

# FIA MarketPlace at the AFA Convention!

*We're On Fire!*

## Exhibitor & Sponsor Information

**March 7 - 10, 2017**

MarketPlace Days: March 9 & 10

**Arlington  
Convention Center**  
Arlington, Texas



The **Farrier Industry Association** is the proud organizer of the FIA MarketPlace tradeshow at the AFA Convention. For more info:

**601.924.0458** phone

**info@farrierindustry.org**

**www.farrierindustry.org**



**This year's Convention and MarketPlace will be jam-packed with one-of-a-kind experiences for farriers and exhibitors from around the world.**

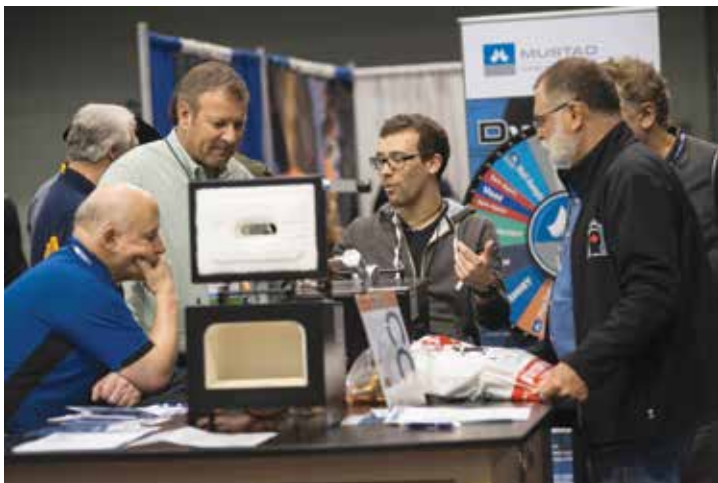
- **2-Day MarketPlace** (March 9th & 10th) with 3 sessions showcasing the finest farrier products & services.
- **FIA Member & Exhibitor Only Time** for peer-to-peer business and socializing.
- **Exhibitor Marketing Opportunities** to increase your company's marketing message.
- **FIA Membership Meeting & Cocktail Social** Relax, socialize and enjoy hors d'oeuvres & cash bar at our annual Membership Meeting
- **Live Shoeing Demos** with the American Farriers Team.
- **Live Clinics** featuring practical portions of the Certified Farrier and Certified Journeyman Farrier exams.
- **National Forging & Horseshoeing Competition** See the best of the best compete for a coveted spot on the American Farriers Team!
- **Expert Educational Lectures & Programs** with renowned names like Sarah-Mary Beane, FWCF; Dusty Franklin, CJF, DipWCF, ASF; Scott Pleasant, DVM, MS, Diplomate, ACVS; Travis Burns, CJF, TE, EE, FWCF; Austin Edens, CJF, and more!
- **AFA Grand Finale!** Celebrate & socialize at the complimentary Friday Evening Grand Finale featuring Live & Silent Auctions, Awards, Competition Results and the naming of the 2017 American Farriers Team!



## Sponsorship & Raffle

The FIA has plenty of sponsorship opportunities to add to your marketing message. Companies can also donate gift certificates or products to the very popular raffle held for registered farrier attendees during each MarketPlace session.

All donors and sponsors are acknowledged on signage and during floor announcements. See sponsorship details on the order form.



# FIA Schedule

## MarketPlace Days: Thursday & Friday

\*\*\*All FIA Events are at the Arlington Convention Center unless otherwise indicated. MarketPlace and the FIA Office will be in the Grand Hall.

### TUESDAY, MARCH 7

3:00 pm – 5:00 pm FIA Registration Open

### WEDNESDAY, MARCH 8

7:30 am – 5:00 pm FIA Registration Open

8:00 am – 5:00 pm FIA MarketPlace Move-in

11:30 am – 1:00 pm FIA Board Meeting

4:45 pm – 6:45 pm FIA Membership Meeting & Cocktail Reception

### THURSDAY, MARCH 9

7:00 am – 7:30 am

FIA Exhibitor Breakfast – All exhibitors are invited to enjoy complimentary sponsored breakfast prior to the Opening Reception

