2021 Prospectus
Therio Conference
Sponsorship, Exhibition, & Advertising Opportunities
Dear Exhibit/Events Manager:

The Society for Theriogenology (SFT), the American College of Theriogenologists (ACT) and the Theriogenology Foundation (TF) would like to invite you to experience our conference, have fun and build long-lasting relationships with our attendees.

We know that your time and marketing dollars are valuable so we maximize your exposure to the attendees by planning great events in the Exhibit Hall. Breakfast, lunch and breaks are in the Exhibit Hall on Friday and Saturday. This year, we will also have the Exhibit Hall Opening Reception on Thursday evening.

The 2021 Exhibit Hall will be located in the Grand Central Ballroom at the Hilton Omaha. Move-in may begin at 12 p.m. on Thursday, July 22, 2021 and should be completed by 5 p.m. Please note complete exhibit hours below:

Exhibit Hall Hours:
- Thursday, July 22: 5:30 p.m. to 7:30 p.m.
- Friday, July 23: 7 a.m. to 4:30 p.m.
- Saturday, July 24: 7 a.m. to 1:30 p.m.

The cost of exhibiting at the Therio Conference is more economical than many meetings because we charge one flat rate. The exhibits will be 8 ft. x 10 ft. booths. The booth setup includes an 8 ft. tall backdrop and 3 ft. tall sides (pipe & drape) with a skirted table, two chairs, an identification sign, wastebasket, plus breakfast and lunch. Please note, the Exhibit Hall is carpeted, so you do not need to order carpet.

In addition to securing an exhibit booth, we invite you to take advantage of the many sponsorship opportunities that are available to choose from. The higher your level of sponsorship, the more recognition you will receive. You will receive a complimentary exhibit booth with a sponsorship of $5,000 or greater. Sponsorship opportunities are listed on the online registration form and in this prospectus for your review. For even more company exposure, consider advertising in our Therio Conference program.

To be assured that your name will appear in the printed program and any pre-convention advertising, please complete the online registration and/or sponsorship form no later than February 15, 2021. Register online or complete the application and email to: TherioConference@franzmgt.com or FAX 334.270.3399.

We encourage our exhibitors to participate in any or all of the extra events. Please consider donating an item or experience to the Theriogenology Foundation Live or Silent Auction, purchasing event tickets to benefit the Foundation and tickets for the Therio Awards Dinner and Veterinary Story Night and Live Auction to be held on Friday night.

The conference hotel is the Hilton Omaha, 1001 Cass Street, Omaha, NE 68102. Reservations can be made at the group rate by calling: 1-402-998-3400 and mentioning the group name “Society for Theriogenology” or following the hotel link on the conference website at www.therio.org.

Group rates are available until June 17 or until the room block is sold out.

We look forward to having your company with us at our 2021 Therio Conference. Your continued support is deeply appreciated!

Sincerely,

Tara Beasley
Director of Meetings and Events
TherioConference@franzmgt.com | 334.395.4666
2021 Sponsorship, Exhibition and Advertising Opportunities

The Therio Conference is just a few months away, so we want to take this opportunity to communicate some of the opportunities to put your company in front of a specialized group of veterinarians. By sponsoring Therio Conference events, you show your support for the Society for Theriogenology, the American College of Theriogenologists and the Theriogenology Foundation to secure the best educational programming for our conference while providing sessions, entertainment and social opportunities that allow attendees to interact and network with each other and you!

Exhibiting and sponsorship of our conference is a great way to show your support and to reach active veterinarians, students, technicians and educators to share your company message. Use the form provided in this prospectus or visit www.therio.org to submit your commitment for this year’s Therio Conference. Your registration form must be received and signed before sponsorship can be acknowledged. Exhibit confirmation will be sent on approved contracts and will include additional event information.

The design and production of Therio Conference activities shall be the ultimate responsibility of the SFT. The commercial supporter shall not control the planning, content or execution of the CE activity.

