



TACOMA EQUINE
HOSPITAL

Quality Care. Compassionate People. Exceptional Service.

HORSE HEALTH

JANUARY 21, 2023

Lakewood, WA

Expo



Exhibitor & Sponsorship Packet

www.tacomaequine.com/expo



We are excited to announce that on January 21, 2023 our veterinary practice will be presenting a free horse enthusiast education event, "Tacoma Equine Hospital Horse Health Expo," at the McGavick Conference Center in Lakewood, Washington.

Our second annual event in January 2020 drew over 300 attendees, more than double the attendees of our inaugural event the year prior. Attendees have been from all areas of the horse community, including performance horse competitors, pleasure horse owners, and 4-H & Pony Club participants. We are excited to bring this event back to the community following the 2-year hiatus (thanks COVID!) and expect to have a great turnout.

Our goal is to provide a wide variety of educational topics to help educate our clientele and the public, and improve the health and well-being of the horse. In hosting an exhibit hall we aim to provide attendees with the ability to learn about different healthcare products and services that we recommend and utilize in our practice.

We would like to offer you an opportunity to put your company's brand in front of members of the horse community by participating in the exhibit hall as well as by providing a sponsorship. By becoming a sponsor, you will not only have the opportunity to reach this community of horse owners and enthusiasts, you will be featured prominently at the event, including with a guaranteed space in the exhibit hall.

If you are interested in participating in our exhibit hall only, there is no cost associated with doing so however as space may be limited, preference will be given to sponsors first. If you are unable to attend but would still like to participate, donations of product for raffles as well as literature regarding your products are always appreciated.

Please find more information about sponsoring and participating in our event in this packet, as well as the Reservation & Sponsorship Form to submit. Thank you for your consideration!

Event Contact:

Karen Sonju

Practice Manager

Tacoma Equine Hospital

(253) 535-6999

Karen@tacomaequine.com



LOCATION

McGavick Conference Center

Clover Park Technical College
4500 Steilacoom Blvd SW
Lakewood, WA 98499

ACCOMMODATIONS

Best Western Lakewood

253-584-2212 3-star hotel
6125 Motor Ave SW, Lakewood, WA 98499
5 minute drive to expo location

Comfort Inn Tacoma-Seattle

253-531-3118 3-star hotel
8620 S Hosmer St, Tacoma, WA 98444
10 minute drive to expo location

SCHEDULE

7:45 am – 8:45 am	Exhibitor Set-Up
9:00 am – 4:00 pm	Exhibit Hall Open
10:00 am	Sessions Start
10:45 am – 11:00 am	Attendee Break
11:45 pm – 1:00 pm	Catered Lunch
1:45 pm – 2:00 pm	Attendee Break
2:45 pm – 3:00 pm	Attendee Break
3:45 pm – 4:00 pm	Attendee Break
4:00 pm – 4:45 pm	Exhibit Hall Tear-Down
4:45 pm	End of Event

EXHIBITING INFORMATION

The "Booth"

A 2.5' x 6' table and two chairs. Approximate total space, including table, is 8' x 8'. No table coverings are provided. Lunch is complimentary to exhibitors.

Assignment of Space

Booth assignment is based on, in order of priority, sponsorship provided, date of confirmation of attendance, and proximity to competitive or conflicting organizations. Please indicate your 1st, 2nd, and 3rd choices.

Early reservations are encouraged. Confirmation of booth reservations will be made promptly upon receipt and booth numbers will be assigned in December. Tacoma Equine Hospital reserves the right to reject any applicant and vendor.

Giveaways & Raffles

We encourage you to have giveaways as well as provide literature regarding your products. If you would like to hold a raffle drawing, please let us know and we can assist you.

Retail Sales

Direct sale of products to attendees is prohibited.

SPONSORSHIP

Thank you for your interest in sponsoring our event! **Each sponsor will receive priority booth selection in the exhibit hall.**



	Venue \$4,000	Lunch \$2,500	Platinum \$2,000	Gold \$1,500	Silver \$1,000	Bronze \$750	Copper \$500
Exhibit Booth Space	U	U	U	U	U	U	U
Promotional Item in Registration Bag	U	U	U	U	U	U	U
Company Logo & Link on Event Webpage	U	U	U	U	U	U	U
Company Logo Featured in Program	U	U	U	U	U	U	
On-Stage Recognition in Opening Address	U	U	U	U	U		
Recognition on Video Screens Between Sessions	U	U	U	U			
Ad or Logo in Program	U	U	U				
Guaranteed Speaking Spot	U	U					

Venue Sponsorship also includes:

- Full back cover ad or logo placement in program
- 45 minute speaking session (topic and time to be approved by Tacoma Equine Hospital)

