



IVAPM
International Veterinary Academy of Pain Management

IVAPM 2027

Pain Management Forum

Sponsorship & Exhibitor Opportunities



APRIL 3-5, 2027



Hyatt Regency
Minneapolis



Minneapolis,
Minnesota



The Pain Management Forum, hosted by the International Veterinary Academy of Pain Management (IVAPM), attracts dedicated veterinary professionals eager to learn more about pain management, prevention, and detection. Attendees come to the Forum to learn about the latest updates and best practices in veterinary pain management. Their presence shows their commitment to improving the care and welfare of animals in pain.

You will not find a more highly motivated and knowledgeable group of pain practitioners at any other conference! Don't miss your chance to be a part of the 2027 Pain Management Forum at the Hyatt Regency Minneapolis.

95%



rated the Pain Management Forum an **Excellent or Very Good** overall in-person experience

100%



would recommend attending the Pain Management Forum to a colleague or friend

95%



said the Pain Management Forum was a **good use** of their time and education budget

97%



visited the **Exhibit Hall**

87%



liked the **Breakfast and Lunch CE sessions**



Most thought they had sufficient time in the Exhibit Hall –

but

20% wanted **MORE** time with exhibitors like you!

WHAT ATTENDEES LOVE ABOUT THE PAIN MANAGEMENT FORUM:

- It's a smaller event, so we don't feel lost in the shuffle like bigger conferences
- There may be an occasional lecture that doesn't apply, but there's always something to learn...plus, we don't have to sit through lectures on topics unrelated to pain management
- It's on the weekend, so we don't have to miss a lot of work or rearrange schedules
- It's in locations that are easy to get to
- The speakers know their stuff, but they treat everyone as colleagues and take ideas and suggestions with enthusiasm...they encourage collaboration

“

“If we don't drive pain management as a scientific, professional discipline, we face going backward. It is incumbent upon us as stewards of animal well-being and pain management to drive the education forward and make it mainstream. That includes providing a learning opportunity not only for ourselves, but for people who maybe wouldn't otherwise pursue it. The Pain Management Forum allows those who don't know as much about pain management to take a deep, focused dive into the topic and quickly advance their knowledge.”

– from a 2026 attendee



Meeting Location & Lodging

Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis, MN 55403

Contact

Carly Spiewak, CMP
Conference and Education
Senior Coordinator
events@ivapm.org
(908) 359-1184



EXHIBITOR INFORMATION

WHY EXHIBIT?

- Forum attendees are veterinary professionals who are dedicated to increasing their knowledge and practicing high standards of pain management
- Attendees have asked to see NEW products and NEW exhibiting companies! Our enthusiastic attendees plan to explore each exhibit booth, and with our raffle passport program, meaningful interaction is guaranteed
- You will see attendees at every coffee break, lunch, and reception. All meals are held in the Exhibit Hall, so there is more traffic at the booths and more meaningful interaction with attendees. The Welcome Reception in the Exhibit Hall on Saturday evening also encourages further interaction and networking
- Your presence at the Pain Management Forum connects you with current and future leaders in the veterinary pain management conversation

EXHIBIT TABLE

Cost: \$2,850

ALL EXHIBIT TABLES INCLUDE:

- One (1) Exhibit table (6' draped table) and two (2) chairs, no pipe and drape provided. All exhibit materials must fit either on top of or directly behind the table. Banner stands, pull-up screens, and other signage are permitted; however, they may not block the view of other exhibitors. Pop-up booths larger than 6' wide are not allowed in the exhibit area
- Two (2) Exhibitor registrations providing access to the Forum on Saturday, April 3, and Sunday, April 4
- Spot on the Exhibitor Passport that is provided to all attendees (attendees must complete the passport to be entered to win a prize)
- Opportunity to donate an item for the prize drawing
- Forum promotional assets to advertise your participation (email signature art, social media posts, Forum webpage, signage at the event, etc.)
- Printout of Forum Attendee Names, Organization, and Organization Address in your Onsite Exhibitor Packet
- A Final Attendee List (no emails or phone numbers) will be emailed two weeks following the event
- In-person CE access for Exhibitor Veterinarians is included (this does not include Wet Labs or Workshops, which are available on a first-come, first-served basis at an additional cost)

Additional exhibitor badges may be purchased for \$250 per representative. Badge sharing is prohibited.

