
GENERAL TERMS OF PARTICIPATION

INDEMNIFICATION

The parties hereby agree to indemnify, hold harmless and defend the other party, its officers, directors, partners, agents, members and employees from and against any, and all liability, responsibility, loss, damage, cost or expense of any kind whatsoever (including but not limited to cost, interest and attorney's fees) which said party may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by the other party or any of its officers, directors, partners, agents, members or employees. The foregoing notwithstanding, the OVMA and its officers, directors, partners, agents, members, and employees shall not be responsible in any way for:

- damages to or loss or destruction of any property of Exhibitor, or
- injury to Exhibitor or its representatives, agents, employees, licensees or invitees.

MVC CANCELLATION OR POSTPONEMENT

In the event the MVC is postponed due to acts of God, government regulation, war, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, public health emergencies (epidemics, pandemics, or similar), or any other emergency beyond the reasonable control of the OVMA or the Participant, then the performance of the parties hereunder shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement.

In the event such occurrences result in the cancellation of the MVC, the obligations of the parties hereunder shall be automatically terminated, and all payments made under this Contract shall be refunded to the Participant.

TERMS OF EXHIBITING

RULES & REGULATIONS

Exhibitor agrees to be bound by all rules and regulations hereunder and to abide by the rules and regulations of the [International Association of Exhibitions and Events](#). Exhibitor further agrees to be bound by:

- all applicable fire, utility, and building codes and regulations;
- any rules and regulations of the facility where the Midwest Veterinary Conference (MVC) will be held;
- the terms of all leases and agreements between the Ohio Veterinary Medical Association (OVMA) and the managers or owners of said facility; and
- the terms of any leases and agreements between OVMA and any other party relating to the MVC.

ACCEPTANCE

The Ohio Veterinary Medical Association (OVMA) will review a company's request to exhibit and determine if the products, services, and marketing activities of the exhibiting entity are consistent with the lawful, ethical, and educational aspects of the MVC and the OVMA. Any determination of non-acceptance will be conveyed in a timely manner with a return of deposit fees paid.

Misleading information provided during the acceptance review, as well as omissions relevant to the products/services to be exhibited, are cause for a company's participation to be canceled, including immediate removal from the Exhibit Hall with all fees paid to be forfeited.

SPACE ASSIGNMENT & SUBLEASE

Exhibitors shall be assigned to the booth(s) selected in the online Booth Selection application. Upon completion of the online selection of booth space by Exhibitor, the selected booth space shall be placed in a "hold status," preventing other exhibitors from selecting the space. The space shall remain in a "hold status" until final OVMA contract acceptance and all rental payments have been received by the OVMA in accordance with the Payment Terms herein.

- The OVMA assumes no responsibility for the location of Exhibitor's competitors prior to or after space selection.
- In the event it is necessary for the OVMA to revise booth space assignments, the OVMA will do so only with Exhibitor's consent.
- Exhibitor shall not sublet the booth space associated with this Contract, nor shall Exhibitor assign this Contract in whole or in part without the prior written consent of the OVMA.

VIRTUAL EXHIBITS

Virtual booths provide a static, non-interactive information source on your company and products on the MVC mobile app and Virtual MVC platform. *MVC strongly encourages exhibitors to build their virtual booths prior to the launch of the mobile app.* Exhibitors are responsible for developing and uploading their own materials.

BOOTH PAYMENT TERMS

Booths reserved by Dec. 16, 2026

- Exhibitors must remit full payment within 30 days of booth reservation for booths reserved by Dec. 16, 2026.
- If the exhibitor fails to remit full payment as outlined, OVMA reserves the right to give final notice and, if payment arrangements cannot be confirmed, to release Exhibitor's reserved space back to general sale.
- If the space is not claimed by another entity, the original exhibitor may reclaim the space upon full payment of outstanding balances.

Booths reserved after Dec. 16, 2026

- Full payment is required at the time of reservation.

Payment Methods

- Payment must be made by credit card, check, or ACH transfer. Alternative methods are not accepted.

