

Conference Booth - Feb. 21-23, 2019, Albuquerque, NM. See Page 2



HTA's Hoof Health Conference and Trade Show is North America's most focused gathering of progressive hoof trimmers, veterinarians, dairy producers and nutritionists who want to learn how your services and products may enhance their business. Read more about speakers and activities at our website as they become available. See more information on Page 4, order form page 7.

Newsletter Advertising - See Page 6

Our twenty page newsletter, the **Hoof Health Connection**, is mailed quarterly to 500 individuals which include a majority of hoof trimmers but also include veterinarians, dairy producers, researchers, nutritionists and industry representatives. The Connection is filled with recent research, events, submitted articles on various topics, business tips, and more. Over seven sized ads at varying prices are available for you and your company to market your product. Discounts are available for

corporate sponsors and for annual payments. Prices start at \$70. Please see page 2 for details, page 8 for ordering.

Deadlines:

- Spring Issue: Feb. 1
- Summer Issue: May 20
- Fall Issue: Aug. 1
- Winter Issue: Nov. 1

Corporate Sponsorship - See Page 7

Gold, Silver, and Bronze Membership packages are available with various benefits such as discounts, newsletter subscriptions, advertising benefits, and more. We thank you for your continued support and look forward to another year of working together. Please see complete description of benefits on page 3, order form page 8.



Hoof Health Conference Booth - Feb. 21-23, 2019, Albuquerque, NM

Visibility—

HTA's Hoof Health Conference and Trade Show is North America's most



focused gathering of progressive hoof trimmers, veterinarians, dairy producers and nutritionists who want to learn how your services and products may enhance their business.

Volume—

in 2016, over 300 people, including speakers, exhibitors, and a few guests attended this conference. They came from 10 countries, 27

states, and 8 Canadian provinces! Read more about speakers and activities at our website.

Impact—

Limited space is available, so your prompt response will enhance your opportunity to make an impact on your current and potential customers.

www.hoofhealthconference.com

Exhibitor Details

Please purchase booth by December 15 for best rates

Exhibits

Curtained Booth, Exhibit Area

Thursday AND Friday, with Sat. on-farm demo option
Booths will be either 8x10 or 10x10, depending on final layout
6-8 foot table
2 chairs, 1 wastebasket

Additional options will be made available to you for direct order in your exhibitor kit (sent in June and after payment is received)

- *Interested in a double booth? Call for details and discount.*

Also receive the following benefits:

- Two convention registrations for your exhibitors; A reduced registration fee for additional exhibitors will be added.
- Program listing
- Listing and contact info in newsletter
- Opportunity for a 2 minute "Commercial Presentation" in front of group. (Subject to change)

Does not include:

- Meals. Meal order will be sent in exhibitor kits.

Pricing and Deadlines:

- \$650 if paid in full by **August 1**, company listing online and in marketing brochure mailed to over 1500 people;
- \$700 if paid in full by **December 1**, company listing NOT included in marketing material;
- \$750 after December 1 if space is available, company listing NOT included in marketing material;

Booth Sharing

Interested in sharing a booth? Call the office to find another interested party if you are unsuccessful at finding a company to share. Subject to surcharge.

Large Equipment Vendors

Your equipment will be outside, but we will hold a booth for you.

Extra Decorating Needs

Floor is carpeted. An exhibitor kit will be made available as we get closer to the show and will be emailed to you following payment.

Shipment of Display Materials

This information will be in your exhibitor kit (emailed to you following payment) There is limited space available at the hotel so they'll ask that you ship it just in time for the show. Also available online at www.hooftrimmers.org

Accommodations & Conference Site

Crowne Plaza Albuquerque
1901 University Boulevard NE
Albuquerque, NM 87102
Phone 1-844-356-6178, Fax 505-883-6003
Request the Hoof Trimmers Association Room Block, rate is \$99 plus tax. This rate expires on January 30, 2019, however, this block may sell out early. If so, call us or check website for overflow hotel information.

