



**2022 AETA & CETA/ACTE JOINT CONVENTION**  
**October 27-October 29, 2022**  
**Louisville, Kentucky**



**SPONSORSHIP / EXHIBIT APPLICATION**

(Please Return Pages 1 and 2 of This Application)

*Please complete this form and return no later than **September 30, 2022***

Fax: 217-398-4119 \* Mail: AETA, 1800 South Oak St, STE 100, Champaign, IL 61820

Company Name: \_\_\_\_\_

Address & City: \_\_\_\_\_

Province/State: \_\_\_\_\_ Postal Code/Zip Code: \_\_\_\_\_

Company Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Company Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Name of Representative(s) Attending: \_\_\_\_\_

Name of Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**MARKETING & COMMUNICATIONS:**

A Sponsor/Exhibitor brochure will be included in each of our attendee’s registration packets. To ensure that you are included in the brochure and the looped PowerPoint presentation, please provide the following information:

- Company contact information if different from above (i.e., address, telephone, fax, email and website, etc.)
- Sponsoring companies should submit a high quality logo (.eps, .tif, .jpg or .bmp format)

Please remit the aforementioned information electronically to Morgan Montgomery at [morganm@assochq.org](mailto:morganm@assochq.org) no later than **September 30, 2022**.

**REQUISITION & CONTRACT FOR EXHIBIT SPACE:**

For the sum of \$\_\_\_\_\_ USD you are hereby requested to reserve exhibit space for us at the AETA & CETA/ACTE Joint Convention being held at the Louisville Marriott Downtown in Louisville, KY from October 27-October 29, 2022. We enclose herewith our check/credit card details payable to the American Embryo Transfer Association, in the sum of \$\_\_\_\_\_ USD. All rules and regulations governing the exhibit have been read by us and are hereby accepted and are a part of the contract, and we agree to comply with them. It is agreed that in the event the AETA & CETA/ACTE shall fail to open the exhibition or furnish space to us, it will refund all sums paid hereunder, which shall be in full liquidation of all loss or damage suffered by us.

**CANCELLATION POLICY:** All confirmed/contracted exhibit space cancelled by September 9, 2022 will be subject to a \$200.00 USD service charge per space. All cancellations after September 9, 2022, will forfeit the entire booth fee.

DATE: \_\_\_\_\_

COMPANY/FIRM: \_\_\_\_\_

SIGNED BY: \_\_\_\_\_ TITLE: \_\_\_\_\_



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**Companies may pay a \$2500.00 sponsorship fee (check the box below) to place 1 item ONLY in the registration bag. No other promotional items will be allowed to be placed in the venue. Sponsors/exhibitors can only hand out materials at their booth or by choosing this sponsorship option.**

