



**Exhibitor &
Partnership
Opportunities**

The 22nd Annual International Hoof-Care Summit Heads to the Heart of America

**January 21-24, 2025
Kansas City, Mo.**

*"By far, the Summit is the most
educational equine footcare event
to be found anywhere in the world."*

— Simon Curtis, Newmarket, England

americanfarriers.com/ihcs



Greetings,

As we gear up for the highly anticipated 2025 International Hoof-Care Summit (IHCS) in Kansas City, I am pleased to invite your company to join other leading equine hoof-care suppliers as an exhibitor or sponsor at this premier event. As the largest gathering in the industry, the International Hoof-Care Summit offers unparalleled opportunities for networking, showcasing products and staying at the forefront of the latest advancements in hoof care.

With over 1,000 attendees from around the globe, the IHCS provides an unmatched platform for you and your team to showcase your products and services and network with a diverse audience of professionals, including farriers, equine veterinarians, hoof-care researchers and equine industry professionals.

By exhibiting, you'll gain invaluable insights into market trends, consumer preferences and emerging technologies. Engage with attendees to understand their needs and challenges, allowing you to tailor your offerings to better meet market demands and stay ahead of the competition.

Take advantage of the Summit to launch new products and give live demonstrations and hands-on experiences. Participate in educational sessions and workshops to expand your knowledge base and stay informed about the latest developments in hoof-care practices, techniques and technologies. Position your company as a thought leader by sharing expertise and insights with industry peers.

We are confident that your participation as an exhibitor or sponsor at the 2025 IHCS will be both rewarding and impactful for your business. We look forward to welcoming you to this prestigious event and working together to make it a resounding success.

Detailed in this booklet is more information about exhibiting and sponsorship opportunities. If you have any questions about these opportunities, please don't hesitate to reach out to Amy Johnson (ajohnson@lessitermedia.com, 262-957-6552) or Michael Ellis (mellis@lessitermedia.com, 262-777-2432). We look forward to seeing you in Kansas City.

Best Regards,



Jeff Cota
Editor, American Farriers Journal
International Hoof-Care Summit



What is the IHCS?

The International Hoof-Care Summit (IHCS) is the largest equine hoof-care event in the world and has become the must-attend premier footcare event for farriers, equine veterinarians, hoof-care students, apprentices and hoof-care suppliers. Projected attendance is 1,000+ with more than 120 exhibitors displaying the latest in hoof-care products. The 22nd annual Summit will be held Jan. 21-24, 2025, in Kansas City, Mo.

This 4-day event offers an unparalleled opportunity for face-to-face selling with open-minded hoof-care professionals who are looking for innovative products and fresh ideas. The IHCS is a world-class event with previous Summits drawing attendees from every U.S. state and nearly 50 countries.

Why Partner with IHCS?

Unrivaled Exposure & Brand Visibility

With hundreds of attendees from around the globe, the International Hoof-Care Summit provides an unmatched platform to showcase your products and services and solidify your brand presence to a diverse audience of professionals, including farriers, veterinarians, educators and other equine professionals.

Networking Opportunities

Forge valuable connections with industry leaders, experts and potential clients. The Summit facilitates meaningful interactions through workshops, seminars and networking, enabling you to expand your professional network and explore potential collaborations.

Market Insights

Gain invaluable insights into market trends, consumer preferences and emerging technologies. Engage with attendees to understand their needs and challenges, allowing you to tailor your offerings to better meet market demands and stay ahead of the competition.

Product Launches & Demonstrations

Take advantage of the Summit to launch new products, demonstrate innovative solutions and generate excitement among attendees. Live demonstrations and hands-on experiences leave a lasting impression and drive interest in your products.

Educational Opportunities

Participate in educational sessions and workshops to expand your knowledge base and stay informed about the latest developments in hoof-care practices, techniques and technologies. Position your company as a thought leader by sharing expertise and insights with industry peers.

