

EXHIBITOR PROSPECTUS AND SPONSORSHIP GUIDE

CVMA'S PACIFIC VETERINARY CONFERENCE

PAC VET SAC

JUNE 18-21 • 2026

**SAFE Credit Union
Convention Center
Sacramento, CA**

Hosted by the

CVMA CALIFORNIA
VETERINARY
MEDICAL
ASSOCIATION



PACVET

SACRAMENTO

JUNE 18-21 • 2026

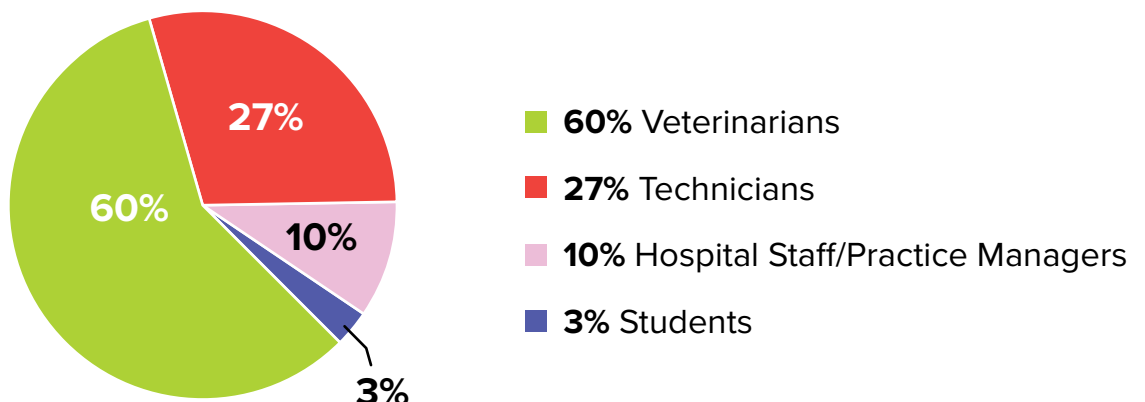
—Where
Innovation
Meets
Inspiration

✦ Exhibit at PacVet to increase visibility and build your brand!

PacVet offers **TWO EXPO DAYS**, including dedicated Expo hours that provide valuable face-to-face time with attendees!

PacVet draws over **1,000** veterinary professionals from across the United States and internationally. On average, the two-day Vet Expo draws **95%** of PacVet attendees with complimentary lunches, coffee breaks, raffles, and other fun events. Your business **WILL** be seen at PacVet! Additionally, exhibitors are recognized in the *California Veterinarian* magazine, conference website, conference program, onsite guide, conference app (viewed over 22,800 times at PacVet 2025!), and other related marketing materials.

Attendee Demographics



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Conference Location

**SAFE Credit Union
Convention Center**
1401 K St
Sacramento, CA 95814

At the epicenter of Sacramento is the SAFE Credit Union Convention Center & Performing Arts District—a confluence of excellent culinary options, the arts, and all that makes Sacramento great.

Conference Accommodations

Hyatt Regency Sacramento
1209 L Street
Sacramento, CA 95814

Sheraton Grand Sacramento
1230 J Street
Sacramento, CA 95814

Discounted Group Room Rate

Hyatt Regency: \$239*

Hyatt Regency room discounted rates will be available until **May 26, 2026**, or until the group block fills up—whichever comes first.

Sheraton Grand: \$249*

Sheraton Grand discounted rates will be available until **May 28, 2026**, or until the group block fills up—whichever comes first.

*standard single or double guest rooms.

ALLIED INDUSTRY COMMITTEE CO-CHAIRS:

Dr. Jacqueline Thomas | Boehringer Ingelheim
Shannon Boyd | Zoetis

CVMA BOARD LIAISON:

Dr. Kevin Terra



Important Information

Contact Information

Pacific Veterinary Conference

PO Box
1731 Howe Avenue, PMB 633
Sacramento, CA 95825

Conference Management

Sarah Erck, CMP

CVMA Director of Conferences and Events
serck@cvma.net | 916.649.0599, ext. 11

Erica Ferrier

Conference and Advertising Manager
eferrier@cvma.net | 916.649.0599, ext. 15

General Services Contractor

Curtin Convention & Exposition Services, Inc.

