



SPONSORSHIP & EXHIBITOR PROSPECTUS



YOUR

INVESTMENT • BENEFITS • CHOICE

2014

SPONSORSHIP OPPORTUNITIES: YOUR CHOICE

Below you will find a list of available sponsorship opportunities unique to the Texas Veterinary Medical Association. Please place the sponsor opportunity identification number on the sponsorship agreement along with benefit code when completing the form.

1 TVMA TAILGATE (OCTOBER 19, 2013 • TAMU VS. AUBURN • KYLE FIELD)

We have two \$1,000 sponsorship slots available for this popular event. Animal Health International is the official food sponsor with Bayer Animal Health committing to a \$1,000 sponsorship for the second year in a row.

- 1A \$1,000 — Bayer Animal Health
- 1B \$1,000 — Available
- 1C \$1,000 — Available



2 TEXAS VETERINARY MEDICAL FOUNDATION (TVMF) CLAY SHOOT TOURNAMENT (FEBRUARY 28, 2014)*

This tournament has several different levels of sponsorship. Cash and in-kind donations are welcome. Contact Leah Ann Tibbitts at ltibbitts@tvma.org to donate or for additional information.

3 TVMF LIVE AND SILENT AUCTION (MARCH 1, 2014 • HILTON HOTEL, COLLEGE STATION) *

The live and silent auctions are held in conjunction with the President's Celebration at the TVMA Annual Conference. The success of the auction depends on the generous donations provided by the membership and allied industry. Donations of veterinary products and services are accepted year-round. All proceeds from the auction go to TVMF's many philanthropic programs. For a list of their programs, visit the TVMF webpage under Affiliates at www.tvma.org. Contact Leah Ann Tibbitts at ltibbitts@tvma.org to donate or for additional information.

4 TVMA ANNUAL CONFERENCE (FEBRUARY 28 – MARCH 2, 2014 • COLLEGE STATION)

- 4A \$7,500 TVMA President's Wild West Celebration (*largest social event*)
- 4B \$5,000 Welcome Reception (*inside the exhibit area*)
- 4C \$5,000 Awards and Presentation Banquet
- 4D \$3,000 Guidebook Conference App
- 4E \$3,000 Wireless Internet for All Business Meetings at the Hilton
- 4F \$3,000 Cowboy Shoot-Out Area at President's Wild West Celebration
- 4F \$3,000 Board of Directors Continental Breakfast/Refreshment Breaks
- 4G \$3,000 Food Truck Lunch Sponsor for Conference Attendees at TAMU (*A food truck will be contracted to park outside exhibit area on Saturday at the College of Veterinary Medicine and serve lunch to a designated number of conference attendees on a first-come, first-served basis.*)
- 4H \$3,000 Shuttle Sponsor (*March 1-2, 2014: A 45-passenger charter bus will run between the College and the Hilton Hotel for 10 hours on Saturday and 6 hours on Sunday.*)
- 4I \$2,500 New Product Introduction (Launch) or Efficacy Study Luncheon (*TVMA will provide box lunches for up to 100 attendees as they enter this presentation at the Annual Conference*)
- 4J \$2,500 Conference Bags Imprinted with Sponsor Logo
- 4K \$2,000 Inflatable Mechanical Bull Ride at President's Celebration
- 4L \$2,000 Conference Attendee Refreshment Break Area at TAMU (*both Saturday and Sunday*)
- 4M \$2,000 CE session sponsor (*per 3.5 or 4 hour track*) Sponsor benefit for fully-sponsored conference speaker (*minimum lecture time 3-hours. Sponsor is responsible for all expenses including honorarium, meals, hotel, travel, rental car, etc*)
- 4N \$2,000 Rad Hatter (*Guests will decorate their own cowboy hats to take home following the President's Wild West Celebration.*)
- 4O \$2,000 Armadillo Races at the President's Wild West Celebration
- 4P \$1,750 Portfolio-style notepads for Conference Attendee Bags with Sponsor Logo Screenprinted on Cover
- 4Q \$1,500 Distribution of marketing Piece in Conference Attendee Bags
- 4R \$1,500 Hotel Key Cards
- 4S \$1,250 Bandanas with Company Logo for Attendees and Guests at the President's Wild West Celebration
- 4T \$1,000 Continental Breakfast for Conference Attendees at TAMU (*Saturday or Sunday*)
- 4U \$1,000 Digital Juice Bar (*freestanding electronics charging station at TAMU*)
- 4V \$1,000 Lunch with Chef Kevin (*interactive cooking demonstration & wine paring at the College Station Hilton*)
- 4W \$1,000 Name Badges, Badge Holders with Sponsor Logo Screenprinted/Ordered by TVMA Staff (*includes lanyards*)
- 4X \$800 Water Bottles with Custom Logo Label for Attendee Refreshment Area
- 4Y \$800 Conference Pens (*placed in attendee bags*)
- 4Z \$700 Sponsor a DVM to attend the 2014 TVMA Annual Conference
- 4a \$500 Sponsor an RVT, CVA or other hospital staff member to attend the 2014 TVMA Annual Conference.

