



2026 AETA & CETA/ACTE JOINT CONVENTION
September 24-26, 2026
Madison, WI



SPONSORSHIP / EXHIBIT APPLICATION

(Please Return Pages 1 and 2 of This Application)

*Please complete this form and return no later than **August 7, 2026***

Mailing Address: 1800 Oak Street, 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: _____

*Please note that if you are a Platinum or Gold sponsor, you receive TWO complimentary registrations. If you are a Silver sponsor, you will receive ONE complimentary registration. Each registration is a \$460 value. Add exhibitor only reg info.

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 Arturo Hernandez at arturoh@asochq.org no later than **August 7, 2026**.

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 Monona Terrace Community and Convention Centre from September 24 - September 26, 2026. 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 canceled before/on July 31, 2026 will be subject to a \$500.00 USD service charge per space. All cancellations on/after August 1, 2026, will forfeit the entire booth fee and can be recognized as a sponsorship if the company chooses.

DATE: _____

COMPANY/FIRM: _____

SIGNED BY: _____ TITLE: _____



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EXHIBIT FEES				
EXHIBIT	QUANTITY	American Dollars (USD)		TOTAL
EXHIBIT BOOTH		\$2,000.00 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 st Choice - #	2 nd Choice - #	3 rd Choice - #
Booths will be assigned as available - submission of this contract does not guarantee you will be assigned to a specific location.				
SPONSORSHIP FEES				
SPONSORSHIP CHOICES	✓	DATE	American Dollars (USD)	TOTAL
BREAK (S)		Friday, Sep. 25 (morning)	\$2000 USD	
		Friday, Sep. 25 (afternoon)	\$2000 USD	
		Saturday, Sep. 26 (morning)	\$2000 USD	
		Saturday, Sep. 26 (afternoon)	\$2000 USD	
BREAKFAST		Friday, Sep. 25	\$3500 USD	
		Saturday, Sep. 26	\$3500 USD	
LUNCH		Friday, Sep. 25	\$4500 USD	
		Saturday, Sep. 26	\$4500 USD	
AUDIO-VIDEO EQUIPMENT		Thursday, Sep. 24	\$3000 USD	
		Friday, Sep. 25	\$3000 USD	
		Saturday, Sep. 26	\$3000 USD	
GOLF TOURNAMENT Co-Sponsor		Thursday, Sep. 24	\$2500 USD	
CONFERENCE SOCIAL		Thursday, Sep. 24	\$30,000 USD	
REWARDS/NETWORKING RECEPTION		Friday, Sep. 25	\$2000 USD	
REWARDS/NETWORKING RECEPTION (UP TO 4 IF NOT EXCLUSIVE)		Friday, Sep. 25	\$3000 USD	
Pre-Conference Seminar 1		Thursday, Sep. 24	\$3500 USD	
Pre-Conference Seminar 2		Thursday, Sep. 24	\$3500 USD	
ANY GENERAL SESSION		Per Session	\$4500 USD	
HOTEL KEY CARDS		Logo on all attendee hotel key cards	\$8500 USD	
NAME/LOGO ON REGISTRATION BAG + 1 ITEM IN BAG		Single Sponsorship Opportunity	\$12,000 USD	
ADD (1) ITEM TO REGISTRATION BAG		(1) Item included	\$3000 USD	
CONVENTION DONATION		Amount Specified by Sponsor		
ADDITIONAL EXHIBITOR REGISTRATION (each booth space comes with two)		\$350.00 USD		
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 August 7, 2026.**

** 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	
DOUBLE PLATINUM	\$25,000 USD and up
PLATINUM	\$15,000 to \$24,999 USD
GOLD	\$10,000 to \$14,999 USD
SILVER	\$7,500 to \$9,999 USD
BRONZE	\$5,000 to \$7,499 USD
FRIEND	\$1000 to 4,999 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 **August 7, 2026.**

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, September 25th and Saturday, September 26th as well as two (2) tickets to the banquet on Friday, September 25th. The 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 **August 7, 2026**. Exhibitors may choose their event space on the Convention site or through this form. The Exhibit Chair 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 CETA/ACTE & AETA considers objectionable to the Convention's wellbeing. In the event such as eviction or restriction is enforced. CETA/ACTE & AETA will not be liable for refunding rental fees or funds for exhibit equipment rental except at its own discretion. Exhibitor agrees that the CETA/ACTE & AETA 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.

Companies may pay a \$3000.00 sponsorship fee (check the box above) 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 SPACES, HOURS OF OPERATION & EQUIPMENT:

Exhibit booth set-up will include a 10 ft X 8 ft booth with backdrop and sides (pipe & drape) with a skirted table, two chairs, and an 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 Alliance Nationwide Exposition. You will be receiving an Exhibitor Kit from Alliance Nationwide Exposition 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 a backdrop and sides (pipe & drape). There will be a skirted table, two chairs, and an identification sign. Exhibit hours and location are as follows:

Thursday, September 24, 2026
12:00 p.m. – 5:00 p.m. Exhibitor Setup

Friday, September 25, 2026
7:00 a.m. – 6:00 p.m. Exhibits Open

Saturday, September 26, 2026
7:00 a.m. – 3:00 p.m. Exhibits Open

3:00 p.m. – 5:00 p.m. Exhibitor Teardown

SECURITY & LIABILITIES:

AETA & CETA/ACTE, the Monona Terrace Community and Convention Center, 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.