2269 Chestnut Street, Suite 628
San Francisco, CA 94123

Office: 415.883.7818
Mobile: 415.272.2937
Fax: 415.883.1755

dianna@curtinconvention.com
curtinconvention.com

Exhibitor Schedule*

Thursday, June 18, 2026

11:00 AM–6:00 PM	Exhibitor Check-in/Set-up/ Lead Retrieval
6:00 PM	Pre-Show Inspection

Friday, June 19, 2026

7:00 AM	Exhibitor Check-in Opens
7:00–9:30 AM	Exhibitor Final Set-up
9:30 AM	Final Show Inspection All exhibitors must be show-ready by this time.
10:25 AM–4:15 PM	Vet Expo Open
10:25–11:00 AM	Break in the Vet Expo
10:45 AM	Raffles in the Vet Expo
12:00–1:30 PM	Lunch in the Vet Expo
1:15 PM	Raffles in the Vet Expo
3:40–4:15 PM	Break in the Vet Expo
4:00 PM	Raffles in the Vet Expo

Saturday, June 20, 2026

8:00 AM	Exhibitor Check-in Opens
10:25 AM–4:30 PM	Vet Expo Open
10:25–11:00 AM	Break in the Vet Expo
10:45 AM	Raffles in the Vet Expo
12:00–1:30 PM	Lunch in the Vet Expo
1:15 PM	Raffles in the Vet Expo
3:40–4:15 PM	Break in the Vet Expo
4:00 PM	Raffles in the Vet Expo
4:30–7:30 PM	Teardown

TEARDOWN IS NOT ALLOWED prior to 4:30 PM on Saturday.

EXHIBITORS MUST BE MOVED OUT by 7:30 PM on Saturday.

**Schedule subject to change without notice. Please check PacVet.net for updates.*



Exhibitor and Sponsor Dates and Deadlines

Exhibitor General Deadlines

Exhibitor booths will remain available until they are entirely sold out.

All sponsorships must be paid in full at the time of selection.

March 5, 2026: Last day to pay full booth balance OR cancel booth and receive deposit back. If the balance is not paid by this date, the company will incur a \$250 late fee and has until March 19 to keep the booth plus pay the fee

March 19, 2026: Last day for exhibitors to pay their full booth balance plus the \$250 late fee. If payment is not received by this date, the company will forfeit their deposit, and their booth will be put back into inventory

May 22, 2026: Final date to register in order to be listed in the PacVet Onsite Guide

May 26, 2026: Hyatt Regency hotel special room rate ends

May 28, 2026: Sheraton Grand hotel special room rate ends

June 12, 2026: Exhibitor name badge information due

Premier Sponsor Benefit Deadlines

March 1, 2026: Ad commitment and contract/payment due for the May/June 2026 issue of the *California Veterinarian* magazine and *Connect* e-newsletter.

[Media Kit](#)
eferrier@cvma.net

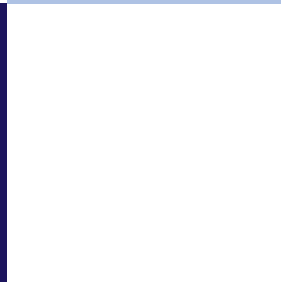
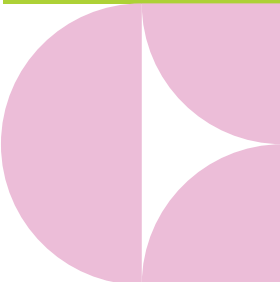
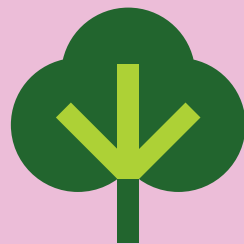
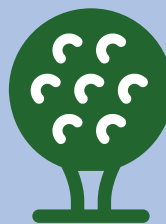


