

virginia
VETERINARY
conference

exhibitor & sponsor opportunities



February 22-24, 2018 | Roanoke, VA
Hotel Roanoke & Conference Center



Hosted by:
Virginia Veterinary Medical Association
in association with
Virginia Academy of Food Animal Practitioners
Virginia Association of Equine Practitioners
Virginia Association of Licensed Veterinary Technicians

register today!

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Contact Information:

Virginia Veterinary Medical Association
3801 Westerre Parkway, Suite D
Henrico, VA 23233

www.vvma.org
800-937-8862
info@vvma.org



Virginia Veterinary Medical Association **INDUSTRY COUNCIL APPLICATION**

Membership Fee: \$100.00

Company Name

Representative Name

Mailing Address of Representative

Telephone

Email

Membership Benefits:

1. Company recognized in the VVMA newsletter and on the web site
2. Recognition at the Virginia Veterinary Conference with a sign at exhibit booth
3. Preferential booth placement
4. Receive VVMA newsletter four times per year
5. Promotion in weekly email update (one per year)

Please mail your membership fee (\$100.00), made payable to the "Industry Council - VVMA", along with this completed application to:

VA Veterinary Medical Association
3801 Westerre Parkway, Suite D
Henrico, VA 23233

By checking here, you agree to allow the VVMA to print your contact information above in the association newsletter, website and other promotional materials.

{ a message from the conference chair: }

June, 2017

Dear Exhibitors & Sponsors,

Thank you so much for your interest in the 2018 Virginia Veterinary Conference! Your support in 2017 was a big part of the meeting's success, and we would like for you to be part of that again in 2018.

As the owner of a small animal practice in Leesburg, I am very aware and grateful of the investment the veterinary industry spends on our profession each year. I know that this investment comes at a cost and funds must be invested wisely. For this reason, I believe investing in our conference, the Virginia Veterinary Conference, is a wise decision. The Virginia Veterinary Conference is a well-known, well established conference which hosts over 500 veterinarians, veterinary technicians and students each year. The exhibit hall is the heart of the conference, a place where attendees gather to meet, eat and visit with exhibitors. You will have ample opportunity at our conference to interact and build relationships with veterinary professionals from all over Virginia.

The VVMA offers several levels of sponsorship. All sponsors will be recognized in conference materials, before, during, and after the conference. The various levels of sponsorship are outlined on page four of this brochure.

We are always happy to work with you on new approaches or ideas you may have to sponsor our annual Virginia Veterinary Conference. Please contact the VVMA office at 1-800-937-8862 or email at info@vvma.org to further discuss these opportunities.

We appreciate the close relationship we have with our industry partners and we welcome you to be an exhibitor and sponsor of our 2018 conference, to be held February 22-24, 2018 at the Hotel Roanoke in Roanoke, Virginia.

Sincerely,

Jason Bollenbeck, DVM

Jason Bollenbeck, DVM
2018 VVC Conference Chair

2018 Virginia Veterinary Conference Sponsor Opportunities

As a sponsor, your company will be recognized in all pre and post conference materials, VVMA website and newsletters, if commitment is made prior to publish deadlines.

Platinum Sponsor Package:

- ✓ Two complimentary booth spaces, for up to eight of your representatives
- ✓ Choice of booth location (first come, first serve)
- ✓ Two full page (full color) advertisements in the newsletter
- ✓ Recognition in all pre and post conference materials and newsletters
- ✓ Recognized on VVMA web site, www.vvma.org
- ✓ A "Platinum Sponsor" flag to highlight your booth

Gold Sponsor Package:

- ✓ Two complimentary booth spaces for four of your representatives
- ✓ One full page (full color) advertisement in the newsletter
- ✓ Recognized in all pre and post conference materials and newsletters
- ✓ Recognized on VVMA web site, www.vvma.org
- ✓ A "Gold Sponsor" flag to highlight your booth

Silver Sponsor Package:

- ✓ One complimentary booth space for two of your representatives
- ✓ 1/2 page (full color) advertisement in the newsletter
- ✓ Recognized in all pre and post conference materials and newsletters
- ✓ Recognized on VVMA web site, www.vvma.org
- ✓ A "Silver Sponsor" flag to highlight your booth

Bronze Sponsor Package:

- ✓ One discounted booth space (50%)
- ✓ Recognized in all pre and post conference materials and newsletters
- ✓ Recognized on VVMA web site, www.vvma.org
- ✓ 1/3 page (full color) advertisement in the newsletter
- ✓ Sponsor flag will be displayed at booth

