



PZ3 Live

Animal Health Technology & Innovation Expo

EXHIBIT RULES & REGULATIONS

OVERVIEW

PetZONE360™ also known as PZ3, has adapted the following guidelines from the International Association of Exhibitions and Events (IAEE) Guidelines for Display Rules and Regulations. Show Management has the authority to interpret or amend the rules at any time, all decisions are final, and all requested changes are at the Exhibitor's expense. Exhibitors must also comply with all the rules and regulations of The Expo at World Market Center Las Vegas (WMCLV).

ADMINISTRATIVE

The Application & Contract for Exhibit Space, the Exhibitor Guide, and the Exhibitor Rules and Regulations, (including the Freeman Exhibitor Service Kit), contained herein and as amended, shall collectively constitute the agreement ["Agreement"] between PetZONE360™ and Exhibitor. Upon Exhibitor's execution of the Application & Contract for Exhibit Space, this Agreement shall become a binding contract between PetZONE360™ and Exhibitor. Exhibitor acknowledges that it has read and understands the Exhibitor Guide and these Rules and Regulations and expressly agrees to accept and abide by PetZONE360™'s decisions and these Rules and Regulations and all amendments thereto.

DEFINITIONS

PetZONE360™ and its officers, directors, agents, affiliates, representatives, employees, successors, or assigns, hereinafter referred to as PZ3 Live.

For the purposes of this Agreement, the term "Expo Hall" refers to the trade show component of PZ3 Live at The Expo at World Market Center Las Vegas (The Expo at WMCLV).

The term "Exhibitor" is referred to as the applicant identified on the Application & Contract for Exhibit Space. PetZONE360™ and Exhibitor are collectively referred to in this Agreement as the "Parties" and "Party" in the singular.

The term "The Expo" means the exhibit halls, meeting rooms, and function space, lobbies, foyers, parking lots, airspace, and grounds of The Expo at WMCLV as well as any other facilities to be used as the site of the Conference. Exhibit Hall means the portion of The Expo at WMCLV premises to be used for the tradeshow/exposition portion of Conference (the "Exhibition"). Facility Management means the owner or manager of The Expo at WMCLV and the management of any of the other facilities used for the Conference. Exhibit space (Exhibit Booth or Exhibit Space) means the exhibit or display space assigned to Exhibitor by PZ3 Live. Exhibit Space Fee means the required Exhibit Space fee, including all deposits
PZ3 Live Rules and Regulations 2025

and other fees to be paid to PetZONE360™ for Exhibitors' Exhibit Space. Exhibit collectively means any or all of Exhibitor's materials, goods, products, equipment, or belongings displayed, showcased, or used within Exhibitor's Exhibit Space. Conference Dates mean the dates over which the Conference is conducted including move-in, show days and move-out days at the Convention Center. Exhibition Hours mean the hours that the Exhibition (i.e., tradeshow/exposition portion of Conference) is open to Conference participants.

The PZ3 Live trademark is a federally registered trademark and is the exclusive property of PetZONE360™. The Exhibitor may not use the PZ3 Live trademark in any manner without PetZONE360™'s express written approval. All trademarks, service marks, and logos used by PetZONE360™ (collectively, the "Marks") are the exclusive property of PetZONE360™ and are protected by law and existing federal trademark registration and applications. PetZONE360™ grants Exhibitor a limited, revocable, and nonexclusive right to use the Marks solely in connection with advertising your sponsorship of or participation as an exhibitor in the PetZONE360™ Conference, as the case may be. All use of the Marks shall inure to the benefit of PetZONE360™. Except as expressly permitted pursuant to the foregoing license, you may not (i) take any action inconsistent with or adverse to or otherwise challenge PetZONE360™'s ownership or rights in and to Marks, (ii) intentionally change or alter the Marks, in any way, including without limitation, in appearance or spelling or change the case of letters, (iii) incorporate the Marks in your own brand name, trade name, corporate name, trademarks, service marks, logos or domain names, (iv) use the Marks to advertise, market or sell your goods or services or otherwise utilize Marks or PetZONE360™'s goodwill and reputation for your own commercial purposes, or (v) file any application or obtain any registration containing the Marks or any mark confusingly similar to Marks in any country.

ELIGIBILITY

PZ3 Live reserves the right to determine the eligibility of any exhibit for inclusion in its Conference, either before or after the proper execution of the Contract for Exhibit Space. All products and services to be exhibited must be directly related to animal health technology and innovation or it must enhance the PZ3 Live Expo Hall. PZ3 reserves the right to require modification of any exhibit that, in its opinion, is not in character with the PetZONE360™/PZ3 Live Standards. PZ3 Live's acceptance of an Exhibitor does not constitute an endorsement of that organization's products and/or services.