*Please note sponsor benefits for these events are established by TVMF and can be provided upon request by contacting Leah Ann Tibbitts at ltibbitts@tvma.org.

SPONSOR BENEFITS: UNIQUELY YOURS

TVMA has the only sponsorship program that allows the contributor to freely create a benefit package that meets their marketing needs and goals. Select from the vast array of choices listed below and receive benefits adding up to the exact dollar amount donated.

TEXAS VETERINARIAN MAGAZINE

Hard-copy circulation: 3,600 veterinarian/student/allied members.
Digital circulation: 4,700 veterinarian/student/allied/registered veterinary technician members.

- A1** \$5,000 Printed advertisement piece banded around one issue
- A2** \$5,000 One-page advertisement piece poly-bagged and mailed with one monthly issue
- A3** \$2,500 Two full pages for efficacy study and/or research article to appear within one monthly issue.
- A4** \$1,100 Full Page Color Advertisement in one monthly issue*
** This benefit is only available to first-time advertisers in all issues with the exception of the August magazine.*

ANNUAL CONFERENCE PROGRAM

- B1** \$1,000 Full-page color advertisement
- B2** \$500 Half-page color advertisement

CONFERENCE MOBILE CONFERENCE PROGRAM

- C1** \$500 Company logo placed on either the Friday, Saturday or Sunday schedule page of our mobile Guidebook app.

TVMA WEBSITE

Trusted source of information for 3,500+ veterinarians.

- D1** \$500 30-day digital banner advertisement *(Member Log-In page or Classifieds page)*

DIGITAL SIGNAGE

Annual Conference Registration Desk

- E1** \$500 Full-color rotating digital sign in hotel lobby

DIRECT MARKETING EBLAST TO MEMBERSHIP

- F1** \$2,500 One promotion email message sent to our members by TVMA under the template entitled "TVMA Featured Sponsor" *(message must first be approved by TVMA)*

VINYL LOGO BANNER

- G1** \$750 A 75" x 36" vinyl banner will be produced with your logo and hung in a predominant place at the TVMA Tailgate and/or Annual Conference

MEETING ROOM ACCESS

The Austin-based TVMA building offers its largest meeting room as a sponsor benefit. This room is complete with wireless internet and audio-visual equipment and can accommodate a 32-person classroom setup, 22 in a U-shaped setup or 50 in a theater set-up. A kitchen is available for catering.

- H1** \$250 4 hours: Monday through Friday
- H2** \$500 4 hours: Saturday or Sunday
- H3** \$500 8 hours: Monday through Friday
- H4** \$750 8 hours: Saturday or Sunday

CONFERENCE REGISTRATION VOUCHERS

TVMA will provide vouchers good toward complimentary registration to the Annual Conference. It's a great way to thank valuable clients for their business.

- I1** \$300 One complimentary DVM registration to the TVMA Annual Conference.
- I2** \$200 Two complimentary hospital staff registrations

NETWORKING OPPORTUNITIES

Rub elbows with prominent TVMA leadership and award winners at the two most anticipated events of the year. Both events take place on Saturday, March 1, at the Annual Conference in College Station.

- J1** \$1,500 Sponsor table at TVMA Awards and Installation Banquet *(includes 10 tickets to the event)*
- J2** \$750 Sponsor table at the President's Wild West Celebration *(includes 10 tickets to the event)*