April 1, 2026: Ad artwork due for the *California Veterinarian* magazine

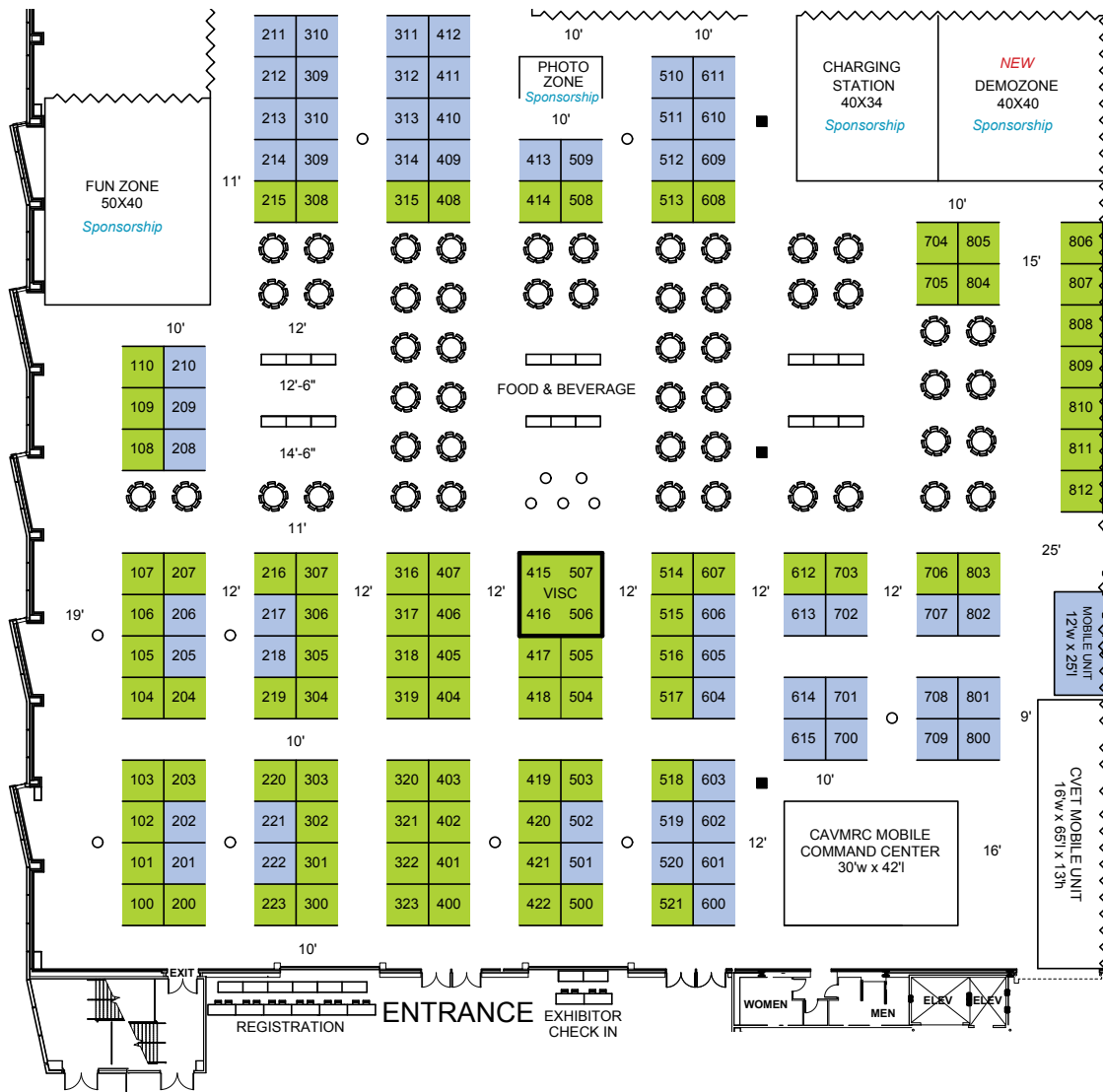
April 7, 2026: Ad artwork due for *Connect* e-newsletter

April 23, 2026: Show Special Booklet commitment due

May 22, 2026: Show Special Booklet artwork due



Vet Expo Floor



Standard Booth Placement

Deluxe (10' x 20')	\$4,800
Standard (10' x 10')	\$2,500

Premium Booth Placement

Deluxe (10' x 20')	\$5,400
Standard (10' x 10')	\$2,800

Lead Retrieval

Lead retrieval services are optional and available for an extra fee through Expo Badge. Ordering information will be provided in the exhibitor services kit after exhibitor booths have been assigned. Please note that PacVet does not sell nor provide an attendee list.

