



Sponsorship and exhibition prospectus

Pullman Melbourne Albert Park,
Melbourne, VIC
19-23 July 2020



COLIC // LAMENESS // BACKS

ava.com.au/bain-fallon

KNOWLEDGE

EVA Platinum Education Supporter



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About Equine Veterinarians Australia

Equine Veterinarians Australia (EVA) is a special interest group of the Australian Veterinary Association (AVA) and the premier provider of continuing professional development for equine veterinarians in Australia.

With an emphasis on providing the support members need to remain at the forefront of equine veterinary medicine, EVA also represents the interests of members to governments and equine industry groups.

EVA maintains strong links with both equine organisations and horse owners. An important role for EVA is providing advice and information to the people who care for horses to ensure that Australian horses enjoy the best possible health and welfare.



WHAT'S NEW AT BAIN FALLON 2020

The trade expo has once again been consolidated and will see the exhibition housed in one.

Entertainment during Industry Evening and happy hours.

2020 will see the return of the Nurses Conference held onsite at Pullman 19-23 July.

We will see the addition of the Prof. Hutchins News Hour; a panel on global advancements in equine veterinarian science.

About the Bain Fallon Memorial Lectures

The Bain Fallon Memorial Lectures continues to be the biggest week of equine veterinary continuing education in the Southern Hemisphere, attracting over 200 delegates in 2019.

Featuring concurrent streams of practical clinical sessions, the Bain Fallon Memorial Lectures offers delegates the opportunity to participate in world-class lectures and thought-provoking discussions.

The event features an industry exhibition comprising of over 50 exhibitors. It continues to be a sell-out trade show year-upon-year, in addition to offering popular practical workshops.

The social events are a highlight of the conference, and provide perfect networking opportunities with peers, suppliers and fellow industry professionals.

In 2020, EVA is proud to present a pre-conference nerve blocking wetlab, presented by The University of Melbourne.

Why you should participate



Brand alliance

Align your brand with cutting edge continuing professional development and innovation.



Personal contact

Meet face-to-face with your customers.



Product promotion

Showcase your products to an audience that is keen to learn and receptive to new ideas.



Brand exposure

Reach your target audience.

The four-day Bain Fallon Memorial Lectures provides an unrivalled opportunity to connect with the largest group of equine veterinary professionals in Australia.

The trade exhibition provides the chance to demonstrate your products and equipment face-to-face; while building lifelong relationships with practice owners through to the rising stars of the equine veterinary profession.

Network with a targeted market that has significant buying power within the equine industry, while providing the perfect platform to heighten the visibility of your business.

Early booking is advised as exhibition stands sell out quickly.

To discuss these opportunities or to inquire about how we can customise a package to suit you, contact

Victoria Wood, Conference Secretariat, at: victoria.wood@ava.com.au.

What our exhibitors say



of sponsors surveyed stated the conference helped to meet their objectives

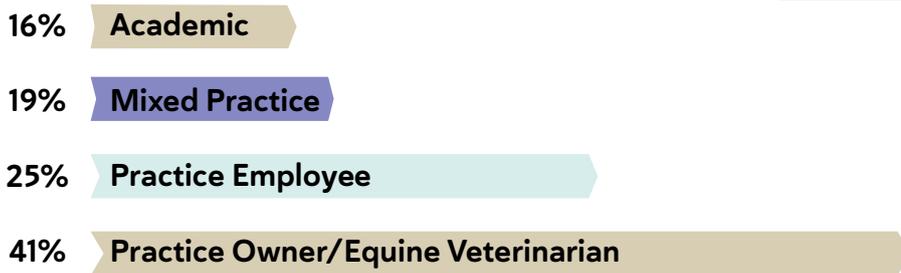


rated organisation of the exhibition good or great



The Bain Fallon Memorial Lectures provides Virbac with an excellent opportunity to connect with our customers in a relaxed, enjoyable setting away from the pressures of a busy vet clinic. This well-run, professional conference is one of the highlights of the year for our company and we are proud to be a Silver Sponsor of this event.

Dr Jenny Byrnes,



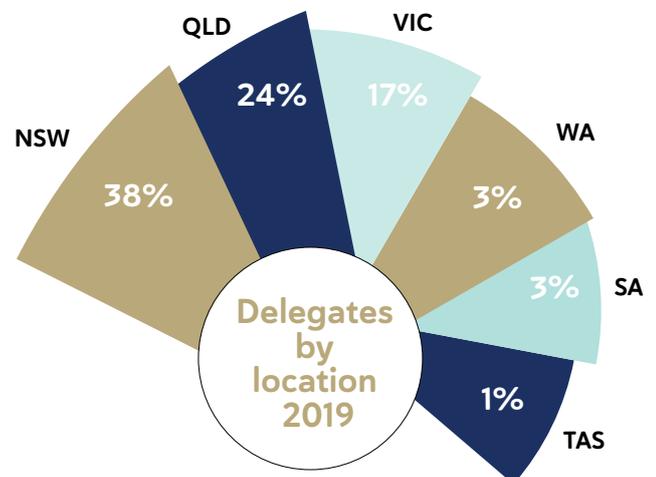
*Respondents may select multiple options