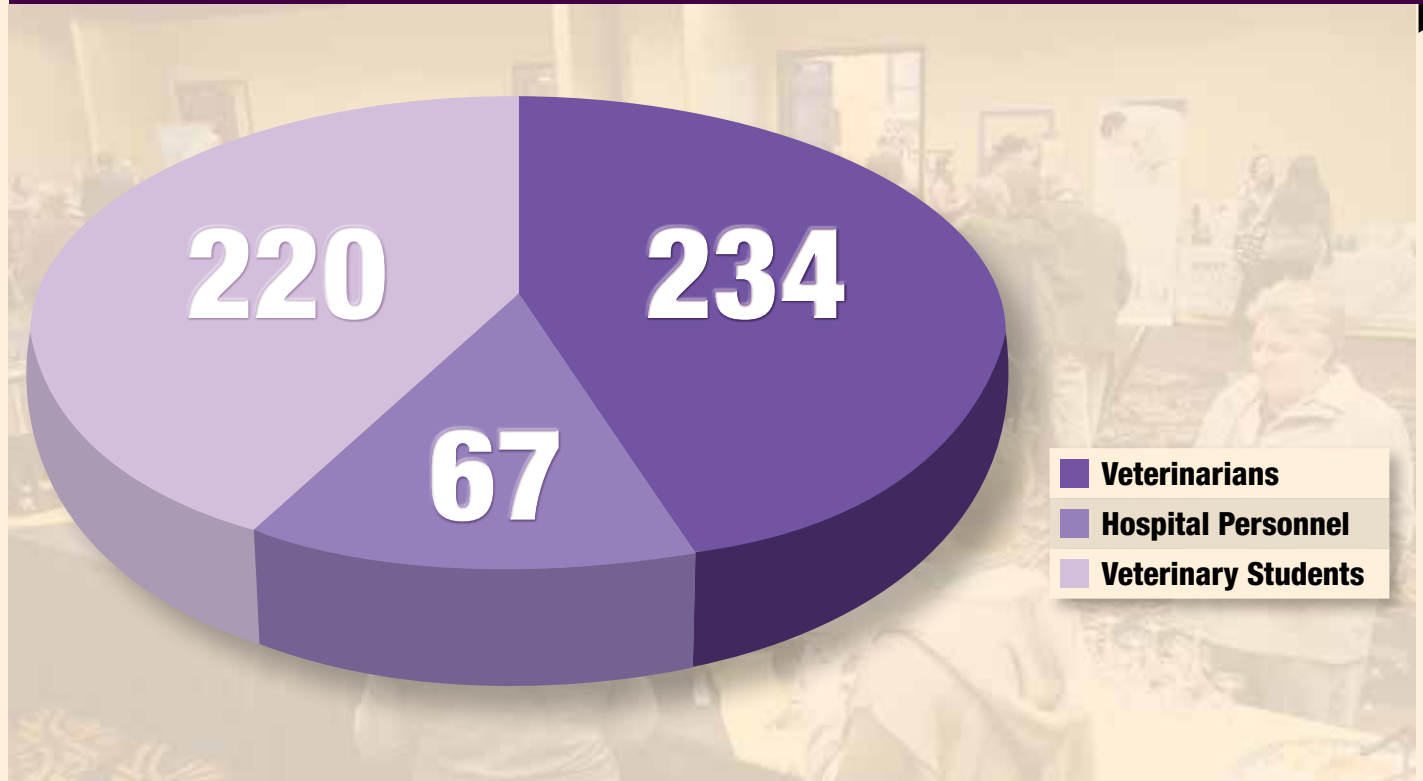


We recognize in this business environment that flexibility, the ability to be open to new ideas and the power to negotiate are key to closing the deal. Give us a chance to speak with you about your options. Contact Ellen Forsythe, CMP, at 512/452-4224 or email her at eforsythe@tvma.org.

EXHIBITOR PROSPECTUS

THE TVMA ANNUAL CONFERENCE BRINGS TOGETHER THE CORE LEADERS OF ORGANIZED VETERINARY MEDICINE IN TEXAS. WITH MORE THAN 230 VETERINARIANS ATTENDING, YOUR PRODUCTS AND SERVICES WILL BE SHOWCASED TO QUALIFIED BUYERS AND MAJOR DECISION-MAKERS FOR SOME OF THE MOST SUCCESSFUL VETERINARY PRACTICES IN THE STATE.

ATTENDEE SNAPSHOT



THE 2014 EXHIBITOR PACKAGE INCLUDES

- Choice of exhibit space at one or both locations (Hilton College Station and/or the Texas A&M University College of Veterinary Medicine)
- Actual dedicated exhibit hours with refreshments served exclusively in the exhibit area
- One six-foot draped table, two chairs and four exhibitor badges per exhibit booth purchased
- Listing in exhibitor section of the TVMA website, the printed and online conference program, the conference mobile app (Guidebook) as well as on a digital sign located in the foyer of the Hilton College Station
- Complimentary one-time listing in the vendor directory section of the February issue of the *Texas Veterinarian* magazine, which has a circulation of 3,500 veterinarians. This includes company name and representative contact information.
- Attendee rosters (two weeks prior to conference and post-conference)

OPPORTUNITIES

- To demonstrate your products and equipment in front of several hundred veterinarians
- To identify new business
- To build or strengthen established relationships
- Exchange ideas and best practices

In addition, TVMA thoroughly promotes the annual conference to its members with an aggressive five-month campaign to attract attendance.

SPACE ASSIGNMENT POLICY

TVMA Business Alliances and the previous year's exhibitors have first right of refusal until October 1, 2013. After this date, all other interested vendors will have the opportunity to purchase exhibit space. All booths are assigned on a first-come, first-served basis.

EXHIBIT HALL LOCATION AND SCHEDULE

Location #1:

Hilton College Station & Conference Center

801 University Drive East
College Station, TX 77480



Location #2:

Academic Mall: TAMU College of Veterinary Medicine

422 Raymond Stotzer Parkway
College Station, TX 77845



Move-In:

HILTON	Friday, February 28	8 a.m. to 11 a.m.
TAMU-CVM	Friday, February 28	1 p.m. to 5 p.m.
TAMU-CVM	Saturday, March 1	6 a.m. to 8 a.m.

