



FVC Exhibit Space Prospectus

6th Farmer Veteran Stakeholders Virtual Conference
November 18-19, 2020

4614 2nd Street, Suite 4, Davis, CA 95618

We are pleased to offer sponsors, organizations, and government agencies the opportunity to participate in our first virtual exhibit hall as part of the 6th national Farmer Veteran Stakeholders Conference.

When

Virtual Exhibit Dates/Times

- November 18, 08:00 am – 02:00 pm Pacific | 11:00 am – 05:00 pm Eastern
- November 19, 08:00 am – 12:00 pm Pacific | 11:00 am – 03:00 pm Eastern

Attendees and exhibitors may exchange post-conference messages within the event app through Wednesday, November 30, 2020. (FVC acknowledges that responses between parties may not be in real time due to the Thanksgiving holiday; the platform remains open to allow for continued engagement.)

Attendees

Farmer veterans and veterans pursuing agricultural careers are our primary audience. Other attendees include representatives of state and federal governmental partners, universities, veteran service organizations, farm organizations, farm training programs, and nonprofits working to connect veterans with agriculture. Past conferences have drawn nearly 500 attendees. We expect to double attendance virtually.

Exhibit Space Rate - Full payment is due upon receipt of invoice. Deadline is October 31, 2020.

- \$100
- \$135 is exhibit space rate plus access to conference sessions

Exhibit Space Fee Includes

- A listing in our virtual exhibit hall, housed on the Farmer Veteran Coalition branded event app (free from the App Store and Google Play).
- An exhibitor profile page within the Farmer Veteran Coalition app. Features include exhibitor description, contact information, website URL, social media links, vendor attachments (PDF documents no greater than 10MB/document), and a link to vendor's external video content via Vimeo or YouTube (or other cloud like Google drive/Dropbox link).
- Opportunity to send coupons and/or discounts to attendees through FVC email.
- Exhibitor has option of setting up/accepting appointments with attendees for lead generation —either exchanging within-app messages or arranging a one-on-one phone call *outside* the app.
- Exhibit space fee does not include sessions. Session access may be added for a reduced rate of \$35.

Space Cancellation or Reduction Policy

50% refund if FVC receives written notice of cancellation by October 31, 2020. Because of fixed costs, we regret that no refunds will be issued after October 31, 2020. Please allow up to four weeks for delivery of refund. FVC will return payments via the same method of original payment.

Space Assignment and Questions

FVC exhibitors are listed in alphabetical order in the exhibitor directory. If you have specific questions, please contact us at FVCEvents@farmvetco.org.

Application for Space

Applications for exhibit space are subject to the approval of FVC, at its sole discretion, not to be unreasonably withheld. Upon request, an exhibitor profile (company description) of specific products and/or services must be provided to FVC prior to the conference. FVC reserves the right to reject applications if it is in the best interest of the virtual exhibit hall.

Security

FVC is not liable for the security of information exchanged via the event app. We encourage exhibitors and attendees to follow industry best practices for maintaining cybersecurity.

Exhibitor Terms

FVC reserves the right to approve all materials posted to the event app and to prohibit any material that, because of objectionable features, detracts from the general character of the virtual exhibit space.

Conditions of Contract

Exhibitors agree to abide by the contract conditions published in this prospectus and on our conference website. Exhibitors accept responsibility for informing all their employees and agents of these conditions and agree they will abide by them as well.

Photo/Audio/Video

FVC and all persons or entity acting pursuant to FVC's permission or authority reserves all rights to use any recorded images, audio or video of exhibit spaces and exhibitors for educational, advertising, and promotional purposes in all conventional and electronic media, and any future media.

Cancellation of Conference

It is mutually agreed that in the event the FVC Stakeholders Conference is cancelled due to Acts of God, war, strikes, government regulation, advisory (including travel advisory warnings by the government or World Health Organization), civil disturbance, terrorism, or threats of terrorism as substantiated by government warnings or advisory notices, curtailment of transportation, epidemics, disaster, fire, snow storms, tornadoes, power outages or any other comparable conditions necessitating the canceling of the exhibit, FVC may refund any monies paid in advance.