

TRUE NORTH

VETERINARY CONFERENCE



EXHIBITOR PROSPECTUS

2027 TRUE NORTH
VETERINARY CONFERENCE

METRO TORONTO CONVENTION CENTRE SOUTH
JANUARY 21 – 23, 2027



ONTARIO
VETERINARY
MEDICAL
ASSOCIATION

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WHY EXHIBIT AT OVMA?

Here are the top ten reasons why OVMA should be your premier choice for industry events:

- 1 Unrivalled Networking Opportunities:** Connect with key industry players and decision-makers.
- 2 Targeted Audience:** Reach a focused audience of professionals in your field.
- 3 Brand Visibility:** Showcase your brand to a highly engaged and relevant audience.
- 4 Market Insights:** Gain valuable insights into industry trends and developments.
- 5 Lead Generation:** Generate quality leads and potential business opportunities.
- 6 Educational Workshops:** Attend informative workshops and sessions to enhance your industry knowledge.
- 7 Product Launch Platform:** Launch new products and innovations directly to your target market.
- 8 Competitive Edge:** Stay ahead of competitors by demonstrating your offerings.
- 9 Business Expansion:** Explore new business prospects and partnerships.
- 10 ROI Potential:** Maximize your return on investment with a strategic presence at OVMA.

Make OVMA your top priority for industry events and unlock a world of business possibilities



ABOUT OVMA CONFERENCE

OVMA ATTENDEE PROFILE AND ATTENDANCE TRENDS

Dates	Veterinarians	Veterinary Technicians	Hospital Personnel	OVC Students	Exhibit Passes	Totals
2026	765	248	175	90	65	1,362
2025	732	188	135	68	76	1,199
2024	689	182	150	47	37	1,140
2023	616	173	177	58	29	1,053
2022	453	136	134	15	17	750
2020	765	177	99	134	45	1,220
2019	807	170	137	78	36	1,228
2018	852	178	158	92	38	1,318
2017	801	156	123	70	48	1,198
2016	848	145	176	93	50	1,312
2015	850	169	151	60	74	1,304
2014	901	185	173	48	52	1,359
2013	879	172	141	60	46	1,298
2012	876	134	179	50	54	1,293
2010	932	116	114	53	41	1,256

LOCATION OF EXHIBITION



EXHIBIT HALL

The main exhibition will be held in **Hall E (Level 800)** at the Metro Toronto Convention Centre (MTCC) South Building, located at **222 Bremner Blvd, Toronto, ON M5V 3L9**, near the CN Tower, Union Station, and the PATH network.

The exhibit hall offers approximately **100,000 square feet** of gross exhibit space, with a **ceiling height of 34 feet**, allowing for expanded booth designs and large-scale activations.

The facility includes access to **fourteen (14) loading docks** to support efficient move-in and move-out operations.

Additional details regarding exhibit hall access points, move-in procedures, and traffic flow will be shared closer to the event date.

EXHIBIT TRAFFIC BUILDERS



LUNCH AND COFFEE BREAKS

Coffee for registered attendees will be served twice each day in the Exhibit Hall. Courtesy of the OVMA, coffee for the exhibitors will be provided prior to pre-scheduled session breaks for attendees.

The Exhibit Hall will be open to attendees during lunch on all three days of the conference. A buffet lunch will be served in Hall F, located next to the exhibit Hall D. To draw attendees back to the Exhibit Hall, coffee and tea will be made available only in the Exhibit Hall.

Lunch tickets are not included with the exhibit fees. If you wish to purchase lunch tickets, you may do so directly in the exhibitor portal. The cost of lunch tickets has been subsidized by OVMA and does not represent an income stream to the Association.

LUNCHTIME EXHIBIT HALL DRAWS

On all three days, attendees visiting the Exhibit Hall over the lunch break will be entered in a special daily draw for \$500 cash. Attendees must be present to win.

THURSDAY AND FRIDAY COCKTAIL RECEPTIONS

Conference attendees will be drawn to the exhibit hall for a dedicated cocktail reception from 5:00 – 6:30 p.m. Be sure to take advantage of this time and encourage your on-site company representatives to mingle with as many attendees as possible

ALLOCATION OF SPACE

Due to the sustained demand for exhibit space at OVMA and our commitment to fairness, a lottery-based system has been implemented for trade show space allocation.

