



EXHIBITOR REGISTRATION

WHY EXHIBIT AT THE **2027** AMERICAN FARRIERS EXPO

The American Farriers Expo held in conjunction with the 55th Annual American Farrier's Association Convention, is one of the largest leading national and international industry trade fairs that provides the opportunity for businesses to interact one-on-one with farriers, farrier students, and veterinarians from across the country. The American Farriers Expo sessions during Convention allow businesses to showcase new products, offer hands-on demonstrations, provide samples, connect with their customers, and also broaden their customer base to farriers in various parts of the country. Featuring receptions and raffle prizes, the American Farriers Expo is also, without a doubt, the most fun and engaging trade fair for farriers in the country.

AMERICAN FARRIERS EXPO BENEFITS

- Participate in the industry's leading trade fair
- One-on-one interaction with dedicated farriers, farrier students and veterinarians from across the country
- Opportunities to showcase products through demonstrations in their booth
- Business information listed in the AFA Convention Program that is made available to all convention attendees
- Dedicated time and access to the 800+ AFA Convention Attendees
- Sponsorship opportunities to promote your brand, product or services
- **NEW IN 2027** – Exhibitor Lounge Sponsorship Opportunity

» For more information, contact the AFA at 859-233-7411 ext. 1003 or info@americanfarriers.org



IMPORTANT DEADLINES

August 10	American Farriers Expo packets will be mailed and emailed.
August 24	American Farriers Expo registration opens for AFA members who were a 2026 sponsor, or who are a 2027 early commitment sponsor, in the amount of \$1,500 or greater for either year.
August 31	American Farriers Expo Registration opens for <i>ALL</i> AFA members.
September 14	American Farriers Expo Registration open for anyone interested in exhibiting.
October 5	Booth assignments will be released.
January 4	Registration Deadline for guaranteed listing in the printed program.
January 4	Last day to cancel your booth space and receive a 50% refund. Exhibitors canceling after this date forfeit 100% of the total rental.
January 29	Deadline to submit names for the attendee badges.
February 1	You are welcome to still exhibit if space is available, a late fee may be added to regular booth rates.

AMERICAN FARRIERS EXPO SCHEDULE

Tuesday, March 9

3 pm – 6 pm American Farriers Expo Badge Pick-Up / Exhibitors Move-In / Raffle Donation Drop-Off

Wednesday, March 10

8 am – 1 pm American Farriers Expo Badge Pick-Up / Exhibitors Move-In / Raffle Donation Drop-Off

2 pm – 2:15 pm American Farriers Expo Exhibitor Meeting @ Center Lounge

3 pm – 6 pm **AMERICAN FARRIERS EXPO OPEN** – *Sponsored Hors d'oeuvres & Cash Bar*

Thursday, March 11

9 am – 12 pm Expo Exhibitor, FIA Member and AFA Associate Members Only

2 pm – 6 pm **AMERICAN FARRIERS EXPO OPEN**

Friday, March 12

9 am – 10 am Expo Exhibitor, FIA Member and AFA Associate Members

10 am – 12:30 pm **AMERICAN FARRIERS EXPO OPEN** / Final Auction Donation Collection

12:45 pm – 3 pm Exhibitor Move-Out

* All booths must be set up by 2 pm on March 10th. Empty booths will be considered a no show, space will be forfeited and no monies will be refunded.

SPONSORSHIP & RAFFLE

The AFA has plenty of sponsorship opportunities to add to your marketing message including the American Farriers Expo Opening Reception and Cash Bars. Your support is greatly appreciated and enhances the experience of both exhibitors and attendees!

Companies are also encouraged to donate gift certificates or products to the very popular raffle held for registered farrier attendees during each of the three (3) American Farriers Expo sessions. The raffle encourages attendance and floor traffic in the American Farriers Expo. Each registered AFA Convention farrier attendee receives a color-coded ticket for each American Farriers Expo session which they must bring each day to the AFA Center Lounge area for the raffle. The raffle winner must be present to win and be registered as an AFA farrier attendee.

