



Southwest Veterinary Symposium

2012 Contract For Exhibits

September 20 – 23, 2012
 Dallas Convention Center | Dallas, Texas
www.SWVS.org

COMPANY (AS APPEARED IN PRINTED CONFERENCE MATERIALS)	PRIMARY CONTACT
ADDRESS (NO P.O. BOX)	TELEPHONE () FAX ()
ADDRESS	EMAIL (CONFERENCE EMAILS WILL BE SENT TO THIS EMAIL)
CITY, STATE, ZIP	SECONDARY CONTACT
TELEPHONE () FAX ()	TELEPHONE ()
WEBSITE	EMAIL (CONFERENCE EMAILS WILL BE COPIED TO THIS EMAIL)

BOOTH ASSIGNMENT

View Exhibit Floor Plan at www.swvs.org in real-time to indicate your booth choice.

1ST CHOICE _____ 2ND CHOICE _____ 3RD CHOICE _____

We request that our assigned booth will NOT be in immediate proximity of the following competing companies (if exhibiting):

1 _____ 2 _____

BOOTH TYPE	ADVANCE REGISTRATION (reserved by NOV. 1, 2011)	GENERAL REGISTRATION (reserved by SEPT. 20, 2012)	QUANTITY	TOTAL
<input type="checkbox"/> Standard Inline (10' x 10')	\$2,150	\$2,200	x _____	= \$ _____
<input type="checkbox"/> Standard Corner (10' x 10')	\$2,400	\$2,450	x _____	= \$ _____
<input type="checkbox"/> Island 1 (20' x 20')	\$9,700	\$9,750	x _____	= \$ _____
<input type="checkbox"/> Island 2 (20' x 30')	\$14,550	\$14,625	x _____	= \$ _____
<input type="checkbox"/> Island 3 (20' x 40', 50', 60')	\$21.50 per sq. ft.	\$23.00 per sq. ft.	x _____	= \$ _____
<input type="checkbox"/> Non-Commercial (10' x 10')	\$300	\$325	x _____	= \$ _____
#1. TOTAL AMOUNT DUE				= \$ _____

BOOTH PROFILE

Highlight your company presence with SWVS Exhibitor Online & Print Profile (details listed in Exhibitor Prospectus).

ONLINE PROFILE	PRICING	ONLINE ADVERTISING	PRICING	PRINT ADVERTISING*	PRICING
<input type="checkbox"/> Standard	FREE	<input type="checkbox"/> Website – Button	\$500	<input type="checkbox"/> Logo – Section Page	\$150
<input type="checkbox"/> Upgrade 1	\$150	<input type="checkbox"/> Website – Leaderboard	\$1,000	<input type="checkbox"/> Logo – Exhibitor Listing	\$150
<input type="checkbox"/> Upgrade 2	\$250	<input type="checkbox"/> Social Media	\$1,000	<input type="checkbox"/> Logo – Exhibitor Map*	\$150
		<input type="checkbox"/> Email Sponsorship	\$1,500	<input type="checkbox"/> Logo – All 3 Locations	\$350
#2. TOTAL AMOUNT DUE = \$ _____		#3. TOTAL AMOUNT DUE = \$ _____		#4. TOTAL AMOUNT DUE = \$ _____	

PAYMENT

Total Amount Due (#1-4) = \$ _____ Payment Amount = \$ _____ American Express MasterCard Visa Check

Card Number _____ Expiration Date _____ / _____ Billing Zip Code _____

I authorize SWVS to charge this credit card for payment amount listed above. Signature _____

Requisite for Booth Assignment: A non-refundable 50% deposit for booth space is due with submission of contract; final balance is due by June 1, 2012.

Requisite for Booth Profile: Total amount for booth profile is due with submission of contract. Payments for booth profile options are non-refundable.

*See 2012 Contract Agreement for updated exhibit space policies.

