

## General Exhibit Information

**EXHIBIT CONTRACTOR**

*General Exposition Services* will provide one 8' x 10' draped booth, one 6' table, a two-line identification sign and a small wastebasket at the booth. Upon receipt of payment for your exhibit space and/or grant, *General Exposition* will send to you a service kit from which you may choose additional items for an added fee. (A higher fee will be charged for on-site changes/additions.)

**BOOTH ASSIGNMENT**

Please indicate your first eight choices in order of preference on your reservation form. Assignment will be made based on the receipt of and postmark on the Reservation Form and payment, and the placement of higher paying grantors.

**PAYMENT**

**Online payment is preferred at [www.vet.upenn.edu/PAC2012](http://www.vet.upenn.edu/PAC2012)**

**Tax ID#:** 23-1352685

**Payable to:** Trustees of the University of Pennsylvania

**Send payment/questions to:** Penn Annual Conference

c/o Darleen Coles

University of Pennsylvania, School of Veterinary Medicine

Development, Alumni Relations & Communication

3800 Spruce Street, Suite 172E

Philadelphia, PA 19104

**DUE DATES**

PRE-EVENT	ITEM DUE	CHARGES/NOTES
December 1, 2011	<ul style="list-style-type: none"> <li>Final deadline for inclusion in registration brochure</li> </ul>	<b>No guarantee of name/logo inclusion in materials after this date</b>
February 7, 2012	<ul style="list-style-type: none"> <li>Payment due for all sponsorships and exhibit booths</li> </ul>	
February 7, 2011	<ul style="list-style-type: none"> <li>Refunds given with written cancellation</li> </ul>	
February 8 through February 22, 2012	<ul style="list-style-type: none"> <li>Refunds given with written cancellation</li> </ul>	<b>\$150 surcharge</b>
February 23, 2012	<ul style="list-style-type: none"> <li>Cancellations no longer accepted</li> </ul>	<b>No refunds given</b>
February 23, 2012	<ul style="list-style-type: none"> <li>Written request for early delivery of exhibit materials to lecture hall</li> </ul>	<b>No guarantee of early delivery of materials</b>
March 8, 2012	<b>Breakdown of exhibit must occur AFTER 4:00 PM</b>	

**TIMETABLE**

Tuesday, March 6, 2012		Wednesday, March 7, 2012		Thursday, March 8, 2012	
1:30 – 4:30 PM	<ul style="list-style-type: none"> <li>Exhibit set-up</li> <li>GE available</li> </ul>	7:00 AM	<ul style="list-style-type: none"> <li>Exhibit registration</li> </ul>	7:00 AM	<ul style="list-style-type: none"> <li>Exhibit hall opens</li> <li>Breakfast served in Hall</li> </ul>
		8:00 AM	<ul style="list-style-type: none"> <li>Exhibit hall opens</li> </ul>	8:00 AM – 10:15 AM	<ul style="list-style-type: none"> <li>Educational Sessions</li> </ul>
		8:00AM– 10:15 AM	<ul style="list-style-type: none"> <li>Educational Sessions</li> </ul>	10:15 AM	<ul style="list-style-type: none"> <li>Energy Break</li> </ul>
		10:15 AM	<ul style="list-style-type: none"> <li>Energy Break</li> </ul>	10:45 AM– 1:00 PM	<ul style="list-style-type: none"> <li>Educational Sessions</li> </ul>
		10:45 AM – 1:00 PM	<ul style="list-style-type: none"> <li>Educational Sessions</li> </ul>	1:00 PM	<ul style="list-style-type: none"> <li>Break &amp; Lunch</li> </ul>
		1:00 PM	<ul style="list-style-type: none"> <li>Keynote Lunch / Break</li> </ul>	2:15 PM – 3:15 PM	<ul style="list-style-type: none"> <li>Educational Sessions</li> </ul>
		2:15 PM – 3:15 PM	<ul style="list-style-type: none"> <li>Educational Sessions</li> </ul>	3:15 PM	<ul style="list-style-type: none"> <li>Energy Break</li> </ul>
		3:15 PM	<ul style="list-style-type: none"> <li>Energy Break</li> </ul>	3:45 PM – 6:00 PM	<ul style="list-style-type: none"> <li>Educational Sessions</li> </ul>
		3:45 PM – 6:00 PM	<ul style="list-style-type: none"> <li>Educational Sessions</li> </ul>	4:00 PM	<ul style="list-style-type: none"> <li>Exhibit dismantling</li> </ul>
		6:00 PM	<ul style="list-style-type: none"> <li>Exhibit Hall Closes</li> <li>Dean's Reception</li> </ul>		

**REFRESHMENTS**

Refreshments will be served in the exhibit area for exhibitors and conference participants at the start of the conference and during conference break times other than lunch.