» All donors and sponsors are acknowledged during floor announcements.
All donations for the raffle must be delivered to the AFA Lounge Booth.

BOOTH PACKAGES

- All booths are 10 x 10, carpet NOT included.
- Furnished Booth: (1) skirted table, 2 chairs, wastebasket, Sign with Company Name.
- Unfurnished Booth: Sign with Company Name.
- Center Lounge End Cap: Premium booth that faces Center Lounge. Limited space available with additional \$50 per end cap.



AMERICAN FARRIERS EXPO CONTRACT POLICIES

Alliance Convention Services

An Alliance representative(s) will be available on-site daily during American Farriers Expo hours to assist you with any load in, load-out or set-up needs. An Exhibitor Packet will be emailed from Alliance Convention Services (ACS) in September with details on how to order any additional tables, chairs, shipping arrangements and more. Please be sure to make all arrangements with Alliance Convention Services **before** arrival in Mobile.

All fees associated with Alliance arrangements are payable directly to Alliance. AFA is not responsible for any invoices related to Alliance services or damages to goods during Alliance organized shipment. Alliance is an independent contractor therefore, AFA is not associated with the cost of services.

American Farriers Expo Exhibitor Badges

American Farriers Expo exhibitors will receive two (2) complimentary exhibitor badges for company employees. Each additional booth rental after that will receive one (1) exhibitor badge. The list of individuals requiring a name badge for participation in the American Farriers Expo is due no later than January 29, 2027.

- If you require more name badges than your allocation, each additional name badge for exhibitors is \$75, no exceptions.
- For all additional name badges requested, the main point of contact for the company will be required to sign for the name badge and provide payment before the badges will be available. Name badges will not be provided to guest/employees without the company point of contact signature on the name badge purchase form.
- If you will have staff members on-site to assist with load in/load out and they are staying for 1 day only, they will be permitted to have a complimentary, 1-day temporary pass.
- In the event you wish to rotate staff representatives and obtain a new badge during the week, a new badge will be made available once the departing staff has returned their badge to the Front Desk.
- Children under the age of 12 may be included as part of your exhibitor badge allocation, not in addition to the total number requested.

***Farriers and Vets are expected to register as AFA Convention Attendees.**

Vehicles, Trailers

Display vehicles and/or trailers must conform to the booth allocation and adhere to state and city fire codes as it pertains to fuel tanks and battery connections. Vehicles that remain in the exhibit as part of a booth display must have the battery cables disconnected, gas tanks must be taped shut or have a lockable gas cap and may not contain more than ¼ tank.

Companies must inform AFA at the time of application if you will include a vehicle and/or trailer as part of the display within your booth space. Displaying a truck or trailer may affect placement and require additional booth space to accommodate the vehicle.

Booth Staffing

Booths must be staffed at all times during posted show sessions including the American Farriers Expo Exhibitor Only hours.

No dismantling is permitted until the official closing of the American Farriers Expo on March 12, 2027. All exhibitors have an obligation to the Convention attendees to make certain this rule is not violated. If an exhibitor chooses to dismantle or unman early, AFA will bill the exhibitor the cost of one additional booth space (\$850 total).

Exhibits may be dismantled on Friday, March 12th at 12:45 pm. Any displays not dismantled by 3:00 pm will be dismantled by the Alliance Exhibitor Services at the exhibitor's expense. All exhibit materials must be removed from the exhibit floor by Friday, March 12th at 3:00 pm. All exhibit materials not removed by the posted deadline will be transferred to the show decorator warehouse and held for disposition at the exhibitor's expense.

Use of Space

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

All activity relating to your company must be confined to your booth space, no part of any exhibit or product shall extend into the aisle or block the view of the booths immediately surrounding your space.

Subletting Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted without prior written consent of the AFA Management. Sales Representatives are expected to complete a full conference registration with AFA.