Allocation will first prioritize OVMA Industry Partners. For more information on qualifying as an Industry Partner, please contact **Sasha Basiri** at sbasiri@ovma.org.

Following Industry Partner registration, exhibit space will be made available to all eligible companies interested in exhibiting.

Interested companies will be given a specific timeframe to submit completed exhibitor applications. All submissions received within this period will be entered into a lottery to determine the order of space allocation. Applications will be randomly drawn and assigned exhibit space until all available booths are filled.

Applications may be submitted online with credit card information to reserve space. For payments made by cheque, wire transfer, or EFT, full payment must be received within 14 days of application acceptance

to secure the booth. All payments must be made in Canadian dollars.

While every effort will be made to accommodate exhibitor preferences, OVMA reserves the right to assign booth space at its discretion if requested locations are unavailable. Exhibitors are encouraged to indicate their preferred booth locations on the Exhibitor Application Form, referencing the provided floor plan.

Booth assignments will be communicated once all spaces have been allocated.

OVMA reserves the right to assess exhibit eligibility at its discretion, either before or after an agreement is executed. Exhibits must be directly related to veterinary medicine or contribute to the overall value of the trade show.

Please note that submitting an application within the designated period does not guarantee exhibit space due to high demand.

2027 RENTAL FEES IN CAD (All prices are subject to 13% HST)

40' x 40' Island (+ branded pillar)
(limited), includes 25 badges

\$52,885

40' x 40' Island (limited),
includes 25 badges

\$49,885

20' x 20' Island (+ branded pillar)
(limited), includes 16 badges

\$29,885

20' x 20' Island (limited),
includes 16 badges

\$26,885

10' x 20' Premium Aisle Cap
(limited), includes 8 badges

\$9,885

10' x 20' Preferred Aisle Cap
(limited), includes 8 badges

\$9,185

10' x 10' Coffee Corner,
includes 4 badges

\$4,885

10' x 10' Premium In-line,
includes 4 badges

\$4,285

10' x 10' Preferred Corner,
includes 4 badges

\$4,085

10' x 10' Preferred In-line,
includes 4 badges

\$3,885

10' x 10' Standard In-line,
includes 4 badges

\$3,585

10' x 10' Non Profit/Charity Rate
(Corner Booth), includes 4 badges

\$2,255 (conditions apply)

10' x 10' Non Profit/Charity Rate,
includes 4 badges

\$2,000 (conditions apply)

*Note: Booth rentals do not include furnishings, electrical power or carpet.

EXHIBIT CONFIGURATION



EXHIBIT HALL

All standard booths are 10' x 10' with 8' high back drapes and 36" high side panels. Aisle carpeting will be provided throughout the exhibit hall; however, exhibitor booth rentals will not include carpeting. Floor covering/carpet can be ordered through the show decorator (Stronco).

Exhibitors may arrange their exhibits as desired, but the arrangement must not interfere with the light or space of

other exhibitors, and must keep within the general floor plan, preserving the open booth appearance.

Island Booths: a 40' x 40' or 20' x 20' space, with aisles on all four sides. Exhibit features, including all signage, will be permitted up to a maximum height of 16'. Because an island is separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted.

EXHIBIT HALL ENTITLEMENT



Exhibiting companies are entitled to the following:

- 24-hour perimeter security (non-booth areas) including during move-in, show hours and move-out.
- Four (4) complimentary exhibit personnel badge registrations per 10' x 10' Exhibit Hall space rental.
- Company name, booth number and product/service description printed in the Exhibitors' Directory which is distributed to all conference delegates.
- Exhibiting company name with booth number and colour logo on the OVMA website and the annual conference app to assist attendees to pre-plan their visit to your booth.
- Food/beverage functions offered in the Exhibit Hall: coffee breaks, evening receptions.
- Final Conference Program with Exhibitors' Directory.

Please note that interior booth cleaning is available from the MTCC on an exclusive basis from their Cleaning Services Department. Interior booth cleaning services include: vacuuming, dusting, emptying wastebaskets, and cleaning of tables. Additional exhibit booth cleaning options are available upon request, and will be provided in the The Exhibitor Service Kit in November.