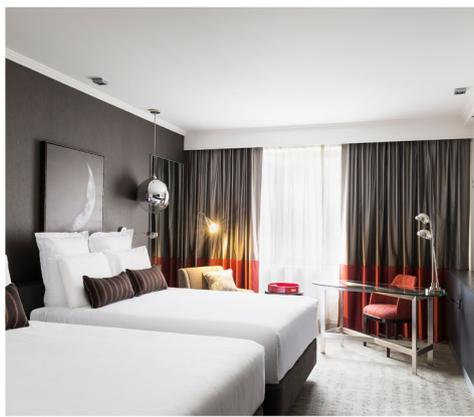
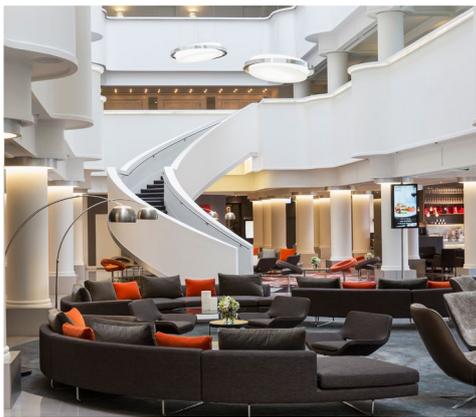
A fabulous event with a strong scientific and social programme. Brings out the fabulous collegiality of the equine veterinary profession.

Dr Jonathan Pycock - President BEVA 2018

The Bain Fallon is a great way for equine veterinarians throughout Australia to find support within the industry and keep up with the most current evidence based medicine from all around the world.

Essie Hamilton





Pullman Melbourne Albert Park, 65 Queens Rd, Albert Park VIC 3004 | www.pullmanalbertpark.com.au

Pullman Melbourne Albert Park is ideal for business, conference and special event guests, blending modern comforts with high end technology.

Overlooking picturesque Albert Park Lake, & prominently located near St Kilda, Chapel Street precincts, the Melbourne CBD & Port Melbourne, Pullman Melbourne Albert Park is one of the city's best-located hotels for business or leisure.

Exhibitor Information

Nerve Blocking Wetlab	Sunday 19 July	9:00am - 5:00pm	
Exhibition build	Sunday 19 July	9:00am onwards 11:00am - 1:00pm 1:00pm - 4:00pm	Exhibition stand build Custom build only All other exhibitors bump in
Exhibition opening hours	Sunday 19 July Monday 20 July Tuesday 21 July Wednesday 22 July Thursday 23 July	6:00pm - 7:30pm 9:30am - 8:30pm 9:30am - 5:30pm 9:30am - 6:30pm 9:30am - 3:30pm	Happy Hour and Industry evening from 5.30pm Happy Hour from 5.30pm - 6.30pm
Dismantling	Thursday 23 July	3:30pm onwards	Exhibition bump-out

Keynote speakers



Dr Tim Mair (UK)

Dr Mair graduated from the University of Bristol in 1980. He then worked for two years in a mixed practice in Kent before returning to the University of Bristol as a Horserace Betting Levy Board scholar to undertake research in equine immunology and respiratory disease. He obtained a PhD in 1986, and then stayed at Bristol as a Wellcome Trust Lecturer in Equine Medicine.

He has obtained diplomas and is a recognised specialist of the Royal College of Veterinary Surgeons (RCVS) in both Equine Internal Medicine and Equine Soft Tissue Surgery, and is a founding diplomate of the European College of Equine Internal Medicine. He became an Associate of the European College of Veterinary Diagnostic Imaging in 2011.

He has acted as external examiner for veterinary undergraduates at the Royal Veterinary College (RVC) and University of Bristol, and in 2007 he became a Visiting Professor at the RVC. He is on the council of the British Equine Veterinary Association, and serves on several RCVS committees/sub-committees.



Dr Tracy Turner (USA)

Dr Tracy Turner received his DVM degree from Colorado State University in 1978. He completed an internship at the University of Georgia and a surgical residency as well as a Master of Science degree at Purdue University in 1981. He served on the faculty of the Universities of Illinois, Florida and Minnesota. At Minnesota, he was Head of Large Animal Surgery and attained the rank of full Professor before leaving academics to join Anoka Equine Clinic. In 2016, he started his own practice dedicated to Sports Medicine and Surgery.

Turner's primary research efforts have focused on equine lameness with particular interest in equine podiatry, back issues in horses, rehabilitation and thermography.

He pioneered the use of thermography as a diagnostic aid in lameness evaluation, as well as its use in horse welfare regulation.

Turner is a Diplomate of the American College of Veterinary Surgeons, a Diplomate of the American College of Sports Medicine and Rehabilitation and is a Fellow of the American Academy of Thermology.