Exhibitors must have their PZ3 Live account in good standing to participate in PZ3 Live. Anyone with a delinquent balance will not be granted approval or will not be assigned a booth space until the account is current.

To sponsor or advertise at PZ3 Live, companies must purchase an exhibit space (minimum 10'x10' or 100 square feet) and adhere to PZ3 Live's Exhibit Rules and Regulations. Exceptions may be granted at the discretion of PZ3 Live Show Management.

ACCEPTANCE

PZ3 Live Rules and Regulations 2025

Applications for rental of Exhibit Space shall be subject to the approval of PZ3 Live Show Management, and Show Management reserves the right to reject applications for space with or without cause if Show Management determines the rejection is in the best interest of the Show. Show Management will contact the Exhibitor following submission of the Exhibit Space Rental Application if it finds issues with the application.

Upon PZ3 Live's acceptance of the Application and Agreement for Exhibit Space, the Exhibitor acknowledges that Exhibitor has read and agrees to abide by its Rules and Regulations and any additions or amendments made by PZ3 Live thereafter to ensure successful execution of the PZ3 Live Show.

PZ3 Live will have the right, in its sole and absolute discretion, to establish and/or modify the Rules and Regulations and the use of Exhibit Space covered by this Agreement. PZ3 Live will endeavor to provide Exhibitor with changes or modifications to these Rules and Regulations; however, failure to provide or non-receipt of such changes will not invalidate or nullify such changes or modifications. PZ3 Live shall always have sole control over Conference admission. Any updates to these [Rules and Regulations](#) will be available on our website or inside the Exhibitor Service Center.

As of the effective date, Exhibitor agrees as follows:

- Use the Exhibit Space assigned by PZ3 Live in accordance with the Exhibitor Rules and Regulations.
- Pay the required Exhibit Space Fee by the deadline dates established herein.
- No Exhibitor shall be permitted to exhibit or participate in the PZ3 Live or gain access to The Expo at WMCLV's Expo Hall unless and until Exhibitor has paid the full Exhibit Space Fee by the deadline dates.

FEES

A 50% non-refundable payment in accordance with the Exhibit Space payment schedule is required upon Exhibitor's submission of Application for Exhibit Space Fee to PZ3 Live.

PAYMENT SCHEDULE

- A non-refundable Exhibit Space Fee of 50% of the total booth fee is due at the time of booking in order to hold the space in the Exhibitor's name until the full payment is received.
- Full payment is due by Friday, January 24, 2025.
- A 50% refund (if already paid in full) may be eligible if notice is received in writing by Thursday, January 23, 2025, **ACH payment preferred.**
- Credit card payment accepted. Currently accepting Amex, Visa and Master Card.
- Payment by check and wire transfer are accepted, provided payment is received within 15 days net of invoice. [Wire Transfer Routing Instructions](#). If payment is not received by the due date, Exhibit Space will be released.
- Exhibit Applications received after Thursday, January 23, 2025, require full payment upon application.

IMPORTANT:

The space reservation is not secured until the 50% deposit or full payment is remitted, and the Exhibit Space Application & Contract is accepted by PetZONE360™.

CANCELLATION OR REDUCTION OF EXHIBIT SPACE BY EXHIBITOR

A 50% refund (if already paid in full) may be eligible for a refund. All cancellations or Exhibit Space reduction requests must be requested in writing or via email to sales@petzone360.com, and must be received no later than **Thursday, January 23, 2025**. Any requests received after Thursday, January 23, 2025, will not be eligible for a refund. Upon notice of such cancellation, withdrawal from the Exhibit, or reduction in Exhibit Space or Meeting Space, the Exhibitor shall lose all rights to the assigned Exhibit Space, and PZ3 Live, in its sole discretion, may reassign the released Exhibit Space or Meeting Space to another party.

Exhibitor will remain obligated to pay PZ3 Live all amounts due for any Exhibit Space booth packages originally ordered by Exhibitor prior to cancellation or reduction in Exhibit Booth size. No cancellation or reduction in Exhibit Space shall be acknowledged unless received in writing by PZ3 Live. ***Exhibitor's right to obtain and use of complimentary Exhibitor personnel and complimentary badges shall immediately be revoked and forfeited if Exhibitor cancels its Exhibit Space or fails to meet its obligations under this Agreement.***

Exhibitor acknowledges that the damages suffered by PZ3 Live from cancellation, withdrawal or reduction in Exhibit Space described in the preceding paragraph will be substantial and that the parties may not be capable of determining the extent of such damages with mathematical precision. For that reason, the amounts stated above for liquidated and agreed upon damages have been incorporated into this Agreement and agreed upon by the parties as a valid and reasonable pre-estimate of such damages and not as a penalty. Any applicable refunds will be processed within 30 days after the close of the Event, and no interest will be paid on any amounts received by PZ3 Live.