Business Growth

Capitalize on the Summit as a strategic opportunity to generate leads, secure partnerships and drive sales. The connections and relationships built during the event can lay the groundwork for future business opportunities and sustained growth.




Who?

The International Hoof-Care Summit unites a diverse community of dedicated equine hoof-care professionals, all driven by a common passion for advancing their education and skills in hoof care. For more than 2 decades, the IHCS has attracted attendees with a variety of roles and job titles, including:

- Farriers
- Farrier Apprentices
- Farrier School Students
- Veterinarians
- Vet Techs
- University Researchers & Educators
- Farrier Suppliers & Distributors
- Farrier Equipment Manufacturers
- Equine Therapists & Technicians

Educational Partner Packages

These Gold, Silver and Bronze Educational Partner sponsorships are awarded on a first-come, first-served basis. For more information on partner sponsorships, contact **Michael Ellis** at mellis@lessitermedia.com or 262-777-2432.

				
		Gold	Silver	Bronze
1	Opportunity to provide input on speakers/presentations/topics and roundtable topics. All topics subject to approval	✓		
2	Sponsor recognition to appear in promotional Summit ads in print editions of <i>American Farriers Journal</i>	✓	✓	✓
3	Sponsor logo & link featured on Summit website and conference sponsor page	✓	✓	✓
4	Ability to promote your company as one of the official Educational Partners of the Summit	✓	✓	✓
5	Recognition of sponsorship from the podium and introduction to general assembly during a designated general session	✓	✓	
6	Company logo featured on main stage backdrop, individual company banners/signage throughout the event venue, logo/link featured in the official Summit printed program and PDF download, and in digital promotional collateral distributed to hoof-care professionals	✓	✓	✓
7	Two exhibitor booth spaces with Gold (total space of 10' x 20') and one exhibitor space (total space of 10' x 10') for Silver and Bronze levels	✓	✓	✓
8	Main level table-top exposure outside registration and general session area throughout the entire event. This is an opportunity for sponsors to engage with attendees and foster new connections. Includes table, two chairs and pull up banner with your logo	✓		
9	Promotional program PDF presence: Receive a full-page ad within the downloadable speaker program PDF. Company logo/link featured in PDF fulfillment email	✓	✓	
10	Opportunity to moderate one roundtable session (first choice before list is opened up to farrier attendees.)	✓	✓	
11	Complimentary Staff Registrations at the Summit: Up to 4 for Gold, 2 for Silver and 2 for Bronze (For company personnel only, not transferrable to farriers, students, veterinarians)	✓	✓	✓
12	Opportunity to offer a prize for drawing during a general session. Minimum value: \$250	✓	✓	
13	Opportunity to participate in the <i>American Farriers Journal</i> Solutions Sessions: Innovations, Products & Services for Hoof-Care Professionals. Receive a classroom slot to present your product in front of attendees who specifically arrived to learn about your products. Professionally filmed and edited video distributed via AFJ channels and for your own use	✓		
14	Expanded presence within the official Summit app assisting attendees in navigating the event agenda and communicating with other attendees. Receive a virtual exhibitor booth where you can post product info, collect leads and schedule meetups with attendees	✓	✓	✓
15	Company-supplied, full-page display ad in the IHCS program section of the January/February 2025 issue of <i>American Farriers Journal</i> that goes to the subscriber base AND is distributed at the Summit	✓		
16	10% discount off 4/C display ads booked in 2025 in issues of <i>American Farriers Journal</i> plus Career Guide and Special Report, as well as all digital media. Exceptions include, but not limited to Product Roundups	✓		
17	1 dedicated "sponsor spotlight" eblast sent to all registered attendees	✓	✓	✓
18	1 dedicated eblast sent to the entire <i>American Farriers Journal</i> qualified subscriber list	✓	✓	
19	Vinyl banners for individual Educational Partners are provided to sponsors for future use at trade shows, events and more	✓	✓	✓
20	NEW! Summit booth image included in the post-Summit coverage in the March 2025 edition of <i>American Farriers Journal</i>	✓		
NET COST		\$8995	\$5995	\$2995
Limited Gold Positions Available				

A la Carte Sponsorship Opportunities

The International Hoof-Care Summit offers additional sponsorship opportunities for those seeking a specific targeted approach at the 2025 IHCS. For more information, contact Michael Ellis at mellis@lessitermedia.com or 262-777-2432.

