



**AMERICAN FARRIERS' ASSOCIATION**  
53rd Annual Convention



Farrier Industry Association

2201 Regency Road | Suite 704  
Lexington, KY 40503

T: (859) 233-7411  
Fax: (859) 231-7862

2024 FIA MarketPlace

# EXHIBITOR REGISTRATION

November 11th-15th

## Why Exhibit at the 2024 FIA MarketPlace

The FIA MarketPlace, held in conjunction with the 53rd Annual American Farrier's Association Convention, is one of the largest leading national and international industry trade fairs that provides the opportunity for businesses to interact one-on-one with farriers, farrier students, and veterinarians from across the country. The MarketPlace sessions during Convention allow businesses to showcase new products, offer hands-on demonstrations, provide samples, connect with their customers, and also broaden their customer base to farriers in various parts of the country. Featuring receptions and raffle prizes, the MarketPlace is also, without a doubt, the most fun and engaging trade fair for farriers in the country.



## About the Farrier Industry Association

### Professional Suppliers for Professional Farriers

The Farrier Industry Association was founded in 1986 with a mission to provide companies operating in the hoof care industry with programs and services which will strengthen and grow their businesses.

We are manufacturers, suppliers, retailers, and service providers who sell farrier-related products. We are competitors . . . and we are friends. We believe that promoting a strong and healthy farrier industry is good business for each of our businesses and a benefit to the farriers, horse owners, and the horses who use our products and services.

If your business is to provide farriers with the most advanced tools, products, gear, and education that they need to do their work, we welcome you to the FIA.

## MarketPlace Benefits

- Participate in the industry's leading trade fair
- One-on-one interaction with dedicated farriers, farrier students and veterinarians from across the country
- Opportunities to showcase products through demonstrations in their booth
- Business information listed in the AFA Convention Program that is made available to all Convention attendees
- Dedicated time and access to the 650+ AFA Convention Attendees
- Sponsorship opportunities to promote your brand, product or services

» For more information contact the FIA at 859.233.7411 or [info@farrierindustry.org](mailto:info@farrierindustry.org)



## IMPORTANT DEADLINES

<b>March 18</b>	FIA MarketPlace Packets will be mailed and emailed.
<b>April 5</b>	MarketPlace registration opens for FIA members who were a 2023 AFA or FIA sponsor, or who are a 2024 early commitment sponsor, in the amount of \$1,500 or greater for either year.
<b>April 12</b>	FIA MarketPlace Registration opens for ALL FIA Members.
<b>April 26</b>	FIA MarketPlace Registration open for anyone interested in exhibiting.
<b>May 31</b>	Booth assignments will be released.
<b>September 3</b>	Registration Deadline for guaranteed listing in the printed program.
<b>September 3</b>	Last day to cancel your booth space and receive a 50% refund. Exhibitors canceling after this date forfeit 100% of the total rental.
<b>October 11</b>	Deadline to submit names for the attendee badges.
<b>October 2</b>	You are welcome to still exhibit if space is available, a late fee may be added to regular booth rates.

## FIA MARKETPLACE SCHEDULE

Tuesday, November 12	
3:00pm-6:00pm	FIA MarketPlace Badge Pick Up / Exhibitor Move-In / Raffle Donation Drop-Off
Wednesday, November 13	
8:00am-1:00pm	FIA MarketPlace Badge Pick-Up / FIA MarketPlace Move-In / Raffle Donation Drop-Off
2:00pm-2:15pm	MarketPlace Exhibitor Meeting @ Center Lounge
3:00pm-6:00pm	FIA MARKETPLACE OPEN - <i>Sponsored Hors d'oeuvres &amp; Cash Bar</i>
Thursday, November 14	
TBD	FIA Business Conference & Membership Meeting - <i>RSVP requested</i>
10:00am-12:00pm	MarketPlace Exhibitor & FIA Member Only
2:00pm-6:00pm	FIA MARKETPLACE OPEN
Friday, November 15	
9:00am-10:00am	MarketPlace Exhibitor & FIA Members Only
10:00am-12:30pm	FIA MARKETPLACE OPEN / Final Auction Donation Collection
12:45pm-3:00pm	Exhibitor Move-Out

\* All booths must be set up by 2:00pm on November 13. Empty booths will be considered a no show, space will be forfeited and no monies will be refunded.

