



WINTER CONFERENCE

Feb 28-March 1, 2025

vendor setup Feb 27

*Mississippi State University - College of Veterinary Medicine
Starkville, MS*

Exhibitor Registration
Sponsorship Opportunities

CONTRACT FOR EXHIBIT SPACE & SPONSORSHIP

It is agreed that full payment must accompany the signed contract in order to reserve space. Requests for specific booth location cannot be guaranteed.

Your exhibit/sponsorship fee includes one 6 ft table and electricity, two chairs, plus two exhibitor badges per booth (2 additional badges for sponsors). **Additional booth personnel must purchase badges.**

It is further agreed that:

- A. No refunds will be made for exhibit space canceled after JANUARY 1, 2025. No refunds will be given for sponsorships.
- B. Exhibit space not claimed and occupied by 7:00am on February 28, 2025, may be canceled or reassigned without refund.
- C. Relocation in another space of equivalent area will be accepted should such location become necessary or advisable in the judgement of the Association.
- D. The exhibitor agrees to abide by the Rules and Regulations for Exhibitors outlined on pages 5-7, which shall be considered as part of this contract and fully binding hereafter. These rules and regulations are to be considered as part of all space contracts. The MVMA reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.
- E. **Companies may not share booths.** Only one company per contracted booth.

COMPANY NAME: _____ E-Mail: _____

Contact Name: _____ Phone: _____

Mailing Address: _____

Type of products/services to be exhibited: _____

Please list the names of companies adjacent to which you do NOT wish to be located. We will try our best to accommodate this request but will not make guarantees.

The undersigned hereby makes an application for participation which, when accepted by MVMA and accompanied by payment, becomes a binding contract.

Signature

Date

NAME BADGES (PLEASE PRINT CLEARLY)

Name 1: _____

Name 2: _____

*Name 3: _____

*Name 4: _____

*Available for sponsors only.

Exhibitor Booth & Sponsorship Packages:

___ Conference Sponsor (WC 2025) \$3000

___ Conference Package (WC/SC 2025) \$1400

___ Exhibit Only (\$750 if paid by 1/1/25; \$800 after 1/1/25)

Payment Method:

_____ CHECK ENCLOSED WITH FORM

_____ CHECK BEING MAILED FROM HOME OFFICE

(reservation will be confirmed after receipt of payment)

CREDIT CARD # _____

TYPE OF CARD (Visa, MC, Disc, Amex)

CVV #: _____ Exp. Date: _____

NAME ON CARD: _____

BILLING ADDRESS FOR CARD: _____

PLEASE RETURN THIS FORM BEFORE JANUARY 1, 2025 TO MISSISSIPPI VETERINARY MEDICAL ASSOCIATION

EXHIBITOR INFORMATION (WINTER CONFERENCE)

EXHIBIT SPACE

Each booth will consist of a 6-ft table with two chairs and electricity.

ASSIGNMENT OF SPACE

Booth assignments will be available after February 1, and at the registration desk at the conference.

SHIPPING

All conference items to be shipped to Miss State CVM must be labeled with the following information:

ATTN: Brooke Hathorn - MVMA Winter Conference (COMPANY NAME)
240 Wise Center Drive - Mississippi State, MS 39762

EXHIBIT & LOCATION

The Exhibits will be located near the main conference area on the second floor of the Wise Center.

Setup may begin at 3:00pm on Thursday, February 27.

Dismantle may begin Saturday, March 1 at 3:30pm.

EXHIBIT TIMES

Friday, February 28: 8:00am – 5:00pm

Saturday, March 1: 8:00am – 3:30pm

EXHIBIT HOURS MAY VARY SLIGHTLY IF SPEAKER SCHEDULES HAPPEN TO CHANGE PRIOR TO MEETING

HOTEL INFORMATION

Room blocks available at the following hotels in Starkville:

La Quinta Inn Hilton Garden Inn Hampton Inn Courtyard Russell Inn

OTHER INFORMATION

The fee for the booth is \$750.00 which includes your booth, electricity, food and beverage for **two** representatives, and lots of interaction with the members of the Mississippi Veterinary Medical Association.

