



2022
**EXHIBITOR &
SPONSORSHIP
PROSPECTUS**



2022 AAFP Conference

October 27 - 30, 2022

David L. Lawrence Convention Center | Pittsburgh, PA

Exhibition Dates: October 28 - 30, 2022

www.catvets.com/education/conference/exhibitors-info

MAKE MEANINGFUL CONNECTIONS WITH OVER **1,500** FELINE-FOCUSED VETERINARY PROFESSIONALS



History

In 2013, the AAFP Conference brought in a total of 659 attendees. From that point on, it significantly increased every year. The largest jump was from 2015 to 2016 with a 50% increase in the total number of veterinary professionals! The 2019 Conference was our largest attendance to date with 1,733 total attendees! Our first ever Virtual Conference in 2020 had over 2,000 attendees!

The AAFP Conference is continuing to grow every year while still keeping the bustling, interactive exhibit hall and high-quality expert speakers that it's known for.

| | | | |
|-------------|--|---|--|
| 2021 | 1,563 TOTAL (Virtual & in-person) 365 In-person Only | Veterinary Professionals* 1,385 Exhibitors, Guests, Others 178 | Students 79 First Time Attendees* 499 |
| 2020 | 2,090 TOTAL (This was a Virtual Conference) | Veterinary Professionals 1,935 Exhibitors, Guests, Others 155 | Students 79 First Time Attendees* 808 |
| 2019 | 1,733 TOTAL | Veterinary Professionals 1,437 Exhibitors, Guests, Others 296 | Students 58 First Time Attendees* 615 |
| 2018 | 1,467 TOTAL | Veterinary Professionals 1,239 Exhibitors, Guests, Others 228 | Students 52 First Time Attendees* 490 |
| 2017 | 1,139 TOTAL | Veterinary Professionals 944 Exhibitors, Guests, Others 195 | Students 49 First Time Attendees* 364 |
| 2016 | 1,214 TOTAL | Veterinary Professionals 994 Exhibitors, Guests, Others 220 | Students 39 First Time Attendees* 449 |

*non-exhibitor

Why Exhibit at the AAFP Conference?

The American Association of Feline Practitioners (AAFP) supports its members in improving the health and welfare of cats through high standards of practice, continuing education, and evidence-based medicine. We are the trusted leaders in feline health and welfare for the veterinary community and cat caregivers. Because of this, the conference is continuing to grow in attendance every year with feline practitioners who are dedicated to increasing their knowledge and practicing high standards of feline medicine.

AAFP attendees have asked to see NEW products and NEW exhibiting companies! This is a group of attendees that wants to visit each exhibit booth. You will see attendees at every coffee break, breakfast, lunch and reception because all meals take place in the exhibit hall. In addition, all registered exhibitors receive full hot meals, and CE is also included for veterinarian exhibitors.



In 2019, 98.3% of the attendees said they visited the Exhibit Hall.

That's exposure to over 1,400 veterinary professionals!

Meeting Location

David L. Lawrence Convention Center
1000 Fort Duquesne Blvd.
Pittsburgh, PA 15222

Contact

exhibitor@catvets.com
(800) 874-0498





EXHIBITOR INFORMATION

2022 AAFP CONFERENCE

Exhibitor registration is now open for the AAFP 2022 Conference. To register please visit www.catvets.com/exhibitor2022. We hope to see you next year in Pittsburgh!

BOOTH PACKAGES

Single Exhibit Booth includes:

- Space of 10' x 10'
- Two Exhibitor Badges
- One 6' Draped Table
- Two Chairs
- One Wastebasket

Cost: \$2,200.00

Double Exhibit Booth includes:

- Space of 10' x 20'
- Four Exhibitor Badges
- Two 6' Draped Tables
- Four Chairs
- Two Wastebaskets

Cost: \$3,800.00

Non-profit Booth includes:

- Space of 10' x 10'
- Two Exhibitor Badges
- One 6' Draped Table
- Two Chairs
- One Wastebasket

Cost: \$800.00

All include:

- Lunches and refreshment breaks are all held in the exhibit hall to build traffic which allows for more interaction with the attendees (including 9 hours of active exhibition time)
- The Happy Hour Reception is held in the Exhibit Hall on Friday Evening
- Complimentary listing on the conference webpage, including Company Name, Description, and Contact Information
- Printout of Conference Attendees in your Onsite Exhibitor Packet
- Company biography listed in the Onsite Program Book provided to all attendees
- A Final Attendee List (no emails or phone numbers provided) will be emailed 3 weeks following the event
- One Identification Sign above your Booth(s)
- Pipe and Drape including 8' high back wall and 3' high side drape and carpeting
- The Virtual Exhibit Hall for 2022 is TBD

Virtual Exhibit Booth

Is your company not traveling this year? You can still purchase a virtual-only exhibit page. We are using the same technology platform as 2021 and will include your own company page which has an area for your logo, a banner, company bio, PDF links, contact us button, and website links as well as a listing in the exhibit area. Reach out to exhibitor@catvets.com to inquire about a virtual-only exhibit page.

NEW EMERGING TECHNOLOGY & PRODUCTS PAVILION

Considering the rapid changing world of technology as well as new products that can help cats, it is imperative for veterinary professionals to have a deeper perspective about the future of feline medicine, newer concepts to consider that may affect our clients and their cats, and reimagine how we practice quality feline medicine. This Pavilion will be a dedicated area inside the Exhibit Hall where emerging and innovative products, technology, and start-up companies will be able to be showcased. These companies demonstrate the potential for direct benefit for the cat, owner, and/or veterinary practice, however they may not be ready for market, do not have peer-reviewed published information to support their product, or may not be completely aligned with AAFP Guideline recommendations yet. We encourage companies in this pavilion to discuss their offerings and obtain feedback and recommendations from AAFP attendees in order to advance and innovate their offerings.

You must meet one of these requirements:

Startup Companies:

This is an opportunity for veterinary start-ups to showcase their feline products and services that will transform feline health and welfare. Start-ups (less than three years in business) should have a product within the veterinary industry that does or will apply to cats, cat owners, or veterinary professionals who work with cats, however they may not yet have peer-reviewed published information to support the product.

Innovative Technology:

This is an opportunity for companies to showcase their technology-based products, concepts, and services that will transform feline health and welfare, as well as get feedback from feline practitioners.

Emerging Products:

This is an opportunity for companies that have great ideas to help our feline patients, which could have a direct positive offering or outcome for the cat, client, and/or veterinary practice. However, they may not have peer-reviewed published information to support the product and/or may not be completely aligned with AAFP Guideline recommendations.

Limited booths are available.

If interested please contact exhibitor@catvets.com

Details:

Includes an Exhibit Booth which will be included in the dedicated "Emerging Technology & Products Pavilion."

Cost: \$1,900



EXHIBITOR INFORMATION

2022 AAFP CONFERENCE

IMPORTANT DATES

**Note: Times subject to change with the finalization of educational schedule.*

- Set-up:** Thursday, October 27, 2022 - 1:00 pm – 6:00 pm
Friday, October 28, 2022 - 7:30 am – 9:30 am
- Exhibitor Hours:** Friday, October 28, 2022 - 9:30 am – 7:00 pm
Saturday, October 29, 2022 - 9:45 am – 3:15 pm
Sunday, October 30, 2022 - 9:45 am – 1:45 pm
- Breakdown:** Sunday, October 30, 2022 - 1:45 pm – 4:00 pm
NO EARLY DISMANTLING OF EXHIBITS WILL BE PERMITTED. EARLY BREAKDOWN WITHOUT PERMISSION MAY RESULT IN FORFEITURE OF BOOTH SPACE IN FUTURE YEARS.

We've listened to our exhibitors and are now opening the Exhibit Hall each day during the first Coffee Break. You still have the same amount of time with attendees, but during hours with better engagement.