A limited number of nonprofit booths are available at \$1,350. Contact events@ivapm.org to purchase a nonprofit booth.



IMPORTANT DATES

SET-UP:

Friday, April 2, 2027 - 3:00 pm – 7:00 pm

Saturday, April 3, 2027 - 6:00 am – 7:00 am

EXHIBITOR HOURS:

Saturday, April 3, 2027 - 7:00 am – 7:00 pm

Breakfast, Lunch, Breaks, & Welcome Reception in Exhibit Area

Sunday, April 4, 2027 - 7:00 am – 4:05 pm

Breakfast, Lunch, and Breaks in the Exhibit Hall

BREAKDOWN:

Sunday, April 4, 2027 - 4:05 pm – 6:00 pm

***Note:** Times subject to change with the finalization of the agenda. **No early breakdown permitted.** You will not be allowed to break down until the conclusion of the afternoon break on Sunday, April 4, 2027.



DEADLINE DATES TO REMEMBER

FEBRUARY 1, 2027

Table assignments to begin

FEBRUARY 12, 2027

**Cancellation Deadline for a Refund
Exhibitor Table Payment Due**

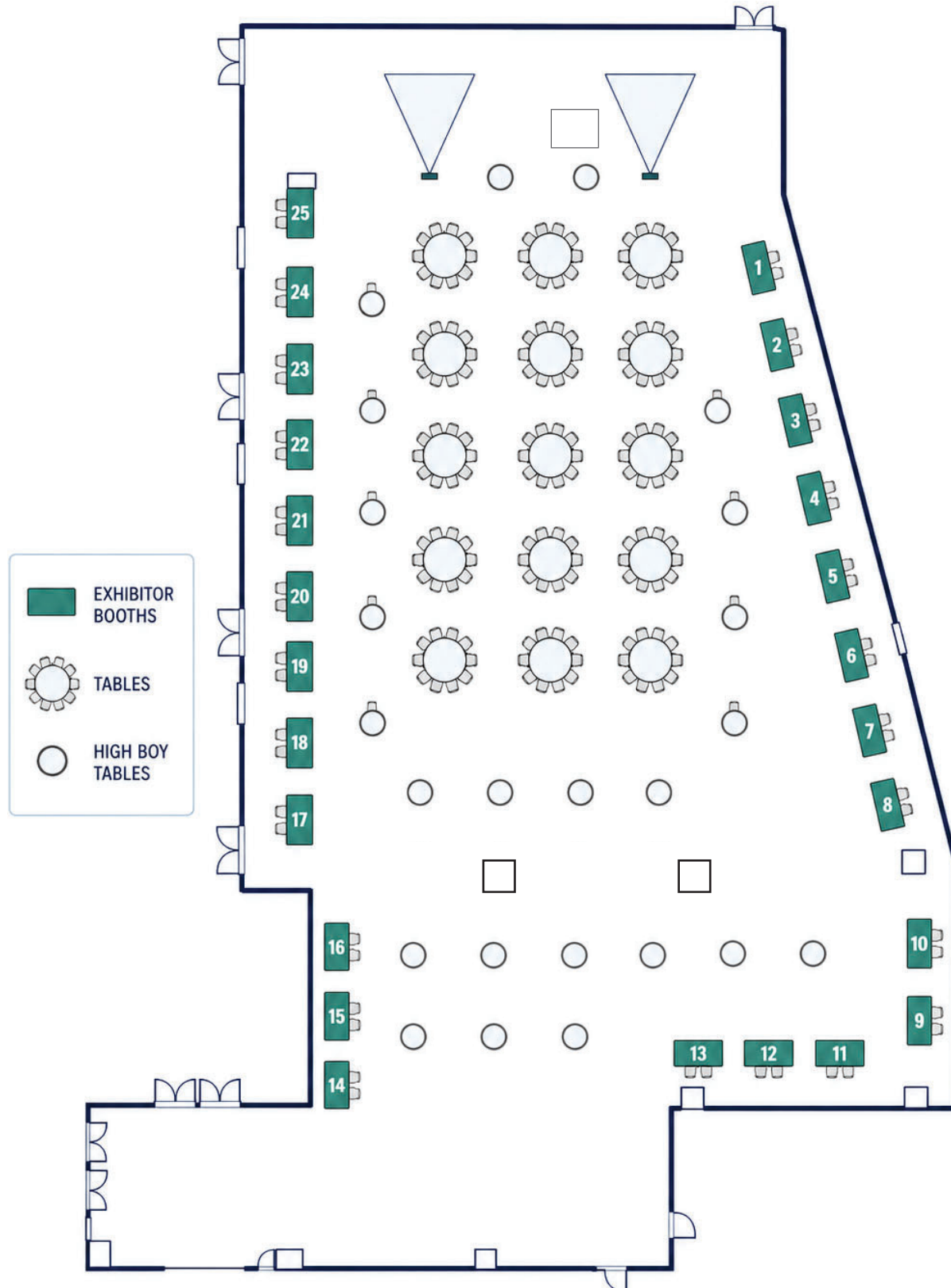
March 1, 2027

Deadline for Exhibitor Registration Names

March 10, 2027

Hotel Deadline for Group Rate

EXHIBITOR FLOORPLAN



SPONSORSHIP RECOGNITION LEVELS

Build your presence at the Forum with additional sponsorship and advertising opportunities that can be customized to fit your branding, educational, and marketing objectives. First right of refusal is provided to previous Sponsors. Let's discuss a sponsorship approach that's ideal for you!

How Sponsorship Recognition Levels Work

NEW: Sponsorship Recognition Levels are not purchased directly — they are eased on your total spend. Build your own custom package by combining any of the opportunities in this prospectus, and once your combined total reaches a tier threshold, you are automatically recognized at that level. For example, if you combine a booth, a Session Sponsorship, a Wet Lab Sponsorship, and a Breakfast Sponsorship totaling \$30,000, you would be recognized as a Titanium Sponsor — with all the visibility and perks that come with that tier. Go to ivapm.org to register for the Forum or contact us today at events@ivapm.org to start building your sponsorship and expand your reach to veterinary professionals passionate about pain prevention, detection, and management.