Opportunity	Price
<p>Rising Shoeing Star Recognition program to honor outstanding graduates who are earning a living as hoof-care professionals 3 years after graduation from one of North America's horseshoeing schools. Your sponsorship is recognized from the podium, in the final IHCS program, in the event app and on the IHCS website. Sponsor logos are included on awards presented to each recipient.</p>	<p>6 openings at \$1625 each.</p>
<p>General Session Sponsor General Session lecture sponsors are recognized from the podium and receive logoed signage outside the session as well as an on-screen logo during the session. Sponsor logo also appears in the final IHCS program, in the app and in all social media lecture promotions. Logo will also be included in a post-Summit article in an issue of <i>American Farriers Journal</i>.</p>	<p>11 openings at \$2925 each.</p>
<p>IHCS Hall Of Fame Sponsor Sponsorship of the Farrier and Veterinarian Hall of Fames on-site walk-through features a highly visible display of 8' x 10' barnwood frames. Your brand is included in pre-promotions, on-site via logoed banners, recognition from the podium and post-event promotions on AmericanFarriers.com and in e-newsletters.</p>	<p>\$2495</p>
<p>Networking Refreshment Break Networking breaks with lemonade and ice tea provide scheduled opportunities between sessions to engage with Summit attendees. Logoed signage is provided and you may bring a company pull-up banner to display near your literature table during breaks. You are prominently noted in the IHCS promotional speaker program distributed in print to over 6,000+ farriers and 1,000+ digital downloads and on the conference app.</p>	<p>\$1500 + cost of the break. <i>(Total cost estimated at \$2500. Reservation fee credited toward final invoice)</i></p>
<p>IHCS Conference App Sponsorship Your company can sponsor the digital app used by attendees throughout the entire IHCS to reference session times, room assignments and the hotel/event center maps. Sponsor is mentioned in all on-site signage for the app, have a prominent logo presence within the app and included in on all push notifications sent out during the live event.</p>	<p>\$3000</p>
<p>AV Technology Sponsor This sponsorship offsets the professional AV investment and ensures the highest possible learning experience for attendees. Includes logos appearing onscreen between presentations. Highly appreciated by attendees.</p>	<p>\$2500</p>
<p>Classroom Session Speaker Sponsor One exclusive sponsor of each Classroom Session receives logoed signage outside and inside the session room. Sponsor name and logo additionally appear in all social media promotions of the lecture and are included in the post-Summit follow up article in an issue of <i>American Farriers Journal</i> and in the app.</p>	<p>\$1895</p>
<p>IHCS Conference Notebooks Sponsorship Your company's sponsorship includes the selection of the style, featured artwork and supply of the notebook that is offered to all attendees for note-taking during the conference.</p>	<p>\$1000 + the cost of the notebooks.</p>
<p>IHCS Bag Sponsorship Your company can enjoy a long-lasting impact with a tasteful logo appearing as the most prominent logo on the event bags distributed to each attendee at check-in.</p>	<p>\$1000 reservation fee + cost of bags. <i>(Estimated \$3500. Reservation fee credited toward final invoice.)</i></p>
<p>Farrier Scholarships Provide full scholarships to qualifying farriers to attend at no registration fee. All recipients receive a letter saying your company sponsored their attendance. Contact Joanne Volkert at jvolkert@lessitermedia.com or 262-777-2442 for details.</p>	<p>Contact Joanne Volkert for details.</p>

Advertising Opportunities



Michael Ellis
 Director of Sales
 262-777-2432
 mellis@lessitermedia.com

Reach the *American Farriers Journal* audience leading up to and during the 2025 International Hoof-Care Summit so attendees can learn more about you and plan their experience with you at the Summit!