BOOTH PACKAGES

- Two (2) allotted badges per every 100 sq. ft. (10'x10') and (1) allotted badge per additional 100 sq. ft.
- One (1) complimentary small 3D Virtual Booths2GO.
- Eligible to submit up to three (3) nominations to the Technology Awards (\$100 per application).
- Three complimentary Press Releases uploads and Press Kit onsite.
- Complimentary Liability Insurance.
- One (1) 6'L x 30"H black draped table, two (2) Limerick chairs, one (1) corrugated wastebasket.
- One (1) booth identification sign with company name and booth number for booths 300 sq. ft. or less.
- Each 10' x 10' booth will be set with 8' high blue back drape and 3' high side drape.
- Listing in the Official Program Guide (if reserved before Tuesday, March 11, 2025), on PZ3Live.com, PZ3 Virtual Expo, or other medium as determined by PZ3 Live Show Management.
- 24-7 Expo Hall perimeter security during exhibit days.
- Opportunity for increased visibility through Sponsorships, Advertising, Marketing, PZ3 Live Virtual Expo, and PZ3 Live Publications.
- Access to Continuing Education with CE credit.

Note: Carpeting is required at the exhibitor's expense, which can be ordered through Freeman. Electrical, Internet, and Lead Retrieval are optional and at the exhibitors' expense.

BOOTH DISCOUNT AND PRIORITY POINT INCENTIVES

All exhibitors will receive an additional 10 points for attending the inaugural PZ3 Live 2025.

PZ3 Live will assign priority points for every exhibitor that exhibits at PZ3 Live starting in 2025. Points will be assigned based on booth size and sponsorship support. Exhibitors with priority points will receive priority when exhibiting at future PZ3 Live events. To receive Priority Points, all invoices must be paid by the deadline dates and accounts must be in good standing. Failure to pay on time may result in not earning Priority Points.

SPACE ASSIGNMENT

Exhibitor Priority Point Ranking Index

The priority points earned by our Exhibitors annually will be used to determine a ranking system, which will be used to assign booth selection appointments. This program is intended to reward our loyal exhibitors, sponsors, and advertisers for their support of the PZ3 Live year-round.

Exhibiting companies who have merged with, have been purchased by, or have purchased another company, may use the Exhibitor's exhibiting history at the 2025 PZ3 Live Annual Expo from either company, whichever is more favorable, but not the combined exhibiting history of both companies.

BOOTH SHARING

The sharing of Exhibit Space is prohibited. All Exhibit Space can only be assigned to one company of record. Exhibitors may not share, transfer, or sublet Exhibit Space. Exhibitors who violate these rules may no longer be allowed to exhibit with PZ3 Live in future years.

Companies with multiple divisions may exhibit within one booth space. Individual divisions may be listed separately on the PZ3 Live website and in the Official Program Guide provided the following guidelines are met:

- Each division must be solely owned by the parent exhibiting company.
- Not less than 100 square feet of exhibit space is purchased for each division listed (i.e., primary and two divisions must purchase at least 300 square feet of exhibit space).
- Only the primary company will be listed on the complimentary booth sign provided by PZ3 Live.
- PZ3 Live is notified in advance in writing and approval was granted.

HEIGHT, SETBACK, RIGGING & INTERPRETATION OF RULES

Inline Booths: Eight feet (8 feet) maximum.

Island Booths: Twenty feet high (20 feet) maximum, including any logo-bearing crowns.

Lighting: Crowns may be illuminated. Lighting/video truss systems maximum trim height is 20 feet to the top cord.

Setback: PZ3 Live follows the policy of the International Association of Exhibitions and Events (IAEE) to help maintain unobstructed sight lines. All items 4 feet or higher must be “set back” 5 feet from the front of the exhibit booth.

Hanging Signs (Rigging) are allowed only for ISLAND and PENINSULA booths, and only applicable in the Premium section of the Expo Hall. The Standard section of the Expo Hall has a lower ceiling. Contact support@petzone360.com to ensure that your section has adequate height requirements should you need to hang higher signs. Hanging signs (rigging) are NOT allowed for INLINE or ENDCAP booths. For PENINSULA booths, hanging signs and graphics must be set back 10 feet and must be confined above the contracted space only. Hanging sign/item maximum trim height is 20 feet to the top of the sign/item (the highest point of the sign/item) for ISLAND and PENINSULA booths. Sign ONLY supporting truss system has no trim height limit, to accommodate the sign it supports below to its maximum allowed height of 20 feet to the top.

