

## Newsletter Advertising - Page 2

Our twenty page newsletter, the **Hoof Health Connection**, is mailed quarterly to 500 individuals which include a majority of hoof trimmers but also include veterinarians, dairy producers, researchers, nutritionists and industry representatives. The Connection is filled with recent research, events, submitted articles on various topics, business tips, and more. Over seven sized ads at varying prices are available for you and your company to market your product. Discounts are available for

corporate sponsors and for annual payments. Prices start at \$70. Please see page 2 for details, page 8 for ordering.

### Deadlines:

March Issue: Feb. 1  
 June Issue: May 1  
 Sept. Issue: Aug. 1  
 Dec. Issue: Nov. 1



## Conference Booth - Page 4

**HOOF TRIMMERS ASSOCIATION**  
 www.hooftrimmers.org  
 866-615-HOOF (4663)

**FORM AND FUNCTION**  
 Hoof Health Conference 2011  
 July 21-23, 2011  
 DoubleTree Lancaster/Willow Valley, Lancaster PA

Register Today

HTA's Hoof Health Conference and Trade Show is North America's most focused gathering of progressive hoof trimmers, veterinarians, dairy producers and nutritionists who want to learn how your services and products may enhance their business. Attendance is expected to be high, due to speakers such as **Dr. Ondrej Becvar, Virginia, Dr. Chuck Guard, Cornell, Dr. Gerard Cramer, Canada, Dennis Wolff, and a first time Producer Seminar.** Read more about speakers and activities at our website. See more information on Page 4, order form page 7.

## Corporate Sponsorship - Page 3

Gold, Silver, and Bronze Membership packages are available with various benefits such as discounts, newsletter subscriptions, advertising benefits, and more. We thank you for your continued support and look forward to another year of working together. Please see complete description of benefits on page 3, order form page 8.

## Product Catalog - Page 6

New in 2011! We would like to offer members and the public a complete Hoof Health Product Catalog. Your product information is requested, and opportunities to advertise are available. Please see page 6 for more details on this new offering, and page 8 for order information.

Hoof Trimmers Association Inc  
 PO Box 8575  
 Missoula MT 59807  
 406-543-1823  
[www.hooftrimmers.org](http://www.hooftrimmers.org)

# Newsletter Advertising Details



Our twenty page newsletter, the **Hoof Health Connection**, is mailed quarterly to 500 individuals which include a majority of hoof trimmers but also include veterinarians, dairy producers, researchers, nutritionists and industry representatives. The Connection is filled with recent research, events, submitted articles on various topics, business tips, and more. Over seven sized ads at varying prices are available for you and your company

to market your product. Discounts are available for corporate sponsors and for annual payments.

### Deadlines:

March Issue:	Feb. 1
June Issue:	May 1
Sept. Issue:	Aug. 1
Dec. Issue:	Nov. 1

## Sizes and Prices

Small 1	2" high by 3 1/2" wide	\$70.00
Small 2	3" high by 3 1/2" wide	\$90.00
Quarter Page	4 3/4" high by 3 1/2" wide	\$110.00
Half Page horizontal	4 3/4" high by 7 5/16" wide	\$180.00
Half Page vertical	9 3/4" high by 3 1/2" wide	\$180.00
Full Page	9 3/4" high by 7 5/16" wide	\$280.00
Full Page Insert	8 1/2" x 11" pre-printed	\$300.00 (send 500)

- ◆ Deadline for inserts may be later than regular printed ad deadlines. Call or email
- ◆ Discounts available if paying for more than one issue in advance. See below.
- ◆ We are able to print sizes that are not represented above, and we will simply charge per square inch, based on the above. Send us your ad for price.



## Digital Formats

All new advertising materials are preferred in digital form. Materials received as film or hard-copy will be converted into an electronic file at an additional cost to the advertiser. The Newsletter is constructed using Adobe InDesign on PC.

The following formats and programs are available to advertisers wishing to submit information in an electronic manner. Images: All image files must be submitted as high resolution PDF, or either EPS (.eps), Tiff (.tif), Jpeg (.jpg) files. Please call if assistance is needed to create the ad. Submission: Please send ad to [info@hooftrimmers.org](mailto:info@hooftrimmers.org). If you have any questions, please call the office at 406-543-1823, or email at [info@hooftrimmers.org](mailto:info@hooftrimmers.org)

## Discounts Available

### Annual Payment Discounts

Discount 5% for 4 issues in advance.  
Discount 3% for 3 issues in advance.  
Discount 2% for 2 issues in advance.