Issue	Issue Highlights	Product & Ad Reservation Deadline
July/August	<ul style="list-style-type: none"> Special company article profile issue to showcase your business and products. Each full page ad entitles advertisers to a full page profile. Footcare techniques and tools for improving sport horse performance Bonus distribution at Fall clinics 	May 17, 2024
September/October	<ul style="list-style-type: none"> Prepare your customers for winter shoeing Special considerations for managing the barefoot horse Feeding the hoof and helping backyard owners understand nutrition 2025 IHCS Speaker Agenda! 	August 2, 2024
November	<ul style="list-style-type: none"> Annual, one-of-a-kind, survey results of specific farrier business practices Biggest issue of the year Critical insight for proven farrier business practices Special considerations for farrier health and welfare 	September 20, 2024
December	<ul style="list-style-type: none"> Roundup coverage of 2024 farrier and veterinary clinics Bonus distribution at Winter clinics Special footcare report 	October 18, 2024
January/February 2025	<ul style="list-style-type: none"> Proven techniques for managing common disorders of the equine foot Introduction of solid basics and forging techniques IHCS 2025 Show Details Bonus distribution at the 2025 International Hoof-Care Summit 	November 22, 2024

Full Color				
	1X	3X	6X	8X
Protective Cover Package	\$6345	\$6090	\$5845	\$5680
Spread	\$6345	\$6090	\$5845	\$5680
Full Page	\$4175	\$4010	\$3850	\$3750
2/3 page	\$3085	\$2965	\$2845	\$2765
1/2 page	\$2690	\$2585	\$2480	\$2410
1/3 page	\$2015	\$1935	\$1860	\$1805
1/4 page	\$1670	\$1605	\$1540	\$1495

* Prices listed are gross rates. Some discounts may apply.



Here's What Exhibitors & Attendees Say about the International Hoof-Care Summit:

"You could spend a lifetime trying to figure all this out. But we aren't given more lifetimes. You've got a network of people, like the 311 years experience at my table last night alone, that when combined, equal many lifetimes of experience... as long as we network and share."

— Danvers Child, Lafayette, Ind.

"It's an event not to be missed; to network and meet farriers from around the world."

— Derek Poupard, Sarasota, Fla.
2024 IHCS Exhibitor, 3D HoofCare

"For all my farrier and vet friends and colleagues, you need to experience the International Hoof-Care Summit!"

— Travis Hockersmith,
Abbotsford, B.C.

"I learned so much that my brain is overflowing with new ideas that I'm excited to bring back to my clients!"

— Marijke Ellert, Placerville, Calif.

"Farriers quickly recognized this was the place to be if you wanted to give your education and career a jump start."

— Linda Jones, Boynton Beach, Fla.

"I've been shoeing for over 25 years and the Summit is the best farrier meeting I've ever attended."

— Scott Anweiler, Minerva, Ohio.

What's Included with Your Exhibit?

Each booth space includes (per 10 feet x 10 feet):

- 2 exhibitor badges
- Back wall sign with company name
- 10-foot drape on back wall and 3-foot draped sidewalls

All other ancillary booth costs are the responsibility of the exhibitor. Tables, chairs and electric can be ordered from *FERN* Expositions and the Sheraton Kansas City Hotel. Additional details will be provided approximately 6 months prior to the IHCS.

Exhibitor Information

Trade Show Location

Sheraton Kansas City Hotel
at Crown Center

2345 McGee St, Kansas City,
MO 64108*

*For information about shipping,
please contact Amy Johnson at
ajohnson@lessitermedia.com or
262-957-6552

Move-in Dates/Times

Tues., Jan. 21, 10 a.m.-6 p.m.

Wed., Jan. 22, 8 a.m.-9 a.m.

Show Dates/Times

Wed., Jan. 22, 10 a.m.-1 p.m. and
3:30 p.m.-6:30 p.m.

Thurs., Jan. 23, 8 a.m.-10 a.m.
(vendors only) and 10 a.m.-1:30 p.m.