Auction Items

The live benefit auction on Saturday evening of the conference, at which the Association will sell a variety of hoof care items, crafts, collectibles and other unique items donated by members and businesses. Association members who are also auctioneers will manage the sale and all proceeds benefit the Association's research grant with the AABP and the Youth Scholarship Program. Anyone is welcome to donate items for this auction.

Hoof Trimmers Association Inc
PO Box 8575
Missoula MT 59807
406-543-1823

www.hooftrimmers.org

Other Trade Show Information

Dates and Times

The Hoof Health Conference and Trade Show has been designed so that participants can be exposed to the exhibits from Thursday, Feb. 21 at 11:00 a.m. to Friday, Feb. 22 at 4:00 p.m.

Trade Show Schedule

Room is not released to us the evening before the event, YET. Currently, set up is planned from 7-11 am on the Thursday. We've always been able to release this room in past conferences and we hope to communicate this news to you in the month of the conference.

Thursday, Feb. 21

7:00 a.m. - 11:30 a.m.	Main Exhibitor Move-In
11:30 a.m. - 1:00 p.m.	Trade Show open during lunch and registration
1:00 p.m. - 5:00 p.m.	General sessions, with breaks in Exhibit Hall, with theme TBA
5:00 p.m. - 9:00 p.m.	Welcome Reception - (Theme TBA) with exhibitors followed by Dinner and Entertainment

Friday, Feb. 22

8:30 a.m. - 5:00 p.m.	Exhibit Hall Open during general sessions and breakouts. All refreshment breaks served in Hall.
3:30 p.m. - 5:00 p.m.	Exhibits may be removed

Saturday, Feb 23

On Farm Demonstrations - planning in progress. If you would like to demonstrate your equipment, we'd like to help you. Please call the office at 406-543-1823.

Sponsor Recognition

- Sponsorships of various levels are available - call us with your budget so we can help find a sponsored activity.
- All sponsors will be listed in the conference program and recognized with signage. Free listing on appreciation page in the Newsletter, and on the website at www.hoofhealthconference.com.
- Those sponsors contributing \$1500 or more to an approved convention activity also receive a trade show booth for only \$250.

Schedule of Events

Wednesday

Pre-Conference Workshop

Thursday

9:00 a.m. - 11:00 a.m.	Membership Meeting
12:00 p.m. - 1:00 p.m.	Lunch, Trade Show open
1:00 p.m. - 5:00 p.m.	General Sessions, breaks in Hall
5:00 p.m. - closing	Meet Greet and Eat - Welcome reception with vendors, followed by dinner and entertainment

Friday

8:30 a.m. - 12:00 p.m.	Trimmer Sessions with breaks in Exhibit Hall
10 a.m. - 2:00 p.m.	Producer Sessions with breaks in Exhibit Hall
12:00 p.m. - 1:00 p.m.	Lunch Buffet
1:00 p.m. - 5:00 p.m.	Trimmer Sessions with breaks in Exhibit Hall
6:00 p.m. - end	Offsite Dinner/Dine-Arounds

Saturday

9:00 a.m. - Noon	Demos and lunch on farm
Noon - 3 or 4	TENTATIVE Tours
5:30 p.m.	Farewell Dinner and Auction

A final detailed agenda will be available closer to the conference, see website.

Conference Highlights

See the conference highlights unfold at www.hooftrimmers.org. Briefly, these include:

- Scientific presentations balanced with peer and business presentations
- Distinguished speakers
- Entertainment
- Demonstrations
- Networking

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Exhibitor Provisions and Disclaimer

By Registering for a booth, company agrees to the following:

Contract—Exhibitor agrees to conduct privilege granted by this contract without infringement upon the rights of others; not to handle or sell any commodity at the site of the trade show during the Hoof Health Conference other than that expressly stipulated in the contract, and will confine all operations to the space and privilege as herein set out. This contract or any part thereof cannot be assigned or otherwise disposed of without the written endorsement of the Hoof Trimmers Association, Inc. upon the face of the same. Subletting of any part of space herein granted is not permissible. All exhibits must be staffed during published exhibit hours. Exhibitor agrees to leave the premises and property covered by this contract in the same condition as when Exhibitor took possession. Exhibitors may not conduct activity of any kind that leads to congestion of aisle traffic or disturbs neighboring exhibitors.