### Corporate Membership discounts

Discount 10% for Gold Membership.  
Discount 5% for Silver Membership.

Hoof Trimmers Association Inc  
PO Box 8575  
Missoula MT 59807  
406-543-1823

[www.hooftrimmers.org](http://www.hooftrimmers.org)

## Corporate Sponsorship Details

Benefit	Gold \$1000	Silver \$500	Bronze \$250
Small ad with logo, tagline, and company name on page 19 of each quarterly newsletter.	✓	✓	✓
Listing, link and logo on HTA website	✓	✓	✓
Corporate member sign to use in your trade show display.	✓	✓	✓
Discount on all advertisements in the quarterly newsletter	10%	5%	None
Complimentary quarterly newsletter subscriptions	5 (\$125 value)	3 (\$75 value)	1 (\$25 value)
Number of representatives to the Hoof Health Conference at the discounted member-rate.	5 (\$675 value)	3 (\$405 value)	1 (\$135 value)
Round of priority selection to choose your booth space for the Hoof Health Conference Trade Show	1st	2nd	3rd
NEW: Website corporate banner (one space, rotates thru all ads on timed frequency), Available April 1	✓		
NEW: Product Catalog Advertising	Free 1/2 pg Ad (\$250 value)	Free 1/4 pg Ad (\$160 value)	Free small Ad (\$100 value)



Hoof Trimmers Association Inc  
 PO Box 8575  
 Missoula MT 59807  
 406-543-1823

[www.hooftrimmers.org](http://www.hooftrimmers.org)

## Hoof Health Conference Booth - July 21-23, 2011 Lancaster Pa.

### Visibility—

HTA's Hoof Health Conference and Trade Show is North America's most



focused gathering of progressive hoof trimmers, veterinarians, dairy producers and nutritionists who want to learn how your services and products may enhance their business.

### Volume—

Attendance is expected to be high, due to speakers such as **Dr. Ondrej Becvar, Virginia, Dr. Chuck Guard, Cornell, Dr. Gerard Cramer,**

**Canada, Dennis Wolff,** and a first time Producer Seminar. Read more about speakers and activities at our website.

### Impact—

Limited space is available, so your prompt response will enhance your opportunity to make an impact on your current and potential customers.

[www.hoofhealthconference.com](http://www.hoofhealthconference.com)

## Exhibitor Details

Please respond by June 1 for best booth location

### Exhibit Prices

Commercial Exhibits - include the following:

#### 1. Curtained Booth, Exhibit Area

Thursday AND Friday, with Sat. on-farm demo option

Sizes:

8x10 \$650

8x12 \$750

6-8 foot table

2 chairs, 1 wastebasket

- Interested in a double booth? Call for details and discount.

#### Also receive the following benefits:

- Two convention registrations for exhibitors
- Program listing
- Listing and contact info in Sept. newsletter
- Opportunity for a 2 minute "Commercial Presentation" in front of group; possible 15 minute presentation in second room - TBA and limited to first come first served.

#### 2. TableTop, Local Vendor Hall

Friday ONLY

6' Table - \$200

### Discounts

Companies contributing \$1500 or more to an approved convention activity will receive a booth space for \$100.

### Booth Sharing

Interested in sharing a booth? Call the office to find another interested party if you are unsuccessful at finding a company to share. Subject to surcharge.

### Large Equipment Vendors

Your equipment will be outside, but we will hold a booth for you.

### Extra Decorating Needs

Floor is carpeted. Please call the office if you are in need of other items. HOWEVER, resources are limited.

### Shipment of Display Materials

This information will be in your confirmation packet. There is limited space available at the DoubleTree, so they'll ask that you ship it just in time for the show. Also available online at [www.hooftrimmers.org](http://www.hooftrimmers.org)

### Accommodations

DoubleTree Resort Lancaster/Willow Valley  
2400 Willow St. Pike  
Lancaster PA 17602  
717-464-2711

### Reservations:

717-464-2711. Reserve BEFORE JUNE 21. Ask for the Hoof Trimmers Association Room Block and Special Rate: \$119 Single or Double.

### Auction Items

The live benefit auction on Saturday evening, July 23, where the Association will sell a variety of hoof care items, crafts, collectibles and other unique items donated by members and businesses. Association members who are also auctioneers will manage the sale and all proceeds benefit the Association's educational endeavors. Anyone is welcome to donate items for this auction.