Move Out Date/Time

Thurs., Jan. 23, 1:30 p.m.- 6 p.m.

Reserve Your Exhibit Space



Amy Johnson

Act fast! Booth space is on a first-come, first-served basis. When you reserve your spot now, you'll have the best chance of securing your preferred location on the Trade Show floor.

Exhibitors can choose from four exhibit size options (in feet):

10x10, 10x20, 10x30, 10x40 (4 booths) & 20x40 (8 booths).

To secure your space, you must complete the enclosed contract and provide full payment. For questions about your exhibitor contract application or other information, email ajohnson@lessitermedia.com.

Online Contract

Visit www.americanfarriers.com/ihcs-exhibitor or scan the QR code to fill out the 2025 International Hoof-Care Summit online exhibitor contract.

Prior to completing this application please review full exhibitor information, including Trade Show dates/times and terms and conditions, by viewing the exhibitor contract on p. 10-11.



Printed Application (See Page 10)

Via mail:

Amy Johnson
International Hoof-Care Summit
PO Box 624 53008-0624

Via email:

ajohnson@lessitermedia.com

Questions?

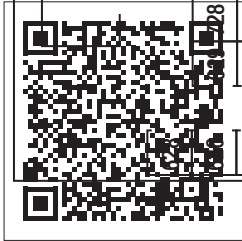
Contact Amy at 262-957-6552 or ajohnson@lessitermedia.com. For more information, visit www.americanfarriers.com/ihcs.

2025 Trade Show Floor Plan



For more information on Trade Show exhibits, contact

Amy Johnson
ajohnson@lessitermedia.com



Scan to download the latest version of this map

Available Reserved



EXHIBITOR CONTRACT APPLICATION

To complete this application online, visit AmericanFarriers.com/ihcs-Exhibitor
OR FILL OUT THIS FORM, PRINT IT AND MAIL, OR EMAIL OR FAX IT TO THE INFORMATION AT THE BOTTOM OF THIS PAGE



22ND ANNUAL INTERNATIONAL HOOF-CARE SUMMIT SHERATON KANSAS CITY HOTEL AT CROWN CENTER TRADE SHOW: JANUARY 22-23, 2025

TRADE SHOW SPACE	Booth Cost	8x Advertiser Cost
10 x 10 feet	\$925	\$880
10 x 20 feet	\$1630	\$1550
10 x 30 feet	\$2340	\$2225
4 booths	\$2995	\$2845
8 booths	\$4790	\$4560

MAXIMIZE YOUR PRESENCE AT THE LEADING EQUINE HOOF-CARE EVENT FOR FARRIERS WITH AN AD IN AMERICAN FARRIERS JOURNAL

The IHCS Show Program will be included in AFJ's Jan/Feb issue and distributed to ALL attendees at the 2025 International Hoof Care Summit. Secure your space today - you won't be invoiced until January 2025!

_____ Spread - \$6345 _____ Full page - \$4175 _____ 2/3 page - \$3085
_____ 1/2 page - \$2690 _____ 1/3 page - \$2015 _____ 1/4 page - \$1670 _____ 1/6 page - \$1105

EACH BOOTH INCLUDES:

- ✓ 2 exhibitor badges. ✓ Back wall sign with company name. ✓ 10-foot drape on back wall and 3-foot draped sidewalls
- All other ancillary booth costs are the responsibility of the exhibitor. Tables, chairs and electric can be ordered from FERN Expositions and the Sheraton Kansas City Hotel. Details to follow.**

EXHIBIT SPACE: **Quantity:** \$ _____

Additional exhibitor badges at **\$75 each** (company personnel only): x \$75 = \$ _____

Add a video-recorded product demo session at **\$895:** x \$895 = \$ _____

Add a push notification on our show mobile app with your booth info at **\$110:** x \$110 = \$ _____

TOTAL DUE: \$ _____

Please list names of persons to receive exhibitor badges*:

(2 Exhibitor badges are included in the booth cost. *Company representatives only. Farriers and veterinarians must register as attendees.) Attach additional names as necessary.