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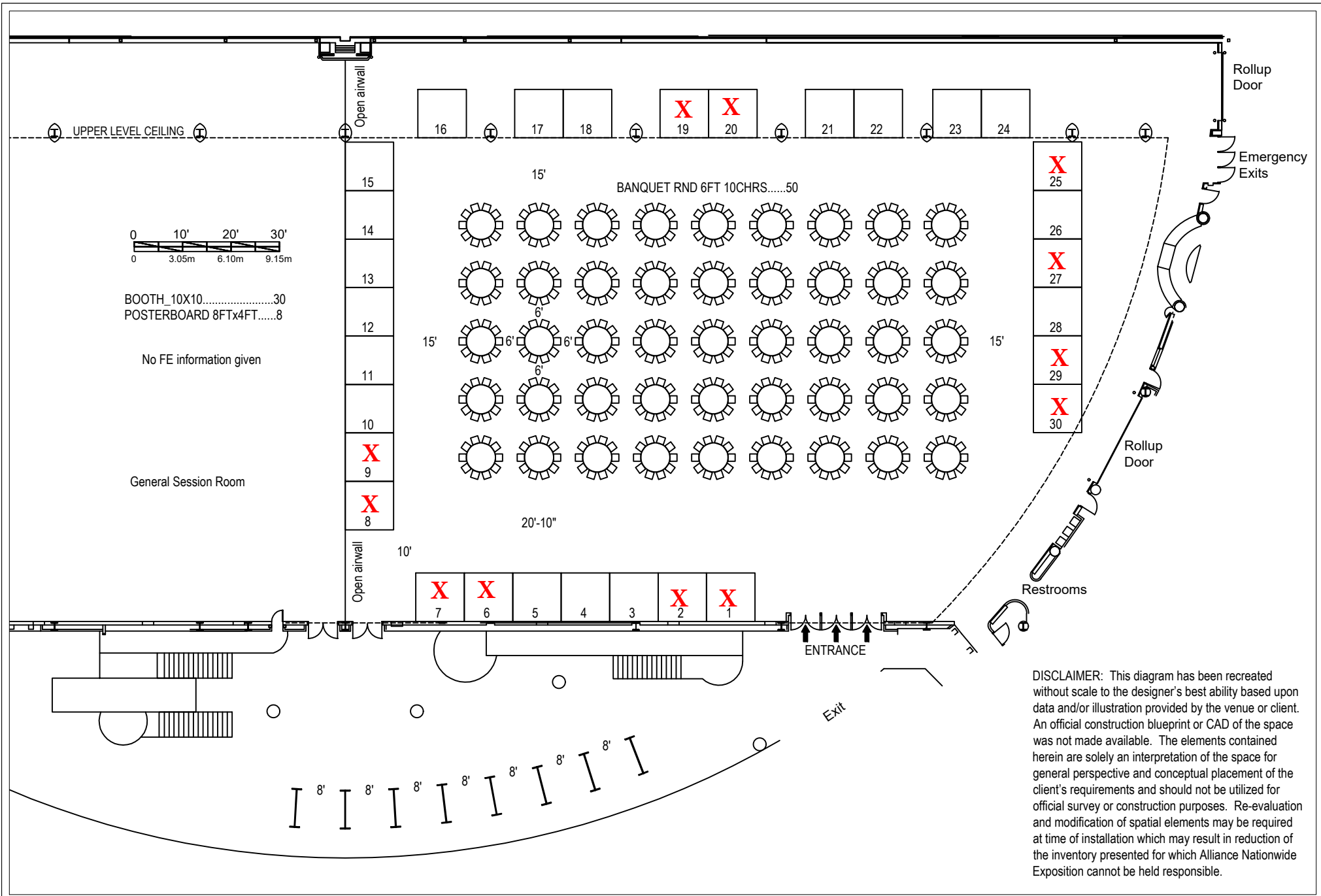
The management will exercise care for the protection of the exhibitors, materials and displays. Beyond this, the AETA & CETA/ACTE or any officer or staff member will not be responsible for the safety of the property of the exhibitor, their agents, and employees from theft, damage by fire, accident or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

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 on/before **July 31, 2026** will be subject to a \$500.00 USD service charge per space. All cancellations on/after **August 1, 2026** will forfeit the entire booth fee.



AETA 2026

September 24-26, 2026

Monona Terrace Community and Convention Center / Exhibit Hall A / Madison, WI