### JULY 28-30, 2022

# 2022 HOOFHEALTH CONFERENCE

DOUBLETREE BY HILTON BLOOMINGTON MINNEAPOLIS SOUTH 7800 NORMANDALE BLVD, MINNEAPOLIS, MN 55439

# **2022 HOOF HEALTH CONFERENCE**

The Hoof Health Conference focuses on discussions concerning recent developments taking place in the field of hoof health, primarily dairy bovine, and a selection of topics designed to support the development and continuation of hoof trimmers' business.

In 2022, we're excited to directly precede the The Lameness in Ruminants phiperence at the DoubleTree by Hilton Bloomington - Minneapolis South from August 1 - 5, 2022. As a sponsor or exhibitor, you'll enjoy the convenience and efficiency of reduced travel, shipping and other expenses

A general business meeting of the membership, hands-on demonstrations, lecture/Q&A sessions, tours and other educational sessions will be included in conference opportunities. The conference is more than just listening to some people talk and visiting vendor booths. One of the most important aspects of the Hoof Health Conference is the connections made between hoof trimmer peers – connections that last a lifetime.

# DISCLAIMER

HTA is committed to providing a safe environment for all our stakeholders and staff.

Should the conference be unable to proceed, we will reschedule at the earliest opportunity.

# CONTACT US

Phone: +1 972 715 8231 Email: <u>info@hooftrimmers.org</u> Office Hours: 9AM - 5PM Central, M-F





WWW.HOOFHEALTHCONFERENCE.ORG



Below is our proposed agenda. This program is subject to change and further details will be provided over the coming months.



9:00AM - 12:00PM	SESSIONS & BREAK
12:00PM - 1:00PM	LUNCH
1:00PM - 3:00PM	BUSINESS MEETING
3:00PM - 3:30PM	BREAK
3:30PM - 5:30PM	SESSIONS
6:00PM - 7:00PM	VENDOR RECEPTION
7:00PM - 9:00PM	AWARDS & ENTERTAINMENT



9:00AM - 12:00PM	SESSIONS & BREAK
12:00PM - 1:00PM	LUNCH
1:00PM - 5:00PM	SESSIONS & BREAKS
6:00PM - 10:00PM	OFFSITE EVENT

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9:00AM - 12:00PM	TRIM DAY
12:00PM - 1:00PM	LUNCH
6:00PM - 7:00PM	RECEPTION
7:00PM - 8:00PM	DINNER
8:00PM - 10:00PM	AUCTION

# **BASIC SPONSORSHIP**

All sponsors will receive the Basic Sponsorship with an option to add any available Premium Features (listed on the following pages).

#### **BASIC FEATURES**

\$925

- One complimentary registration to the 2022 Hoof Health Conference
- Enjoy a 25% discount on any additional registrations
- Option to create a branded promo code for invitees and prospects
- Full list of attendees (does not include contact information)
- Verbal recognition during opening and closing remarks
- Digital branding on conference website with option to add hyperlink
- Digital/print branding on select conference marketing material
- Digital/print branding on conference program
- Two mentions on social media channels (pre-event and post-event)
- Option to add any available Premium Features to boost brand prominence and drive richer engagement.

#### **EARLY BONUS**

Confirm your sponsorship by August 31, 2021 and receive the following bonus features!

- Add a branded item to the attendee welcome bag
- Complimentary logo placement and mention in late 2021 HTA Newsletter
- Two additional mentions on HTA social media channels in 2021 or early 2022
- Early branding campaigns included in late 2021 and early 2022 conference promotion
- Early selection of exhibit placement, size and exclusive premium features

These features are only available to sponsors who commit by 11:59pm EST, August 3 [2021. Please email ] at info@hooftrimmers.org to confirm your sponsorship.