OPERATION & USE OF EXHIBIT SPACE

All business activities of the Exhibitor must be confined to the Exhibitor's assigned space and shall not interfere with normal traffic.

The aisles are common property and may not be obstructed or used to display additional exhibit materials or to conduct demonstrations.

Exhibitors will not place demonstrations or entertainment areas near the aisle line of their exhibit if it is expected that many attendees will congregate at any given time. Should spectators interfere with the normal traffic flow in the aisle or overflow into neighboring exhibits, OVMA will request the limitation or elimination of the presentation.

All food/beverage for distribution from an exhibit space must be purchased and arranged directly through the conference venue. No food or beverages may be distributed by Exhibitors in the exhibit hall unless arrangements have been made in advance.

Any unauthorized food/beverage items will be confiscated. Additional fees may apply.

Each exhibit is to be staffed at all times during Exhibit Hall hours by bona fide employees or representatives of the exhibiting company. Service providers who are not employees of exhibiting companies are not permitted to attend as exhibitor guests. Any violation of this policy will result in a \$500 fee per unauthorized guest.

Exhibitors who fail to have their booths staffed during show hours are subject to loss of ability to participate in future events.

Distribution of literature or any materials is limited to the Exhibitor's assigned booth space and will not be permitted in any other part of the conference venue. OVMA reserves the right to dispose of any and all unauthorized materials found outside of an Exhibitor's assigned space. Questions concerning the appropriateness of any promotional materials or activities should be directed to OVMA's Manager of Events & Sponsorship.

SOUND/MUSIC

In general, exhibitors may use sound equipment in their booths so long as the noise level does not interfere with the activities in adjacent booths. Speakers and other devices should be positioned to direct sound into the booth, rather than toward the aisle.



SUBLETTING OF EXHIBIT SPACE

Exhibitors may not sublet, subdivide or assign their space; nor purchase multiple space(s) for the purpose of subletting or assigning to third parties; nor issue exhibitor badges to any individual not directly employed by the registered exhibiting company without prior written consent of OVMA Show Management. Only companies contracted directly with the Association shall be listed in the Exhibitors' Directory. Service providers who are not employees of exhibiting companies are not permitted to attend as exhibitor guests.

Service Providers, including consultants, suppliers, sales representatives, recruiters, and others whose primary

purpose at the event is to promote products or services – may only attend as representatives of registered exhibiting companies. This applies even if the individual is a licensed veterinarian or registered veterinary technician.

Any violation of this policy will result in a \$500 fee per unauthorized guest.

Any badges requested for or issued to individuals not directly employed by the registered exhibiting company may be denied or confiscated at OVMA's discretion.

SUITCASING BY NON-EXHIBITORS

The Exhibit Hall is limited to registered attendees of the Annual Conference as well as registered representatives of business firms, manufacturers, professional organizations, and dealers who are connected to the veterinary industry. No other persons or concerns will be permitted to demonstrate their products, distribute advertising materials, or solicit orders in the Exhibit Hall. Please report any violations you may observe to OVMA Show Management.



EXHIBITION SCHEDULE

Exhibitors are required to staff their booths at all times that their exhibit area is open. The areas will be open as follows:

EXHIBIT HALL

Thursday, January 21, 2027 10:00 a.m. – 6:30 p.m.

Coffee break	10:15 a.m. – 11:00 a.m.
Lunch break	11:45 a.m. – 1:30 p.m.
Coffee break	3:30 p.m. – 4:15 p.m.
Reception	5:00 p.m. – 6:30 p.m.

Friday, January 22, 2027 10:00 a.m. – 6:30 p.m.

Coffee break	10:15 a.m. – 11:00 a.m.
Lunch break	11:45 a.m. – 1:30 p.m.
Coffee break	3:30 p.m. – 4:15 p.m.
Reception	5:00 p.m. – 6:30 p.m.

Saturday, January 23, 2027 10:15 a.m. – 4:00 p.m.

Coffee break	10:15 a.m. – 10:45 a.m.
Lunch break	11:45 a.m. – 1:15 p.m.
Coffee break	3:30 p.m. – 3:45 p.m.



