

2025 EXHIBITOR RULES AND REGULATIONS



presented by:



EXHIBIT SPACE FAQs

WHO IS ELIGIBLE TO EXHIBIT?

The exhibits are an extension of Vet Fest. In order for VETLIFE to accept an application, the products and services of the vendor 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 6' or 8' table
- 2 chairs
- Recognition by VETLIFE

1. SOLICITATION REGULATION

VETLIFE follows the guidelines of the International Association of Exhibitions and Events (IAEE). Any attendee who is observed to be soliciting business in the aisles or other public spaces, in another company's booth, or in violation of any portion of the IAEE Exhibition Policy will be asked to leave immediately. Additional penalties may be applied. Please report any violation you may observe to event staff.

2. CANCELLATION

Cancellation of booth-space contracts must be received in writing.

3. SPACE SHARING

Subletting or sharing of exhibit space is not permitted.

4. SET-UP/DISMANTLE

During set-up and dismantling of booths, no one under the age of 18 is allowed. All booths must be set up prior to event start or no later than 11:45 AM. Booths must remain set up until the end of the event. You may begin dismantling at 3:15 PM.

5. HALL ETIQUETTE

As a courtesy to Vet Fest attendees and to your fellow exhibitors, exhibitors are requested to open their exhibit on time and staff it throughout the day of the meeting until the scheduled closing of exhibits. Companies or organizations that dismantle their booth early will be subject to a penalty.

RULES AND REGULATIONS

APPROVAL: No agreement for the rental of exhibit space exists until VETLIFE provides written acceptance. At that time, it becomes a legally binding agreement between the exhibitor and VETLIFE,

and exhibitor agrees to comply with these rules and regulations, including any adopted subsequent to the written agreement.

ELIGIBILITY: VETLIFE reserves the right to determine eligibility of exhibitor for inclusion in the event.

EXHIBIT SPACE ASSIGNMENT:

SUBLETTING SPACE: Exhibitor shall not assign, sublet, share or apportion the whole or any part of the space allotted, or have representatives, products, equipment, signs or printed materials from other than its own firm in its exhibit space without the written consent of VETLIFE.

DISPLAY REGULATIONS: Please review the exhibit floor carefully and consider the needs of your display so that they are inline with your booth(s). VETLIFE follows the International Association of Exhibits and Events guidelines. The display guidelines are designed to ensure that each exhibitor, regardless of size, has the opportunity to present its products or service in the most effective manner possible. Exhibitor may not exhibit, advertise, or offer products other than those manufactured or sold by that exhibitor in his or her regular course of business as detailed on the application form. No exhibitor shall display any product or display or distribute advertisements for a product that is considered by VETLIFE to infringe on another exhibitor's US intellectual property rights (patent, trademark, trade dress or copyright), or that violates US laws or regulations. VETLIFE, in its sole judgment, will determine the appropriateness of products exhibited, and reserves the right to prohibit display or advertisement of products that are in violation of this paragraph or do not meet the event objectives or conform to these regulations.

SOLICITATION REGULATION: Distribution of printed matter, souvenirs, or any other articles shall be restricted to the contracted booth area. No part of the facility other than the exhibitor's booth shall be used for display, order taking, or selling purposes of any kind. The exhibitor may not receive or permit the receipt of legal tender, or anything of value, for goods and/or services in the exhibit area or in any other facility provided or controlled by VETLIFE, nor shall any goods be delivered for which any future payment is made. Management reserves the right to require removal of any objectionable display elements or prohibit any unauthorized exhibitor selling activity. The exhibitor represents and warrants that all marketing activities, including but not limited to display and printed information for distribution and oral discussions that take place in the exhibit booth, comply with all applicable federal and state laws, including FDA and FTC regulations.

IRREGULAR ACTIVITIES/NOISE: All sound presentations must be done either in a soundproof environment or through use of earphones so that neighboring exhibitors are not disturbed. All exhibitors with equipment that may be objectionable to other exhibitors because of noise or other disagreeable features must notify VETLIFE of such in writing in advance of Vet Fest and agree to accept booth assignments as determined by VETLIFE.

PHOTOGRAPHY AND VIDEO RECORDERS: Exhibitors are not permitted to photograph or videotape any booth other than that of the company they represent. These activities are permitted only before or after exhibit hall hours. Security arrangements for such activities must be made in advance at the exhibitor's expense. Only the official event photographer is allowed open access to photograph in the exhibit hall.

