by exhibitors is not allowed in any part of the convention hotels or convention center, with the exception of the exhibitor's leased booth space. Dispensing of food and beverages may be allowed with permission/approval of show management. **Show management prohibits the use of alcohol in booth space.** The only exception is exhibiting companies may order alcohol through the convention center ONLY during the Trade Show Reception Hours (Thursday, November 30, 4:30-6:00pm). Show management has the right to shut down any exhibiting company that is found conducting business in the aisle or any part of the convention center and hotels. Contact Debbie Miles with any questions.

Protection of the Building

Exhibitors will be held liable for any damage caused to property. No material shall be posted, tacked, nailed, taped, screwed or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric or decorative walls. The use of live animals within the trade show must be approved by show management prior to the event.

Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor.

If any controversy arises as to the need or propriety thereof, the exhibit manager and the event coordinator of the San Diego Convention Center will be the final judges thereof, and their decision shall be binding on all parties concerned.

Fire Protection and Combustible Materials

All materials used in the exhibit area must be flame-proof and fire-resistant to conform to local fire ordinances. This includes drapes, banners, all decorative fabrics, poster paper, foam-core board, plastics and all other decorative material.

Any exhibit, or parts thereof, found to be unacceptable to the fire marshal may be ordered dismantled and removed. Display vehicles must conform to state and city fire codes as it pertains to fuel tanks and battery connections. Vehicles that remain in the exhibit as part of a booth display must have the battery cables disconnected; gas tanks must be taped shut or have a lockable gas cap and may not contain more than 1/4 tank or 10 gallons of fuel, whichever is less.

It is the responsibility of the exhibiting company to obtain necessary paperwork and permits from the fire marshal. Contact show manager Debbie Miles for more information.

Please inform exhibit management prior to coming on-site if a vehicle is part of the display within your booth space.

Liability

The AAEP will not be responsible nor liable for injury to the person or property of the exhibitors, their guests, invitees, employees or agents. Furthermore, the exhibitor agrees to hold harmless and defend the AAEP, its directors, employees and agents from any liability of personal injury and loss or damage to property. All property of an exhibitor is understood to remain in his/her care, custody and control in transit to or from or within the confines of the exhibit hall. If any exhibit material fails to arrive, the exhibitor is nevertheless responsible for the booth rental and staffing.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of personal injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the convention center and shall indemnify and hold harmless the AAEP, the convention center, agents, servants and employees from any and all such losses, damages and claims.

Security

A 24-hour security guard is provided to prevent entry to exhibit areas by anyone not authorized by the AAEP or not wearing the proper badges for admission to such areas. The security service provided does not guarantee exhibitors against loss, nor does it imply an assumption of liability for exhibitors' property by the AAEP. An exhibiting company's representative should be on hand to supervise during set-up and dismantling of equipment and other items of high value. Small items of great value should be removed from the exhibit or placed in an appropriate locked enclosure during hours when exhibits are not staffed by the exhibitor. Exhibitors concerned about security are encouraged to hire security services for their booth.

Selling and Taking Orders- California Tax Information

If you will be selling items or taking orders during the AAEP Trade Show in San Diego, you are considered a temporary seller, and are required to hold a temporary sellers permit. You will need to register for a temporary sellers permit. If you participate in California conventions and trade shows and make sales or take orders for sales at or during the conventions or trade shows, you will generally be required to hold either an ongoing or temporary seller's permit. For in-state retailers, you must obtain an ongoing seller's permit if you are engaged in the business of selling tangible personal property. Out-of-state retailers that exceed specific sales thresholds are required to obtain an ongoing seller's permit. Retailers not exceeding these thresholds are only required to obtain a temporary seller's permit. For more information regarding these thresholds, please see <https://www.cdtfa.ca.gov/formspubs/pub77/#notrequired>

Obtaining a temporary seller's permit is easy and free. Please visit <https://www.cdtfa.ca.gov/services/>, select the Registration tab and follow the steps to register a business activity with the California Department of Tax and Fee Administration (CDTFA). Temporary permits are issued to individuals with no permanent place of business, and cover a selling period of 90 days or less at one location. The registration process is the same whether you are registering for a temporary seller's permit or a seller's permit for a permanent business location. However, there are some things to keep in mind when registering for a temporary seller's permit.

- You may obtain a temporary seller's permit 90 days prior to your business start date
- You need to provide a valid start and end date for each temporary sales location
- You may register for multiple locations on a temporary seller's permit as long as they operate within the same 90-day period
- You may not add a new sales location to an existing temporary seller's permit

Once you finish registering, you may print a temporary seller's permit for each location. The tax rate for San Diego is 7.75%.

Insurance

To protect an exhibit from loss by fire, flood, explosion damage or theft, exhibitors should contact an insurance carrier concerning an "Extra-Territorial" rider as part of their policy. All exhibiting companies must be responsible for carrying a General Liability insurance policy in the amount of \$1 million. A copy of your Certificate of Insurance (COI) must be provided to AAEP prior to move in. AAEP can be listed as the certificate holder. Exhibiting companies may use an Exhibitor Appointed Contractor (EAC) form and must provide proof of liability insurance prior to move in. A sample COI and an EAC form can be found at the end of this document.