Security

To prevent entry into the American Farriers Expo during dark hours, all doors will be locked. Please be respectful of the locked hours and do not try to enter the American Farriers Expo area during dark hours.

Refund Policy

From application acceptance through January 4, 2027, a 50% refund will be issued to exhibitors who are no longer able to attend. Exhibitors withdrawing after that date forfeit 100% of total booth rental due to the contractual obligations of exhibition management.

Force Majeure

If any part of the American Farriers Expo exhibit 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 American Farriers Expo and/or AFA 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 of 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 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 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 facility, their managers, officers, sponsors, employees, agents, successors and assigns from any suit or claim for personal injury or property damage or for loss of use of property by whoever sustained on or about exhibitor's participation in the American Farriers Expo or AFA Convention. Exhibitors 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 American Farriers Expo 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. Service of electricians, plumbers, carpenters and other labor will be available and charged at the prevailing rate. The AFA assumes no responsibility or liability for any 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.

CONVENTION HOST HOTEL

Renaissance Mobile Riverview Plaza Hotel

64 South Water Street
Mobile, AL 36602
Phone: (251) 415-3718

OR

The Battle House Renaissance Mobile Hotel & Spa

26 N Royal Street
Mobile, AL 36602
Phone: (251) 335-8589

Rates: \$189.00 USD - \$195.00 USD per night

Group Code: Mention *American Farrier's Association Convention* if calling for reservations

Room Block: Reservations open until February 15, 2027

Online Reservations: https://www.marriott.com/event-reservations/reservation-link.i?id=1772829957673&key=GRP&app=resvlink&_branch_match_id=1573336505246114838&_branch_referrer=H4sIAAAAAAAAAA8soKSottLXTywo0MtNLCrKzC8p0UvOz9UvSi3OyczLtgdK2ALZZSCOWmaKraG5uZGFkaWlqbmZubFadmqlrXtQgFpdUWpaKIB3Xnp8UIF%2BeXFqka1rSnoqAMTsQYdeAAAA

Arthur R. Outlaw Mobile Conference Center

One South Water Street
Mobile, AL 36602
(251) 208-2001

Airport

Mobile Regional Airport
*Located 14 miles from the hotels.

No Hotel Shuttle – Alternate Airport Transportation:
Mobile Bay Transportation
\$40 fee (one way) - Reservation Required: (251) 633-5693

Hotel Parking

Daily rate of \$19.72 + tax for valet parking
Overnight valet parking for \$26.68 + tax
Parking garage clearance is 7'6".

Vehicle Parking

Arthur R. Outlaw Mobile Convention Center
Parking garage clearance is 7' or less.
Daily parking rate \$20
NO OVERNIGHT PARKING IN THE CONVENTION CENTER GARAGE.

Oversize and Trailer Parking

You will be able to find parking spots on Government Street and near Fort Conde, both within walking distance of the convention center.

AMERICAN FARRIERS EXPO EXHIBITOR APPLICATION

Exhibit space will not be assigned until the Exhibit Space Contract is signed and returned with payment. Booth assignments will be released on October 5th. **Complete company information exactly how you want to be listed in the Convention Program.**

Company Name:

Company Owner/Representative:

Address:

City: State: Zip: Country:

Phone:

Email: Website:

Company Description:

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Company Contact (For all American Farriers Expo Communications)

1. Name: Email: Phone:

2. Name: Email: Phone:

Booth Reservation

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

TOTAL Number of Booths Reserved:

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

☐ Yes, my company would like to donate gift certificates or products to the raffle held for registered farrier attendees during each of the three (3) American Farriers Expo sessions. All donations for the raffle must be delivered to the Center Lounge Booth in Mobile.

Vehicle/Trailers: Will you include a vehicle or trailer as part of your display? ☐ Yes ☐ No

If yes, please provide details:

REMEMBER: Booths are 10 x 10, so please plan accordingly.