Event Sponsorship/Exhibition Recognition

Event sponsorship is a great way to get exposure. All sponsors and exhibitors will be recognized on signage at the meeting, listed in the meeting program, acknowledged at the event, and highlighted in the quarterly journal, Clinical Theriogenology. In addition, SFT will recognize sponsors and exhibitors on the Therio Conference website, in broadcast emails promoting the Conference, and in the Therio Conference promotional brochure mailed out to SFT and ACT members, and to veterinarians in states surrounding the conference location. Sponsorship packages are detailed in this prospectus.

Event Sponsorship/Exhibition Opportunities

Sponsorship opportunities for the 2021 Therio Conference are included on the following pages and are available on a first-come-first-served basis. If you wish to be the exclusive sponsor of a certain event, please let us know. The sponsor event cost is based on costs from previous years. SFT is willing to work with you on sponsorships that meet your specific company needs. All exhibitors will have a company description listed in the conference program. Sponsor logos will be displayed in the program on a sponsor recognition page. There are numerous opportunities for you to reach Therio Conference attendees, so review the sponsor options and find the one that suits your company best.

Advertising Opportunities

Conference program advertising is another opportunity to promote your company and reach your target audience. This year we will be offering two pre-conference symposiums on Wednesday; one in Reproductive Pathology and another at the Henry Doorly Zoo focusing on Zoological Species Reproduction. A Student Seminar will be held on Thursday and we expect another great year of Therio Conference attendance. The Conference program is an excellent opportunity to put your message directly in the hands of all Conference attendees. Advertising rates and additional information is listed in this prospectus and available on the conference website.
Platinum Plus - $15,001 and up

Pre-conference publicity from time of commitment
- On the SFT website – year round
- In SFT eNewsletters sent to all members, at least monthly, more often closer to the conference
- In the Therio Conference mailer (if contract is received in time)

Recognition in publications
- Full page color ad in the Therio Conference program (artwork due May 15)
- Conference program is given to each attendee and exhibitor at the location
- Clinical Theriogenology Journal – sponsors are mentioned in the pre-conference issue in March, June and the post conference wrap-up issue in December which goes out to all SFT members

On-site signage recognizing sponsorship
- Signage at the sponsored event
- General signage to thank all of our sponsors
- Slide for each CE room to be shown during breaks which thanks all sponsors/exhibitors

Complimentary conference exhibit booth
Up to four tickets to the Therio Conference Friday night Awards Dinner (with drink tickets)
Inclusion of company promotional information in attendee packets
- Item to be chosen/provided by sponsor

Platinum - $10,000-$15,000

Pre-conference publicity from time of commitment
- On the SFT website – year round
- In SFT eNewsletters sent to all members, at least monthly, more often closer to the conference
- In the Therio Conference mailer (if contract is received in time)

Recognition in publications
- Half page color ad in the Therio Conference program (artwork due May 15)
- Conference program is given to each attendee and exhibitor at the location
- Clinical Theriogenology Journal – sponsors are mentioned in the pre-conference issue in March, June and the post conference wrap-up issue in December which goes out to all SFT members
On-site signage recognizing sponsorship

- Signage at the sponsored event
- General signage to thank all of our sponsors
- Slide for each CE room to be shown during breaks which thanks all sponsors/exhibitors

Complimentary conference exhibit booth

Up to four tickets to the Therio Conference Friday night Awards Dinner (with drink tickets)
Inclusion of company promotional information in attendee packets

- Item to be chosen/provided by sponsor

Gold - $5,000-$9,999

Pre-conference publicity from time of commitment

- On the SFT website – year round
- In SFT eNewsletters sent to all members, at least monthly, more often closer to the conference
- In the Therio Conference mailer (if contract is received in time)

Recognition in publications

- Quarter page color ad in the Therio Conference program (artwork due May 15)
- Conference program is given to each attendee and exhibitor at the location
- Clinical Theriogenology Journal – sponsors are mentioned in the pre-conference issue in March, June and the post conference wrap-up issue in December which goes out to all SFT members

