



# 2022 Sponsorship and Exhibition Opportunities

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre

# Together Tomorrow

Scientific Program: 23-26 May

Exhibition: 22-26 May

Group Workshops: 27 May

**Book online today**

[ava.com.au](http://ava.com.au)

**AVA**





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# AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
22-27 May 2022

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## Welcome

The 2022 AVA Annual Conference will be held at the Gold Coast Convention and Exhibition Centre, 22-27 May. It is the largest veterinary conference in the Region, rotating around Australia's capital cities, it attracts an average 1200 veterinary professionals including over 730 paid delegates on any given day and 110 exhibitors.

The AVA Annual Conference puts you in touch with the veterinary professionals and decision makers. We offer an array of sponsorship, exhibition and promotional opportunities at various levels and will work with you to create a package that fits your needs and budget.

This year the scientific committee is creating a formidable conference program which will offer an extensive range of both international keynote speakers and the very best of local talent. The conference will have 8 streams across 4 days, roundtables, workshops, group social events and a glittering Gala Dinner on Thursday 26 May. The Gold Coast offers an excellent venue with unlimited opportunities for you to mix

with customers, make new contacts and socialise with the veterinary profession in a collegial and relaxed atmosphere during the main conference and at the many tailored social events, happy hours and dinners.

Our delegates tell us they learn from the exhibitors about the newest products and innovations from the companies that are contributing to the advancement of the profession and it is a very important part of the overall reason why they come.

The exhibition has sold out for the past 5 years and our exhibitors tell us not only do they meet their objectives, but it also provides an opportunity to engage with clients and to better understand the current demands of the veterinary industry.

Sponsorship and exhibition opportunities are now open and delegate registration opens in February 2022.

Hope to see you in the Gold Coast in 2022, 22-27 May!

**Dr Sue Beetson, AVA Annual Conference Convenor**

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
22-27 May 2022

### About the Australian Veterinary Association (AVA)

The AVA is the peak national body representing the Australian veterinary profession, delivering a range of services and benefits to over 8500 members.

For 100 years, we've represented Australian veterinarians nationwide. Providing our members with access to continuing professional development (CPD) of the highest calibre on the latest scientific thinking is a key focus of the AVA. Our CPD program planning begins up to two years in advance to ensure it includes veterinary science and business training that is interesting, relevant and accessible, so that we maintain a highly skilled veterinary workforce. Looking ahead we will embrace new technologies to proactively assist our members with more flexible and appropriate learning outcomes.

[www.ava.com.au](http://www.ava.com.au)



# AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
22-27 May 2022

## About the conference

### Sunday 22 May 2022

6.00pm-8.00pm Welcome Reception and Exhibition opening

### Monday 23 May - Wednesday 25 May 2022

Scientific Program - 8.00am-6.00pm

Exhibition and Happy Hour - 6.00pm-7.00pm

### Thursday 26 May 2022

Scientific Program - 8.00pm-6.00pm

Exhibition Closes - 2.00pm

Gala Dinner - 7.00pm-midnight

### Friday 27 May 2022 - Group Workshops

## Location

A sun-kissed city by the sea, Australia's Gold Coast is a place defined by an unmistakable energy - a metropolitan region south of Brisbane on Australia's east coast. It's famed for its long sandy beaches, surfing spots and elaborate system of inland canals and waterways and 300 days of sunshine. It's also home to theme parks such as Dreamworld, Sea World and Wet'n'Wild. Inland, hiking trails crisscross Lamington National Park's mountain ridges and valleys, home to rare birds and rainforest. Start your day with a jog along the beach or a yoga session. Getting there couldn't be easier with access via two major international airports (Brisbane and Gold Coast) and specially negotiated accommodation rates.

The Gold Coast Convention and Exhibition Centre will be home to the 2022 AVA Annual Conference and was recently awarded the 2018 EarthCheck Platinum Certification - the first Convention Centre in the world to achieve the accolade for their environmental management program. It has state of the art facilities and is right across the road from metropolitan Broadbeach.



Visit: [www.destinationgoldcoast.com](http://www.destinationgoldcoast.com)



## Top reasons to sponsor and exhibit

Speaking face to face at a trade show with your customers and prospects is an irreplaceable experience.



### Do more business and save time and money

Actively network with over 800 veterinary professionals. Have your first discussion with new prospects face-to-face all under one roof.



### Elevate your brand

Multiple opportunities exist before, during and after the event.



### Be top of mind

Showcase your products and solutions to an eager audience and remain top of mind.



### Reach a cross section of the veterinary profession

Eight streams across 18 disciplines guarantees you access to mixed practitioners, practice owners, academics and graduates.



### Show your industry involvement

Be seen as a partner who's actively engaged in understanding the issues your clients and prospects face.



### Networking and social

Find new ideas, potential clients and expand your target audience and identify new market opportunities.



### Marketing toolkit

We provide you with a toolkit to market your presence at the show which complements our own strategic marketing and promotional campaigns.





# AVA Annual Conference

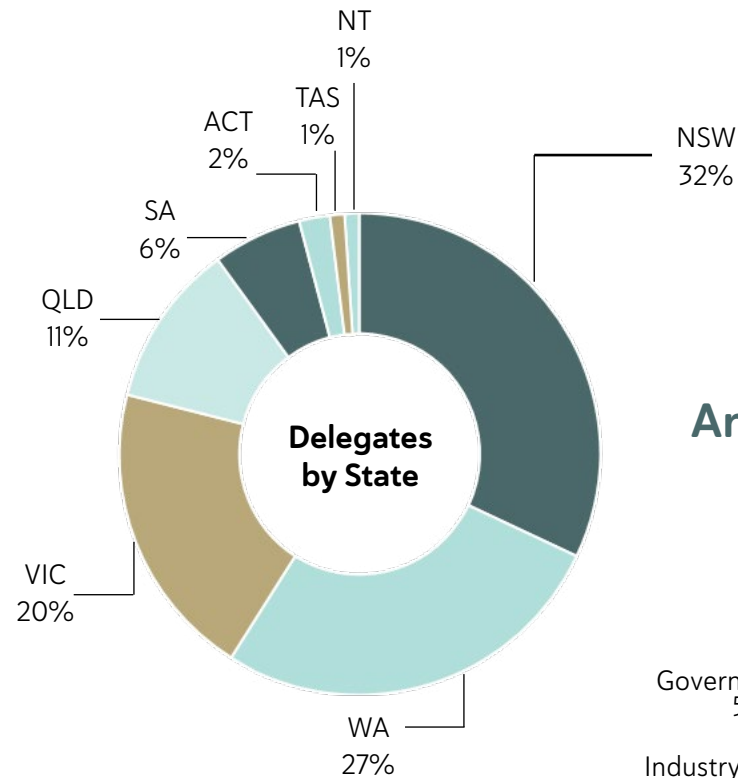
Gold Coast Convention and Exhibition Centre  
22-27 May 2022