# **PREMIUM FEATURES**

#### Exclusively for sponsors who purchase the above Basic Features,

significantly boost your brand's engagement and enjoy greater ROI with any of the following add-ons:



**Standard Exhibit Booth** (standard 8'x10') *add* \$450

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**Extra Large Exhibit Booth** (sizes & dimensions may vary) add \$600



**Food/Beverage Station included in Extra Large Exhibit Area** add \$250/day (available Thursday and Friday)

- Add food/beverage to your exhibit area and drive traffic and more engagement from members - some conditions apply
- Limor not included



**Branded 13 ool Bags** (given to every attendee) (Please contact us for details)



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Reception & Awar ponsorship Opportunities (Please contact us for detaris)

# **PREMIUM FEATURES**

Continued...



# **Room Key & Room Drop Option** (2 available) add \$500

Have your logo on one side of every attendee room key, plus take advantage of our room drop service and leave a branded note/gift in each attendee's room.



#### Attendee Care Kit Sponsor (1 available) add \$1,000

Create a unique brand experience by outfitting attendees with a conference care package that ould include a toiletries, snack item, etc.



# Host a Corporate Hospitality Suite (been done availability) add \$550 per night

Offer your prospects a VIP experience and get deals done in the privacy and luxury of a Hospitality Suite.



# **Transportation Sponsor** (4 available) add \$750

Transport attendees in a branded experience from the hotel to our offsite and/or airport. Call to discuss some creative ideas!



# **PREMIUM FEATURES**

Continued...



Lanyard Sponsor (1 available) add \$750

Our lanyards/name tags will be created to double as luggage tags! Have your brand visible long after the conference!



#### Offsite Event Sponsorship Opportunity

(Please contact us for details)



**Conference T-Shirt Sponsor** (1 available) add \$2,100



**Program Book Sponsor** (1 available) add \$1,200

Printed program books include your logo on the front cover and a FULL page ad inside!



BINGO Sponsor (1 available) add \$1,200

Back by popular demand, attendees will earn stamps for visiting booths. Be seen as the prime sponsor of this exciting activation that wins a big ticket prize! (2022) prize was a 65" flat screen television!)

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# **TERMS & CONDITIONS**

The following terms and conditions apply to all exhibitors participating at the Hoof Health Conference.

#### BOOTHS

Booths sizes will vary based on the level of sponsor commitment. The basic booth size will measure  $8' \times 10'$ .

Booth commitment includes pipe and drape, 1 table with cover and 1 chair. Additional supplies and power must be ordered in advance. Order forms will be available spring 2022.

**Booth Selection** 

Booths will be selected by Exhibitors in the order in which they commit to a booth and in conjunction with the allocations based on premium sponsorship fulfillment requirements. Booths will be selected spring 2022.

Exhibitor Staffing Dates and Hours

Booth setup information will be available spring 2022.

All booths must be set up before the exhibit hall opens unless other arrangements are made in advance.

Exhibitor Parking Exhibitors will park with the attendees.

#### Teardown

Exhibits must be torn down and packaged for shipping by 11:30PM, Friday, July 29, 2022. All materials must be out of the area or packaged for return shipping. Exhibitors who have not removed their property by that time will be billed for any fees resulting in the delay of vacating the room.

Exhibitors are responsible to ensure they have collected all their property. Any materials left behind will be considered abandoned and disposed of. Exhibitors will be billed for disposal fees. Excess materials should not be left to avoid return shipping fees.

# **TERMS & CONDITIONS**

Electricity

Electricity is available to a limited number of vendors. It must be ordered on the booth order form (available spring 2022) and is provided on a first-come-first-served basis. No electricity orders will be accepted after June 15.

Shipping

Materials may be shipped to the venue. Sponsor/vendors are responsible for any shipping fees.

Shipping address for all items is:

YOUR NAME YOUR ARRIVAL DATE c/o DoubleTree by Hilton Bloomington Minneapolis South 7800 Normandale Blvd Minneapolis, MN 55439

Will receive packages of less than 200 lbs. Materials shipped to the hotel may not arrive earlier than two (2) days prior to the conference and may not remain longer than two (2) days after the conference.