On-site signage recognizing sponsorship

- Signage at the sponsored event
- General signage to thank all of our sponsors
- Slide for each CE room to be shown during breaks which thanks all sponsors/exhibitors

Complimentary conference exhibit booth

Two tickets to the Therio Conference Friday night Awards Dinner (with drink tickets)

Silver - $2,501-$4,999

Pre-conference publicity from time of commitment

- On the SFT website – year round
- In SFT eNewsletters sent to all members, at least monthly, more often closer to the conference
- In the Therio Conference mailer (if contract is received in time)

Recognition in publications

- Conference program is given to each attendee and exhibitor at the location
- Clinical Theriogenology Journal – sponsors are mentioned in the pre-conference issue in March, June and the post conference wrap-up issue in December which goes out to all SFT members

On-site signage recognizing sponsorship

- Signage at the sponsored event
- General signage to thank all of our sponsors
- Slide for each CE room to be shown during breaks which thanks all sponsors/exhibitors
Bronze – $500-$2,500

Pre-conference publicity from time of commitment
- On the SFT website – year round
- In SFT eNewsletters sent to all members, at least monthly, more often closer to the conference
- In the Therio Conference mailer (if contract is received in time)

Recognition in publications
- Conference program is given to each attendee and exhibitor at the location
- Clinical Theriogenology Journal – sponsors are mentioned in the pre-conference issue in March, June and the post conference wrap-up issue in December which goes out to all SFT members

On-site signage recognizing sponsorship
- General signage to thank all of our sponsors
- Slide for each CE room to be shown during breaks which thanks all sponsors/exhibitors

2021 Conference Program Advertising

Advertising in the Therio Conference program puts your company’s message in front of all conference attendees and is a great opportunity to reach your target audience of theriogenologists. Conference attendance was excellent in 2019, with 540 total attendees for the Conference, Symposia, and Wet Lab. This year we will be offering a Reproductive Pathology Symposium and a Zoological Species Reproduction Symposium on Wednesday and we expect another great year.

Ads can be purchased through exhibitor/sponsor registration. Therio Conference Sponsorship Levels and other sponsor opportunities are also detailed in this prospectus. Contact the Therio Conference office at 334.395.4666 or email at TherioConference@franzmgt.com for more information on Therio Conference sponsorships.

Deadlines
Artwork is due by May 15. Submit full color, high resolution pdf or jpeg files for print production.
Submit artwork to TherioConference@franzmgt.com. Please include your company name and “Program Ad” in the subject line.

<table>
<thead>
<tr>
<th>Cover Position Rates</th>
<th>Display Ad Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Position (Full page)</td>
<td>Display Ad Sizes</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$1,500 ea.</td>
</tr>
<tr>
<td>Inside Front</td>
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</tr>
<tr>
<td>Inside Back</td>
<td>$1,000 ea.</td>
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Dimensions

<table>
<thead>
<tr>
<th>Size</th>
<th>Non-bleed ad</th>
<th>Bleed ad</th>
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</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>7.5”w x 10”h</td>
<td>8.5”w x 11”h + 1/8” trim on all sides</td>
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<tr>
<td>Full Page</td>
<td>7.5”w x 10”h</td>
<td>8.5”w x 11”h + 1/8” trim on all sides</td>
</tr>
<tr>
<td>1/2 Page</td>
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<td>8.5”w x 5.25”h + 1/8” trim on all sides</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5”w x 4.75”h</td>
<td>3.75”w x 5.25”h + 1/8” trim on all sides</td>
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</tbody>
</table>
# 2021 Sponsorship Opportunities

Increase your company’s exposure to Therio Conference attendees with one or more of our sponsorship opportunities listed below. Please select the opportunities you would like to include with your exhibit booth by selecting those options on your registration form or [click here](#) to register online. Conference program advertising opportunities are outlined in this prospectus.