DEADLINE DATES TO REMEMBER

- July 15, 2022** Booth Locations will be emailed to you.
- August 5, 2022** Cancellation deadline for refund. Exhibitor Booth Payment due.
- September 2, 2022** Deadline to submit Ads for Onsite Program Book.
- September 9, 2022** Deadline to submit Exhibitor Bios for Onsite Program Book.
Deadline to submit Bag Inserts (if purchased).
Deadline to submit Product Showcase panel (if purchased).
- September 23, 2022** Names for Exhibitor Badges must be submitted.
- October 5, 2022** Hotel deadline for group rate.

LODGING

Omni William Penn Hotel

530 William Penn Place, Pittsburgh, PA 15219

Direct Phone: (412) 281-7100

Room Rate: \$185.00 Single/Double

Room rates are quoted exclusive of applicable state and local taxes.

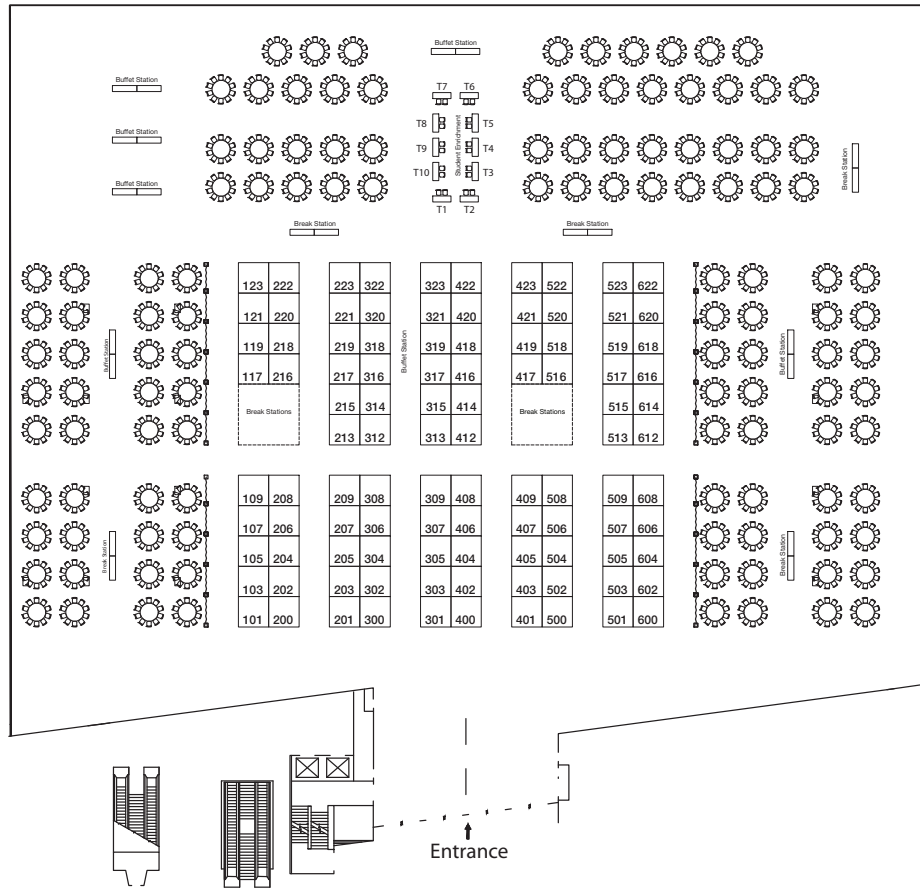
Deadline for the Group Room Rate: Wednesday, October 5, 2021

Any reservations made after that day are based on availability only at the standard hotel room rate.

Use Group Discount Code: American Association of Feline Practitioners



FLOORPLAN



ADVERTISING & MARKETING OPPORTUNITIES

To give our exhibitors a better opportunity to highlight their newest products and services, we have devised the following opportunities to enhance exposure.

PRODUCT SHOWCASE

- The Product Showcase provides a forum to share and highlight information about products and services through a full panel display (38.125" x 87.125") for all conference attendees to view.
- Panels are limited and each company must submit their artwork by September 9, 2022.

