

Rules & Regulations (herein- after “Rules & Regulations” or “Rules” or “Regulations”)

These Rules & Regulations apply to all exhibitors at the Colorado Veterinary Medical Association (hereinafter “CVMA”) Convention 2025.

Personal Data

In connection with your online application to exhibit at the CVMA Convention, you will be asked to provide certain personally identifiable information of an individual for purposes of completing this transaction (e.g., name, email address, street address). CVMA will process any such personal data in compliance with applicable privacy and data protection laws and only in connection with your application and exhibition at the CVMA Convention. CVMA will only share your personal data with its employees and certain third parties that provide services to CVMA and are likewise obligated to protect your personal data.

Assignment of Space

New or additional exhibit space requests will be assigned on a space available basis in the order in which the applications are received. The CVMA reserves the right to relocate booth space.

Booth Inclusions

Standard booths are defined as 10’ wide and 8’ deep with 8’ high back drape and 3’ high side drape. Tabletop booths are defined as 8’ wide and 8’ deep with no drape. Both spaces include the following:

- One (1) booth identification sign with company name and booth number, general overhead lighting, two (2) side chairs and one (1) wastebasket and carpeted ballroom. Standard booths include an 8’ x 30” draped table, and Tabletop booths include a 6’x30” draped table. *Exhibitor may purchase additional decorating options if desired.
- Four (4) complimentary exhibitor badges per space. Additional badges are available for \$75 each. An exhibitor badge entitles the bearer to attend all scientific and general sessions that do not require an additional fee (CE credit is included with exhibitor badges).
- Access to purchase lead retrieval software, if Exhibitor chooses to do so.
- Complimentary postal mailing list of pre-convention primary pre-registrants (must be requested by exhibitor by the deadline listed in the Exhibitor Services Manual and exhibitor must accept terms of agreement).
- Company name, booth location, and product information on the CVMA Convention web site, printed program*, and mobile app. *Deadline to be included in program is July 1, 2025.
- Opportunities to increase visibility through sponsorships and advertising.

Booth Set up and Tear Down

Exhibitors may set-up from 6:00pm-7:00pm MST on Thursday, September 11, or from 7:00am-9:50am on Friday, September 12. All exhibits must be completed with set up by 9:50am on Friday. **No exhibits shall be dismantled prior to 1:00 p.m., Saturday, September 13, 2025. All exhibitors and materials must be removed from the exhibit hall by 3:00pm on Saturday.**

Deposits, Refunds, and Event Cancellation

A minimum deposit of 50% of the total booth space is due within 10 days of booth reservation. Full balance must be paid by June 1, 2025. Exhibitors with a balance due after this date will be subject to cancellation or booth relocation by the CVMA, at the CVMA’s sole discretion, without refund of the deposit. Full payment due immediately upon booth reservations made after June 1, 2025. Exhibitors will not be allowed to set up until monies due to CVMA are paid in full.

All cancellation requests must be submitted in writing.

Written cancellations to info@colovma.org by May 30, 2025, are eligible for a refund. On or after June 1, 2025, no refunds will be provided. Exhibitor may request a credit to be applied to an exhibit space at the following year conference until August 1, 2025. No refunds or credits given after August 1, 2025.

The CVMA reserves the right to cancel Convention 2025, or any part thereof, without liability to the CVMA, due to government order, or other cause beyond its reasonable control, including without limitation, labor strikes, failure of mass transportation, acts of God (hurricanes, tornado, fire, flood and the like), or pandemic illness, which make it illegal, impossible, or inadvisable for the CVMA to hold its annual Convention 2025. Should CVMA cancel the Convention 2025, or any part thereof, a full refund of any exhibit space deposits, or payments made, will be offered. In the case of a cancellation by CVMA, CVMA will refund all payments within 90 days of the cancellation.

The CVMA further reserves the right to reject or cancel any application or Exhibitor Contract at any time, before or after payment, for any reason in the CVMA's sole discretion. The CVMA may reject or cancel the application or Exhibitor Contract of any exhibitor not complying with these Rules and Regulations, in CVMA's sole discretion.

Payment Terms

By signing the application and Exhibitor Contract, Exhibitor agrees that any balance due on the deposit as of June 1, 2025, will be charged to the same credit card used to pay the deposit. If at the conclusion of the Exhibition there remains a balance due, CVMA will charge the same to the credit card on file unless CVMA agrees to another form of payment in advance. Exhibitor hereby authorizes CVMA to charge the credit card on file according to the terms outlined above. This payment authorization is for the Exhibition. The signatory below certifies that he or she is an authorized user of this credit card and that he or she will not dispute the payment with the credit card company; so long as the transaction corresponds to the terms indicated in this Agreement.