## Your audience

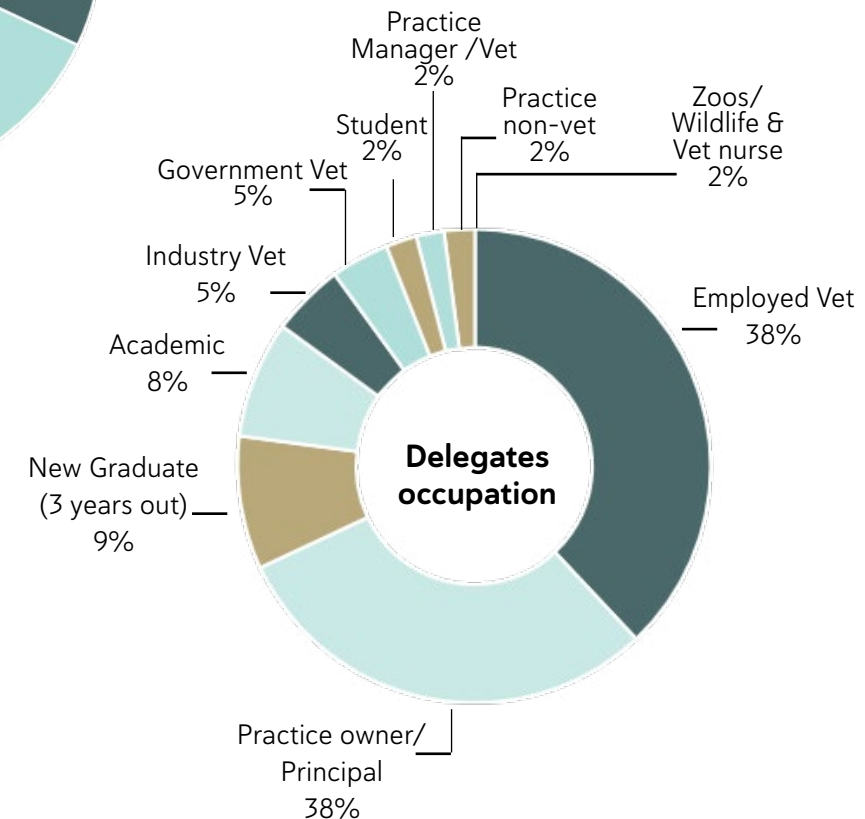
Over 730 veterinarian professionals from Australia, New Zealand and internationally representing 15 special interest groups.

The conference brings together the following topics and AVA groups.

Behaviour	Integrative
Business	Public Health
Cattle	Recent Graduates
Climate	Sheep, Camelid & Goats
Conservation Biology	Small Animal
Dental	Vets in the Community
Education	Welfare
Equine	Wellness
Industry	



## AVA Annual Conference





## Conference and Exhibition Marketing and Promotion

The AVA has thousands of member and non-member veterinary contacts from Australia, New Zealand and Asia Pacific providing an excellent opportunity to promote your organisation and/or products and services to your target audience of existing and potential new customers.

### Direct mail

AVA members receive a copy of the registration brochure.

### e-marketing

Regular email blasts promoting the conference in various email communications gives you direct access to approximately 10,000 veterinarians and veterinary industry partners. It is the most widely-read industry publication, achieving a 34.2% open rate each month. Plus, there is a dedicated conference e-news and includes medallion partners news stories.

### Social media

Campaigns with targeted user generated content messages throughout the event cycle.

### Advertising

AVA's publications include ASAV Companion, the Australian Equine Veterinarian, The Australian Cattle Vets Publications and our flagship Australian Veterinary Digest which is distributed to all AVA members. Advertising also extends to industry publications and other special interest groups and external publications, providing you with excellent opportunities to extend your market reach.

### Website

Promotion via [www.ava.com.au](http://www.ava.com.au) and [www.ava.com.au/ava-annual-conference](http://www.ava.com.au/ava-annual-conference) which is the dedicated conference website and lists the sponsors and trade attending with direct links to your website or promotion.

### Promotion

Target special interest group meetings and events.

### Media releases

Articles distributed to key media and industry related journals.

### Mobile app

Delegates will stay connected to the Conference through our dedicated mobile app, which also provides your brand with an added online presence throughout the event.

### Conference handbook

All delegates will receive a copy of the conference handbook in their conference bag - a resource which delegates will continue to refer to throughout the event. All sponsors and exhibitors are given the opportunity to provide information about their company which includes their representative's, contact details and a description of their products and services.

### Marketing toolkit

To help you promote your presence and brand at the conference, we equip you with a marketing toolkit that includes advertisements, banners, flyers and logos together with practical tips and tricks for maximising your investment and reaching your target group.



## Opportunities snapshot

Gold partner	\$37,500
Silver partner	\$27,500
Bronze sponsor	\$16,500
3m x 3m (9sqm) stand	\$6,990
2m x 2m (4sqm) stand	\$3,990
Scientific session sponsorship - POA	\$-
Breakfast sessions	\$6,990
Chillout lounge	\$6,990
Product Gallery	\$1,995
Morning Yoga session (per day)	\$995
Speakers Lounge	\$2,490
Welcome and exhibition opening	\$3,990
Catering - day	\$3,990
Happy Hour	\$3,990
Gala Dinner (2 opportunities)	\$9,990
Exhibition Floor Tiles	\$490
Mobile App supporter	\$6,990
Notepads and pens	\$1,990
Noticeboard 5 minute slot	\$1,990

## Partnership opportunities

Maximise your visibility for your target markets by becoming a conference partner. Our marketing will ensure that your support and profile is raised with the 8500 AVA members and the profession.

You can choose one of our medallion partnership opportunities or talk to us about a tailored package to suit your needs. An early commitment will mean a greater exposure and a greater return on your investment.

### \*\*\* AVA sponsor partner points\*\*\*

We value the support of our partners and by investing in a medallion partnership package, you will be awarded points that will contribute to stand allocation preference for the AVA Annual Conference for the next three years. Points accumulated prior to 2020 will be carried over along with loyalty recognition.

## Floorplan

The final floor plan will be released in late January and exhibitors and sponsors who have booked and paid deposits will be contacted once sponsor allocation has been finalised.

Benefits	Platinum	Gold	Silver	Bronze
Stand or floor space	36sqm	36sqm	18 sqm	9 sqm
Full conference registrations	10	6	4	2
Advertorial in conference news	2	2	1	1
Handbook advertisement	1 x full page	1 x full page	1 x 1/2 page	1 x 1/4 page
Gala Dinner	10	6	4	2

For tailored packages please contact Kandy Musgrave, National Events Manager:  
email: [eventsmanager@ava.com.au](mailto:eventsmanager@ava.com.au) or call + 61 (02) 9431 5051.