## SPONSORSHIP & RAFFLE

The FIA has plenty of sponsorship opportunities to add to your marketing message including the MarketPlace Opening Reception, Cash Bars and Business Conference. Your support is greatly appreciated and enhances the experience of both exhibitors and attendees!

Companies may also donate gift certificates or products to the very popular raffle held for registered farrier attendees during each of the three (3) MarketPlace sessions. The raffle encourages attendance and floor traffic in the MarketPlace. Each registered AFA Convention farrier attendee receives a color-coded ticket for each MarketPlace session which they must bring each day to the FIA booth for the raffle. The raffle winner must be present to win and be registered as an AFA farrier attendee.

- » All donors and sponsors are acknowledged during floor announcements.  
*All donations for the raffle must be delivered to the FIA Center Lounge Booth.*

## BOOTH PACKAGES

- All booths are 10 x 10, carpet NOT included.
- Furnished Booth: (1) skirted table, 2 chairs, wastebasket, Sign with Company Name.
- Unfurnished Booth: Sign with Company Name.
- Center Lounge End Cap: Premium booth that faces Center Lounge. Limited space available with additional \$50 per end cap.



## Thank You MarketPlace Committee!

**Erin Baayen**  
*(Rusty Brown Jewelry)*

**Shannon Deterding**  
*(FarrierBox)*

**Allen Horton**  
*(Farrier Product Distribution)*

**Martha Jones**  
*(AFA/FIA Executive Director)*

**Margie Brangers**  
*(AFA/FIA Member Services Manager)*

## FIA MARKETPLACE CONTRACT POLICIES

### GES Convention Services

A GES representative(s) will be available on-site daily during MarketPlace hours to assist you with any load in, load-out or set-up needs. An Exhibitor Packet will be emailed from GES in August with details on how to order any additional tables, chairs, shipping arrangements and more. Please be sure to make all arrangements with GES **before** arrival in Chattanooga.

All fees associated with GES arrangements are payable directly to GES. FIA and/or AFA are not responsible for any invoices related to GES services or damages to goods during GES organized shipment. GES is an independent contractor therefore, AFA and FIA are not associated with the cost of services.

### MarketPlace Exhibitor Badges

MarketPlace exhibitors will receive two (2) complimentary MarketPlace exhibitor badges for company employees. Each additional booth rental after that will receive one (1) exhibitor badge. The list of individuals requiring a name badge for participation in the MarketPlace is due no later than October 11.

- If you require more name badges than your allocation, each additional name badge is \$75, no exceptions.
- For all additional name badges requested, the main point of contact for the company will be required to sign for the name badge and provide payment before the badges will be available. Name badges will not be provided to guests/employees without the company point of contact signature on the name badge purchase form.
- If you will have staff members on-site to assist with load in/load out and they are staying for 1 day only, they will be permitted to have a complimentary, 1-day temporary pass.
- In the event you wish to rotate staff representatives and obtain a new badge during the week, a new badge will be made available once the departing staff has returned their badge to the Front Desk.
- Children under the age of 12 may be included as part of your exhibitor badge allocation, not in addition to the total number requested.

\* Farriers and Vets are expected to register as AFA Convention Attendees.

### Vehicles, Trailers

Display vehicles and/or trailers must conform to the booth allocation and adhere to state and city fire codes as it pertains to fuel tanks and battery connections. Vehicles that remain in the exhibit as part of a booth display must have the battery cables disconnected, gas tanks must be taped shut or have a lockable gas cap and may not contain more than 1/4 tank.

Companies must inform FIA at the time of application if you will include a vehicle and/or trailer as part of the display within your booth space. Display of a truck or trailer may affect placement and require additional booth space to accommodate the vehicle.

### Booth Staffing

Booths must be staffed at all times during posted show sessions, including the MarketPlace Exhibitor Only hours.

No dismantling is permitted until the official closing of the MarketPlace on November 15, 2024. All exhibitors have an obligation to the Convention attendees to make certain this rule is not violated. If an exhibitor chooses to dismantle or unman early, FIA will bill the exhibitor the cost of one additional booth space (\$850 total).