| EXHIBIT FEES   |  |                                |                             |                            |
|--|--|--------------------------------|-----------------------------|----------------------------|
| EXHIBIT  | QUANTITY   | American Dollars (USD)         |                             | TOTAL                      |
| EXHIBIT BOOTH  |  | \$1,400.00 USD / BOOTH         |                             |                            |
| ELECTRICAL OUTLET (110V)   | Please indicate (✓) if you require an electrical outlet for your booth: YES _____ NO _____ |                                |                             |                            |
| BOOTH NUMBER PREFERENCE: (See enclosed diagram)  |  | 1 <sup>st</sup> Choice - #     | 2 <sup>nd</sup> Choice - #  | 3 <sup>rd</sup> Choice - # |
| Please list below potential exhibitors you wish to not be located next to. We will do our best to accommodate your request but limited space may prevent it. |  |                                |                             |                            |
| SPONSORSHIP FEES   |  |                                |                             |                            |
| SPONSORSHIP CHOICES  | ✓  | DATE                           | American Dollars (USD)      | TOTAL                      |
| BREAK (S)  |  | Friday, Oct. 28 (morning)      | \$1250 USD                  | Not Available              |
|  |  | Friday, Oct. 28 (afternoon)    | \$1250 USD                  | Not Available              |
|  |  | Saturday, Oct. 29 (morning)    | \$1250 USD                  |                            |
|  |  | Saturday, Oct. 29 (afternoon)  | \$1250 USD                  |                            |
| BREAKFAST  |  | Friday, Oct. 28                | \$2500 USD                  | Not Available              |
|  |  | Saturday, Oct. 29              | \$2500 USD                  | Not Available              |
| LUNCH  |  | Friday, Oct. 28                | \$3500 USD                  | Not Available              |
|  |  | Saturday, Oct. 29              | \$3500 USD                  | Not Available              |
| AUDIO-VIDEO EQUIPMENT  |  | Thursday, October 27           | \$1500 USD                  |                            |
|  |  | Friday, Oct. 28                | \$1500 USD                  | Not Available              |
|  |  | Saturday, Oct. 29              | \$1500 USD                  |                            |
| GOLF TOURNAMENT  |  | Thursday, Oct. 27              | \$5000 USD                  | Not Available              |
| PRE-CONFERENCE SOCIAL  |  | Thursday, Oct. 27              | \$20000 USD                 | Not Available              |
| BANQUET ENTERTAINMENT  |  | Friday, Oct. 28                | \$5,000 USD                 |                            |
| BANQUET (UP TO 4 IF NOT EXCLUSIVE)   |  | Friday, Oct. 28                | \$5,000 USD                 |                            |
| COMPANION TOUR:  |  | Friday, Oct. 28                | \$2500 USD                  |                            |
| COMPANION TOUR:  |  | Saturday, Oct. 29              | \$2500 USD                  |                            |
| Pre-Conference Seminar I: Small Ruminant AI and ET   |  | Thursday, Oct. 27              | \$2500 USD                  | Not Available              |
| Pre-Conference Seminar II: Oocyte & IVF; OPU Tips & Tricks   |  | Thursday, Oct. 27              | \$2500 USD                  | Not Available              |
| ANY GENERAL SESSION  |  | Per Session                    | \$3500 USD                  |                            |
| NAME/LOGO ON REGISTRATION BAG + 1 ITEM IN BAG  |  | Single Sponsorship Opportunity | \$5000 USD                  | Not Available              |
| ADD (1) ITEM TO REGISTRATION BAG   |  | (1) Item included              | \$2500 USD                  |                            |
| CONVENTION DONATION  |  | Amount Specified by Sponsor    |                             |                            |
| CREDIT CARD NUMBER:  |  |                                | TOTAL SPONSORSHIP           |                            |
| EXPIRATION DATE:   |  | CVV:                           | TOTAL EXHIBIT               |                            |
| SIGNATURE  |  |                                | TOTAL SPONSORSHIP & EXHIBIT |                            |



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**SPONSORSHIP & EXHIBIT FEES**

Please make your check payable to: **American Embryo Transfer Association**

Please complete the enclosed Application and return along with this form (*with payment*) **by September 30, 2022.**

*\* All fees are payable by wire transfer, check or credit card in American funds (USD)*

**SPONSORSHIP LEVELS will be used as another way to recognize the support of sponsoring companies.**

**The sponsorship levels will be recognized as indicated in the chart below.**

*(PLEASE NOTE: If exhibiting – the exhibit fee will be added to your sponsorship to determine your sponsorship level)*

*All sponsorships will be recognized on screen in the exhibit room, in the convention program & exhibit/sponsor brochure, company name will be posted on both association web sites noting sponsorship level and the sponsorship level will be displayed at each event that you sponsor.*

| SPONSORSHIP LEVELS     |                          |
|------------------------|--------------------------|
| <b>DOUBLE PLATINUM</b> | \$20,000 USD and up      |
| <b>PLATINUM</b>        | \$10,000 to \$19,999 USD |
| <b>GOLD</b>            | \$7,500 to \$9,999 USD   |
| <b>SILVER</b>          | \$5,000 to \$7,499 USD   |
| <b>BRONZE</b>          | \$2,500 to \$4,999 USD   |
| <b>FRIEND</b>          | \$500 to \$2,499 USD     |

**INFORMATION AND RULES GOVERNING SPONSORSHIP & EXHIBITS**

**SPONSORSHIP ASSIGNMENT:**

All choices of sponsorship will be dealt with according to sponsorship level and then on a first come first serve basis, providing the application is received by the deadline date of **September 30, 2022.**

**SPONSORSHIP INFORMATION:**

- ***Sole sponsor of the banquet*** will have the opportunity to address the delegates during the banquet and will be recognized with signage.
- ***Sole sponsor of the pre-conference social*** will have the opportunity to address the delegates during the social and will be recognized with signage.
- ***Sole sponsors of sessions and seminars*** will be given the opportunity to introduce the speakers prior to the presentation.
- Sponsorship levels will be recognized on a screen in the exhibit room, on both association web sites, in the convention program and exhibit/sponsor brochure if the application is received before the deadline date.
- In addition to complimentary breakfast, each exhibiting/sponsoring company will receive complimentary tickets for two (2) representatives for lunch on Friday, October 28 and Saturday, October 29 as well as two (2) tickets to the banquet on Friday, October 28. The pre-conference social and golf tournament are not included.



