

General Rules and Regulations

The Rules and Regulations governing the Wild West Veterinary Conference (WWVC) are part of the Exhibitor Contract. The interpretation and enforcement of the Rules and Regulations by WWVC Show Management is final. All matters not specifically covered by these Rules and Regulations are subject to the decision of Show Management.

BOOTH CANCELLATION FEES

Cancellation is not in effect until WWVC receives the notice in writing by fax, mail or email. The date the written cancellation is received will be the official cancellation date. The reasons for cancellation must be included in the written notice.

- If the exhibitor cancels on or before April 28, 2017, the exhibitor will pay fifty percent (50%) of the full price total contracted exhibit space and all sponsorship items.
- If the exhibitor cancels after April 28, 2017, the exhibitor will pay one hundred percent (100%) of the full price total contracted booth space fee and all sponsorship items.

CERTIFICATE OF INSURANCE

The exhibitor assumes all responsibility and agrees to indemnify and defend the Wild West Veterinary Conference and the Peppermill Resort, Spa, Casino and their respective officers, directors, employees and agents against any claims, judgments and expenses arising out of any property damage or loss, or personal injury or death caused by or arising from the use of the leased space and exposition premises, except acts or omissions by the Peppermill Resort, Spa, Casino or its employees. Neither the Wild West Veterinary Conference nor the Peppermill Resort, Spa, Casino maintains insurance covering the exhibitor's property or personal property belonging to exhibit personnel. **Each exhibiting company is required to obtain coverage for the exhibitor's property.** A certificate of insurance for general business liability listing Wild West Veterinary Conference as Certificate Holder for a minimum of \$1,000,000 **IS REQUIRED OF ALL EXHIBITORS USING EXHIBITOR APPOINTED CONTRACTORS BY MONDAY, AUGUST 28, 2017.**

REGISTRATION AND BADGES

Registration badges for your booth representatives are included with each paid booth rental (4 badges per 100 sq. ft.). This includes complimentary luncheons, snack breaks and an evening reception in the exhibit hall. No one will be admitted onto the exhibit hall floor without a badge. Please pre-register your booth personnel. You may register your personnel online at www.wildwestvc.com with your company access code. The access code will be sent to you by Expo Tracker, WWVC's registration company, after WWVC has received the Exhibit Contract with the appropriate payment.

If a substitute exhibit representative is sent in place of a pre-registered representative, he or she will be required to register onsite. Additional exhibit personnel badges may be purchased for \$150 per person. Educational and non-profit exhibit personnel must pay \$150 per exhibit badge which covers meals and other non-educational functions. Exhibitors are encouraged to register in advance. Please go to www.wildwestvc.com to register your booth staff.

CHILDREN AND SAFETY

Because of the presence of heavy equipment and other dangers, absolutely **no children under the age of 18** are allowed in the exhibit hall during setup or dismantle times.

EXHIBIT HALL ACCESS FOR BOOTH SETUP AND BREAK DOWN

In the interest of safety, only those individuals directly responsible for setup and/or break down of booths will be permitted in the exhibit area. Work badges will be issued by the security guards at the freight door or at registration for authorized individuals. Please be prepared to provide identification and/or a business card. Work badges are good only during setup and dismantle times.

ADMISSION TO EXHIBIT HALL DURING OFF HOURS ON SHOW DAYS

Exhibitors with badges will be permitted to enter the exhibit hall one hour prior to the opening of exhibits and will be permitted to remain in the hall one hour after close of the exhibit each day. In an emergency, please contact Show Management for special access to the exhibit hall.

BOOTH INFORMATION

Booth rental fee includes an 8' draped backdrop, 3' draped side rails, booth identification sign (company name and booth number) and carpeting. Companies may purchase additional carpet from Freeman; however, the exhibit hall is fully carpeted.

Standard Booths: All booths are 10' deep by 10' wide with the exception of island booths. The exhibit hall is entirely carpeted. Standard booths may not exceed the back wall height of 8', including signs or special lighting. All booths must maintain the open sight lines (may not exceed four feet out from back wall) as outlined in the Booth Construction Guidelines. Failure to comply with regulations and/or any violation of the Booth Construction Guidelines may result in the dismantling of the booth and loss of priority points.