Cost: \$600.00 per panel (limit one product per panel)

BAG INSERT

- To help drive traffic to your booth and increase awareness of your brand, place a promotional flyer, brochure, drawing/raffle card, or coupon in each attendee's totebag. It's a virtual guarantee that each attendee will walk away with at least one piece of information about your company.
- The bag insert is limited to one page but can be two-sided; it can't be any larger than 8.5" x 11". You must provide and ship 1,000 (*this could change closer to the meeting based on limitations) inserts to the address on the shipping label (available in the Exhibitor Portal) no later than September 9, 2022.

Cost: \$400.00 per insert

ONSITE PROGRAM BOOK ADVERTISING

- Encourage attendees to visit your booth by placing an ad inside the Onsite Program Book, which attendees will keep with them, carry around, and refer to each day of the conference.
- Ads are full color and come in half and quarter page sizes and each company must submit their artwork by September 2, 2022.

Cost: \$800 Half page; \$450 Quarter page (limited to 5 full pages on a first come, first serve basis)



SPONSORSHIP OPPORTUNITIES

2022 AAFP CONFERENCE

Build your presence at the AAFP Annual Conference with additional sponsorship and marketing opportunities that can be customized to fit your branding and marketing objectives. First right of refusal is provided to previous Partnership Sponsors and individual Conference Sponsors. Let's discuss a sponsorship approach that's ideal for you.

The AAFP has *three types of sponsorships*:

- **Partnership Sponsors** – These loyal sponsors receive a multitude of opportunities and recognition throughout the entire year including at the annual conference, on the AAFP website, and in the multiple advertising avenues provided by the AAFP. These packages include many items and are customized to meet your needs.
- **Individual Conference Sponsors** – These sponsors choose to sponsor one or multiple item(s) or event(s) during the annual conference and are recognized before, during, and after the conference. Some items are available below and others may become available. If you are interested in any form of sponsorship for added exposure, please let us know what might be of interest (i.e. education, social event, give-away, etc.).
- **Cat Friendly Practice Sponsors** – Acknowledgement will include logo recognition in the Registration Brochure, Onsite Program and Proceedings Books; promotion on the AAFP website and event signage, moderator announcements during sessions; and sponsor ribbons for all staff badges.

| SPONSORSHIP | DESCRIPTION | RECOGNITION | COST |
|---|---|---|--|
| Speaker Sponsorship | Experts in their field of study inform, present, and discuss their knowledge with the attendees seeking to expand their knowledge in feline medicine. By sponsoring a speaker, your company will be recognized by the speaker as well as get great exposure to the attendees. | Registration Brochure, Onsite Program and Proceedings Books, Speaker slides, event signage, AAFP website, moderator announcements, sponsor ribbons for all staff badges, and more. | \$4,000 |
| Morning Zumba/Yoga SOLD | Our morning Zumba/Yoga classes encourage everyone to jumpstart their morning and get moving before a full day of CE! | Registration Brochure, Onsite Program and Proceedings Books, event signage, AAFP website, moderator announcements, sponsor ribbons for all staff badges, and more. | \$1,200 |
| Key Cards <i>*2021 Sponsor has first right of refusal.</i> SOLD | Make an impression from the time attendees check in. Unlock a huge range of exposure by providing a custom key card with your company name and logo prominently displayed on it which is provided to all conference attendees staying in the hotel venue(s). | Artwork on the keycard, Registration Brochure, Onsite Program and Proceedings Books, event signage, AAFP website, sponsor ribbons for all staff badges, and more | \$7,000 |
| Notepad & Pen <i>*2021 Sponsor has first right of refusal.</i> SOLD | Even as technology continues to evolve, when it comes to notetaking, nothing beats the immediacy and ease of putting pen to paper. Help attendees record their conference experience while imprinting your brand as they take notes during the conference. | Artwork/logo on the notepad & pen, Registration Brochure, Onsite Program and Proceedings Books, event signage, AAFP website, sponsor ribbons for all staff badges, and more | You provide and ship 1,500 (final quantity TBD) pads/pens: \$2,000; AAFP provides 1,500 (final quantity TBD) pads/pens: \$5,500 |
| Offsite Event <i>*2021 Sponsor has first right of refusal.</i> SOLD | Our Offsite Event Gala is an opportunity for attendees to get out and enjoy a night with friends and colleagues which involves cocktail hour, sit-down dinner, and entertainment. | Logo on the menu at the event, 6 tickets to the event, Registration Brochure, Onsite Program and Proceedings Books, event signage, AAFP website, moderator announcements, sponsor ribbons for all staff badges, and more. | Exclusive Sponsorship: \$25,000 Co-Sponsorships of Event: \$10,000 (if available) |