Exceptions from the above rules may be granted with Show Management approval. Send a request to support@petzone360.com, including a detailed sketch of the proposed layout at least sixty (60) days prior to the conference or before construction is ordered.

BADGE POLICY

Commercial Booth	Two (2) badges included for every 10'x10' booth. Every additional 10'x10' or 100 square feet received one (1) additional allotted badge. Includes access to CE.
Start-Up Booth	Two (2) badges included for every 10'x10' booth. Every additional 10'x10' or 100 square feet received one (1) additional allotted badge. Includes access to CE.
Additional Badges for Purchase (Above Allotment)	<p>Exhibitor Full-Conference Additional (Excludes DVMs): \$125.00. Select this badge after all your allotted badges are used. This badge grants exhibitor full access to the event, including access to CE. Excludes DVMs, who must purchase a DVM badge.</p> <p>Exhibitor Full-Conference (DVM: \$150.00). Select this badge after all your allotted badges are used. This badge grants DVM exhibitor full access to the event, including access to CE.</p> <p>Exhibitor Booth Staff (No CE or session access): \$100.00.</p>

	Select this badge after all your allotted badges are used. No access to CE or educational sessions.
Guest Badge Type	<p>Exhibitor Guest Badge (Adult – 18+): \$50.00 (Early); \$75 (Standard); \$100 (Late/Onsite).</p> <p>One (1) adult guest badge is allowed for each allotted badge per company. Reserved for friends and family only. Not eligible to work in the booth. Excludes DVMs. No access to CE or educational sessions.</p> <p>Exhibitor Guest Badge (Minor – under 18): Complimentary. One (1) minor guest badge is allowed for each allotted badge per company. Reserved for friends and family only. Not eligible to work in the booth. No access to CE or educational session. Access during setup and teardown is prohibited.</p>
Other Badge Types	<p>Expo Hall Only (Non-Exhibitors):</p> <p>\$99.00 (Early); \$125 (Standard); \$149 (Late/Onsite)</p> <p>(Late/Onsite)</p> <p>This badge provides accessibility into the Expo Hall and entertainment events only for those attending to explore the Expo Hall. No access to CE or educational sessions.</p> <p>Public Relations/Marketing Agency:</p> <p>\$99 (Early), \$125 (Standard), or \$149 (Late/Onsite under the General Attendee category. Access to Expo Hall and Sessions, but no CE. Requests to attend PZ3 Live as a marketing agency representative must be emailed to support@petzone360.com.</p>
Lost Badges	Badge replacement is limited to one (1) badge per person per company. An administrative fee of \$50 will be charged for every badge replacement.

	Once a badge replacement has been issued, any additional badge replacement will be charged at a full price. DVMs must register as a DVM.
<p>IMPORTANT:</p> <p><i>The fees above are subject to change without notice at the discretion of PZ3 Live Management.</i></p> <p><i>Individuals wearing an Exhibitor guest badge are not permitted to work in the Exhibitor's Booth or solicit business inside the Expo Hall or elsewhere in The Expo at World Market Center Las Vegas.</i></p> <p><i>Exhibitors wearing appropriate badges may enter the Exhibit Hall 1.5 hours before opening and 1 hour after closing. If other access is necessary, the PZ3 Exhibits staff must be contacted, and special arrangements made. Due to security regulations, Exhibitors may be asked to present a photo ID to receive badges.</i></p> <p><i>An Exhibitor's badge is non-transferable. Each representative of an exhibiting company must always wear the official badge while in the Expo Hall, including setup or dismantling.</i></p> <p><i>Wristbands will be provided to approved exhibitors during move-ins and set-up. Each Exhibitor must have his/her name badge displayed to enter the Expo Hall and to attend the PZ3 Live lectures in the conference meeting rooms.</i></p>	

ERRORS & OMISSIONS

PZ3 Live assumes no responsibility or liability for any services performed or materials delivered by the official show service contractor or other suppliers to the Exhibitor/IP, personnel, or agents. Any controversies that may arise between the Exhibitor/IP and the service contractor, supplier(s) or union representative(s) or personnel of either, in the Expo Hall, may contact PetZONE360™ for resolution. The PZ3 Lives decision(s) shall be final and binding.

EXHIBITOR LIABILITY INSURANCE

Every booth purchase automatically includes a fully approved insurance certificate. Exhibitors will no longer need to go through all the hassles and costs of submitting compliant liability insurance, removing stress from the exhibition process. Please email any questions regarding insurance to support@petzone360.com.