7:30 am – 9:30 am

**MARKETPLACE OPEN**  
Opening Reception & Complimentary Sponsored Continental Breakfast for all attendees

7:00 am – 10:00 am

11:00 am – 3:00 pm

FIA Registration Open  
MarketPlace Exhibitor & FIA Member Only Time

1:00 pm – 6:00 pm

3:00 pm – 6:00 pm

FIA Registration Open  
**MARKETPLACE OPEN**

### FRIDAY, MARCH 10

8:00 am – 10:00 am

MarketPlace Exhibitor & FIA Member Only Time

10:00 am – 11:30 am

10:00 am – 12:30 pm

12:30 pm – 3:00 pm

FIA Registration Open  
**MARKETPLACE OPEN**  
Exhibitor Move-out

**The FIA MarketPlace Committee**  
Emily Bull (Chair) • Frank Dugan  
Linda Hill • Allen Horton  
Marguerite Paige • Jean Weiss

## Deadlines to Remember

### SEPTEMBER 12, 2016

#### FIA Member Priority Registration Opens

FIA Membership has its benefits! Current FIA members receive first priority MarketPlace registration when membership is renewed with registration. Booths are assigned on a first come, first served basis. Registration opens at 9 am CST. Fax to 601-924-0720, or email a PDF file to [info@farrierindustry.org](mailto:info@farrierindustry.org).

### SEPTEMBER 16, 2016

#### Non-FIA Member Registration Opens

Not an FIA member? No problem! Join today for 2017 and you'll receive priority notification and early registration for the FIA MarketPlace in 2018, in addition to all of our great membership benefits.

### JANUARY 9, 2017

#### Regular & Non-Member Registration Closes

Listing in the print AFA Convention Program is not available after this date.

### FEBRUARY 12, 2017

#### Last Day for Hotel Group Rate



## You're Invited!

### FIA Membership Meeting & Exhibitor Social

Join us on Wednesday, March 8, following move-in from 4:45 - 6:45 pm in the MarketPlace Center Lounge of the Grand Hall for a brief FIA Membership meeting, followed by a cocktail reception with heavy hors d'oeuvres and cash bar.

This is a great time to network and renew friendships on the eve of the MarketPlace opening. Sponsorships are available for this event! See exhibitor order form for more details.

### SHOW DECORATOR

**George Fern Exposition & Event Company** is our show decorator. Additional exhibitor information and order forms will be emailed or mailed (if no email) to exhibitors in late 2016. The exhibitor packet will also be posted on the FIA website when it becomes available:  
[www.farrierindustry.org](http://www.farrierindustry.org)



## CONVENTION HOST HOTEL

### Sheraton Arlington Hotel

1500 Convention Center Drive; Arlington, Texas

The **AFA Convention Headquarters** is the beautiful **Arlington Sheraton Hotel** connected by covered walkway to the Arlington Convention Center. A block of rooms has been reserved from March 5-10, 2017.

**RATE:** \$129 single/double plus applicable taxes for standard King or 2 Queen room.

**DEADLINE:** Special group room rate is available until February 12, 2017, or until the group block is sold out, whichever comes first.

#### RESERVATIONS:

Online: <http://tinyurl.com/zdwsb58>

Phone: 800-442-7275 (mention Group Code: AFA or the American Farrier's room block)

**HOTEL PARKING:** Complimentary self-parking

**AIRPORT & TRANSPORTATION:** Complimentary shuttle service to/from Dallas Fort Worth International Airport to Sheraton Arlington Hotel, just 9 miles away. Call hotel at 817-261-8200 upon arrival at the airport.

**RETURN AIRPORT SHUTTLE SERVICE:** Guests will need to make their arrangements with front desk or bellman for shuttle service to DFW airport. Space is limited on peak times. Reserve in advance for best service.



# Exhibit Contract Application

**Exhibit space will not be assigned until the Exhibit Space Contract is signed and returned with payment.**

**ALTERNATE COMPANY CONTACT** (if different than MarketPlace Program Contact below):

Name \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

**MARKETPLACE PROGRAM** Complete information **exactly** how you want to be listed in the MarketPlace Program

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Physical Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Local Phone \_\_\_\_\_ Toll Free \_\_\_\_\_ Fax \_\_\_\_\_

Company E-mail \_\_\_\_\_ Website \_\_\_\_\_

Company Description (Please check one)

- Use Current FIA Member company description as listed on FIA website, [www.FarrierIndustry.org](http://www.FarrierIndustry.org)
- Updated Member or Non-Member Company Listing (75 word limit): \_\_\_\_\_

**FIA MEMBERSHIP** Annual dues @ \$175 \$ \_\_\_\_\_

- Renewing**     **New**    Join or renew for 2017 and save money with the discounted member booth rate.