INSURANCE

All exhibitors must obtain and maintain appropriate insurance to cover any liability that may arise pursuant to this Contract, with the Ohio Veterinary Medical Association named as an additional insured. A copy of Exhibitor's certificate of insurance must be submitted to the OVMA no later than Jan. 25, 2027. Any Exhibitor without a COI on file will not be permitted to set up their booth.

Insurance Requirements

- Minimum policy limits: \$1,000,000 per occurrence and \$2,000,000 aggregate
- Effective dates: Feb. 16-20, 2027
- Certificate holder: Ohio Veterinary Medical Association (1472 Manning Parkway, Powell OH 43065)
- Additional insured: OVMA and the Greater Columbus Convention Center (400 N. High St., Columbus OH 43215)

EXHIBITOR SERVICE KIT

The MVC Show Decorator, Shepard Exposition Services, Exhibitor Service Kit will be available online via the Exhibitor Service Center approximately 90 days prior to the MVC. Orders for show services will only be accepted from those Exhibitors that have either made the required deposit or have paid for booth space in full according to the Payment Terms defined in this Contract.

EXHIBITOR NAME BADGES

Complimentary Staff Badges & Registration

Exhibitor will receive six (6) complimentary staff badges for each 10x10 booth space rented. Additional badges for employees of exhibiting company and/or affiliated companies are available in advance or on site for a fee of \$75 per badge.

Exhibitors are encouraged to pre-register booth staff online. Staff registration will be available a minimum of 30 days prior to the event.

Badges may not be shared; each staff person must register individually.

Use of Exhibitor Badges

Exhibitor badges are for use ONLY by Exhibitor employees and employees of affiliated companies permitted to participate in Exhibitor's booth activities. **Exhibitors may not provide badges to customers or other individuals not employed by the Exhibitor or an affiliated company.**

Exhibitors may purchase Exhibit Hall-Only passes for customers on site for \$25 per person, per day.

Exhibitor staff badges may not be used to attend CE sessions, and no CE credit verification will be provided. Booth staff who wish to attend educational sessions must also register as attendees.

Violation of these provisions will result in the loss of all previously accrued Exhibitor Appreciation Points, and the Exhibitor agrees to pay a penalty of \$500 per instance.

BOOTH & EXHIBITOR ACTIVITIES

All activities of Exhibitor, including but not limited to, product demonstrations/ presentations, literature distribution, and sales lead generation, shall take place only within the perimeter of Exhibitor's space. Such regulations on activity shall apply to all employees of Exhibitor as well as employees of affiliated companies permitted to participate in Exhibitor's booth.

Literature & Promotional Materials

In no event shall Exhibitor display literature or other materials in any location outside of Exhibitor's space, unless otherwise approved by the OVMA. Any materials found in public spaces without approval will be discarded. Exhibitor personnel are not permitted to enter common areas to solicit attendees to enter their booth. Violation of these rules will result in loss of Appreciation Points, and future attendance will be reviewed.

Interacting with Participants

At no time shall the employees and/or independent contractors of an exhibitor invade the personal space and/or touch an attendee or other exhibitor without their clear, stated permission to do so. In addition, the employees and independent contractors of an exhibitor shall not verbally or physically harass an attendee or another exhibitor or engage in behavior that would cause them to feel threatened or discriminated against. ***Violation of this provision is grounds for immediate removal of the exhibitor and its personnel from the exhibit hall without need of a warning, and all payments, including booth and related fees, shall be forfeited.*** Should an exhibitor fail to immediately respond to instructions to leave, it agrees to also pay damages incurred by other exhibitors and the MVC, in addition to any other assessments by the facility, show management and law enforcement.

Booth Materials & Equipment

Exhibitor shall be responsible for providing and paying for all materials and equipment necessary for Exhibitor to participate in the MVC. This includes, but is not limited to, tables, chairs, carpet, internet, electricity, storage, shipping/drayage, linens, lighting, and printing.