DIAMOND Sponsor Package: Only one package available, first come, first serve

- ✓ Complimentary center booth, for unlimited amount of your representatives
- ✓ Reserved table at the banquet (10 tickets included)
- ✓ Three full page advertisements in the newsletter
- ✓ Recognition in all pre and post conference materials and newsletters
- ✓ Recognition on VVMA web site, www.vvma.org
- ✓ A special "Diamond Sponsor" flag to highlight your booth



Additional Conference Contributions Available

Receive recognition as a contributing sponsor at the conference by supplying one of the following:

- ◆ Conference Bags ◆ Conference Advertising (see pg. 5 for details)
- ◆ Padfolios ◆ Lanyards

YES - I WANT TO BE A SPONSOR!

- DIAMOND SPONSOR** \$17,000
- PLATINUM SPONSOR** \$12,000
- GOLD SPONSOR** \$8,000
- SILVER SPONSOR** \$5,000
- BRONZE SPONSOR** \$3,000
- CONFERENCE CONTRIBUTOR:** _____
Contact the VVMA office at 800-937-8862

Company Name: _____

Representative Name: _____

Phone: _____

Email: _____

Please also complete contract on page 6

2018 Virginia Veterinary Conference Advertising Opportunities

Advertising will be placed on a first come, first served basis.

Conference Advertising Opportunities

Registration Brochure	Full page color ad; inside front and back cover available	\$2,225 each page
	Full page, color ads, inside pages Only <u>two</u> pages available	\$1,000 each page
Onsite Program	Advertiser/Sponsor of program- Full Page Color ad on Back Cover Only <u>one</u> sponsorship available	\$1,700

Call the VVMA office 800-937-8862 for advertising details.

2018 Virginia Veterinary Conference Exhibitor Schedule

February 23, 2018

(tentative schedule)

All Exhibitors (Friday Morning):

- ✓ Join us for our Keynote Speaker
- ✓ Exhibitors and Sponsors will be recognized at the VVMA Annual Meeting after the keynote speaker.



NEW: Enhancing VVC while providing excellent CE

FRIDAY EVENING

Exhibitor Appreciation Reception | 5:45-6:15pm

VVMA Awards Ceremony | 6:15-7:15pm

(in the exhibit hall)

EXHIBITOR SCHEDULE

Thursday, February 22

3:00-10:00 pm - set-up

Friday, February 23

7:00 am - 8:00 am – set-up

9:00 am - 6:15 pm - Exhibit Hours

5:45 pm - 6:15 pm - Exhibitor Appreciation Reception

6:15 pm - 7:15pm VVMA Awards Ceremony

Saturday, February 24

7:30 am-1:30 pm - Exhibit Hours

After 1:30 pm - Exhibit Breakdown

HOTEL RESERVATIONS

Reserve your sleeping room at the Hotel Roanoke by calling 866-594-4722 or 540-985-5900 before

December 31, 2017. Ask for the VVMA room block to receive the conference rate of \$140 single/double. Hotel reservations will be available online in the Fall @ www.vvma.org

Virginia Veterinary Medical Association
Virginia Veterinary Conference
February 22 - February 24, 2018

CONTRACT FOR EXHIBIT SPACE

Application is hereby made for assignment of booth display of merchandise and services at the meeting of the Virginia Veterinary Medical Association (VVMA) to be held at The Hotel Roanoke, Roanoke, Virginia, February 22-24, 2018.

It is agreed that full payment must accompany the signed contract in order to reserve space. Requests for specific booth location cannot be guaranteed. Booth placement is determined by the VVMA Industry Council.

EXHIBIT FEES

\$775.00 postmarked on or before December 30, 2017 (includes 2 badges w/conference meals each day)

\$875.00 postmarked after December 30, 2017 (includes 2 badges w/conference meals each day)

Your exhibit fee includes one **6 x 8 ft. booth** of fireproof draperies on aluminum tubing, 7" x 44" (one) line booth sign with company name (to be provided by Exhibits, Inc.) and general overhead lighting. Each booth will have one draped table and two chairs, plus two exhibitor badges per booth (to be provided by VVMA). Electrical must be arranged and paid by exhibitor to The Hotel Roanoke. Upon receipt of a completed contract, VVMA will send electrical & freight contracts to the contact name listed on form. Booth space is limited. Once all exhibit space is filled, VVMA has the right to return fees to potential exhibitor.