Cancellation/Release—Any rental space assigned and/or contracted for, which is canceled by Exhibitor after 1 month prior, will cause forfeiture of all deposited moneys and fees. Further, any space assigned and not occupied by 2:00 p.m., Thursday of the conference, will cause forfeiture of all deposited moneys and fees. All exhibitor materials must be removed by 5:00 p.m. Sat of conference. The Exhibitor will remain responsible for all property left at conference site and will be held liable for any personal injury, property damage, fines, and removal, storage and disposal costs caused by the abandoned property. **Liability**—The Association is not liable for loss or damage to any exhibitor or property of the exhibitor due to fire, tornado, weather conditions, water from any source, or other causes. The Exhibitor warrants that it will have in effect and shall maintain, at its own expense, for the period of the conference, for the mutual benefit of both parties a policy of general public-liability insurance, against claims for personal injury or death or damage to property occurring upon, in or about the herein rented premises, in limits of not less than \$500,000 per occurrence/\$500,000 per aggregate bodily injury and \$250,000 per occurrence/\$250,000 per aggregate property damage. Said policies of insurance shall name the Hoof Trimmers Association, Inc. as an additional insured party and shall contain a provision that such policy shall not be canceled without thirty (30) days written notice to the

Hoof Trimmers Association, Inc. Exhibitor agrees to indemnify and hold harmless from any loss, damage or expense of whatever nature on account of claims for damage to persons or property caused wholly or partially by Exhibitor, or employee of Exhibitor, agents, subcontractors or volunteers, in connection with the leasing of the space described in this contract. Exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Hotel and shall indemnify and hold harmless Hotel, agents, servants and employees from any and all such losses, damages and claims. Exhibitors are responsible for loss or liability from theft, fire, storm damage, or vandalism for the display, materials and exhibit.

Services/Fire—Electricity will be provided. No loud speaker, amplifier, radio, mascot outside booth or other undignified methods of attracting attention are permitted, except with written permission from the Association. Due diligence must be exercised to prevent fire, accidents or other damage. This includes no generators, open flames or smoking in any building and using no combustibles in display materials. Exhibitor agrees not to use any decorative materials prohibited by city ordinance, including but not limited to crepe paper (flameproof or not), cellophane (shredded or not), confetti, cornstalks or helium balloons. Display items may not be affixed to any wall, floor or ceiling with nails, staples, tape or any other substance. Exhibitors may not sell or sample food. Any display vehicles must have battery cables disconnected and gas tank locked or taped shut. **Termination/**

Penalties—The Hoof Trimmers Association, Inc. reserves the right to terminate lease due to natural disasters, fire, inappropriate exhibits, policy changes or any other reason deemed necessary. Noncompliant or disruptive exhibitors, as determined by the Association, may be moved, evicted, barred from future shows and/or other action deemed appropriate for the violation. The Association reserves the right to retain any pre-paid premiums, seek damages in court as well as interest on delinquent accounts, cost of collection and attorney fees.

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Exhibitor Registration Form

Discount if ordered by December 15, 2018

Space may be available beyond that date, however, booths assigned based on sponsorship and "first come/first served"
By Registering for a booth, you are agreeing to abide by provisions expressed in disclaimer, found here online:

Company/Organization: _____

Contact Name: _____

Phone: _____ Fax: _____ E-Mail: _____

Address: _____ Town: _____ State/Ctry: _____ Zip/Postal Code _____

1. Sponsorship

Dollar Amt

Activity: (We would be happy to help you find an appropriate sponsorship) _____ \$ _____

2. Trade Show (Booths are assigned on a first-come, first-served basis within corporate membership levels. You will be contacted upon payment.)