If purchasing the "Stay with us and Save" package, where Exhibitor receives 5% discount on Exhibit Booth price by booking hotel accommodations through CVMA room block, Exhibitor must reserve a room by August 8, 2025 to receive this discount. If Exhibitor purchases the "Stay with us and Save" package and fails to reserve a room through the CVMA room block by August 8, 2025, CVMA reserves the right to charge the full price of the Exhibit booth.

Eligible Products and Services

Acceptable products and services to be exhibited include veterinary specific products, business enhancement products and services, and financial opportunities appropriate for a family friendly event that are related to the veterinary industry. Ineligible exhibits include, but are not limited to: those exhibiting illegal or unlawful products, services, or activities; those supporting philosophies or actions in opposition to those of the CVMA; those that are harassing or discriminatory; those that offer products or services in competition with CVMA; those that offer products or services that are not applicable to the veterinary profession; those that offer personal use products and those not appropriate for a family friendly event. CVMA in its sole discretion may exclude any exhibitor or any product or service at any time including onsite during the exhibition.

Safety Guidelines and Fire Code Regulations/Insurance

All exhibitors must observe appropriate safety guidelines and fire code regulations set by the Omni Interlocken Hotel, municipal, local and state fire code, laws, rules and regulations as well as regulatory agencies (OSHA, FDA, USDA) regarding exhibition of equipment and products.

All display materials must be flame retardant according to fire codes. A fire retardancy certificate of the display materials and exhibitor booth construction must be posted or readily available within an exhibit.

Insurance and Indemnification

Exhibitors shall maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the CVMA Convention 2025. In addition, exhibitors are responsible for obtaining property insurance for its exhibit and display materials including without limitation theft/damage coverage.

Exhibitors are solely responsible for any and all damages caused by the exhibitor or exhibitor's agents, employees, or guests. The exhibitor agrees to indemnify, defend, and hold harmless the CVMA, its directors, officers, members, agents, and employees from and against any and all claims, demands, obligations, causes of action and all damages, liabilities, fines, judgments, payments (in settlement or otherwise), costs and expenses, including without limitation attorney's fees and disbursements, arising out of any actions or failure to act on the part of the exhibitor, exhibitor's employees, or anyone acting at the direction of exhibitor, in connection with the CVMA Convention 2025, including without limitation the promotion, operation and management of exhibitor's exhibit or any event or activity incident thereto, or any failure to comply with applicable statutes, ordinances, regulations, or other requirements of any governmental authority.

The CVMA and Omni Interlocken Hotel will take reasonable precautions against damage or loss by fire, water, storm, theft, strikes, other emergencies, or other causes over which the CVMA and Omni Interlocken Hotel have no reasonable control, but do not guarantee or ensure the exhibitor against loss by reason thereof.

Limitation on Liability

To the maximum extent permitted by applicable law, in no event shall the CVMA or its directors, officers, members, employees, and agents, be liable to exhibitor or exhibitor's employees, agents, or guests, for any loss or damages whatsoever, such as personal injuries or damage to property (whether known, foreseeable or otherwise), including without limitation, any consequential, incidental, direct, indirect, special, punitive, or other damages whatsoever, arising out of or in any way related to exhibitor's participation in the CVMA Convention 2025, unless said damages are the result of the gross negligence of the CVMA.

Biological Products & Demonstrations

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

General Service Contractor

Application for exhibit space by an exhibitor will constitute agreement to use the CVMA official suppliers, Alliance Exposition Services. All services customarily required by exhibitors are available at the current rates: decorating, drayage, electrical, furniture rental, sign printing, carpenter services, product storage, general labor, plumbing, photography, special cleaning and porter service, florist and telephone service. A link to the Alliance Exposition Services Exhibitor Services Center will be emailed directly to each exhibitor in June 2025. Order forms for all services will be included at that time.

A certificate of liability insurance must be provided to CVMA and Alliance Exposition Services no less than 30 days prior to exhibit hall move-in date. Exhibitors may not use an independent contractor for drayage, electrical, plumbing, telephone, internet, or catering or any other service which is part of the exclusive services.