	Titanium \$30,000+	Platinum \$20,001-\$30,000	Gold \$10,001-\$20,000	Silver \$5,000-\$10,000	Forum Sponsor
Sponsor Recognition	Designated as Titanium Sponsor in all Forum materials, website, social media posts, onsite signage, and more	Designated as Platinum Sponsor in all Forum materials, website, social media posts, onsite signage, and more	Designated as Gold Sponsor in all Forum materials, website, social media posts, onsite signage, and more	Designated as Silver Sponsor in all Forum materials, website, social media posts, onsite signage, and more	Designated as a Forum Sponsor in all Forum materials, website, social media posts, onsite signage, and more
Complimentary Forum Pass	Four additional passes	Three additional passes	Two additional passes	One additional pass	
Ads	Top Banner Ad in 3 Newsletters	Top Banner Ad in 2 Newsletters	Banner Ad in Best Available Position in 2 Newsletters	Banner Ad in Best Available Position in 1 Newsletter	
Bag Insert	One Bag Insert (8.5x11) OR free upgrade to giveaway included in attendee bags (item must be approved by Show Management)	One Bag Insert (8.5x11) OR free upgrade to giveaway included in attendee bags (item must be approved by Show Management)	One Bag Insert (8.5x11) included in attendee bags	One Bag Insert (8.5x11) included in attendee bags	

Opportunities

Education

Breakfast with CE Session Sponsorship - \$15,000

Start the day where connections matter most! As the exclusive Breakfast and CE Session Sponsor, your brand will take center stage as veterinary professionals gather, network, and fuel up for a day of learning—creating a warm, memorable first impression tied directly to your name. You'll gain premium visibility, direct engagement with decision-makers, and the opportunity to position your company as a trusted partner in advancing animal pain management. Only two available!