Exhibit Hours:

HILTON	Friday, February 28	11 a.m. to 7:30 p.m.
TAMU-CVM	Saturday, March 1	8 a.m. to 5 p.m.

Move-Out:

HILTON	Friday, February 28	7:30 p.m. to 9:30 p.m.
TAMU-CVM	Saturday, March 1	5 p.m. to 7 p.m.



EXHIBITOR PACKAGES (BOOTH FEES)

PACKAGE #1

- **EXHIBIT DAY: Friday, February 28**
LOCATION: Hilton College Station
BOOTH FEE: \$400

PACKAGE #2

- **EXHIBIT DAY: Saturday, March 1**
LOCATION: Academic Mall (TAMU-CVM)
BOOTH FEE: \$300

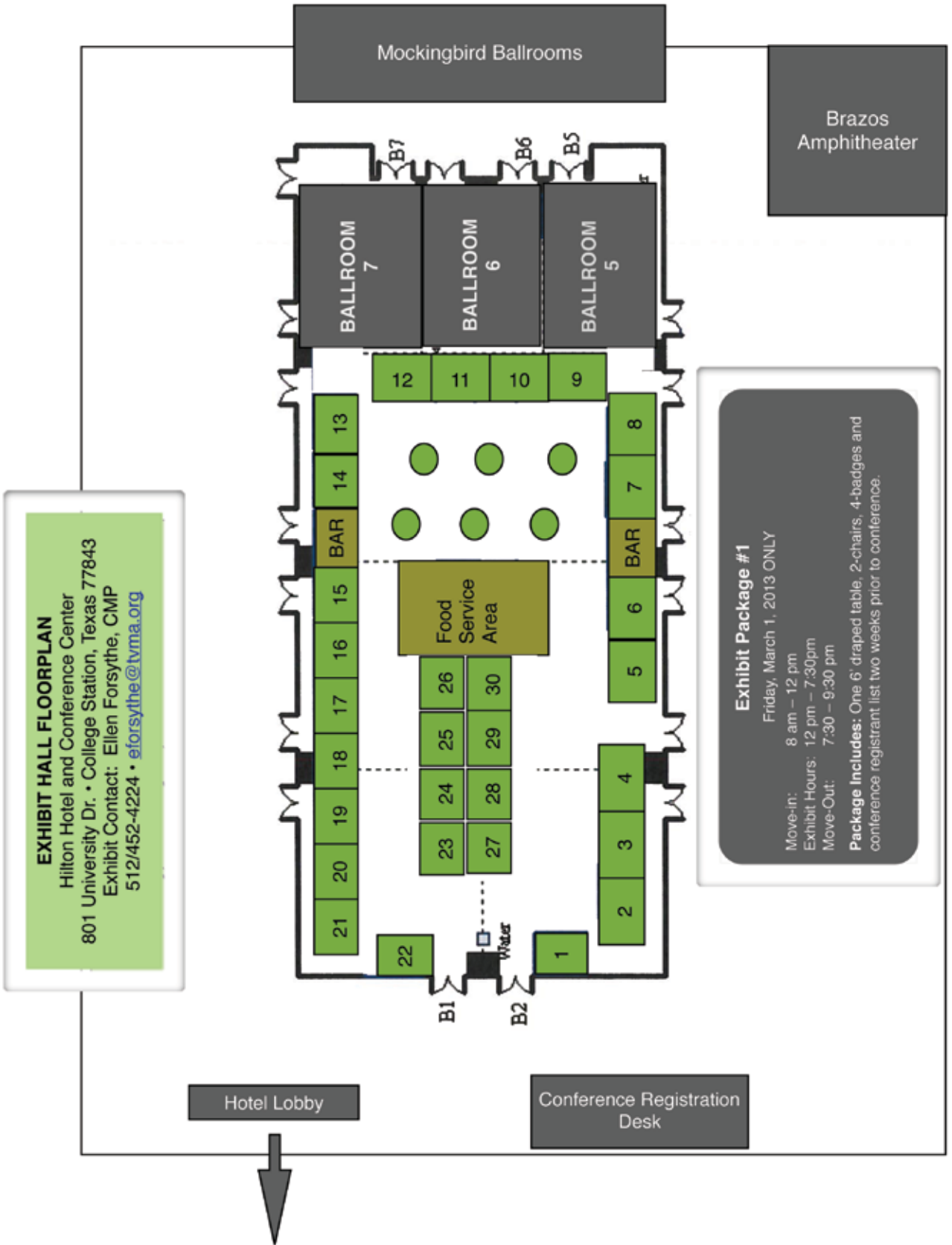
PACKAGE #3

- **EXHIBIT DAY: Friday, February 28**
LOCATION: Hilton College Station

EXHIBIT DAY: Saturday, March 1
LOCATION: Academic Mall (TAMU-CVM)
BOOTH FEE: \$600

