



Drury Plaza Hotel Orlando - Disney Springs | 2000 Hotel Plaza Blvd | Lake Buena Vista, FL



*February 22 - 24, 2024*

*Orlando,*

*Florida*





# HOOF TRIMMERS ASSOCIATION

## 2024 HOOF HEALTH CONFERENCE

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The Hoof Health Conference focuses on recent developments taking place in the field of hoof health, primarily dairy bovine, and a selection of topics designed to support the development and continuation of hoof trimmers' business. It provides the perfect venue for networking with trimmers and vendors to develop long-lasting connections.

In 2024, we are excited to gather in Lake Buena Vista, just minutes from the Disney complex and within reach of Universal Studios, NASA, and so much more! We are hosted by the Drury Plaza Hotel Orlando in Lake Buena Vista, Florida, February 21-24, 2024.

A general business meeting of the membership, hands-on demonstrations, lecture/Q&A sessions, tours and other exchanges of knowledge and information will be included in conference opportunities. The conference is more than just listening to some people talk and visiting vendor booths. One of the most important aspects of the Hoof Health Conference is the connections made between hoof trimmer peers - connections that last a lifetime.

## CONTACT US

Phone: +1 972 715 8231

Email: [info@hooftrimmers.org](mailto:info@hooftrimmers.org)

Office Hours: 9AM - 5PM Central M-F

# HOOF TRIMMERS ASSOCIATION

## 2024 HOOF HEALTH CONFERENCE

# AGENDA

WED

9 AM - 6 PM  
6 PM - 8 PM

Shuttle to Universal Studios  
Meet & Mingle

THU

9 AM - 12 PM  
12 PM - 1 PM  
1 PM - 2:30 PM  
2:30 PM - 3 PM  
3:30 PM - 5 PM  
5 PM - 6 PM  
7 PM - 9 PM

Sessions & Break  
Lunch  
Business Meeting  
Break  
Sessions  
Vendor Reception  
Dinner, Awards & Entertainment

FRI

9 AM - 12:30 PM  
12:30 PM - 1:30 PM  
1:30 PM - 5 PM  
6PM - 7PM  
7 PM - 10 PM

Sessions & Break  
Lunch  
Sessions & Break  
Reception  
Dinner & Auction

SAT

7 AM - 2 PM  
12 PM - 1 PM  
3 PM - 4 PM  
5PM - 11PM

Trim Day  
Lunch  
Board Meeting  
NASA - HTA Event



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# BASIC SPONSORSHIP

All sponsors will receive the Basic Sponsorship with an option to add any available Premium Features (listed on the following pages).

### BASIC FEATURES

\$975

- **One** complimentary Vendor registration to the 2024 Hoof Health Conference
- Enjoy a 25% discount on any additional registrations
- Option to create a branded promo code for invitees and prospects
- Full list of attendees (*does not include contact information*)
- Verbal recognition during opening and closing remarks
- Digital branding on conference website with option to add hyperlink
- Digital/print branding on select conference marketing material
- Two mentions on social media channels (pre-event and post-event)
- Option to add any available Premium Features to boost brand prominence and drive richer engagement.

### EARLY BONUS

Confirm your sponsorship by July 31, 2023 and receive the following bonus features valued at over \$1000!

- Add a branded trimmer item to the attendee welcome bag
- Complimentary 1/2 page ad and mention in 2023 Fall, 2023 Winter, 2024 Spring, and 2024 Summer Hoof Health Connection News Magazine
- Two additional mentions on HTA Social Media channels in the fall of 2023 or early 2024
- Early branding campaigns included in late 2023 and early 2024 conference promotion
- Early selection of exhibit placement, size and exclusive premium features

These features are only available to sponsors who commit by 11:59 pm Central, July 31, 2023.  
*Confirm your sponsorship at [HoofHealthConference.org](http://HoofHealthConference.org) or email us at [info@hooftrimmers.org](mailto:info@hooftrimmers.org).*