MVMA Exhibitor Rules & Regulations

1. Eligibility

The MVMA Winter Conference is open to companies whose products and services are directly related to the practice and advancement of veterinary medicine and the professional education of those individuals attending MVMA's Winter Conference. MVMA reserves the right to refuse rental of display space or sponsorship to any company whose display or services is not, in the opinion of MVMA, compatible with the general character and objectives of MVMA. Application of space is not an assurance of eligibility. All applications are subject to review and MVMA reserves the right to refuse any application for any reason deemed appropriate by the MVMA Board of Directors. MVMA reserves the right to revoke exhibit privileges based on intellectual property violations, unfair trade practices or other activities in the industry deemed illegal, unethical or contrary to the best interests of. MVMA reserves the right to remove, at Exhibitor's expense, any merchandise deemed by the MVMA Board of Directors as suitable for display at MVMA events. MVMA reserves the right to revoke a company's exhibit agreement should the company's products and/or services be considered ineligible by the terms listed above. Eligible Exhibitors are those who are in good standing with MVMA. MVMA reserves the right to revoke an Exhibitor's and Sponsor's privileges and terminate this agreement. If MVMA terminates this agreement for reasons other than those set forth in section 3 below, MVMA will return to the Exhibitor/Sponsor all deposits or fees paid by such Exhibitor/Sponsor.

2. Payment Terms

To confirm Exhibitor/Sponsor participation 100% of payment must accompany the signed event Application & Contract. If any Exhibitor/Sponsor fails to perform any other term or condition of the contract or fails to observe and abide by these Contract Conditions/Rules & Regulations, MVMA reserves the right to terminate the contract immediately without refund of any monies previously paid. No refunds will be given for sponsorships after acceptance by.

3. Cancellation

If Exhibitor participation is canceled by the prior to **JANUARY 1, 2025**, a refund will be issued for the total amount contracted. If cancellation is made on or after **JANUARY 1, 2025**, there will be no refund and Exhibitor participation contracted for must be paid for in full. Cancellations must be directed in writing to MVMA. MVMA assumes no responsibility for including the name of the canceled Exhibitor, brochures, news releases, or any other materials concerning the event. Any space not claimed and occupied prior to two (2) hours from event start time may be resold or assigned by MVMA without obligation on the part of MVMA for any refund whatsoever unless special arrangements have previously been made with MVMA in writing. If any circumstances or event beyond the control of MVMA causes cancellation of all or any portion of the event MVMA agrees to refund any portion of the registration fee for which MVMA is reimbursed by insurance or other third party and shall not be liable for any other refund or payment arising from the cancellation or for other liability or damages arising from the. Please note, Sponsors may not cancel sponsorships after their acceptance by MVMA except for breach of this agreement by MVMA. No refunds will be given for.

4. Assignment of Space

Space will be assigned according to the date on which the contract and full payment have been received, the availability of the requested area, the amount of space requested, special needs and compatibility of the exhibitor's products with the MVMA's aims and purposes. MVMA reserves the right to assign space other than the choice requested, if necessary, and the right to rearrange the floor plan and/or relocate any exhibit.

5. Set-Up and Dismantle

Set-up and dismantle hours are listed in the exhibitor services manual and are subject to change, in which case all Exhibitors will be notified in writing. If an Exhibitor is not set up by the time specified on the exhibitor instructions page, MVMA reserves the right to re-assign such space to another Exhibitor or to make other use of the space as deemed necessary or appropriate at the expense of the Exhibitor. Exhibits are to be kept intact until the closing of the exhibition hall. No part of an exhibit shall be removed during the Conference without special permission from MVMA. Any Exhibitor who begins the dismantling of its display before the close of the show will lose priority status in future MVMA events and may altogether lose the privilege of exhibiting and or sponsoring at future MVMA events. All freight must be removed from the facility by 8:00 pm on the last day of move-out. Please refer to WAVE AUDIO PRODUCTIONS form for instructions on shipping. If exhibits are not removed by this time, show management has the right to remove exhibits and charge the expense to the Exhibitor.

6. Exhibit Hours

At the time of this writing, it is anticipated that the exhibit hours will be as follows:

Friday, February 28 8:00am-5:00pm

Saturday, March 1 8:00am-3:30pm

Show hours are subject to change. Exhibitors will be notified in writing of any changes prior to the Exhibition.

7. Subletting of Exhibits and Prohibited

Exhibitors/Sponsors are prohibited from assigning or subletting any part of their participation. Nor shall they demo or permit to in their space any merchandise or advertising materials which are not a part of regular products, or which are not compatible with the character of MVMA, without a written request and approval from MVMA. MVMA reserves the right to terminate any portion of the sponsor participation that is in accordance with these rules without prior approval.

8. Food & Alcoholic Beverages

The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is prohibited. All food and/ or beverage service must be approved in writing by MVMA and the hotel's exclusive catering vendor. All associated fees are the responsibility of the Exhibitor.