AFTER HOURS ADMISSION TO EXHIBIT HALL

For security reasons, the exhibit areas will be closed to all persons, including exhibitors from ½ hour after the close each evening and until one hour prior to opening each day. Additional hall access may be assigned by OVMA Show Management only.

PRIVATE EVENTS, MEETINGS & HOSPITALITY FUNCTIONS



Conducting private or corporate events or activities involving OVMA Conference delegates during scheduled conference session or Exhibit Hall hours is strictly prohibited. OVMA reserves the right to control all group activities organized by Exhibitors or other industry suppliers held in conjunction with the OVMA Conference, whether held on-site or outside the Conference venue. All requests for private or corporate meeting space during Conference Dates must be submitted to and coordinated exclusively through OVMA.

Exhibitor agrees not to conduct or schedule tours, CE meetings, activities, hospitality functions, or other private events inside or outside of the Conference venue during the scheduled Conference session or Exhibit Hall hours without OVMA's prior written approval. Violation of this may result in Booth cancellation and removal from the Conference and venue, at the Exhibitor's expense.

For more information, or to schedule a private meeting or function, please contact OVMA Show Management.

PAYMENT OF FEES

Payment can be made by cheque, Visa, MasterCard, or Direct Wire Transfer. For information regarding payments by Direct Wire Transfer/EFT, please contact:

Maryam Ahmed, OVMA's Event Registration Coordinator.
Email: mahmed@ovma.org.

Regardless of the form of payment, full payment must be submitted within 14 days of the application being accepted and space allocation to your company has been confirmed. Please note that we do not accept payment by American Express.

Payment must be made in Canadian dollars. Invoicing for trade show rental space is not available without OVMA's approval.



If paying by cheque, please send and make the cheque payable to:

Ontario Veterinary Medical Association

Attention: Sasha Basiri, OVMA's Manager
of Events & Sponsorship

420 Bronte St. S., Suite 205 Milton,
Ontario L9T 0H9

Tel: 905.875.0756 ext. 226

Email: sbasiri@ovma.org

CANCELLATION POLICY

Should cancellation become necessary, the following will apply:

- **Prior to September 1, 2026:** All space rental fees, less a \$100 administrative fee, will be refunded.
- **Prior to November 1, 2026:** The Association will retain 50% of the booth cost.
- **On or after November 1, 2026:** 100% of total rental fees are forfeited.
- **Any booth space booked on or after November 1, 2026 is non-refundable.**

No refunds will be made if space is cancelled, not used, or used for only a portion of the exhibit period. Any space not claimed by the completion of move-in may be reassigned without notification or refund. The original contracting exhibitor remains liable for the full amount of the rental fee, whether or not the space is resold.

CANCELLATION OR POSTPONEMENT OF THE SHOW

In the event that the exhibition is cancelled, postponed, or relocated due to pandemic, fire, flood, riot, earthquake, civil commotion, strike, lockout, labour disturbances, explosions, sabotage, accident, terrorism, World Health Organization, CDC, or other governmental or international agency travel advisories, acts of God, or other causes beyond the control of the OVMA, the Exhibitor waives any and all damages and claims.

The Exhibitor further waives any claim against the Association for damages or compensation. The Association may return a portion of the amount paid for exhibit space after deducting any expenses incurred in connection with the Exhibit Program. These expenses include, but are not limited to, costs related to third-party contracts for services or products, out-of-pocket expenses, and overhead costs associated with producing the Exhibit Program.

MOVE IN

The Ontario Veterinary Medical Association Conference & Trade Show requires compliance with the legislation contained in the Occupational Health and Safety Act (O.H.S.A.), as governed by the Ontario Ministry of Labour.

All exhibitors must comply with the fire and safety regulations set by the Metro Toronto Convention Centre (MTCC) and the Ontario Fire Code. This includes restrictions on flammable or hazardous materials, requirements for flame-retardant booth materials, and ensuring that all fire exits, aisles, and safety equipment remain clear and accessible at all times. Certain items or booth configurations may require prior approval from the MTCC Safety Compliance Manager. Exhibitors are responsible for ensuring that their displays, electrical equipment, and activities meet all applicable safety standards.