Delivery of Exhibit Material

Shipments will not be accepted at the Convention Center prior to 8:00 pm on Wednesday, September 3, 2025. Alliance Exposition Services will receive and store advance shipments of crated material beginning in July. Alliance

Exposition Services will also deliver all advance shipments to assigned booth space(s), remove, and store all empty containers, return empty containers to the booth at close of show, deliver shipments to loading area of exhibit hall, and load onto outbound carrier's trucks at the prevailing drayage rates. Alliance Exposition Services & CVMA are not responsible for exhibit items removed from aisle space.

Electricity and AV Requests

Standard electrical services and AV requests will be available for purchase through the Omni Interlocken Hotel.

Booth Activities

"Suitcasing/outboarding" are unethical practices which are not permitted anywhere within the CVMA Convention or any of its related properties or activities. This refers to non-exhibiting companies or persons who work the aisles from their suitcase and solicit business without having an exhibiting presence at the Convention. Anyone suspected of or found suitcasing/outboarding will be immediately escorted from the convention and their badge will be inactivated with no refund. All exhibitors selling merchandise or taking orders in the exhibit hall must adhere to local laws regarding sales/ use tax collection by the city/state of the event.

Exhibitor and Convention Promotion

Names of confirmed exhibiting companies may be used by the CVMA for promotion and publicity purposes, including without limitation the right to use exhibitor's logo or other identifying symbols ("Marks"). Additionally, photos and other recordings taken by CVMA staff or CVMA designated contractors of confirmed exhibiting companies may also be used for promotion and publicity purposes. Exhibitor grants the CVMA a nonexclusive, perpetual, fully-paid, royalty-free license to use exhibitor's name and Marks for promotion and publicity purposes.

Protection of Personal Information; PCI Compliance

Exhibitor shall implement and maintain commercially reasonable and appropriate technical, administrative, and physical safeguards and security methods designed to prevent any unauthorized release, access to or publication of any data collected from exhibition attendees, including without limitation, any information of an individual person that can be used to identify that person and that is protected by law, such as name, street address, email address, or phone number ("Personal Information"). Exhibitor shall implement processes and maintain procedures designed to comply with all applicable laws ("Applicable Laws") and data security obligations with respect to Personal Information, including without limitation, to the extent applicable, (i) the General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council and any applicable laws enacted by an EU member state implementing the requirements of the regulation;(ii) the Australian Privacy Act 1988 and National Privacy Principles; (iii) the Canadian Personal Information Protection and Electronic Documents Act; (iv) California Consumer Privacy Act, Cal. Civ. Code §§ 1798.100 et seq. and implementing regulations; and (v) any amendments and successors to the aforementioned privacy laws, or any newly enacted laws regarding privacy. Exhibitor is exclusively responsible for compliance with Applicable Laws with respect to all Personal Information collected from attendees and shall indemnify and hold CVMA harmless from and against any all claims or liabilities arising from any violation or alleged violation of the Applicable Laws arising from exhibitor's participation in the Exhibition.

To the extent that exhibitor accepts, processes, or handles any merchant, credit, or payment card, exhibitor represents that it will do so in full compliance with the Payment Card Industry Data Security Standard (PCI DSS) promulgated by the PCI Security Standards Council. All processing, transmission, storage or cardholder data shall be in compliance with PCI DSS. The exhibitor is exclusively responsible for compliance with PCI DSS and shall indemnify and hold CVMA harmless from and against any and all liabilities of any nature arising from non-compliance or alleged non-compliance with PCI DSS.

Disclaimer of Partnership or Endorsement

This Agreement does not create or constitute a partnership, joint venture, or other form of business organization of any kind. CVMA's acceptance of exhibitor for the Event in no way constitutes or implies an endorsement or recommendation of exhibitor or exhibitor's products or services, and exhibitor agrees that any promotion of its participation in the Event shall not express or imply an endorsement or recommendation by CVMA, or a business relationship with CVMA.

Acceptance of Rules and Regulations

By submitting an application for booth space, the exhibitor agrees to abide by these Rules & Regulations and all applicable rules and regulations of the Convention Center. All exhibit applications accepted by the CVMA require the exhibitor to assume the full acceptance of these Rules & Regulations. The CVMA reserves the right to make all final decisions regarding the interpretation and enforcement of these Rules & Regulations. The CVMA may amend these Rules & Regulations at any time and will endeavor to inform exhibitor of any such amendments in a timely manner. This document is subject to change.