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Rules & Regulations (hereinafter "Rules & Regulations" or "Rules" or "Regulations")

These Rules & Regulations apply to all commercial and non-commercial exhibitors at the American Veterinary Medical Association (hereinafter "AVMA") Annual Convention.

Assignment of Space

New or additional exhibit space requests will be assigned on a space available basis in the order in which the applications are received. The AVMA reserves the right to relocate booth space as deemed necessary.

Booth Inclusions

Standard booths are defined as 10' wide and 10' deep with 8' high back drape and 3' high side drape and include the following:

- One (1) booth identification sign with company name and booth number, general overhead lighting, and 24 hour security* during show days. *The AVMA provides guard service from move-in through move-out and reasonable precautions are taken to protect property, but the AVMA cannot and does not insure the safety of persons or the protection of property.

- Four (4) complimentary* exhibitor badges per 10' x 10' space. Additional badges are available for \$350 each. An exhibitor badge entitles the bearer to attend all scientific and general sessions that do not require an additional fee (CE credit is given). If you plan on registering on-site, you must provide proof of affiliation with the exhibiting company. Exhibitor badges will be issued in the name of the exhibiting company only. Non-commercial exhibitors will receive two (2) complimentary badges per 10' x 10' space.

- One (1) standard electronic Lead Retrieval Unit (must be requested by exhibitor) will be provided to each commercial exhibiting company. Unit requires the exhibitor to purchase electricity.

- Complimentary mailing list of pre-convention primary pre-registrants for commercial Exhibitors (must be requested by exhibitor by the deadline listed in the Exhibitor Services Manual and exhibitor must accept terms of agreement).

- Company name, booth location, and product information on the 2016 AVMA Convention web site and onsite directory.

- Opportunities to increase visibility through sponsorships and advertising.

- Advance booth selection for the 2017 convention.

Exhibiting companies with multiple divisions or wholly-owned subsidiary companies may exhibit in one booth space but must use 100 square feet per company division or subsidiary (i.e., parent company occupies 100 square feet and each division or subsidiary occupies an additional 100 square feet). Each division or subsidiary must be wholly owned by the parent company. The parent company will maintain all priority points. Each division or subsidiary will receive one company listing per 100 square feet of space in the Exhibit Guide and onsite directory.

An Exhibitor may not assign, sublet, or apportion all or any part of its contracted booth space, nor may an Exhibitor cause or permit the advertisement, display, promotion, sales, or marketing of products or services in its booth(s) other than those manufactured, distributed, or sold by the Exhibitor.

Deposits/Refunds

A minimum deposit of 50% of the total booth space is due within 10 days of booth reservation. Full balance must be paid by May 2, 2016. Exhibitors with a balance due after this date will be subject to cancellation or booth relocation by the AVMA, at the AVMA's sole discretion, without refund of the deposit. Full payment due upon booth reservations made after May 2, 2016. Exhibitors will not be allowed to set up onsite until all monies due to the association are paid in full.

All cancellation requests must be submitted in writing. Written cancellations postmarked by May 2 are eligible for a refund up to 50% of their booth cost based on balance paid at that time. No refunds will be provided for cancellations after May 2, 2016.

Downsizing of booth space is considered a cancellation. Any exhibitor who downsizes will be subject to loss of all priority points and will be required to relocate to another area in the exhibit hall. A 25% administrative fee will apply to exhibitors who downsize prior to May 2, 2016. No refunds will be given for downsizing after May 2, 2016.

The AVMA reserves the right to cancel the exhibition, or any part thereof, with no further liability to the AVMA, due to government

order, or other cause beyond its reasonable control, including without limitation, labor strikes, failure of mass transportation, acts of God (hurricanes, tornado, fire, flood and the like), or pandemic illness, which make it illegal, impossible, or inadvisable for the AVMA to hold its annual convention, the exhibition, or any event thereof. The AVMA further reserves the right to reject or cancel any application for any reason in the AVMA's sole discretion. The AVMA may reject or cancel the application of a potential exhibitor not complying with these Rules and Regulations.