Carpet and furnishings are not required for exhibit booths. Exhibitors may provide their own flooring and/or furnishings or rent these items through Shepard Exposition Services.

Any carpet or furnishings provided by Shepard Exposition Services and used in an exhibit booth without a corresponding rental order will be invoiced to the exhibiting company at the applicable rental rates.

Shipping of booth materials must be arranged through Shepard Exposition Services for either advanced warehouse or show site delivery. Materials are not to be shipped to OVMA offices or the convention center.

Multiple Booth Spaces

An exhibitor occupying multiple booth spaces directly across the aisle from each other is prohibited from bridging the aisle as part of the exhibit or from using any floor covering in the aisle other than that furnished by the official decorating company.

Visibility & Obstructions

All exhibits must maintain sufficient visibility to avoid blocking the view of adjacent exhibits, aiseways, or common areas. No walls, partitions, or similar obstructions may be erected which in any way interfere with the view of any other exhibitor. Exhibitors who are blocking other exhibitors' line of sight will be asked to reset their booth layout.

If in-booth activities cause attendees to crowd the aisle and interrupt the flow of traffic, the exhibitor will be requested to contain the crowd within their booth or end the demonstration.

Events, Entertainment, & Announcements

Exhibitors agree not to host events during exhibit hall hours without the prior express written approval of the OVMA.

Exhibitor shall notify the OVMA in advance if entertainers will be a part of the Exhibitor's booth. Additionally, Exhibitor shall be responsible for obtaining and paying for all music licensing fees associated with any music to be played in conjunction with the Exhibitor's booth. The OVMA reserves the right to limit the use of any music in the Exhibit Hall the OVMA determines is offensive or infringes upon the rights of other Exhibitors. Any music volume shall be kept at a reasonable level, and OVMA reserves the right to request reduced volume or termination of music.

Exhibitors may not make announcements over the loudspeaker. OVMA staff members may, at their discretion, make a non-commercial announcement on an Exhibitor's behalf.

Food & Beverage

Exhibitors will adhere to the venue and catering guidelines and requirements for food and beverage at their booth. Approval, payment, and additional measures are required through Levy and GCCC per instance for all food and beverage items in the Exhibit Hall.

OVMA prohibits other beverage-based offers at individual booths during Exhibit Hall Happy Hour.

Service Animals

Only service animals, as defined in federal and Ohio law, are permitted. All guests with a service animal must check in at Exhibitor Assistance immediately upon arrival. Other animals may not enter the Convention Center and will be required to leave immediately if brought into the facility.

Per Ohio Administrative Code Rule 3344-79-02, service animal requirements are:

- The animal should be on a leash when not providing a needed service to the individual with a disability.
- The animal should respond to voice or hand commands at all times, and be in full control of the handler.
- To the extent possible, the animal should be unobtrusive to other individuals and the learning, living, and working environment.
- It is recommended that the animal wear some type of commonly recognized identification symbol, identifying the animal as a working animal, but not disclosing disability.
- Cleaning up after the animal is the sole responsibility of the handler.

Animals whose function is to provide comfort, companionship, or emotional support are not service animals and are not permitted, even with a doctor's note. Misrepresenting your pet as a service animal negatively impacts the quality of life and independence of service animal users.

Demonstration Animals

Exhibitors who wish to use demonstration animals as part of their exhibit must contact OVMA in writing at least thirty (30) days in advance with a detailed explanation as to the nature and necessity of their intended use. Requests will be reviewed and written acceptance or denial provided. Exhibitor further agrees to abide by all rules and regulations of the facility where the MVC will be held as pertaining to the use of demonstration animals within the Exhibitor's booth. Any Exhibitor that brings an animal onto the premises without advance permission and/or who cannot produce proof of service animal status will be asked to remove said animal from the premises immediately. No refunds will be given in the event the Exhibitor must vacate prior to the end of exhibit hours.