Hoof Trimmers Association Inc  
PO Box 8575  
Missoula MT 59807  
406-543-1823

[www.hooftrimmers.org](http://www.hooftrimmers.org)

## Other Trade Show Information

### Dates and Times

The Hoof Health Conference and Trade Show has been designed so that participants can be exposed to the exhibits from Thursday, July 21 at 11:00 a.m. to Friday, July 22, at 5:00 p.m.

### Trade Show Schedule

Room is not released to us the evening before the event, YET. Currently, set up is planned from 7-11 am on the 21st. We've always been able to release this room in past conferences and we hope to communicate this news to you in July.

#### Thursday, July 21

7:00 a.m. - 11:30 a.m.	Main Exhibitor Move-In
11:30 a.m. - 1:00 p.m.	Trade Show open during lunch and registration
1:00 p.m. - 5:00 p.m.	General sessions, with breaks in Exhibit Hall, with Mardi Gras games with Exhibitors for participants (hint: Mardi Gras Theme!)
5:00 p.m. - 9:00 p.m.	Welcome Reception - "Meet, Greet, and Eat, Mardi Gras Style" with exhibitors followed by Dinner and Entertainment

#### Friday, July 22. 19

7:00 a.m.	TableTop Vendors Setup
8:30 a.m. - 5:00 p.m.	Exhibit Hall Open during general sessions and breakouts. All refreshment breaks served in Hall.
3:30 p.m. - 5:00 p.m.	Exhibits may be removed

#### Saturday, July 23

On Farm Demonstrations - planning in progress. If you would like to demonstrate your equipment, we'd like to help you. Please call the office at 406-543-1823.

### Sponsor Recognition

- All sponsors will be listed in the conference program and recognized with signage. Free listing on appreciation page in the September Newsletter, and on the website at [www.hoofhealthconference.com](http://www.hoofhealthconference.com). We are trying to find space to allow sponsors to speak to the masses, and will let you know at a later date of this possibility.
- Those sponsors contributing \$1500 or more to an approved convention activity also receive a trade show booth for only \$100.

### Schedule of Events

#### Wednesday, July 20

Afternoon Golf Outing

Pre-conference Agribusiness Tour (sponsored in part by Pa. Trimmers)

#### Thursday, July 21

9:00 a.m. - 11:00 a.m.	Membership Meeting
12:00 p.m. - 1:00 p.m.	Lunch, Trade Show open
1:00 p.m. - 5:00 p.m.	General Sessions, breaks in Hall
5:00 p.m. - closing	Meet Greet and Eat - Welcome reception with vendors, followed by dinner and entertainment

#### Friday, July 22

7:00 a.m. - 8:15 a.m.	Breakfast
8:30 a.m. - 12:00 p.m.	Trimmer Sessions with breaks in Exhibit Hall
10 a.m. - 2:00 p.m.	Producer Sessions with breaks in Exhibit Hall
12:00 p.m. - 1:00 p.m.	Lunch Buffet, Guest Speaker
1:00 p.m. - 5:00 p.m.	Trimmer Sessions with breaks in Exhibit Hall
6:00 p.m. - end	Offsite Dinner at Amish Home

#### Saturday, July 23

9:00 a.m. - Noon	Demos and lunch on farm
Noon - approx 4 or 5	Farm Tours
6:00 p.m. - 10:00 p.m.	Farewell Dinner and Auction

A final agenda will be sent to registered exhibitors prior to Conference.

### Conference Highlights

See the conference highlights unfold at [www.hooftrimmers.org](http://www.hooftrimmers.org). Briefly, these include:

- Scientific presentations balanced with peer and business presentations;
- Distinguished speakers;
- Entertainment;
- Demonstrations;
- Networking;
- 250-300 in attendance at past conferences

Hoof Trimmers Association Inc  
PO Box 8575  
Missoula MT 59807  
406-543-1823

[www.hooftrimmers.org](http://www.hooftrimmers.org)

## Hoof Health Product Catalog

Hoof Health Product Catalog will initially be available in print and as an online download for members. Eventually, this will be available only in digital format. Product information must be submitted by companies using the form on page 8; All sections must be completed to allow for various sorts: Index by product; Index by company; Index by cat-

egory. Product catalog online will be updated quarterly as items are submitted; however, annually in print. First deadline: September 1.

