

Exhibitor CONTRACT APPLICATION

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OR FILL OUT THIS FORM, PRINT IT AND MAIL, OR EMAIL OR FAX IT TO THE INFORMATION AT THE BOTTOM OF THIS PAGE



24TH ANNUAL INTERNATIONAL HOOF-CARE SUMMIT NORTHERN KENTUCKY CONVENTION CENTER TRADE SHOW: JANUARY 27 - 28, 2027

TRADE SHOW SPACE	Booth Rate	8x Advertiser Rate
10 x 10 feet	\$995	\$970
10 x 20 feet	\$1760	\$1710
10 x 30 feet	\$2535	\$2460
4 booths	\$3240	\$3145
8 booths	\$5180	\$5030

EACH BOOTH INCLUDES:

- ✓ 2 Exhibitor badges.
- ✓ Back wall sign with company name.
- ✓ 10-foot drape on back wall and 3-foot draped sidewalls

All other ancillary booth costs are the responsibility of the Exhibitor. Tables and chairs can be ordered from FERN Expositions and the Northern Kentucky Convention Center. Details to follow.

EXHIBIT SPACE: **Quantity:** \$ _____

An additional two (2) Exhibitor badges at **\$75 each can be purchased** (company personnel only): _____ x \$75 = \$ _____

Add a video-recorded product demo session at **\$895:** _____ x \$895 = \$ _____

Add a push notification on our show mobile app with your booth info at **\$110:** _____ x \$110 = \$ _____

TOTAL DUE: \$ _____

Please list names of persons to receive Exhibitor badges*:
*(2 Exhibitor badges are included in the booth cost. *Company representatives only. Farriers and veterinarians must to register as attendees.) Attach additional names as necessary.*

1. _____ 2. _____
3. _____ 4. _____

CONTACT INFORMATION:

Company: _____

Trade Show Contact: _____ Advertising Contact: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Website: _____

PAYMENT POLICY

Appropriate payment must be received with this application and all subsequent payments must be made by dates indicated. New Exhibitor booth assignments are handled on a first come, first served basis after May 31, 2026, once returning Exhibitors have been accommodated. Applications will be processed and booths reserved once your Application and appropriate deposit have been received.

Returning Exhibitor Deadline: Paid-in-full 2026 Exhibitors have until May 31, 2026, to submit an application for early selection of space in the 2027 Summit Trade Show. Booth selects won't be secured until a 25% minimum down payment is received (due by May 31, 2026, or the booth select will be released and made available for other vendor selection).

Vendor Booth Deposits/Payments are due as follows:

A deposit of 25% of booth rent is due if received before 11/1/26, 60% if received between 11/1/26 and 12/31/26, 100% if received on or after 12/31/26. After your initial deposit, total booth rent due by 1/3/27. A 15% late payment penalty fee may be applied to the remaining balance due if received after this deadline. Full payment must be received by 1/12/27. If you wish to be included in the official printed Show Program, payment in full is due by 12/1/26.

PAYMENT INFORMATION:

Check Enclosed Charge My: American Express MasterCard Visa Discover

Account #: _____ Expiration: _____ CCV: _____

Authorized credit card signature: _____

I have read and accept the rules and regulations as outlined on both sides of this contract. I understand this application, when signed, will become a binding contract upon acceptance by the International Hoof-Care Summit and will be subject to the terms, conditions, rules and regulations that govern the International Hoof-Care Summit.

Signature: _____ Date: _____

<p>Please mail this to: International Hoof-Care Summit P.O. Box 624, Brookfield, WI 53008-0624</p>	<p>Email your representative: Michael Ellis: mellis@lessitermedia.com Fax to: (262) 786-5564</p>
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Rules and Regulations For The International Hoof-Care Summit Trade Show

Northern Kentucky Convention Center • Covington, Kentucky • JANUARY 27 – 28, 2027

INTERNATIONAL HOOF-CARE SUMMIT MANAGEMENT:

- ◆ Exhibitor agrees to abide by the rules and regulations set forth in this contract and those outlined in the International Hoof-Care Summit Code of Conduct. Exhibitor further agrees to comply with Show Management's enforcement of these rules and regulations.