- Sponsor may provide a speaker to present a 25-minute session on an educational topic pre-approved by IVAPM (speaker and topic must be submitted by December 15, 2026, for IVAPM to secure RACE approval)
- Opportunity to distribute materials on breakfast tables (materials must be approved) as well as provide napkins or other giveaways with company logo (direct cost to the sponsor)
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

Lunch with CE Session Sponsorship - \$25,000 **SOLD OUT**

Make the midday moment matter. As the exclusive Lunch and CE Session Sponsor, your brand becomes the centerpiece of one of the Forum's most highly attended and longest-engaged gatherings—where veterinarians and decision-makers pause, connect, and recharge. You'll secure high-impact visibility, meaningful face time with attendees, and a powerful platform to reinforce your leadership in pain management. Only two available!

- Sponsor may provide a speaker to present a 25-minute session on an educational topic pre-approved by IVAPM (speaker and topic must be submitted by December 15, 2026, for IVAPM to secure RACE approval)
- Opportunity to distribute materials on lunch tables (materials must be approved) as well as provide napkins or other giveaways with company logo (direct cost to the sponsor).
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more.

NEW Keynote Speaker - \$5,000

Put your brand on center stage by sponsoring the Forum Keynote Speaker—a time when all the attendees gather to hear from a thought leader. As the exclusive supporter of this marquee session, your company will be associated with the most inspiring voice of the event, positioning you as a leader driving progress and innovation in veterinary pain management. Align with the keynote sponsorship and be the name attendees remember when they reflect on the ideas that moved them most.

- Opportunity to recommend a Keynote Speaker and topic for consideration by October 1, 2026. The session, speaker, and content must align with IVAPM's mission, not focus on company or product promotion, and be pre-approved by IVAPM. Speaker cannot be an employee of the sponsor company
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more
- Can provide sponsor-branded handouts (digital or hard copies) of Keynote summary

Session Sponsor - \$1,500

Position your brand at the center of the learning experience. As a Session Sponsor, you'll align your company with cutting-edge education and thought leadership that matters most to today's veterinary professionals—while gaining focused exposure during a program that attendees have specifically chosen to attend. This sponsorship offers a powerful opportunity to elevate your visibility where it counts most. Be part of the insights that inspire action—and ensure your brand is remembered as a catalyst for progress in animal pain management. Sponsor may provide a speaker to present a 25-minute session on an educational topic pre-approved by IVAPM (speaker and topic must be submitted by December 15, 2026, for IVAPM to secure RACE approval)

- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, program agenda, sponsor ribbons for all staff badges, event app, and more

Wet Lab Sponsor - \$4,000-\$8,000

Bring your brand to life through hands-on experience. As a Wet Lab Sponsor, you'll place your company at the forefront of practical learning—where veterinary professionals gain real-world skills, interact directly with new techniques, and engage deeply with the tools and innovations shaping their practice. This sponsorship offers a unique opportunity to connect with highly engaged attendees in an immersive setting, positioning your brand as an essential partner in clinical excellence. Be part of the moments where knowledge turns into action—and ensure your company is remembered as a driving force behind better outcomes in animal health.

Attendance at Wet Labs is limited to ensure inclusive hands-on learning and the ability to directly interact with the instructor. Wet Lab topics will be announced as they are available. Sponsors can make recommendations to the Planning Task Force.

- Opportunity to distribute materials on lunch tables (materials must be approved) as well as provide napkins or other giveaways with company logo (direct cost to the sponsor).
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more.