## Medallion partnership packages

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
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### Platinum partnerships

#### Only one opportunity - *Price on application*

- Acknowledgment as a Platinum sponsor.
- Entitlement to use the phrase “Platinum partner of the AVA Annual Conference”
- 36 square metres of exhibition space in the industry exhibition - either stand, or floor space only.
- Preferential treatment regarding allocation of exhibition space within the exhibition.
- 1 scientific stream sponsorship of your choice.
- 1 full page colour advertisement in the Conference Handbook.
- 2 advertorials in conference news.
- 1 slot in the electronic noticeboard queue.
- Website package including placement of your logo on the conference website homepage.
- Listing in the online trade directory.
- Acknowledgment on selected printed matter leading up to and during the conference.
- Inclusion of your company logo on conference signage, including your logo in a prominent position on the sponsors’ board during the conference.
- 10 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the Gala Dinner.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional material.
- Entry into free passport competition



### Gold partnership

#### Limited opportunities \$37,500 (incl. GST)

- Acknowledgment as a Gold sponsor.
- Entitlement to use the phrase “Gold partner of the AVA Annual Conference”
- 36 square metres of exhibition space in the industry exhibition - either stand or floor space only.
- Preferential treatment regarding allocation of exhibition space within the exhibition.
- 6 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the Gala Dinner.
- Website package including placement of your logo on the conference website homepage.
- Listing in the online trade directory.
- 2 advertorials in conference news.
- 1 full page colour advertisement in the Conference Handbook.
- Acknowledgment on selected printed material leading up to and during the conference.
- Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.
- Entry into free passport competition





## Silver partnership

Limited opportunities \$27,500 (incl. GST)

- Acknowledgment as a Silver sponsor.
- Entitlement to use the phrase “Silver partner of the AVA Annual Conference”
- 18 square metres of exhibition space in the industry exhibition - either stand or floor space only.
- Preferential treatment regarding allocation of exhibition space within the exhibition.
- 4 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the Gala Dinner.
- Website package including placement of your logo on the conference website homepage
- Listing in the online trade directory.
- 1 advertorial in conference news.
- 1 half page colour advertisement in the Conference Handbook.
- Acknowledgment on selected printed material leading up to and during the conference including the registration brochure and Conference Handbook.
- Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.
- Entry into free passport competition



## Bronze partnership

Limited opportunities \$16,500 (incl. GST)

- Acknowledgment as a Bronze sponsor.
- Entitlement to use the phrase “Bronze partner of the AVA Annual Conference”
- 9 square metres of exhibition space in the industry exhibition - either stand or floor space only.
- Preferential treatment regarding allocation of exhibition space within the exhibition.
- 2 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the Gala Dinner.
- Website package including placement of your logo on the conference website homepage and a free listing in the online trade directory.
- 1 advertorial in conference news.
- 1 quarter page colour advertisement in the Conference Handbook
- Acknowledgment on selected printed material leading up to and during the conference.
- Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.
- Entry into free passport com



## Book online today

Exhibiting at the AVA Annual Conference gives you an excellent opportunity to engage face-to-face with your target market, demonstrate your products and services, establish a rapport and build relationships, all while raising your organisation's profile.

To ensure you have the maximum exposure to delegates, the following steps have been taken:

- Reduced entry fee to the exhibition (9.30am-5.30pm) to drive non-delegates to visit the exhibition.
- Refreshment breaks including morning tea, lunch and afternoon tea, will be served in the industry exhibition area.
- Happy hour drinks will be held in the exhibition area after close of sessions on Monday, Tuesday and Wednesday.
- Acknowledgment on selected printed material leading up to and during the conference, including the trade directory on the conference website, Conference Handbook and mobile app.



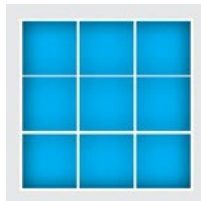


## Exhibition Opportunities

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
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### Exhibition-only packages



**3 m x 3 m (9 square metres) stand**  
**\$6,990 (incl. 10% GST) per stand**

- 2.5 m high white octonorm
- Charcoal colour carpeted floor.
- White corflute sign with vinyl lettering. Row booths have 1 fascia sign, corner booths have 2 fascia signs.
- 2 x LED adjustable spotlights installed behind the fascia.
- 1 x 4 amp power point.
- 2 exhibitor registrations including scientific sessions.

- Free entry in passport competition.
- Daily catering.
- Happy hour drinks.
- 2 x Gala Dinner tickets (exhibitors must book tickets for this event).
- Inclusion in the website trade directory and smartphone app.
- Inclusion in the conference handbook.



**2 m x 2 m (4 square metres) stand**  
There is a limit of one stand per exhibitor for these stands.  
**\$3,990 (incl. 10% GST) per stand**

- 2.5 m high White Octonorm walls
- Charcoal colour carpet floor.
- White corflute with vinyl lettering. Row booths have 1 fascia sign, corner booths have 2 fascia signs.
- 1 LED adjustable spotlights installed behind the fascia.
- 1 x 4 amp power point.
- 1 exhibitor registration including scientific sessions.

- Free entry in passport competition.
- Daily catering.
- Happy hour drinks.
- 1 x Gala Dinner ticket (exhibitors must book tickets for this event).
- Inclusion in the website trade directory and smartphone app.
- Inclusion in the Conference Handbook.



## Exhibition Opportunities

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
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### Creative sponsorship opportunities - beyond your stand

Designed with flexibility in mind to help you achieve your specific objectives at the Annual Conference and to help you think outside your stand and increase your visibility. Preference is given to medallion sponsors and current exhibitors.



#### **\$995 per day (incl. 10% GST). 4 opportunities**

Promote health and wellness across the profession by being the sponsor of the morning yoga session - 6.45am-7.45am - Monday to Thursday.

You can get creative and offer delegates branded Yoga Mats, include a Berroca station, free water bottle giveaway.

Sponsor pays for Yoga instructor.

### Scientific session sponsorship - Price on application

#### Limited opportunities

*The scientific program will be released in December.*

#### Benefits:

- Signage at the entrance to the session and inside the session room (signage to be supplied by the sponsor)
- Acknowledgment by the session chairperson
- Logo on opening and closing session slide
- Opportunity to display promotional material inside the session stream room
- Opportunity for sponsor representative to attend sessions and welcome delegates as they enter the session
- Acknowledgment on selected printed material leading up to and during the conference
- Website package including placement of your logo on the conference website and a listing in the online trade directory
- Company logo on the conference handbook
- Opportunity to hand out 1 brochure as delegates enter the stream
- Conference logo for use on your promotional materials





## Exhibition Opportunities

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
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### Breakfast sessions

Two opportunities (Wednesday or Thursday) \$6,990 (incl. 10% GST)

**Sponsors and exhibitors only.**

**(Sponsor pays catering, venue hire and audio-visual costs)**

Popular with delegates, the breakfast sessions provide sponsors with the opportunity to showcase their industry experts and create your own session.

180 recommended capacity.

### ‘Chill out’ lounges

4 opportunities - 36 square metres extra space to showcase your brand.

Existing exhibitors - \$6,990 (incl. 10% GST) per lounge

**Non-exhibitors - Price on application**

Delight delegates with a place to network and chill out in the exhibition in the ‘Games Lounge’, the ‘Winning Post’ or ‘Cattle Capers’ or insert your brand name and come up with your own theme, games and fun things to do.

A great way to extend your brand past your stand and provide fun and interaction for delegates.

The sponsor is responsible for furniture and theming. Height restrictions of 1.2 metres.