SHOW CANCELLATION OR POSTPONEMENT

In the event that the Exhibition is canceled, postponed or relocated on account of fire, flood, riot, earthquake, civil commotion, strike, lockout, labor disturbances, explosions, sabotage, accident, terrorism, threat of terrorism, war, nuclear reaction, nuclear radiation, radioactive contamination, **pandemic (COVID-19)**, acts of God or other causes or casualties beyond the control of the PetZONE360™, the Exhibitor waives any and all damages and claims for damages.

The Exhibitor hereby waives any claim against PZ3 Live for damages or compensation. PZ3 Live may return a portion of the amount paid for rental of exhibit space after deduction of any amount necessary

to cover expenses incurred in connection with the Exhibit Program. Such expenses shall include, but not be limited to, all expenses incurred by PZ3 Live, as a result of contracts with third parties for services or products incidental to the Exhibit Program, including out-of-pocket expenses incidental to the Exhibit Program and all overhead expenses attributable to the production of the Exhibit Program.

PUBLIC POLICY & GENERAL EXPO HALL REGULATIONS

Each Exhibitor is charged with knowledge of all applicable Federal, State, and local laws, ordinances and regulations pertaining to taxation, health, fire prevention and public safety, while participating in this show. Compliance with such laws is mandatory for all Exhibitors and the sole responsibility of the Exhibitor.

PZ3 Live and general service contractor and other suppliers have no responsibility for compliance with public policy laws regarding the individual Exhibitor's space, materials, and operation. Exhibitors with questions regarding such laws, ordinances and regulations should contact PZ3 Live

ADA COMPLIANCE

Exhibitor represents and warrants:

- The exhibit will be accessible to the full extent required by law.
- The exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the Act, and that it shall indemnify and hold harmless and defend PZ3 Live from and against all claims and expenses including reasonable attorney's fees and litigation expenses that may be incurred by or asserted against PZ3 Live on the basis of the Exhibitor's breach of this paragraph or non-compliance with any of the provisions of the ADA.

ANIMALS/PETS

Exhibitors wishing to bring animals to the show must complete appropriate documentation as required by USDA. Notification of approval/denial will be provided to the exhibitor by PZ3 Live.

Adherence to the following guidelines is required:

- USDA Health Certificates are required for interstate and international transportation of USDA covered species, and certificates will NOT be issued on site.
- If you reside within Nevada, we advise that you have health certificates, but they are not required.
- Proof of rabies vaccination is a requirement for all animals attending the PZ3 Live in accordance with Chapter 828.30 F.S.
- Contact information for the person responsible for the animal(s) is also required and should be accessible on-site.
- All animals must be appropriately confined, and dogs must be on a leash. Animals must not block the aisles.
- Service dogs are exempt from USDA requirements, except for proof of rabies vaccination or proof of medical exemption from vaccination.

BOOTH CONSTRUCTION AND ARRANGEMENT

All exposed display parts must be finished to present an attractive appearance when viewed from the aisle or from adjoining exhibits and not be objectionable to other Exhibitors. No part of an Exhibitor's booth or display should obstruct an adjoining Exhibitor's/IP's booth.

All booths must have floor covering (carpet, soft tile, etc.) so that there is no exposed concrete. Tents may not be utilized in any in-line space(s) but may be permitted in island-configured spaces. All booths must be constructed or arranged to accommodate the viewing audience inside the booth to discourage a stationary crowd in the aisle(s).

PZ3 Live reserves the right to review or restrict, on a case-by-case basis, exhibits that violate booth construction and arrangement regulations. In the event of such restrictions, PetZONE360™ is not liable for any refunds of rentals or other Exhibitor expenses.

MOVE-IN, MOVE-OUT, STORAGE

Loading and unloading is permitted only across the loading dock and through designated Expo Hall doors for move-in and move-out.

All supplies, handouts, literature, and samples must be confined to the Exhibitor's booth and not behind it. Packing crates and/or boxes are not permitted in booths during the exhibit period, but these, when properly marked, will be stored, and returned to the booth by service contractor personnel during move-out. It is the Exhibitor's responsibility to mark and identify their crates or other packing material. Empty freight containers not properly marked or identified may be destroyed. PZ3 Live assumes no responsibility for the contents of crates or boxes. Due to Fire Code regulations, it may be necessary to store empty crates and boxes outside of the building or offsite.

OPERATION OF EXHIBIT SPACE

All business activities of the Exhibitor must be within the Exhibitor's assigned space. Each exhibit is to be staffed at all times during Exhibit Hall hours by bona fide employees or representatives of the exhibiting company. Exhibitors who fail to have their booths staffed during show hours are subject to the loss of existing space for next year's conference.

PZ3 Live reserves the right to restrict exhibits that, for any reason, become objectionable and to prohibit or evict any exhibit that, in the opinion of PZ3 Live, detracts from the character of the conference. In the event of such restrictions or evictions, PetZONE360™ is not liable for any refunds or rentals or other exhibit expenses.