*Complimentary exhibit booth with sponsorship of $5,000 or more. ($1,200 value)*

<table>
<thead>
<tr>
<th>Full Sponsor</th>
<th>Partial Sponsor</th>
<th>Sponsorship Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Events</strong></td>
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</tr>
<tr>
<td>$12,000</td>
<td>$3,000</td>
<td>Exhibit Hall Opening Reception Thursday evening</td>
<td>$4,000</td>
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<td>$1,000</td>
<td></td>
<td>Beer Tasting sponsor</td>
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<tr>
<td>$10,000</td>
<td></td>
<td>Theriogenologist of the Year Award</td>
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<tr>
<td>$12,000</td>
<td>$3,000</td>
<td>Therio Awards Dinner Friday evening</td>
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<tr>
<td>$10,000</td>
<td></td>
<td>Partial SOLD!</td>
<td></td>
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<tr>
<td>$10,000</td>
<td></td>
<td>Session sponsor - Equine</td>
<td></td>
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<tr>
<td>$10,000</td>
<td></td>
<td>Session sponsor - Production Animal</td>
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<tr>
<td>$10,000</td>
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<td>Session sponsor - Small Animal</td>
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<tr>
<td>$5,000</td>
<td></td>
<td>Plenary Speaker sponsor - SOLD!</td>
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<tr>
<td>$10,000</td>
<td></td>
<td>Reproductive Pathology Symposium sponsor</td>
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<tr>
<td>$10,000</td>
<td></td>
<td>Zoological Species Theriogenology sponsor</td>
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<tr>
<td>$2,500</td>
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<td>Speaker sponsor</td>
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<tr>
<td>$2,500</td>
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<td>Dr. Jerry Rains Memorial Abstract Competition - SOLD!</td>
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<tr>
<td>$3,000</td>
<td></td>
<td>Student Case Presentations</td>
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<tr>
<td>$3,000</td>
<td></td>
<td>Student Quiz Bowl sponsor - SOLD!</td>
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<tr>
<td>$3,000</td>
<td></td>
<td>SCOTY Award sponsor</td>
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<tr>
<td><strong>Lunches &amp; Breaks</strong></td>
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<tr>
<td>$4,000</td>
<td>$2,000</td>
<td>Breakfast Friday</td>
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<tr>
<td>$4,000</td>
<td>$2,000</td>
<td>Breakfast Saturday</td>
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<tr>
<td>$4,000</td>
<td>$2,000</td>
<td>Lunch Friday</td>
<td></td>
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<tr>
<td>$4,000</td>
<td>$2,000</td>
<td>Lunch Saturday</td>
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<tr>
<td>$2,000</td>
<td>$1,000</td>
<td>Coffee Break Friday a.m.</td>
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<tr>
<td>$2,000</td>
<td>$1,000</td>
<td>Coffee Break Friday p.m.</td>
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<tr>
<td>$2,000</td>
<td>$1,000</td>
<td>Coffee Break Saturday a.m.</td>
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</tr>
<tr>
<td>$2,000</td>
<td>$1,000</td>
<td>Coffee Break Saturday p.m.</td>
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<tr>
<td><strong>Merchandise</strong></td>
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<tr>
<td>$5,000</td>
<td></td>
<td>Hotel key cards - sponsor</td>
<td></td>
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<tr>
<td>$3,000</td>
<td></td>
<td>Nametag wallets with logo</td>
<td></td>
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<tr>
<td>$2,000</td>
<td></td>
<td>Attendee conference bags (sponsor supplies bags) - SOLD!</td>
<td></td>
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<tr>
<td>$2,000</td>
<td></td>
<td>Water bottles (sponsor supplies bottles)</td>
<td></td>
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<tr>
<td>$1,000</td>
<td></td>
<td>Conference notepads (sponsor supplies notepads)</td>
<td></td>
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<tr>
<td>$500</td>
<td></td>
<td>Conference pens (sponsor supplies pens)</td>
<td></td>
</tr>
<tr>
<td>$750</td>
<td></td>
<td>Bag insert (sponsor supplies materials and ships to hotel)</td>
<td></td>
</tr>
</tbody>
</table>
INFORMATION & RULES GOVERNING EXHIBITORS

PAYMENTS & FEES
The fee for an 8-foot by 10-foot exhibit space is $1,200. Payment can be made by check drawn on U.S. bank, U.S. money order, Visa, MasterCard, American Express or Discover. The fee is due when the contract for exhibit space is submitted. For your company name to be included in conference materials, contract and fee are due no later than February 15, 2021.