Product submission is free to all companies. Sponsors, Advertisers, and Exhibitors will be prominently displayed (ie, "Supplier is a proud sponsor,

advertiser, and exhibitor of the HTA"). Sponsors of HTA have the option of placing a free ad in the catalog; non-sponsor ads will be charged according to the scale below. Policies for this first time product catalog are subject to change during development.

## Deadlines and Prices

1. Fees for Product Information: None
2. Advertising options:

<b>AD:</b>	<b>Sizes:</b>	<b>Price to Sponsors:</b>	<b>Price to Non-Sponsor</b>
Small	2.5" high by 3 1/2" wide	\$100.00	Free to Bronze Sponsor
Quarter Page	4 3/4" high by 3 1/2" wide	\$160.00	Free to Silver Sponsor
Half Page horizontal	4 3/4" high by 7 5/16" wide	\$250.00	Free to Gold Sponsor
Half Page vertical	9 3/4" high by 3 1/2" wide	\$250.00	Free to Gold Sponsor

- ◆ Deadline for all items - September 1, 2011.
- ◆ We are able to print sizes that are not represented above, and we will simply charge per square inch, based on the above. Send us your ad for price.

## Digital Formats

All new advertising materials are preferred in digital form. Materials received as film or hard-copy will be converted into an electronic file at an additional cost to the advertiser. The Newsletter is constructed using Adobe InDesign on PC.

The following formats and programs are available to advertisers wishing to submit information in an electronic manner. Images: All image files must be submitted as high resolution PDF, or either EPS, Tiff, Jpeg files. Please call if assistance is needed to create the ad. Submission: Please send ad to [info@hooftrimmers.org](mailto:info@hooftrimmers.org). If you have any questions, please call the office at 406-543-1823, or email at [info@hooftrimmers.org](mailto:info@hooftrimmers.org)



Hoof Trimmers Association Inc  
PO Box 8575  
Missoula MT 59807  
406-543-1823

[www.hooftrimmers.org](http://www.hooftrimmers.org)

# Hoof Health Conference Booth - July 21-23, 2011 Lancaster Pa.

## Exhibitor Registration Form

**Please respond by June 1, 2011**

*Space may be available beyond that date, however, booths assigned based on sponsorship and "first come/first served"  
By Registering for a booth, you are agreeing to abide by Provisions expressed in disclaimer, found here online:*

Company/Organization: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_  
Address: \_\_\_\_\_ Town: \_\_\_\_\_ State/Ctry: \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

### 1. Sponsorship

**Dollar Amt**

Activity: (We would be happy to help you find an appropriate sponsorship) \_\_\_\_\_ \$ \_\_\_\_\_

### 2. Trade Show (Booths are assigned on a first-come, first-served basis within corporate membership levels. You will be contacted upon payment.)

- 8x10 Booth, Thurs/Fri, all benefits, see previous pages \$650  
 8x12 Booth, Thurs/Fri, all benefits, see previous pages \$750  
 Double booth 8x20min, one company, Thurs/Fri, all benefits, see previous pages \$1000  
 Tabletop, Friday only, limited benefits, see previous page \$200  
 Booth Sharing surcharge \$50

**TOTAL** \$ \_\_\_\_\_

### 3. Representatives:

Representatives working your booth, nametags should read:

1. \_\_\_\_\_  
2. \_\_\_\_\_

### 4. Representative Meals

Meals are not included with the booths, allowing reps to convene as they please. If your reps would like to join the conference folks at meals, please include the following order and payments. Meals can be purchased up to 7 days prior to the event and may not be available for order onsite as the hotel asks for our final count prior to the conference.

- \_\_\_ (#)Thursday dinners - Welcome Reception \$40  
\_\_\_ (#)Friday lunch (Guest Speaker Dennis Wolf) \$25  
\_\_\_ (#)Friday offsite dinner \$25  
\_\_\_ (#)Sat offsite lunch \$15  
\_\_\_ (#)Saturday Farewell Dinner & Auction \$40.

**TOTAL:** \$ \_\_\_\_\_

### 5. Other Activities:

**1. Golf:** \_\_\_ (#) Golfers. \$35, includes meal/snacks. (Golf to begin at Noon or 1pm, onsite. More info after press time, keep watching the website; we will send info to you if you sign up).