It is further agreed that:

- A. No refunds will be made for exhibit space canceled after **December 30, 2017**.
- B. Exhibit space not claimed and occupied by 8:00 am on **February 23, 2018**, may be canceled or reassigned without refund.
- C. Relocation in another space of equivalent area will be accepted should such location become necessary or advisable in the judgment of the Association.
- D. The exhibitor agrees to abide by the Rules and Regulations for Exhibitors outlined on Page 7, which shall be considered as part of this contract and fully binding hereafter. These rules and regulations are to be considered as part of all space contracts. The VVMA reserves the right to interpret them as well as make final decisions on all points the rules and regulations do not cover.
- E. Companies may not share booths. Only one company per contracted booth.

COMPANY INFORMATION

Company Name: _____ Email: _____

Contact Name: _____ Tel.# _____

Address: _____ Fax # _____

City: _____ State: _____ Zip: _____

*Type of Products/Services to be Exhibited: _____

***Please list the names of companies adjacent to which you do NOT wish to be located**

(*must be completed)

Signature (Required)

Date

NAME BADGES – PLEASE PRINT CLEARLY

NOTE: Badges must be worn at all times in the exhibit hall. No exceptions will be made.

1ST Full Name _____ Nickname for badge: _____

2nd Full Name _____ Nickname for badge: _____

3rd Full Name* _____ (+\$75) Nickname for badge: _____

Representative (s) Email (if above company contact will not be exhibiting): _____

***(There's an extra \$75.00 fee for each additional badges over the two badges included in your exhibit fee. No more than two badges will be issued unless advance payment is received.)**

Please sign and return your completed contract, along with your payment to:

VVMA, 3801 Westerre Parkway, Suite D, Henrico, VA 23233 | Tel: (800) YES-VVMA | Fax: (804) 346-2655 | Email: info@vvm.org

To pay your exhibit fee with a credit card, please contact the VVMA office directly.

EXHIBIT RULES AND REGULATIONS

Virginia Veterinary Conference

February 22-February 24, 2018

ELIGIBILITY

Products and services to be exhibited are to be listed on the Contract for Exhibit Space; no other products or services may be exhibited. The VVMA reserves the right to determine the eligibility of any company, product, or part thereof, which in its opinion is not in keeping with the character and purpose of the exhibit. Products, materials, equipment, data and services must be applicable to veterinary medicine. Biological products require a USDA license. Information contained in the exhibit and in advertising literature or pamphlets must conform to approved labeling.

SPACE/CONSTRUCTION/ARRANGEMENTS

The rental price of space includes a booth of fireproof draperies on aluminum tubing, 7" x 44" sign with company name and general overhead lighting. Each standard booth consists of 8 feet high back panels and 3 feet high side panels. The VVMA reserves the right to relocate space as may be necessary for the benefit of all concerned. **However, no change in space assignment will be made after space reservation has been confirmed without consultation.** All exhibits must be confined to the spatial limits of their respective booth(s). **No part of the display may be higher than 8 feet.** The back one-half of the rented spaces may be occupied from the floor up to a height of four feet, with the exception of equipment, which may exceed the four-foot height limit, but may not be higher than eight feet. The aisles are the common property of all exhibitors and must not be obstructed at any time; therefore, each exhibitor has a responsibility to assure the proper flow of traffic through the entire Exhibit Hall. An exhibitor occupying multiple booth space directly across the aisle from each other is prohibited from bridging the aisle as part of the exhibit or from using any floor covering in the aisle other than that furnished by the Association.

SUBLETTING SPACE

Exhibitors shall not assign or sublet any space allotted to them and not advertise goods other than those manufactured or sold by them in the regular course of business except upon permission from the Association. No two companies are allowed to share one booth space. No sign or courtesy card is to be displayed for any equipment for demonstration purposes unless the supplier of such equipment is also the exhibitor.

OFFICIAL SUPPLIER - The 2018 official sources of supply are:

Decorator and Freight

Exhibits, Inc., Rich Chandler, Jr., 2505 Glen Center St., Richmond, VA 23223 / Tel: (804) 788-4400 / Fax: (804) 788-0186.

Electrical:

The Hotel Roanoke—Electrical forms will be provided by VVMA. Payment and completed form is to be sent to the Hotel Roanoke contact on form.

Set-Up: Thursday, February 22, 2018 – 3:00 p.m. - 10:00 p.m.
Break Down: Saturday, February 24, 2018 – 1:30 p.m.
Exhibitor Hours: Friday, February 23, 2018 – 7:00 - 8:00 am & 9:00 a.m. - 5:45 p.m.
Saturday, February 24, 2018 – 7:00 a.m. - 1:30 p.m.