Eligible Products and Services

Acceptable products and services to be exhibited include veterinary specific products, business enhancement products and services, and financial opportunities appropriate for a family friendly event that are related to the veterinary industry. Ineligible exhibits include, but are not limited to: those exhibiting illegal services or activities; those supporting philosophies or actions in opposition to those of the AVMA; those that are harassing, discriminatory or violate the AVMA Principles of Veterinary

Medical Ethics; those that offer products or services in competition with AVMA; those that offer products or services that are not applicable to the veterinary profession; those that offer personal use products and those not appropriate for a family friendly event. AVMA reserves the ultimate right to determine eligibility of an exhibitor at any time including onsite at the convention.

Exhibitor Product and Claims

Products and claims in exhibits and exhibit collateral will be subject to the same requirements as those for advertising in the Journal of the AVMA. (For a copy of these requirements, please contact the AVMA Publications Division at 847.285.6768).

Booth Configuration

Booth construction is governed by IAEE guidelines.

Standard Inline Booth: one or more standard units in a straight line. Exhibit features, components, and identification signs are permitted up to a maximum height of 8'. All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor's space which is at least 5' from the aisle line.

Perimeter Wall Booth: a standard booth located on the outer-perimeter wall of the exhibit floor. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12'. All display fixtures over 4' in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is at least 5' from the aisle line.

Island Booth: an exhibit space with aisles on all four sides. Exhibit features, components, and identification signs will be permitted to a maximum height of 20'. Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted. All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12' in height must have engineered signed drawings available for inspection and approval by exhibition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that includes a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specification set forth on the drawings. Signs must be posted indicating the maximum number of people the structure will accommodate. Hanging signs are permitted up to 20' high. Any structure or sign placement above 20' must be submitted to the AVMA for approval no later than 30 days prior to the convention. The Fire Marshal must be informed of all multi-level exhibits ninety (90) days in advance of the first move-in day and reserves the right to require the appropriate permits. One 2A10BC-type fire extinguisher must be on each level of the display, easily available and unobstructed from view. All areas under multi-level booths must be equipped with a UL approved battery operated smoke detector attached to the ceiling or understructure. No ceilings are allowed on the top most level. If any deck is designed to hold over 10 people, a second staircase is required for emergency evacuations. All stairways must be at least three (3) feet in width and must be equipped with a handrail on at least one side.

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All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan. Sufficient visibility must be maintained in each booth so as not to block the view of adjacent exhibits. Exhibitors who are blocking other exhibitor's line of site will be requested to re-set their booth layout in order to maintain all exhibiting company's visibility. Island booths are exempt from this rule and are able to use the entire square footage of their space going up to height of 16' and may use hanging signs. Inline or peninsula booths are not permitted to hang signs over their booth. If required floor plans are not submitted for approval, AVMA has the right to enforce exhibit construction changes at the exhibitor's expense.

Booth Construction and Arrangements

Floor covering is mandatory in all booths. An exhibitor may provide their own floor covering or it may be rented through the General Service Contractor (GSC). If an exhibitor provides their own floor covering they must submit their intent in writing to the AVMA 30 days prior to the convention. If an exhibitor does not have floor covering it will be provided at the exhibitor's expense at the going rate of the general services contractor. Booth cleaning is not part of the booth inclusions. All cleaning must be arranged through the provider in the Exhibitor Service Manual.

An exhibitor occupying multiple booth spaces directly across the aisle from each other is prohibited from bridging the aisle as part of the exhibit or from using any floor covering in the aisle other than that furnished by the official decorating company.

All tools and equipment used during booth set-up must be operated in compliance with the convention center safety guidelines, as outlined by OSHA or other such authorities.

Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or AVMA. Any changes required in bringing an exhibit into compliance will be made at the exhibitor's expense.

