

LAS VEGAS

THE 55TH ANNUAL CONVENTION OF THE AAEP

**Mandalay Bay Hotel and Convention Center
Las Vegas, Nevada**

Convention Dates: December 5-9, 2009

Trade Show Dates: December 6-9, 2009



Important Dates

Monday, April 6

Balance due on all booths.

Monday, Aug. 31

Deadline for Guide to Exhibits submissions.

Mid-September

Convention registration kits and housing information mailed to all confirmed exhibitors.

Mid-October

Exhibitor Service Kits available online on the AAEP Web site exhibitor page. (Freeman)

Early November

Pre-sell time slots and information mailed to all confirmed exhibitors for the 2010 Trade Show.

Saturday, Dec. 5

Exhibitor move-in
8a.m. – 6p.m.

Sunday, Dec. 6

Exhibitor move-in
7a.m. – 9a.m.

Sunday, Dec. 6

Show Day
10a.m. – 6p.m.

Monday, Dec. 7

Show Day
9a.m. – 6p.m.

Tuesday, Dec. 8

Show Day
9a.m. – 6p.m.

Wednesday, Dec. 9

Show Day
9a.m. – 2p.m.

*Tear down will occur from
2 – 8p.m. on Wednesday, Dec. 9.*

* All companies are expected to keep their booths intact and staffed until the close of the show on Wednesday, Dec. 9 at 2p.m. Any company who is found breaking down or moving out early will forfeit their booth selection for the following year.

About the **AAEP**

As the world's largest professional group dedicated to equine veterinary medicine, the American



Association of Equine Practitioners (AAEP) comprises nearly 10,000 veterinarians and veterinary students in 64 coun-

tries who dedicate their life's work to caring for the horse. The AAEP provides the opportunity for veterinarians in all types of practice, from all parts of the world, to join together in a common pursuit: to improve the health and welfare of the horse.

The AAEP was founded in 1954 by 11 charter members who saw that together they could direct the focus of equine veterinary medicine. Now, more than a half-century later, the AAEP continues to lead the veterinary profession and the equine industry on all matters related to equine health and welfare. To reach us, call Debbie Miles, CMP, AAEP meetings coordinator, at (859) 233-0147, fax (859) 233-1968 or visit www.aaep.org.



Hotel Accommodations and Travel Arrangements

The show will take place at the Mandalay Bay Hotel and Convention Center. Complete information regarding hotels, airfares and car rentals will be sent to all confirmed exhibitors in September.

Booth Costs

10' x 10' in-line booth - \$1,800

10' x 10' corner booth - \$2,075

All booths include:

- pipe and drape
- identification sign
- listing in the convention program (50-word description must be received by Aug. 31) and in the membership directory
- opportunity to purchase an AAEP mailing disk, pre- and post-convention
- four badges per 10'x10' space
- four lunch tickets per 10'x10' booth
- admittance into scientific sessions

Exhibiting companies will be featured in the 2009 Virtual Trade Show on the AAEP Web site. A complete listing of the 2009 exhibitors will be available on-line beginning January 2010 for one year.

Exhibit Service Contractor

The official exhibit service contractor for the AAEP is:

Freeman
7000 Placid #101
Las Vegas, NV 89119
(702) 263-1404

Freeman will maintain a service desk in the exhibit area and stand ready at all times during set-up and throughout the show to be of assistance to representatives of exhibiting firms. An Exhibitor Service Kit, containing a complete set of order forms and information, will be available online in mid-October. A link to the kits will be on the AAEP Web site exhibitor page. The link also will be e-mailed to all confirmed exhibitors. Exhibitors are encouraged to pre-order any furniture, counters, labor, signs, etc. at least two weeks before installation.

NOTE: If you plan to use an exhibitor appointed contractor (EAC) to install and dismantle your exhibit, you must provide a copy of a certificate of insurance to show management by Nov. 16, 2009.

How Booth Space is Assigned

Booth space is pre-sold onsite during the current year's trade show for next year's show. Each company is assigned a time slot. Time slots are assigned by a point system (*for every year and every booth purchased, points are earned*). All remaining booths after the show are sold on a first-come, first-serve basis. Pre-sell time slots and information are mailed to all confirmed exhibitors in November.