## Exhibitor Rules & Regulations

### BOOTH ASSIGNMENT

Booths will be assigned by the conference management based on a first-come, first served basis according to the postmark on your reply that includes the application **and** payment. Should all choices indicated be filled, booths will be assigned by conference management. Written or e-mail confirmation of booth assignment will be forwarded only upon payment in full. **In order to be acknowledged in the conference registration booklet, application and payment must be received by December 1, 2011. Booth space will not be considered reserved unless payment has been made in full.**

### EXHIBITOR SET-UP

Set-up and early-registration is on Tuesday, March 6, 2012, from 1:30 p.m. to 4:30 p.m. The conference contractor will only be available during this time to assist with additional equipment needs. The Exhibit Hall will close promptly at 6:00 p.m. on Tuesday evening and will be guarded after that time. The Exhibit Hall will open at 7:00 a.m. on Wednesday, March 7, 2012, for exhibitor set-up only. **The Exhibit Hall will open to conference attendees at 8:00 a.m. on Wednesday, March 7, 2012. Breakfast will be served inside the Exhibit Hall on Thursday morning at 7:00am. Wednesday's breakfast will be in the Exhibit Hall foyer.**

### EXHIBITOR BADGES/REGISTRATION

**Only pre-registered representatives will be permitted into the Exhibit Hall.** No distributors or guests will be permitted into the exhibit hall. Only those individuals listed on your company's exhibit application will have access to the exhibit hall. Any change or addition to exhibit representatives must be made by the exhibitor contact in writing via email or fax and must be submitted to conference management no later than February 23, 2012 to [penn-conference@vet.upenn.edu](mailto:penn-conference@vet.upenn.edu) or by fax to 215.573.3544. Exhibitors must make arrangements to meet unregistered individuals outside the exhibit hall. No guest passes are provided. Passing of badges is strictly prohibited. Conference management reserves the right to request photo identification of any conference participant and refuse admittance to individuals who do not meet entrance requirements. **There is a \$50 charge, payable at on-site registration, for any on-site sales representative replacement or addition up to the three person maximum per booth. Please, no exceptions.**

All company representatives must pick up their registration material and name badge at the Registration Desk before entering the Exhibit Hall -- this can be done Tuesday, March 6, 2012 from 4:00 p.m. to 6:00 p.m., or either conference day beginning at 7:00 a.m. Individuals without a name badge will not be permitted to enter the Exhibit Hall.

### EXHIBITOR DISMANTLE

**Exhibitor dismantle is on Thursday, March 8, 2012, from 4:00 p.m. to 7:30 p.m.** Exhibitors are asked not to break down prior to this time.

### EXHIBIT HOURS

**Exhibits should be open and staffed by 8:00 a.m. on Wednesday, March 7 and at 7:00am on Thursday, March 8, 2012.** The University of Pennsylvania, School of Veterinary Medicine is not responsible for loss of equipment or supplies.

### LIABILITY AND THEFT

Security will be available from 6:00 p.m. on Tuesday, March 6, 2012 through 4:00 p.m. on Thursday, March 8, 2012. The University of Pennsylvania, School of Veterinary Medicine will not be responsible or liable for the exhibitor's property and any and all claims, arising out of judgments and expenses of litigation from any property loss or damages, costs and expenses, or personal injury or death caused by or arising out of the use of the leased space.

### EXHIBITOR CONDUCT

Exhibiting organizations and their representatives are required to comply with the Penn Annual Conference *Rules and Regulations* herein. Conference Management reserves the right to close any exhibit, without benefit of refund of any fees paid to the University of Pennsylvania, School of Veterinary Medicine, which conducts its solicitation in an objectionable manner or infringes upon the rights and privileges of other exhibitors. *Fraudulent use of name badges will constitute grounds for expulsion.* All activities of each exhibit must be confined to the exhibitor's allotted space.

### REFUNDS

Conference Management requires written receipt of a cancellation request that explains the reason for cancellation. Conference Management will be the final determining authority as to whether an Exhibitor has complied with the conditions of these Rules and Regulations and qualifies for a refund of exhibit fees paid. Written cancellations postmarked by February 7, 2012, are eligible for a full refund of monies paid. Cancellations postmarked February 8 through February 22, 2011, are eligible for a refund subject to receipt of payment for the space by another exhibitor less a \$150 administrative charge. No refunds will be made after the postmark date of February 22, 2012.

Please direct your questions to Darleen Coles at (215) 746-2421, [penn-conference@vet.upenn.edu](mailto:penn-conference@vet.upenn.edu).