All 10' x 10' exhibit booths include:

- Identification sign
- One 6' table, two chairs, and one waste basket
- Three exhibitor name badges (includes entrance into all CE sessions, catered lunches, breaks, the CVMA President's Reception, and more!)
- Company listing on PacVet.net, the conference app, conference program, the onsite guide, and other related marketing material
- 10' x 10' carpet for booth
- 24/7 Vet Expo security during exhibit days
- Certificate of Insurance (COI) now included with the cost of your booth—compliance with all show requirements with no additional work or cost for you!
- Access to the onsite, private exhibitor lounge for when you need to escape the crowds, grab a snack, or freshen up your coffee!
- 10' x 20' booths will receive two tables, four chairs, and six exhibitor name badges

Not included in your booth fee:

- Attendee list
- Lead retrieval*
- Electricity*
- CEU for PacVet sessions**

Please note that guest badges will not be available to exhibitors or conference attendees. Anyone wishing to visit the Vet Expo must be a registered exhibitor or a PacVet attendee.

**Available for purchase separately*

***Those who wish to earn CE must be registered as an attendee, not an exhibitor. Exhibitors may attend sessions but are **not** eligible for CE credits.*

◆ PacVet Savings! Exciting new benefits included in your booth package!

Carpet is now included in the cost of your booth, saving you \$315 for each 10' x 10' space!

We're excited to announce that carpet is now included in your booth price! This means one less thing to worry about as you prepare for the show—no more hassle of ordering carpet separately. By including it with your booth package, we're saving you both time and money, simplifying your event planning.



Certificate of Insurance (COI)

All-in exhibitor liability insurance that meets all insurance requirements for PacVet is now included in your exhibit booth fee.

- Eliminating any work and broker fees for you!
- Every policy is 100% compliant!
- Policy has no deductible, which means no out-of-pocket costs and no future rate increases for you!
- **At no additional cost to you!**

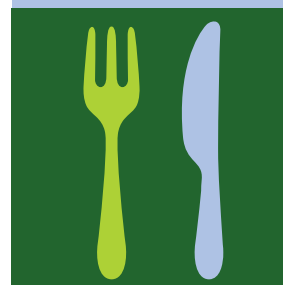
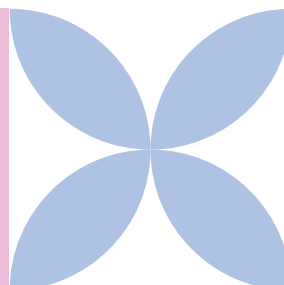
Thank-You Rewards

Booth Space Assignments

Exhibitor registration and booth selection for PacVet follows a structured roll-out process based on companies' previous participation. Priority for registration and booth selection is awarded in the following order:

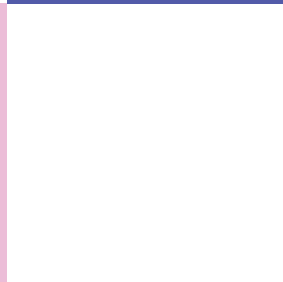
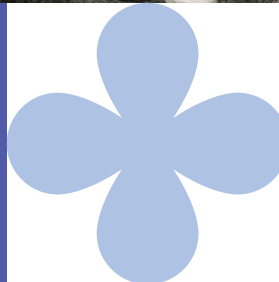
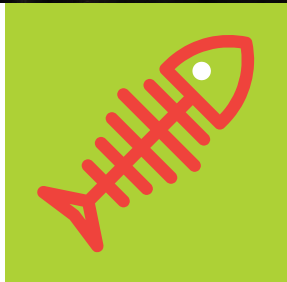
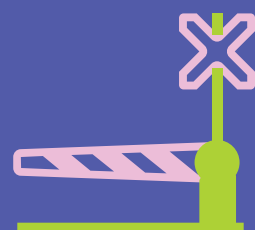
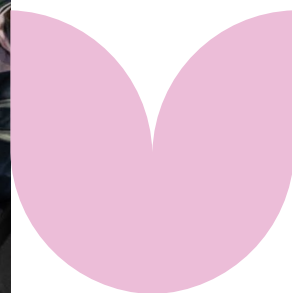
1. Previous year's premier sponsors.
2. Previous year's exhibitors.
3. Approved exhibitors in good standing who have participated in previous PacVet conferences.
4. Open to the public

This is our way of thanking you for your dedicated support!



Flex Your Marketing Strength with PacVet 2026 Sponsorship Opportunities

40+ ways to increase your reach and build brand awareness!