Promotions, Sales & Contracts

The sale and promotion of only lawful products is permitted at the MVC. This includes statements of interpretation by federal and state agencies as to the legal status of a product and the permissibility to market and/or encourage others to market and sell the same. Purchases, refunds and contracts executed in the Exhibit Hall shall be consistent with Ohio's Consumer Sales Practices Act, including the provisions in Ohio Revised Code 1345.02.

Vacating the Premises Early

For the safety of MVC attendees, Exhibitors may not leave early without prior approval from OVMA. Any company that begins to dismantle or vacate its booth space before 1:30 p.m. on the last day of the show (Feb. 20, 2027) may forfeit any accrued Appreciation Points and/or be prohibited from exhibiting at future Midwest Veterinary Conferences.

SECURITY

The OVMA contracts for limited guard service throughout the hours of installation, show, and dismantling periods. However, the OVMA, the show facility, or any officer or staff member thereof will not be responsible for the property or the personal safety of Exhibitor, its agents or employees, from theft, damage by fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders to cover all booth contents and personnel.

EXHIBITOR CANCELLATION & DOWNSIZING

Notwithstanding the foregoing, Exhibitor shall have the option to cancel or modify their booth reservation at any time by written notice to the OVMA. In the event the cancellation/modification notice is received on or before Dec. 16, 2026, the OVMA shall refund any rental payments already made by Exhibitor, less a 15% cancellation fee.

If the cancellation is received after Dec. 16, 2026, the entire amount is due and payable. However, if the booth space can be resold, a 50% refund will be issued. Under all circumstances, the OVMA retains the right to resell any booth space canceled by the Exhibitor. Should an exhibitor fail to show without notice of cancellation, it forfeits all fees paid and agrees that it remains legally obligated to pay any remaining balances associated with its booth fee and/or sponsorship commitments.

In the event of exhibitor cancellation, the exhibitor may elect defer booth payment to the 2028 MVC with no cancellation fee.

Downsizing

If an Exhibitor wishes to reduce the size of their booth, they should contact OVMA in writing. Downsizing requests made on or prior to the cancellation deadline (Dec. 16, 2026) will be refunded the cost of the canceled booths, less a 15% administrative fee. No refunds will be given for downsizing requests made after this date. OVMA will not split island booths; therefore, any Exhibitor downgrading from an island booth will be required to relocate to another space.

TERMS OF SPONSORSHIP

PAYMENT, CANCELLATIONS, & REFUNDS

Sponsorship is not secured until full payment is remitted. At the time of reservation, selected sponsorship(s) will be placed in a hold status until full payment is received. Payment in full is due 30 days after the invoice date. Reasonable and timely requests for deadline extensions will be considered on a case-by-case basis. If payment arrangements are not made in advance, and full payment isn't received within 30 days, your selected sponsorship(s) will be released.

Sponsors may cancel their sponsorship engagement at any time by contacting OVMA. Refunds will be granted based on the date on which cancellation is received:

- Received on or before Dec. 16, 2026: Full refund, less 15%
- Received between Dec. 17, 2026 and Jan. 19, 2027: Partial refund of 50%
- Received on or after Jan. 20, 2027: No refund

MATERIALS & SUBMISSION

Sponsor Logos

Sponsor agrees to provide their logo for use in MVC marketing materials, including but not limited to the MVC website, mobile app, social media profiles, printed programs, and marketing

emails. Failure to provide logos prior to any established marketing deadlines will not result in a refund.

Sponsor acknowledges and agrees that OVMA may manipulate logo graphics as needed, within reason. Logos may be used in MVC marketing materials, including but not limited to printed programs, signage, social media promotions, emails, and the MVC website.

Should the Sponsor's logo change, Sponsor agrees to provide updated graphics and acknowledges that OVMA shall not be obligated to change any marketing materials already in production.

Marketing Benefits of Sponsorship

Sponsor agrees to submit any required art for complimentary marketing items by the designated deadlines specified in the [Exhibitor & Sponsor Toolkit](#). Further terms related to art preparation and submission are outlined in the Terms of Marketing section below.