Dr Rachael Smith (AUS)

Dr Rachael Smith is a Registered Specialist and Senior Lecturer in Equine Surgery at the Equine Centre, The Animal Hospital at Murdoch University. After graduating from Massey University in 1998 Dr Smith spent three years in a busy large animal private practice in Waikato, NZ, during this time completing a Postgraduate Diploma in Veterinary Clinical Science, the centrepiece being a thesis on arytenoid chondritis. Rachael then worked in equine practice in Newmarket and Essex for a year before completing a Residency in Equine Surgery at Murdoch University. Rachael is a member of the Australian and New Zealand College of Veterinary Scientists in both Equine Medicine (2003) and Equine Surgery (2004), and in 2007 achieved Diplomate status with the American College of Veterinary Surgeons (ACVS Equine Surgery). Rachael's principle interests include general and soft tissue surgery, and lameness and poor performance diagnostics and management in the equine athlete.

Partnership opportunities

Choose from a classic sponsorship package or have one tailored to suit your specific business requirements. Rolling contracts are available, giving you first refusal on the opportunity for the following year.

Platinum partnership

Only one opportunity - thank you Provet

Thank you to our ongoing education partner Provet

EVA Platinum Education Supporter



A covetrus Company

SOLD

Gold partnership

Only one opportunity – thank you Troy Laboratories

AVA Gold supporter



- Acknowledgment as the Bain Fallon Memorial Lectures gold partner
- Double exhibition stand in the industry exhibition
- Four inclusive exhibitor registrations
- Passport competition sponsorship
- One sponsor message via electronic direct mailout to EVA database
- One sponsor message to EVA Facebook audience (as agreed with EVA)
- Two full-page colour advertisements in the Australian Equine Veterinarian during 2019/2020
- Two inserts in The Australian Equine Veterinarian during 2020 (dates of your choice)
- Two articles in The Australian Equine Veterinarian Journal
- One full-page colour advertisement in the conference registration brochure
- One full-page colour advertisement in the conference handbook
- Conference show bag insert
- Company name and logo on conference signage
- Company name and logo on the EVA website.

Silver partnership

\$12,800 + GST

- Acknowledgment as a Bain Fallon Memorial Lectures silver partner
- One exhibition stand with preferential choice of location
- Two inclusive full exhibitor registrations
- Sponsorship of a lecture with an opportunity for a company representative to give short address (3 minutes) prior to speaker session, Company logo on introductory slide, banner signage
- One sponsor message via electronic direct mailout to EVA database
- One full-page colour advertisement in The Australian Equine Veterinarian Journal during 2019/2020
- One article in The Australian Equine Veterinarian Journal
- One full page colour registration brochure advertisement
- One half-page colour conference handbook advertisement
- Conference show bag insert
- Company name and logo on conference signage
- Company name and logo on the EVA website.

Bronze partnership

\$10,800 + GST

- Acknowledgment as a Bain Fallon Memorial Lectures bronze partner
- One exhibition stand with preferential choice of location
- Two inclusive full exhibitor registrations
- One article in The Australian Equine Veterinarian Journal
- One quarter-page colour conference handbook advertisement
- Conference show bag insert
- Company name and logo on conference signage
- Company name and logo on the EVA website.

Other sponsorship opportunities

Breakfast sessions

\$4,400 + GST
(plus AV & catering)

Three opportunities

- Acknowledgment as a Bain Fallon Memorial Lectures breakfast session sponsor
- Provision of speaker and topic subject to EVA approval
- Opportunity to display branding during sponsored session (subject to approval from EVA and at sponsor's expense)
- Company name and logo on EVA website
- Company logo on conference signage

Bain Fallon Young Member Scholarships and dinner

One opportunity - thank you Interpath



The Young Member Scholarships sponsors four EVA Young Members to attend the Bain Fallon Memorial Lectures.

- Acknowledgment as a Bain Fallon Memorial Lectures Young Member Scholarship Sponsor
- Two invitations to the Bain Fallon Scholarship Lunch
- One full-page colour advertisement in the conference registration brochure
- One full-page colour advertisement in the conference handbook
- One article in The Australian Equine Veterinarian Journal
- Conference show bag insert
- Company name and logo on conference signage
- Company name and logo on the EVA website
- **Dinner**
- Provision to provide 3 minute welcome presentation
- Five tickets to the Young Member Dinner
- Company signage displayed during Young Member Dinner



Conference proceedings

One opportunity

\$2,950 + GST

- Acknowledgment as proceedings sponsor
- Branding on conference proceedings
- One full-page colour advertisement in the conference proceedings
- One full-page colour advertisement in The Australian Equine Veterinarian
- One full-page colour advertisement in the conference handbook
- Company logo and link on the EVA website
- Company logo on conference signage

Tuesday night casual dinner

One opportunity

\$12,850 + GST

The famous Tuesday Night Casual Dinner. A laid-back night of delicious food and fun, for delegates and industry to connect mid-way through the conference.

- Acknowledgment as Tuesday Night Casual Dinner sponsor
- Provision to provide three-minute welcome presentation
- Five inclusive tickets to the dinner
- One full-page colour advertisement in The Australian Equine Veterinarian
- One full-page colour advertisement in the conference handbook
- Company logo and link on the EVA website
- Company logo on conference signage

Bain Fallon Gala dinner

One opportunity

\$12,500 + GST

Held at the conclusion of the conference, a themed Bain Fallon Gala Dinner sees the entire conference come together for a final night of celebration, awards and the annual induction of the new EVA President.

