

EXHIBITOR INFORMATION



THE ULTIMATE ROAD TRIP



**American Farrier's Association
Convention Days**
March 4-8, 2019

**Farrier Industry Association
MarketPlace Exhibit Hall**
March 7 & 8, 2019

Join us in Tulsa, Oklahoma!

HOST HOTEL

DoubleTree by Hilton Hotel Tulsa Downtown

MARKETPLACE, COMPETITION & LECTURES/DEMOS
Tulsa Cox Business Convention Center



www.farrierindustry.org

601-924-3495 or info@farrierindustry.org

What's NEW at the AFA Convention & FIA MarketPlace?

- **NEW! Whole Horse Dissection all day on TUESDAY.**
- **FIA Business Conference & Membership Meeting will be at an off-site location on TUESDAY evening (details coming soon!).**
- **First Exhibitor Packet pick-up will be at the TUESDAY Business Conference and will continue all day Wednesday during Exhibitor move-in.**
- **NO Wednesday Cocktail Reception in MarketPlace.**
- **New dynamic lecture format integrated with live demo station.**

FIA Schedule

MarketPlace Days: Thursday & Friday

***Unless otherwise indicated, all FIA Events are at the
Tulsa Cox Business Convention Center

Tuesday, March 5

- 11:30 am – 1:00 pm FIA Board Meeting (hotel)
- TBD (evening) FIA Membership Meeting & Business Conference –
***Off-site – includes cash bar, dinner & speaker.
Exhibitor Packets will be available for pick-up.

Wednesday, March 6

- 7:30 am – 5:00 pm FIA Registration Open
- 8:00 am – 5:00 pm FIA MarketPlace Move-in
(load in doors close at 4pm)

Thursday, March 7

- 7:00 am – 10:00 am FIA Registration Open
- 7:30 am – 8:00 am FIA Exhibitor Breakfast – All exhibitors are invited
to enjoy complimentary sponsored breakfast
prior to the Opening Reception
- 8:00 am – 10:00 am MARKETPLACE OPEN**
Opening Reception & Sponsored Continental
Breakfast
- 11:00 am – 3:00 pm MarketPlace Exhibitor & Member Only Time
- 2:00 pm – 6:00 pm FIA Registration Open
- 3:00 pm – 6:00 pm MARKETPLACE OPEN**

Friday, March 8

- 8:00 am – 10:00 am MarketPlace Exhibitor & Member Only Time
- 10:00 am – 11:30 am FIA Registration Open
- 10:00 am – 12:30 pm MARKETPLACE OPEN**
- 12:30 pm – 3:00 pm Exhibitor Move-out

Sponsorship & Raffle!

The FIA has plenty of sponsorship opportunities to add to your marketing message including the Exhibitor Breakfast, Membership Meeting & Business Conference, and the sponsored MarketPlace Opening Reception. Your support is greatly appreciated and enhances the experience of both exhibitors and attendees!

Companies may also donate gift certificates or products to the very popular raffle held for registered farrier attendees during each MarketPlace session. The raffle encourages attendance and floor traffic in the MarketPlace. Each registered AFA Convention farrier attendee receives a color-coded ticket for each MarketPlace session. Attendees must bring the designated ticket to the FIA booth in the Center Lounge for a special drawing. The raffle winner must be present and registered as an AFA registered farrier attendee (AFA/FIA Board members and guests are not eligible).

All donors and sponsors are acknowledged on signage and during floor announcements. See sponsorship details on the order form.

*Thank You
MarketPlace Committee!*

Emily Bull (Chair)

Linda Hill • Allen Horton

Marguerite Paige • Jean Weiss

Cover photo created by Fanjianhua - Freepik.com

Sept. 18, 2018 FIA Member Priority Registration Opens

FIA Membership has its benefits! Current FIA members receive first priority MarketPlace registration when membership is renewed with registration. Booths are assigned on a first come, first served basis. Fax and phone lines open at 9 am CST.

Sept. 26, 2018 Non-FIA Member Registration Opens

Not an FIA member? No problem! Join today for 2019 and you'll receive priority notification and early registration for the FIA MarketPlace in 2020, in addition to all our great membership benefits.

Jan. 11, 2019 Regular & Non-Member Registration Closes

Listing in the printed AFA Convention Program is not available after this date.

Jan. 11, 2019 \$100 Late Fee per Booth Goes into Effect

Yes, you are still welcome to exhibit if space is available. A late fee is added to regular booth rates.