AGREEMENT

On behalf of my company, I have read and agree to SWVS contract agreement, rules and regulations as outlined on the back of this contract.

Print Name _____ Signature _____ Date _____ / _____ / _____

FOR SWVS USE ONLY					
DATE ACCEPTED	ACCEPTED BY	TOTAL AMOUNT DUE	PAYMENT AMOUNT	APPROVED BY	BOOTH ASSIGNED

2012 CONTRACT AGREEMENT

AGREEMENT

By execution of this agreement, Exhibitor agrees to lease space at the Southwest Veterinary Symposium at the Dallas Convention Center in Dallas, Texas, for a term beginning at 8:00 am Wednesday, September 19, 2012 and ending at 7:00 pm, Sunday, September 23, 2012. This contract is subject to the terms and conditions as stated on reverse side. By signature on this contract, Exhibitor agrees to abide by the SWVS Exposition Rules and Regulations, attached, which are part of this contract by reference and are fully incorporated herein. Exhibiting firms not complying with said rules, having knowledge of them or not, shall be subject to the actions by SWVS.

ASSISTANCE TO PERSONS WITH DISABILITIES

Persons with disabilities who plan to attend this meeting and who may need auxiliary aids or services are requested to contact SWVS Management at (972) 664-9800 at least 14 working days prior to the Symposium so that the appropriate arrangements can be made.

BOOTH ASSIGNMENT

Upon receipt of signed contract and payment, notification of booth assignment will be emailed, mailed or faxed to Primary Contact provided. Space is assigned on a first-come, first-served basis. If space selected has previously been reserved, exposition management retains the right to assign the next best available space. If the space assigned by SWVS is unacceptable, the exhibitor must notify SWVS within ten (10) days of receipt of your booth confirmation to request any possible changes. No response from the exhibitor constitutes acceptance of the space assigned.

EXHIBIT FEE

Exhibit fee includes standard booth equipment with back and side drape in show colors, 6' draped table, two chairs, one-line booth identification sign, four (4) exhibitor badges per 10' x 10' booth, 24-hour security service in the hall, an electronic mailing list of pre-registered attendees three weeks prior to the Symposium, a listing in Program Guide (provided exhibitor meets print deadlines), and a post-symposium mailing list of professional attendees within three weeks after the Symposium. No utilities, booth carpeting, individual booth janitorial service or additional furnishings are included in fee.

PAYMENT POLICIES

A minimum deposit of 50% total contracted amount for booth space is required with submission of the Contract for Exhibits. The 50% deposit is nonrefundable. Contracts received without the required deposit are not considered binding and space is not guaranteed. No company will be allowed to exhibit unless the exhibit fee is paid in full. SWVS management reserves the right to cancel and re-sell any booth space not paid in full by June 1, 2012. Booth payments received after June 1, 2012, will be assessed a \$200 late fee. Non-payment of fee will result in immediate release of booth space (no exceptions). No refund will be granted after June 1, 2012. Total amount due must accompany a contract for exhibit space for request made after June 1, 2012.

CANCELLATION OF EXHIBIT SPACE

All booth cancellations must be submitted to SWVS management in writing. In the event of cancellation of exhibit space by the Exhibitor, it is agreed that the actual damages which might be sustained by SWVS by reason of such cancellation is uncertain. The 50% deposit is nonrefundable. No refund will be granted after June 1, 2012.

USE OF EXHIBIT SPACE

Exhibit space is leased with the expressed understanding it is to be used solely for the display of the Exhibitor's products and services that the Exhibitor offers for sale to the veterinary industry. Exhibitors are not permitted to sublet any part of their space, or to display merchandise of other manufacturers or dealers where no direct business conditions exist between them. No exhibitor material may extend beyond the boundaries of the exhibit space or exceed the 16-ft. height restrictions. All exhibits must conform to the enclosed SWVS Rules and Regulations and must not be of such nature or arrangement to obstruct the view of or interfere with exhibits of others. Should there be any question; the final judgment will be made by SWVS management.