- Acknowledgment as the Bain Fallon Gala Dinner Sponsor
- Provision to provide a three-minute welcome presentation
- Ten inclusive tickets to the Bain Fallon Memorial Lectures Gala Dinner
- First refusal to sponsor next year's Bain Fallon Memorial Lectures Gala Dinner
- Opportunity to brand the dining room, subject to approval from EVA and at sponsor's expense
- Company logo on EVA website
- Company logo on menus
- Company logo displayed on screen during Gala Dinner
- One full-page page colour advertisement in The Australian Equine Veterinarian
- One full-page colour advertisement in the conference handbook

Twilight Tutorials

Only one opportunity

\$1,490 + GST

Bain Fallon Twilight Tutorials are a series of 3 lectures held on the afternoon of Wednesday 22 July, 2020.

- Acknowledgment as a Bain Fallon Memorial Lectures Twilight Tutorials sponsor
- Company name and logo on conference signage
- Company name and logo on the EVA website
- Opportunity to display branding in three lecture rooms during the nine sponsored sessions (subject to approval from EVA and at sponsor's expense)
- Pre and post-event publicity in the Australian Equine Veterinarian Journal

Happy Hour / industry evening sponsorship

One opportunity

\$1,490 + GST

After the first day of lectures conclude, Happy Hour & Industry Evening will be held on Monday 20 July in the trade exhibition.

- Acknowledgment as the Bain Fallon Memorial Lectures happy hour sponsor
- Opportunity to provide entertainment
- Signage prominently displayed in industry exhibition
- Company logo on prior session slide
- Verbal acknowledgment of sponsorship during sponsored sessions
- Opportunity to brand catering stations
- Opportunity to distribute marketing collateral to attendees

Golf afternoon sponsorship

One opportunity

\$1,490 + GST
+ beverages

A grand tradition of Bain Fallon, the Golf Afternoon is held on Wednesday 22 July.

- Acknowledgment as the Bain Fallon Memorial Lectures golf sponsor
- Verbal acknowledgment of sponsorship
- Opportunity for sponsor to make short welcome presentation to golfers
- Company logo on website
- Company logo on conference signage
- Opportunity to distribute marketing collateral or promotional items to attendees



EVA Nurses Conference Gold Sponsorship

One opportunity

\$4,950 + GST

Held over two days, July 22 & 23, 2020, the Nurses Conference brings together equine specialist nurses from all over Australia to run alongside the Bain Fallon Memorial Lectures in Melbourne 2020.

- Acknowledgment as the Bain Fallon Nurses Conference Gold Sponsor
- Opportunity to give 5 minute presentation at one Nurses Conference lecture
- Two (2) tickets to the Nurses Dinner
- One quarter-page colour conference handbook advertisement – Bain Fallon Conference Handbook plus Nurses Conference Handbook OR Proceedings
- Conference show bag insert (included with Nurses Conference delegates and also Bain Fallon Memorial Lectures delegates)
- Company name and logo on conference signage (included with Nurses Conference signage and also Bain Fallon Memorial Lectures signage)
- Company name and logo on the EVA website



Advertising opportunities

Online

EVA newsletter message - \$990 + GST

Opportunity for a feature in “A message from one of our exhibitors/sponsors” direct mailout in the lead-up to the conference.

One email communication sent to all EVA members.

Artwork supplied by sponsor, perhaps in the form of a newsletter, invitation, product information and hyperlinks.

Social media message - \$990 + GST.

Opportunity for a ‘message from one of our exhibitors/sponsors’ Facebook post in the lead-up to the conference.

One Facebook/Instagram post to combined audience of over 3,000.

Content to be appropriate for the respective social media platform and mutually agreed with EVA.

Print advertising

Advertising can be purchased in the registration brochure, conference handbook and Australian Equine Veterinarian journal.

The registration brochure is an A4 sized document for print distribution and online. The scientific program is being finalised and the registration brochure will be published in March. This will be sent to the EVA database of approximately 1,100.

The conference handbook is an A4 sized document for print distribution at the event and online.

Advertising - Full colour

Exhibitor - Full page \$950 + GST / Half page \$620 + GST / quarter-page \$330+GST

Non-exhibitor - Full page \$1,750 + GST / Half page \$1050 + GST

Conference bag inserts - \$670 + GST per item

Each delegate receives their Bain Fallon Memorial Lectures Conference bag upon registration. Having your marketing collateral or promotional item included is a great way to boost your brand profile.

All marketing and promotional material is subject to EVA approval and must comply with the Terms and Conditions outlined in this Prospectus (see page 17 and 18 for details).



Exhibition opportunities

3x2 metre (6sqm) stand - \$5,390 plus GST

One 3m x 2m exhibition stand

- One 3m x 2m exhibition stand
- Two inclusive exhibitor registrations (excluding scientific sessions)
- All daily catering including lunches, morning and afternoon teas
- Attendance at welcome reception - Sunday
- Attendance at industry evening - Monday
- Attendance at happy hours - Monday & Wednesday
- Two gala dinner tickets - Thursday

Stand inclusions:

Back and sidewalls

Two 150w spotlights

One 4amp power board

Company name and stand number on fascia.