RATES, DEPOSITS, AND REFUNDS: Booth space is charged as stated on the contract. No booth will be assigned without any required payment and exhibit space application. Space must be paid for in full no later than 30 days prior to the exhibit opening date. If full payment is not received by this date, the

assigned space may be reassigned at the option of VETLIFE without refund of the deposit. VETLIFE will refund deposits in the event an exhibit application is declined. In the event of conflicts regarding space requests or conditions beyond its control, VETLIFE reserves the right to rearrange the floor plan. Any space not claimed and occupied (for which no special arrangements have been made 24 hours prior to exhibit opening) will be resold or reassigned by VETLIFE without obligation on the part of VETLIFE for any refund whatsoever.

CANCELLATION: Cancellation of booth-space contracts must be sent to VETLIFE in writing. Cancellations received by VETLIFE at least 60 days prior to the event will be refunded. No refund will be made if notice of cancellation is received by VETLIFE fewer than 60 days prior to the meeting.

EXHIBIT PERSONNEL: Each exhibiting company may register two representatives at no cost. All representatives must be registered with VETLIFE through the exhibitor application.

INSTALLATION AND DISMANTLING: During set-up and dismantling of booths, no one under the age of 18 is allowed in the exhibit hall. Exhibits must be installed prior to Vet Fest start time hours specified by VETLIFE. All exhibits must be fully set up prior to Vet Fest commencement. Exhibitors who require additional time for set-up must obtain prior approval from VETLIFE. VETLIFE reserves the right to alter exhibit hours in accordance with the event program. Exhibitors will be duly notified if such changes are necessary. VETLIFE directors will be available during exhibit installation hours. All exhibit materials must be dismantled, packed and removed at the end of the event. A penalty will be assessed against exhibitors that dismantle prior to event closing. Future requests for booth space will be denied unless this fine is paid.

FURNISHINGS AND EQUIPMENT: All exhibits must conform to the standards set by the IAEE. No supplies, materials, posters, or other objects shall be posted or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the building or furniture. All electrical equipment must conform to the city electrical code and must be approved by VETLIFE. Volatile, flammable, or explosive substances or materials prohibited by city ordinance or by insurance carriers will not be permitted on the premises. Exhibitor activities are restricted to the booth allocated.

SAFETY: Standing on chairs, tables, or other rental furniture is prohibited. This furniture is not engineered to support standing weight. VETLIFE cannot be responsible for injuries or falls caused by the improper use of this furniture. If assistance is required in assembling your booth, please request in writing at least 30 days prior to the event and VETLIFE may provide the necessary ladders and tools for an additional fee.

INSURANCE: All property of the exhibitor is understood to remain under its custody and control in transit to and from or within the confines of the exhibit area. VETLIFE, Vet Fest, and the convention center do not provide insurance covering the exhibitor's property. Exhibitors must provide a certificate of insurance verifying coverage.

SECURITY: VETLIFE provides security guard service during exhibit hours to restrict access to registrants. Loss prevention of your inventory and records is a VETLIFE priority. However, neither VETLIFE, the security service, or convention center will be responsible for loss or damage due to any cause.

LIABILITY; INDEMNIFICATION: The exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the Convention Center, used

by the exhibitor which are caused by the acts or omissions of exhibitor, or their employees, representatives, servants, agents, licensees, invitees, patrons, guests, or contractors. The exhibitor is also solely responsible for any injuries or damages sustained or caused by it in connection with the event, whether or not they occur at the Convention Center, This includes, but is not limited to, booth construction, booth set-up, travel to or from the event, activities of the exhibitor's employees or third parties subject to the supervision of exhibitor, or any other activities carried on in connection with the event. The exhibitor shall defend, indemnify, and hold harmless VETLIFE, Convention Center, and their respective directors, trustees, board members, managers, officers, employees, agents, successors, and assigns from and against any and all claims, demands, actions, causes of actions, penalties, judgments, and liabilities of every kind and description (including court costs and reasonable attorneys' fees) for injury to and death of persons, and damage to and loss of property which are caused by, arise from or grow out of the exhibitor's use or occupancy of the premises, from any breach by the exhibitor of any condition of this contract, from any act or omission of the exhibitor, or its employees, representatives, servants, agents, invitees, patrons, guests, licensees, or contractors, or from the use of any product or service exhibited or any claim or representation made in connection therewith by the exhibitor or any person acting in its behalf. The exhibitor agrees to make no claim for any act or omission of VETLIFE taken in accordance with, or to enforce, these regulations.