Non-Standard Booths: Any exhibit booth exceeding the dimensions outlined under "Standard Booth" must be approved by Show Management. Show Management will locate non-standard booth space so as to not infringe upon the rights of other exhibitors.

Island Booths: Renting island booths requires purchasing an additional two (2) booths to allow for 360-degree traffic access. For example, if a four-booth island is selected, the exhibitor may be required to pay for six booths. This requirement can be waived if the Conference does not have to remove booths to create an island. For example, if an island is created from a group of 10' x 10' booths with existing aisles approved by the fire marshal, the Conference would not have to remove additional booths to make the island. If two neighboring island booths exist, the two companies will share the cost of the two booths that would be removed.

All Booths: No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance.

DISMANTLING OF EXHIBITS

The official closing time of the exposition is 1:30 pm, Saturday, October 14, 2017. The exhibit hall must be clear of all attendees before dismantling can begin. The return of empty crates/packing materials will begin after all attendees have left the hall, approximately 15 to 30 minutes after the close of the show. **Early dismantling is strictly prohibited** and will result in loss of priority points.

BUILDING CEILING AND ACCESS HEIGHTS

Ceilings Peppermill Tuscan Ballroom: 34'

Freight Access Freight Door 14' wide x 16' high; Freight Elevator 11'8" wide x 25'6" deep x 12' high; Freight Elevator Maximum weight: 20,000 lbs.

RESTRICTED BOOTH ACTIVITIES

The exhibitor is permitted to demonstrate the company's equipment and to make formal presentations regarding the company's equipment and to make formal presentations regarding the product line(s) and/or service(s) in their booth. **The exhibit must be staffed during all open hours. Packing or removal of equipment, materials, etc. will not be permitted during official show hours.** The exhibitor may not advertise or display goods or services other than those designated in the Contract, NO Suitcasing is permitted. Booth sharing is prohibited, only contracted companies can occupy and display in the allotted space. Exhibitors will not be permitted to use loud noises such as video presentations with high volume, bells, sirens and buzzers, dart games or other activities that may extend into the aisle and/or compromise the safety of anyone in the vicinity. **Business is to be done in the booth, not the Aisle.** The use of illuminated signs is not permitted so as not to interfere with neighboring booths and conference activities. Raffle drawings are acceptable within a booth, but no public address system will be available for such exhibitor activities. **Music and/or entertainers must not disturb adjacent booths.**

PRE-SHOW INSPECTION & VIOLATION NOTICE

A walk-through will take place by Show Management at **8:00 am on Thursday, October 12, 2017**. Booths not meeting the Rules and Regulations set forth in this Exhibitor Prospectus are in violation of show standards. A violation notice, stipulating required action, will be posted in the booth. The violation(s) include exceeding booth height and width restrictions as specified on the Booth Construction diagrams. Any pop-up, pre-fabricated or other custom-designed booth that appears unfinished from the sides or the back will be draped by the show contractor and billed to the contracting exhibitor. No refunds will be issued for booths that are dismantled due to a violation of the Booth Construction Guidelines.

EVENTS, ACTIVITIES AND HOSPITALITY SUITES

All requests for any exhibitor events, activities and hospitality suites must first be approved by WWVC Show Management. Events include: seminars, sessions or receptions conducted at one of the WWVC contracted properties or off-property during any WWVC scheduled activity. Exhibitors requesting a suite should notify WWVC if it will be used for hospitality.

Industry-related events, entertainment and hospitality activities may not overlap or conflict with WWVC educational program events (between the hours of 8:00 AM – 5:30 PM). Each exhibitor agrees to observe the above policy as a condition of exhibiting. Any event or other form of planned presentation that is scheduled, other than those approved by WWVC, will be regarded as an exhibit contract violation. Non-exhibiting suppliers will not be permitted to host events or hospitality functions at any WWVC contracted hotels or at any other facility or location. If a non-exhibiting supplier violates this policy, the supplier risks being excluded from WWVC in the future.

PRINTED MATERIAL DISTRIBUTION

Distribution of printed marketing material by exhibit representatives or by their agents is limited to the exhibit space or hospitality suite contracted for by the exhibitor. Such restriction also applies to distribution in the remainder of the Peppermill Resort, Spa, Casino and the other contracted hotel property.