## Exhibition Opportunities

## AVA Annual Conference

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### New product gallery

**Limited opportunities**  
**\$1,995 (incl. 10% GST)**

Get noticed. Do you have a new product or service to launch? Then promote it on the new product gallery and direct delegates to your stand to find out more. The gallery will be displayed at the entry to the exhibition.

Exhibitor supplies artwork.



### Official Speakers' Lounge

**One opportunity \$2,490 (incl. 10% GST)**

Become the host of the Official Speakers' Lounge which will welcome over 130 speakers. The lounge includes catering and work stations. Branded with your logo and promotional material, the lounge will be the exclusive networking spot for speakers before and after they go on stage.

Benefits include:

Opportunity to add branded stationary and promotional material in the room.

- Sponsors logo on signage and in the room
- Sponsor's logo with hyperlink on the conference website.
- Opportunity to display sponsor's logo on screensavers at each workstation.

### Welcome reception and exhibition opening

**One opportunity \$3,990 (incl. 10% GST)**

The welcome reception and exhibition opening will be on Sunday 22 May 2022, 6.00pm-8.00pm.

- Naming rights to the welcome reception.
- Acknowledgment by the AVA National President.
- Opportunity to display signage at the entrance to the exhibition hall and around the catering stations. Signage must not block or cover other exhibitors' displays or signage.
- Logo and sponsors messages displayed on television monitors during the welcome reception.
- Opportunity to upgrade food and beverage package, at sponsor's cost.
- Opportunity for theming or to provide entertainment during the welcome reception, at sponsor's cost.
- Opportunity for appropriately qualified representative to address the audience during the welcome reception for a maximum of 3 minutes.
- Acknowledgment on selected printed material leading up to and during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.



## Exhibition Opportunities

## AVA Annual Conference

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### Conference catering

Daily catering - morning tea, lunch, afternoon tea  
\$3,990 (incl. 10% GST) per day - Monday-Thursday

Happy Hours - \$3,990 (excl. 10% GST) per happy hour  
Monday-Wednesday

Catering is included and is served in the exhibition area.

- Naming rights to the nominated catering day/happy hour function.
- Opportunity to display signage at the entrance to the exhibition hall and around the catering stations. Signage must not block or cover other exhibitors' displays or signage.
- Logo and sponsor's messages displayed on television monitors during the happy hour.
- Opportunity to upgrade food and beverage package, at sponsor's cost.
- Opportunity for theming or to provide entertainment during happy hour, at sponsor's cost.
- Opportunity for appropriately qualified representative to address the audience during the happy hour for a maximum of 3 minutes.
- Acknowledgment on selected printed material leading up to and during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.

### Gala Dinner

One opportunity \$9,900 (incl. 10% GST)-  
2 opportunities or exclusive for \$18,500

Join us at Gala Dinner which will be held on the Thursday evening of the conference, attended by over 400 guests.

- Naming rights to Gala Dinner.
- Opportunity to display signage throughout the venue.
- Opportunity to have input into theming and entertainment.
- Option of wait staff to wear aprons with the sponsor logo (provided by sponsor).
- 2 complimentary Gala Dinner tickets.
- Opportunity to have dedicated sponsor VIP area.
- Opportunity to give guests a gift.
- Opportunity for appropriately qualified representative to address the audience during the night for a maximum of 3 minutes.
- Conference logo for use on your promotional materials.

### Exhibition floor tiles

**\$490 (incl. 10% GST) each per square metre**

Direct delegates to your stand or promote your marketing message on a customised floor tile. Placement to be determined.



## Advertising opportunities

### Mobile app supporter

**\$6,990 (incl. 10% GST)**

The Mobile application enables participants to access all conference related information and functions, such as scientific program, speaker's bios, exhibitors and social functions.

Support will be recognised on the home screen with "Supported by..." and a company logo.

Sponsor's logo with hyperlink to AVA Annual Conference dedicated website.



## AVA Annual Conference

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### Notepads and pens

**Limited opportunities \$1,990 (Incl. 10% GST)**

**(Sponsor pays production cost)**

Branding delegate accessories such as a notepad, pen or water bottle with your company logo ensures ongoing promotion of your brand as delegates will keep and continue to use these items after the conference. Items can either be sourced by the sponsoring company or by the AVA.

The style and design are to be approved by the AVA prior to production.





## Advertising opportunities

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
22-27 May 2022

### Advertising

Advertising	Size	Exhibitor (incl. 10% GST)	Non-exhibitor (incl. 10% GST)
Conference Handbook	Full page colour	\$1,990	\$3,980
Conference Handbook	Half page colour	\$1,250	\$2,500
Conference Handbook	Quarter page colour	\$990	\$1,980
Noticeboard 5 minute slot.		\$1,990	

### Conference Handbook

The Conference Handbook is given to each delegate and has become a keepsake and useful resource long after the conference has finished. The conference app will also be available.

### Tradeshaw directory

The conference website attracts an average of average of 17,898 unique users per month with 76% from Australia, 10% from the USA and the remainder from across other parts of the globe.

### Electronic noticeboard

Highlight your special offer or new products in one of 10 rotating 5-minute slots on a 140 cm LCD screen right in the field of vision as delegates enter the exhibition. You can choose from a static message or a 5-minute video. It's a perfect complement to the professional spruiker if you want to promote a special giveaway or new product.



### Working towards a sustainable conference

In 2023 we work towards phasing out the conference satchel/bag. Our first step is we are no longer accepting paper satchel inserts from our conference partners and exhibitors. We understand that our conference partners and exhibitors may wish to gift delegates instead. Although we don't want to discourage companies from including their corporate promotional items, we do encourage that they consider providing an item with is either sustainable and/or biodegradable.

## Book online today



## Conditions of sponsorship and exhibition

The size and location of all logos included in conference collateral, on the conference website or conference signage will be at the discretion of the Conference Secretariat and will reflect the level of commercial support given.

There is to be no sale or promotion of products or services that conflict with AVA policy. Nor is there to be sale or promotion of any unregistered products unless an application for registration has been lodged with the APVMA and it is stated on the promotional material that the product is not registered, and an application has been lodged. The conference organisers have the right to remove any products from display that they feel are inappropriate without penalty. To view the current AVA policies, visit [www.ava.com.au](http://www.ava.com.au).

### Policies

Support AVA in removing breeds with exaggerated features from advertising, including brachycephalic breeds.

The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals. The exaggerated features of concern include brachycephaly (flat faces), chondrodystrophy (dwarfism) and excessive skin folds.

Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary

Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'.

We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved.

The dog breeds governed by this policy are:

- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels
- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

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Note that exceptions are made where an image or presentation is intended to raise awareness of the health or welfare problems associated with the breed.

If you need more information please contact Melanie Latter, [melanie.latter@ava.com.au](mailto:melanie.latter@ava.com.au). You can also visit [www.loveisblind.org.au](http://www.loveisblind.org.au) to learn more.

We believe this is great opportunity for the AVA and our valued industry partners to demonstrate a partnership that promotes healthy dogs and contributes to a positive animal welfare outcome.

