General AABP Tradeshow Information

1. Trade Show Location:

   2019 AABP Tradeshow
   Cervantes Convention Center at America’s Center
   701 Convention Plaza
   St. Louis, MO 63101

   Web: https://explorestlouis.com/meetings-conventions/americas-center/

2. Official Supplier/Decorator:

   George Fern Company
   1147 S. White River Pkwy East Drive
   Indianapolis, IN 46225-1482
   Tel: (317) 635-9606
   Fax: (317) 634-0993
   Representative: Kelly Weldy
   E-mail: kweldy@fernexpo.com

   Services Provided by George Fern Company:
   All services customarily required by exhibitors are available. The Exhibitors’ Service Kit will include order forms or information for:

   ● Information and Shipping Form for Official Carrier, Fern Transportation
   ● Labor
   ● Signs
   ● Hanging Banners
   ● Furniture Rental
   ● Special Cleaning & Porter Services
   ● Electrical
   ● Telephone
   ● Internet Access
   ● Television/ Audiovisual Equipment
   ● Floral
   ● Map to the Loading Docks
   ● Parking Information
   ● Exhibitor Safety and Security Information
   ● Early Placement of Onsite Promotion

After February 1st, the Exhibitor’s Service Kit will be available by direct link from the AABP Exhibitor’s Homepage and will be mailed on request to exhibitors by George Fern Company. Additionally, the Service Kit can be accessed at www.georgefern.com.
3. Badges for Exhibitor Representatives

A badge is required for every exhibitor representative attending the tradeshow. Complimentary badges and lunch vouchers are available to exhibitor representatives who have hotel reservations in the AABP room block. Hotel reservations can be made by going to aabp.org and clicking on the ‘Exhibitors’ menu on the right side of the webpage and then clicking on ‘Conference Housing’. The names of the representatives must be entered by the exhibit contact into the online contract by 5 pm EST on August 22\textsuperscript{nd}. Any names entered after this date, including any exchanges, will be charged the full price of the name badge and no concessions are provided for any exhibitor representatives after August 22\textsuperscript{nd}. The badges will be available at the exhibit registration desk during check-in. For certified CE, including access to clinical forums, exhibitors must register for the conference as an attendee.

**Commercial Exhibitor Badge Fees**
Exhibitors representatives not in the AABP designated room block pay $200 per badge.
Exhibitor representatives who do not submit names in the online contract prior to August 22\textsuperscript{nd} pay $200 per badge.
Exhibitor representatives receive a complimentary name badge who complete the following (note there is no limit to the complimentary badges a company can receive as long as the following is completed for each representative):
- Complimentary name badge for each person who has reserved a room in the AABP block as long as the name of the representative is entered into the vendors website before August 19\textsuperscript{th} at 5 pm EDT. *Please note that in order to receive a complimentary name badge the representatives name MUST be on the reservation and the reservation MUST be completed by August 19\textsuperscript{th} at 5pm EDT.*
- Submit names in the online contract prior to August 22\textsuperscript{nd} at 5 pm EST and DO have a room reserved in the AABP room block are provided a complimentary name badge (no limit).
- Please note: name exchanges at conference cannot be made for complimentary badges. All names submitted after August 22\textsuperscript{nd} at 5 pm EST are charged $200 per badge including exchanges.

**Educational Exhibitor Badge Fees**
Exhibitors representatives not in the AABP designated room block pay $150 per badge.
Exhibitor representatives who do not submit names in the online contract prior to August 22\textsuperscript{nd} pay $150 per badge.
Exhibitor representatives receive a complimentary name badge who complete the following (note there is no limit to the complimentary badges a company can receive as long as the following is completed for each representative):
- Complimentary name badge for each person who has reserved a room in the AABP block as long as the name of the representative is entered into the vendors website before August 19\textsuperscript{th} at 5 pm EDT. *Please note that in order to receive a complimentary name badge the representatives name MUST be on the reservation and the reservation MUST be completed by August 19\textsuperscript{th} at 5pm EDT.*
- Submit names in the online contract prior to August 22\textsuperscript{nd} at 5 pm EST and DO
have a room reserved in the AABP room block are provided a complimentary
name badge (no limit).
• Please note: name exchanges at conference cannot be made for complimentary
badges. All names submitted after August 22nd at 5 pm EST are charged $150
per badge including exchanges.

Exhibitor Name Badges for Commercial and Educational Exhibitors Provides:
• Access to the Exhibit Area; including access to the Reception in the Exhibit Area
  Thursday from 5:30-6:30 pm
• Access to refreshment breaks
• One lunch voucher per person for Thursday and Friday.

4. Mailing Lists

The AABP sells mailing lists of members (approximately 4500 veterinarians) for $1000 USD
for registered exhibiting companies only. Requests for an AABP membership mailing list can
be made by emailing Geni Wren, AABP Communications Specialist at gwren@aabp.org.
Mailing lists are in Excel format and include name and mailing address only and provided as a
one time use only. Sorting of data is the responsibility of the exhibiting company. Pre-
approval of the literature piece to be distributed is required before the mailing list is sent.

Exhibitors may obtain one complimentary mailing list of Annual Conference registrants
which includes the name and mailing address of attendees in the above format. The number of
registrants varies depending on the time of request. It is suggested to not request the mailing
list until after the pre-registration close date. Requests can be made by emailing Dr. K. Fred
Gingrich II at fred@aabp.org.

6. Hotel Accommodations for Exhibitors

Hotel reservations can be made by going to aabp.org and clicking on the ‘Exhibitors’ menu on
the far right side of the webpage and then clicking on ‘Conference Housing’. The AABP
Housing Bureau will open tentatively on May 1st and close on August 29th. Exhibiting
companies are encouraged to stay in the AABP hotel block to minimize financial risk to
AABP. Exhibitors who have a valid reservation in the AABP hotel block receive concessions
on name badges (provided before August 22nd) as well as receive points for each room
reserved (one point for each room for the conference regardless NOT the number of room
ights).

Companies who wish to reserve a housing block of 10 or more rooms, must work directly with
the hotel. The AABP strongly recommends these companies discuss the room block with our
meeting management partner, Experient. Hotel assignments of 5 or more rooms will be required.