***EVA reserves the right to offer either a 3m x 3m, or a 3m x 2m exhibition stand each year dependent on exhibition space constraints at the venue.*

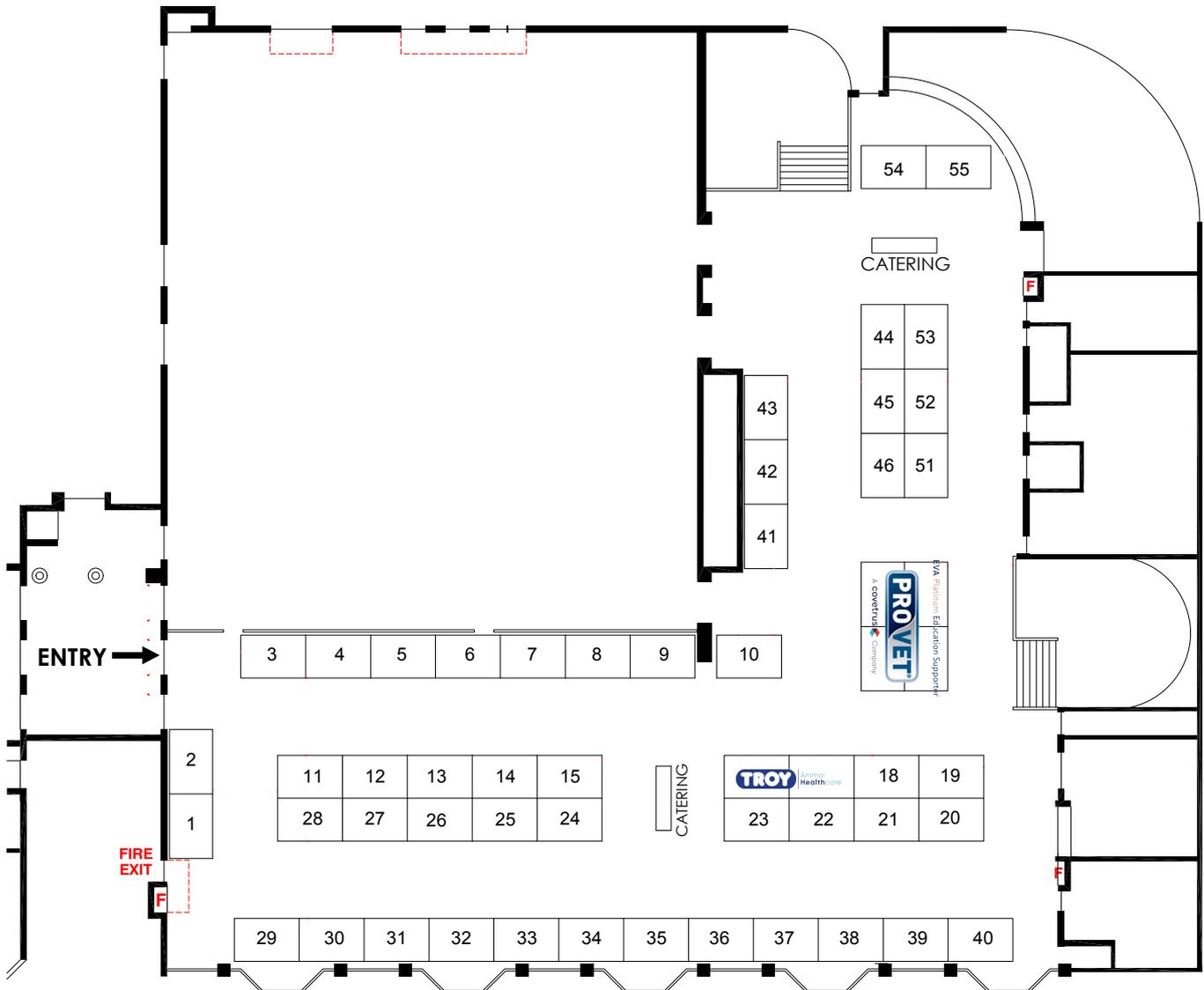
Booking and stand allocation process

Exhibition space will be allocated in the following order, commencing in January 2020:

1. AVA corporate supporters/industry partners
2. Companies wishing to sponsor the conference
3. Companies who have exhibited at three or more consecutive Bain Fallon memorial Lectures
4. Companies that have not exhibited at the last three Bain Fallon memorial Lectures
5. Stand allocation will commence from March 2020 for companies who have paid in full



Exhibition Floorplan*



* floorplan is subject to change pending venue approval



Terms of payment

Conditions of exhibition payment

- All amounts stated in this Prospectus are in Australian dollars, and exclusive of GST
- Please complete the online exhibition application specifying your preferred booth locations and any other relevant requests
- An invoice for your stand will be sent to you upon receiving the completed Exhibition Booking Form
- Stand allocation is based upon sponsorship level, past history of positive involvement and support with EVA, with EVA Corporate Sponsor Supporters given preference. The organisers will make every effort to place exhibitors in their preferred position, with due diligence given to the location and placement of products and services within the Industry Exhibition
- Additional exhibitor registrations and social event tickets will be available to registered exhibitors, details will be included in the exhibitor manual which will be distributed prior to the conference
- The full balance is to be paid prior to 31 January 2020 and is non-refundable.