OVMA will make every effort to remind Sponsor of applicable submission deadlines; however, it is the Sponsor's sole responsibility to submit materials for complimentary marketing items by the dates outlined in the Marketing Specs. Failure to provide materials by said deadlines or to make other arrangements will not result in a refund.

In-Kind Donations

If your sponsorship engagement includes an in-kind donation or other materials that need to be shipped in advance, any associated costs, arrangements, etc. are the sole responsibility of the Sponsor. OVMA will not assume any cost or make shipping arrangements on Sponsor's behalf.

All materials should be shipped to OVMA or the Advance Warehouse by the dates outlined in the Sponsor Guide. OVMA is unable to accept or store large shipments including pallets; therefore, these materials must be shipped to the Advance Warehouse. For shipments sent to the OVMA office, Sponsor is required to notify OVMA in advance of the delivery and provide tracking information for any shipments.

TERMS OF MARKETING

RESERVATION & REVIEW

Space is limited and available on a first-come, first-served basis.

All advertising is subject to OVMA review and approval prior to publication. Publisher reserves the right to offer modified publishing alternatives.

Publication of advertisement does not constitute OVMA/MVC endorsement.

Pre-publication proofs will not be provided unless requested a minimum of one week prior to publication.

PAYMENT, CANCELLATIONS, & REFUNDS

Ad space is not secured until full payment is remitted. Payment for individual marketing opportunities must be received by their respective deadlines, as shown in the Marketing Specs, or your ad will be subject to exclusion. Reasonable and timely requests for deadline extensions will be considered on a case-by-case basis.

Advertisers may cancel their ad reservations at any time prior to the deadlines shown in the Marketing Specs by logging in to the Exhibitor/Sponsor portal or by contacting OVMA. Cancellations received by the specified ad close dates are subject to a full refund, less 15%.

ART PREPARATION & SUBMISSION

Art must be received by the deadlines shown in the [Exhibitor & Sponsor Toolkit](#), or the ad will be subject to exclusion. Reasonable and timely requests for deadline extensions will be considered on a case-by-case basis.

Advertiser is responsible for preparing art according to the Marketing Specs. OVMA will not edit or make corrections to art that is improperly sized and assumes no fault for printing/display errors that occur as a result.

Placement requests for print programs will be accepted but are not guaranteed.

All art should be submitted via the form linked within the Marketing Specs web page. If unable to use this form, please contact OVMA prior to the deadline to make alternative arrangements.

EMAIL ADVERTISING

Circulation numbers, as indicated on the MVC website, are estimates; actual numbers will vary based on registration levels and send dates.

Email placement and/or date requests are accepted and in most cases can be accommodated; however, space is available on a first-come, first served basis and we cannot guarantee your desired email and/or date will be available. If no placement or date request is made, OVMA will assign you to the next available email.

ATTENDEE MAILING LISTS

Company must be a registered and paid exhibitor or sponsor to be eligible to purchase a list. Attendee information is not made available to non-commercial exhibitors or other third parties.

Mailing lists may be used once to mail the persons identified therein for the express purpose of informing MVC attendees of information relating to your company's products and/or services. A PDF proof of the intended mailing piece must be submitted to OVMA for approval before order is fulfilled. Failure to submit this item in a timely manner may result in a delay in generating your mailing list and an increase in cost as registration numbers change.

Mailing lists are made available via a digital spreadsheet file. Email addresses and phone numbers are NOT included, nor are they available for purchase.

The OVMA maintains its copyright and rights of ownership of the information provided. The list may not be reproduced, shared, sold, otherwise disseminated, or used for any purpose other than that outlined above, nor can it be reused without written permission from OVMA.

The user agrees to destroy the file after its intended one-time use.

ACCEPTANCE OF CONTRACT

By completing the online booth reservation process and submitting their digital signature, Participant acknowledges that they have read and will adhere to the terms of this agreement. Further, the person completing the online registration and acceptance of this Contract warrants and represents that they are authorized to bind the company to this Contract.

The OVMA reserves the right to make the final decision on contract acceptance.