**BOOTH RESERVATION**

Booth Preference:    1# \_\_\_\_\_    2# \_\_\_\_\_    3# \_\_\_\_\_    4# \_\_\_\_\_

Booth Neighbors: If possible, DO NOT put me next to this company(ies): \_\_\_\_\_

**TOTAL Booths Reserved: #** \_\_\_\_\_

**BOOTH PACKAGES**

**Furnished Booth:**    Ballroom Carpet, 8' Skirted Table, 2 Chairs, Wastebasket, 2 Exhibitor Badges, Sign with Company Name

**Unfurnished Booth:**    Ballroom Carpet, Wastebasket, 2 Exhibitor Badges, Sign with Company Name

\*\*\*Back draping is blue, white, red, white, blue pattern; side rail draping is blue, tables skirted in blue

\*\* All booths are 10' x 10'

**FIA MEMBERS**

1st Booth	<input type="checkbox"/> \$650	<input type="checkbox"/> \$575	\$ _____
Additional Booths	# _____ @ \$625 each	# _____ @ \$525 each	\$ _____

**Non-FIA Members**

1st Booth	<input type="checkbox"/> \$850	<input type="checkbox"/> \$775	\$ _____
Additional Booths	# _____ @ \$825 each	# _____ @ \$750 each	\$ _____

**End Caps** An endcap is a premium corner booth that faces a 2nd aisle

# \_\_\_\_\_ @ \$50 for each additional end cap \$ \_\_\_\_\_

**PAGE SUB-TOTAL**

\$ \_\_\_\_\_

## EXHIBITOR & OTHER BADGES

**MARKETPLACE EXHIBITOR BADGES:** Exhibitors receive 2 free badges per booth for company reps only. Farriers and vets are expected to register as AFA Convention attendees.

# \_\_\_\_\_ Additional badges @ \$40 each \$ \_\_\_\_\_

\* List names of persons to receive exhibitor badges:

1. \_\_\_\_\_ 3. \_\_\_\_\_  
2. \_\_\_\_\_ 4. \_\_\_\_\_

**FIA MEMBER BADGES:** Non-Exhibiting FIA members receive 1 free badge per membership. Admission includes all MarketPlace sessions, and member & exhibitor only times. Excludes move-in/move-out times.

**Yes, I am a Non-Exhibiting FIA member. Please reserve my free badge.** (List badge name below)

**FIA MEMBER GUESTS:** Non-Exhibiting FIA members may purchase a discounted 3-day badges for guests over the age 5; Admission includes all MarketPlace sessions, and member & exhibitor only times. Excludes move-in/move-out times. (List badge name below)

# \_\_\_\_\_ guest passes @ \$40 each \$ \_\_\_\_\_

**VISITOR BADGES:** Individuals who are not FIA Members, registered AFA convention attendees, or their guests may also purchase a MarketPlace badge for admission only during open MarketPlace hours.

**One Day Pass @ \$50**     **Two Day Pass @ \$75** \$ \_\_\_\_\_

List all Member/Guest/Visitor Badges Names:

Name: \_\_\_\_\_ Company Name \_\_\_\_\_

Name: \_\_\_\_\_ Company Name \_\_\_\_\_

### AFA BADGE OPTIONS

Exhibitor badges are only for FIA MarketPlace and FIA Events. An AFA badge is required to attend AFA lectures and functions. Each MarketPlace exhibiting company is entitled to one complimentary AFA Badge. Additional badges must be purchased through AFA.

**Yes, reserve one complimentary AFA badge.** Badge Name: \_\_\_\_\_

### AFA FIRST-TIME ATTENDEE COUPONS

The AFA offers exhibitors a First-time Attendee Registration Coupon for each 10'x10' booth reserved by December 1st. Exhibitors can use as a marketing tool to promote the AFA Convention. The farrier must present coupon to the AFA for redemption by February 15 to verify they are a first-time attendee. If farrier is not a first-time attendee, coupon will be forfeited.