NEW Workshop Sponsor - \$4,000-\$8,000

Put your technology directly into the hands of veterinary professionals. As a Workshop Sponsor, you'll create an immersive, high-value experience by equipping attendees with your products and providing expert, on-site training—turning education into confidence and capability in real time. This sponsorship positions your brand as a true partner in the advancement of pain management, giving you meaningful, hands-on engagement with a highly attentive audience. Showcase the performance of your solutions, build trust through guided learning, and leave attendees with skills—and a brand impression—that lasts well beyond the workshop. Workshop topics will be introduced as they are available. Companies can make recommendations to the Committee.

- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more
- Workshops are held on the third day of the event: Monday, April 5, 2027
- Deadline to secure Workshop sponsorship is January 31, 2027

Functions

NEW Coffee Breaks

\$1,000 each (morning break, beverages only)

or \$2,500 each (afternoon break, beverages, and dessert)

Learning is hard work, and everyone needs a break. Be the hero — while gaining exposure — by offering Forum attendees that much-needed cup of coffee so they get the jump start they need for the rest of the day.

- Option to provide your own branded napkins and/or cardboard cup holders with company logo (direct cost to sponsor)
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

Reception Sponsor - \$12,000

SOLD OUT

Create the moment everyone looks forward to. As a Reception Sponsor, your brand will anchor an inviting, high-energy gathering where veterinary professionals unwind, connect, and build lasting relationships in a relaxed setting. This sponsorship offers premium visibility in a social environment designed for meaningful interaction—giving you the opportunity to engage with attendees and reinforce your presence in a memorable way. Be at the center of the conversations and networking that continue long after the Forum ends and position your company as a valued partner in the veterinary community. Only one available!

- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, app, and more
- Opportunity to welcome attendees to the reception and visit your booth

Items/Give-aways

NEW App Sponsor - \$4,500

Be at the center of every attendee's experience by sponsoring the official Pain Management Forum App—the tool attendees rely on multiple times a day for announcements, reminders, agenda planning, networking, photo sharing, polls, and more. Your logo will appear prominently in the app alongside IVAPM's, ensuring constant visibility as attendees navigate the event, giving your brand additional exposure throughout the app.

- Have your logo in the app — the go-to source for the latest Forum information
- Get thanked via special push notifications at the start and end of the Forum
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

NEW Wi-Fi Sponsor - \$5,000

Put your brand at the center of every connection. By sponsoring the Wi-Fi at the Forum, you'll power thousands of meaningful moments—helping veterinary professionals access critical knowledge, collaborate with peers, and stay connected with patients in real time. Every log in becomes a branded touchpoint, positioning your company as the trusted enabler of innovation and care. Your sponsorship delivers high-visibility exposure from the moment attendees arrive, reinforcing your commitment to supporting the veterinary community where it matters most: connection, learning, and better pain management for animals everywhere.

- Select a Wi-Fi password designed to promote your brand
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

Tote Bag Sponsor - \$3,500

High-profile and practical, the official attendee tote bag will feature your logo next to IVAPM's logo, ensuring that your brand will be seen throughout the entire Forum. Bags are distributed to each attendee at registration.

- IVAPM-provided tote bag handed out to all attendees at Registration
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

Lanyard Sponsor - \$2,000 **(per year; 2-year commitment required)**

Your company name or logo will be imprinted on name badge lanyards given to all attendees upon registration check-in and worn throughout the Forum.

- IVAPM-provided branded lanyard given to all attendees at Registration
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

NEW Notepad & Pen Sponsor - \$1,500

Even as technology continues to evolve, when it comes to notetaking, nothing beats the immediacy and ease of putting pen to paper. Help attendees record their experience while imprinting your brand as they take notes during the event.

- Sponsor-provided notepad and pen given to all attendees at Registration
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

NEW Forum Registration Bundles

Why not invite some of your top customers to attend the Forum by offering them free registration? They will get the opportunity to learn, engage, come together, share ideas, and build relationships. Maximize the opportunity by engaging with them onsite. Cost depends on the quantity and type (e.g., veterinarian, technician, etc.) of registrations.