[Read the AVA policy.](#)

[Watch the video](#)







# Conditions of sponsorship and exhibition

## AVA Annual Conference

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### Competing Products and Services - Clause 41

The AVA reserves the right to refuse to enter into a contract, or to restrict the activity of a sponsor, exhibitor or advertiser, when in the view of the AVA the product, exhibits, images or advertising content will:

- Not comply with AVA policies and values.
- Not comply with the relevant Australian Standards or legislation
- Contravene contractual relationships with commercial partners that we are legally bound to including Credit card providers, Health/Professional Indemnity, Business Insurance and On-Line Vet Bookings
- Directly promote membership of a competing veterinary membership association to AVA members and potential members.

### Privacy Policy

The Australian Veterinary Association Ltd (AVA) supports good privacy practice, and aims to manage personal information in an open and transparent way. Our policy sets out how the AVA aims to comply with the Privacy Act 1998 (Act) and the Australian Privacy Principles (APP's) which came into force on 12 March 2014. View AVA Privacy Policy or visit [www.ava.com.au/privacy-policy](http://www.ava.com.au/privacy-policy).

The AVA takes photos of this event. By attending you give AVA permission to use images taken at the conference, as well as any written comments on our evaluation forms in our communications.

### Money matters

#### Conditions of sponsorship payment

A deposit of 50% of the total amount payable will be required 14 days from booking online and to secure your sponsorship package preference. The outstanding balance must be received no later than 18 February 2022. Full payment will be required for bookings after this date.

#### Payment methods

1. Tax invoice - an invoice will be raised for payment.
2. Direct bank transfer - please contact the Conference Secretariat for bank account details.
3. Company cheque.
4. Credit card - Visa and MasterCard accepted.

#### Cancellation

1. Requests for cancellations must be submitted in writing to [events@ava.com.au](mailto:events@ava.com.au).
2. If cancellation is accepted, 50% of the contracted cost to exhibit will be retained.
3. If cancellation occurs within two (2) months of the commencement of the exhibition, 100% of the contracted cost to exhibit will be retained.
4. See the Terms and conditions for more information.





# Conditions of sponsorship and exhibition

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
22-27 May 2022

### Conditions of exhibition payment

A deposit of 50% of the total amount payable will be due 14 days after booking online. The outstanding balance must be received no later than 18 February 2022. Full payment will be required for bookings after this date.

### International Exhibitors

International exhibitors are required to pay the total amount at time of booking.

### Booking and Stand Allocation Process

Bookings are to be submitted via the online booking form TBA. Applications for exhibition space will be allocated in the following order:

1. AVA corporate supporters/industry partners who are sponsoring the conference.
2. AVA corporate supporters.
3. Companies wishing to sponsor the conference.
4. Companies with loyalty points or have exhibited at three or more consecutive AVA Annual Conferences.

5. Companies that have not exhibited for 3 consecutive years.
6. Stands allocation will commence in February and companies that have not paid their deposit will not receive their stand allocation until payment is received.

Please complete the online booking form specifying your preferred sponsorship items and return it to the AVA on the relevant date, as specified above. Upon receipt of your application form, you will be issued with a written letter of confirmation stating your sponsorship entitlements.

Please forward evidence of your public liability coverage to the Conference Secretariat with the balance of monies owed no later than 18 February 2022. If not received, the Conference Secretariat will charge the exhibitor an additional fee for this coverage.

To see if your company is on the loyalty list visit TBA.

## How to book

### Sponsorship

Kandy Musgrave,  
events@ava.com.au  
or call + 61 2 9431 5051

## Book online today



## Exhibition Information

## AVA Annual Conference

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All delegate meals will be served the Exhibition area - Halls 1 and 2 on the ground floor.

### Bump in and out information

Industry exhibition, Sunday 22 May - Thursday 26 May 2022

Set up exhibition	Saturday 21 May	6.00am-11.59pm	Exponet
Move In	Saturday 21 May	10.00am	Custom stand builders only
	Sunday 22 May	10.00am-5.00pm	Exhibitor bump in
Exhibition opening hours	Sunday 22 May	6.00pm-8.00pm	Welcome reception and exhibition opening
	Monday 23 May	9.30am-7.00pm	Exhibitor access - 9.00am
	Tuesday 24 May	9.30am-7.00pm	Exhibitor access - 9.00am
	Wednesday 25 May	9.30am-7.00pm	Exhibitor access - 9.00am
	Thursday 26 May	9.30am-2.00pm	Exhibitor access - 9.00am
Dismantling/ Move Out	Thursday 26 May	2.00pm	Exhibitor Bump Out
	Thursday 26 May	3.00pm-11.59pm	Stand dismantling

\*\* These timings are subject to change

### Passport competition

The passport competition drives delegates to your stand. Delegates will receive a passport in the conference bag and are encouraged to visit as many trade stands as possible to get them stamped to win exhibitor prizes. You can still enter the competition and not provide a prize but we recommend you do.

### Custom stands

Requests for custom stand (space only) should be made at the time of booking.

Exponet, the exhibition contractor can assist with custom stand design. Should you wish to use your own custom stand designer please ensure you let us know. All custom stands must be approved by the AVA before they go into production and must comply with AVA policy.

### Furniture and equipment

Exponet will be in contact with you once your booking has been confirmed.

### Additional exhibitor registrations

Additional daily and weekly exhibitor registrations will be available.