CONFERENCE CANCELLATION

In the event that any riot, act of terrorism, war, governmental order or regulation or formal advisory, embargo, Act of God, direct or indirect labor disturbance including strike, lockout or slow down, loss of convention facilities, curtailment of transportation facilities to or from Reno, Nevada, disruption to the Reno-Tahoe International Airport or any cause beyond the reasonable control of the parties, makes it illegal or impossible, to hold the Conference and/or causes the cancellation, delay, disruption, or curtailment of the Conference, either in whole or in part, either prior to or after commencement of the installation of the Conference, WWVC shall not be held liable therefore and the license and registration fees shall not be refunded.

FIRE REGULATIONS

Permits may be required for any heat-producing device, hazardous electrical device or for the use or storage of compressed gases or combustion engines. Helium is not allowed. Certificates of flame-proofing are required. Decorative materials must be flame proofed before being taken into the exhibit hall and must comply with fire regulations. Aisles and exits as designated on the approved floor plan shall be kept clean, clear and free of obstructions at all times during official show hours. Questions regarding the above should be directed to the Official Service Contractor. Please refer to your service kit for complete fire regulations.

LIABILITY/INDEMNITY

Except for liability claims and damages arising from the negligence or willful acts of the Wild West Veterinary Conference, its members, the Peppermill Resort, Spa, Casino, the City of Reno, or their officers, directors, members, employees or agents, including but not limited to the General Service Contractor, the exhibitor shall indemnify and hold harmless the Wild West Veterinary Conference, its members, the Peppermill Resort, Spa, Casino, the City of Reno, or their officers, directors, members, employees or agents, including but not limited to the General Service Contractor, from all liability, claims, loss, damages or expenses, including counsel fees and costs, arising by reason of the death or injury of any person, including the exhibitor and any person who is an employee or agent of the exhibitor, or by reason of damage to or destruction of any property, including property owned by the exhibitor and any person who is an employee or agent of the exhibitor, caused or allegedly caused by (1) any cause whatsoever

while that person or property is in or on the premises of the Wild West Veterinary Conference, at the Peppermill Resort, Spa, Casino or in any way connected with such premises or with any improvements or personal property on the premises; (2) some condition of the premises or some building or improvement on the premises; (3) some act or omission on the premises of the exhibitor or any person in, on or about the premises with the permission and consent of the exhibitor; (4) any matter connected with exhibitor's occupation and use of the premises; or (5) exhibitor's use of, or publication of any information on, any Internet Web site owned, maintained, sponsored, or hosted by the Wild West Veterinary Conference. The exhibitor shall indemnify and hold harmless the Wild West Veterinary Conference and the Peppermill Resort, Spa, Casino from and against all claims of liability arising from any claims for personal injury, loss of property and any other loss of any kind whatsoever arising from the presence of its exhibit and the presence of any of its officers, directors, agents, employees, guests, and invitees at the Wild West Veterinary Conference.

PHOTOGRAPHS

The taking of photographs, other than those taken by official WWVC photographer, is expressly prohibited during setup and dismantling. Cameras will not be allowed on the exhibit floor during these times.

The exhibitor may grant permission to have their exhibit and/or products photographed. WWVC and/or the Peppermill Resort, Spa, Casino assumes no liability for any photographs that are taken in the exhibit hall at any time. The official convention photographer's order form will be included in the Exhibitor Service Kit.

ANIMALS, ODORS AND MUSIC

Animals in the exhibit hall will require prior authorization. Exhibitors must submit a written request to Show Management. Noises or odors caused by activities in an exhibitor's booth that are found to be annoying to neighboring exhibitors or guests will cease immediately upon request of the Show Management. Music at any function held in conjunction with this conference is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the exhibitor to pay applicable fees. For more information about licensing fees, visit www.ascap.com or www.bmi.com.

FOOD SERVICE

WWVC's agreement with the Peppermill Resort, Spa, Casino prohibits any food or beverage from outside sources being brought into the exhibit booths unless contracted with the Peppermill Resort, Spa, Casino's catering department. Any exhibitor who brings in unauthorized food and/or beverages will be asked to cease serving or risk confiscation of any such items.

Additionally, such violation may result in action by WWVC to remove the entire display and booth representatives from the conference floor at the violator's expense. The exhibitor understands and accepts these terms as contracted obligations with the Peppermill Resort, Spa, Casino and WWVC.