IMPORTANT DATES: EXHIBIT CONTRACT DEADLINE

2013 Exhibitors and Business Alliance Companies	September 30, 2013
Exhibit sales open to all interested vendors	October 1, 2013
Contract and payment deadline	January 1, 2014



TVMA ANNUAL CONFERENCE

February 28-March 1, 2014

College of Veterinary Medicine, TAMU

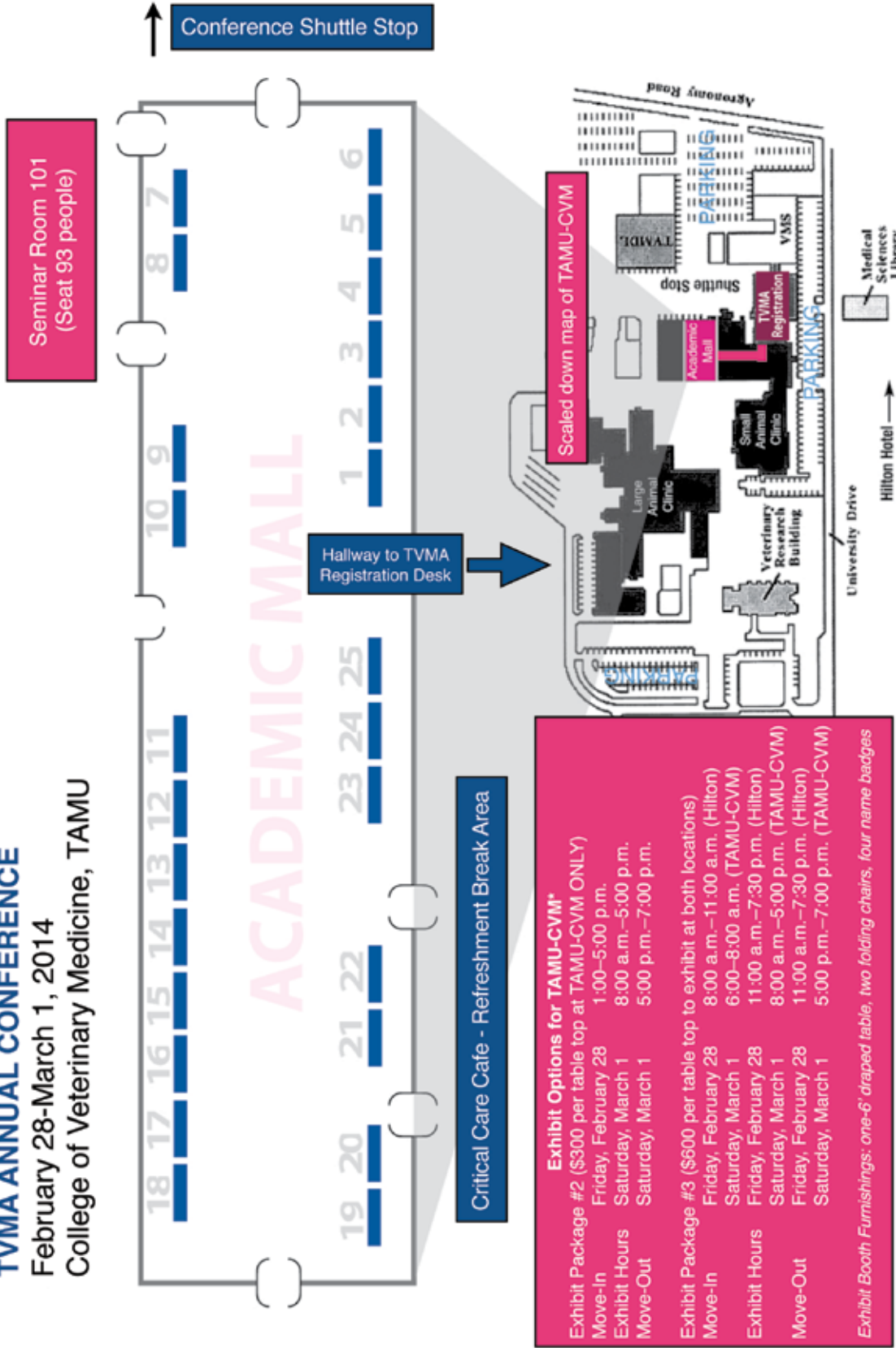


Exhibit Options for TAMU-CVM*

Exhibit Package #2 (\$300 per table top at TAMU-CVM ONLY)	
Move-In	Friday, February 28 1:00–5:00 p.m.
Exhibit Hours	Saturday, March 1 8:00 a.m.–5:00 p.m.
Move-Out	Saturday, March 1 5:00 p.m.–7:00 p.m.
Exhibit Package #3 (\$600 per table top to exhibit at both locations)	
Move-In	Friday, February 28 8:00 a.m.–11:00 a.m. (Hilton) Saturday, March 1 6:00–8:00 a.m. (TAMU-CVM)
Exhibit Hours	Friday, February 28 11:00 a.m.–7:30 p.m. (Hilton) Saturday, March 1 8:00 a.m.–5:00 p.m. (TAMU-CVM)
Move-Out	Friday, February 28 11:00 a.m.–7:30 p.m. (Hilton) Saturday, March 1 5:00 p.m.–7:00 p.m. (TAMU-CVM)

Exhibit Booth Furnishings: one-6' draped table, two folding chairs, four name badges

* Please note that all daytime continuing education programs will be held at the College of Veterinary Medicine.