Feb. 17, 2019 Last Day for Hotel Group Rate

CONVENTION HOST HOTEL

**DoubleTree by Hilton Hotel
Tulsa Downtown**

Support the AFA and FIA by staying in the host hotel! The DoubleTree by Hilton Hotel Tulsa Downtown is connected by skybridge to the Tulsa Cox Business Convention Center.

DEADLINE: A block of rooms has been reserved from March 3 – 10, 2019. The special group room rate is available until February 17, 2019, or until the group block is sold out, whichever comes first. See reservation link below or call hotel for full details on deposit, cancellation, fees, etc. Additional charge may apply for more than double room occupancy.

RATES: \$127, (King or 2 Doubles), plus applicable taxes

RESERVATIONS:

Online: <http://group.doubletree.com/americanfarriersassociation>
Phone: 1-800-838-7914 and provide the group code AFA to receive the discounted group rate

FREE AIRPORT SHUTTLE: Complimentary hotel shuttle. Call 918-587-8000 when you arrive at airport for further direction and pick up time.

PARKING: Hotel self-parking garage rate is \$5/day. **Please note:** Parking garage height clearance is 6'. For over-sized vehicles, nearby off-site parking is available for \$10/day. See hotel registration desk at check-in for more information.

DoubleTree by Hilton Hotel Tulsa Downtown

616 W. Seventh Street, Tulsa, Oklahoma



SHOW DECORATOR

Fern Exposition & Event Co. returns as our show decorator. Additional exhibitor information and order forms will be emailed to exhibitors in late 2018.

The exhibitor packet will also be posted on the FIA website when it becomes available:

www.farrierindustry.org

*** Back draping is green/blue/maroon. Side rails and table skirting are green. Carpet is denim blue.

EXHIBIT CONTRACT APPLICATION

Exhibit space will not be assigned until the Exhibit Space Contract is signed and returned with payment.

Alternate Company Contact (if different than MarketPlace Program Contact below):

Name _____ Email _____ Phone _____

MarketPlace Program Complete information exactly how you want to be listed in the MarketPlace Program

Company Name _____

Contact Name _____

Mailing Address _____

Physical Address _____

City _____ State _____ Zip _____ Country _____

Local Phone _____ Toll Free _____ Fax _____

Company E-mail _____ Website _____

Company Description (Please check one)

Use Current FIA Member company description as listed on FIA website, www.farrierindustry.org

Updated Member or Non-Member Company Listing: (75 word limit) _____

FIA Membership Annual dues @ \$175

\$ _____

Renewing New Join or renew and save money with the discounted member booth rate

Booth Reservation

Booth Preference: 1# _____ 2# _____ 3# _____ 4# _____

Booth Neighbors: If possible, DO NOT put me next to this company(ies): _____

TOTAL Booths Reserved: # _____

Booth Packages

Furnished Booth: Denim Blue Carpet, 8' Skirted Table, 2 Chairs, Wastebasket, 2 Exhibitor Badges, Sign with Company Name

Unfurnished Booth: Denim Blue Carpet, Wastebasket, 2 Exhibitor Badges, Sign with Company Name

*** Back draping is alternating green, blue & maroon; side rail draping is green, and tables are skirted in green.

** All booths are 10' x 10'

FIA Members

1st Booth

Furnished Booths

\$650

UnFurnished Booths

\$575

\$ _____

Additional Booths

_____ @ \$625 each

_____ @ \$525 each

\$ _____

Non-FIA Members

1st Booth

Furnished Booths

\$850

UnFurnished Booths

\$775

\$ _____

Additional Booths

_____ @ \$825 each

_____ @ \$750 each

\$ _____

End Caps An endcap is a premium corner booth that faces a 2nd aisle

_____ @ \$50 for each additional end cap

\$ _____

Page Sub-total \$ _____

Exhibitor & Other Badges

MarketPlace Exhibitor Badges: Exhibitors receive 2 free badges per booth for company reps only. *Farriers and vets are expected to register as AFA Convention attendees.*

_____ Additional badges @ \$40 each

\$ _____

* List names of persons to receive exhibitor badges:

1. _____ 3. _____

2. _____ 4. _____

FIA Member Badges: Non-Exhibiting FIA members receive 1 free badge per membership. Admission includes all MarketPlace sessions, and member & exhibitor only times. Excludes move-in/move-out times.

Yes, I am a Non-Exhibiting FIA member. Please reserve my free badge. (List badge name below)

FIA Member Guests: Non-Exhibiting FIA members may purchase a discounted 2-day badges for guests over the age 5; Admission includes all MarketPlace sessions, and member & exhibitor only times. Excludes move-in/move-out times. (List badge name below)

_____ guest passes @ \$40 each

\$ _____

Visitor Badges: Individuals who are not FIA Members, registered AFA convention attendees, or their guests may also purchase a MarketPlace badge for admission only during open MarketPlace hours.