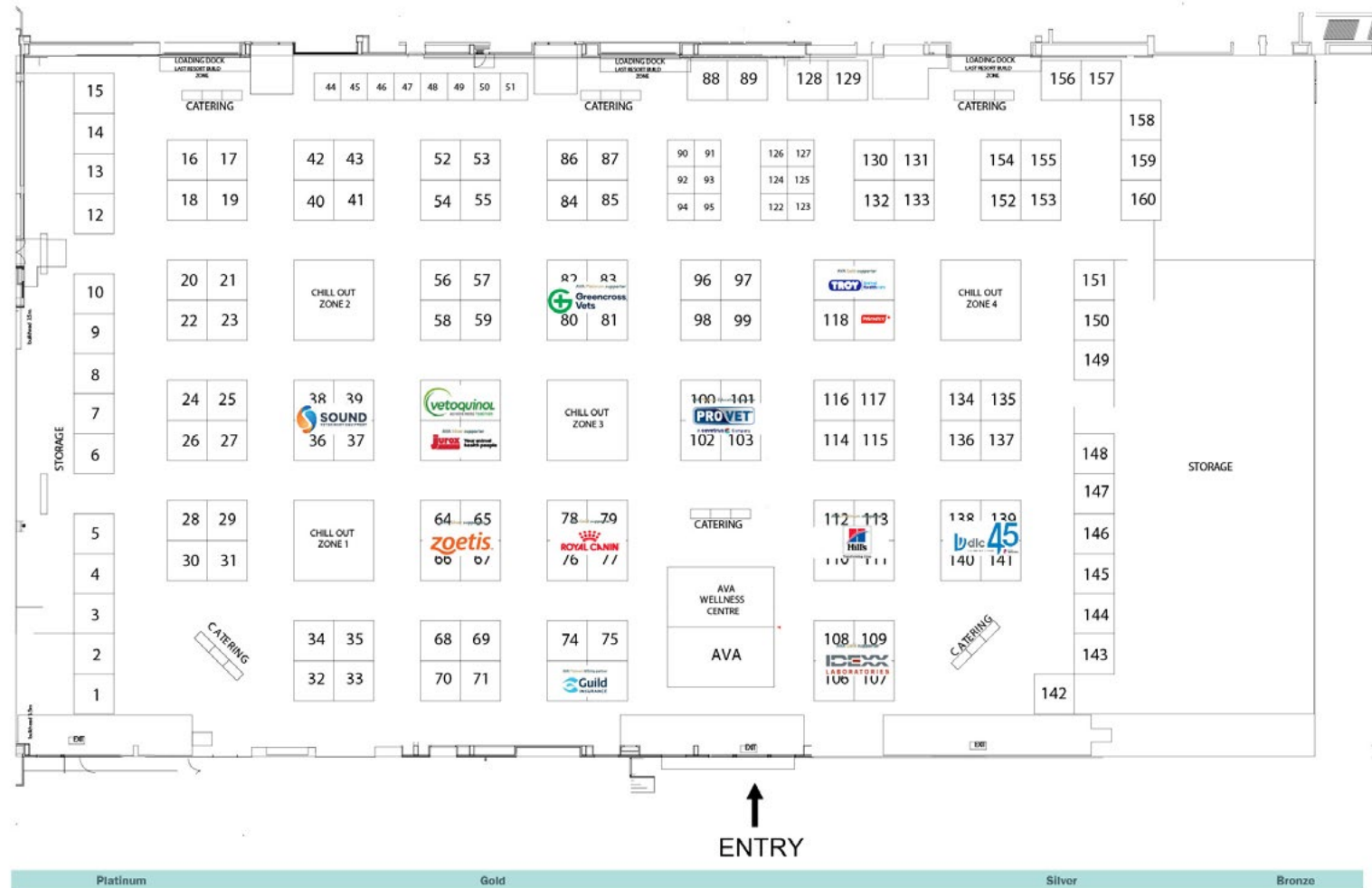
# Exhibition Information

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
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### DRAFT Exhibition Floorplan Subject to approval

The floorplan is correct at the time of printing; however, the organisers retain the right to alter the layout if necessary and these changes may occur without notice.



PROVET

covetrus

dlc 45

Greencross Vets

Hill's

IDEXX LABORATORIES

ROYAL CANIN

SOUND

zoetis

Jurox

TROY

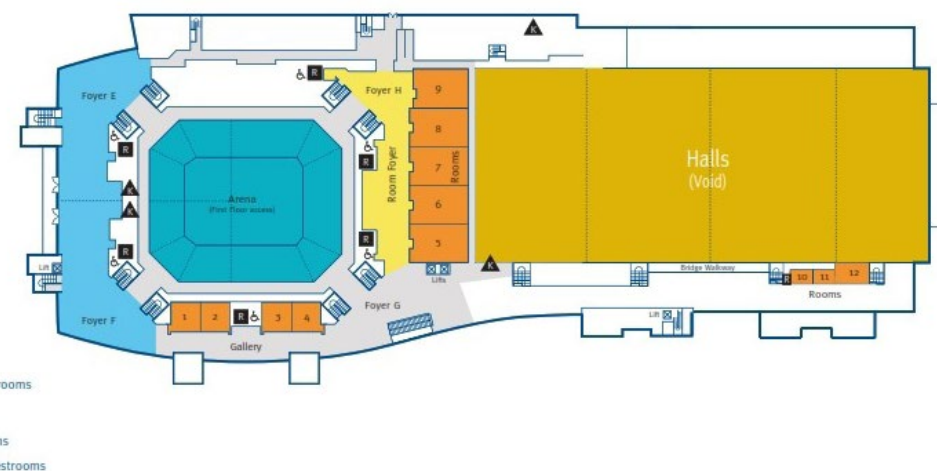
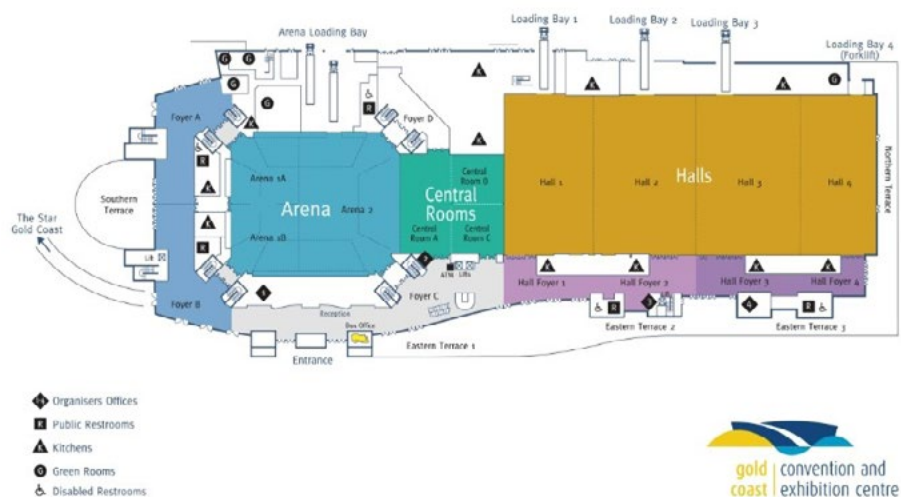
Vetoquinol

Primevoo

## Venue Floorplan

The Exhibition will be held in Halls 1-3. See floorplan at <https://www.gccec.com.au/floor-plans.html>

Gold Coast Convention and Exhibition Centre  
Ground Floor





## Exhibition Information

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
22-27 May 2022

### Key contacts



#### Conference Secretariat

**Kandy Musgrave**

National Events Manager  
Australian Veterinary Association Ltd.  
Unit 40, 6 Herbert Street  
St Leonards NSW 2065

T. +61 (02) 9431 5051

F. +61 (02) 02 9437 9068

E. [events@ava.com.au](mailto:events@ava.com.au)

Website: [ava.com.au/ava-annual-conference/](http://ava.com.au/ava-annual-conference/)

ABN: 63 008 522 852

#### AVA Conference Exhibition Coordinator

**Victoria Wood**

Events Coordinator

T: + 61 (02) 9431 5065

E: [events@ava.com.au](mailto:events@ava.com.au)



#### Gold Coast Convention and Exhibition Centre

Gold Coast Convention and Exhibition Centre,  
2684-2690 Gold Coast Hwy, Broadbeach QLD 4218

T: +61 (07) 5504 4000



#### Exponet

Exponet has been appointed as the Exhibition Builder, Furniture and Signage supplier for the AVA Annual Conference. Their custom displays division can assist you in the design, manufacture and installation of all custom built displays and exhibits.