All exhibits must be set up by 5:00 pm, Friday, August 5. Exhibitors requiring late set-up

time must have express written consent from the AVMA. No exhibits shall be dismantled prior to 2:00 pm, Monday, August 8, 2016. All exhibit materials must be removed from the exhibit hall by noon on Tuesday, August 9, 2016. Please make sure that all carriers are checked in no later than 10:00 am Tuesday, August 9, 2016.

Safety Guidelines and Fire Code Regulations/Insurance

All exhibitors must observe appropriate safety guidelines and fire code regulations set by the Convention Center, municipal, local and state fire code, laws, rules and regulations as well as regulatory agencies (OSHA, FDA, USDA) regarding exhibition of equipment and products. This is especially important for those exhibitors who intend to exhibit potentially dangerous equipment (i.e., lasers, radiation, electro surgery devices, etc.). Exhibitors intending to demonstrate equipment with potentially dangerous or hazardous effects must provide "Guidelines for Exhibition" for the device they wish to demonstrate. The "Guidelines" are created by the exhibitor and must be based upon regulatory and safety requirements for the use of the device. The "Guidelines" must be submitted to AVMA 90 days prior to the convention. Exhibitors with approved guidelines will be given a sticker of approval they must display in their booth at all times during demonstrations. Additional insurance requirements may apply and special event permits may be required for review by the Fire Marshal. The AVMA retains sole discretion to determine whether potentially hazardous equipment may be demonstrated during the convention.

All display materials must be flame retardant according to fire codes. A fire retardancy certificate of the display materials and exhibitor booth construction must be posted or readily available within an exhibit.

Children under the age of 18 will not be allowed in the Exhibit Hall during installation and dismantling of exhibits. During open exhibit hall hours and throughout the Convention Center, children under the age of 18 must be accompanied by an adult and supervised at all times.

Insurance and Indemnification

Exhibitors shall meet all insur-

ance requirements set forth in the Exhibitor Services Manual and shall maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the 2016 AVMA Annual Convention. In addition exhibitors are responsible for obtaining property insurance for its exhibit and display materials including without limitation theft/damage coverage.

Exhibitors are solely responsible for any and all damages caused by the exhibitor or exhibitor's agents, employees, or guests. The exhibitor agrees to indemnify, defend, and hold harmless the AVMA, its directors, officers, members, agents, and employees from and against any and all claims, demands, obligations, causes of action and all damages, liabilities, fines, judgments, payments (in settlement or otherwise), costs and expenses, including without limitation attorneys fees and disbursements, arising out of any actions or failures to act on the part of the exhibitor, exhibitor's employees, or anyone acting at the direction of exhibitor, in connection with the 2016 AVMA Annual Convention, including without limitation the promotion, operation and management of exhibitor's exhibit or any event or activity incident thereto, or any failure to comply with applicable statutes, ordinances, regulations, or other requirements of any governmental authority.

The AVMA and Convention Center will take reasonable precautions against damage or loss by fire, water, storm, theft, strikes, other emergencies, or other causes over which the AVMA and Convention Center have no reasonable control, but do not guarantee or ensure the exhibitor against loss by reason thereof.

Limitation on Liability

To the maximum extent permitted by applicable law, in no event shall the AVMA or its directors, officers, members, employees, and agents, be liable to Exhibitor or Exhibitor's employees, agents, or guests, for any loss or damages whatsoever, such as personal injuries or damage to property (whether known, foreseeable or otherwise), including without limitation, any consequential, incidental, direct, indirect, special, punitive, or other damages whatsoever, arising out of or in any way related to Exhibitor's participation in the

2016 AVMA Annual Convention, unless said damages are the result of the gross negligence of the AVMA.

Biological Products & Demonstrations; Live Animals

Biological products exhibited require a USDA license. Information contained in the exhibit and in all literature distributed must conform to current approved labeling practices.

