



2018

May 13-17, 2018
Sheraton Grand Chicago
Chicago, IL



General Rules and Regulations

The Rules and Regulations governing Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference (CLVC) are part of the Exhibitor Contract. The interpretation and enforcement of the Rules and Regulations by CLVC Show Management is final. All matters not specifically covered by these Rules and Regulations are subject to the decision of CLVC Show Management.

BOOTH CANCELLATION FEES

Cancellation is not in effect until CLVC 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 December 4, 2017, the exhibitor will pay fifty percent (50%) of the full price total contracted exhibit space and all sponsorship items.
- If the exhibitor cancels on or after December 5, 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 Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference and the Sheraton Grand Chicago 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 Sheraton Grand Chicago or its employees. Neither Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference nor the Sheraton Grand Chicago 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 Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference as Certificate Holder for a minimum of \$1,000,000 **IS REQUIRED OF ALL EXHIBITORS USING EXHIBITOR APPOINTED CONTRACTORS BY MONDAY, APRIL 9, 2018.**

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 two evening receptions 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.chicagolandvc.com with your company access code. The access code will be sent to you by Expo Tracker, CLVC's registration company, after CLVC 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 \$250 per person. Educational and non-profit exhibit personnel receive two complimentary badges which covers meals and other non-educational functions. Additional badges must pay \$250 per person. Exhibitors are encouraged to register in advance. Please go to www.chicagolandvc.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 valid only during setup and dismantle times.



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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. Booths cannot have any 'roof' type structures.

DISMANTLING OF EXHIBITS

The official closing time of the exposition is 1:30 pm, Wednesday, May 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 and will incur a \$500 penalty.

BUILDING CEILING AND ACCESS HEIGHTS

Ceilings Sheraton Riverwalk A&B: 10' 6"

Freight Access Freight Door Riverwalk A (roll up door) 11' width x 10' 6" height; Freight Door Riverwalk B (roll up door) 11' width x 10' 6" height; Freight Elevators 1&2: Entrance door: 8' height x 6' width; Cab: 6' width x 10' depth x 10' height; Capacity: 6,000lbs. Freight Elevator 3 (Automobile access): Entrance door: 10' height x 10' width; Cab: 10' width x 21' depth x 10' height; Capacity: 12,000lbs.

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 Sheraton Grand Chicago and any other contracted hotel property.



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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 or prior to scheduled teardown time at conclusion of event. Exhibitors who remove equipment prior to official teardown time will forfeit all priority points, incur a \$500 fee, and will not be permitted to return the following year.** 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.** Per Chicago Fire Marshall, no crate/box storage is permitted in booths, behind drape, or under tables. Open flames of any type, compressed gasses, and/or combustion engines are not permitted.

PRE-SHOW INSPECTION & VIOLATION NOTICE

A walk-through will take place by Show Management at **8:00 am on Monday, May 14, 2018.** At this time, show management reserves the right to force freight off show floor. 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 or forced up by CLVC Show Management and 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 CLVC Show Management. Events include: seminars, sessions or receptions conducted at one of the CLVC contracted properties or off-property during any CLVC scheduled activity. Exhibitors requesting a suite must receive approval from CLVC if it will be used for hospitality.

Industry-related events, entertainment and hospitality activities may not overlap or conflict with CLVC 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 CLVC, will be regarded as an exhibit contract violation. Non-exhibiting suppliers will not be permitted to host events or hospitality functions at any CLVC contracted hotels or at any other facility or location. If a non-exhibiting supplier violates this policy, the supplier risks being excluded from CLVC in the future.

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 Chicago, Illinois, disruption to the Chicago O'Hare International Airport, Chicago Midway International Airport, or Chicago Union Station 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, CLVC shall not be held liable therefore and the license and registration fees shall not be refunded.



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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 Freeman, 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 Chicagoland Veterinary Conference, its members, the Sheraton Grand Chicago, the City of Chicago, or their officers, directors, members, employees or agents, including but not limited to Freeman, the General Service Contractor, the exhibitor shall indemnify and hold harmless Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference, its members, the Sheraton Grand Chicago, the City of Chicago, or their officers, directors, members, employees or agents, including but not limited to Freeman, 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 Chicagoland Veterinary Conference, at the Sheraton Grand Chicago 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 Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference. The exhibitor shall indemnify and hold harmless Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference and the Sheraton Grand Chicago 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 Chicagoland Veterinary Conference.

PHOTOGRAPHS

The taking of photographs, other than those taken by official CLVC 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. CLVC and/or the Sheraton Grand Chicago 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.

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 CLVC 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.



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FOOD SERVICE

Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference's agreement with the Sheraton Grand Chicago prohibits any food or beverage from outside sources being brought into the exhibit booths unless contracted with the Sheraton Grand Chicago'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. Corkage and service charge fees may be assessed for any outside food or beverage brought into the Sheraton Grand Chicago. Additionally, such violation may result in action by CLVC 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 Sheraton Grand Chicago and CLVC.

SECURITY

Professional, uniformed security personnel will be provided on a 24-hour basis beginning at 8:00AM, Sunday, May 13, 2018, until 2:00PM, Wednesday, May 16, 2018. Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference, Sheraton Grand Chicago, Freeman, 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. CLVC assumes no responsibility for goods delivered to or left in exhibit areas at any time. Exhibitors are encouraged to insure exhibitor property.

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—Chicago, Illinois.

LABOR AND DRAYAGE/SHIPPING

The Official Service Contractor's service kit will include shipping information and rates. Material shipped directly to the Sheraton Grand Chicago will be accepted only within the published shipping dates and should 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 Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference in writing by **April 9, 2018**, 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 Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference and furnish an insurance certificate to CLVC in the amount of \$1,000,000 US by **April 9, 2018** (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 CLVC deadlines; and (6) service companies must indemnify and hold harmless Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference, Freeman, the General Service Contractor and the Sheraton Grand Chicago.

RULES/REGULATIONS AND FLOOR PLAN CHANGES

The exhibitor agrees that Modern Veterinary Media, Inc., DBA Chicagoland 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 Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference regarding the enforcement of rules, regulations and conditions under this contract shall be final and binding to the exhibitor.



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BOOTH PRIORITY POINTS POLICY

The Chicagoland 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 Chicagoland 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 CLVC 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.

SMOKE FREE CONFERENCE

Modern Veterinary Media, Inc., DBA Chicagoland Veterinary Conference and the Sheraton Grand Chicago has a smoke-free policy that prohibits smoking within all CLVC areas, exhibit halls, and session rooms.