Booth, Thurs/Fri, all benefits, see previous pages \$650 After Dec. 15: \$750

Double booth, one company, Thurs/Fri, all benefits, see previous pages \$1000 After Dec. 15: \$1100

Booth Sharing surcharge (single booths only) \$50

TOTAL \$ _____

3. Representatives:

Representatives working your booth, nametags should read: (Beyond two, we will discuss registration fees at a discount)

1. _____

2. _____

4. Representative Meals

Meals are not included with the booths, allowing reps to convene as they please. If your reps would like to join the conference folks at meals, please include the following order and payments. Meals can be purchased up to 7 days prior to the event and may not be available for order onsite as the hotel asks for our final count prior to the conference.

___ (#)Thursday dinners - Welcome Reception! \$50

___ (#)Friday lunch \$30

___ (#)Friday offsite dinner - \$50

___ (#)Sat offsite lunch \$25

___ (#)Saturday Farewell Dinner & Auction \$50

TOTAL: \$ _____

5. Other Activities:

1. Conference Tours:

a. Post Conference Tour: ___ (#)TBA each (TBA)

TOTAL Other Activities: \$ _____

Payment Method - You may also register and pay online - www.hooftrimmers.org

GRAND TOTAL

\$ _____

Check (payable in USD to Hoof Trimmers Association) and mailed to HTA, PO Box 8575, Missoula MT 59807

Credit Card: ___ Visa ___ MC Card Number: _____

Exp. Date: _____ 3 digit code (CSV) _____

Signature: _____

**Full refunds will be issued if cancellation requests are made in writing before June 1, 2016. Partial refunds available after that date.

Mail to: Hoof Trimmers Association • PO Box 8575 • Missoula MT 59807

Or FAX: Credit Card Payment to 815-301-8491 (Please call if this number does not work)

Or ONLINE: www.hooftrimmers.org by logging into your account

OR <https://secure.affinipay.com/pages/hta/hoof-trimmers-association> OR send us an email and we'll send the link for the invoice.

Newsletter Advertising Details



Our twenty page newsletter, the **Hoof Health Connection**, is mailed quarterly to 500 individuals which include a majority of hoof trimmers but also include veterinarians, dairy producers, researchers, nutritionists and industry representatives. The Connection is filled with recent research, events, submitted articles on various topics, business tips, and more. Over seven sized ads at varying prices are available for you and your company

to market your product. Discounts are available for corporate sponsors and for annual payments.

Deadlines:

March Issue:	Feb. 1
June Issue:	May 20
Sept. Issue:	Aug. 1
Dec. Issue:	Nov. 1

Sizes and Prices

Small 1	2" high by 3 1/2" wide	\$70.00
Small 2	3" high by 3 1/2" wide	\$90.00
Quarter Page	4 3/4" high by 3 1/2" wide	\$110.00
Half Page horizontal	4 3/4" high by 7 5/16" wide	\$180.00
Half Page vertical	9 3/4" high by 3 1/2" wide	\$180.00
Full Page	9 3/4" high by 7 5/16" wide	\$280.00
Full Page Insert	8 1/2" x 11" pre-printed	\$300.00 (send 50u)

- ◆ Deadline for inserts may be later than regular printed ad deadlines. Call or email
- ◆ Discounts available if paying for more than one issue in advance. See below.
- ◆ We are able to print sizes that are not represented above, and we will simply charge per square inch, based on the above. Send us your ad for price.



Digital Formats

All new advertising materials are preferred in digital form. Materials received as film or hard-copy will be converted into an electronic file at an additional cost to the advertiser. The Newsletter is constructed using Adobe InDesign on PC.