BOOTH PROFILE

Exhibitor will manage online profile independently with exhibitor login information, which is provided once booth has been assigned. Payment for booth profile options must be included with contract for exhibits. No refund will be granted once booth space has been accepted and assigned by SWVS. Print Advertising will be listed in the Program Guide (provided exhibitor meets print deadline of July 2, 2012). Logo for Exhibitor Map is limited to Island 1, 2, or 3 booth types.

COPYRIGHT POLICY

Exhibitor must obtain all necessary authorizations from third parties concerning copyrights, music licensing rights, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor. Exhibitor's operations at the Exposition must not infringe any copyright, patent, trademark, trade name, service mark, or other similar right of any other party. Exhibitor shall indemnify and hold harmless SWVS, and its officers, directors, employees and agents from any and all liabilities, claims, costs, damages and reasonable fees of counsel of SWVS' choice incurred in connection with any claim against SWVS arising out of or caused by Exhibitor's display or distribution of any promotional materials, or performance of any music or other material that violates any copyright, patent, trademark, trade name, service mark, or other similar right of any other party.

INSURANCE AND LIABILITY

All exhibitors must have at least one person in their booth during all exhibit hours, including when exhibits are being set up or dismantled, to protect themselves against loss. It is expressly understood and agreed, and the Exhibitor agrees by accepting this contract, that he/she will make no claim of any kind against the Southwest Veterinary Symposium, LLC (SWVS), or any of its members or its employees for any loss, damage to or destruction of goods while in the Dallas Convention Center in Dallas, Texas, or for any damage of any nature or character whatsoever. It is further agreed that SWVS shall not be liable or responsible for, and shall be indemnified and held harmless by the Exhibitor from any and all claims and damages of every kind, for injury to or death of any person or persons and for damage to or loss of property, arising out of or attributed, directly or indirectly, to the operations or performance of the Exhibitor or Exhibitor's agents and employees under this agreement. The Dallas Convention Center in Dallas, Texas, is not liable to the Exhibitors for any damage to or for the loss or destruction of any exhibit or the property of the Exhibitor by fire or other casualty covered by an extended coverage endorsement to a fire insurance policy, whether caused by negligence of its officers, agents, servants, employees or otherwise, all claims for any such loss or damage being expressly waived by the Exhibitor who agrees to indemnify and hold the Dallas Convention Center in Dallas, Texas harmless for such claims. Should any eventuality cause cancellation of the SWVS CE program and/or trade show, SWVS shall not be liable for any expenses incurred by the Exhibitor other than the rental cost of the exhibit space less decorating cost. Refund of said rent shall be the maximum limit of SWVS' liability to the Exhibitor.

CONDITIONS OF CONTRACT

The Southwest Veterinary Symposium, LLC (SWVS) reserves the right to alter locations of exhibitors or of booths shown on the floor plan if deemed to be in the best interest of the SWVS. This contract is subject to all rules and regulations of the SWVS, and to all conditions under which space at the Dallas Convention Center is made available to the Southwest Veterinary Symposium, LLC (SWVS). The Exhibitor agrees to abide by all applicable fire, utility and building codes. Exhibitors are responsible for knowing and abiding by the SWVS Rules and Regulations, as outlined in the enclosed rules and in the Exhibitor Service Manual. The SWVS management reserves the right to make such reasonable changes, amendments, and additions to these Exposition Rules and Regulations as may be considered necessary. This instrument contains the entire agreement between the parties relating to the rights herein granted and the obligations herein assumed, except as otherwise provided in this instrument. The agreement is governed by Texas laws.