# PREMIUM FEATURES

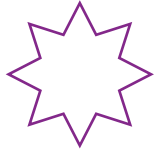
*Exclusively for sponsors who purchase the above Basic Features, significantly boost your brand's engagement and enjoy greater ROI with any of the following add-ons. Add-ons do not include booth unless otherwise noted:*



**Standard Exhibit Booth** (standard 8' x 10')  
*add \$550*



**Extra Large Exhibit Booth** (sizes & dimensions may vary)  
*additional cost, please visit the website booth selection page at*



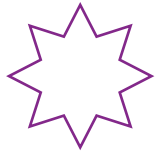
**Out of this World Sponsorship**  
*Options below*

NASA is generously opening their doors for a private event exclusively for the Hoof Health Conference! You can play a huge part in this exciting event by taking advantage of any of these extraordinary opportunities.

- Pre-purchase drink tickets to hand out to visitors to your booth: **\$10/ticket**
- Space Food Sponsor:** Includes your name and logo on signage at all tables, plus around the venue, 2 complimentary registrations, and the opportunity to make a few remarks at the beginning of dinner. **\$5,000**
- Space Shuttle Atlantis Sponsor:** Includes all the benefits of the Dinner Sponsor, plus Title Sponsorship for the event and two additional complimentary registrations for you and your guests. Can you see it? Your name presents HTA at NASA: A Space Odyssey! all over social media, in people's inbox on a regular basis, throughout the HTA and conference website and all upcoming conference marketing!!!: **\$10,000**

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**Conference T-Shirt Sponsor** (given to all attendees)  
add \$2,500

Highlight your logo on the front of the conference shirt. Shirts are performance Ts, so will be worn regularly, announcing your support of Hoof Trimmers around the world!



**Branded Welcome Bags Sponsor** (given to all attendees)  
add \$2,000

Stand out among other sponsors with a take-home item that will keep your name and logo in front of trimmers for years to come! *If you would rather provide the bags yourself, contact us for details and special pricing.*

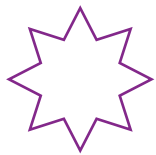


**Transportation Sponsor** (2 available)  
add \$2,000

Get on the bus to show your support of Hoof Trimmers! Sponsor's logo will be printed on a head rest cover which is really a pillow case attendees can take home with them! Imagine 200 hoof trimmers sleeping peacefully knowing you provide superior trimmer support only to wake up to your name!

Options:

- Trim Day Bus
- NASA

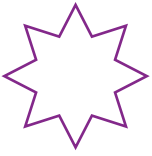


**Trim Day Lunch Sponsor**  
add \$2,000

Hungry trimmers LOVE the folks who bring them lunch, and those folks could be YOU! Signage at Trim Day lunch, branded water bottles, and the glory of knowing you kept a hoard of trimmers from getting hangry!

# HOOF TRIMMERS ASSOCIATION

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### **Auction Sponsor**

*add \$1000*

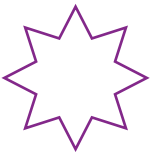
Your logo printed on the back of every bid card! With your logo in the hands of every bidder, your brand flashes with every bid!



### **Wednesday Meet & Mingle Sponsor**

*add \$1000*

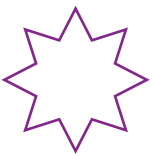
Special sponsor signage throughout the event. Plus the exclusive opportunity to open the conference with a brief message during the Meet & Mingle.



### **Program Book Sponsor** (given to all attendees)

*add \$1,000*

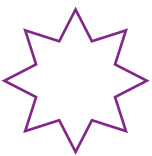
Printed program books include your logo on the front cover, interior page footer, and a FULL page ad inside!



### **Lanyard Sponsor** (given to all attendees)

*add \$750*

Our lanyards/name tags will be created to double as luggage tags! Have your brand visible long after the conference!