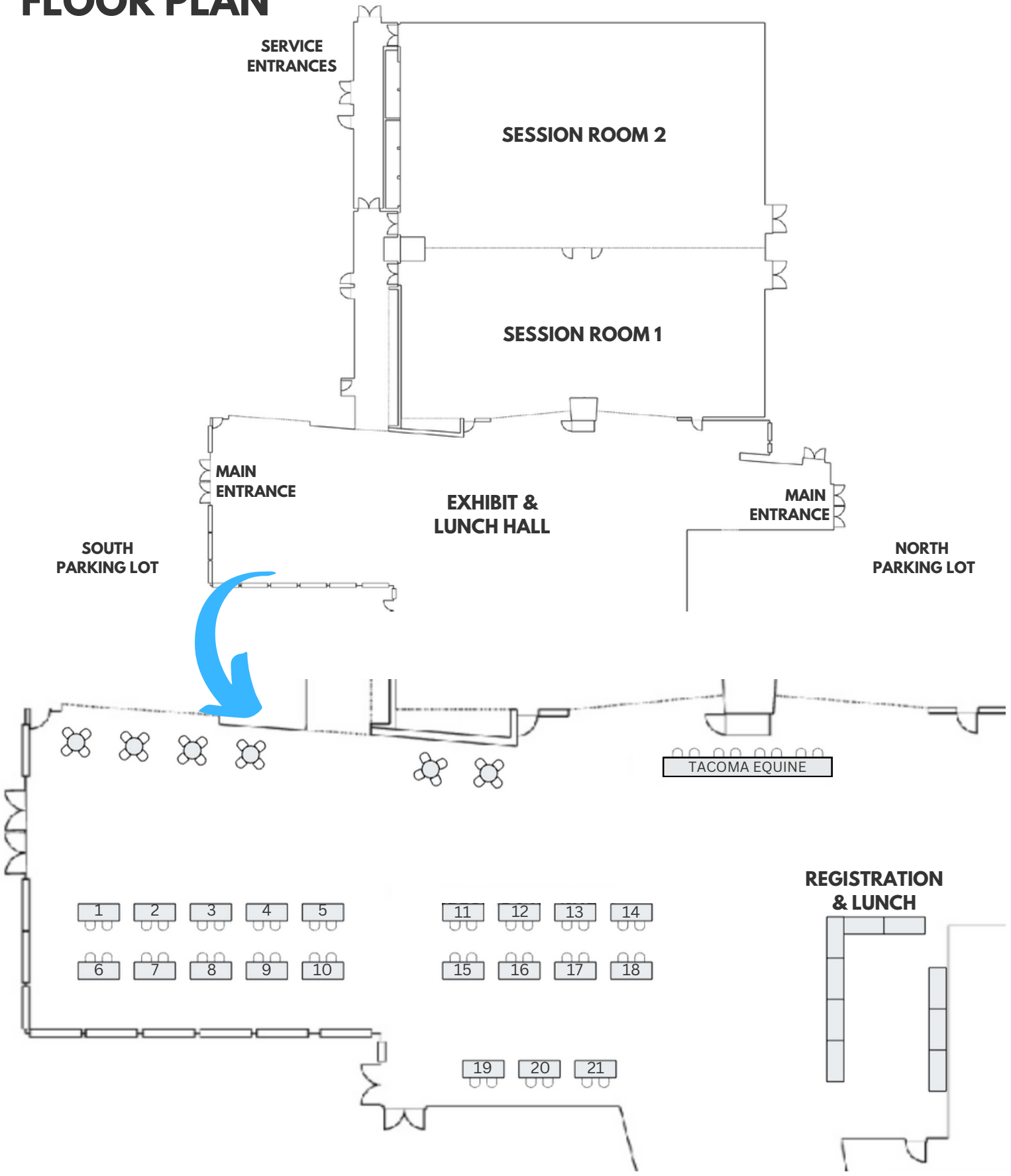
Only 1 available

Lunch Sponsorship also includes:

- 1/3rd page ad or logo placement on lunch page in program
- 45 minute speaking session (topic and time to be approved by Tacoma Equine Hospital)

Only 1 available

FLOOR PLAN



SPONSORSHIP & EXHIBITOR RESERVATION

We ask that all forms be received no later than November 30, 2022.

[You can also complete online here.](#)

Contact Information

Company Name _____

Contact Name _____

Phone _____ Email _____

Sponsorship

Please select one

- Venue (\$4,000)*
- Lunch (\$2,500)*
- Platinum (\$2,000)
- Gold (\$1,500)
- Silver (\$1,000)
- Bronze (\$750)
- Copper (\$500)
- \$ _____
- No Sponsorship

*Only 1 available

Payment

- Check
- Credit Card
- Direct Payment to Vendor
- Invoice Needed
- _____

Form Submission

Please send your completed form to:
Email: Karen@tacomaequine.com
Fax: (253) 536-2650



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Saturday · Lakewood, WA
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Booth Reservation

Please indicate preferred booth number in order of preference

Choice 1: _____

Choice 2: _____

Choice 3: _____

Booth Location

- I require power at my booth (*limited availability*)
- I would prefer to not be located near the following companies:

Payment:

Please make checks payable to Tacoma Equine Hospital
Mail to: Tacoma Equine Hospital, Attn: Karen Sonju
3112 156th St E, Tacoma, WA 98446

For alternate payment arrangements, please contact Karen at (253) 535-6999 or karen@tacomaequine.com

Logos, Ads & Links:

If applicable, please email your high-resolution logo, preferred webpage link, and ad to karen@tacomaequine.com

Exhibitor Information:

Banners, signage, and promotional materials may be dropped off or shipped to: Tacoma Equine Hospital
3112 156th St E, Tacoma, WA 98446
We would be happy to store any materials prior to the event and transport them to the venue.