- Sponsors will be given a code of your choice to share with those you invite
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

Advertising

Bag Insert - \$250

Drive traffic to your booth AND increase your brand awareness by including a promotional flyer, brochure, drawing/raffle card, or coupon in each attendee's tote bag. It's a virtual guarantee that each attendee will walk away with information about your company. Can't join us as an exhibitor or sponsor? You can still make an impact! We can include your promotional piece in the bags all attendees receive at Registration.

- Want to make a bigger impact? Consider a giveaway or other item. Contact events@ivapm.org for pricing
- Sponsor logo included on the IVAPM website, event signage, moderator announcements during sessions, sponsor ribbons for all staff badges, event app, and more

GENERAL INFORMATION

Attendee Lists: The IVAPM policy for the release of attendee names for the current event is to distribute them at the event. Attendee names are not available before the event. An attendee list will also be available to all exhibitors two weeks after the Forum ends. These lists will not include the email or phone number of the attendees.

AV, Electrical, and Material Handling: AV, Electrical, Internet Connections, and Material Handling are not included in the exhibit fee. Information regarding how to purchase these items will be available to you well in advance of the Forum.

Badges and Registration: Exhibitor badges must be worn at all times. Badges will not be transferable. Management reserves the right to limit the quantity and to confiscate the badge used by any person other than the one to whom it was issued. All exhibit representatives must be registered before the Forum. The registered individuals must pick up their exhibitor badges at the Registration Desk.

Table Locations: Table locations are assigned on a first-come, first-served basis. During registration, exhibitors may list up to three companies they would like to be distanced from. Locations will be confirmed by the administrative office six weeks before the Forum. Please be aware that Show Management reserves the right to make reasonable shifts in table locations for the betterment of the exhibition.

Food and Beverage: Any food or beverage dispensed or given away at a booth must be supplied and prepared by the Hotel staff and requests must be approved by Management.

Payment and Remittance Policy: It is the policy of IVAPM that all exhibitors must be paid prior to the show. To guarantee your table location you must register and be paid in full by Friday, February 12, 2027. Booth locations are assigned on a first-come, first-serve basis. You will not be admitted into the Exhibit Hall if a balance is due on your account.

Cancellation: You may cancel your exhibit table registration with a refund, less \$450 administrative charge, provided the IVAPM registration office receives written notification on or before February 12, 2027. Cancellations after this date will not be refunded.

Registration substitutions of participants from the same company may be made at any time. Please notify the IVAPM in writing of any change in participants. If the IVAPM unilaterally cancels your registration before the show, the IVAPM shall reimburse all amounts paid by your company to the IVAPM under this registration policy. This will be the sole and exclusive right and remedy of your company in this respect.

Display Arrangements: No display containing a banner, placard, sign, or other item is permitted beyond the table limits without prior consent from IVAPM management, which has the discretion to allow, refuse, or charge additional fees for such a display. All exhibit materials must fit either on top of or directly behind the table. Banner stands, pull-up screens, and other signage is permitted; however, they may not block the view of other exhibitors. Pop-up booths larger than 6' wide are not allowed in the exhibit area.

Give-away Drawings Policy: Exhibitors may sponsor individual drawings or giveaways at their tables. Each vendor is solely responsible for its own drawing and for contacting the winners. IVAPM will not announce the winners during the show. This policy does not apply to the IVAPM Forum-sponsored raffle.

Security Information: Security for the exhibit area will be provided overnight. However, it is recommended that exhibitors take reasonable care to secure valuable equipment, as the IVAPM is not responsible for the loss or damage of exhibit equipment. It is recommended that you ship your materials via a qualified carrier and lock your trunks/crates. Securely tape or band cartons and, under no circumstances, mark the name or type of articles contained therein. Furnish your shipping company with accurate details and complete bill information. Do not leave your table unattended during the set-up period. Do not leave exhibit material under tables or displays. Do not include exhibit materials in containers to be stored as empties. Do not leave small laptop computers, cell phones, equipment, or prototype software/ hardware in your booth. At the close of the day, pack as quickly as possible and, under no circumstances, leave your space unattended. If at all possible, have one of your staff remain at your table with your shipment until it is picked up by official service personnel. Promptly report any missing items or suspicious persons to hotel security.