### **Session Sponsor** (11 available - selection on first-come-first-served)

*add \$500*

Opportunity to introduce the speaker for your session and signage during the session showing everyone your support of Hoof Trimmers

# TERMS & CONDITIONS

## Terms and Conditions

The following terms and conditions apply to all exhibitors participating at the Hoof Health Conference.

### BOOTHS

Booth sizes will vary based on the level of sponsor commitment. The basic booth size will measure 8' x 10'.

Booth commitment includes pipe and drape, 1 table with cover and 1 chair. Additional supplies and power must be ordered in advance through the sponsorship registration website.

### Booth Selection

Booths will be selected by Exhibitors when they commit to a booth and in conjunction with the allocations based on premium sponsorship fulfillment requirements.

### Exhibitor Staffing Dates and Hours

Booth setup will begin Wednesday, February 21, 2024 and must be completed before 8 AM, Thursday, February 22, 2024. All booths must be set up before the exhibit hall opens unless other arrangements are made in advance.

Booths should be open and manned between 8 AM and 5 PM

### Exhibitor Parking

Exhibitors will park with the attendees.



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### Teardown

Exhibits must be torn down and packaged for shipping by 11:30PM, Friday, February 23, 2024. All materials must be out of the area or packaged for return shipping. Exhibitors who have not removed their property by that time will be billed for any fees resulting in the delay of vacating the room.

Exhibitors are responsible to ensure they have collected all their property. Any materials left behind will be considered abandoned and disposed of. Exhibitors will be billed for disposal fees. Excess materials should not be left to avoid return shipping fees.

### Electricity

Electricity is available to a limited number of vendors. It must be ordered with your booth and is provided on a first-come-first-served basis. No electricity orders will be accepted after February 1, 2024.

### Shipping

Materials may be shipped to the venue. Sponsor/vendors are responsible for any shipping fees.

#### **Shipping address for all items is:**

YOUR NAME  
YOUR ARRIVAL DATE  
c/o Drury Plaza Hotel Orlando  
2000 Hotel Plaza Boulevard  
Lake Buena Vista, FL 32830

Materials shipped to the hotel may not arrive earlier than two (2) days prior to the conference and may not remain longer than two (2) days after the conference.

Exhibitors will need to verify any shipping, receiving and handling fees with the hotel.

### Exhibitor Entrance and Badges

Exhibitors will receive badges for only those individuals registered for the conference. One registration is included in the booth reservation. Registration for staff must be made



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separately. Badges will be required for entrance into the conference and trade show area. Badges are individual and should not be shared among exhibiting personnel.

### **Internet**

Internet will be available via Wi-Fi. However, the primary purpose of the internet will be for attendees. Do not rely on internet for your display. We recommend bringing any digital information on a thumb drive.

### **Refunds**

A 50% refund of booth fees will be issued to an exhibitor if a written cancellation request is submitted to HTA by January 1, 2024. Refunds will not be issued after that date. No exceptions or credits will be made. Those who register after January 1, 2024 will have 10 days after booth registration to cancel and still receive a 50% refund. No exceptions will be made.

No refunds of sponsorship obligations will be made.

### **Insurance**

Exhibitor assumes responsibility and agrees to indemnify, defend and hold harmless Drury Plaza Hotel Orlando, Drury Hotels, and the hotel's owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents (collectively, "Hotel Parties"), and Hoof Trimmers Association, Hoof Trimmers Association Board of Directors and staff (Group) from and against any claims or expenses arising out of the use of the exhibition premises.

The Exhibitor understand that neither the Group nor the Hotel Parties maintain insurance covering the Exhibitors property and it is the sole responsibility of the exhibitor to obtain such insurance.

### **Social Events**

Exhibitors are invited to attend all social events and the trim day on Saturday.

Exhibitors must notify HTA of any events scheduled by exhibitors or sponsors. Scheduling of on- or off- site events that compete with HTA events is strictly prohibited.