SECURITY

Professional, uniformed security personnel will be provided on a 24-hour basis beginning at 8:00AM, Wednesday, October 11, 2017, until 2:00PM, Saturday, October 14, 2017. WWVC, Peppermill Resort, Spa, Casino, the General Service Contract, nor any of their officers, directors, members, employees or agents, are responsible for any loss or damage to exhibitor property. We encourage exhibitors to exercise normal precautions to discourage loss due to theft or any other cause. WWVC assumes no responsibility for goods delivered to or left in exhibit areas at any time. Exhibitors are encouraged to insure exhibitor property.

OFFICIAL SERVICE CONTRACTOR

A separate service kit will be sent by email from our Official Service Contractor, to each contracted exhibitor. This will include information about furniture, labor, cleaning, drayage (shipping), electrical, union jurisdictions and other services. It is expressly understood that the Official Service Contractor is not the agent or the employee of WWVC and that the Conference shall have no liability to the exhibitor or any other person for the acts or omissions of the General Service Contractor.

UNION JURISDICTION

Union labor is required per contract for certain aspects of your exhibit handling such as display installation and dismantling, freight/drayage, electrical and large equipment spotting. Please refer to your Exhibitor Service Kit for details on Union Jurisdiction—Reno, Nevada.

LABOR AND DRAYAGE/SHIPPING

The Official Service Contractor's service kit will include shipping information and rates. Material shipped directly to the Peppermill Resort, Spa, Casino will be accepted only within the published shipping dates and must be addressed c/o the General Service Contractor. Please follow shipping instructions in your service kit carefully.

EXHIBITOR APPOINTED CONTRACTORS (EAC)

Exhibitors who plan to use an outside contractor must adhere to and accept full responsibility for the following regulations as described in the Exhibitor Service Kit: (1) Exhibitor shall notify WWVC in writing by **August 28, 2017**, with the name, address and telephone/fax numbers of outside service contractor; (2) outside service contractor must provide in writing the names of individuals working on the exhibit to WWVC and furnish an insurance certificate to WWVC in the amount of \$1,000,000 US by **August 28, 2017** (liability is to include property damage including full coverage for installation and dismantling); (3) service company must check in with the service desk upon arrival at the exhibit hall; (4) outside service companies may not solicit business at any time while on the exhibit hall floor; (5) service companies must follow all move-in and move-out rules in a timely and professional manner and must perform work within the WWVC deadlines; and (6) service companies must indemnify and hold harmless WWVC, the General Service Contractor and the Peppermill Resort, Spa, Casino.

BOOTH PRIORITY POINTS POLICY

The Wild West Veterinary Conference, LLC maintains a reputation for fairness in assigning booth spaces at its Annual Conference and Exposition while at the same time rewarding those companies that have supported the Conference over the years. The following priority point system is in effect, subject to modification at the discretion of the Wild West Veterinary Conference Show Management.

- Companies receive one (1) point for exhibiting per year and five (5) additional points for each 10'x10' booth space. No-shows do not accumulate points.
- Companies with the same number of priority points selecting the same booth space will have the tie broken by the earlier date of payment of fees.
- Companies that do not exhibit consecutively each year will lose all accumulated points.
- Companies that are new to WWVC will have their booth space assigned after all returning exhibitor requests have been processed.
- Companies will be placed on waiting lists based on date of receipt of application if exhibit space is sold out.
- Additional points are awarded to companies involved in sponsorship opportunities. Please see sponsorship options in the exhibitor prospectus. Five (5) additional priority points are awarded for every five hundred dollars (\$500) in paid sponsorship fees. Five (5) additional priority points are awarded for lab equipment donation and ten (10) additional points are awarded per year for committee representation.
- Companies that have not met their payment obligations may lose their assigned booth space regardless of priority points at Show Management's discretion.

RULES/REGULATIONS AND FLOOR PLAN CHANGES

The exhibitor agrees that the Wild West Veterinary Conference shall have the right to make such rules and regulations or changes in the floor plan arrangement of booths for said exhibition as it shall deem necessary. All determinations by WWVC regarding the enforcement of rules, regulations and conditions under this contract shall be final and binding to the exhibitor.

SMOKE FREE CONFERENCE

WWVC has a smoke-free policy that prohibits smoking within all WWVC areas, exhibit halls, and session rooms.