EXHIBITION FEES:

- ◆ A deposit of 25% of booth rental must accompany the contract. Booth space will not be assigned until a 25% deposit has been received. Exhibitors who have not paid for their booth space and any elective ancillary promotional opportunities in full by 1/12/27 will not be allowed to move in or to construct and arrange their booths and/or displays.
- ◆ Paid-in-full 2026 Exhibitors have until 5/31/26 to submit an application with 25% deposit for early selection of space in the 2027 Summit Trade Show. New Exhibitors requests for exhibit space will be processed in the order they are received starting 6/1/26, provided a 25% deposit is made

BOOTH SPACE DESIGN:

- ◆ No exhibit may block or interfere with a neighboring exhibit. No part of any display that exceeds 3 feet in height can be placed in the front one-third of the booth without permission of Show Management. Back wall standard height permitted for any booth exhibit will be 8 feet. Exceptions must be submitted to Show Management for approval prior to the show. Sidewalls of such exhibits may not extend more than 4 feet from the back wall so as not to "box in" Exhibitors.
- ◆ Exhibit display is subject to Show Management review and approval. Exhibitors may be asked to provide additional information concerning their exhibit. Exhibitors shall comply with all relevant local, state and federal ordinances, regulations and codes including fire, safety and health regulations and the Americans with Disabilities Act, together with the rules and regulations of the convention center.

EXHIBIT/BOOTH SPACE OCCUPANCY:

- ◆ Distribution of advertising material and/or Exhibitor solicitation of any sort shall be restricted to the Exhibitor's booth.
- ◆ Show Management reserves the right to decline, prohibit or expel an exhibit that, in its judgment, is not in keeping with the character of the exhibition. This includes printed matter, product, conduct, sound level, etc.
- ◆ No Exhibitor shall assign or sublet any part of the assigned space.
- ◆ Setup begins at 10 a.m. on Tuesday, Jan. 26, 2027. All booths must be completely set up in the exhibit hall by 10 a.m. on Wednesday, Jan. 27, 2027.
- ◆ Dismantling can start only after the close of the exhibit hall at 1:30 p.m. on Thursday, Jan. 28, 2027. All exhibits must be removed (or all materials packed and ready for shipping) from the exhibit hall by 6 p.m., Thursday, Jan. 28, 2027. If no progress has been made on exhibit tear down or no arrangements have been made with Show Management prior to 4 p.m. on Thursday, Jan. 28, 2027, the exhibit will be removed by the Show Decorator at Exhibitor's expense.

EXHIBITOR BADGES:

- ◆ All Exhibitor personnel are required to register. Badges provided by the International Hoof-Care Summit must be worn at all times and no entry to the exhibit or seminar areas will be permitted without a badge. For liability reasons and for personal safety, no one under the age of 21 will be permitted in the Exhibit Hall during set-up and teardown.
- ◆ Children under 16 must be accompanied by and be in the presence of adult supervision at all times while in the Trade Show area.

BOOTH & EXHIBIT HALL INFORMATION:

- ◆ Special forms will be provided to Exhibitors for making direct arrangements with the official decorator for electricity, furnishings, maintenance, lighting and other related services. All other ancillary booth costs are the responsibility of the Exhibitor. Tables, chairs and electric service can be ordered from FERN Expositions, the official decorator of the IHCS. Details will be found in a follow-up Exhibitor email.
- ◆ Signs and drapes: Each Exhibitor will be provided with one display identification sign plus back wall drape.
- ◆ IHCS staff reserves the right to adjust booth placement as needed in the best interests of the exhibition. No guarantees can be made that Exhibitor will be assigned the specific booth(s) requested.
- ◆ Show Management will take precautions to safeguard Exhibitor property by means of regular perimeter guard service. However, Show Management will not be liable for damage or loss to Exhibitor property through theft, fire, accident or other causes. Each Exhibitor should insure his or her exhibit and display materials.