AMERICAN FARRIERS EXPO EXHIBITOR APPLICATION

AFA Members

	<u>Furnished Booth</u>	<u>Unfurnished Booth</u>
1st Booth (2 Exhibitor Badges)	\$700	\$625
Additional Booths (1 Exhibitor Badge per each additional booth)	# @\$675 each	# @\$575 each
Premium Lounge End Cap (premium booth that faces the Center Lounge or Main Entrance)		
# @\$50. Limited space available. \$50 per premium booth selected.		

Non-AFA Members

	<u>Furnished Booth</u>	<u>Unfurnished Booth</u>
1st Booth (2 Exhibitor Badges)	\$900	\$825
Additional Booths (1 Exhibitor Badge per each additional booth)	# @\$875 each	# @\$800 each

Names for two Exhibitor Badges included in booth price:

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Additional Exhibitor Badges at \$75 each: (Please list names below)

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NOTE: Names for badges must be submitted to the AFA by January 29, 2027.

AMERICAN FARRIERS EXPO SPONSORSHIP OPPORTUNITIES

Sponsorships add to the marketing value of your company. All donors will receive recognition on signage and general announcements during American Farriers Expo sessions.

American Farriers Expo Reception Sponsor (more than 1 available)

- ☐ **\$1,000** Logo placement on all signage and promotional materials, multiple announcements throughout all American Farriers Expo hours, logo placement in AFA Convention Program, logo placement on Convention event signage.

****NEW SPONSORSHIP OPPORTUNITY****

American Farriers Expo Exhibitor Lounge Sponsor (more than 1 available)

- ☐ **\$1,000** Logo placement on all signage and promotional materials, multiple announcements throughout all American Farriers Expo hours, logo placement in AFA Convention Program, logo placement on Convention event signage..

American Farriers Expo Friend (more than 1 available)

- ☐ **\$500** Logo placement on all signage and promotional materials, announcement during American Farriers Expo hours, logo placement in AFA Convention program.
- ☐ **\$250** Business name placement on all signage and promotional materials, announcement during American Farriers Expo hours, business name placement in AFA Convention program.

More Sponsorship Opportunities following page →

AMERICAN FARRIERS EXPO EXHIBITOR APPLICATION

American Farriers Expo Bar Sponsorship

Logo placement on all signage and promotional materials, announcements throughout American Farriers Expo reception hours, logo placement in AFA Convention program, logo placement on Convention event signage.

☐ \$750 Cash Bar Sponsor – Open Reception Wednesday

☐ \$750 Cash Bar Sponsor – Thursday

Sponsor name should be listed as (please print):

Contract Acceptance

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

I understand carpet will not be included in the American Farriers Expo, I accept the 2027 name badge policy (2 American Farriers Expo exhibitor badges for the first booth, 1 additional American Farriers Expo exhibitor badge for each additional booth), registration policy and understand my application will be accepted based on my qualifying date as outlined in the American Farriers Expo Registration Packet. If I submit my application before my qualifying date, I will re-submit the application on the appropriate date, staff will not be responsible for submitting your application on the appropriate date.

The application, properly executed by Applicant (Exhibitor) shall, upon acceptance by the American Farrier's 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.

Company Name: Date:

Authorized Signature: Print Name:

PAYMENT

Payment must accompany contract. When emailing, please send a copy of the check you are mailing.
Payment must be received within 10 days or the booth space will be released.