For a full list of our Terms and Conditions, please refer to page 15 of this prospectus. Please familiarise yourself with these conditions prior to submitting your Exhibition Booking Form.

Payment methods

A tax invoice will be raised for payment, and you can pay by one of the following methods:

1. Direct bank transfer – please contact the Conference Secretariat for bank account details
2. Credit card – Visa and MasterCard accepted, an additional 2.05% handling charge applies.

Conditions of sponsorship and exhibition

The size and location of all logos included in conference collateral, on the conference website or conference signage will be at the discretion of the Conference Secretariat and will reflect the level of commercial support given.

There is to be no sale or promotion of products or services that conflict with AVA policy. Nor is there to be sale or promotion of any unregistered products unless an application for registration has been lodged with the APVMA and it is stated on the promotional material that the product is not registered, and an application has been lodged. The conference organisers have the right to remove any products from display that they feel are inappropriate without penalty. To view the current AVA policies, visit www.ava.com.au.

Policies

Support AVA in removing brachycephalic breeds from advertising

The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals.

Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'.

We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

Any form of advertising in print and digital AVA products

Exhibits at AVA conferences and events

Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy at the AVA Annual Conference, and we ask

that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved.

If you need more information please contact Melanie Latter, melanie.latter@ava.com.au. You can also visit www.loveisblind.org.au to learn more.

We believe this is great opportunity for the AVA and our valued industry partners to demonstrate a partnership that promotes healthy dogs and contributes to a positive animal welfare outcome.

[Read the AVA policy](#)

[Watch the video](#)

Competing Products and Services - Clause 41

The AVA reserves the right to refuse to enter into a contract, or to restrict the activity of a sponsor, exhibitor or advertiser, when in the view of the AVA the product, exhibits, images or advertising content will:

Not comply with AVA policies and values.

Not comply with the relevant Australian Standards or legislation

Contravene contractual relationships with commercial partners that we are legally bound to including Credit card providers, Health/Professional Indemnity, Business Insurance and On-Line Vet Bookings

Directly promote membership of a competing veterinary membership association to AVA members and potential members.

Privacy Policy

The Australian Veterinary Association Ltd (AVA) supports good privacy practice, and aims to manage personal information in an open and transparent way. Our policy sets out how the AVA aims to comply with the Privacy Act 1998 (Act) and the Australian Privacy Principles (APP's) which came into force on 12 March 2014. View AVA Privacy Policy or visit www.ava.com.au/privacy-policy.

The AVA takes photos of this event. By attending you give AVA permission to use images taken at the conference, as well as any written comments on our evaluation forms in our communications.

Money Matters

Conditions of exhibition and sponsorship payment

- All amounts stated in this Prospectus are in Australian dollars and are exclusive of GST.
- An invoice for your stand and written confirmation of your entitlements will be sent to you upon receiving the completed Exhibition Booking form. Stand allocations may not be finalised at time of invoicing and will be advised via written confirmation once allocation has been completed.
- Stand allocation is based on sponsorship level, receipt of booking form, and history and positive involvement with the conference. The organisers will make every effort to place exhibitors in their preferred position, with due diligence given to the location and placement of products and services within the Industry Exhibition.
- Full payment is due within 14 days of receipt of your invoice. Any outstanding balance must be received no later than 31 January 2020 and is non-refundable. Please note: International exhibitors are required to pay the total amount at time of booking. Your stand will not be allocated if payment has not been received.
- Additional exhibitor registrations and social event tickets will be available to purchase, details will be available in the Exhibitor Manual which will be distributed prior to the conference.
- Please forward evidence of your public liability coverage to the Conference Secretariat with the balance of monies owed no later Friday 22 May 2020. If not received the Conference Secretariat will charge the exhibitor an additional fee for this coverage.
- Please note that the details in this document are correct at the time of printing and prices are subject to change. The Organising Committee does not accept responsibility for any changes that may occur.

Payment Methods

A tax invoice will be raised for payment, you can arrange payment by one of the following methods:

- Direct bank transfer – please contact the Conference Secretariat for bank account details
- Credit Card – Visa and MasterCard accepted

Cancellation

1. Requests for cancellations must be submitted in writing to the Conference Secretariat.
2. If cancellation is accepted, 50% of the contracted cost to exhibit/sponsor will be retained.
3. If cancellation occurs within two (2) months of the commencement of the exhibition, 100% of the contracted cost to exhibit/sponsor will be retained.
4. See the Terms and Conditions for more information.

Terms and conditions

The Contract

1. The term "Organiser" refers to The Australian Veterinary Association Ltd (ABN 63 008 522 852).
2. The term "Exhibitor" (as identified in the Booking Form or other written request for exhibition space) means any person, firm, company or other entity and its employees and agents.
3. A contract is formed between the Organiser and the Exhibitor when the Organiser accepts the Booking Form and issues a written letter of confirmation to the Exhibitor. The Booking Form and any payment obligation contained therein form part of these Terms and Conditions, such that a breach of the Booking Form shall constitute a breach of these Terms and Conditions.
4. The Organiser may cancel the contract at its discretion if the agreed deposit (as provided for in the Booking Form) is not received within 28 days of lodging the Booking Form. Additionally, the Organiser reserves the right to cancel the contract by returning the deposit within 28 days of receipt of the Booking Form.
5. The Organiser reserves the right in its absolute discretion to refuse any Booking Form or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition. Obligations and Rights of the Organiser.