SAFETY, FIRE AND HEALTH:

- ◆ Exhibitor must comply with all safety, fire and health ordinances regarding the 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. International Hoof-Care Summit and Show Management are not responsible for the safe operation of any Exhibitor machinery or equipment.

EXHIBITOR MACHINERY OR EQUIPMENT:

- ◆ Exhibitor hereby agrees to indemnify and hold harmless the International Hoof-Care Summit, *American Farriers Journal* and Lessiter Media and their managers, officers, sponsors, employees, agents, successors and assigns from any suit or claim for personal injury, or for property damage or for loss of use of property by whosoever sustained on or about Exhibitor's participation in the Show, unless the damages or injury is due solely to the negligence of the International Hoof-Care Summit.

INSURANCE:

- ◆ Each Exhibitor, Sponsor or Subcontractor must carry adequate insurance against all hazards. Policies should name Lessiter Media as Additional Insured on a Primary and Non-Contributory Basis.
- ◆ Exhibitor, Sponsor or Subcontractor will be required to provide a Waiver of Subrogation for General Liability and Workers Compensation. The policies shall provide for 30 days written notice to "Lessiter Media" prior to cancellation or modification, and the Exhibitor, sponsor or subcontractor shall provide certificates as follows:
 - ◆ General Liability - \$1M per Occurrence / \$2M Aggregate
 - ◆ Workers Compensation - Per Statutory Requirements
 - ◆ Auto Liability - \$1M Combined Single Limit
 - ◆ Umbrella - \$1M Limit per occurrence
- ◆ All property of the Exhibitor, Sponsor or Subcontractor is understood to remain under their custody and control in transit to and from or within the confines of the show area. Neither Show Management or Sheraton Hotel is responsible for loss, theft or damage to Exhibitor's, Sponsor's or Subcontractor's property.

CANCELLATION:

- ◆ An Exhibitor may cancel its participation in the International Hoof-Care Summit. Cancellation requests must be submitted in writing to: Michael Ellis at mellis@lessitermedia.com or mailed to IHCS, P.O. Box 624, Brookfield, WI 53008-0624. **Cancellation requests received before Nov. 7, 2026, will receive a 100% refund. Cancellation requests made by Dec. 5, 2026, forfeit 50% of the total rental. No refunds or transfers will be made after Dec. 5, 2026.**

FORCE MAJEURE:

- ◆ In the event any part of the exhibit area thereof is unavailable, whether for the entire event or a portion of the event as a result of fire, flood, tempest or any other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot or any other cause or agency over which the Show has no control, or should the Show decide that because of any such cause it is necessary to cancel, postpone or re-site the Show, or reduce the installation time, Show time, or move-out time, the Show shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect arising as a result thereof.

AGREEMENT:

- ◆ This application, upon acceptance by the International Hoof-Care Summit, constitutes a legal and binding contract. Show 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.
- ◆ Designated Exhibitor representative acknowledges he or she has read, understands and will comply with the rules and regulations set forth in this contract and those outlined in the Exhibitor manual. Questions regarding said rules and regulations should be referred to: Show Management, by Phone (262) 777-2432 or Fax (262) 782-1252.
- ◆ Designated Exhibitor representative also acknowledges that he/she has the full authority to submit and sign this contract for exhibition space at the International Hoof-Care Summit.

APPLICATION DENIAL CRITERIA

- ◆ The IHCS staff hereby stipulates that applications may be subject to cancellation or denial under the following circumstances: failure to remit payment for booth or previously invoiced advertising, or if the applicant is perceived to harbor malicious intent against *American Farriers Journal* and its affiliated properties. Such determinations shall be made at the discretion of the IHCS staff.