1. _____ 2. _____
3. _____ 4. _____

CONTACT INFORMATION:

Company: _____

Trade Show Contact: _____ Advertising Contact: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____ Email: _____

Website: _____

PAYMENT INFORMATION:

Check Enclosed Charge My: American Express MasterCard Visa Discover

Account #: _____ Expiration: _____ CCV: _____

Authorized credit card signature: _____

I have read and accept the rules and regulations as outlined on both sides of this contract. I understand this application, when signed, will become a binding contract upon acceptance by the International Hoof-Care Summit and will be subject to the terms, conditions, rules and regulations that govern the International Hoof-Care Summit.

Signature: _____ Date: _____

Please mail this to:

International Hoof-Care Summit
P.O. Box 624
Brookfield, WI 53008-0624

Email your representative:

Michael Ellis: mellis@lessitermedia.com
Amy Johnson: ajohnson@lessitermedia.com
Fax to: 262-786-5564

Host Hotel: Sheraton Kansas City Hotel at Crown Center

Rules and Regulations For The International Hoof-Care Summit Trade Show

Sheraton Kansas City Hotel at Crown Center • Kansas City, Missouri • January 22-23, 2025

INTERNATIONAL HOOF-CARE SUMMIT MANAGEMENT:

- ◆ Exhibitor agrees to abide by the rules and regulations set forth in this contract and those outlined in the International Hoof-Care Summit Code of Conduct. Exhibitor further agrees to comply with Show Management's enforcement of these rules and regulations.

EXHIBITION FEES:

- ◆ Full payment must accompany the contract. Booth space will not be assigned until payment has been received. Exhibitors who have not paid for their booth space and any elective ancillary promotional opportunities in full in advance of the Summit will not be allowed to move in or to construct and arrange their booths and/or displays.
- ◆ Requests for exhibit space will be handled on a first-come, first-served basis determined by date of contract acceptance and date of payment.

BOOTH SPACE DESIGN:

- ◆ No exhibit may block or interfere with a neighboring exhibit. No part of any display that exceeds 3 feet in height can be placed in the front one-third of the booth without permission of show management. Back wall standard height permitted for any booth exhibit will be 8 feet. Exceptions must be submitted to show management for approval prior to the show. Sidewalls of such exhibits may not extend more than 4 feet from the back wall so as not to "box in" exhibitors.
- ◆ Exhibit display is subject to Show Management review and approval. Exhibitors may be asked to provide additional information concerning their exhibit. Exhibitors shall comply with all relevant local, state and federal ordinances, regulations and codes including fire, safety and health regulations and the Americans with Disabilities Act, together with the rules and regulations of the convention center.

EXHIBIT/BOOTH SPACE OCCUPANCY:

- ◆ Distribution of advertising material and/or exhibitor solicitation of any sort shall be restricted to the exhibitor's booth.
- ◆ Show Management reserves the right to decline, prohibit or expel an exhibit that, in its judgment, is not in keeping with the character of the exhibition. This includes printed matter, product, conduct, sound level, etc.
- ◆ No Exhibitor shall assign or sublet any part of the assigned space.
- ◆ Setup begins at 10 a.m. on Tuesday, Jan. 21, 2025. All booths must be completely set up in the exhibit hall by 9 a.m. on Wednesday, Jan. 22, 2025.
- ◆ Dismantling can start only after the close of the exhibit hall at 1:30 p.m. on Thursday, Jan. 23, 2025. All exhibits must be removed (or all materials packed and ready for shipping) from the exhibit hall by 6 p.m., Thursday, Jan. 23, 2025. If no progress has been made on exhibit tear down or no arrangements have been made with Show Management prior to 4 p.m. on Thursday, Jan. 23, 2025, the exhibit will be removed by the Show Decorator at exhibitor's expense.