Please send payments in U.S. dollars to:

Total: \$

Payment Type

☐ Visa

☐ American Express

☐ Check (American Farrier's Association)

☐ MasterCard

☐ Discover

American Farrier's Association

2201 Regency Road, Suite 704

Lexington, KY 40503

Phone: 859-233-7411

info@americanfarriers.org

Credit Card #: Exp Date: Code:

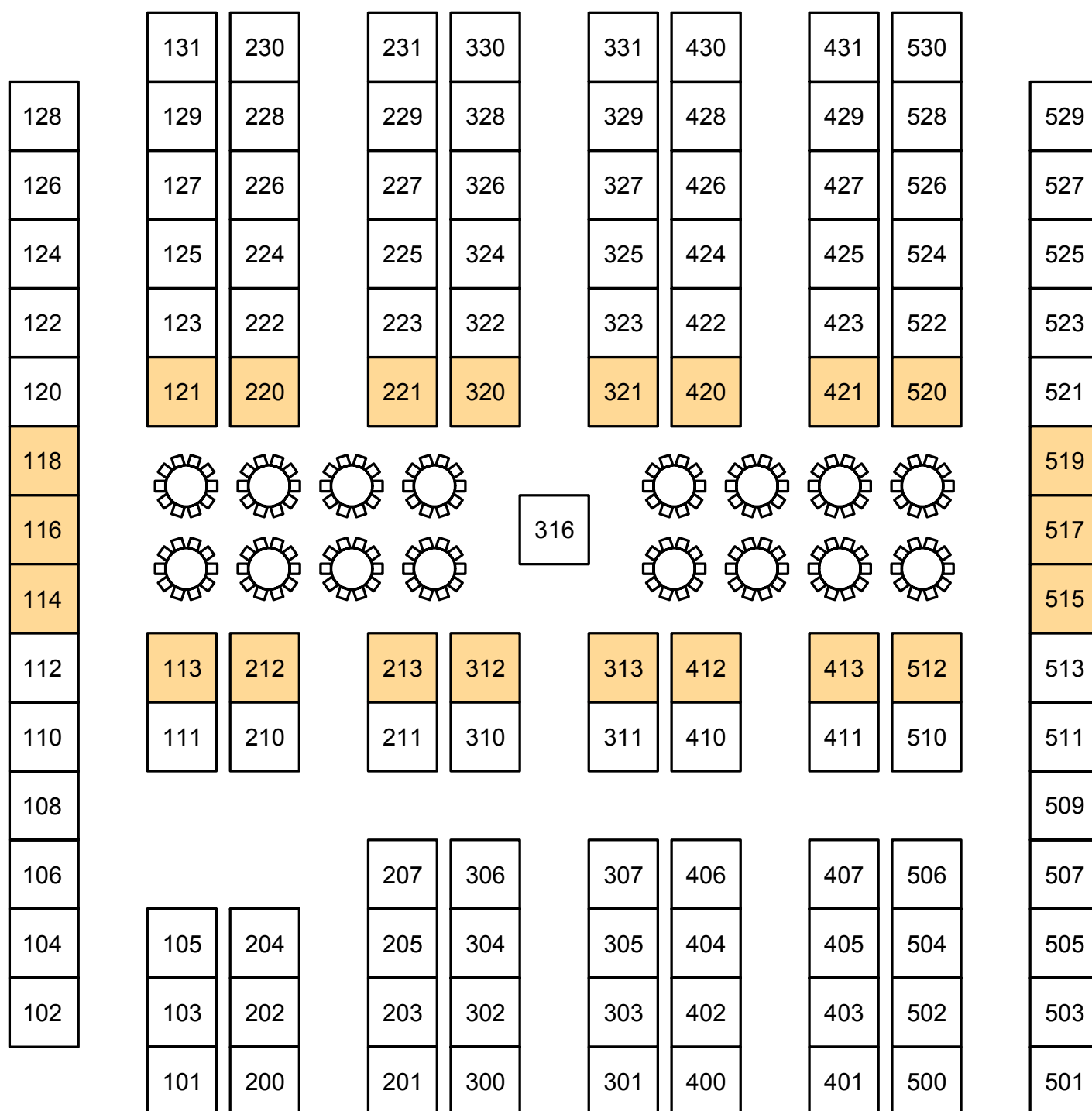
Name:

Address:

City: State: Zip:

Authorized Signature:

FLOORPLAN





American Farrier's Association

2201 Regency Road | Suite 704
Lexington, KY 40503
859-233-7411