RULES AND REGULATIONS

ADHERENCE TO SHOW RULES

The following provisions become binding upon acceptance of the Rental Agreement/Contract for Exhibits, between the applicants, his employees and agents, and the Southwest Veterinary Symposium, LLC (hereafter referred to as "SWVS"), and any additions and amendments thereto that may hereafter be established or put into effect by SWVS. The management of the SWVS reserves the right to disqualify potential exhibitors which do not meet the specifications on the Rental Agreement/Contract for Exhibits as stated herein. Failure by the exhibitor to comply with these rules and regulations as agreed by the parties or the breach of any representation, warranty, or guarantee by the exhibitor shall render the exhibitor liable for direct and consequential damages, expenses, allocations of overhead, etc. The Rental Agreement/Contract for Exhibits and these Rules and Regulations represent the complete understanding of the parties and may be amended, modified, or otherwise altered only pursuant to the mutual written agreements of the parties.

FLOOR PLAN/SPACE ASSIGNMENTS

All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. SWVS management reserves the right to make modifications, to whatever extent deemed appropriate, to the floor plan as may be in the best interest of the Southwest Veterinary Symposium. SWVS management may reassign, decline or prohibit any exhibit that, in their judgment, is out of keeping with the character of the Southwest Veterinary Symposium, including the right to expel persons, items, printed matter and products from the exhibit area. Every retailer in Texas is required to have a sales tax permit. An exhibitor without a Texas address is required to have a use tax permit. There is no fee for a use tax permit. It is the responsibility of the exhibiting company to obtain the proper sales permits from the State of Texas. Please contact the Texas Comptroller's office for more information by calling 1-800-252-5555.

MOVE-IN AND MOVE-OUT

(A) Exhibitors are asked to use the loading dock area when moving in and moving out of the Dallas Convention Center. Unloading and reloading should be done as quickly as possible, and vehicles moved immediately upon completion. Traffic control will be monitored by hired police officers.

(B) Name badges are required for move-in or move-out.

(C) Any exhibitor moving out before 1:30 pm Sunday, September 23, 2012, will be prohibited from exhibiting in future SWVS.

(D) Exhibitors utilizing appointed contractors (EACs) must notify SWVS Management 30 days prior to move-in. Proof of liability insurance must be furnished 30 days prior to move-in, for any booth setup activity to be conducted by the EAC.

EXHIBIT HALL ADMITTANCE/BADGES

(A) Exhibitors are required to provide SWVS with a list of their representatives no later than August 27, 2012. Representatives must register upon arrival at the exhibit show office. A maximum of four badges per 10' x 10' booth will be issued. Additional badges are available for purchase.

(B) No one will be allowed in the Exhibit Hall, during exhibit hours, without an official SWVS name badge. Badges are required during move-in and move-out. No one under the age of 18 is allowed in the Exhibit Hall during move-in or move-out.

(C) Exhibitors, with official SWVS name badges, will be allowed in the Exhibit Hall no earlier than 1 hour prior to the scheduled opening of the exhibits.

USE OF EXHIBIT SPACE DURING EXHIBIT HOURS

(A) Acceptance of exhibit space makes it obligatory on the part of the exhibitor and their employees not to deface injure or mar the property of the Dallas Convention Center. Any damage done shall be made good by the exhibitor to SWVS or the Dallas Convention Center their interest may appear.

(B) SWVS shall have the unqualified right to prohibit or require the dismantling of any exhibit or part of an exhibit which, in their opinion, is not suitable to or in keeping with the character or purpose of the Southwest Veterinary Symposium. SWVS Management reserves the right to remove from the Southwest Veterinary Symposium any advertising, programs, display materials, literature or costumed persons or mannequins which are, in the opinion of SWVS, in bad taste.

(C) Exhibitors shall reflect the highest standard of professionalism while maintaining their booths during exhibit hours. All booths must be maintained by at least one company representative during exhibit hours. The SWVS Executive Director or Exhibits Manager reserves the right to expel from the exhibit area any exhibitor who misrepresents their product, service, or firm, in name or in action.