EXHIBITOR BADGES:

- ◆ All Exhibitor personnel are required to register. Badges provided by the International Hoof-Care Summit must be worn at all times and no entry to the exhibit or seminar areas will be permitted without a badge. For liability reasons and for personal safety, no one under the age of 21 will be permitted in the Exhibit Hall during set-up and teardown.
- ◆ Children under 16 must be accompanied by and be in the presence of adult supervision at all times while in the Trade Show area.

BOOTH & EXHIBIT HALL INFORMATION:

- ◆ Special forms will be provided to Exhibitors for making direct arrangements with the official decorator for electricity, furnishings, maintenance, lighting and other related services. All other ancillary booth costs are the responsibility of the exhibitor. Tables, chairs and electric service can be ordered from FERN Expositions, the official decorator of the IHCS. Details will be found in a follow-up exhibitor email.
- ◆ Signs and drapes: Each Exhibitor will be provided with one display identification sign plus back wall drape.
- ◆ IHCS staff reserves the right to adjust booth placement if need to maximize space in the trade show floor plan.
- ◆ Show Management will take precautions to safeguard exhibitor property by means of regular perimeter guard service. However, Show Management will not be liable for damage or loss to exhibitor property through theft, fire, accident or other causes. Each Exhibitor should insure his or her exhibit and display materials.

SAFETY, FIRE AND HEALTH:

- ◆ Exhibitor must comply with all safety, fire and health ordinances

regarding the installation and operation of equipment, displays and exhibit materials. Display materials must be flame-retardant. Hazardous materials of any type are prohibited at all times. International Hoof-Care Summit and Show Management are not responsible for the safe operation of any exhibitor machinery or equipment.

EXHIBITOR MACHINERY OR EQUIPMENT:

- ◆ Exhibitor hereby agrees to indemnify and hold harmless the International Hoof-Care Summit, *American Farriers Journal* and Lessiter Media and their managers, officers, sponsors, employees, agents, successors and assigns from any suit or claim for personal injury, or for property damage or for loss of use of property by whosoever sustained on or about exhibitor's participation in the Show, unless the damages or injury is due solely to the negligence of the International Hoof-Care Summit.

INSURANCE:

- ◆ Each Exhibitor, Sponsor or Subcontractor must carry adequate insurance against all hazards. Policies should name Lessiter Media as Additional Insured on a Primary and Non-Contributory Basis.
- ◆ Exhibitor, Sponsor or Subcontractor will be required to provide a Waiver of Subrogation for General Liability and Workers Compensation. The policies shall provide for 30 days written notice to "Lessiter Media" prior to cancellation or modification, and the exhibitor, sponsor or subcontractor shall provide certificates as follows:
 - ◆ General Liability - \$1M per Occurrence / \$2M Aggregate
 - ◆ Workers Compensation - Per Statutory Requirements
 - ◆ Auto Liability - \$1M Combined Single Limit
 - ◆ Umbrella - \$1M Limit per occurrence
- ◆ All property of the Exhibitor, Sponsor or Subcontractor is understood to remain under their custody and control in transit to and from or within the confines of the show area. Neither show management or Sheraton Hotel is responsible for loss, theft or damage to Exhibitor's, Sponsor's or Subcontractor's property.

CANCELLATION:

- ◆ An Exhibitor may cancel its participation in the International Hoof-Care Summit. Cancellation requests must be submitted in writing to: Amy Johnson at ajohnson@lessitermedia or mailed to IHCS, P.O. Box 624, Brookfield, WI 53008-0624. **Cancellation requests received before Nov. 15, 2024, will receive a 100% refund. Cancellation requests made by Dec. 15, 2024, forfeit 50% of the total rental. No refunds or transfers will be made after Dec. 15, 2024.**

FORCE MAJEURE:

- ◆ In the event any part of the exhibit area thereof is unavailable, whether for the entire event or a portion of the event as a result of fire, flood, tempest or any other such cause, or as a result of governmental intervention, malicious damage, acts of war, strike, lock-out, labor dispute, riot or any other cause or agency over which the Show has no control, or should the Show decide that because of any such cause it is necessary to cancel, postpone or re-site the Show, or reduce the installation time, Show time, or move-out time, the Show shall not be liable to indemnify or reimburse the Exhibitor in respect of any damage or loss, direct or indirect arising as a result thereof.

