FARRIER INDUSTRY ASSOCIATION

2022 51st Annual AMERICAN FARRIER'S ASSOCIATION CONVENTION LITTLE ROCK • ARKANSAS

November 7-11, 2022

2022 FIA MARKETPLACE

Exhibitor Registration

Why Exhibit at the 2022 FIA MarketPlace

The FIA MarketPlace, held in conjunction with the 51st Annual American Farrier's Association Convention is the leading national and international industry trade fair that provides the opportunity for businesses to interact one-on-one with farriers and veterinarians from across the country. The MarketPlace sessions allow businesses to showcase new products, offer hands-on demonstrations in your booth, provide samples and broaden their customer base to farriers in various parts of the country.

About the Farrier Industry Association

Professional Suppliers for Professional Farriers

Founded in 1986, the Farrier Industry Association provides education about the horse industry, promotes sound business through training programs, and organizes trade shows. The FIA is also a corridor for communication within the industry.

We are horse owners, employees, service providers and volunteers. We are manufacturers, suppliers and retailers who sell farrier-related products.

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 and veterinarians from across the country
- Opportunities to showcase new products through demonstrations and sales
- Business information listed in the AFA Convention Program that is made available to all Convention attendees
- Dedicated time and access to the 600+ 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

IMPORTANT DEADLINES

March 28	FIA MarketPlace Packets will be mailed.
April 18	MarketPlace registration opens for FIA members who were a 2021 AFA or FIA sponsor, or who are a 2022 early commitment sponsor, in the amount of $1500 or greater for either year.
April 25	FIA MarketPlace Registration opens for all FIA Members.
May 9	FIA MarketPlace Registration open for anyone interested in exhibiting.
May 23	Booth assignments will be released.
September 1	Registration Deadline for guaranteed listing in the printed program.
September 1	Last day to cancel your booth space and receive a 50% refund. Exhibitors canceling after this date forfeit 100% of the total rental.
September 15	Deadline to submit names for the attendee badges.
October 1	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 8	
3:00pm-6:00pm	FIA MarketPlace Badge Pick Up / Exhibitor Move-In / Raffle Donation Drop-Off
Wednesday, November 9	
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 - *Sponsored Hors d'oeuvres & Cash Bar*
Thursday, November 10	
8:00am-10:00am	FIA Business Conference Breakfast & Membership Meeting - *RSVP requested*
10:30am-12:00pm	MarketPlace Exhibitor & FIA Member Only
2:00pm-6:00pm	FIA MARKETPLACE OPEN - *Cash Bar (3:00pm-6:00pm)*
Friday, November 11	
9:00am-10:00am	MarketPlace Exhibitor & FIA Members Only
10:00am-12:30pm	FIA MARKETPLACE OPEN
12:45pm-3:00pm	Exhibitor Move-Out / Final Auction Donation Collection

All booths must be set up by 2:00pm on November 9.
Empty booths will be considered a no show, space will be forfeited and no monies will be refunded.

SPONSORSHIP & RAFFLE

The FIA has numerous 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. Attendees must bring the daily, color-coded ticket to the FIA booth, which is located in Center Lounge, for the raffle. The raffle winner must be present and registered as a AFA farrier attendee.

All donors and sponsors are acknowledged during floor announcements.

All donations for the raffle must be delivered to the FIA Booth. Located in Center Lounge.

HOW BOOTH SPACE IS ASSIGNED

NEW for 2022, the FIA MarketPlace booth allocations will be assigned based the following schedule:

The online application will open at 9:00am (Eastern) each week. Applications may be submitted online or email.

March 28: The FIA MarketPlace Registration packets will be mailed via USPS and posted on our website at www.farrierindustry.org.

April 18: MarketPlace registration opens for FIA members who were a 2021 AFA or FIA sponsor, or who are a 2022 early commitment sponsor, in the amount of $1500 or greater for either year.