| SPONSORSHIP | DESCRIPTION | RECOGNITION | COST |
|---|--|--|--|
| Conference App | The AAFP implemented a conference app which can act as the primary mechanism by which delegates look at the agenda, choose sessions to attend, communicate with one another, and navigate around the conference. Put your company's products and services in the palm of more than 1500 conference delegates. | Sponsor logo incorporated throughout the app, recognition in the Registration Brochure, Onsite Program and Proceedings Books, as well as promotion on the AAFP website, event signage, sponsor ribbons for all staff badges, and more. | \$5,000 |
| Friday Morning Breakfast | The first day of the three-day meeting starts with the continental breakfast on Friday morning. Your company's name and logo will be prominently featured in the area where the food and beverages are served. | Acknowledgement will include logo recognition on table signage, in the Registration Brochure, Onsite Program and Proceedings Book, promotion on the AAFP website, event signage, virtual platform, moderator announcements during sessions, slides between scientific sessions, sponsor ribbons for all staff badges, and more. Your company will be allowed to place literature on the breakfast tables (materials have to be approved) as well as provide napkins or other giveaways with corporate logo (direct cost to company). | \$7,500 |
| Coffee Break | Help drive traffic to your booth during a coffee break in the Exhibit Hall. Sponsor a morning or afternoon coffee break where your company's name and logo will be prominently featured in the area where the beverages are served. | Registration Brochure, Onsite Program and Proceedings Books, event signage, AAFP website, sponsor ribbons for all staff badges, and more. | One break (beverages only): \$4,000; (beverages and snack): \$15,000; All coffee breaks (beverages only): \$10,000 |
| Technician Scholarship Sponsorship | This year we have many technicians interested in attending the program. Your company has the opportunity to sponsor registration for technician professionals interested in feline medicine. If you are interested, we will work with your company to determine the type(s) and quantities of scholarships that are offered (i.e., in-person, virtual, or some of both). | Sponsorship includes acknowledgement in the program book, email announcements about the scholarship, signage at the conference, and more! | \$2,000 – \$4,000 |
| Technician Student Scholarship Sponsorship | We have had students enrolled in veterinary technology programs reach out to see if scholarships are available for the conference. You will have the opportunity to sponsor 10 students with virtual registration and access to the conference. | Sponsorship includes acknowledgement in the program book, email announcements about the scholarship, signage at the conference, and more! | \$850 |
| Additional Opportunities | Additional opportunities may be available. 2021 Partnership Sponsors and Conference Sponsors have first right of refusal. View the AAFP for more opportunities at www.catvets.com/sponsors . | | |

More details about what is included in each sponsorship, can be found at www.catvets.com/sponsors.

NON-CONFERENCE ADVERTISING

Want to reach a feline-specific audience outside of the conference? The AAFP has additional advertising opportunities such as in our Feline Weekly Newsbrief and Journal of Feline Medicine and Surgery. Please contact Heather O'Steen (hosteen@association-partners.com) for more information.



Attendee Lists:

The AAFP policy for the release of attendee names for the current event is to distribute them at the event. Attendee names are not available prior to the event. An attendee list will also be available to all exhibitors two weeks after the conference ends. This list will not include the email or phone number of the attendees.

Company Description:

The attendee Onsite Program Book will feature a special resource section to include information provided by conference exhibitors. You may describe your products, introduce new products, or provide background information on your company. In order to take advantage of this special opportunity, your electronic copy must be received by Friday, September 9, 2022, in order to be included. Copy received after this date will not be included. Your description should be 125 words or less.

AV, Electrical, Furniture, and Material Handling:

AV, Furniture, Electrical, Internet Connections, and Material Handling are not included in the exhibit fee. If you need any of these services you will need to place a separate order. The Exhibitor Service Kit will be sent to you in June 2022.