**Yes, I would like to receive one First-time Attendee Registration Coupon**

### MARKETPLACE RAFFLE

Please consider making a gift certificate donation for the popular MarketPlace raffles during each of our three MarketPlace sessions. This program is very effective in increasing traffic in the MarketPlace and keeping attendees in the tradeshow for longer periods of time. All donors will receive recognition on signage and general announcements during MarketPlace.

Gift Certificates: # \_\_\_\_\_ @ \$25    # \_\_\_\_\_ @ \$50    # \_\_\_\_\_ @ \$75    # \_\_\_\_\_ @ \$100    Other \_\_\_\_\_

Gift Certificate Description: \_\_\_\_\_

I will mail certificates to FIA (due by Feb. 15th).

I will bring my certificates/product to the FIA MarketPlace.

Product Description: \_\_\_\_\_

Product Value: \$ \_\_\_\_\_

Bring product donations to the onsite FIA Office in Arlington.

## MARKETPLACE SPONSORSHIP

Sponsorships add to the marketing value of your company. Thank you for supporting the FIA as a sponsor! All donors will receive recognition on signage and general announcements during MarketPlace Sessions.

**Bar Sponsorship** (Thursday afternoon MarketPlace session)

\$500 Cash Bar set-up

Exhibitor and Opening Reception Breakfasts will include items such as scrambled eggs, skillet potatoes, bacon/sausage, breakfast pastries, muffins, coffee, tea, juices, and yogurt.

**Exhibitor Only Breakfast** (Thursday, 7 am prior to Opening Reception)

- |   |  |
|---|--|
| <input type="checkbox"/> \$2000 General Sponsor | <input type="checkbox"/> \$750 General Sponsor |
| <input type="checkbox"/> \$1500 General Sponsor | <input type="checkbox"/> \$500 General Sponsor |
| <input type="checkbox"/> \$1000 General Sponsor | <input type="checkbox"/> \$250 General Sponsor |

**MarketPlace Opening Reception Breakfast** (Thursday, 7:30am for all registered attendees)

- |   |  |
|---|--|
| <input type="checkbox"/> \$2500 General Sponsor | <input type="checkbox"/> \$750 General Sponsor |
| <input type="checkbox"/> \$2000 General Sponsor | <input type="checkbox"/> \$500 General Sponsor |
| <input type="checkbox"/> \$1500 General Sponsor | <input type="checkbox"/> \$250 General Sponsor |
| <input type="checkbox"/> \$1000 General Sponsor |  |

**FIA Membership Meeting & Cocktail Reception** All exhibitors and FIA Members are invited to a cocktail reception & membership meeting with socializing, heavy hors d'oeuvres & cash bar.

- \$1000 General Sponsor
- \$750 General Sponsor
- \$500 General Sponsor
- \$250 General Sponsor

Sponsor name should be listed as (please print): \_\_\_\_\_

## CONTRACT ACCEPTANCE

I have read the accompanying contract conditions and understand this application, when signed, will become a binding contract upon acceptance by the FIA and will be subject to the terms, conditions, rules and regulations that govern the FIA MarketPlace.

Company Name \_\_\_\_\_ Date \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Print Name \_\_\_\_\_

## PAYMENT

Payment must accompany contract. If faxing, fax a copy of the check you are mailing. **Check must be received within 10 business days or booth will be released.**

Send payment in U.S. dollars to: Farrier Industry Association, PO Box 173, Clinton, MS 39060  
 Phone: (601) 924-3495, Fax: (601) 924-0720, email: info@farrierindustry.org

**Total Payment:** \$ \_\_\_\_\_ (USD)

**Payment Type:**  Check payable to FIA (If faxing this form, you must also fax a copy of the check you are mailing.)  
 Visa     MasterCard     American Express     Discover

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_

Print Name on Credit Card \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Country \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

# FIA MarketPlace Contract Rules

**The application, properly executed by Applicant (Exhibitor) shall upon acceptance by the FIA MarketPlace constitute a valid and binding contract. Exhibition Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition.**

## **USE OF SPACE:**

Exhibition Management reserves the right to decline, prohibit or expel an exhibit which, in its judgment, is out of keeping with the character of the exhibition, this reservation being all inclusive as to persons, things, printed matter, product, conduct, sound level, etc.