EXHIBIT SPACE ASSIGNMENT
Exhibit spaces will be assigned in order that requests are received. The Exhibit Chairman reserves the right to make reasonable adjustments in location of tables for the benefit of the exhibitor and the betterment of the total exhibit.

USE OF SPACE
The Exhibit Chairman reserves the right to decline or prohibit any exhibit or part of an exhibit which in his opinion is not suitable and in keeping with the character of the Convention. No spaces shall be sublet without the consent of the Exhibit Chairman. Displays will be permitted on the exhibit floor only by official exhibitors. Distribution of advertising matter by representatives of firms who are not official exhibitors is strictly forbidden. The Exhibit Chairman reserves the right to restrict exhibit to a minimum noise level and to suitable methods of operation and display of materials. If for any reason an exhibit or its contents are deemed objectionable by SFT or ACT, the exhibit will be subject to removal. This reservation includes person, things, conduct, printed material or any item of poor character which SFT or ACT considers objectionable to the Convention’s well being. In the event such as eviction or restriction is enforced, SFT or ACT will not be liable for refunding rental fees or funds for exhibit equipment rental except at its own discretion. Exhibitor agrees that SFT or ACT may substitute the actual space assigned to exhibitor if necessary. Exhibitors are urged to use novel and unique ways to attract attention to their exhibit space. The basic responsibility for attracting meeting participants to the exhibit is the exhibitors.

EXHIBIT SPACE
Each single exhibit space shall contain one 6’ tabletop, two chairs and carpet. Double spaces shall be two 6’ tabletops, four chairs and carpet. These items are included with your exhibit fee paid to SFT. Additional booth items may be ordered from the decorator. (our official Exhibit Service Provider). An Exhibitor Service Kit will be posted on this site six weeks prior to the show and emailed to exhibitors. The packets will not be mailed.

SHIPPING
Exhibitors are responsible for arranging their own shipping. The online exhibitor service packet will include shipping (in & out) instructions, move in, set-up and breakdown instructions. The kit will also include information on ordering extra tables, stools, and specialty items. All shipping questions should be directed to the expo company.

INSTALLING & DISMANTLING:
The Exhibit Hall is located at the Hilton Omaha. Move-in may begin at 12 p.m. on Thursday, July 22, 2021, and should be completed by 5 p.m. Setup and dismantling of the exhibit and display of merchandise is the responsibility of the exhibitor. Exhibitor expressly agrees not to dismantle his/her exhibit or do any packing before the closing hour (1:30 p.m. on Saturday) of the Exhibit Hall. Dismantling must be completed by 5 p.m. on Saturday, July 24, 2021.

HOURS OF EXHIBIT
Every effort is made to allow the maximum amount of exposure to attendees for the exhibiting firms, including coffee breaks, lunches and the silent auction held in the grand central ballroom. The exhibits will open with the Exhibit Hall Opening Reception on Thursday, July 22 at 5:30 p.m. and close at 7:30 p.m. Exhibitors are strongly encouraged to participate in the “extra” events, including the Therio Awards Dinner on Friday night, July 24. Tickets to events may be purchased online or by calling 334.395.4666

EXHIBIT HOURS:
Thursday, July 22: 5:30 p.m. to 7:30 p.m.
Friday, July 23: 7 a.m. to 5 p.m.
Saturday, July 24: 7 a.m. to 1:30 p.m.

INSURANCE
Exhibitors wishing to insure their goods must do so independently and at their own expense.