Interpretation and Violation

Any points not covered in this prospectus are subject to interpretation and settlement by show management. Any violation of the rules and regulations outlined in this prospectus by any exhibitor will void the agreement for booth space, and such exhibitor will forfeit all monies that have been paid or are due under this contract. Show manager Debbie Miles shall have the right to terminate the agreement for booth space, re-enter and take possession of the space occupied by an exhibitor, and remove all persons and goods from the space at the expense of the exhibitor,

for serious violations of these rules. Written notice by the association to terminate the agreement for booth space and of re-entry is no required.

Entire Agreement/Contract Modification

This prospectus and application represent the entire agreement between the exhibiting company and the AAEP and supersedes all prior negotiations, representations or agreements, either written or oral.

Furthermore, no modifications or change of any provisions in this contract shall be made unless such modification is mutually agreed to in writing by the exhibiting company's representative and the show manager and is incorporated as a written amendment to this contract and approved by the show manager prior to the effective date of such change or modification. Memoranda of understanding shall not be construed as amendments to this contract.

Severability

All parts of this agreement shall be self-sustaining and capable of separate enforcement despite invalidity of any other part.

Acceptance

Submitting an application for booth space or an authorized signature on the official application from indicates the exhibitor has read, understands and agrees to abide by all rules, regulations and restrictions outlined in the application and prospectus.

Policy Violation

Should any violation of the policies contained within this prospectus occur, show management will ask the violator to cease. If the infringement continues, the AAEP reserves the right to terminate the booth rental agreement and expel the exhibitor from the show, thus forfeiting all monies already paid to the AAEP.

Accessibility

Based on the premise of section 302 of the Americans with Disabilities Act (ADA), show management asks that exhibitors warrant that their exhibits are accessible to the fullest extent of the law and will comply with the ADA and its regulations. Information about ADA compliance is available at ada.gov/index.html.

Payment Terms

The balance of the booth costs must be paid by September 25, 2023. If full payment is not received by that date, your assigned booth space may be forfeited or resold. All applications submitted after September 25, 2023, must be accompanied by full payment.

Send your payments to: Debbie Miles, AAEP 4033 Iron Works Parkway, Lexington, Kentucky 40511. An invoice will also be sent electronically for online payment options.

Sponsorships

The AAEP has a comprehensive sponsorship program available exclusively to AAEP exhibitors. Below are just a few of the sponsorships available during the 2023 Annual Convention:

BINGO- Incentivize attendees to visit your booth and earn a stamp by including your company logo as a tile on each Trade Show BINGO card made available to all convention attendees at the registration desk throughout the 2023 Annual Convention. Cost: \$900

BONUS BAG- Increase exposure and traffic to your booth by providing promotional materials for inclusion in a handy bag distributed to trade show visitors near the entrance of the 2023 convention trade show. Cost: \$990 to \$1900.

BIG SCREEN ADVERTISING- Deliver your message through a rotating 4-color advertisement on two 90-inch, hi-def monitors placed strategically in the AAEP Connect area of the trade show and within the convention center throughout the duration of the convention. Cost: \$1500/ad

EDUCATIONAL & BUSINESS SESSIONS- Align with expert information that characterizes the session and further develop your company's relationship through many exposure opportunities with the AAEP and its members. Cost: TBD

Contact Dana Kirkland at dkirkland@aaep.org or (859) 705-0431 for more information.

Advertising Opportunities

Exhibitors are invited to advertise in the Annual Convention Program and the AAEP's monthly scientific journal, *Equine Veterinary Education (EVE)*.

Why advertise in EVE?

Gain exposure to the most trusted veterinary professionals in the equine industry- AAEP members. The journal is mailed to approximately 8,000 domestic and international licensed veterinarians. Space is available in spread, full-page, ½ page and ¼ page options.

As an added benefit and at no additional cost, advertisements will also appear in the digital version of *EVE* available on the AAEP website and in the members-only AAEP Publications App. Ad will link directly to a website if a URL is included within the ad.

To advertise in *EVE*, contact Dana Kirkland at dkirkland@aaep.org or (859) 705-0431

CANCELLATION POLICY

If written notice of cancellation is received:

- **By October 9:** All funds, less a \$100 administrative fee, will be refunded
- **By October 23:** The AAEP will retain 50 percent of the booth cost
- **After October 23:** No refunds will be made

It is the AAEP's desire to work with all exhibitors in a fair and equitable manner. Companies with outstanding balances will be given every reasonable opportunity to make final payment; however, the AAEP has a responsibility to potential exhibitors on the waiting list. Companies who are unable to make final payment by September 25, may be canceled. If final payment has not been received by this date, the AAEP maintains the right to re-sell the booth space to the next company on the waiting list. Any company with an outstanding balance after the final due date may not be listed in the printed convention program.