Certain aspects of trade show move-in and move-out may be considered a "construction site," which falls under specific O.H.S.A. regulations. The OVMA, its contractors, and venue management have been advised that, at minimum, approved hard hats and safety shoes/boots must be available and worn where required.

EXHIBIT HALL

Wednesday, January 20, 2027 | 8:00 a.m. – 11:00 p.m.

Move-in to the main Exhibit Hall will begin at 8:00 a.m. on Wednesday, January 20, 2027, and must be completed by 11:00 p.m. that same day. No exceptions will be made. Any space not claimed by 11:00 p.m. may be reassigned without refund.

The MTCC South Building offers extensive loading facilities to support an efficient move-in and move-out process. The space is serviced by 14 loading docks with drive-on access and a floor capacity of 1,000 lbs per sq. ft., as well as two truck elevators accommodating vehicles up to 38 ft in length, 13'6" in height, and 10' in width, with a maximum load capacity of 30 tons.

For questions related to move-in and move-out procedures, you may contact exhibitor-services@mtccc.com. Exhibitors are encouraged to ship

materials through the official show decorator, as the venue does not accept shipments in advance of designated move-in dates. Further shipping details and instructions will be provided in the Exhibitor Service Kit in November 2026.

Move-in times will be assigned based on booth location within the exhibit hall. Exhibitors located closer to the front of the hall will receive earlier time slots. Scheduled move-in times will be communicated in early January 2027.

It is important that exhibitors adhere to their assigned schedule to ensure a smooth process for all participants and to minimize delays. Exhibitors are responsible for arranging the setup of their own exhibits.

MOVE OUT

Any dismantling, packing, or activity indicating closure of a booth or display, in part or in full, before the official closing time is prohibited. Exhibitors who violate this policy may negatively impact their eligibility to participate in future shows. Add \$500 will be added for those who don't follow this rule.

EXHIBIT HALL

Saturday, January 23, 2027 | 4:00 p.m. – 9:00 p.m.

Exhibitors are asked to dismantle their booths no earlier than 4:00 p.m. on Saturday, January 23, 2027. It is the responsibility of exhibitors to arrange dismantling and removal of their own exhibits, and

to have work completed by 9:00 p.m. Any material left on the floor not consigned after 9:00 p.m. will be removed and storage will be arranged at the exhibitor's cost.

MATERIAL HANDLING

Material handling at the receiving docks of the MTCC has been arranged with Stronco Show Services at OVMA's expense. This service is available on Wednesday, January 20, 2027, and applies only to exhibitors with space in the Exhibit Hall.

If this service is not required, exhibitors must ensure that their representatives are available to receive and move shipments upon arrival. A limited number of dollies will be available to assist with transporting materials to booths. Please return dollies promptly so others may use them.

EXHIBITOR SERVICE KIT

The Exhibitor Service Kit will be available in early November 2026. Registered exhibitors will be notified and provided with a direct link on the conference website once it is available.

The kit includes order forms for supplementary services such as electrical, telephone and internet connections, lead retrieval, equipment rentals (furnishings, décor, signage, audiovisual), and other important show information and instructions.

CUSTOMS

The use of a customs brokerage firm is strongly recommended for all shipments originating outside of Canada. This helps prevent materials from being held at the border due to improper or insufficient documentation, which could result in delayed or missed deliveries.

Stronco Show Services has been appointed as the official customs broker for the OVMA Conference. Additional information will be provided in the Exhibitor Service Kit.

SHIPPING AND STORAGE

To ensure efficient and cost-effective service, Stronco Show Services has been appointed as the official air and ground transportation carrier for all domestic and international exhibit shipments.

The MTCC does not offer advance storage facilities. Exhibitors requiring advance warehousing or storage must make prior arrangements with Stronco.

All supplies, handouts, literature, and samples must be kept within the exhibitor's assigned booth space. Additional on-site storage is not available unless coordinated in advance through the show decorator (Stronco).

SECURITY

The Association will provide 24-hour perimeter security to prevent unauthorized access to the Exhibit Hall. This service is not intended to protect individual booth contents.