Inbound Package Handling Fees:

Weight	Price
0-5 lbs	\$5.00/box
6-20 lbs	\$10/box
21-50 lbs	\$15/box
Over 50 lbs.	\$35/box
Crate	\$75.crate
Pallet	\$15/pallet

# **TERMS & CONDITIONS**

Outbound Package Handling Fees:

\$15.00 each box plus carrier costs. Vendors/ booth attendees will be required to fill out a form with their shipping information and payment details before product will be moved for shipping.

Certain packages may incur additional charges for packaging. Confirm packaging price with Receiving prior to shipping. All services are subject to 7.275% sales tax. Packages stored on property for more than or prior to 3 business days will be subject to a per day storage fee equal to the handling fee for each item.

Additional requirements:

- Multiple packages within a single shipment should be numbered in sequence (eg: 1 of 3, 2 of 3, 3 of 3, etc.)
- Heavy boxes should indicate they are heavy.

#### Exhibitor Entrance and Badges

Exhibitors will receive badges for only those individuals registered for the conference. One registration is included in the booth reservation. Registration for staff must be made separately. Badges will be required for entrance into the conference and trade show area. Badges are individual and should not be shared among exhibiting personnel.

#### Internet

Internet will be available via Wi-Fi. However, the primary purpose of the internet will be for attendees. Do not rely on internet for your display. We recommend bringing any digital information on a thumb drive.

#### Refunds

A 50% refund of booth fees will be issued to an exhibitor if a written cancelation request is submitted to HTA by June 1, 2022. Refunds will not be issued after that date. No exceptions or credits will be made. Those who register after June 1, 2022 will have 10 days after booth registration to cancel and still receive a 50% refund. No exceptions will be made.

No refunds of sponsorship obligations will be made.

# **TERMS & CONDITIONS**

#### Insurance

Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless Doubletree by Hilton Bloomington Minneapolis South, Hilton Worldwide, Inc. and the hotel's owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), and Hoof Trimmers Association, Hoof Trimmers Association Board of Directors and staff (Group) from and against any claims or expenses arising out of the use of the exhibition premises.

Exhibitor agrees to obtain and maintain during the use of the exhibition premises, Comprehensive General Liability Insurance, including contractual liability covering the Exhibitor's indemnity in this Responsibility Clause. Such insurance shall be in the amount of not less than \$1,000,000 combined single limit for personal injury and property damage. The Hotel Parties and Group shall be named as additional insured on such policy and Exhibitor shall supply the hotel with Certificates of Insurance at least 30 days prior to the use of the exhibition premises.

The Exhibitor understand that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitors property and it is the sole responsibility of the exhibitor to obtain such insurance.

#### Social Events

Exhibitors are invited to attend all social events and the trim day on Saturday. The coffee, snacks, desserts, beer, wine and liquor will be located in the tradeshow area to maximize attendee presence around the exhibits.

Exhibitors must notify HTA of any events scheduled by exhibitors or sponsors. Scheduling of on- or off- site events that compete with HTA events is strictly prohibited.

#### Waste

Exhibitors are responsible for leaving their booth space clean and free of trash or other materials. Booths will be inspected after move out is complete. If the booth is not clean and free of materials, exhibitors will be billed \$300 cleaning fee in addition to any disposal fees.

## **TERMS & CONDITIONS**

#### Drawings

Exhibitors are invited to offer a prize giveaway during the Vendor Reception on Friday evening. To that end, exhibitors are encouraged to collect business cards or other identifying information for the purposes of the drawing and follow-up marketing. All attendees are invited to participate in Sponsor Bingo. The promotion is designed to encourage HHC attendees to visit exhibitor booths. Attendees will have a "BINGO" card to have stamped at the vendors' booths. Upon completion, the cards are to be deposited at the designated location (to be determined at a later date) for entry into a drawing for a prize valued at over \$500. The drawing will be conducted at the conclusion of the Vendor Reception on Friday.