One Day Pass @ \$50

Two Day Pass @ \$75

\$ _____

List all Member/Guest/Visitor Badges Names:

Name: _____ Company Name _____

Name: _____ Company Name _____

AFA Badge Options

Exhibitor badges are only for FIA MarketPlace and FIA Events. An AFA badge is required to attend AFA lectures and functions. Each MarketPlace exhibiting company is entitled to one complimentary AFA Badge. Additional badges must be purchased through AFA.

Yes, reserve one complimentary AFA badge. Badge Name: _____

AFA First-time Attendee Coupons

The AFA offers exhibitors a First-time Attendee Registration Coupon for each 10'x10' booth reserved by December 1st. Exhibitors can use as a marketing tool to promote the AFA Convention. Farrier must present coupon to the AFA for redemption by February 8, 2019 to verify they are a first-time attendee. If farrier is not a first-time attendee, coupon will be forfeited.

Yes, I would like to receive one First-time Attendee Registration Coupon

MarketPlace Raffle

Please consider making a gift certificate donation for the popular MarketPlace raffles during each of our three MarketPlace sessions. This program is very effective in increasing traffic in the MarketPlace and keeping attendees in the tradeshow for longer periods of time. All donors will receive recognition on signage and general announcements during MarketPlace.

Gift Certificates: # _____ @ \$25 # _____ @ \$50 # _____ @ \$75 # _____ @ \$100 Other _____

Gift Certificate Description: _____

I will mail certificates to FIA (due by Feb. 5, 2019).

I will bring my certificates/product to the FIA MarketPlace.

Product Description: _____

Product Value: \$ _____

Bring product donations to the onsite FIA Office in Tulsa.

Page Sub-total \$ _____

FIA SPONSORSHIP OPPORTUNITIES

Sponsorships add to the marketing value of your company. Thank you for supporting the FIA as a sponsor! All donors will receive recognition on signage and general announcements during MarketPlace Sessions or Business Conference.

MarketPlace Exhibitor Move-in Coffee (Wednesday Morning in Exhibitor Lounge)

\$750 Coffee, Soft Drinks & Danishes/Pastries/Muffins

MarketPlace Exhibitor Only Breakfast (Thursday, 7:30 am prior to Opening Reception)

\$2000 General Sponsor \$750 General Sponsor
 \$1500 General Sponsor \$500 General Sponsor
 \$1000 General Sponsor \$250 General Sponsor

MarketPlace Opening Reception Breakfast (Thursday, 8:00 am for all registered attendees)

\$2500 General Sponsor \$750 General Sponsor
 \$2000 General Sponsor \$500 General Sponsor
 \$1500 General Sponsor \$250 General Sponsor
 \$1000 General Sponsor

MarketPlace Bar Sponsorship (Thursday afternoon MarketPlace session)

\$750 Cash Bar Set-up

FIA Business Conference & Membership Meeting (off-site)

New! Off-site Tuesday night cocktail reception, dinner & speaker

\$1000 General Sponsor \$500 General Sponsor
 \$750 General Sponsor \$250 General Sponsor

Sponsor name should be listed as (please print): _____

CONTRACT ACCEPTANCE

I have read the accompanying contract conditions and understand this application, when signed, will become a binding contract upon acceptance by the FIA and will be subject to the terms, conditions, rules and regulations that govern the FIA MarketPlace.

Company Name _____ Date _____

Authorized Signature _____ Print Name _____

PAYMENT

Payment must accompany contract. If faxing, fax a copy of the check you are mailing. **Check must be received within 10 business days or booth will be released.**

Send payment in U.S. dollars to: Farrier Industry Association, PO Box 173, Clinton, MS 39060
Phone: (601) 924-3495, Fax: (601) 924-0720, email: info@farrierindustry.org

Total Payment: \$ _____ (USD)

Payment Type: Check payable to FIA (If faxing this form, you must also fax a copy of the check you are mailing.)
 Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____ Security Code _____

Print Name on Credit Card _____

Billing Address _____

City _____ State _____ Zip Code _____ Country _____

Authorized Signature _____ Date _____

FIA MARKETPLACE CONTRACT RULES

The application, properly executed by Applicant (Exhibitor) shall upon acceptance by the Farrier Industry Association constitute a valid and binding contract. Exhibition Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition.