Exhibits may be dismantled on Friday, November 15th at 12:45 p.m. Any displays not dismantled by 3:00 p.m. will be dismantled by the GES Exhibitor Services at the exhibitor's expense. All exhibit materials must be removed from the exhibit floor by Friday, November 15th at 3:00 p.m. All exhibit materials not removed by the posted deadline will be transferred to the show decorator warehouse and held for disposition at the exhibitor's expense.

## Use of Space

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

All activity relating to your company must be confined to your booth space, no part of any exhibit or product shall extend into the aisle or block the view of the booths immediately surrounding your space.

## Subletting Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allotted without prior written consent of the FIA Management. Sales Representatives are expected to complete a full conference registration with FIA.

## Security

To prevent entry into the MarketPlace during dark hours, all doors will be locked. Please be respectful of the locked hours and do not try to enter the MarketPlace area during dark hours.

## Force Majeure

If any part of the MarketPlace exhibit 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 and/or AFA 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. Neither FIA, AFA or facility is responsible 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, AFA, their management, agents and employees from any and all claims, damage to property arising in connection with Exhibitor's use of the exhibit space.

## Safety/Fire/Health

Exhibitor hereby agrees to hold harmless the American Farrier's Association, the Farrier Industry Association, the facility, their managers, officers, sponsors, employees, agents, successors and assigns from any suit or claim for personal injury or property damage or for loss of use of property by whoever 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, a designated official Exposition show decorator company is contracted to provide the following: drayage, furniture, booth and floor decorations, signs, etc. Service of electricians, plumbers, carpenters and other labor will be available and

charged at the prevailing rate. The FIA or AFA assumes no responsibility or liability for any 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.

## CONVENTION HOST HOTEL

### Chattanooga Marriott Downtown

Two Carter St  
Chattanooga, TN 37402  
(423) 756-0002

### Chattanooga Convention Center

One Carter St  
Chattanooga, TN 37402

#### Rate:

\$140

#### By Phone:

(423) 756-0001 and reference 2024 AFA

#### Room Block:

Reservations open until October 20, 2024

#### Online Reservations:

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1670603800173&key=GRP&app=resvlink>

#### Group Code:

American Farriers

#### Airport:

Chattanooga Metropolitan Airport (CHA)

#### Shuttle:

The hotel offers a complimentary shuttle service to/from the airport. Upon arrival to the Chattanooga Metropolitan Airport, guests should call (423) 756-0002 for airport pickup.

#### Hotel Parking:

Hotel has on site parking.  
Daily rate of \$19 or \$22 for Valet.

#### Vehicle Parking and Oversize/Trailer Parking:

Exhibitors can use the loading dock for active loading and unloading of vehicles. Once loading/unloading is completed vehicles must be removed.

#### Convention Center Parking Rates:

0-1 Hour - \$3.00  
1-3 Hours - \$6.00  
3-5 Hours - \$8.00  
5-8 Hours - \$15.00  
OVERNIGHT - \$20.00

The Chattanooga Convention Center Parking Garage can be accessed off of Carter Street or Chestnut Street.

*\* The clearance is 7'3".  
No trailers are allowed in the parking garage.*

#### Public Parking Lots:

Available within walking distance of the hotel and convention center.

## MARKETPLACE EXHIBITOR APPLICATION

Exhibit space will not be assigned until the Exhibit Space Contract is signed and returned with payment.  
Booth assignments will be released on May 31. Complete company information exactly how you want to be listed in the Convention program.

Company Name: .....

Company Owner/Representative: .....

Address: .....

City: ..... State: ..... Zip: ..... Country: .....

Phone: .....

Email: ..... Website: .....

Company Description: (Please check one)

- Use current FIA Member company description as listed on the FIA website, [www.farrierindustry.org](http://www.farrierindustry.org)
- Updated member or non-member company listing: .....

### COMPANY CONTACT – FOR ALL MARKETPLACE COMMUNICATIONS

1. Name: ..... Email: ..... Phone: .....

2. Name: ..... Email: ..... Phone: .....

#### Booth Reservation

Booth Preference #1: ..... #2: ..... #3: ..... #4: .....

TOTAL Number of Booths Reserved: .....

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

- Yes, my company would like to donate gift certificates or products to the raffle held for registered farrier attendees during each of the three (3) Marketplace sessions.  
All donations for the raffle must be delivered to the Center Lounge Booth in Chattanooga.