LITERATURE DISTRIBUTION

Any distribution of literature or materials of any kind is limited to the Exhibitor's assigned booth and will not be permitted in any other part of the Expo Hall, meeting rooms or other areas of the Hotels. PZ3 Live reserves the right to immediately dispose of all unauthorized materials found outside of an Exhibitor's assigned space(s). Canes, noisemakers, sideshow tactics, or any other undignified methods and materials (as determined by PZ3 Live) are prohibited in exhibit booths. Questions concerning the appropriateness of any promotional materials or activities should be directed to PZ3 Live Show Management.

FOOD & BEVERAGE

All food & beverage for distribution to attendees must be purchased and arranged in advance through the Catering Service contracted by The Expo at World Market Center. The Exhibitor is requested to advise PZ3 Live of any irregularities observed in the exhibit areas, such as unauthorized solicitation or other objectionable activity.

CANVASSING BY NON-EXHIBITORS

The Expo Hall is limited to registered attendees of the PZ3 Live and registered representatives of business firms, manufacturers, professional organizations, and dealers who have contracted or paid for exhibit space. No other persons or concerns will be permitted to demonstrate their products, distribute advertising materials, or solicit orders in the Expo Hall.

SUIT-CASING

No suit-casing is allowed! Any exhibitor who is observed soliciting business outside of their company booth, including scientific program sessions, convention hallways, or other public spaces are in violation of PZ3 Lives policies and will be asked to leave the premises immediately. Additional penalties may be applied. Please report any violations you may observe to PZ3 Live Show Management.

SALE OF MERCHANDISE

Order-taking and/or related sales activities are permissible provided they are confined to the Exhibitor's assigned space, do not involve cash transactions (without the proper tax permits/licenses) in the Expo Hall, and do not detract from the professional tone of the conference. All Exhibitors who sell merchandise from the show floor, or who take orders on either a wholesale or retail basis, must adhere to all State/local laws/regulations regarding sales or use tax collections for the city in which this Exhibit Program is held. See [the State of Nevada Department of Taxation](#) for appropriate rules and regulations.

USE OF DISPLAY SPACE

Exhibitors may not sublet, subdivide, or assign their space, nor any part thereof, nor purchase multiple booths for the purpose of subletting or assigning to third parties, nor permit in their booth non-exhibiting companies' representatives without the express written permission of P3 Live. Only companies or individuals that have contracted directly with the Company shall be listed in the show directory or allowed on the show floor as an Exhibitor. Only one company name per booth will be listed on any booth sign. No signs or advertising devices shall be displayed outside the exhibit space other than those furnished or approved by PZ3 Live. Failure to comply with this provision may be sufficient cause for PZ3 Live to require immediate removal of the exhibit and/or the offending Exhibitor at the Exhibitor's expense.

DEMONSTRATIONS OR ENTERTAINMENT

Aisles must not be obstructed at any time. Demonstration: Exhibitors will not place demonstration areas on the aisle line of their exhibit if it is expected that many people will congregate at one time. Should spectators interfere with the normal traffic flow in the aisle or overflow into neighboring or adjacent exhibits, PZ3 Live will request the limitation or elimination of the presentation.

Sound: Exhibitors/IPs are to monitor their booth to be sure that the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. PZ3 Live reserves the right to determine at what point sound or a demonstration constitutes interference with others and must be discontinued.

SOUND/MUSIC

Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should be positioned to direct sound into the booth rather than the aisle. Rules of thumb: Sound and noise should not exceed 85 decibels when measured from the aisle immediately in front of a booth. (Refer to OSHA at <https://www.osha.gov/> for more information).

Exhibitors should be aware that music played in their booths, whether live or recorded, may be subject to laws governing the use of copyrighted compositions. ASCAP, BMI, and SESAC are three authorized licensing organizations that collect copyright fees on behalf of composers and publishers of music. Exhibitors/IPs are responsible for reporting and paying appropriate license fees if required.

PHOTOGRAPHY/VIDEOTAPING/SKETCHING

An exhibit booth, its products, staff, or visitors may not be photographed, videotaped, recorded, or sketched except with the permission of the authorized occupants of that booth. This prohibition extends to attendees and members of the press and will be enforced regardless of whether exhibits are open or closed. Unauthorized activities are subject to immediate removal from the exhibition.

EARLY REMOVAL OF EXHIBITS

No exhibit shall be packed, removed, or dismantled before the Exhibit Program closes without written permission from PZ3 Live. If the Exhibitor acts in breach of this provision an appropriate assessment will be made. No contract labor personnel (official or independent) will be allowed on the exhibit floor before the show's official closing unless authorized by PZ3 Live Show Management.