The following formats and programs are available to advertisers wishing to submit information in an electronic manner. Images: All image files must be submitted as high resolution PDF, or either EPS (.eps), Tiff (.tif), Jpeg (.jpg) files. Please call if assistance is needed to create the ad. Submission: Please send ad to info@hooftrimmers.org. If you have any questions, please call the office at 406-543-1823, or email at info@hooftrimmers.org

Discounts Available

Annual Payment Discounts

- Discount 5% for 4 issues in advance.
- Discount 3% for 3 issues in advance.
- Discount 2% for 2 issues in advance.

Corporate Membership discounts

- Discount 10% for Gold Membership.
- Discount 5% for Silver Membership.

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Corporate Sponsorship Details

Benefit	Gold \$1000	Silver \$500	Bronze \$250
Small ad with logo, tagline, and company name on page 19 of each quarterly newsletter.	✓	✓	✓
Listing, link and logo on HTA website	✓	✓	✓
Corporate member sign to use in your trade show display.	✓	✓	✓
Discount on all advertisements in the quarterly newsletter	10%	5%	None
Complimentary quarterly newsletter subscriptions	5 (\$125 value)	3 (\$75 value)	1 (\$25 value)
Round of priority selection to choose your booth space for the Hoof Health Conference Trade Show	1st	2nd	3rd
Website corporate banner (one space, rotates thru all ads on timed frequency),	✓		



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HTA Marketing Opportunity Order Form

Company/Organization: _____

Contact Name: _____

Phone: _____ Fax: _____ E-Mail: _____

Address: _____ Town: _____ State/Ctry: _____ Zip/Postal Code _____

** You will be listed in our database to receive a copy of the newsletter. Please call the office if you find you are not receiving this offer.*

Sponsorship

Choose one of the following three levels.

- GOLD Corporate Member \$1,000.00
- SILVER Corporate Member \$500.00
- BRONZE Corporate Member \$250.00

Names and addresses for the complimentary newsletter subscriptions
(5 for Gold, 3 for Silver, 1 for Bronze).

1. _____
2. _____
3. _____
4. _____
5. _____

TOTAL SPONSORSHIP: \$ _____

Please email website link and logo to HTA

Advertising

1. Ad Placement:

- | | | |
|----------|--|---|
| April Ad | <input type="checkbox"/> Yes, include my ad, size/price: _____ (see page 2) or | <input type="checkbox"/> I will contact you prior to the deadline |
| June Ad | <input type="checkbox"/> Yes, include my ad, size/price: _____ (see page 2) or | <input type="checkbox"/> I will contact you prior to the deadline |
| Sept. Ad | <input type="checkbox"/> Yes, include my ad, size/price: _____ (see page 2) or | <input type="checkbox"/> I will contact you prior to the deadline |
| Dec. Ad | <input type="checkbox"/> Yes, include my ad, size/price: _____ (see page 2) or | <input type="checkbox"/> I will contact you prior to the deadline |

2. Discounts Available:

- | | |
|---|---|
| <input type="checkbox"/> Discount 5% for 4 issues in one payment. | <input type="checkbox"/> Discount 10% for Gold Sponsorship |
| <input type="checkbox"/> Discount 3% for 3 issues in one payment. | <input type="checkbox"/> Discount 5% for Silver Sponsorship |
| <input type="checkbox"/> Discount 2% for 2 issues in one payment. | |

TOTAL: \$ _____

Hoof Health Conference Exhibit

Please use form on previous page. You may enter your total here if you are using multiple forms:

TOTAL: \$ _____

Payment Method

GRAND TOTAL \$ _____

- Check (payable in USD to Hoof Trimmers Association) and mailed to HTA, PO Box 8575, Missoula MT 59807
- Credit Card: __ Visa __ MC Card Number: _____
Exp. Date: _____ 3 digit code (CSV) _____
Signature: _____

Mail to: HTA • PO Box 8575 • Missoula MT 59807 **Or FAX:** Credit Card Payment to 815-301-8491 **OR ONLINE:** <https://secure.affinipay.com/pages/hta>