TERMS & CONDITIONS FOR EXHIBITORS

Exhibits must be consistent with the professional nature and goals of the event. Payment in full is required to secure an exhibit table. The IVAPM reserves the right to request a description of the company, products, and/or services. All exhibitor representatives must adhere to the IVAPM's Code of Conduct and all Exhibitor Policies. Exhibit space is not intended for airing views of a controversial social, political, or professional nature.

ELIGIBILITY

The IVAPM reserves the right to determine the eligibility of any exhibit for inclusion in its event, either before or after the proper execution of the Contract for Exhibit Space. Products and services to be exhibited must be directly related to veterinary medicine, or they must enhance our Exhibit Hall. Examples of ineligible exhibits include: illegal services or activities; products or services that are in direct competition with the IVAPM; products or services do not apply to the veterinary profession; exhibits that support philosophies or actions in direct opposition to those held by the IVAPM; exhibits deemed harassing, discriminatory, or in violation of the IVAPM Core Values and Mission; any exhibit not appropriate for positive learning environment. The IVAPM reserves the right to require modification of any exhibit that, in its opinion, is not in character with the IVAPM Core Values. The IVAPM's acceptance of an Exhibitor does not constitute an endorsement of that organization's products and/or services.

IVAPM PAIN MANAGEMENT FORUM CODE OF CONDUCT

All Exhibitors are required to abide by the IVAPM Pain Management Forum Code of Conduct. Your attendance at the Forum is confirmation that you have read and agreed to abide by that Code. Any Exhibitor determined by the IVAPM leadership to have violated the Code of Conduct will be asked to leave the Forum, and the IVAPM will not be liable for any refund or expenses. You can find the Code of Conduct [here](#).

CONTRACTUAL AGREEMENT

It is agreed that the Exhibitor will abide by the rules and regulations cited during and after the exhibit and by other reasonable rules considered necessary by the IVAPM or Hotel, provided that these rules do not materially alter the Exhibitor's contractual rights. All matters and questions not covered by these regulations are at the discretion of Show Management. These regulations may be amended at any time by the IVAPM, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original regulations. Exhibitor agrees to adhere to the space restrictions as defined in the "Display Arrangement" section of this Exhibitor Prospectus. Failure to comply may result in the termination of Exhibit privileges, at the discretion of Show Management. In such cases, no refund of Exhibitor fees will be offered. Exhibitor gives consent for a photographer to take photographs during the event of their company's booth and exhibitor registrants, and that the IVAPM may use them in future instances, such as on the IVAPM website, publications, articles, blast emails, and anywhere else they see fit. Exhibitors and sponsors may not hold events outside the scope of the IVAPM meeting which coincides with the IVAPM event, or in the IVAPM event facilities (Convention Center, hotel, etc.) without permission from the IVAPM.

SHOW MANAGEMENT SOLE DISCRETION

Space assignment shall be as indicated on the exhibit space floorplan. However, should conditions or situations warrant, Show Management reserves the right to rearrange Exhibitors or adjust the floorplan to accommodate the best interests of the Forum. The floorplan maintained by Show Management shall be the official floorplan. Changes may occur at any time to accommodate show needs. The Exhibitor agrees to comply with and be bound by all laws of the United States, the state and city where the exhibit is held, and wherever applicable, all rules and regulations of the police department and fire department and those policies and criteria which have been established by the Hotel for use of the designated exhibit area. The Exhibitor must conform to all standard fire codes. Combustible materials or explosives are not permitted in or around the exhibit areas. Displays must not block the view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, other safety equipment, doors, or other Exhibitors. No smoking is allowed at any IVAPM event. Neither Show Management nor the Hotel shall be responsible for any damage or injury that may happen