April 25: FIA MarketPlace Registration opens for all FIA Members

May 9: FIA MarketPlace Registration open for anyone interested in attending

May 23: FIA MarketPlace booth assignments will be released

Thank You MarketPlace Committee!

Emily Bull
(Chair, Monetta Farrier Specialties)

Erin Baayen
(Rusty Brown Jewelry)

Shannon Deterding
(FarrierBox)

Allen Horton
(Farrier Product Distribution)

Martha Jones
(AFA/FIA Executive Director)

Melanie Fransen
(AFA/FIA Member Services Manager)

BOOTH PACKAGES

- All booths are 10 x 10 with draping
- Furnished Booth: (1) skirted table, 2 chairs, wastebasket, 2 FIA Exhibitor Badges, Sign with Company Name
- Unfurnished Booth: wastebasket, 2 FIA Exhibitor Badges, Sign with Company Name
- Premium End Cap: Premium booth that faces Center Lounge or Main Entrance.
  Limited space available $50 per end cap booth.

Carpet

As you are making your plans for the 2022 FIA MarketPlace, November 7-11, 2022 in Little Rock, AR, please note we have some adjustments to the booth packages for 2022.

Due to significant supply shortages and massive increases in pricing, carpet will **NOT** be available in the MarketPlace this year. We have been working with FERN Convention Services to find cost effective alternatives, but they have since shared that they cannot even guarantee carpet availability for the entire size of our hall space. Therefore, the FIA Board of Directors voted to remove the carpet this year.

We apologize for this inconvenience, and we encourage you to utilize alternative sources including renting carpet from FERN or purchasing supplies from other sources for your booth (we will provide possible vendors for flooring). FERN will include the cost of rental, should you be interested, in the Convention Planning Packet that will be made available in August.

Alternative Sources of Carpet for Individual Booths

- FERN Convention services will have 10 x 10 carpet available for rental.
  Details will be available in the FERN Convention packet in August 2022.
- Carpet for booths can be purchased through various online resources including Displays To Go.

FIA MARKETPLACE CONTRACT POLICIES

FERN Convention Services

A FERN 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 FERN in August with details on how to order any additional tables, chairs, shipping arrangements and more. Please be sure to make all arrangements with FERN **before** arrival in Little Rock.

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

MarketPlace Exhibitor Badges

MarketPlace exhibitors receive two (2) Convention badges per booth for company employees. The list of individuals requiring a name badge for participation in the MarketPlace is due no later than September 15.

- If you require more name badges than your allocation, each additional name badge is $65, 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 will recieve a complimentary badge.

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

Vehicles, Trailers

Display vehicles and/or trailers must conform to the booth size and adhere to state and city fire codes as they pertain to fuel tanks and battery connections. Vehicles that remain in the exhibit hall 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 ¼ tank of fuel.

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 11, 2022. All exhibitors have an obligation to the Convention attendees to make certain this rule is not violated. Should 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 11 at 12:45p.m. Any displays not dismantled by 3:00p.m. will be dismantled by the FERN Exhibitor Services at the exhibitor's expense. All exhibit materials must be removed from the exhibit floor by Friday, November 11 at 3:00p.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.

Local Sales Tax

Each vendor will be required to complete the local sales tax vendor packet and return to the FIA office each day while on-site at the MarketPlace. If you are selling items, you are required to report the sales. FIA will assist with the vendor application and provide additional information as provided to us.

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 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, including vehicles, trailers, shelving height, etc.

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 doors and do not try to enter the MarketPlace area during dark hours.

Force Majuere

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. Rule 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 Exhibition Manager, the convention hall manager or their assistants.