CHILDREN DURING MOVE-IN/MOVE-OUT (18 years and under)

No one under the age of 18 is allowed in the exhibit area during move-in, move-out and non-show hours. There are no exceptions! During show hours, children may enter the Expo Hall with a badge, if always accompanied by a registered adult.

SECURITY

The PZ3 Live shall provide security throughout the hours of set-up, show hours, non-show hours, and during the move-out period. This security is to prevent unauthorized entry into the Expo Hall. **It is not intended to protect individual Exhibitor's booth contents.** PZ3 Live will not be responsible for the loss of any material for any cause or for injury to persons and urges the Exhibitor to exercise normal precautions to prevent loss due to theft or any other cause.

MERCHANDISE REMOVAL

To protect Exhibitors/IPs against unauthorized removal of merchandise, a written, authorized release will be required to remove any material from the Expo Hall after the first day of installation through the last day of move-out. Official release forms will be available at the Freeman Desk.

PUBLIC ANNOUNCEMENTS

Public announcement via the paging system is prohibited. We encourage such announcements via e-blast, tweet, app, or other types of announcements.

BALLOON POLICY

Helium filled balloons, either for displays or public access, are NOT allowed inside The Expo at World Market Center Building. Non-helium balloon arch for décor, etc. is acceptable. Please email us at support@petzone360.com if you have any questions.

RIGHT OF ENTRY AND INSPECTION

PetZONE360™ Show Management, in its absolute discretion, shall have the right at any time to enter the leased area occupied by the Exhibitor.

GIVEAWAYS, CONTEST & RAFFLES

These activities are permitted; however, the laws and regulations vary from state to state and often have requirements (e.g., payment of taxes, age limitations, etc.). Exhibitors are responsible for reviewing the requirements prior to implementing such a program.

FIRE & SAFETY

PZ3 Live has established a non-smoking policy that applies to all leased space (Expo Hall, meeting rooms, etc.) at the properties used.

All booth decorations, including carpeting, must be flameproof. Electrical wiring must conform to National Electrical Code safety rules and the electrical code in the city where the show is held. Electrical equipment that is not UL-approved may not be used in the Exhibit Hall. No wiring, installation of spotlights, or other electrical work of this type shall be done except by the electrical contractor authorized by The Expo at World Market Center Las Vegas management.

If inspection indicates any Exhibitor has neglected to comply with these regulations, or otherwise incurs a fire hazard, the right is reserved to remove all or such part of the Exhibitor's exhibit as may be in violation, at the Exhibitor's expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the Exhibitor should contact PZ3 Live for information concerning Exhibit Hall policies or fire code regulations. State and local fire regulations must be complied with.

Each enclosed or covered area must be protected by an audible smoke detector. This includes storage closets built into the exhibit. Each enclosed or covered area must display a charged and approved fire extinguisher.

Exhibitors/IPs or their agents shall not injure or deface any part of the Exhibit Hall, the booths or booth contents, or show equipment and décor. When such damage appears, the Exhibitor/IP is liable to the owner of the property so damaged.

CONTRACTOR(S) AND LABOR SERVICES

Labor Regulations/Union Labor

Exhibitor/IP hereby agrees to always use union labor while in the Exhibit Hall for items such as material handling, booth installation/dismantling, etc. Further, the Exhibitor agrees to abide by all agreements made between the Expo Hall, the unions, and PZ3 Live.

Exhibitor-Appointed Contractor (EAC)

Any Exhibitor requesting the use of labor services other than those provided through the official service contractor must provide proof of liability insurance to PZ3 Live **30 days prior to the start of the event**. Must also provide the following information with the written request: (1) name and address of the contractor; (2) name of the supervisor to be in attendance, (3) certificate of insurance with limits satisfactory to PZ3 Live. The Expo at WMCLV, Freeman and PZ3 Live are to be named as additional insured, (4) description of the work to be done, (5) evidence of any and all business permits and/or licenses that may be applicable by the State, County, or local authorities with respect to the work performed, and (6) the Exhibitor's name and booth number. The Exhibitor using an EAC agrees to indemnify and hold harmless PZ3 Live, Freeman, , and their respective officers, directors, staffs, employees and agents and all official contractors from any and all liability of losses for any act, complaint, damage, or loss to any other Exhibitor, the Exhibit Hall, the property of any contractor or any consequential damages arising out of any such act or loss from the time the independent EAC first arrives at the Exhibit Hall until the final move-out is complete. The Exhibitor further agrees that PZ3 Live may prohibit the EAC from working in the Exhibit Hall if they do not fully comply with all rules and regulations set forth herein. Once written permission has been granted by PZ3 Live, the Exhibitor/IP agrees to provide a copy of these rules and regulations to the EAC.