Exhibitor Services Department

T: + 61 (02) 9645 7070

F: + 61 (02) 9645 5300

E: [esd@exponet.com.au](mailto:esd@exponet.com.au)



# Terms & Conditions

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
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### The Contract

1. "Organiser" means The Australian Veterinary Association Ltd (ABN 63 008 522 852).
2. "Exhibitor" means the person, company or other legal entity identified as such in the Booking Form and its employees and agents.
3. A contract is formed between the Organiser and the Exhibitor when the Organiser accepts the Booking Form by issuing a written letter of confirmation to the Exhibitor. The Booking Form together with these Terms and Conditions constitute the "Contract" between the Organiser and the Exhibitor and any additional terms and conditions in any documentation or purchase order provided by the Exhibitor will not form part of the Contract or be binding on the Organiser.
4. The Organiser may terminate the contract by notice in writing to the Exhibitor if the agreed deposit (as provided for in the Booking Form) is not received within 28 days of lodging the Booking Form. Additionally, the Organiser reserves the right to terminate the contract by notice in writing to the Exhibitor within 28 days of receipt of the Booking Form without penalty and will return any deposit received. Termination shall be effective on the termination date specified in the termination notice, or if no date is specified, then on the date of the termination notice.
5. The Organiser is not bound to accept any Booking Form and no binding contract is formed between the Exhibitor and the Organiser until the Organiser accepts the Booking Form in accordance with clause 3.

### Obligations and rights of the Organiser

6. Any decision of the Organiser is final and no negotiation will be entered into on any question not covered in this contract.
7. The Organiser agrees to hold the exhibition however, it reserves the right (without penalty or liability):
  - (a) to postpone the exhibition from the set dates and to hold

the exhibition on other dates as near to the original dates as possible;

- (b) to shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open to visitors;
  - (c) to amend or alter the location of the exhibition; and
  - (d) to change the exhibition floor layout.
8. The Organiser will only exercise the rights in clause 7 if it is reasonably necessary to protect the legitimate business interests of the Organiser or to enable the Organiser to fulfil its legal obligations to third parties (including but not limited to, obligations to the lessor or manager of the venue at which the exhibition is to be held or to other exhibitors, sponsors or attendees) or in response to a Force Majeure Event. The Exhibitor undertakes to agree to any alterations made in exercise of the rights in clause 7.
  9. The Organiser agrees to promote the exhibition to maximise participation. The Organiser does not however make any warranty that the venue of the exhibition or its facilities and equipment will be adequate or fit for display purposes or for any other intended use.
  10. Subject to clause 7, the Organiser will use reasonable endeavours to allocate the Exhibitor an exhibition space as close as possible to their desired location.
  11. The Organiser is responsible for the control of the exhibition area.
  12. The Organiser agrees to provide the Exhibitor with an Exhibitor Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor. The Exhibitor must comply with all requirements of the Exhibitor Manual. A failure to comply with the Exhibitor Manual shall be deemed to constitute a breach of this Contract.
  13. The Organiser has the right to take such action as is necessary (including such action as may be contemplated in the Exhibitor Manual) to ensure that all laws in connection with the exhibition

are complied with, to prevent damage to person/people or property and to maximise the commercial success of the exhibition.

14. The Organiser may refuse without limitation to permit activity within the exhibition or may require the cessation of particular activities at their discretion.
15. The Organiser reserves the right to specify heights of walls and coverings for display areas.
16. The Organiser reserves the right to review the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition. Should this review indicate that, in the absolute discretion of the Organiser, the item is offensive or conflicts with the Organiser's policy the Organiser shall provide the Exhibitor with a verbal or written request to immediately remove the item from distribution at the exhibition. Failure to comply with this request shall constitute a breach of this Contract.
17. The Organiser may determine the hours during which the Exhibitor has access to the exhibition venue for the purpose of setting up and dismantling.
18. The Organiser reserves the right to refuse any person, including Exhibitor staff, representatives, visitors, contractors and/or agents, entry to the exhibition if they do not hold a purchased or complimentary entry card.
19. The Organiser may in its discretion specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
20. The Organiser may in its discretion specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The Exhibitor agrees to abide by these regulations.
21. The Organiser will arrange security onsite during the period of the exhibition.
22. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.





# Terms & Conditions

## AVA Annual Conference

Gold Coast Convention and Exhibition Centre  
22-27 May 2022

### Obligations and Rights of the Exhibitor

23. The Exhibitor must ensure that all accounts are finalised and paid by that date which is 78 days prior to the start date of the exhibition and that all payments are otherwise made strictly as required under the Booking Form or as otherwise required in this Contract.
24. The Exhibitor must occupy their allocated exhibition space by the advertised opening time. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the exhibition for the duration of the exhibition or such lesser period determined by the Organiser. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
25. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
26. The Exhibitor must not carry onto the venue of the exhibition anything that is dangerous, noxious, offensive, illegal, immoral, or that is otherwise likely to harm any person, the venue or the reputation of the Organiser or its related entities.
27. The Exhibitor must not include in their display animal breeds with exaggerated physical features which are associated with adverse health and welfare outcomes. These breeds include: Pugs, French Bull Dogs, Pekinese and other flat-faced breeds; breeds with dwarfism such as Dachshunds and Corgies; and breeds with excessive skin wrinkle such as Shar-peis. This applies to:
  - Any form of advertising in print and digital AVA products
  - Exhibits at AVA conferences and events
  - Any other form of marketing undertaken under the AVA brand.

For more information read the AVA policy and visit [www.loveisblind.org.au](http://www.loveisblind.org.au).

28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition. The Exhibitor acknowledges that the Organiser makes no promise or warranty in connection with the commercial viability of the Exhibitor participating in the exhibition.
29. The Exhibitor must comply with all directions/requests issued by the Organiser including those outlined in the Exhibitor manual.
30. The Exhibitor must observe, perform and fulfil the requirements of any statute, regulation, by-law or local law including without limiting the generality of the foregoing, all statutes, regulations, by laws and local laws relating to health, safety, water supply, sewerage, fire protection and building requirements and any lawful requirement of the venue's lessor or manager.
31. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
32. The Exhibitor will not display an exhibit or behave in a way that would obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition space. The Exhibitor will abide by any requests made by the Organiser to stop such activity and will abide by all other reasonable and lawful directions of the Organiser.
33. The Exhibitor agrees to engage the Organiser's preferred freight forwarder and to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged.

34. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

### Compliance with Standards and AVA values

35. The Exhibitor and any part of the Exhibitor's exhibit, services, products or advertising displayed or offered for sale at the exhibition or in connection with the exhibition must:
  - (a) comply with the relevant Australian Standards or legislation;
  - (b) comply with the Organiser's policies and values (as displayed on the Organiser's website [www.ava.com.au](http://www.ava.com.au) or as made known to the Exhibitor by the Organiser);
  - (c) not contravene contractual relationships with commercial partners that the Organiser is legally bound to including Credit card providers, Health/Professional Indemnity, Business Insurance and On-Line Vet Bookings;
  - (d) not bring the Organiser into disrepute;
  - (e) not interfere with the intellectual property rights of other Exhibitors; and
  - (f) not directly promote membership of a competing veterinary membership association to Organiser's members and potential members.
36. The Organiser reserves the right to refuse to enter into a contract, to terminate a contract or to restrict the activity of a sponsor, exhibitor or advertiser (without penalty), including the right to remove any product from display, when in the view of the Organiser, such product or display violates any matter specified in clause 35.