With the exception of guide, signal or service animals, animals are not permitted in the convention center except in conjunction with an approved exhibit legitimately requiring the use of animals. A request for display animals must be submitted in writing to the AVMA for consideration 90 days prior to the convention. The Exhibitor is required to furnish medical records, type, size, weight, and age of animal(s), as well as detailed plans for containment, adequate exercise, bathroom breaks, and access to food and water. All approved animals must be badged and a Certificate of Health must also accompany the animal onsite. When permission is granted to display live animals in a pen or other enclosure, the floor must be protected from stains by laying a leak proof covering on the floor.

Any exhibit involving live animals must also comply with all laws, rules, and regulations governing their use in such activities.

Independent Contractors (Exhibitor Appointed Contractors)

All services customarily required by exhibitors are available at the current rates: decorating, drayage, electrical, furniture rental, sign printing, carpenter services, product storage, general labor, plumbing, photography, special cleaning and porter service, florist and telephone service.

Order forms for all services will be included in the online Exhibitor Services Manual. A link to the Exhibitor Services Manual will be posted on www.avmaconvention.org and will also be emailed directly to each exhibitor by the AVMA's exhibit contractor, in May 2016.

Application for exhibit space by an exhibitor will constitute agreement to use the AVMA official suppliers unless a written request to use an Exhibitor Appointed Contractor (EAC) is submitted to, and approved by, the AVMA prior to June 2016. A certificate of liability insurance must be provided to the AVMA by

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the independent contractor no less than 30 days prior to exhibit hall move-in date. Exhibitors may not use an independent contractor for drayage, electrical, plumbing, telephone, internet, or catering as those are exclusive services of Convention Center.

Delivery of Exhibit Material

Shipments will not be accepted at the Convention Center prior to 8:00 am on Thursday, August 4, 2016. GSC will receive and store advance shipments of crated material beginning on July 5, 2016 prior to exhibitor move-in on Thursday, August 4, 2016. GSC will also deliver all advance shipments to assigned booth space(s), remove and store all empty containers, return empty containers to the booth at close of show, deliver shipments to loading area of exhibit hall, and load onto outbound carrier's trucks at the prevailing drayage rates. GSC & AVMA are not responsible for exhibit items removed from aisle space.

Labor

A copy of the convention center labor guidelines and non-official contractor rules will be included in the Exhibitor Services Manual emailed to each exhibitor.

Electricity

Standard electrical services available for purchase are: 120 volt, AC, single phase, 60 cycle; 208 volt, AC, three phase, 60 cycle, special voltage available upon request. All exhibitor equipment must be UL approved. Extension cords shall be three-wire with ground and shall service one appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Home-type "cube" taps are prohibited. Spliced wires are also prohibited.

Merchandise/Equipment Removal

A written release will be required to remove material/equipment from the exhibit hall after the first day of installation through the last day of dismantling. Merchandise/ Equipment Removal Forms will be available at the GSC service desk office located in the Exhibit Hall.

Booth Activities & Literature Distribution

Adhesive-backed decals or similar items are not permitted in the convention center and may not be distributed by any group, exhibitor or individual. Any costs incurred for the removal of these

items will be charged to the exhibitor. With prior written consent from AVMA and the Convention Center, helium balloons may be used when they are permanently affixed to authorized displays. Charges are assessed by the facility to the exhibitor for any helium balloon that escapes its display. Helium balloons may not be used as giveaways. Helium tank use and storage inside the convention center is strictly prohibited. Any violation of these rules will result in a removal fee charged to the exhibitor.

Distribution of chewing gum, balloons, decals, stickers, and flashing/strobe lights of any kind are prohibited. Exhibitors are prohibited from distributing souvenirs, printed matter, or other items considered objectionable by the AVMA. Any undignified solicitation on the part of an exhibitor should be promptly reported to the AVMA. The AVMA reserves the right to close any exhibit which conducts its solicitation in an objectionable manner or infringes upon the rights and privileges of other exhibitors with no refund given to the offending exhibitor. No sound-making equipment, distracting sound or lighting devices which may cause annoyance to other exhibitors will be permitted. Any exhibitor wanting to use sound equipment or microphones in their booth must submit their request in writing to the AVMA no less than 30 days prior to the convention. Exhibitors who do not submit a request and are found in violation of this rule will be forced to discontinue their use of this type of equipment onsite and will face potential loss of exhibitor priority points.