AKC Companion Animal Recovery

Allstar X-Ray

Anacapa Technologies

AVMA Insurance & Aggie Connection

Banfield Pet Hospital

Bank of America

BBVA Compass

Bock Vet Pharma

Boehringer Ingelheim

Boland Veterinary Sales

Companion Therapy Laser by LiteCure

Demandforce

DuoView Imaging

DVM Solutions

Edward Jones

Elanco

Elsevier

Fond Memories

Infintech

KineticVet

Lifelock

Merial, Ltd.

Midwest Veterinary Supply

Miller Veterinary Supply

Morris Foundation

MWI Veterinary Supply

Norbrook, Inc.

P&G Pet Care

Patterson Veterinary

PulseVet Technologies

Red Oak Drug

Roadrunner Pharmacy

Schubot Exotic Bird Health Center

Southwest Veterinary Symposium

Structures and Interiors

TX Assoc. of Registered Veterinary Technicians

Texas Veterinary Medical Diagnostic Lab

Texcap-Concord Insurance

Total Practice Solutions

Unclaimed Property Outreach – Texas Comptroller

Universal Imaging

Veterinary Anesthesia Systems, Inc.

Veterinary Sales and Consulting

VetScene

VXS Imaging

X-Ray Sales and Service

Zoetis

INTERESTED IN EXHIBITING?**Contact Ellen Forsythe, CMP, at 512/452-4224 or eforsythe@tvma.org.**





WWW.TVMA.ORG • 512/452-4224

SPONSOR AGREEMENT AND BENEFIT SELECTION FORM

SPONSOR INFORMATION

Company Name: _____

Primary Contact: _____

Mailing Address: _____

Primary Contact Phone: _____

Primary Contact Email: _____

Form of Sponsorship Commitment (select one):

CASH (no specified event) Amount: \$ _____ **SPECIFIC EVENT** Event Code: _____ Amount: \$ _____

INKIND DONATION Donation Description: _____ Value: \$ _____

BENEFIT SELECTION

(Select benefits equal to the amount of donation listed above from benefit list on page 4. Benefits must be utilized no later than December 31, 2014.)

Benefit Code:	Benefit Value:	Benefit Code:	Benefit Value:	Benefit Code:	Benefit Value:	Benefit Code:	Benefit Value:
1. _____	\$ _____	4. _____	\$ _____	7. _____	\$ _____	10. _____	\$ _____
2. _____	\$ _____	5. _____	\$ _____	8. _____	\$ _____	11. _____	\$ _____
3. _____	\$ _____	6. _____	\$ _____	9. _____	\$ _____	12. _____	\$ _____

(Please note specific benefits such as placement of full-page ads, etc., will be worked out in detail following the receipt of the signed partner agreement by the TVMA office. TVMA staff will contact all sponsors to fine-tune chosen benefits.)

PAYMENT PLAN

Pay in full at the time the agreement is signed.

Pay 50% of the sponsorship commitment at the time the agreement is signed with the balance due by March 1, 2014.

Pay 50% of the sponsorship commitment by December 31, 2013, with the balance due by March 1, 2014.*

**If you are not paying a minimum of 50% at the time of your commitment, a credit card number must be submitted with this agreement. This card will not be charged or used as the method of payment without prior consent of the cardholder. This card will only be charged for the total amount due, 50% deposit or balance due with the full consent of the cardholder.*

PAYMENT METHOD

TVMA Federal Tax #75-1094125

Check (payable to TVMA): \$ _____

Credit Card: VISA MASTERCARD AMEX DISCOVER

Please TYPE or PRINT name as it appears on the card: _____

Credit card number: _____ Exp. date: _____ CIN (3-digit #): _____

Billing address on credit card: _____ Zip: _____

Authorized Signature: _____ Authorized printed name: _____

CREDIT CARD PAYMENTS BY MAIL, EMAIL OR FAX: Mail completed form with credit card payment to: TVMA Annual Conference, c/o Meetings Department, 8104 Exchange Dr., Austin, TX 78754; Email: eforsythe@tvma.org; Fax: 512/452-6633. Questions? Contact Ellen Forsythe, CMP, TVMA Director of Education/Meetings at 512/452-4224 or eforsythe@tvma.org.