LIABILITY & THEFT
The SFT/ACT and officers or staff members of the same will not be responsible for the safety or the property of the exhibitors, their agents or employees, from theft, damage of fire, accident or other causes. Reasonable care will be used to protect the exhibitor from such a loss.

CANCELLATION POLICY
All confirmed / contracted exhibit space(s) cancelled by June 5, 2021, will be subject to a $100 USD service charge per space. All cancellations after June 5, 2021 will forfeit the entire booth fee. All requests for space cancellation and refunds must be in writing and mailed to Society for Theriogenology, P.O. Box 168, Mathews, AL 36052 or emailed to: TherioConference@franzmgmt.com. It is the exhibitor’s responsibility to confirm receipt of email notification. In the event the global pandemic prevents the on-site meeting from taking place, a full refund will be issued.

PROMOTION
To help us promote your company please email your company logo in either JPEG (high resolution) or .eps format as well as a 50 word or less company description to TherioConference@franzmgmt.com. We print sponsor logos and all exhibitor company descriptions in the conference program. In order for your company description or any ads purchased to be included in the program they must be submitted by May 15, 2021.
2021 Exhibit Booth Application

Online registration is also available at www.therio.org or complete this form and return by February 15, 2021 to: Society for Theriogenology | P.O. Box 168 | Mathews, AL 36052
Phone: 334.395.4666 | Fax: 334.270.3399 | TherioConference@franzmgt.com

Booth fee is $1200 (includes one 8X10 booth)

Company Name:__________________________________________________________________________________

Name of Contact Person:___________________________________________________________________________

Address:____________________________________________ City:________________________________________
Province/State:__________________ Postal Code/Zip Code: _______________ Country: _____________________
Telephone:__________________________________________ Fax: _______________________________________ 

Email Address:___________________________________________________________________________________

Name of Representative(s) Attending:

1.______________________________________________________________________________________________ 

2.______________________________________________________________________________________________ 

**Any additional attendees $50 each. Additional Attendee Names:

1.______________________________________________________________________________________________ 

2.______________________________________________________________________________________________ 

Company website address:_________________________________________________________________________

Please do not place us near the following companies:_____________________________________________________

I am interested in attending the following: ☐ Therio Awards Dinner ☐ Beer Tasting ☐ Therio Group activity Saturday

I would like to support the Therio Conference through this sponsorship opportunity: Sponsorship value: $___________
_______________________________________________________________________________________________

I would like to donate the item(s) below to the Theriogenology Foundation: ____________________________________

REQUISITION & CONTRACT FOR EXHIBIT SPACE:

For the sum of $ _______________USD you are hereby requested to reserve exhibit space for us at the 2021 Therio Conference to be held at the Hilton Omaha, July 21-24, 2021 in Omaha, Nebraska. We enclose our check payable to the Society for Theriogenology, in the sum of $ _______________USD. All rules and regulations governing the exhibit hall have been read by us (on the following pages) and are hereby accepted and are a part of the contract, and we agree to comply with them. It is agreed that in the event the Therio Conference shall fail to open the exhibition or furnish space to us, it will refund all sums paid hereunder, which shall be in full liquidation of all loss or damage suffered by us. In the event the global pandemic prevents the on-site meeting from taking place, a full refund will be issued.

CANCELLATION POLICY: All confirmed/contracted exhibit space canceled prior to June 5, 2021 will be subject to a $100 USD service charge per space. All cancellations after June 5, 2021 will forfeit the entire booth fee.

Company/Firm:______________________________________ Date:_______________________________________

Signed By:__________________________________________ Title:_______________________________________

Included in Booth Pricing

• Two (2) exhibitor registrations
• Pre-registration list prior to conference
• One table, two chairs, pipe & drape, carpeted exhibit hall, and Friday & Saturday lunch
• Identification sign for your booth
• Your company will be listed on the promotion brochure mailed out in early 2021; listed on the website from time of commitment; listed in all Therio Conference promotional eNews communications; provided a company description in the Therio Conference program (50 words or less, please provide with registration); recognition on the recorded webinar platform post-conference