Freight and storage information will be included in your Exhibitor Service Kit. It contains forms for ordering freight pick-up/ delivery, drayage, equipment rental (tables, chairs, audiovisual), labor, utilities (telephone, electric), and other important show information and instructions.

Badges and Registration:

Exhibitor badges must be worn at all times. Badges will not be transferable and management reserves the right to limit the quantity and to confiscate the badge used by any person other than the one to whom it was issued.

The Booth Contact will receive an email before the conference and will need to fill out their free exhibitor badges on the Exhibitor Registration Form. The individuals that are registered need to pick up their exhibitor badges at the Exhibitor Registration Desk.

Booth Locations:

Booth locations are assigned on a first-come, first-served basis. Exhibitors are allowed to select their top three booth location choices only when they pay the deposit. Locations will be confirmed by the administrative office six weeks before the conference. Please refer to the exhibit hall floorplan enclosed.

Partnership and Conference Sponsors have the first choice of booth location.

Exhibitor Giveaway and Drawings Policy:

Exhibitors may sponsor individual drawings or giveaways at their booths. Each exhibitor is solely responsible for its own drawing and contacting the winners. AAFP will not provide for announcements of the winners during the show.

Food and Beverage:

Any food or beverage dispensed or given away at a booth must be supplied and prepared by the Hotel staff and requests must be approved by Management.



“The best part about the AAFP Conference is the traffic in the exhibit hall and the interest level of the attendees.”



GENERAL EXHIBITOR INFORMATION

2022 AAFP CONFERENCE

Payment and Remittance Policy:

It is the policy of the AAFP that all exhibitors must be paid prior to the show. A 50% deposit of the total amount must be submitted to reserve an exhibit booth. Your booth location will not be held pending payment; booth locations are assigned on a first-come, first-served basis. You will not be admitted to the exhibit hall if a balance is due on your account. All booth payments must be received by August 5, 2022. It is the policy of AAFP that all exhibit space must be paid prior to the show.

Cancellation:

You may cancel your Exhibitor booth registration with a refund, less \$400 administrative charge, provided the AAFP registration office receives notification in writing on or before Friday, August 5, 2022. Cancellations after this date will not be refunded. The AAFP will still allow you to keep the virtual conference booth if you cancel the in-person exhibitor registration. Substitutions of participants from the same company may be made at any time. Please notify the association in writing of any change in participants. If AAFP unilaterally cancels your registration before the show, AAFP shall reimburse all amounts paid by your institution to AAFP under this registration policy. This will be the sole and exclusive right and remedy of your company in this respect.

Schedule of Events:

The current schedule of events can be downloaded from www.catvets.com/education. We encourage you to take full advantage of all sessions and networking opportunities to maximize your exposure and the results of your participation. Exhibitors who are veterinarians can receive CE credit for attendance in conference sessions.

Display Arrangements:

No display containing a banner, placard, sign or other item is permitted beyond the limits of the booth without prior consent from management, which has the discretion to allow, refuse or charge additional fees for such a display.

All exposed parts of the display must be finished so as not to be objectionable to other exhibitors or management. All flammable materials must be flame-proofed before being taken into the building, to the end that such materials withstand the tests of all inspection authorities. No attachment shall be made to any part of the building or any of the furnishings and fixtures therein.

Security Information:

Private security for the exhibit area will be provided overnight. However, it is recommended that exhibitors take reasonable care to secure valuable equipment, as AAFP is not responsible for the loss or damage of exhibit equipment.

The following are some additional security recommendations: ship your materials with a qualified carrier and be sure to lock trunks/crates. Securely tape or band cartons and, under no circumstances, mark the name or type of articles contained therein. Furnish your shipping company with accurate details and complete bill information. Do not leave your booth unattended during the set-up period. Do not leave exhibit material under tables or displays. Do not include exhibit materials in containers to be stored as empties. Do not leave small laptop computers, CD players, cell phones, pagers, equipment or prototype software/ hardware in your booth. At the close of the exhibit, pack as quickly as possible and, under no circumstances,

leave your space unattended. If at all possible, have one of your staff remain in your booth space with your shipment until it is picked up by official service personnel. Promptly report any missing items or suspicious person to hotel security.