AGREEMENT

I hereby agree to pay the total amount specified in this agreement and fully understand this form shall become a binding contract and is subject to the Terms and Conditions outlined in this prospectus and those established by TVMA. Sponsor payments are due by the dates specified in this agreement. Failure to pay in full by due date may result in termination of this agreement. In exchange for sponsorship funding, TVMA agrees to provide the benefits selected by the sponsor on this agreement by December 31, 2014.

I have read and agreed to the terms of this agreement.

SIGNED

NAME AND TITLE (please print)

PHONE: _____

EMAIL: _____

EXHIBITOR CONTRACT

2014 TVMA ANNUAL CONFERENCE • FEBRUARY 28 – MARCH 2 • COLLEGE STATION, TX

The application and accompanying prospectus constitute the entire agreement between the parties and become the Exhibitor Contract upon acceptance by the Texas Veterinary Medical Association. This agreement is irrevocable and becomes effective when received by the Texas Veterinary Medical Association. In case of fire, labor strikes or any other event beyond the control of either party, this contract is not binding.

PLEASE TYPE OR PRINT

Company name: _____ Primary contact: _____
Company address: _____ City/State/Zip: _____
Company phone: _____ Company fax: _____ Primary contact email: _____
Representative during conference if different from above: _____
Representative's address: _____ City/State/Zip: _____
Contact phone: _____ Contact fax: _____ Contact email: _____

SELECT EXHIBIT PACKAGE (select one)

Package #1 (\$400) Package #2 (\$300) Package #3 (\$600)

SELECT EXHIBIT BOOTH & LOCATION (Floorplans for both locations can be found in this prospectus on page 8 and 9.)

Exhibit space assignments are on a first-come, first-served basis. Every effort will be made to accommodate your preferred booth location, but we cannot guarantee you will receive one of your preferred choices. Please indicate your first, second and third choices below.

EXHIBIT BOOTH SELECTION: HILTON HOTEL

EXHIBIT BOOTH SELECTION: TAMU-CVM

CHOICE #1 _____ CHOICE #2 _____ CHOICE #3 _____

CHOICE #1 _____ CHOICE #2 _____ CHOICE #3 _____

Please **DO NOT** place our exhibit next to:

Company name(s): _____

Names for Exhibitor Badges:

#1 _____ #2 _____
#3 _____ #4 _____

PAYMENT SPECIFICATIONS (Payment for exhibit space must accompany this contact.)

Check (payable to TVMA): \$ _____ Credit card: VISA MASTERCARD AMEX DISCOVER

Please **TYPE** or **PRINT** name as it appears on the card: _____

Credit card number: _____ Exp. date: _____ CIN (3-digit #): _____

Billing address on credit card: _____ Zip: _____

Authorized signature: _____ Authorized printed name: _____

CREDIT CARD/PURCHASE ORDER PAYMENTS BY MAIL, EMAIL OR FAX: Mail completed form with credit card payment to TVMA Annual Conference, c/o Meetings Department, 8104 Exchange Dr., Austin, TX 78754. Fax completed form with credit card payment to 512/452-6633. Email completed form to eforsythe@tvma.org. CONTRACT SUBMISSION DEADLINE: January 1, 2014

AGREEMENT

I hereby agree to purchase exhibit space at the 2014 TVMA Annual Conference and fully understand that this form shall become a binding contract and is subject to the Exhibitor Terms and Conditions as outlined in these materials and those established by TVMA. The exhibition is organized and managed by TVMA. Any matters not covered in the Rules and Regulations are subject to the interpretation of the TVMA Board of Directors and the TVMA Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with all Hilton College Station Hotel and Texas A&M University rules and regulations. Show Management shall have full power to interpret, amend and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

I have read, reviewed and understood the Exhibitor Rules and Regulations stated on the back of this contract.

SIGNED

NAME AND TITLE (please print)

PHONE: _____ EMAIL: _____

EXHIBITOR RULES AND REGULATIONS

1. EXHIBIT PURPOSE

Exhibits are intended for educational and information purposes to improve veterinary education, practice and research. All materials/equipment should contain no inaccurate or misleading information. TVMA reserves the right to determine if an exhibit meets the objective and standards of TVMA. Exhibits should compliment the meetings and sessions by enabling registrants to see, hear, examine, question and evaluate the latest developments in pharmaceuticals, equipment, supplies and services relevant to veterinarians.

2. ELIGIBILITY TO EXHIBIT

Exhibitors must agree to meet the objectives stated above. Exhibitors may sell merchandise or services in the exhibit area. No product, apparatus instrument, device or drug that is the subject of litigation pending before the Food and Drug Administration may be exhibited; products, etc., in cases of pending compliance or non-compliance with the FDA may be exhibited if a disclaimer is posted stating, "FDA LISTING PENDING." All products or services exhibited must comply with all state and local regulations and with all FDA regulations for such products and services, except as provided above.