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**EXHIBIT SPACE ASSIGNMENT:**

Exhibit spaces will be assigned on a first come first serve basis, providing the application is received by the deadline date of **September 30, 2022**. Exhibitors may choose their event space on the Convention site or through this form. The Exhibit Chairman reserves the right to make reasonable adjustments in location of tables for the benefit of the exhibitor and the betterment of the total exhibit.

**USE OF EXHIBIT SPACE:**

The Exhibit Chairman reserves the right to decline or prohibit any exhibit or part of an exhibit which in his opinion is not suitable and in keeping with the character of the Convention. No spaces shall be sublet without the direct written consent of the Exhibit Chairman. Displays will be permitted on the exhibit floor only by official exhibitors. Distribution of advertising matter by representatives of firms who are not official exhibitors is strictly forbidden.

The Exhibit Chairman reserves the right to restrict exhibit to a minimum noise level and to suitable methods of operation and display of materials. If for any reason an exhibit or its contents are deemed objectionable by AETA & CETA/ACTE, the exhibit will be subject to removal. This reservation includes person, things, conduct, printed material or any item of poor character which the AETA & CETA/ACTE considers objectionable to the Convention’s wellbeing. In the event such as eviction or restriction is enforced. AETA & CETA/ACTE will not be liable for refunding rental fees or funds for exhibit equipment rental except at its own discretion. Exhibitor agrees that the AETA & CETA/ACTE may substitute the actual space assigned to exhibitor if necessary.

Exhibitors are urged to use novel and unique ways to attract attention to their exhibit space. The basic responsibility for attracting meeting participants to the exhibit is the exhibitors.

**EXHIBIT SPACES, HOURS OF OPERATION & EQUIPMENT:**

Exhibit booth set-up will include a 10 ft X 8 ft booth with 8 ft tall backdrop and 3 ft tall sides (pipe & drape) with a skirted table, two chairs, a waste basket and identification sign. Please indicate if you require an electrical outlet (110V) for your booth.

For maximum exposure to attendees, breaks will take place in the exhibit area when possible. We will be utilizing the services of Fern Expo. You will be receiving an Exhibitor Kit from Freeman Events and Exhibit Solutions with shipping information at a later date. The kit will also have information on how to order special or additional furniture and special services from them or the hotel. The exhibits will be 10 ft x 8 ft booths with an 8 ft tall backdrop and 3 ft tall sides (pipe & drape). There will be a skirted table, two chairs, a wastebasket, and an identification sign. The room is already carpeted. Exhibit hours and location are as follows:

Thursday, October 27, 2022  
 12:00 p.m. – 5:00 p.m. Exhibitor Setup

Friday, October 28, 2022  
 7:00 a.m. – 6:00 p.m. Exhibits Open

Saturday, October 29, 2022  
 7:00 a.m. – 3:00 p.m. Exhibits Open

3:00 p.m. – 6:00 p.m. Exhibitor Teardown

**SECURITY & LIABILITIES:**

AETA & CETA/ACTE, the Louisville Marriott Downtown, the convention facilities or their corporate entities will not be responsible for loss of any material by or for any cause. Each exhibitor must make provision for safeguarding of his goods, materials, equipment and display at all times and exhibitors are urged to carry their own insurance through their own sources at their own expense.

The management will exercise care for the protection of the exhibitors, materials and displays. Beyond this, the AETA & CETA/ACTE or any officer or staff member will not be responsible for the safety of the property of the exhibitor, his agents, and employees from theft, damage by fire, accident or any other cause.



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The exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Hotel, its owners, its operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Hotel and its employees and agents.

The exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

**CANCELLATION POLICY:**

All confirmed / contracted exhibit space(s) cancelled by **September 9, 2022** will be subject to a \$200.00 USD service charge per space. All cancellations after **September 9, 2022** will forfeit the entire booth fee.

# AETA & CETA/ACTE Annual Mtg 2022

AETA & CETA/ACTE

October 27-29, 2022

Marriott Downtown - Louisville

Louisville, KY

Marriott Ballroom

Legend:

Inventory as of 01/13/2022

| Dimension | Size | Qty | SqFt  |
|-----------|------|-----|-------|
| 10'x10'   | 100  | 30  | 3,000 |
| Totals:   |      | 30  | 3,000 |

Account Executive:

Dallas Henson

Show Number:

10002\_22

Drawn By:

M Ottman

File Name:

10002\_22\_AETA\_CETA\_ACTE\_r2

Revised Date:

1/13/2022 11:25 AM

Every effort has been made to ensure the accuracy of all information contained on this floor plan. However, no warranties, either expressed or implied are made with respect to this floor plan. If the location of building columns, utilities or other architectural components of the facility is a consideration in the construction of an exhibit, it is the sole responsibility of the exhibitor to physically inspect the facility to verify all dimensions and locations.