### Stand services and construction and dismantling of stand

37. Instructions regarding storage will be outlined in the Exhibitor manual distributed prior to the exhibition. Under no circumstance are goods permitted to be stored in public access areas.



38. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for insurance, public liability and Occupational Health and Safety. Access will be denied without such documentation.
39. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to set up, or may be requested to cease building.
40. The Exhibitor is responsible for all items within their allocated exhibition space.
41. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser.
42. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. The Exhibitor must make good any damage caused to any part of the venue of the exhibition or to any adjoining premises occasioned by misuse, abuse, or want of care on the part of the Exhibitor, its servants, agents, contractors or invitees or otherwise occasioned by any breach or default of the Exhibitor. At the end of the exhibition, or sooner if required by the Organiser in accordance with this Contract, the Exhibitor must vacate any display space allocated to it, remove all of the Exhibitor's property from the display space and leave it in the same condition as when it was first occupied by the Exhibitor. The Organiser will not be liable for any property left or abandoned at the venue of the exhibition and may remove and deal with any property of the Exhibitor not removed by the Exhibitor as it sees fit, at the cost of the Exhibitor.

## Breach of Terms and Conditions by Exhibitor

43. In the event of any breach of this Contract, the Organiser shall be entitled to revoke any right to use the exhibition space granted to the Exhibitor until the breach is remedied. If the breach does not amount to a material breach, the Organiser will issue a warning to the Exhibitor. If the breach is a material breach and the Exhibitor fails to remedy the breach within a reasonable period specified by the Organiser, the Organiser may terminate the Contract with immediate effect.
44. In the event of revocation, if the Exhibitor has already erected displays or other materials or constructions, the Organiser shall have the right to require the Exhibitor to remove such displays, materials and constructions forthwith without disruption to other exhibitors or, at the Organiser's discretion, to otherwise vacate such displays, materials and constructions for the duration of the exhibition or require their dismantling by the Exhibitor at the conclusion of the exhibition to remedy any breach.
45. In the event of termination or revocation in accordance with clause 43, the Exhibitor shall not be entitled to a refund of moneys already paid to the Organiser and shall immediately pay to the Organiser all the moneys then due and owing to the Organiser and the Organiser shall not be liable to the Exhibitor or any other person for any loss or damage in connection with the revocation, removal or vacation of the Exhibitor's display or termination of this Contract. The Exhibitor shall indemnify the Organiser for any third party claim brought against the Organiser in connection with the Exhibitor's breach of this Contract.

## Insurance, Indemnity and Liability

46. The Exhibitor occupies the venue of the exhibition at its own risk. The Organiser will not be liable for, or responsible to, the Exhibitor or any other party for any loss arising howsoever whether for personal injury, loss of life, damage or loss of property, loss of business or economic loss which may be suffered or sustained in or around the venue of the exhibition or otherwise in connection with the exhibition except to the extent

of any negligence of the Organiser or its employees, contractors or agents. Without limiting this clause, the Organiser will not be liable for or responsible to the Exhibitor or any other party for; (a) interruption, failure or variation to the supply of services to the venue of the exhibition; (b) postponement, delay or interruption, suspension or termination of the exhibition from any cause whatsoever; (c) interference with any rights granted under this Contract directly or indirectly caused by or resulting from any matter, circumstance or cause beyond the control of the Organiser.

47. The Exhibitor must effect and maintain for the period of the exhibition policies of insurance for: (a) damage to or loss of the property of the Exhibitor and their employees, contractors and agents; (b) public liability, including death injury and loss of property of third parties, including the Organiser for an amount not less than \$10 million for any one occurrence; (c) work cover, workers compensation and employer's liability as required by law. The Exhibitor must provide certificates of currency for the policies (at the request of the Organiser) prior to taking up occupation of the allocated exhibition space.
48. The Exhibitor must indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, liabilities, and expenses, however they may arise and whoever may make them in connection with or arising out of the exhibition and/or this Contract to the extent that the loss was caused or contributed to by the Exhibitor, its employees, contractors, or agents, less any loss that could have been reasonably mitigated by the Organiser.

## Payment and termination

49. The Exhibitor must make payment of amounts due by the dates set out in this Contract (and clause 23 in particular). Should payment not be made by these dates the stand will be available for sale to another person or entity. All amounts paid will automatically be forfeited and no refund will be made. Exhibitor shall not occupy its allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.



50. In exceptional circumstances the Organiser will consider Exhibitor termination; but only if the following conditions are complied with:
- (a) the request for termination is submitted in writing.
  - (b) the request is received at least six (6) months prior to the exhibition.
  - (c) the Organiser is able to re-let the terminated space in its entirety.
  - (d) Exhibitor is not in breach of this Contract. If the Organiser, in its discretion, agrees to allow the Exhibitor to terminate, the Organiser will notify the Exhibitor in writing of this decision. Termination shall be effective on the date specified in the notice. In all other circumstance, the Contract will remain on foot.
51. The Exhibitor accepts that if termination occurs in accordance with clause 50 the Organiser will not be required to refund any amounts paid by the Exhibitor and if termination occurs prior to the payment of the deposit that the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice. If termination occurs within the two (2) months prior to the commencement of the exhibition, 100% of the contracted price to exhibit will be payable to the Organiser (less any amounts already paid) and the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice.
52. The Exhibitor may terminate this Contract if the Organiser has committed a material breach and fails to remedy the breach within 14 days of written notice from the Exhibitor.

## Force Majeure

53. Neither party will be liable for failure to perform any of its obligations under this Contract, including cancellation or postponement of the exhibition due to any events beyond its reasonable control and without fault, including but not limited to fire, flood, earthquake, elements of nature, acts of God, acts of government, pandemic, riot, civil disorder, rebellion, revolution or industrial disputes (Force Majeure Event).
54. If a Force Majeure Event is ongoing for more than 20 days, the Organiser at its discretion may terminate, postpone or suspend the exhibition or terminate this Contract without penalty.
55. Subject to clause 57, if a Force Majeure Event is ongoing for more than 40 days, the Exhibitor may terminate this Contract without penalty.
56. If a Force Majeure Event affects banking operations and this prevents the Exhibitor from paying any monies due to the Organiser, the Exhibitor's obligation to pay such monies will be delayed until banking operations resume normal functionality. Force Majeure Events affecting the revenue or profitability of the Exhibitor will not excuse it from paying monies due under this Contract by the due date for payment.
57. If this Contract is terminated by the Organiser in accordance with clause 54 or terminated by the Exhibitor in accordance with clause 55, the Organiser shall be entitled to retain 50% of the deposit and shall refund to the Exhibitor all other payments received under this Contract. The Exhibitor acknowledges that the Organiser will have incurred costs associated with organising the exhibition and securing a venue and the Organiser's right to retain 50% of the deposit in these circumstances is a genuine pre-estimate of the loss suffered by the Organiser as a result of termination and is not a penalty. If the exhibition is postponed but this Contract is not terminated by the Organiser, the Organiser shall be entitled to retain 100% of the deposit.