“There is so much I enjoy about the conference I can't pick just one part.”





GENERAL TERMS & CONDITIONS FOR 2022 EXHIBITORS

APPLICATION TO EXHIBIT

Applications to exhibit are subject to the criteria below. Exhibits may not be inconsistent with the professional nature and goals of the event.

The criteria shall include:

- Exhibiting companies must be approved by the Conference Task Force.
- Deposit is needed to secure an exhibit booth.
- Exhibit fees must be paid in full prior to the show.
- The Association reserves the right to request a description of company, products and/or services.

All exhibitor booth representatives must adhere to the AAFP's Code of Conduct and all Exhibitor Policies. Exhibit space is not intended for airing views of a controversial social, political, or professional nature. In addition, the Association reserves the right to decline exhibit requests from companies exhibiting products and services that could be considered competing with the intent of the event.

ELIGIBILITY

The AAFP reserves the right to determine the eligibility of any exhibit for inclusion in its Conference, either before or after the proper execution of the Contract for Exhibit Space. Products and services to be exhibited must be directly related to veterinary medicine or it must enhance our Exhibit Hall. Examples of ineligible exhibits include: illegal services or activities; products or services that are in direct competition with the AAFP; products or services that are not applicable to the veterinary profession; exhibits that support philosophies or actions in direct opposition to those held by the AAFP; exhibits deemed harassing, discriminatory, or in violation of the AAFP's Core Values and Mission; any exhibit not appropriate for positive learning environment. The AAFP reserves the right to require modification of any exhibit that, in its opinion, is not in character with the AAFP Core Values. AAFP's acceptance of an Exhibitor does not constitute an endorsement of that organization's products and/or services.

AAFP CONFERENCE CODE OF CONDUCT

All Exhibitors are required to abide by the AAFP Conference Code of Conduct. Your attendance at the conference is confirmation that you have read and agreed to abide by that Code. Any Exhibitor determined by AAFP leadership to have violated the Code of Conduct will be asked to leave the conference, and AAFP will not be liable for any refund or expenses. You can find the Code of Conduct here ([link - https://catvets.com/education/conference/exhibitor-terms-conditions](https://catvets.com/education/conference/exhibitor-terms-conditions))

CONTRACTUAL AGREEMENT

It is agreed that the Exhibitor will abide by the rules and regulations cited during and after the exhibit and by other reasonable rules considered necessary by the Association or Hotel provided that these rules do not materially alter the Exhibitor's contractual rights.

All matters and questions not covered by these regulations are at the decision of Show Management. These regulations may be amended at any time by the Association, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original regulations.

Exhibitor agrees to adhere to the space restrictions as defined in the 'Exhibit Fees' section of this Exhibitor Prospectus. Failure to comply may result in the termination of Exhibit privileges, at the discretion of Show Management. In such cases, no refund of Exhibitor fees will be offered.

Exhibitor gives consent for an official professional photographer hired by the AAFP to take photographs during the conference of my company's booth and exhibitor registrants and that the AAFP may use them in future instances such as on the AAFP website, publications, articles, blast emails, and anywhere else they see fit.

Exhibitors and sponsors may not hold events outside the scope of the AAFP meeting which coincides with the AAFP event, or in the AAFP conference facilities (Convention Center, hotel, etc.) without permission from the AAFP.

SHOW MANAGEMENT SOLE DISCRETION

Space assignment shall be as indicated on the exhibit space floorplan, which will be included with your confirmation and Exhibitor manual. However, should conditions or situations warrant, Show Management reserves the right to rearrange Exhibitors or adjust the floorplan to accommodate the best interests of the show. The floorplan maintained by Show Management shall be the official floorplan. Changes may occur at any time to accommodate show needs.

The Exhibitor agrees to comply with and be bound by all laws of the United States, the state and city where the exhibit is held, and wherever applicable, all rules and regulations of the police department and fire department and those policies and criteria which have been established by the Hotel for use of the designated exhibit area.