9. Use of Space – General

All marketing activities of each Exhibitor/Sponsor must be confined to the Exhibitor's/Sponsor's allotted booth space. Exhibitors/Sponsors expressly agrees not to hold any activity that, in the sole opinion of MVMA, creates a material adverse effect on attendance during the hours of the events. If space is needed on a specific activity, please submit it to MVMA for approval.

10. Special Visual and Audio Effects

Audio-Visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of MVMA, do not interfere with the activities of neighboring Exhibitors/Sponsors. Operational equipment may not be demonstrated outside of Exhibitor's booth space or create noise levels objectionable to neighboring Exhibitors.

11. Hospitality Suites, Meetings Rooms & Special Events

No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during any scheduled MVMA Conference activity unless approved in writing by MVMA. Exhibitors who are not in accordance with the stated rules may lose their privilege of exhibiting at this and future MVMA events.

12. Exhibit Construction and Layout

MVMA reserves the right to control the layout of the exhibit hall.

13. Insurance & Security/Force Majeure

MSU CVM will take reasonable precautions to safeguard Exhibitor's/Sponsor's property. However, MVMA assumes no liability whatsoever for or damage, through any cause, of, hand carried items or other materials owned, rented or leased by the Exhibitor/Sponsor. MVMA requires that each Exhibitor/Sponsor 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/Sponsor's participation in the event, in the amount of not less than one million (\$1,000,000) dollars for personal injury, death, or property damage in any one occurrence. Such insurance maintained by the Exhibitor/Sponsor must be issued by an insurance company reasonably acceptable to MVMA, include coverage of the indemnification obligations of the Exhibitor/Sponsor under Rules & Regulations, and shall name MVMA as additional insured. Each Exhibitor/Sponsor acknowledges that it is responsible for obtaining for its protection and entirely at its expense, such property insurance for its table-top and display materials as the Exhibitor/Sponsor deems appropriate. Any policy providing such property insurance must contain an express waiver by the Exhibitor's/Sponsor's insurance company of any right of subrogation as to any claims against MVMA. Certificate of Insurance must name MVMA as co-insured. MVMA shall be named, as an additional insured on Exhibitor's/Sponsor's insurance policies and Exhibitor/Sponsor shall provide to MVMA Certificates of Insurance indicating this status.

Force Majeure: MVMA will not be responsible for cancellation, postponement or other circumstances caused by, based on or relating to situations beyond its control, including but not limited to: acts of God, (e.g. rainstorm, flood, wind, damage by the, earthquake, tornado, other natural disasters, etc.), terrorism, infectious disease, war, fire, strikes, acts or orders of governmental authorities or third-party responsibility.

14. Exhibitor & Sponsor's Liability and Hold

Exhibitor/Sponsor releases MVMA, its contractors and their respective directors, officers, employees, agents and members, and each of them, from any claims, liabilities, losses, damages, costs or expenses relating to or arising out of any injury to any personnel of Exhibitor/Sponsor or to any other person or any loss of or damage to any property of Exhibitor/Sponsor or any other property where such injury, loss, or damage is incident to, arises out of, or is in any way related to Exhibitor's/Sponsor's participation in the event, and the Exhibitor/Sponsor shall be responsible for any such injury, loss, or damage, and any expenses relating thereto. Exhibitor/Sponsor shall indemnify, defend and hold harmless MVMA and its contractors, and their respective directors, officers, employees, agents and members, and each of them, from and against all claims, liabilities, losses, damages, costs or expenses, including reasonable attorney's fees and costs of litigation, relating to or arising out of Exhibitor's/Sponsor's participation in the event, provided that the foregoing shall not apply to injury, loss, or damage caused by resulting directly from the sole negligence of either MVMA or its contractors. The terms of this provision shall survive the termination or expiration of this agreement.

15. Assignment of Sponsorships

Sponsorship opportunities shall be limited to/advertisements listed on the Sponsorship Application and custom sponsorship packages approved by MVMA.

16. Promotions, Contests, Printed Material,

All giveaway items with the exception of pens, pencils, luggage tags, pocket calendars and similar items must be submitted for approval to MVMA prior to the event. Sideshow tactics, or other methods, including marketing material, considered by MVMA to be objectionable, are prohibited at the MVMA Winter Conference. Prizes, awards, drawings, raffles, lotteries or contests may be permitted in accordance with applicable state laws and prior written approval of MVMA. Requests for approval of such activities must be submitted in writing to MVMA three weeks prior to the opening of the event. Distribution of promotional material to attendees' hotel sleeping rooms, public areas or in technical sessions is strictly prohibited without the prior written approval from MVMA. Use of MVMA hotel and conference-related facility communication systems to promote Sponsors or their products is also prohibited. MVMA does distribute an attendee list (name/city only) to its exhibitors. For any lists pertaining to the Winter Conference, these lists (names only) are confidential and proprietary and provided as a courtesy upon request of the exhibitor. It shall not be sold, distributed or otherwise provided to any outside organization, consultant or service without express written permission of MVMA. Any violation of this policy may result in the forfeiture of participation at MVMA events and membership privileges within MVMA.