Booth Guidelines

All booths are 10 feet wide and 10 feet deep with 8-foot high drapes in the rear and 33-inch high drapes on the side rails. No exhibit construction over 42 inches in height is permitted in the front one-half of the booth. Construction in the back one-half of the booth is limited to 8 feet in height. Exhibitors may arrange items within their exhibits as desired, provided that it does not interfere with the light, space or sight line of other exhibitors. Exhibits must keep with the general floor plan, preserving the open booth appearance.

If there are any questions concerning height restrictions and booth configuration, please contact show management prior to the show.

Peninsula*/End-Cap Booths

For those exhibitors purchasing a "peninsula" booth configuration, special adherence to height restrictions is mandatory. In such cases where peninsula booths are created, **the exhibitor will be allowed to erect the booths to a height of 8 feet in only the center 10 feet of the 20-foot wide booth.** Any exhibit construction exceeding 33 inches in height will be restricted to that 10-foot center section. Exhibitors behind peninsula booths are entitled to the same reasonable sight line from the aisle as they would expect if they were adjacent to an exhibitor with a standard in-line or corner booth. **All companies utilizing an end-cap booth space must sign an agreement to the rules prior to the show. Booth layout must be approved by show management.**

** A peninsula booth configuration is defined as two adjoining corner booths at either end of an aisle.*

Island Exhibits

While height restrictions do not apply to "island" exhibits, no part of the exhibit may hang over or outside of the exhibit perimeters.

Carpet Regulations

Only the aisles in the exhibit hall will be carpeted. In an effort to maintain an attractive and professional environment on the show floor, we require all exhibiting companies to either rent or provide carpeting for their booths. The Mandalay Bay Hotel and Casino will provide basic janitorial services for the facility each night, which includes the aisle carpeting; however, individual booth cleaning will be the responsibility of the exhibitor. You can order nightly booth cleaning through the Exhibitor Service Kits from Freeman.

Application Terms

The application must be signed where indicated. Timely application for booth space does not guarantee inclusion in the trade show.

As a private organization, the AAEP reserves the right to exclude any exhibitor for any reason. The completion and delivery of the application form, together with the deposit, shall constitute an offer subject to acceptance by the AAEP.

In its sole and absolute discretion, the AAEP may revoke its acceptance of the applicant's offer or may terminate any contract arising from this application by delivery of written notice and the refund of the applicant's deposit, in which event the AAEP shall have no liability to the applicant for damages for any other remedy.

The AAEP shall not, as a result of any breach of any obligation arising from this agreement, be liable to the applicant in an amount exceeding \$500.



Drug Compounding Policy

The promotion or exhibition of compounded pharmaceuticals will not be permitted at the 2009 annual convention in Las Vegas. If you carry compounded pharmaceuticals as part of your product line as a distributor or pharmacy, those items, as well as any literature, will be prohibited from being exhibited, promoted or displayed. Please know that the AAEP will be particularly diligent in reviewing all exhibits at this year's convention to ensure that no attempt is made, directly or indirectly, to circumvent the AAEP's policies related to pharmaceutical compounding.

AAEP Show Policies

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 exhibit management. Exhibitors may not display goods or services other than those manufactured or regularly distributed by them, nor may they permit the solicitation of business by others within their exhibit space.

Hospitality Suites/Meeting Rooms

Hospitality suites, special parties, seminars or other exhibitor-sponsored events are not permitted at any time during the following dates of the convention: **Wednesday, Dec. 2 through Thursday, Dec. 10, 2009.** No space will be made available to any of the AAEP contracted hotels or convention center for private events unless Debbie Miles, AAEP meetings coordinator, requests it. All exhibitors requesting meeting space must fill out a form with specific details regarding your event. All forms must be approved by the AAEP and on file prior to the convention. Any unapproved event will be shut down immediately. Contact Debbie Miles at (859) 233-0147 to obtain a function request form.