EXHIBIT RULES & REGULATIONS

CANCELLATION POLICY

Please notify us as soon as possible if you will no longer be able to attend. Tacoma Equine Hospital reserves the right to cancel the Exhibition, or any part thereof, with no further liability to Tacoma Equine Hospital, due to government order, or other cause beyond its reasonable control, including without limitation, labor strikes, act of God, or pandemic illness, which make it illegal or impossible for Tacoma Equine Hospital to hold its event. Tacoma Equine Hospital further reserves the right to reject any application for any reason at Tacoma Equine Hospital's sole discretion.

ASSIGNMENT OF SPACE

New or additional exhibit space requests will be assigned on a space available basis in the order in which the applications are received and based on sponsorship value. Tacoma Equine Hospital reserves the right to reassign booth space as deemed necessary.

EXHIBITION CONTENT

The Exhibit Hall is limited to registered attendees of the Tacoma Equine Hospital Horse Health Expo as well as registered representatives of business firms, manufacturers, professional organizations, and dealers who have registered and been approved for exhibit space. No other persons or concerns will be permitted to demonstrate their products, distribute advertising materials, or solicit orders in the Exhibit Hall.

Acceptable products and services to be exhibited include veterinary and horse health specific products and services. Ineligible exhibits include but are not limited to: those exhibiting illegal services or activities; those supporting philosophies or actions in opposition to those of Tacoma Equine Hospital; those that offer products or services in competition with Tacoma Equine Hospital; and those that offer products or services that are not applicable to the horse enthusiast. Tacoma Equine Hospital reserves the ultimate right to determine eligibility of an Exhibitor at any time including onsite at the Expo.

EXHIBIT REGULATIONS

Please be aware that your exhibit booth space reservation allows you the privilege of occupying the assigned space to promote your company. We cannot allow any exhibitor's display to interfere with or obstruct a neighboring booth. Excessive noise, bothersome lighting, or other use by exhibitor which interferes with the exhibition space used by other vendors is prohibited. You may be asked to modify your display panels or other contents to avoid any obstruction to a neighboring booth. Exhibit booth contents shall not exceed 8 feet in height without Tacoma Equine Hospital's prior approval. The reservation for a booth does not allow you to place other advertising or promotional materials at other locations in the Exhibit Hall. If materials such as signs, banners, or other promotional items are found outside of your assigned booth space, you will be asked to remove/relocate them.

PHOTOGRAPHY/FILMING

When you attend a Tacoma Equine Hospital event or program, you enter an area where photography, audio, and video recording may occur. By entering the event premises, you consent to photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction to be used for news, web casts, promotional purposes, telecasts, advertising, inclusion on websites, or any other purpose by Tacoma Equine Hospital and its affiliates and representatives. You release Tacoma Equine Hospital, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication of interviews, photographs, computer images, video and/or sound recordings. By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any exhibition, streaming, web casting, televising, or other publication of these materials, regardless of the purpose or sponsoring of such exhibiting, broadcasting, web casting, or other publication irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by Tacoma Equine Hospital or the person or entity designated to do so by Tacoma Equine Hospital asked to remove/relocate them.

INDEMNIFICATION

The exhibitor agrees to defend, indemnify and hold harmless Tacoma Equine Hospital and McGavick Conference Center/Clover Park Technical College from any damage to persons or property caused by or arising from the exhibitor's exhibit or the action of the exhibitor's employees or agents. All exhibitors must insure themselves at their own expense against property loss or damage, and against liability for personal injury. Exhibitor or third party representative shall be fully responsible to pay for any and all damages to property owned by Tacoma Equine Hospital or McGavick Conference Center/Clover Park Technical College, their owners or managers, which results from any act or omission of exhibitor or third party representative. Exhibitor or third party representative agrees to defend, indemnify and hold harmless, Tacoma Equine Hospital and McGavick Conference Center/Clover Park Technical College, and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from their use of the property, including attorney fees and expense. Exhibitor's or third party representative's liability shall include, without limitation, all losses, costs, damages, or expenses arising from or out of or by reason of any accident, property damage, bodily injury or other occurrences to any person or persons or property, including the exhibitor or third party representative, its agents, employees, and business invitees which arise from or out of the exhibitor's or third party representative's occupancy and use of the exhibition premises or any part thereof.

Questions?

Please contact Karen Sonju
(253) 535-6999
Karen@tacomaequine.com