3. ASSIGNMENTS OF EXHIBITS

Contracts and payment in full for exhibits are accepted on a first-come, first-served basis. Space assignments will be made when contract, paid in full, is received, in order of receipt and as space permits. TO OBTAIN THE BEST POSSIBLE ASSIGNMENT, YOUR CONTRACT AND PAYMENT IN FULL SHOULD BE SUBMITTED PRIOR TO JANUARY 1, 2014.

4. INSURANCE

Each exhibiting company is required to insure itself against property loss or damage and against liability for personal injury.

5. PAYMENT AND CANCELLATION

A check for payment in full per tabletop space must be submitted with completed contract no later than January 1, 2014. Non-payment after January 1, 2014, will be interpreted to mean that the exhibiting company no longer has interest in reserving space and the reservation will be cancelled. TVMA reserves the right to resell this space to another company.

- Written notice of cancellation received in the TVMA office by February 1, 2014, for the TVMA Annual Conference will allow for a refund of pre-payment minus a 25% handling fee.
- All written cancellations must be sent via email to eforsythe@tvma.org or by fax to 512/452-6633 and must include exhibit space number and the name of the representative requesting the cancellation along with the representative's complete contact information.
- NO CANCELLATION REFUNDS WILL BE MADE AFTER FEBRUARY 1, 2014, FOR THE TVMA ANNUAL CONFERENCE.

6. REGISTRATION AND BADGES

All exhibitors should register personnel in advance on the exhibit space contract provided by the Texas Veterinary Medical Association. Each representative of an exhibiting company must wear their conference badge at all times in the exhibit area.

7. MOVE-IN AND MOVE-OUT SCHEDULE

Move-in and move-out will depend on the exhibit package purchased. Please refer to exhibit schedule within this prospectus. No shipping of booths and/or supplies will be available to or from either exhibit location.

8. FAILURE TO OCCUPY SPACE

Unless previously arranged, exhibitors who have not occupied the exhibit space specified in this contract 30 minutes prior to the exhibit area opening will forfeit any prepaid exhibit fee without refund and the space may be resold or used by TVMA.

9. EXHIBIT ACTIVITIES

All business activities, circulars and advertising materials of exhibitors must be conducted and/or distributed within the exhibit area only. The exception to the rule is only if the exhibitor is a sponsor and additional activities are part of their sponsor benefits. No materials may be placed on seats nor tables attached to any surfaces or ceilings in the exhibit hall or within the seminar rooms unless it is a sponsor benefit. The main aisle of the exhibit area must be clear at all times. TVMA reserves the right to restrict exhibits that detract from the general character of the display. This reservation includes persons, objects, conduct, printed materials or anything of a character that may be objectionable to the exhibits as a whole. Expulsion or restrictions placed on an exhibitor may not give rise to a claim for any refund of rentals or other exposition-related expenses. SMOKING IN THE EXHIBIT AREA IS STRICTLY PROHIBITED. Exhibitors will be responsible for any damage done to the facility by themselves or by their employees. Exhibits should be staffed constantly during move-in, exhibit hall hours and move-out for safety and security of equipment, products, displays, etc. Exhibitor agrees to obtain the appropriate copyright license(s) if they utilize any type of copyrighted music, literature, photos, etc., in their exhibit display.

10. SALES, ORDER-TAKING AND CANVASSING BY NON-EXHIBITORS

The exhibit area is limited to registered attendees, their guests and representatives of exhibiting companies of the TVMA Annual Conference as well as employees and students enrolled at the facility. No other persons will be permitted to demonstrate their products or distribute advertising materials in the exhibit area. A sale is interpreted as any activity that could be subject to sales tax, the exchange of money or the acceptance of binding contracts/order forms. Order forms intended for distribution are acceptable.

11. SUBLETTING OF SPACE

Exhibitors may not assign, sublet or apportion the whole or any part of the space allocated.

12. SECURITY

Limited security will be provided during exhibit and non-exhibit hours. Exhibitors are strongly encouraged not to leave items of value unattended in exhibit space. TVMA, the Hilton College Station and the TAMU College of Veterinary Medicine are not responsible for loss of any materials, equipment, products, etc.

13. LIABILITY

The exhibitor indemnifies and agrees to hold harmless the Texas Veterinary Medical Association, Hilton College Station and the TAMU College of Veterinary Medicine and their officers, directors, members, employees and agents from and against any action losses, costs, damages, claims and expenses (including attorney's fees) arising from any damage to property or bodily injury to exhibitor, his/her agents, representatives or employees by reason of the exhibitor's occupancy or use of the exhibition facilities. Upon signing the contract, the exhibitor expressly releases the foregoing institutions, individuals and committees from any and all claims for loss, damage or injury. This also includes the period of storage up to and following the conference.

14. CANCELLATION OF CONFERENCE

Should any situation beyond the control of TVMA arise to prevent the 2014 TVMA Annual Conference, TVMA will not be held liable for any expenses incurred by the exhibitor except the rental cost of the exhibit space.