(D) The exhibitor shall not display or place any product, sign, partition, person, apparatus, shelving, or other construction that extends more than 8 feet above the floor or more than 4 feet forward from the back wall of the booth. An exhibitor's display, between back construction and the front of the booth, may not be higher than 4 feet. No interference, with light or view of other exhibitors, will be permitted. End cap booths have a back wall that is twenty feet wide. The center ten (10) feet of the back wall may contain a display eight (8) feet high. The five (5) feet on either side of that center position are limited to displays thirty-six inches in height.

(E) Sound levels may not be distracting to neighboring exhibitors.

(F) Exhibitors must conform to rules and regulations concerning flammable and hazardous chemical products and materials as set by OSHA, the State of Texas, Dallas County, the City of Dallas. Biological products exhibited require a USDA license. Information contained in the exhibit and in literature distributed must conform to approve labeling.

HOSPITALITY SUITES/SEMINARS & TRAINING SESSIONS

(A) Exhibitors wishing to host hospitality suites outside of convention center must notify the SWVS office in order to gain authorization for the release of an hotel suite.

(B) Hospitality suites may only be open during non-exhibit hours and non-CE hours.

(C) Exhibitors who wishes to hold briefings, seminars or training sessions at the Southwest Veterinary Symposium must gain approval from the SWVS Executive Director for the release of meeting space. These briefings, seminars or training sessions must not interfere with scheduled Southwest Veterinary Symposium events. Arrangement for the release of meeting rooms must be made by June 1, 2012. Contact the SWVS Director of Operations at (972) 664-9800 ext 22.

(D) Southwest Veterinary Symposium Business Hospitality Suites for conducting exhibitor business meetings are available in limited supply on the exhibit floor. Please reference SWVS 2012 sponsorship product list for pricing and availability.

SECURITY

(A) Show Management will provide perimeter guard service during the show and while the exhibit hall is closed. Exhibitor agrees that Show Management is not liable for anything its guard service or facility security does or fails to do. The furnishing of armed security shall not be deemed to increase the liability of SWVS, their members, representatives, officers, or employees, nor to modify in any way the assumption of risk and release provided below. After the closing of the SWVS on Sunday, September 23, 2012, security will be provided until 7:00 pm. Exhibitors are responsible for the dismantling and storing of displays by this said date and time.

(B) Beginning at 8:00 am on Wednesday, September 19, 2012, no property or merchandise of any type may be removed from the Exhibit Hall without proper identification presented to security personnel on duty.

LIABILITY/INSURANCE COVERAGE

It is expressly understood and agreed by each and every contracting exhibitor and his/her representatives and guests that neither the Southwest Veterinary Symposium, LLC (SWVS) nor its employees nor its contractors shall be liable for loss or damage to their goods or properties. Upon signing the Rental Agreement/Contract, the exhibitor releases and agrees to indemnify the SWVS, its managers, officers, members, sponsors, employees, and agents, and indemnifies and holds them harmless from any suit or claim for property damage or personal injury (including punitive damages) by whomsoever sustained, including exhibitor and its agents or employees on or about the exhibitor's display space or arising out of the exhibitor's participation in the trade show, expressly including such damage or injury resulting in any part from the negligence of one or more of the aforementioned indemnities. The performance of this agreement by either party is subject to acts of God, war, government regulation, disaster, civil disorder, curtailment of transportation facilities, or other emergencies over which neither party has control making it illegal or impossible to provide the facilities or hold the function. Exhibitors agree

to maintain such insurance that will fully protect SWVS from any and all claims of any nature whatsoever; including claims under the Worker's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of exhibitors' displays. Exhibitor agrees to indemnify and hold harmless SWVS for any such claims, irrespective of insurance coverage's. **(Exhibitors are advised to add on their existing insurance policies a portal-to-portal at a nominal cost protecting them against the loss/damage to their materials by fire, theft, accident, etc.) A certificate of insurance must be provided to SWVS Management no later than 30 days prior to move-in.**

PHOTOGRAPHY REGULATIONS

SWVS Show Management has appointed an official photographer to provide commercial photographs of SWVS. No other commercial photographer will be admitted to the exhibits unless special arrangements have been made with SWVS Show Management by submitting notification of intent to use an exhibitor appointed contractor.