INSTALLATION & DISMANTLING

If erection of any exhibit has not started by **8:00 a.m. on Friday, February 23, 2018**, no installation work will be permitted without VVMA permission. All equipment must be removed from the exhibit area by **3:00 p.m., Saturday, February 24, 2018**. Exhibit material remaining in the Exhibit Hall after that time will be removed at the expense of the exhibitor.

DELIVERY & LABOR

Shipments will not and cannot be received at The Hotel Roanoke prior to **Wednesday, February 21, 2018**. Exhibits, Inc. will receive crated material up to 30 days in advance of exhibitor set-up and deliver to the unloading area of the Exhibit Hall and load onto outbound carrier's trucks.

ELECTRICITY

The Electrical Service Contract will be provided with other materials upon receipt of exhibit contract. The Exhibitor pays the hotel directly for any electrical fees.

FIRE DEPARTMENT REGULATIONS

All exhibits and materials must comply with the fire ordinance of the Fire Department of Roanoke, VA. All donations, draperies, table covers, etc. must stand a flameproof test as prescribed by said ordinance. No combustible decorations shall be used at any time. All flammable fluids are to be kept in safety containers. All packing, excelsior, and wrapping paper (which must be flameproof) are to be removed from the floor and must not be stored under tables or behind displays.

LIABILITY & THEFT

The exhibitor agrees to hold the VVMA and The Hotel Roanoke harmless from any and all claims, judgments and expenses of litigation arising out of any property loss or damage, or personal injury or death caused by or arising out of the use of the leased space. Under government order of emergency, or other fair reason beyond its control, the VVMA reserves the right to cancel the exhibit with no further liability to the exhibitor other than full refund of space rental fees paid.

CARE OF BUILDING

Acceptance of exhibit space makes it obligatory on the part of the exhibitor and any employee that they shall not deface, injure, or mar the Exhibit Hall. Nothing shall be attached to any part of the building or furniture. The Exhibitor shall pay repairs for any damage done to the Association or the owners of the building, as their interest may appear.

CONDUCT

Exhibitors will be expected to comply with the rules and ethics of the VVMA. Any undignified solicitation on the part of any exhibitor should be reported. The VVMA reserves the right to close any exhibit that conducts its solicitation in an objectionable manner or infringes upon the rights and privileges to other exhibitors. No sound-making or other equipment may be set-up in the exhibit booth, which causes annoyance to other exhibitors. **Hospitality suites, group entertainment functions, prize contests, drawings, lotteries and the dispensing of foods or beverages by individual exhibitors will not be allowed.** Activities of each exhibit must be confined to the allotted exhibit space. It is not permitted to hold a demonstration on the aisle line if you expect many people to congregate at one time. Exhibitors should alert management of any irregularities observed in the Exhibit Hall.

BADGES

Name badges are mandatory for entry into the exhibit hall. **Badges are not transferable** and management reserves the right to limit the quantity and to confiscate badges used by any person other than the one for whom it was issued. Two badges per booth will be issued. Additional badges may be purchased for \$75.00 each.

INSURANCE

Exhibitors desiring to insure themselves against property loss, damage, or liability for personal injury, must do so at their own expense.

ADVERTISING

The Association reserves the right to refuse to permit distribution of souvenirs, advertising or printed matter or anything else which it may consider objectionable. Distribution elsewhere than from within an exhibitor's space is forbidden.

Contributions or gifts to VVMA are not tax deductible as charitable contributions for Federal income tax purposes.

Virginia Veterinary Medical Association
3801 Westerre Parkway, Suite D
Henrico, VA 23233
1-800-937-8862
info@vrma.org

DIRECTIONS TO THE HOTEL ROANOKE & CONFERENCE CENTER

TRAVELING ON I-81

- Take Exit 143 onto I-581 South
- Take Downtown Exit #5
- Stay in right lane of exit
- At stop sign, cross over Wells Avenue into parking lot

TRAVELING WEST ON 460

- 460 West becomes Orange Ave
- Make a left onto Williamson Rd
- Make a right onto Wells Avenue
- Make 1st left into parking lot

TRAVELING NORTH ON RT. 220

- Rt. 220 becomes I-581 North
- Take Elm Avenue Exit #6
- Make a left at the light
- Make a right at the 2nd light onto Williamson Road
- At the 5th light, make a left onto Wells Avenue
- Make 1st left into parking lot

TRAVELING FROM ROANOKE AIRPORT

- Make a right out of parking lot
- Take 1st Hershberger Exit
- Take I-581 S. Downtown Exit
- Take Downtown Exit #5
- Stay in right lane of exit
- At stop sign, cross over Wells Ave. into parking lot