to the Exhibitor or its agents, employees, or property from any cause whatsoever, except the gross negligence or willful misconduct of Show Management, or employees, arising out of Show Management's duties and responsibilities under the agreement. The Exhibitor expressly releases Show Management and the Hotel, its directors, officers, agents, and/or employees, from any such loss, damage, or injury. Show Management and the Exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property. Show management, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. 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 hotel leased or used by the Exhibitor, or its employees, representatives, agents, licensees, invitees, patrons, guests, or contractors. The Exhibitor shall defend, indemnify and hold harmless the IVAPM, Hotel, Professional Management Associates LLC, and its officers, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgment, and liability of every kind and description (including court costs and reasonable attorney's fee) for injury to and death of persons and/or damage to or any loss of property which are caused by, arise from, or grow out of the Exhibitor's use or occupancy of the premises or from any breach by the Exhibitor of any condition of this contract, or from any act or omission of the Exhibitor, or its employees, representatives, agents, invitees, patrons, guests, licensees, or contractors.

OPERATION AND CARE OF EXHIBIT SPACE

Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval of the IVAPM and appropriate authorities. All business activities of the Exhibitor must be within the Exhibitor's assigned space. Each exhibit must be staffed at all times during Exhibit Hall hours by bona fide employees or representatives of the exhibiting company. Exhibitors who fail to staff their booths during show hours are subject to the loss of existing space for the following year's event. The IVAPM reserves the right to restrict exhibits that, for any reason, become objectionable. The IVAPM reserves the right to prohibit or evict any exhibit that, in the opinion of the IVAPM leadership, detracts from the character of the Forum. In the event of such restrictions or evictions, the IVAPM is not liable for any refunds, rentals, or other exhibit expenses. Literature distribution is limited to the Exhibitor's assigned booth and will not be permitted in any other part of the Exhibit Hall, meeting rooms, or other areas of the hotel unless pre-approved by the IVAPM. The IVAPM reserves the right to immediately dispose of any and all unauthorized materials found outside of an Exhibitor's assigned space(s). Questions concerning the appropriateness of any promotional materials or activities should be directed to IVAPM Staff, who will work with the IVAPM leadership. Any Forum attendee may advise the IVAPM staff of irregularities observed in the exhibit areas, such as unauthorized solicitation or other objectionable activity. Exhibitors shall care for and keep in good order the space occupied. The hotel will vacuum carpets and aisles once each day during closed hours, but this service does not include individual exhibit areas, dusting, or any special cleaning. Exhibitors must surrender occupied space to the management in the same condition as it was at the commencement of occupation. If the space occupied or equipment furnished to the Exhibitor is damaged by the Exhibitor, its agents, or employees, the Exhibitor, on demand, shall pay such sum as shall be necessary to restore said space or equipment to the same condition as it was when first occupied or received by the Exhibitor. No early dismantling of exhibits will be permitted. Early breakdown without permission may result in forfeiture of booth space in future years.

BOOTH SUBLETTING OR SHARING

Booth subleasing is strictly forbidden. Only the Exhibitor identified on the registration form is permitted to exhibit at the booth. Exhibitors may not share booth space without express permission from the IVAPM leadership and approval from the Forum Task Force.

NON-EXHIBITING SUPPLIER STATUS

Non-exhibiting suppliers may not "suitcase" the show; that is, approach attendees and exhibitors for the purpose of informing about products/services, or sell their products in the aisles. This practice is prohibited by event regulations. Anyone who is observed approaching attendees anywhere at the meeting, including in the aisle or in an Exhibitor's booth, who is not a legitimate Exhibitor, should be reported to Event Management. The non-exhibitor will then be asked to curtail this activity or to exit the event. These measures will be strictly enforced with the intent of preserving the integrity of the event and maintaining a good relationship between attendee and Exhibitor.