Distribution of advertising material and exhibitor solicitation of any sort shall be restricted to the Exhibitor's booth. No part of any exhibit or product may extend into the aisle. Exhibit may not obscure or prejudice adjacent Exhibitors in the opinion of Exhibition Management. No Exhibitor shall assign or sublet any part of his assigned space without the consent of Exhibition Management in writing. Any space not occupied by the time set for completion of installation of displays (5:00 pm, Wed., March 8, 2017) will be reassigned at the discretion of Exhibition Management. All fees will be forfeited unless special arrangements have been approved by management.

Exhibits must be manned for the entire time the MarketPlace is open. No dismantling is permitted until the official closing hour of 12:30 pm, Friday, March 10, 2017. All exhibitors have an obligation to the Convention participants, to FIA, and to their own firms to make certain this rule is not violated. Alert booth personnel that they will be jeopardizing your firm's participation in future FIA shows if they begin any dismantling or fail to man the booth prior to the official closing time. If exhibitor chooses to dismantle or unman early, FIA will bill the exhibitor the cost of one booth space (\$850 total).

Exhibits may be dismantled between 12:30 pm and 3:00 pm on Friday, March 10, 2017. Any displays not dismantled by 3:00 pm on Friday will be dismantled by the Service Contractor at the exhibitor's expense. All exhibit materials must be removed from the exhibit floor by 3:00 pm. All exhibit materials not removed by 3:00 pm on Friday will be transferred to the Fern warehouse and held for disposition at the exhibitor's expense.

Exhibitors shall be bound by all pertinent laws, codes and regulations of municipal or other authorities having jurisdiction over the exhibit facility or the conducting of said exhibit, together with the rules and regulations of the owners and/or operators of the facility in which the exhibition is held.

## **CANCELLATION:**

Exhibitors canceling more than 60 days in advance will receive a 50% refund. Exhibitors canceling 59 days or less prior to the first day of the event forfeit 100% of the total rental.

If the Exhibitor fails to comply in any respect with the terms of the agreement, the Exhibition Management shall have the right, without notice to the Exhibitor, to sell or offer for the sale the exhibit space covered by the contract. Said Exhibitor will be liable for any deficiency, loss or damage suffered by the exhibition by reason of the premises stated, which loss or damage the Exhibitor agrees to pay upon demand together with reasonable expenses and costs incurred by reason thereof.

## **FORCE MAJUERE:**

If any part of the MarketPlace exhibit area is unavailable for a portion or entire event as a result of conditions out of management control such as flood, fire, government intervention, strike, war, labor dispute, riot, act of war, damage due to malice, or any other cause; or if show management should decide to postpone, re-site, or cancel the MarketPlace or Convention, or reduce the schedule, move in/out, etc., the Management will not be liable to reimburse or indemnify the exhibitor of damage or loss, either indirect or direct arising as a result thereof.

## **INSURANCE:**

It is the responsibility of Exhibitors to carry insurance to cover all hazards including loss or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibition site. FIA MarketPlace assumes no responsibility for any loss, damage or injury to any property of the Exhibitor or to any of its officers, agents and employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. The Exhibitor expressly agrees to indemnify and hold harmless FIA MarketPlace, their management, agents and employees from any and all claims, damage to property arising in connection with Exhibitor's use of the exhibit space, except such losses as may be the result of the sole negligence of the FIA MarketPlace.

## **SAFETY/FIRE/HEALTH:**

Exhibitor hereby agrees to hold harmless the American Farrier's Association, the Farrier Industry Association, Affinity Resource Group, their managers, officers, sponsors, employees, agents, successors, and assigns from any suit or claim for personal injury or property damage or for loss or use of property by whomever sustained on or about exhibitor's participation in the MarketPlace or AFA Convention. Exhibitor must comply with all safety, fire, and health ordinances regarding installation and operation of equipment, displays and exhibit materials. Display materials must be flame-retardant. Hazardous materials of any type are prohibited at all times. Show management is not responsible for the safe operation of any exhibitor machinery or equipment. Children under 16 years of age must be supervised at all times on the MarketPlace floor.

## **ADDITIONAL SERVICES:**

On behalf of the Exhibitor, FIA MarketPlace has designated official Exposition contractors to provide the following: drayage, furniture, booth and floor decorations, signs, etc. Services of electricians, plumbers, carpenters and other labor will be available and charged at the prevailing rate. The FIA MarketPlace assumes no responsibility or liability for any of the services performed or materials delivered by the foregoing, persons, parties and organizations. Arrangements for these services and payment are to be made between Exhibitors and official Exposition contractors.