Obligations and rights of the Organiser

6. Any decision of the Organiser is final and no negotiation will be entered into on any question not covered in this contract.
7. The Organiser agrees to hold the exhibition however, it reserves the right to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action, and without any liability to the Organiser.
8. The Organiser agrees to promote the exhibition to maximise participation. The Organiser does not however make any warranty that the venue of the exhibition or its facilities and equipment will be adequate or fit for display purposes or for any other intended use.
9. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
10. The Organiser reserves the right (without penalty) in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Exhibitor undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
11. The Organiser reserves the right (without penalty) to change the exhibition floor layout if necessary.
12. The Organiser is responsible for the control of the exhibition area.
13. The Organiser may in its discretion (and without penalty) shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open to visitors.
14. The Organiser agrees to provide the Exhibitor with an Exhibitor Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor. The Exhibitor must comply with all requirements of the Exhibitor Manual. A failure to comply with the Exhibitor Manual shall be deemed to constitute a breach of these Terms and Conditions.
15. The Organiser has the right to take such action as is necessary (including such action as may be contemplated in the Exhibitor Manual) to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person/people or property and to maximise the commercial success of the exhibition.
16. The Organiser may refuse without limitation to permit activity within the exhibition or may require the cessation of particular activities at their discretion.
17. The Organiser reserves the right (without penalty) to remove any products from display that, in its discretion it considers to be inappropriate.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. The Organiser reserves the right to review the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition. Should this review indicate that, in the absolute discretion of the Organiser, the item is offensive or conflicts with AVA policy the Organiser shall provide the Exhibitor with a verbal or written request to immediately remove the item from distribution at the exhibition. Failure to comply with this request shall constitute a breach of these Terms and Conditions.

20. The Organiser may determine the hours during which the Exhibitor has access to the exhibition venue for the purpose of setting up and dismantling.
21. The Organiser reserves the right to refuse any person, including exhibitor staff, representatives, visitors, contractors and/or agents, entry to the exhibition if they do not hold a purchased or complimentary entry card.
22. The Organiser may in its discretion specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. The Organiser may in its discretion specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The Exhibitor agrees to abide by these regulations.
24. The Organiser will arrange security onsite during the period of the exhibition.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

Obligations and Rights of the Exhibitor

26. The Exhibitor must ensure that all accounts are finalised and paid by that date which is 78 days prior to the start date of the exhibition and that all payments are otherwise made strictly as required under the Booking Form or as otherwise required in these Terms and Conditions.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
- 27a. The Exhibitor must not carry onto the venue of the exhibition anything that is dangerous, noxious, offensive, illegal, immoral, or that is otherwise likely to harm the reputation of the Organiser or its related entities.
- 27b. The AVA will no longer accept exhibition displays or artwork displaying animal breeds with exaggerated physical features which are associated with adverse health and welfare outcomes. These breeds include: Pugs, French Bull Dogs, Pekinese and other flat-faced breeds; breeds with dwarfism such as Dachshunds and Corgies; and breeds with excessive skin wrinkle such as Shar-peis. This applies to:
 - Any form of advertising in print and digital AVA products
 - Exhibits at AVA conferences and events
 - Any other form of marketing undertaken under the AVA brand.
 For more information read the AVA policy and visit www.loveisblind.org.au.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition. The Exhibitor acknowledges that the Organiser makes no promise or warranty in connection with the commercial viability of the Exhibitor participating in the exhibition.
29. The Exhibitor must comply with all directions/requests issued by the Organiser including those outlined in the Exhibitor manual.
30. The Exhibitor must observe, perform and fulfil the requirements of any statute, regulation, by-law or local law including without limiting the generality of the foregoing, all statutes, regulations, by laws and local laws relating to health, safety, water supply, sewerage, fire protection and building requirements.
31. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. The Exhibitor must make good any damage caused to any part of the venue of the exhibition or to any adjoining premises occasioned by misuse, abuse, or want of care on the part of the Exhibitor, its servants, agents, contractors or invitees or otherwise occasioned by any breach or default of the Exhibitor. At the end of the exhibition, or sooner if required by the Organiser in accordance with these Terms and Conditions, the Exhibitor must vacate any display space allocated to it, remove all of the Exhibitor's property from the display space and leave it in the same condition as when it was first occupied by the Exhibitor. The Organiser will not be liable for any property left or abandoned at the venue of the exhibition and may remove and deal with any property of the Exhibitor not removed by the Exhibitor as it sees fit, at the cost of the Exhibitor.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition space.
33. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to set up, or may be requested to cease building.
34. The Exhibitor is responsible for all items within their allocated exhibition space.

35. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
36. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser.
37. The Exhibitor agrees to engage the Organiser's preferred freight forwarder and to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged.
38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.
39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.
40. The Exhibitor agrees to not sell, display or promote products or services that conflict with the policies of the Organiser, and accepts that the Organiser has the right to remove any product from display that the Organiser determines conflicts with those policies, without penalty. The policies of the Organiser and shall be those which are presented on the websites of these organisations, or are those to which other written directions or guidance are provided by the Organiser.
41. That all exhibitors promoting any items that require state or federal approvals, must have the necessary approvals in place prior to the exhibition.
42. That all exhibitor publicity material, including both hard-copy and online material, that features items that require state or federal approvals, will have the approval number listed in the publicity material and that the publicity material must be submitted to the organiser for compliance, no later than six weeks prior to the start of the exhibition.

Competing Products and Services

43. The AVA reserves the right to refuse to enter into a contract, or to restrict the activity of a sponsor, exhibitor or advertiser, when in the view of the AVA the product, exhibits, images or advertising content will:
 - Not comply with AVA policies and values.
 - Not comply with the relevant Australian Standards or legislation
 - Contravene contractual relationships with commercial partners that we are legally bound to including Credit card providers, Health/Professional Indemnity, Business Insurance and On-Line Vet Bookings
 - Directly promote membership of a competing veterinary membership association to AVA members and potential members.

Stand services and construction

44. Instructions regarding storage will be outlined in the Exhibitor manual distributed prior to the exhibition. Under no circumstance are goods permitted to be stored in public access areas.

Stand services and construction

45. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for insurance, public liability and Occupational Health and Safety. Access will be denied without such documentation.

Breach of Terms and Conditions by Exhibitor

46. In the event of any breach or any other contravention of any of these Terms and Conditions, the Organiser shall be entitled to immediately revoke any right to use the exhibition space granted to the Exhibitor. In the event of such revocation, if the Exhibitor has already erected displays or other materials or constructions, the Organiser shall have the right to require the Exhibitor to remove such displays, materials and constructions forthwith without disruption to other exhibitors or, at the Organiser's discretion, to otherwise

vacate such displays, materials and constructions for the duration of the exhibition or dismantling by the Exhibitor at the conclusion of the exhibition. In either event, the Exhibitor shall not be entitled to a refund of moneys already paid to the Organiser and shall immediately pay to the Exhibitor all the moneys then due and owing to the Organiser. The Organiser shall not be liable to the Exhibitor or any other person for any loss or damage in connection with the removal or vacation, as the case may be, of the Exhibitor's display. The Exhibitor shall indemnify the Organiser for any loss or damage suffered by any other person as a result of the Exhibitor's conduct referred to above and the consequences thereof.

Insurance, Indemnity and Liability

47. The Exhibitor occupies the venue of the exhibition at its own risk. The Organiser will not be liable for, or responsible to, the Exhibitor or any other party for any loss arising howsoever whether for personal injury, loss of life, damage or loss of property, loss of business or economic loss which may be suffered or sustained in or around the venue of the exhibition or otherwise in connection with the exhibition except to the extent of any negligence of the Organiser or its employees, contractors or agents. Without limiting this clause, the Organiser will not be liable for or responsible to the Exhibitor or any other party for: (a) interruption, failure or variation to the supply of services to the venue of the exhibition; (b) postponement, delay or interruption, cancellation, suspension or termination of the exhibition from any cause whatsoever; (c) interference with any rights granted under this Contract directly or indirectly caused by or resulting from any matter, circumstance or cause beyond the control of the Exhibitor.
48. The Exhibitor must effect and maintain for the period of the exhibition policies of insurance for: (a) damage to or loss of the property of the Exhibitor and their employees, contractors and agents; (b) public liability, including death injury and loss of property of third parties, including the Organiser for an amount not less than \$10 million for any one occurrence; (c) work cover, workers compensation and employers liability as required by law. The Exhibitor must provide certificates of currency for the policies (at the request of the Organiser) prior to taking up occupation of the allocated exhibition space.
48. The Exhibitor must indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, liabilities, and expenses, however they may arise and whoever may make them in connection with or arising out of the exhibition and/or this Contract or caused or contributed to by the negligence of the Exhibitor, its employees, contractors, or agents.

Payment and cancellation

49. The Exhibitor must make payment of amounts due by the dates set out in these Terms and Conditions (and clause 26 in particular). Should payment not be made by these dates the stand will be available for sale to another person or entity. All deposits paid will automatically be forfeited and no refund will be made. No exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
50. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the Exhibition. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
51. In exceptional circumstances the Organiser will consider Exhibitor cancellation; but only if the following conditions are complied with:
 - The request for cancellation is submitted in writing.
 - The request is received at least six (6) months prior to the exhibition.
 - The Organiser is able to re-let the cancelled space in its entirety.
 - The reason for the cancellation is, in the opinion of the Organiser well founded. (and does not include bankruptcy, liquidation, receivership or similar event).
 - The Organiser confirms acceptance of the cancellation in writing.
 - All monies due under these Terms and Conditions have been paid in full.
52. The Exhibitor accepts that if cancellation occurs prior to the payment of the deposit that the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice. If cancellation occurs within two (2) months of the commencement of the exhibition, 100% of the contracted price to exhibit will be payable to the Organiser (less any amounts already paid) and the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice.



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