

EXHIBITOR APPLICATION

2021 APDT/CAPDT Virtual Conference
September 29–30, 2021



INSTRUCTIONS: Type or print this application. To type and save, use the free [Adobe Reader](#) application. Complete all sections. **Sign first and third pages and return along with payment to APDT, 2365 Harrodsburg Road, Suite A325, Lexington, KY 40504** or email to nita.briscoe@apdt.com. Applications received before August 16, 2021 must include a 50% booth deposit payable in U.S. funds. **Applications received after August 16, 2021, must include full payment.** Upon assignment of space by Show Management, a booth space confirmation will be emailed to you.

(For the digital signature on the third page, you will be prompted in Adobe Reader or Acrobat to choose a signature option. If you do not already have a digital signature ID, when prompted select the third option, "Create a new Digital ID" and follow the steps.)

1. Company Information

INDICATE WHICH LETTER OF THE ALPHABET YOUR COMPANY NAME SHOULD APPEAR

The **KEY CONTACT PERSON** listed below will receive **ALL exhibitor communications**. The info below will be printed in the program exactly as entered; please proofread.

COMPANY NAME

KEY CONTACT PERSON

KEY CONTACT PHONE NUMBER

KEY CONTACT EMAIL ADDRESS

BOOTH CONTACT IF DIFFERENT THAN KEY CONTACT

BOOTH CONTACT EMAIL ADDRESS

STREET ADDRESS

CITY/STATE/ZIP

COMPANY PHONE NUMBER

COMPANY WEB ADDRESS

2. Select Exhibit Type

- Commercial with Attendee List:** \$900
Booth space includes chat feature with attendees and a post-conference attendee list that includes names and email addresses of attendees who opt in for communication.
- Commercial:** \$600
Booth space includes chat feature with attendees.
- Nonprofit:** \$300
Booth space includes chat feature with attendees.

A deposit equaling 50% of the total cost of space requested must accompany this application. An invoice will be included as part of space confirmation. The balance is due Sept. 15, 2021. Applications received after Aug. 16, 2021, must include full payment. There is a \$100 charge for returned checks.

CANCELLATION POLICY: All requests for cancellation of space must be in writing. If space is reduced, the net reduction of space will be treated as a cancellation of space. **If Show Management receives a written request for cancellation of space on or before Aug. 31, 2021, the exhibitor will be liable for a \$250 administrative fee per booth. There are no refunds for cancellations requested after Aug. 31, 2021.**

3. Chronicle of the Dog (APDT quarterly magazine to members) Ad

Yes – I would like an ad in the *Chronicle of the Dog* Fall issue. The magazine is scheduled to be mailed to APDT members (COTD) is delivered by mail or digitally) before the virtual conference. Offer specials and remind attendees to visit and chat with you in your virtual booth. **Rates valid for new advertisers only. Deadline to reserve ad space: July 15, 2021. Specs will be provided, and ad must be received by July 23, 2021.**

Commercial: Full page - \$900 Half page - \$575

Nonprofit: Full page - \$750 Half page - \$475

4. Payment Total

Booth Charge (enter cost from section 2)	\$
Virtual Bag Email (Include offer/coupon/sample link) - \$100	\$
Chronicle of the Dog Ad (enter cost from section 3)	\$
Total Amount Due = Booth Charge + Virtual Bag Email + Chronicle Ad	\$
50% Deposit Due (for contracts received by Aug. 16, 2021)	\$

5. Method of Payment

APDT Federal Tax ID # 77-0415693

- Check:** The enclosed check payable to APDT is in the amount of \$ _____
- Credit card**
For security and compliance, all credit card payments will be processed over the phone. Nita will contact applicants by email to set up a time to collect payment.
- I authorize an automatic final payment with credit card provided the last week of September in 2021.

Deadline to submit contract: Sept. 3, 2021.

Booth must be constructed online by Sept. 17, 2021.

FOR OFFICE USE ONLY

Exhibitor Relations Manager:

Nita Briscoe
nita.briscoe@apdt.com
859-226-4270

6. Gamification

To drive traffic to the exhibit hall and have some fun, we will be doing gamification. Attendees will win prizes for visiting booths, attending sessions, etc., using a point system. Are you willing to provide a \$25–\$50 prize? (This can be product, a gift card/certificate, etc. All prizes must subscribe to LIMA (Least Intrusive, Minimally Aversive) techniques. We will market prizes (and the companies that supply them) to our attendees through SPEAK!, our digital newsletter, and on our website. (Prizes may be combined for greater value to attendees.)

Yes, I will provide a prize.

Description of prize:

Value of prize: \$ _____

Will you ship prize directly to winner?