LIVE ANIMALS

Animals are not permitted in the convention center except in conjunction with an approved exhibit legitimately requiring the use of animals. A request for display animals must be submitted in writing to Southwest Veterinary Symposium for consideration at least 90 days prior to the conference. The Exhibitor is required to furnish medical records, type, size, weight and age of animal(s), as well as detailed plans for containment, adequate exercise, bathroom breaks, and access to food and water. When permission is granted to display live animals in a pen or other enclosure, the floor must be protected from stains by laying a leak proof covering on the floor. Any exhibit involving live animals must also comply with all laws, rules, and regulations governing their use in such activities.

BIOLOGICAL PRODUCTS

Biological products exhibited require a USDA license. Information contained in the exhibit and in all literature distributed must conform to current approved labeling practices.

HAZARDOUS MATERIALS

The following items may NOT be displayed without prior express written approval from Southwest Veterinary Symposium and the Dallas Convention Center's Fire Marshall: display or storage of LPG, flammable liquid, flammable gas, straw, sawdust, shavings, welding or cutting equipment, gas fired appliances, and compressed gas cylinders. If compressed gas cylinders are approved they must be firmly secured and in compliance with all Dallas Convention Center guidelines for compressed gas cylinder storage. Fireworks/pyrotechnics are only allowed in the convention center with the prior written permission of the Dallas Convention Center's Building Manager and Fire Marshal.

LASERS

All lasers used for demonstration must be used in accordance with ANSI guidelines. Class 3B and Class 4 lasers must be demonstrated behind a shield or everyone that is within close proximity to the laser must wear appropriate eyewear. If using meat, for laser demonstration, a smoke evacuator is required.

AMERICAN DISABILITIES ACT

Exhibitor acknowledges and agrees that in connection with the SWVS, it will be a public accommodation as defined under Title III of the American with Disabilities Act ("ADA"). As a public accommodation, Exhibitor agrees that in connection with the SWVS, Exhibitor will: (a) provide, at its expense, any auxiliary aids and services as may be necessary to ensure effective communication with Exhibitor by attendees of the SWVS; (b) assure at its expense that displays posted at or on Exhibitor's booth(s) are accessible to individuals with disabilities; and (c) not discriminate or retaliate against any individual in violation of the ADA.

INTERPRETATION AND VIOLATION

Any points not covered in this contract are subject to interpretation and settlement by the exhibit management. Any violation of the rules and regulations outlined in this contract by an 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 management 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 SWVS to terminate the agreement for booth space and of re-entry is not required.

POLICY VIOLATION

Should any violation of the policies contained within this prospectus occur, SWVS management will ask the violator to cease. If the infringement continues, SWVS reserves the right to terminate the booth rental agreement and expel the exhibitor from the show, thus forfeiting all monies already paid to SWVS. All exhibitors are reminded that it is a privilege, not a right, to offer any exhibit at the annual Southwest Veterinary Symposium ("SWVS"). As such, SWVS retains the right, in its sole discretion, to determine the circumstances under which an exhibitor may participate in SWVS' annual meeting. Exhibits will be monitored to ensure compliance with this policy, and all decisions will be made at SWVS' sole discretion. Exhibitors shall conduct themselves in a professional and ethical manner at all times during the symposium. Ethical conduct for exhibitors excludes all illegal activities and the promulgation of erroneous or misleading information about products and services they are selling, or about products or services sold by others. Any exhibitor found to be involved in illegal activities or to be passing false or misleading information may be ejected from the conference at the discretion of the exhibit management. Exhibitor agrees to abide by all existing laws, rules, agreements and regulations, including those covering the use of services or labor in the conference facility.