#### Welcome Bag Inserts

Exhibitors are invited to provide items for nclusion in the welcome bags. All welcome bag inclusions should be shipped to HTA, 5014 FM 1500, Paris, TX 75460 with delivery prior to July 22, 2022 or to the hotel attention HTA/Jolie Estes, 7800 Normandale Blvd, Minneapolis, MN 55439 for receipt July 25-26, 2022.

#### Photography Consent

As part of the Hoof Health Conference, Exhibitors agree and consent to be photographed or recorded on audio and/or video. These items may be used in promoting future conferences or in other marketing related to HTA.

#### Food & Beverage

Exhibitors will not have food or beverage in the exhibition booth. All conference food and beverage will be issued and managed by HTA and in keeping with individual sponsorship agreements.

### HOOF TRIMMERS ASSOCIATION

2022 HOOF HEALTH CONFERENCE

# **TERMS & CONDITIONS**

#### General

- 1. It is mutually understood and agreed that any changes to the terms of this contract are not valid unless they are made in writing and signed by both parties.
- 2. No pets are allowed anywhere on the parking areas, tradeshow, or conference areas.
- 3. A percent of the second to keep their booths open from 9AM to 7PM but may stay open until 8PM on Thursday and 10PM on Friday.
- 4. Exhibits must be confined to the exhibitor's assigned space and in no case may extend to any other part of the ground space and space and in no case may
- 5. Exhibitors must keep their exhibit space neat and clean, taking every precaution against possible injury to visitors, guests, or employees.
- 6. Sharing exhibit space with another company is not permitted without prior approval from HTA. Each of the sharing parties will pay 75% of the booth space and each must pay the basic sponsorship rate in full. Shared booths will not be eligible for Premium upgrades to the booth.
- 7. If an exhibitor sets up in the wrong space, exhibitor agrees to move to the correct location at the expense of the exhibitor, without protest.
- 8. Sound devices are subject to approval of HTA and if allowed, must be controlled so as not to interfere with other exhibitors or conference presentations. The privilege for use of such sound devices may be revoked at any time by HTA. Additionally, generators or other machinery which produces noise may not be used in the booth if such use would interfere with other exhibitors.
- 9. Neither Wayne Knoll Blackberry Farm, Brenda and Richard West, Hoof Trimmers Association, or Charity Rising, nor any officers, board members and/or staff members of same will be responsible or the safety of the property of exhibitors from theft, damages by fire, water, storm, vandalism, or other causes, but will take responsible precautions to protect the exhibitors from such loss.

### HOOF TRIMMERS ASSOCIATION

2022 HOOF HEALTH CONFERENCE

# **TERMS & CONDITIONS**

#### General

- 10. Ability or property damage insurance is desired, the exhibitor should obtain it. HTA strongly recommends that, in addition to other insurance, exhibitors obtain public liability insurance to protect against possible claims arising out of the exhibit and the Hoof Health Conference.
- 11. Smoking is prohibited in booths, workshop tents, and buildings.
- 12. Plastic bags may not be given out as promotional items.
- 13. The decision of the HTA Executive Director or other HTA designated representative in their official capacities must be accepted as final in any disagreement.
- 14. HTA reserves the right to refuse, stop, relocate, or remove from the Hoof Health Conference any exhibitor or their representative and/or exhibit, performing any act or practice which, in the opinion of HTA, is illegal, objectionable, interferes with the performance of other exhibitors, creates a health, safety, or fire hazard, or violates any rules stated herein.
- 15. All exhibitors are expected to conduct themselves in a professional manner and according to the rules of this agreement.
- 16. Signs, banners, posters, or flyers advertising a booth, symposium, or any event or activity sponsored by the exhibitor may not be posted or displayed at any location inside or outside the exhibit area other than the exhibitor's booth.

#### Contact Us

For any questions regarding your exhibitor experience, please contact Jolie Estes, HTA Executive Director – jolie@hooftrimmers.org.