The Association is not responsible for the loss of materials or for any injury to persons. Exhibitors are encouraged to use discretion in securing valuables, equipment, and confidential materials during and after show hours.

EXHIBIT HALL

Security will be in place from 8:00 a.m. on Wednesday, January 20, 2027, until 4:00 p.m. on Saturday, January 23, 2027. The exhibit area will also be patrolled during closed hours.

BOOTH CLEANING

Exhibitors are responsible for maintaining the cleanliness of their own booth space. Cleaning must take place outside of show hours. Booth cleaning services will be available through MTCC, with order details included in the Exhibitor Service Kit released in November.

The Association is responsible for cleaning aisle spaces and public areas only.

Please note: Each exhibiting company is responsible for removing all packaging materials and waste from the show floor following booth setup. This includes, but is not limited to, boxes, wrapping materials, garbage, and skids.

Please ensure your setup team is aware of this policy to avoid potential charges through the venue.

ONTARIO ELECTRICAL SAFETY CODE & ONTARIO REGULATION 438/07

According to Ontario's Electrical Safety Code and Ontario Regulation 438/07, all electrical products offered for sale, sold, displayed, or connected to a power source in Ontario must be approved by a recognized certification or field evaluation agency accredited by the Standards Council of Canada.

Approved products have been assessed to ensure they meet Canadian safety standards. Electrical products that do not bear a recognized certification mark may be unsafe and could pose serious risks, including electrical shock or fire hazards.

Unapproved products may not be advertised, offered for sale, sold, displayed, or connected to a power source. Exhibitors are responsible for ensuring that all electrical products in their booth are properly approved.

More information, including a list of recognized certification marks, can be found at:
<https://esasafe.com/electrical-products/recognized-certification-marks>

Representatives from the Electrical Safety Authority (ESA) may access the show at any time to verify compliance. All electrical equipment on display must be:

- a. approved, or
- b. If unapproved, exhibitors must have obtained one of the following from ESA:
 - i. Permission to Show, or
 - ii. Permission to Show & Energize

Permission must be obtained from ESA prior to the start of the trade show for any non-approved equipment. Failure to comply with these regulations is an offence. Upon conviction, an individual or corporate officer may be fined up to \$50,000 and/or face imprisonment for up to one year. Corporations may be fined up to \$1,000,000.

To ensure compliance, applications to "Show / Energize" (for unapproved equipment) are available on the website listed above.

MINISTRY OF LABOUR RADIATION REGULATIONS

Exhibitors are reminded that under the Occupational Health and Safety Act, any X-ray source must be registered with the Ontario Ministry of Labour.

Section 5:

- (1) An X-ray source shall not be used at a workplace unless the employer in possession of the X-ray source is registered with the Director.
- (2) An application for registration must be submitted using Form 1 and filed with the Director.

If an exhibitor intends to display an X-ray unit capable of producing radiation, it must be registered, regardless of whether it is plugged in or activated.

For more information on registering radiation sources, please visit: http://www.labour.gov.on.ca/english/hs/about_rps.php

PROPANE CYLINDERS AND GAS APPLIANCES AT MTCC: The use of propane cylinders or gas appliances is strictly regulated by the Metro Toronto Convention Centre and applicable fire authorities. Exhibitors must obtain **written approval from the MTCC Safety Compliance Manager at least 30 days prior to the event**, as well as approval from show management.

Only appliances approved for indoor use may be used for demonstration purposes, and propane cylinders must not exceed **1 lb (16 oz)**. Tanks not in use must be stored off-site. Exhibitors are required to meet all safety conditions, including continuous supervision by a qualified individual, carbon monoxide monitoring, appropriate signage, fire extinguishers, and maintaining required distances from exits and other cylinders.

Proof of \$5,000,000 liability insurance and full compliance with all MTCC safety guidelines is required. Failure to meet these requirements may result in removal of the equipment from the show floor.

OTHER REGULATIONS

Fire hose cabinets and exit doors must remain accessible and fully visible at all times. All display materials must be flameproof and are subject to inspection by the Fire Department. Inflammable liquids or substances are not permitted in the Exhibit Hall.