The Exhibitor must conform to all standard fire codes. Combustible materials or explosives are not permitted in or around the exhibit areas. Displays must not block view

of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. No smoking is allowed at any AAFP Conference.

Neither Show Management nor the Hotel shall be responsible for any damage or injury that may happen to the Exhibitor or its agents, employees, or property from any cause whatsoever, except the gross negligence or willful misconduct of Show Management, or employees, arising out of Show Management's duties and responsibilities under the agreement. The Exhibitor expressly releases Show Management and the Hotel, its directors, officers, agents, and/or employees, from any such loss, damage or injury.

Show Management and the Exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property.

Show management, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. The Exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the hotel leased or used by the Exhibitor, or its employees, representatives, agents, licensees, invitees, patrons, guests, or contractors.

The Exhibitor shall defend, indemnify and hold harmless the AAFP, Professional Management Associates, LLC, and its officers, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgment, and liability of every kind and description (including court costs and reasonable attorney's fee) for injury to and death of persons and/or damage to or any loss of property which are caused by, arise from, or grow out of the Exhibitor's use or occupancy of the premises or from any breach by the Exhibitor of any condition of this contract, or from any act or omission of the Exhibitor, or its employees, representatives, agents, invitees, patrons, guests, licensees, or contractors.

OPERATION AND CARE OF EXHIBIT SPACE

Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval of the Association and appropriate authorities. All business activities of the Exhibitor must be within the Exhibitor's assigned space. Each exhibit must be staffed at all times during Exhibit Hall hours by bona fide employees or representatives of the exhibiting company. Exhibitors who fail to have their booths staffed during show hours are subject to the loss of existing space for the following years conference. The AAFP reserves the right to restrict exhibits that, for any reason, become objectionable. The AAFP reserves the right to prohibit or evict any exhibit that, in the opinion of the AAFP leadership, detracts from the character of the conference. In the event of such restrictions or evictions, the AAFP is not liable for any refunds or rentals or other exhibit expenses.

Literature distribution is limited to the Exhibitor's assigned booth and will not be permitted in any other part of the Exhibit Hall, meeting rooms or other areas of the hotel. The AAFP reserves the right to immediately dispose of any and all unauthorized materials found outside of an Exhibitor's assigned space(s).

Questions concerning the appropriateness of any promotional materials or activities should be directed to AAFP Staff, who will work with AAFP leadership. Any conference attendee may advise AAFP staff of irregularities observed in the exhibit areas, such as unauthorized solicitation or other objectionable activity.

Exhibitors shall care for and keep in good order the space occupied. The hotel will vacuum carpets and aisles once each day during closed hours, but this service does not include individual exhibit areas, dusting or any special cleaning. Exhibitors must surrender occupied space to the management in the same condition as it was at the commencement of occupation. If the space occupied or equipment furnished to the Exhibitor is damaged by the Exhibitor, its agents or employees, the Exhibitor, on demand, shall pay such sum as shall be necessary to restore said space or equipment to the same condition as it was when first occupied or received by the Exhibitor. No early dismantling of exhibits will be permitted. Early breakdown without permission may result in forfeiture of booth space in future years.

BOOTH SUBLETTING OR SHARING

Booth subleasing is strictly forbidden. Only the Exhibitor identified on the registration form is permitted to exhibit at the booth. Exhibitors may not share booth space without express permission from the AAFP leadership, and approval from the Conference Task Force.

NON-EXHIBITING SUPPLIER STATUS

Non-exhibiting suppliers may not "suitcase" the show, approach attendees and exhibitors for the purpose of informing about products/services, or sell their products in the aisles. This practice is prohibited by event regulations. Anyone who is observed approaching attendees anywhere at the meeting including in the aisle or in an Exhibitor's booth, who is not a legitimate Exhibitor, should be reported to Event Management. The non-exhibitor will then be asked to curtail this activity or to exit the event. These measures will be strictly enforced with the intent of preserving the integrity of the event and maintaining a good relationship between attendee and Exhibitor.