Yes No, I will send to APDT to ship to winner

My prize cannot be combined with these companies:

No, I do not wish to participate in Gamification.

7. Member Discount

As an exhibitor, you are invited to provide a discount/incentive to our 5,000+ members worldwide. Please offer a 30- to 50-word description of your discount/offer. Please also provide your web address and discount codes to be presented at checkout.

(All discounts/incentives will be displayed on www.apdt.com, but all purchases must be made through your company website.)

APDT/CAPDT Virtual Conference • Sept. 29–30, 2021
General Rules and Regulations

1. Payment and Refunds

Applications must be accompanied by a 50% deposit payment of the space rental charge until August 16, 2021, and full payment after August 16, 2021. Applications received without such payment will not be processed nor will space assignment be made. All requests for cancellation of space must be in writing. If space is reduced, the net reduction of space will be treated as a cancellation of space. Cancellation requests received before August 31, 2021, will be liable for a \$250 administrative fee per 100 sq. ft. of space. There are no refunds for cancellations after August 31, 2021. It is expressly agreed by the exhibitor that in the event he fails to pay the space rental at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, Show Management shall have the right to reassign the booth location shown on the face of the contract or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not the Show Management enters into a further lease for the space involved. In case the trade show shall not be held for any reason whatsoever, then and thereupon the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the prorated amount already paid for this specific event.

2. Space Rental and Assignment of Location

The APDT trade show is a closed event designed to provide a showcase for goods and services either specifically designed for or customarily used by industry professionals. APDT reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of APDT, likely to be compatible with the general character and objectives of the event. Whenever possible, space assignments will be made by APDT in keeping with the preferences as to location, requested by the exhibitor. **APDT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE TRADE SHOW.**

3. Use of Space, Subletting of Space

No exhibitor shall assign, sublet, or share the space allotted with another business or company. Exhibitors must show and/or sell only goods manufactures or dealt in by them in the regular course of business that meet LIMA (Least Intrusive, Minimally Aversive) techniques. Show Management reserves the right to determine eligibility of any product and/or exhibit for inclusion in the event. No company or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

4. Registration and Exhibit Personnel

Admission will be by registration only. The exhibitor shall have an authorized representative present at the Event through all exhibit periods. The name of the authorized representative shall be furnished to Show Management during registration period before the opening date of the event.

5. Construction and Removal

Show Management reserves the right to change the time for the construction of a booth prior to the Event opening. Construction of all exhibits must be fully completed by September 17, 2021.

6. Exhibitor Plan Review

Exhibitors will be provided guidelines to construct their booth and will be reviewed by APDT staff. All booth spaces should be arranged and constructed in accordance with the guidelines, provisions and limitations provided by show management.

7. Operation of Displays

Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the event as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, are determined by Show Management to be objectionable to the successful conduct of the event as a whole. All demonstrations or other promotional activities must be confined to the limits of the exhibit space.

Contests, Drawings & Lotteries. Exhibitor represents and warrants that any contests, drawings or lotteries it conducts meet the requirements of all federal, state and local laws regarding such activities. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the event.

Models. Booth representatives, including models or demonstrators, must be properly and modestly clothed. Excessively revealing attire is prohibited.

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless Show Management and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

8. Indemnification

Exhibitor agrees to protect and hold Show Management, the Official Show Contractor, the management of the exhibit hall or any of the officers, staff members of any of the same forever harmless from any damage or charges imposed by any violation of any law or ordinance whether occasioned by the negligence of Exhibitor or those holding under the Exhibitor as well as to strictly comply with the applicable terms and conditions contained in the agreement between the trade show facility and Show Management regarding the exhibition premises; and further Exhibitor shall at all times protect, indemnify and hold harmless Show Management, the Official Show Contractor and the trade show facility against and from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including Exhibitor, its agents, employees and business invitees, which arise from or out of or by reason of Exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, Exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands or actions against Show Management, the Official Show Contractor and the trade show facility and their respective officers, directors, employees and agents resulting from any act or omission of Exhibitor, its employees, agents and invitees.

9. Other Regulations

Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. **THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.**

APDT SUPPORTS A LEAST INTRUSIVE, MINIMALLY AVERSIVE (LIMA) APPROACH TO BEHAVIOR MODIFICATION AND TRAINING. APDT RESERVES THE RIGHT TO ASK ANY VENDOR TO REMOVE ITEMS THAT DO NOT SUPPORT OUR CREED.

WE AGREE TO ABIDE BY ALL RULES AND REGULATIONS GOVERNING THE EXPOSITION, AS SHOWN ABOVE.

SIGNATURE

DATE

TITLE