Advertising and distribution of promotional materials must be confined to each exhibitor's designated booth space. The distribution of noise-making devices is strictly prohibited.

OVMA reserves the right to prohibit objectionable promotional items and to prevent the sale or distribution of any products that may pose a risk to the health or safety of attendees.

No signs or materials may be attached to walls, wall brackets, or electrical fixtures. The use of thumbtacks, double-sided tape (rubber backing), scotch tape, nails, screws, bolts, spikes, or any materials that may damage surfaces is prohibited. Only masking tape or other easily removable materials may be used for affixing signage or banners.

Adhesive-backed (stick-on) decals or similar promotional items are not permitted within the venue.

Exhibitors are responsible for any damage caused to the MTCC by themselves or their staff. No nails, tacks, or screws may be driven into walls, woodwork, or flooring.

Electrical and other equipment must be operated at a noise level that does not interfere with other exhibitors. Audio-visual presentations must be kept at a reasonable volume to avoid disruption or interference with traffic flow.

Management reserves the right to restrict exhibits that become objectionable due to noise or other factors, and to prohibit future participation or remove any exhibit that detracts from the overall character of the Conference or fails to comply with these rules.

Only registered exhibitors are permitted to distribute promotional materials.

POACHING & SCAMMING ALERT

Please be aware of third-party companies that may contact you directly to offer hotel reservation services. These companies are not affiliated with OVMA or MTCC, although they may claim otherwise.

Do not provide these companies with your credit card information, as this may result in fraud or unauthorized charges. In some cases, these companies may offer reservations that do not actually exist, leaving you without accommodations upon arrival.

Official hotel booking information and a direct reservation link will be provided in the Exhibitor Service Kit in November 2026.

LIABILITY

The Ontario Veterinary Medical Association ("OVMA") is not responsible or liable for injury to persons or damage to property belonging to exhibitors, their guests, invitees, employees, or agents. The exhibitor agrees to indemnify, defend, and hold harmless OVMA, its officers, directors, employees, and agents from any claims related to personal injury or property damage.

All exhibitor property remains under the exhibitor's care, custody, and control at all times, including during transit to and from the Exhibit Hall. Exhibitors are responsible for booth rental fees even if their exhibit materials fail to arrive.

The exhibitor assumes full responsibility and liability for any loss, damage, or claims arising from injury to persons or damage to their displays, equipment, or other property brought onto the premises. The exhibitor agrees to indemnify, defend, and hold harmless OVMA, Metro Toronto Convention Centre, and Stronco Show Services, along with their respective officers, employees, and agents, from any related claims or expenses, including reasonable legal fees. This does not apply in cases of sole gross negligence by OVMA, the venue, or their representatives.

Neither OVMA nor the venue provides insurance coverage for exhibitor property. Exhibitors are solely responsible for obtaining appropriate insurance coverage for their materials, including protection against damage, theft, or loss, as well as any claims arising during move-in, event days, or move-out.

All exhibitors are required to carry liability insurance with a minimum coverage of \$2,000,000 per occurrence. Policies must name the following as Additional Insured: Ontario Veterinary Medical Association; Metro Toronto Convention Centre; Stronco Show Services; and their respective directors, officers, employees, agents, affiliates, and related entities.

Proof of insurance may be requested at any time and must be provided upon request. Failure to provide proof may result in the loss of exhibit space.

ENFORCEMENT OF EXHIBITORS' PROSPECTUS TERMS

The terms outlined in the OVMA Exhibitors' Prospectus are intended to ensure order and fairness. OVMA reserves the right to restrict or terminate an exhibit without notice if an exhibitor violates any of these terms. In such cases, OVMA is not liable for refunds, rental fees, or any related expenses.

Violations may also impact an exhibitor's eligibility to participate in future OVMA events.

By submitting an application for booth space, exhibitors agree to comply with all terms outlined in the OVMA Exhibitors' Prospectus, as well as all applicable venue rules and regulations. OVMA reserves the right to interpret and enforce these rules at its discretion and will make reasonable efforts to communicate any updates or amendments in a timely manner.

By participating in the conference as an exhibitor, all participating companies agree to abide by the terms and conditions outlined in the Exhibitor Prospectus.

