

EXHIBITOR REGISTRATION



American Farrier's Association
49th Annual Convention



**American Farrier's Association
Convention Days
March 9 - 13, 2020**

**Farrier Industry Association
MarketPlace Exhibit Hall**

Wednesday - March 11th

Thursday - March 12th

Friday - March 13th

Join us in Chattanooga, Tennessee!

HOST HOTEL

Chattanooga Marriott Downtown

MARKETPLACE, COMPETITION & LECTURES/DEMOS

Chattanooga Convention Center



www.farrierindustry.org

601-924-3495 • info@farrierindustry.org

What's New? Big Changes → → Plan Ahead!

- NEW MarketPlace Session: Opening Reception will be WEDNESDAY at the end of move-in!
- First move-in time will be TUESDAY afternoon from 3:00 - 6:00 pm.
- There will be NO Thursday morning breakfast in the MarketPlace.
- The AFA will be badge-checking at AFA events. FIA exhibitor badges will allow entry into the FIA MarketPlace, AFA Competition, and the Grand Finale. Badges must be worn at all times.
- FIA Business Conference & Membership Meeting will be on THURSDAY between the morning and afternoon MarketPlace sessions and will include lunch and a speaker. (Location TBD)



FIA Schedule

MarketPlace Days: Wednesday, Thursday & Friday

****Unless otherwise indicated, all FIA Events are at the Chattanooga Convention Center*

TUESDAY, MARCH 10

11:30 am - 1:00 pm FIA Board Meeting (Meeting Room 11)
 3:00 pm - 6:00 pm FIA Badge Pick Up & Exhibitor Move In

WEDNESDAY, MARCH 11

8:00 am - 5:00 pm FIA Registration Open
 8:00 am - 3:00 pm FIA MarketPlace Move-in
4:00 pm - 6:00 pm MARKETPLACE OPEN
 Sponsored Hors d'oeuvres & Cash Bar

THURSDAY, MARCH 12

8:00 am - 10:00 am FIA Registration Open
8:00 am - 10:00 am MARKETPLACE OPEN (no breakfast)
 11:00 am - 3:00 pm MarketPlace Exhibitor & FIA Member Only
 11:30 am - 1:30 pm FIA Membership Meeting & Business Conference (location TBD)
 3:00 pm - 5:30 pm FIA Registration Open
3:00 pm - 5:30 pm MARKETPLACE OPEN (cash bar)

FRIDAY, MARCH 13

8:00 am - 10:00 am MarketPlace Exhibitor & FIA Member Only
 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 MarketPlace Opening Reception, Cash Bars, and FIA Membership & Business Conference. 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 free special drawings. 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

IMPORTANT DEADLINES

Sept. 10, 2019 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. 17, 2019 Non-FIA Member Registration Opens

Not an FIA member? No problem! Save on the Member rate by joining now for 2020 and you'll also receive priority notification and early registration for the FIA MarketPlace in 2021 in addition to all our great annual membership benefits.

Jan. 14, 2020 Regular & Non-Member Registration Closes

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

Jan. 14, 2020 \$100 Late Fee per Booth Goes into Effect

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

Feb. 14, 2020 Last Day for Hotel Group Rate (if rooms still available)

CONVENTION HOST HOTEL

Chattanooga Marriott Downtown

2 Carter Plaza, Chattanooga, TN

The AFA Convention Headquarters is the beautiful Chattanooga Marriott Downtown—the only hotel connected directly to the Chattanooga Convention Center. A discounted group block of rooms has been reserved from March 8-13, 2020.

RATE: \$147 single/double plus applicable taxes for one standard King bed or 2 Double beds.

GROUP BLOCK DEADLINE: A special AFA group room rate is available until February 14, 2020 (11 pm EST), or until the group block is sold out, whichever comes first.

MARRIOTT RESERVATIONS:

Online: Go to: <https://tinyurl.com/yysfx6of>

Phone: 800-841-1674 (mention Group Code: AFA or the American Farrier's room block)

HOTEL PARKING: Self-parking in the hotel parking garage is \$11/day; Valet parking is \$15/day. Garage clearance is 7' 4".

OVER-SIZES VEHICLE OR TRAILER PARKING: There are various public parking lots in Chattanooga within walking distance of the hotel and convention center. Parking is on your own.

AIRPORT: Airline service is through Chattanooga Metropolitan Airport (CHA), which is located ~ 15 miles from the Marriott. Taxis and Uber are available. Rates vary ~\$20-28 (one way).



SHOW DECORATOR

Fern Expo is the show decorator and will email a secure link to exhibitors with additional exhibiting and order information.

*** Booth back draping is alternating royal blue & gray; side rails are gray, and tables are skirted in blue.

EXHIBITOR 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: Gray Carpet, 8' Skirted Table, 2 Chairs, Wastebasket, 2 FIA Exhibitor Badges, Sign with Company Name

Unfurnished Booth: Gray Carpet, Wastebasket, 2 FIA Exhibitor Badges, Sign with Company Name

*** Back draping is alternating royal blue & gray; side rails are gray, and tables are skirted in blue.

** 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 CONTRACT APPLICATION

Exhibitor & Other Badges

MarketPlace Exhibitor Badges: Exhibitors receive 2 free MarketPlace exhibitor 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 only includes MarketPlace open sessions, and member & exhibitor only 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 MarketPlace badges for guests over the age 5; Admission includes only MarketPlace sessions, and member & exhibitor only 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, FIA Events, AFA Competition and Grand Finale. An AFA badge is required to attend AFA lectures and other 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 this as a marketing tool to promote the AFA Convention. Farrier must present coupon to the AFA for redemption by February 10, 2020 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. 24, 2020).
- I will bring my certificates/product to the FIA MarketPlace.

Product Description: _____

Product Value: \$ _____

Bring product donations to the onsite FIA Office in Chattanooga.

Page Sub-total \$ _____

EXHIBITOR CONTRACT APPLICATION

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)

- \$800 Coffee, Tea, Juices & Danishes/Pastries/Muffins

MarketPlace Opening Reception – Hors d'oeuvres (Wednesday, 4:00 – 6:00 pm for all registered attendees)

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

MarketPlace Bar Sponsorship

- \$750 Cash Bar Set-up Sponsor (Wednesday afternoon Opening MarketPlace Reception)
 \$750 Cash Bar Set-up Sponsor (Thursday afternoon MarketPlace Session)

Popcorn Cart Sponsorship

- \$1000 Popcorn Cart Sponsor (Wednesday afternoon Opening MarketPlace Reception)
 \$1000 Popcorn Cart Sponsor (Thursday afternoon MarketPlace Session)

FIA Business Conference & Membership Meeting (off-site)

Off-site Thursday Membership Meeting, Lunch & Speaker

- \$1500 Speaker Sponsor \$500 General Lunch Sponsor
 \$1000 General Lunch Sponsor \$250 General Lunch Sponsor
 \$750 General Lunch 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 (3:00 pm, Wed., March 11, 2020) 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 13, 2020. 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 13, 2020. 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 whosoever 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 FLOORPLAN

FIA MarketPlace at the AFA Convention in Chattanooga

MARKETPLACE DAYS: MARCH 11, 12, & 13, 2020

Chattanooga Convention Center - Exhibit Hall C/D