Sponsorships

The AAEP has a comprehensive sponsorship program, which is available only to AAEP exhibitors. Contact Dana Kirkland at dkirkland@aaep.org or (859) 233-0147 for more information on available sponsorship opportunities.

Booth Staffing

Booths must be staffed at all times during the posted show hours. Additionally, the exhibit must remain intact until the close of the show on Wednesday, Dec. 9, 2009.

Children are permitted to enter the trade show as long as they are accompanied by an adult. Children are prohibited from being a part of booth staffing. Childcare service is offered during the convention.

Children under the age of 16 are not allowed on the exhibit floor during move-in on Saturday, Dec. 5 and move-out on Wednesday, Dec. 9.

Noise

Noise from electrical and other apparatuses must be muffled. Audio-visual or live presentations must be kept at such a level so as not to disturb other exhibitors or interfere with traffic flow in the aisle.



Machinery

Exhibitors must protect machinery and exhibits so that no injury will result to visitors, guests and employees or to any person or property. No engines may be operated indoors with volatile or combustible fuels. No propane tanks are allowed inside the Exhibit Hall of Mandalay Bay.

Infringement

Interviews, demonstrations, distribution of literature, samples and detailing shall take place only within the confines of the exhibitor's booth. This is to avoid infringement on the rights and privileges of other exhibitors. Any materials found outside an exhibitor's booth space will be discarded by show management.

Character of Exhibits

Character of the exhibits is subject to approval by the Executive Committee of the American Association of Equine Practitioners. The AAEP reserves the right to refuse or revoke acceptance of applications for exhibits in its sole and absolute discretion.

Further, the AAEP reserves the right to close or request alteration of exhibits or parts of exhibits which are not germane to the practice of veterinary medicine, or that reflect adversely on the character of the AAEP or its trade show or for any other reason in its absolute and unqualified discretion. This reservation of discretionary authority applies to displays, signage, literature, advertising, novelties, souvenirs, conduct of personnel, etc. Show management may request alteration or dismantling of any booth that is in violation of the tradeshow rules outlined in this prospectus.

Product Claims

Product claims made in AAEP publications or booths must be in accordance with the standards and approvals of appropriate U.S. Government regulatory agencies.

Drawings or Lotteries

Drawings are permitted; however, prizes other than company products or services must be approved. Requests must be made in writing and submitted to show management for approval.

Protection of the Building

Exhibitors will be held liable for any damage caused to property. No material shall be posted, tacked, nailed, taped, screwed or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric or decorative walls. The AAEP prohibits exhibitors from the use of live animals within the trade show.

Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor.

Payment Terms

A deposit of \$250 per 10' x 10' booth space must accompany all applications or be forwarded within 14 days after mailing the application. If the assigned booth space is not acceptable to the exhibitor, the entire deposit amount will be refunded provided that the exhibitor requests cancellation within two weeks of notification of assignment. The balance of the booth costs must be paid by April 6, 2009. If full payment is not received by that date, your assigned booth space may be resold per the waiting list. All applications submitted after April 6, 2009 must be accompanied by full payment.



Literature Distribution and Signs

Posting of notices, demonstrations or samples or distribution of other material to attendees by exhibitors is not allowed in any part of the convention hotels or convention center, with the exception of the exhibitor's leased booth space. Dispensing of food and beverages is not allowed within the booth space. Show management has the right to shut down any exhibit who is found conducting business in the aisles or any part of the convention center and hotels. Contact Debbie Miles with any questions.

Selling and Taking Orders

The purpose of the AAEP Trade Show is to further educate veterinarians on new technologies in the industry through display. Sales and orders are permitted during the show. Exhibiting companies are responsible for permits and paying for sales tax, if applicable. Tax information for the city of Las Vegas will be sent to all exhibitors before the show.



If any controversy arises as to the need or propriety thereof, the exhibit manager and the event coordinator of the Mandalay Bay Convention Center will be the final judges thereof and their decision shall be binding on all parties concerned.

Fire Protection and Combustible Materials

All materials used in the exhibit area must be flameproof and fire-resistant to conform to local fire ordinances. This includes drapes, banners, all decorative fabrics, poster paper, foam-core board, plastics and all other decorative material.