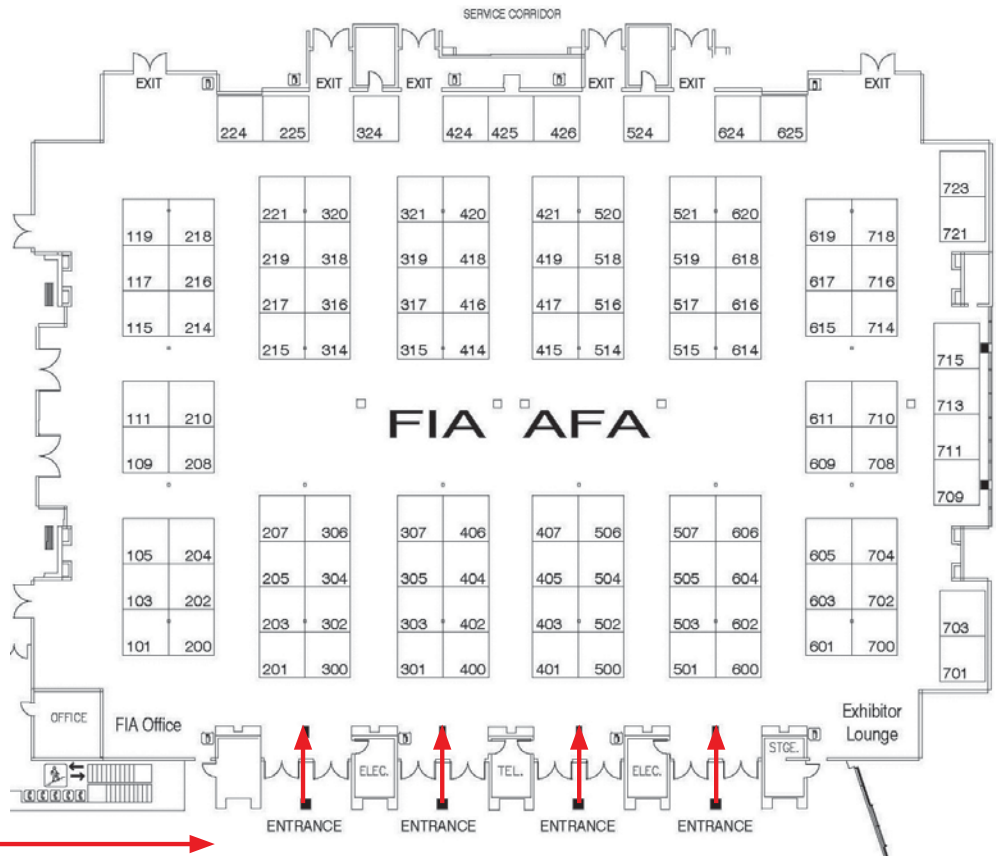
Rules and regulations may be changed at any time. Where union labor is required because of building or contractor requirements, exhibitor agrees to comply with the regulations.

## **PROTECTION OF FACILITIES:**

Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the convention hall area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibits Manager, the convention hall manager or their assistants.

# MarketPlace Exhibit Hall

**PLEASE NOTE:**  
 The Grand Hall is a carpeted ballroom setting. The loading area door is 7' x 7' and will not accommodate trailers or equipment larger than this size.



Attendee access and badge checkers will be located in the corridor near the long arrow.

**THANK YOU**  
 for exhibiting in the **FIA MarketPlace** at the AFA Convention!

If you have any questions, please call the FIA Office at **601-924-3495**, or email at: **info@farrierindustry.org**.

Visit the FIA website for updates & additional info: **www.farrierindustry.org**.

*We look forward to seeing you in Arlington, Texas!*

## MarketPlace Schedule

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3:00 pm – 5:00 pm FIA Registration Open

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**FRIDAY, MARCH 10**

8:00 am – 10:00 am MarketPlace Exhibitor & FIA Member Only Time  
 10:00 am – 11:30 am FIA Registration Open  
 10:00 am – 12:30 pm **MARKETPLACE OPEN**  
 12:30 pm – 3:00 pm Exhibitor Move-out