VET FEST™

presented by: VETLIFE®

2026 EXHIBITOR PACKET

Saturday, August 8, 2026 | Lake Trust Stadium, Howell, MI

Join Us. Support Those Who Served.

Vet Fest 2026 Exhibitor Packet

Saturday, August 8, 2026 | 12:00 PM – 3:00 PM

Lake Trust Stadium | 3607 Cleary Dr, Howell, MI 48843

About Vet Fest

Vet Fest is Michigan's largest annual veteran engagement event, welcoming thousands of veterans and their families for a meaningful day of connection, community, and support. This free event gives veterans the chance to enjoy camaraderie with fellow service members while discovering veteran-specific resources — all in one welcoming place.

Exhibitors play a vital role in making that possible. Your participation helps ensure veterans and their families can access the benefits and services they've earned — without financial barriers.

Exhibit Space FAQs

Who Is Eligible to Exhibit?

Products and services must promote and directly benefit veterans, active duty, and/or retired military. VETLIFE reserves the right to refuse applications for any reason.

What Is Included for Exhibitors?

- One table
- 2 chairs
- Recognition by VETLIFE
- Choice of **indoor or outdoor** booth placement

Outdoor Exhibitors: If you choose an outdoor space, you must provide your own canopy tent.

What Is the Cost?

A **$400 payment** is required to reserve your booth space.

2026 Exhibit Hall Schedule

Date	Time	Activity
Friday, August 7, 2026	12:00 PM – 2:00 PM	Outdoor Canopy Set-Up
Saturday, August 8, 2026	11:00 AM – 11:45 AM	Exhibitor Set-Up
Saturday, August 8, 2026	12:00 PM – 3:00 PM	Exhibits Open
Saturday, August 8, 2026	3:05 PM – 4:00 PM	Dismantle

Rules & Regulations

1. **Solicitation & No Selling Policy** — Vet Fest operates a **strict no selling policy**. No legal tender or anything of value may be exchanged for goods or services in the exhibit area or any VETLIFE-controlled facility. All distribution of materials is restricted to your contracted booth area. Anyone observed soliciting outside their booth will be asked to leave; additional penalties may apply. VETLIFE follows IAEE guidelines.

2. **Cancellation** — All cancellations must be received in writing. Cancellations 60+ days before the event will be refunded; no refund will be issued for cancellations fewer than 60 days prior.

3. **Space Sharing** — Subletting, sharing, or apportioning exhibit space is not permitted. No representatives, products, or materials from outside your firm may appear in your booth without VETLIFE's written consent.

4. **Set-Up & Dismantle** — No one under 18 is permitted during set-up or dismantling. All booths must be fully set up by 11:45 AM and remain set up until 3:00 PM. Early dismantling will result in a penalty; future booth requests may be denied until fines are paid.

5. **Hall Etiquette** — Exhibitors must open on time and staff their booth throughout the event. Only products manufactured or sold by the exhibitor in their regular course of business may be displayed or advertised.

6. **Display Regulations** — Exhibitors may not display or advertise products that infringe on U.S. intellectual property rights or violate U.S. laws. VETLIFE reserves the right to prohibit any display that does not meet event objectives or these regulations.

7. **Noise & Equipment** — Sound presentations must use a soundproof environment or earphones. Exhibitors with potentially disruptive equipment must notify VETLIFE in writing in advance.

8. **Insurance** — Exhibitor property remains solely under the exhibitor's custody and control. VETLIFE does not provide insurance; exhibitors must provide a certificate of insurance verifying coverage.

9. **Safety** — Standing on chairs, tables, or rental furniture is prohibited. Nothing may be posted, nailed, screwed, or attached to any part of the building or furniture.

10. **Liability & Indemnification** — The exhibitor is solely responsible for any injury, death, or property damage arising from their use of the venue. The exhibitor shall defend, indemnify, and hold harmless VETLIFE, the venue, and their respective directors, officers, employees, and agents from all related claims, liabilities, and damages.

11. **Force Majeure** — VETLIFE is not liable for any loss or damage resulting from event cancellation, postponement, or venue unavailability due to causes beyond its control, including acts of God, governmental intervention, acts of war, strike, or riot.

12. **Violations** — VETLIFE reserves the right to immediately close any booth in violation of this agreement, remove all materials, and bar the exhibitor from the event. All monies paid may be retained as liquidated damages.

13. **Governing Law** — This contract is governed by the laws of Livingston County, Michigan.

Register & Pay Online

Ready to secure your booth? Complete your application and payment at:

Register Here → www.vetlifetoday.org/vetfest-exhibit

Deadline: Applications and payment must be submitted no later than July 20, 2026.

Questions?

Contact Katie Skidmore at **kskidmore@vetlifetoday.org**