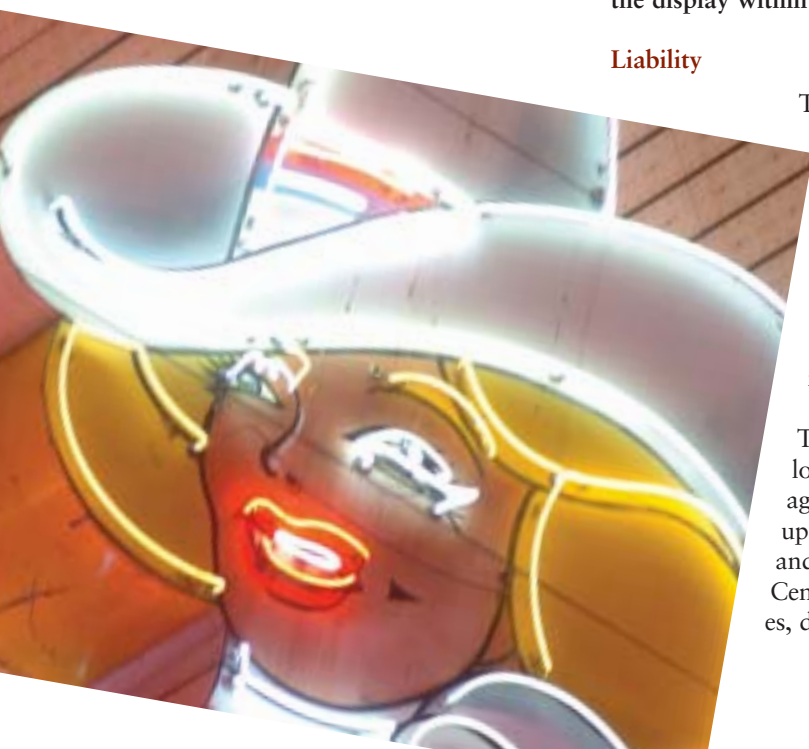
Any exhibit, or parts thereof, found to be unacceptable to the fire marshall may be ordered dismantled and removed. Display vehicles must conform to state and city fire codes as it pertains to fuel tanks and battery connections. **In order to comply with Nevada state laws, you may need a fire marshall present during move-in, move-out and inspection of the vehicle. Contact Debbie Miles for more information.**

Please inform exhibit management prior to coming on site if a vehicle is part of the display within your booth space.

Liability

The AAEP will not be responsible nor liable for injury to the person or property of the exhibitors, their guests, invitees, employees or agents. Furthermore, the exhibitor agrees to hold harmless and defend the AAEP, its directors, employees and agents from any liability of personal injury and loss or damage to property. All property of an exhibitor is understood to remain in his/her care, custody and control in transit to or from or within the confines of the exhibit hall. If any exhibit material fails to arrive, the exhibitor is nevertheless responsible for the booth rental and staffing.

The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of personal injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the convention center and shall indemnify and hold harmless the AAEP, Mandalay Bay Hotel and Convention Center, agents, servants and employees from any and all such losses, damages and claims.



Security

A 24-hour security guard is provided to prevent entry to exhibit areas by anyone not authorized by the AAEP or not wearing the proper badges for admission to such areas. The security service provided does not guarantee exhibitors against loss, nor does it imply an assumption of liability for exhibitors' property by the AAEP. An exhibiting company's representative should be on hand to supervise during set-up and dismantling of equipment and other items of high value. Small items of great value should be removed from the exhibit or placed in an appropriate locked enclosure during hours when exhibits are not staffed by the exhibitor. If you have any concerns, you are encouraged to hire security for your booth.

Insurance

To protect your exhibit from loss by fire, flood, explosion damage or theft, you should contact your insurance carrier concerning an "Extra-Territorial" rider as part of your regular policy.

Interpretation and Violation

Any points not covered in this prospectus are subject to interpretation and settlement by the exhibit management. Any violation of the rules and regulations outlined in this prospectus by any exhibitor will void the agreement for booth space, and such exhibitor will forfeit all monies that have been paid or are due under this contract.