Distribution outside an exhibitor's rented booth space is also prohibited. All activities of each exhibit must be confined within the exhibitors allotted space. Exhibitors are not permitted to demonstrate products in the aisles of the exhibit hall. Distribution of exhibitor literature must be confined to the exhibitor's booth space. Any material found in public spaces, both inside the exhibit hall and/or throughout the convention center will be discarded and the exhibitor will be at risk of losing their priority points. Aisles are the common property of all exhibitors and must not be obstructed at any time; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire exhibit area. If in-booth demonstrations gather spectators that crowd the

aisle and interrupt the flow and safety of attendees, the exhibitor will be requested to contain the crowd within their booth or end the demonstration.

Exhibitors agree not to host events outside of the convention center during exhibit hall hours without the prior express written approval of the AVMA. No food or beverage items may be brought into the convention center. It is convention center policy that all alcoholic beverages be supplied by the convention center catering provider.

"Suitcasing/outboarding" are unethical practices which are not permitted anywhere within the AVMA Convention or any of its related properties or activities. This refers to non-exhibiting companies or persons who work the aisles from their suitcase and solicit business without having an exhibiting presence at the Convention. Anyone found suitcasing/ outboarding will be immediately escorted from the convention and their badge will be inactivated with no refund.

All exhibitors selling merchandise or taking orders in the exhibit hall must adhere to local laws regarding sales/use tax collection by the city/state of the event.

Exhibitor and Convention Promotion

Names of confirmed exhibiting companies may be used by the AVMA for promotion and publicity purposes, including without limitation the right to use exhibitor's logo or other identifying symbols ("Marks"). Additionally photos and other recordings taken by AVMA staff or AVMA designated contractors of confirmed exhibiting companies may also be used for promotion and publicity purposes. Exhibitor grants the AVMA a nonexclusive, fully-paid, royalty-free license to use exhibitor's name and Marks for promotion and publicity purposes.

Music Licensing

If you are using live or recorded music via any medium in the exhibit space, you represent that you have appropriate licenses, such as licenses from ASCAP and BMI, for such activities.

Motor Vehicle Displays

Exhibitors wishing to display motorized vehicles must submit a request in writing to the AVMA

along with the booth space application listing the number of vehicles. Automotive vehicles and equipment may be displayed if there is not more than ¼ tank of fuel or the minimum amount for positioning the vehicle, fuel tanks are locked or sealed, battery cables are disconnected, ignition keys are removed at display location, and vehicle may not be started, run or moved during event hours. Fire Code Regulations will be included in the Exhibitor Services Manual.

Hazardous Materials

The following items may NOT be displayed without prior express written approval from the AVMA and the Fire Marshal: display or storage of LPG, flammable liquid, flammable gas, straw, sawdust, shavings, welding or cutting equipment, gas fired appliances, and compressed gas cylinders. If compressed gas cylinders are approved they must be firmly secured to a carriage or fixed location at all times and be in compliance with all Convention Center guidelines for compressed gas cylinder storage. A special permit for the use of fireworks/ pyrotechnics and lasers is required by the Convention Center Building Manager and Fire Marshal.

Acceptance of Rules and Regulations

By submitting an application for booth space, the exhibitor agrees to abide by these Rules & Regulations and all applicable rules and regulations of the Convention Center. All exhibit applications accepted by the AVMA require the exhibitor to assume the full acceptance of these Rules & Regulations. The AVMA reserves the right to make all final decisions regarding the interpretation and enforcement of these Rules & Regulations. The AVMA may amend these Rules & Regulations at any time and will endeavor to inform exhibitor of any such amendments in a timely manner.

This document is subject to change. For the most current version please visit our web site, www.avmaconvention.org.