AGREEMENT:

- ◆ This application, upon acceptance by the International Hoof-Care Summit, constitutes a legal and binding contract. Show Management reserves the right to render all interpretations and to establish further regulations as may be deemed necessary for the general success of the exhibition.
- ◆ Designated Exhibitor representative acknowledges he or she has read, understands and will comply with the rules and regulations set forth in this contract and those outlined in the exhibitor manual. Questions regarding said rules and regulations should be referred to: Show Management, by Phone (262) 777-2409 or Fax (262) 782-1252.
- ◆ Designated Exhibitor representative also acknowledges that he/she has the full authority to submit and sign this contract for exhibition space at the International Hoof-Care Summit.

APPLICATION DENIAL CRITERIA

- ◆ The IHCS staff hereby stipulates that applications may be subject to cancellation or denial under the following circumstances: failure to remit payment for booth or previously invoiced advertising, or if the applicant is perceived to harbor malicious intent against *American Farriers Journal* and its affiliated properties. Such determinations shall be made at the discretion of the IHCS staff.



International Hoof-Care Summit
 P.O. Box 624
 Brookfield, WI 53008-0624

The 22nd Annual International Hoof-Care Summit Heads to the Heart of America

January 21-24, 2025
 Kansas City, Mo.

americanfarriers.com/ihcs



Local Attractions in Kansas City, Missouri



Craft Breweries

As one of the country's fastest-growing craft beer destinations, there are over 30 craft breweries in and around Kansas City. Here's a list of breweries within walking distance of the Sheraton Kansas City Hotel at Crown Center.

Brewery Emperial

1829 Oak St,
 Kansas City, MO 64108
 0.4 mi, 10-minute walk

Casual Animal Brewing Co.

1725 McGee St,
 Kansas City, MO 64108
 0.5 mi, 12-minute walk

Border Brewing Company

512 E 18 St,
 Kansas City, MO 64108
 0.6 mi, 15-minute walk



Restaurants

With a central location attached to Crown Center, there are a number of excellent restaurants in the area around the Summit venue. Here are some within walking distance of the Sheraton Kansas City Hotel at Crown Center.

The Link @ Sheraton Café

2345 McGee St. Sheraton Kansas City Hotel
 Located in the hotel.

Spectators

2345 McGee St. Sheraton Kansas City Hotel
 Located in the hotel.

Pierpont's at Union Station

30 W Pershing Rd. Suite 900
 Located inside Historic Union Station
 0.5 Miles, 10-minute walk

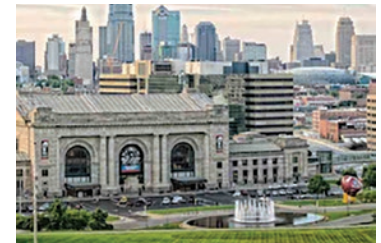


Crown Center

Crown Center is a shopping and entertainment district which overlooks a plaza with an ice rink. Family-friendly attractions include the Hallmark Visitors Center, with exhibits on this iconic local brand, and the Coterie Theatre, staging both classic and contemporary shows. Displays at the nearby National World War I Museum include life-size trenches and a walk-through shell crater.

Attractions at Crown Center:

- Sea Life Kansas City Aquarium
- Legoland Discovery Center
- Crown Center Ice Terrace
- Grand Theater



Union Station

Kansas City's most celebrated destination boasts over 100 years of iconic history and year-round attractions for all ages. Union Station is home to award-winning restaurants, coffee shops, leisure activities, and prominent civic organizations and businesses.

National WWI Museum

The National WWI Museum holds the most diverse collection of World War I objects and documents in the world and is the second-oldest public museum dedicated to preserving the objects, history and personal experiences of the war.