USE OF SPACE:

Exhibition Management reserves the right to decline, prohibit or expel an exhibit which, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc.

Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the Exhibitor's booth. No part of any exhibit or product may extend into the aisle. Exhibit may not obscure or prejudice adjacent Exhibitors in the opinion of Exhibition Management. No Exhibitor shall assign or sublet any part of his assigned space without the consent of Exhibition Management in writing. Any space that is not occupied by the time set for completion of booths (5:00 pm, Wed., March 6, 2019) may be reassigned at the discretion of Exhibition Management. All fees will be forfeited unless special arrangements have been approved by management.

Exhibits must be manned for the entire time the MarketPlace is open. No dismantling is permitted until the official closing hour of 12:30 pm, Friday, March 8, 2019. All exhibitors have an obligation to the Convention participants, to FIA, and to their own firms to make certain this rule is not violated. Alert booth personnel that they will be jeopardizing your firm's participation in future FIA shows if they begin any dismantling or fail to man the booth prior to the official closing time. If exhibitor chooses to dismantle or unman early, FIA will bill the exhibitor the cost of one booth space (\$850 total).

Exhibits may be dismantled between 12:30 pm and 3:00 pm on Friday, March 8, 2019. Any displays not dismantled by 3:00 pm on Friday will be dismantled by the Service Contractor at the exhibitor's expense. All exhibit materials must be removed from the exhibit floor by 3:00 pm. All exhibit materials not removed by 3:00 pm on Friday will be transferred to the show decorator warehouse and held for disposition at the exhibitor's expense.

Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.

CANCELLATION:

Exhibitors canceling more than 60 days in advance will receive a 50% refund. Exhibitors canceling 59 days or less prior to the first day of the event forfeit 100% of the total rental.

If the Exhibitor fails to comply in any respect with the terms of the agreement, the Exhibition Management shall have the right, without notice to the Exhibitor, to sell or offer for the sale the exhibit space covered by the contract. Said Exhibitor will be liable for any deficiency, loss or damage suffered by the exhibition by reason of the premises stated, which loss or damage the Exhibitor agrees to pay upon demand together with reasonable expenses and costs incurred by reason thereof.

FORCE MAJUERE:

If any part of the MarketPlace exhibit area is unavailable for a portion or entire event as a result of conditions out of management control such as flood, fire, government intervention, strike, war, labor dispute, riot, act of war, damage due to malice, or any other cause; or if show management should decide to postpone, re-site, or cancel the MarketPlace or Convention, or reduce the schedule, move in/out, etc., the Management will not be liable to reimburse or indemnify the exhibitor of damage or loss, either indirect or direct arising as a result thereof.

INSURANCE:

It is the responsibility of Exhibitors to carry insurance to cover all hazards including loss or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibition site. Neither FIA, AFA, or facility is responsible for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents and employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. The Exhibitor expressly agrees to indemnify and hold harmless FIA, AFA, their management, agents and employees from any and all claims, damage to property arising in connection with Exhibitor's use of the exhibit space.

SAFETY/FIRE/HEALTH:

Exhibitor hereby agrees to hold harmless the American Farrier's Association, the Farrier Industry Association, Affinity Resource Group, the facility, their managers, officers, sponsors, employees, agents, successors, and assigns from any suit or claim for personal injury or property damage or for loss or use of property by whomever sustained on or about exhibitor's participation in the MarketPlace or AFA Convention. Exhibitor must comply with all safety, fire, and health ordinances regarding installation and operation of equipment, displays and exhibit materials. Display materials must be flame-retardant. Hazardous materials of any type are prohibited at all times. Show management is not responsible for the safe operation of any exhibitor machinery or equipment. Children under 16 years of age must be supervised at all times on the MarketPlace floor.

ADDITIONAL SERVICES:

On behalf of the Exhibitor, a designated official Exposition show decorator company is contracted to provide the following: drayage, furniture, booth and floor decorations, signs, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged at the prevailing rate. The FIA or AFA assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing, persons, parties and organizations. Arrangements for these services and payment are to be made between Exhibitors and official Exposition contractors.

Rules and regulations may be changed at any time. Where union labor is required because of building or contractor requirements, exhibitor agrees to comply with the regulations.

PROTECTION OF FACILITIES:

Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the convention hall area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the convention hall manager or their assistants.

FIA MARKETPLACE FLOOR PLAN

FIA MarketPlace at the AFA Convention in Tulsa, Oklahoma

MarketPlace Days: March 7 & 8, 2019

Tulsa Cox Business Convention Center – Exhibit Hall C