The exhibit manager shall have the right to terminate the agreement for booth space, re-enter and take possession of the space occupied by an exhibitor, and remove all persons and goods from the space at the expense of the exhibitor, for serious violations of these rules. Written notice by the association to terminate the agreement for booth space and of re-entry is not required.

Entire Agreement/Contract Modification

This prospectus and application represent the entire agreement between the exhibiting company and the AAEP and supersedes all prior negotiations, representations or agreements, either written or oral.

Furthermore, no modifications or change of any provisions in this contract shall be made unless such modification is mutually agreed to in writing by the exhibiting company's representative and the AAEP's exhibit manager and is incorporated as a written amendment to this contract and approved by the AAEP's exhibit manager prior to the effective date of such change or modification. Memoranda of understanding shall not be construed as amendments to this contract.



Cancellation Policy

If written notice of cancellation is received:

- **Prior to Sept. 1, 2009:**
All funds, less a \$100 administrative fee, will be refunded.
- **Prior to Oct. 1, 2009:**
The AAEP will retain 50 percent of the booth cost unless a waiting list exists. If we can resell your booth to a company on the waiting list, all funds, less the \$250 deposit, will be returned.
- **After Oct. 1, 2009:**
All funds are forfeited unless a waiting list exists. If we can resell your booth to a company on the waiting list, the AAEP may refund up to 50 percent of your booth payment.
- **After Nov. 9, 2009:**
No refunds will be made.

It is the AAEP's desire to work with all exhibitors in a fair and equitable manner. Companies with outstanding balances will be given every reasonable opportunity to make final payment; however, the AAEP has a responsibility to potential exhibitors on a waiting list. Companies who are unable to make final payment by April 6, 2009 may be canceled. If final payment has not been received by this date, the AAEP maintains the right to sell the booth space pending on the wait list.

Exhibit Personnel Registration

Each exhibiting company may register up to four (4) representatives for each 10' x 10' of booth space leased. Each exhibiting company will be provided with four (4) lunch tickets per 10' x 10' booth. Additional personnel may be registered at a fee of \$150 each, and additional lunch tickets may be purchased onsite at the Registration Desk. In the event you wish to rotate representatives during the show, we will prepare a new badge for each old badge turned in to the exhibit registration desk. A personnel registration form (your badge order) will be mailed to all confirmed exhibitors in October. In order to avoid confusion and delays on site, we strongly encourage you to submit an accurate form before Nov. 1, 2009. After this date, all badge changes will be done onsite.

Severability

All parts of this agreement shall be self-sustaining and capable of separate enforcement despite invalidity of any other part.

Acceptance

Submitting an application for booth space or an authorized signature on the official application form indicates the exhibitor has read, understands and agrees to abide by all rules, regulations and restrictions outlined in the application and prospectus.

Policy Violation

Should any violation of the policies contained within this prospectus occur, AAEP management will ask the violator to cease. If the infringement continues, the AAEP reserves the right to terminate the booth rental agreement and expel the exhibitor from the show, thus forfeiting all monies already paid to the AAEP.



Accessibility

Based on the premise of section 302 of the Americans with Disabilities Act (ADA), show management asks that exhibitors warrant that their exhibits are accessible to the fullest extent of the law and will comply with the ADA and its regulations. Information regarding ADA compliance is available at www.usdoj.gov/crt/ada/infolme.htm.

Advertising Opportunities

Confirmed exhibitors are invited to advertise in the 2009 AAEP official Convention Program, the 2010 AAEP Resource Guide & Membership Directory and the AAEP's monthly journal, Equine Veterinary Education (EVE). Advertising opportunities are limited to trade show exhibitors only. Advertising will be handled by Blood-Horse Publications. For more specifics regarding advertising opportunities, please contact:

Leigh Walkup
Phone (859) 276-6710
or (800) 866-2361
Fax (859) 276-6706
lwalkup@thehorse.com

Yvonne Long
Phone (859) 276-6701
or (800) 866-2361
Fax (859) 276-6706
yvlong@thehorse.com

To advertise in EVE, contact:

Gin Preston
Phone (859) 233-0147
aaepeveads@windstream.net