Booth Maintenance

The Exhibitor is required to maintain the daily cleanliness of the rented booth space(s). The Exhibitor needing cleaning service must arrange for it through Freeman. No other cleaning services will be allowed on the floor. Cleaning of booth(s) shall take place at times other than show hours. PZ3 Live will be responsible only for the cleaning of aisle space and public areas.

POACHING AND SCAMMING ALERT

Please beware of companies calling you directly to offer to reserve your PZ3 Live hotel reservations. These companies are in no way affiliated with PZ3 Live; however, they may tell you that they are with PZ3 Live, Exhibitor Services. **Please be aware that PZ3 Live will not contact you directly to solicit hotel reservations.**

DO NOT EVER give one of these companies your credit card information as doing so could result in your credit card number being stolen or misused. They may also promise you a reservation that does not exist and upon arrival you may be told that you do not have a room.

OUTSIDE EXHIBITS/HOSPITALITY SUITES

Without express written approval from PZ3 Live, Exhibitors/IPs may not display products/services and/or other advertising material in areas outside of their approved booth such as, but not limited to, parking lots, hotel lobbies, lounges, corridors, sleeping rooms, etc.

PROGRAM DIRECTORY AND PROMOTION

Exhibitor listings will be taken from the information entered in the Exhibitor Service Center. It is the responsibility of the Exhibitor to complete and ensure the information entered is accurate for our Official Program Guide, PZ3 Live Website, and other marketing platforms as determined by PZ3 Live. Information can be entered through the Exhibitor Service Center online once the exhibitor is approved.

Exhibitor acknowledges that information provided to PZ3 Live, such as company name, address, phone numbers, e-mail, website addresses, number and location of exhibit booth space and names and number of Exhibitor personnel will be treated as public domain information and may be available on the PZ3 Live Website and/or other PZ3 Live platforms and materials provided to Conference participants.

CONTINUING EDUCATION

Exhibitors with the appropriate badge may attend scientific or management seminars offered by PZ3 Live at no additional charge, except classes, labs, or events where additional fees are required. Contact PZ3 Live Show Management at support@petzone360.com for more information.

ASSUMPTION OF RISKS, RELEASES

Exhibitor/IP expressly assume all risks associated with, resulting from, or arising in connection with participating at the Conference including, without limitation, all risks of theft, loss, harm, damage, or injury to the person (including death), property, business, or profits of exhibitor, whether caused by negligence, intentional act, accident, act of God or otherwise.

INDEMNIFICATION

The Exhibitor agrees to protect and keep PZ3 Live Officers and its Board of Directors forever harmless from any damage or charge imposed for any violation of any law or ordinance whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, as well as to strictly comply with the applicable terms and conditions contained in the Agreement between the Hotels and PZ3 Live regarding the exhibit premises. Further, the Exhibitor shall at all times protect, indemnify, and keep harmless PZ3 Live and the Hotels against from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including the Exhibitor, its agents, employees, and business invitees, which arise from or out of any reason of said Exhibitor's occupancy and use of the Expo Hall or part thereof.

EXHIBITOR CONDUCT

All PZ3 Live attendees, including Exhibitors, must adhere to the PZ3 Live Attendee Code of Conduct. Any undignified solicitation on the part of an exhibitor should be reported promptly to Show Management. PZ3 Live reserves the right to close any exhibit which conducts its solicitation in an objectionable manner of infringes upon the rights and privileges of other exhibitors.

ENFORCEMENT OF RULES & REGULATIONS

The Rules and Regulations of the PZ3 Live Exhibition are intended to bring order and fairness to the medium. PZ3 Live reserves the right to restrict or terminate an exhibit without notice if an Exhibitor violates any of the Rules/Regulations herein. In the event of such restriction/eviction, PZ3 Live is not liable for any refunds, rentals, or other exhibit expenses. This Agreement shall be governed in accordance with the laws of the State of Nevada without giving effect to any choice or conflicts of law. The parties

agree to submit to the exclusive personal jurisdiction and venue of the state court in the State of Nevada for disputes relating to or concerning this Agreement.

CONTRACT ACCEPTANCE AND AUTHORIZATION

The signer of the Exhibit Space Rental Application, by either electronic or wet ink signature, shall be the official representative of the Exhibitor (“Exhibitor Representative”) and shall have the authority to act on behalf of the Exhibitor.

Any questions regarding the PZ3 Live Exhibitor Rules & Regulations, please contact msacasas@petzone360.com or support@petzone360.com.

Effective: 3.4.2024