17. Intellectual Property Matters

The Exhibitor/Sponsor represents and warrants to MVMA that no materials used in or in connection with its demonstration infringe upon the trademarks, copyrights (including, without limitation, copyrights for music and other materials used or broadcast by Exhibitor/Sponsor), or other intellectual property rights of any third party. The Exhibitor/Sponsor agrees to immediately notify MVMA of any information of which the Exhibitor/Sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor/Sponsor agrees to indemnify, defend and hold MVMA, and its agents, and successors, harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by the Exhibitor/Sponsor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, MVMA shall not be liable and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of a Exhibitor/Sponsor.

18. Use of Logo

The MVMA logo may not be reproduced on items or documents that will be at the meeting without the permission of the MVMA Executive Office.

19. Exhibit Access

Each exhibitor who registered in advance will receive a printed exhibitor badge available at the exhibitor registration area. This badge will entitle registered exhibitors admission to the exhibit area. Exhibitors must wear badges at all times including setup, exhibit hours and dismantling. Exhibitor staff, temporary help and setup personnel must wear exhibitor badges or other badges designated by MVMA.

20. Convention Registrations

Exhibitors have the right to purchase full conference registrations, which allow access to educational sessions, in accordance with MVMA's registration policies.

21. Conference Proceedings

One (1) copy of the USB proceedings will be available to each exhibiting company.

22. Music Licensing Exhibitors/Sponsors are responsible for individual ASCAP/BMI music licensing fees similar statues as may apply outside the United States if applicable to the function. Music and/or performed, whether recorded or, will not be covered under MVMA's ASCAP/BMI music licensing agreement.

23. Americans with Disabilities Act/Similar Non-U.S. Statutes

Exhibitors/Sponsors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar

statutes as may apply outside of the United States and shall hold MVMA harmless from any consequences of failing to do so.

24. Distribution of Marketing Material

MVMA reserves the right to cease distribution of any materials at the MVMA Winter Conference which MVMA in its sole discretion determines are contrary to the best interests of MVMA, its members, or the event. All Exhibitor/Sponsor marketing activities must be confined to the Exhibitor's/Sponsor's allotted space. The Exhibitor/Sponsor agrees that, if MVMA determines that an Exhibitor/Sponsor is outside of its allotted space, the Exhibitor/Sponsor will lose the privilege of exhibiting at the MVMA Winter Conference. In addition, MVMA reserves the right to immediately remove all Exhibitor/Sponsor materials if a violation occurs during the conference without issuing a refund. For further explanation please see rule #16. Distribution of promotional material to attendees' hotel sleeping rooms, public areas, or in educational sessions is prohibited without prior written approval of MVMA. Use of MVMA hotel and conference related facilities communication systems to promote Exhibitor/Sponsor, their products/services, or any other of their activities are prohibited during official MVMA Winter Conference.

25. Authority of Management/Enforcement of Rules & Regulations

MVMA shall have the power to adopt and enforce all show attendance rules and regulations with respect to the kind, nature and eligibility of Exhibitors/Sponsors adopted by it or set forth herein. MVMA has the power to enforce all rules and regulations. Event Management's decision on such matters shall be final. The Exhibitor/Sponsor acknowledges that its failure to comply with the Rules & Regulations set forth herein will cause harm to MVMA. The Exhibitor/Sponsor agrees that, if MVMA determines that a material violation has occurred, the Exhibitor/Sponsor will lose the privilege of exhibiting at these and future MVMA events. In addition, MVMA reserves the right to immediately remove all Exhibitor/Sponsor materials if a violation occurs during the convention without issuing a refund. All final decisions regarding the enforcement of the MVMA Winter Conference policies are the responsibility of the MVMA Board of Directors.

26. General

All matters and questions not covered by the Rules & Regulations are subject to the decision of MVMA Board of Directors. These Rules & Regulations may be amended any time by MVMA, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by MVMA to such Exhibitor/ Sponsors as may be affected by them.

CONTACT DeAnna Dillard at 662.323.5057 or DeAnna@msvet.org for further information.