#### 2. Conference Tours:

- a. Post Conference Tour: \_\_\_ (#)\$5 each (This tour will leave from the demo dairy on Saturday after lunch)

**TOTAL Other Activities:** \$ \_\_\_\_\_

**Payment Method - You may also register and pay online - [www.hooftrimmers.org](http://www.hooftrimmers.org)**

**GRAND TOTAL**

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

- Check (payable in USD to Hoof Trimmers Association) and mailed to HTA, PO Box 8575, Missoula MT 59807  
 Credit Card: \_\_Visa\_\_MC Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Signature: \_\_\_\_\_

*\*\*Full refunds will be issued if cancellation requests are made in writing before June 20, 2011. Partial refunds available after that date.*

**Mail to:** Hoof Trimmers Association • PO Box 8575 • Missoula MT 59807 **Or FAX:** Credit Card Payment to 877-546-9331 **Or ONLINE:** SOON - TBA

# HTA Marketing Opportunity Order Form

Company/Organization: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Address: \_\_\_\_\_ Town: \_\_\_\_\_ State/Ctry: \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

\* You will be listed in our database to receive a copy of the newsletter. Please call the office if you find you are not receiving this offer.

## Sponsorship

Choose one of the following three levels.

- GOLD Corporate Member \$1,000.00
- SILVER Corporate Member \$500.00
- BRONZE Corporate Member \$250.00

**TOTAL SPONSORSHIP:** \$ \_\_\_\_\_

**Please email website link and logo to HTA**

Names and addresses for the complimentary newsletter subscriptions (5 for Gold, 3 for Silver, 1 for Bronze).

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

## Advertising

### 1. Ad Placement:

- |          |  |   |
|----------|--|---|
| April Ad | <input type="checkbox"/> Yes, include my ad, size/price: _____ (see page 2) or | <input type="checkbox"/> I will contact you prior to the deadline |
| June Ad  | <input type="checkbox"/> Yes, include my ad, size/price: _____ (see page 2) or | <input type="checkbox"/> I will contact you prior to the deadline |
| Sept. Ad | <input type="checkbox"/> Yes, include my ad, size/price: _____ (see page 2) or | <input type="checkbox"/> I will contact you prior to the deadline |
| Dec. Ad  | <input type="checkbox"/> Yes, include my ad, size/price: _____ (see page 2) or | <input type="checkbox"/> I will contact you prior to the deadline |

### 2. Discounts Available:

- |   |   |
|---|---|
| <input type="checkbox"/> Discount 5% for 4 issues in one payment. | <input type="checkbox"/> Discount 10% for Gold Sponsorship  |
| <input type="checkbox"/> Discount 3% for 3 issues in one payment. | <input type="checkbox"/> Discount 5% for Silver Sponsorship |
| <input type="checkbox"/> Discount 2% for 2 issues in one payment. |   |

**TOTAL: \$** \_\_\_\_\_

## Hoof Health Product Catalog

Product Name: \_\_\_\_\_ Product Supplier: \_\_\_\_\_

Product Category: (nutritional, digital dermatitis treatment, hoofbath, wrap, etc) \_\_\_\_\_

Product Description: (<100 words) \_\_\_\_\_ (Please use blank sheets).

Supplier Contact info: (need this only 1x, include website, phone, email): \_\_\_\_\_

- |      |             |                                |    |   |
|------|-------------|--------------------------------|----|---|
| Ads: | 1/2 page ad | <input type="checkbox"/> \$250 | or | <input type="checkbox"/> Gold Sponsor, Free   |
|      | 1/4 page ad | <input type="checkbox"/> \$160 | or | <input type="checkbox"/> Silver Sponsor, Free |
|      | Small ad    | <input type="checkbox"/> \$100 | or | <input type="checkbox"/> Bronze Sponsor, Free |

**TOTAL: \$** \_\_\_\_\_

## Hoof Health Conference Exhibit

Please use form on previous page. You may enter your total here if you are using multiple forms:

**TOTAL: \$** \_\_\_\_\_

## Payment Method

**GRAND TOTAL \$** \_\_\_\_\_

- Check (payable in USD to Hoof Trimmers Association) and mailed to HTA, PO Box 8575, Missoula MT 59807
- Credit Card:  Visa  MC Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Mail to:** Hoof Trimmers Association • PO Box 8575 • Missoula MT 59807 **Or FAX:** Credit Card Payment to 877-546-9331 (ONLINE SOON - TBA)