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### **Waste**

Exhibitors are responsible for leaving their booth space clean and free of trash or other materials. Booths will be inspected after move out is complete. If the booth is not clean and free of materials, exhibitors will be billed \$300 cleaning fee in addition to any disposal fees.

### **Drawings**

Exhibitors are invited to offer a prize giveaway during the conference. To that end, exhibitors are encouraged to collect business cards or other identifying information for the purposes of the drawing and follow-up marketing.

### **Welcome Bag Inserts**

Exhibitors are invited to provide items for inclusion in the welcome bags. All welcome bag inclusions should be shipped to: JOLIE ESTES/HTA, ARRIVAL DATE: 2/19/2024, c/o Drury Plaza Hotel Orlando, 2000 Hotel Plaza Boulevard, Lake Buena Vista, FL 32830

### **Photography Consent**

As part of the Hoof Health Conference, Exhibitors agree and consent to be photographed or recorded on audio and/or video. These items may be used in promoting future conferences or in other marketing related to HTA.

### **Food & Beverage**

Exhibitors will not have food or beverage in the exhibition booth. All conference food and beverage will be issued and managed by HTA and in keeping with individual sponsorship agreements.

### **General**

It is mutually understood and agreed that any changes to the terms of this contract are not valid unless they are made in writing and signed by both parties.

No pets are allowed anywhere on the parking areas, tradeshow, or conference areas.

All exhibitors will be required to keep their booths open from 9AM to 7PM but may stay



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open until 8PM on Thursday and 10PM on Friday.

Exhibits must be confined to the exhibitor's assigned space and in no case may extend to any other part of the grounds.

Exhibitors must keep their exhibit space neat and clean, taking every precaution against possible injury to visitors, guests, or employees.

Sharing exhibit space with another company is not permitted without prior approval from HTA. Each of the sharing parties will pay 75% of the booth space and each must pay the basic sponsorship rate in full. Shared booths will not be eligible for Premium upgrades to the booth.

If an exhibitor sets up in the wrong space, exhibitor agrees to move to the correct location at the expense of the exhibitor, without protest.

Sound devices are subject to approval of HTA and if allowed, must be controlled so as not to interfere with other exhibitors or conference presentations. The privilege for use of such sound devices may be revoked at any time by HTA. Additionally, generators or other machinery which produces noise may not be used in the booth if such use would interfere with other exhibitors.

Neither Drury Plaza, Hoof Trimmers Association, or Charity Rising, nor any officers, board members and/or staff members of same will be responsible for the safety of the property of exhibitors from theft, damages by fire, water, storm, vandalism, or other causes, but will take responsible precautions to protect the exhibitors from such loss.

If liability or property damage insurance is desired, the exhibitor should obtain it. HTA strongly recommends that, in addition to other insurance, exhibitors obtain public liability insurance to protect against possible claims arising out of the exhibit and the Hoof Health Conference.

Smoking is prohibited in booths, workshop tents, and buildings.

Plastic bags may not be given out as promotional items.

The decision of the HTA Executive Director or other HTA designated representative in their official capacities must be accepted as final in any disagreement.

HTA reserves the right to refuse, stop, relocate, or remove from the Hoof Health Conference any exhibitor or their representative and/or exhibit, performing any act or practice which, in the opinion of HTA, is illegal, objectionable, interferes with the performance of other exhibitors, creates a health, safety, or fire hazard, or violates any rules stated herein.



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All exhibitors are expected to conduct themselves in a professional manner and according to the rules of this agreement.

Signs, banners, posters, or flyers advertising a booth, symposium, or any event or activity sponsored by the exhibitor may not be posted or displayed at any location inside or outside the exhibit area other than the exhibitor's booth.

### **Contact Us**

For any questions regarding your exhibitor experience, please contact Jolie Estes, HTA Executive Director – [jolie@hooftrimmers.org](mailto:jolie@hooftrimmers.org).