FORCE MAJEURE: In the event the Convention Center, or 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 such act of God, 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 VETLIFE has no control, or should VETLIFE decide that because of any such cause it is necessary to cancel, postpone, or resite the exhibit or reduce the installation time, exhibit time, or move-out time, VETLIFE 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.

VIOLATIONS: In the event an exhibitor violates any provision of this agreement, VETLIFE shall have the right, without any liability whatsoever, to notify the agents, servants, employees, or other persons then operating exhibitor's booth(s) to close said booth(s) immediately and to remove all the exhibits and other materials in the booth(s) of the exhibitor immediately upon notice. Furthermore, VETLIFE shall have the additional right to bar the exhibitor, his or her agents, servants, employees, or other representatives from the exhibit area and the exhibit halls and facilities, and to enforce the provisions hereof by having the responsible local government official enforce this provision, all without liability to VETLIFE, its agents, servants, employees, or contractors, if any provision of the agreement is breached by the exhibitor or if the exhibitor is in default hereunder, VETLIFE shall have the right, and is hereby authorized, to retain all monies theretofore paid by exhibitor as liquidated damages. In addition to any powers, prerogatives, or remedies otherwise provided by VETLIFE in this agreement, VETLIFE shall have any and all rights and remedies otherwise available at law or equity.

AMENDMENTS: Any and all matters not specifically covered by these rules and regulations shall be subject to the decision of VETLIFE. VETLIFE shall have the full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of the exhibitors. Each exhibitor, for itself and its employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

DEFAULT: In the event of a breach of this agreement, exhibitors will not be permitted to set up their exhibits or will be subject to eviction, without refund.

GOVERNING LAW: This contract shall be governed by the laws of Livingston County, Michigan. Exhibitor agrees to abide by the rules and regulations of the Convention Center.

PROBLEMS: Problems should be reported to the VETLIFE exhibit hall manager, VETLIFE Board Member, or the VETLIFE president.

Vet Fest | 2025 Exhibit Hall Schedule

Event Location and Address:

Location: Fowlerville Fair Grounds

Address: 8800 W. Grand River Road Fowlerville, MI 48836

Canopy Set Up

****If setting up your own company canopy outdoors.***

Friday, August 1, 2025 12:00 PM – 2:00 PM

Set Up

Saturday, August 2, 2025 11:00 AM – 11:45 AM

Exhibits Open

Saturday, August 2, 2025 12:00 PM – 3:00 PM

Dismantle

Saturday, August 2, 2025 3:05 PM – 4:00 PM



Exhibitor Application

Saturday, August 2, 2025 • Fowlerville, Michigan
Fowlerville Fair Grounds • 8800 W. Grand River Road Fowlerville, MI 48836

Company Information

Company Name (List name exactly as it should appear):

Company Address:

City:

State:

Zip Code:

Phone:

Email:

Website:

Will your company be setting up your own outdoor canopy? YES NO

Canopies must be set up the day before Vet Fest (Friday, August 1st from 12:00-2:00 PM) to ensure your space is reserved.

Our company is a: For Profit Organization Nonprofit Organization

EIN:

Company Contact

First Name:

Last Name:

Phone:

Is this a cell phone? YES NO

Email:

Representatives Attending Event:

First Name:

Last Name:

First Name:

Last Name:

By submitting a signed copy of this contract, I hereby apply for exhibit space for Vet Fest. I am an authorized representative of the company with full power sign and deliver this application. The company listed agrees to comply with all instructions, rules, and regulations appearing on this contract, and agrees to promptly submit all information requested.

Signature: _____

Printed Name:

Title:

A \$400 payment is required to reserve booth space.

Payment Type:

Enclosed Check

Venmo

Credit card payments can be made online by visiting: bit.ly/vetfest-exhibit

Check Payment

Please make checks payable to: VETLIFE

Checks maybe mailed to: VETLIFE PO Box 803 Howell, MI 48844

Enclosed is check number: _____ in the amount of \$ _____

Venmo Payment:

Venmo: @vetlifetoday

Venmo payment made on (date) _____ by (username) _____

PLEASE SUBMIT COMPLETED FORMS AND PAYMENT NO LATER THAN 7/12/2025.

MAIL COMPLETED FORM AND CHECK PAYMENT TO:

**VETLIFE
PO BOX 803
HOWELL, MI 48844**

QUESTIONS?

Email Katie Skidmore at vetlifekatie@gmail.com