**Vehicle/Trailers:** Will you include a vehicle or trailer as part of your display?  Yes  No

If yes, please provide details: .....

REMEMBER: Booths are 10 x 10, so plan accordingly.

## MARKETPLACE EXHIBITOR APPLICATION

### FIA Members

1st Booth (2 Exhibitor Badges)

Additional Booths (1 Exhibitor Badge per each additional booth)

### Furnished Booth

\$650

# ..... @\$625 each

### Unfurnished Booth

\$575

# ..... @\$525 each

**Premium Lounge End Cap** (premium booth that faces the Center Lounge or Main Entrance, only available to current FIA Members)

# ..... @ \$50. Limited space available. \$50 per premium booth selected.

### Non-FIA Members

1st Booth (2 Exhibitor Badges)

Additional Booths (1 Exhibitor Badge per each additional booth)

### Furnished Booth

\$850

# ..... @\$825 each

### Unfurnished Booth

\$775

# ..... @\$750 each

Names for two Exhibitor Badges included in booth price:

Additional Exhibitor Badges at \$75 each: (Please list names below)

NOTE: Names for badges must be submitted to FIA by 10/11/24.

## FIA Marketplace Sponsorship Opportunities

Sponsorships add to the marketing value of your company. All donors will receive recognition on signage and general announcements during Marketplace sessions and/or the Business Conference.

### MarketPlace Presenting Sponsor

- \$1,000** Logo placement on all signage and promotional materials, multiple announcements throughout all Marketplace hours, logo placement in AFA Convention program, logo placement on Convention event signage.

### MarketPlace Friend (more than 1 available)

- \$500** Logo placement on all signage and promotional materials, announcement during Marketplace hours, logo placement in AFA Convention program.
- \$250** Business name placement on all signage and promotional materials, announcement during Marketplace hours, business name placement in AFA Convention program.

### MarketPlace Bar Sponsorship

Logo placement on all signage and promotional materials, announcements throughout Marketplace reception hours, logo placement in AFA Convention program, logo placement on Convention event signage.

- \$750** Cash Bar Sponsor- Wednesday
- \$750** Cash Bar Sponsor- Thursday

# MARKETPLACE EXHIBITOR APPLICATION

## FIA Business Conference & Membership Meeting (more than 1 available per level)

- \$750 Speaker/Panel Sponsor** Logo placement on all signage and promotional materials, multiple announcements throughout all MarketPlace hours, logo placement in AFA Convention program, logo placement on Convention event signage.
- \$500 Premier Sponsor** Logo placement on all signage and promotional materials, announcement during Business Conference, logo placement in AFA Convention program.
- \$250 General Sponsor** Business name placement on all signage and promotional materials, announcement during Business Conference, business name placement in AFA Convention program.

Sponsor name should be listed as (please print): .....

### Contract Acceptance

I have read the accompanying contract policies 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.

I understand carpet will not be included in the MarketPlace, I accept the 2024 name badge policy (2 MarketPlace exhibitor badges for the first booth. 1 additional MarketPlace exhibitor badge for each additional booth), registration policy and understand my application will be accepted based on my qualifying date as outlined in the MarketPlace Registration Packet. If I submit my application before my qualifying date, I will re-submit the application on the appropriate date, staff will not be responsible for submitting your application on the appropriate date.

The application, properly executed by Applicant (Exhibitor) shall, upon acceptance by the Farrier Industry Association, 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.

Company Name: ..... Date: .....

Authorized Signature: ..... Print Name: .....

### PAYMENT

Payment must accompany the signed contract. When emailing, please send a copy of the check you are mailing. Payment must be received within 10 days or the booth space will be released.

 Please send payment in U.S. dollars to:

**Farrier Industry Association**  
 2201 Regency Road, Suite 704  
 Lexington, KY 40503  
 Phone: 859.233.7411  
 info@farrierindustry.org

Total: \$ .....

### Payment Type

- Visa
- American Express
- Check (Payable to Farrier Industry Association)
- MasterCard
- Discover

Credit Card #: ..... Exp Date: ..... Code: .....

Name: .....

Address: .....

City: ..... State: ..... Zip: .....

Authorized Signature: .....

# FLOORPLAN