CONVENTION HOST HOTEL

Marriott Little Rock

3 Statehouse Plaza
Little Rock, AR 72201
Phone: (501) 906-4000

Statehouse Convention Center

101 E Markham St.
Little Rock, AR 72201

Rate: $149 per night
Group Code: AFA
Room Block: Reservations open until Oct. 24, 2022
Online Reservations: www.marriott.com/event-reservations/reservation-link.mi?id=1646671614405&key=GRP&app=resvlink
Airport: Clinton National Airport (LIT) is located 7.1 miles from the hotel.
Shuttle: The hotel offers a complimentary shuttle service to/from the airport. Please contact the hotel directly to arrange pick-up time and location.
Hotel Parking: Valet Parking $29 per day

Vehicle Parking:

- Robinson Center Parking Garage at Markham & Spring Streets: 550-space underground public parking garage at Robinson Center provides guests well-lighted, weather-protected parking.
- Convention District Parking Deck at 2nd & Main Streets: 650-space public parking deck located only one block south of the Statehouse Convention Center.
- River Market Parking Deck at River Market Avenue & 2nd Street: 600-space parking deck in the heart of the River Market District.

Oversize and Trailer Parking:
A 50-space surface parking lot located across from the Statehouse Convention Center on the corner of Markham and Scott Streets.

There is also a public parking deck operated by the Downtown Little Rock Partnership located at 6th & Scott Streets, as well as multiple surface parking lots and on-street parking available on most streets in the downtown area.

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 23. 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

☐ Updated member or non-member company listing: _____

_____

_____

COMPANY CONTACT- FOR ALL MARKETPLACE COMMUNICATIONS

1. Name: _____ Email:_____ Phone: _____

2. Name: _____ Email:_____ Phone: _____

3. Name: _____ Email:_____ Phone: _____

Booth Reservation

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

TOTAL Booths Reserved: # _____

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

Vehicle/Trailers: Will you include a vehicle or trailer as part of your display? YES or NO If yes: please provide details _____

FIA MEMBERS	Furnished Booth	Unfurnished Booth
1st Booth	$650	$575
Additional Booths	#_____ @$625 each	#_____ @$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 end cap booth.

NON-FIA MEMBERS	Furnished Booth	Unfurnished Booth
1st Booth	$850	$775
Additional Booths	#_____ @$825 each	#_____ @$750 each

MARKETPLACE EXHIBITOR APPLICATION

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 2022 name badge policy, 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.

Send payment in U.S dollars to:

Farrier Industry Association
4059 Iron Works Parkway, Ste 1
Lexington, KY 40511
Phone: 859.233.7411
info@farrierindustry.org

Total: $ _____

Payment Type: □ Check (Payable to Farrier Industry Association)

□ Visa □ American Express □ MasterCard □ Discover

Credit Card #: _____ Exp Date: _____ Code: _____

Name: _____

Address: _____

City: _____ State: _____ Zip:_____

Authorized Signature: _____

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.

Thank you for supporting the FIA!

MarketPlace Presenting Sponsor

☐ $1,000

MarketPlace Friend (more than 1 available)

☐ $500- logo placement on all signage and promotional materials ☐ $250- business name placement on signage and promotional materials

MarketPlace Bar Sponsorship

☐ $750- Cash Bar Sponsor- Wednesday ☐ $750- Cash Bar Sponsor- Thursday

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

☐ $750 Speaker/Panel Sponsor ☐ $500 Premier Breakfast Sponsor-logo placement on all signage and promotional materials

☐ $250 General Breakfast Sponsor business name placement on signage and promotional materials

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

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.

Send payment in U.S dollars to:

Farrier Industry Association
4059 Iron Works Parkway, Ste 1
Lexington, KY 40511
Phone: 859.233.7411
info@farrierindustry.org

Total: $ _____

Payment Type: □ Check (Payable to Farrier Industry Association)

□ Visa □ American Express □ MasterCard □ Discover

Credit Card #: _____ Exp Date: _____ Code: _____

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signature: _____

FLOORPLAN

600 602 604 606 608 610 612 614 616 618 620
128 126 124 122 120 118 116 114 112 110 108 106 104 102
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Highlighted Booth = Premium End Cap
ENTRANCE