Sponsorship Opportunities

Visit the [Exhibitor Portal shop](#) for a full list of sponsorship opportunities.

Breaks and Events

Morning or afternoon breaks (4 avail.) \$3,000 ea.

Hungry conference goers will think of you while they enjoy a brain break and some tasty snacks in between sessions! Your logo will appear on signage near the break area.

Evening social event† \$1,500

After a full day of CE, be the sponsor to provide some fun! Conference staff will work with you to develop and promote an optional fun activity for attendees, onsite or in the local area.

President's Reception

Exclusive Sponsor: \$15,000 |

Co-Sponsor: \$7,500

Help the CVMA's new president start off his term with a bang!

All attendees are welcome to attend the President's

Reception to enjoy food, drinks, entertainment, and networking. Your logo will appear on signage at the President's Reception and will be featured on all the marketing materials for this event. You will also receive special recognition and thanks from the CVMA President!



Hydration station \$6,000

As the exclusive Water Bottle Sponsor, your logo will be proudly displayed on the official PacVet water bottle—placed directly in the hands of every attendee. This reusable bottle will keep attendees hydrated and feeling great throughout the conference, while ensuring your brand is front and center all day long.

Coffee pick-me-up (1 avail. on Friday and Saturday) \$5,000

Energize attendees by sponsoring the coffee station! Your logo will be featured prominently on the coffee cups, on coffee station signage, and in the onsite guide.

A sweet finale to the Expo experience \$4,500

Celebrate the closing day of the exhibit hall by treating attendees to a delightful dessert break held on Saturday. This well-timed afternoon lift is a favorite among attendees and offers your brand one last chance to connect. With the dessert station located next to your booth, you'll enjoy great visibility and a final boost in traffic.



Lunch in the Vet Expo

Exclusive Sponsor: \$20,000 | Co-Sponsor: \$7,500

Don't let attendees get hangry—be the company to provide lunches for all attendees! Our lunch sponsorship includes your company logo prominently displayed on signage near the lunch buffet, as well as a push notification that alerts all attendees that lunch is ready, featuring your company information and booth number.

Rabies titer testing \$4,000

Be the hero to PacVet veterinarians and technicians by sponsoring the required rabies titer testing in one convenient location. Your logo will appear on signage at the rabies titer testing location and on all PacVet marketing materials.

Raffle prizes \$600

As a raffle prize sponsor, you'll have the exciting opportunity to present your donated prize to the lucky winner during our raffle times! This sponsorship not only highlights your generosity but also provides direct engagement with attendees. Additionally, your business cards will be included with the prize. Prizes will be selected and purchased by PacVet. Sponsor is not responsible for providing a prize.



Relaxation Station (chair massage) \$4,500

Give attendees the gift of "Aaaah!" by sponsoring free chair massages at the Relaxation Station! Your logo will appear on signage near the Relaxation Station and in other marketing materials.



Attendee check-in counter \$3,500

Put your logo in front of every attendee by placing it on the check-in counter, which they must visit at least once during the conference!

Speaker lunches (4 avail.) \$2,500 ea.

Help us recognize our speakers by sponsoring a private speaker luncheon. Your logo will appear on signage at the luncheon, and two of your company reps will be allowed to join the speakers at lunch.

Attendee Recharge Lounge (2 avail.) \$5,000

After long days in session, attendees need a place to relax and recharge their minds and their devices! In the lounge, there will be comfortable places to sit and chat with fellow attendees while using charging stations for their devices. Your logo will be prominently featured on signage and materials in the lounge area, as well on directional signage guiding people to the lounge area.

Fun Zone \$5,000

Capture the excitement of the Vet Expo as the Fun Zone sponsor! This unique sponsorship includes a 40' x 30' space complete with engaging sport activities, making it a central hub of entertainment at the event. Your company will enjoy high visibility and attract a steady flow of attendees eager for fun. The package includes three additional staff name badges, ensuring your team will make a memorable impact. Don't miss this opportunity to stand out as a highlight of the Expo!



†Plus costs | ~Plus food and beverage cost | +Plus hotel fees



Sponsorship Opportunities

Visit the [Exhibitor Portal shop](#) for a full list of sponsorship opportunities.

Breaks and Events Cont.

► **NEW! DemoZone**

Put your products in the spotlight with a 15- or 30-minute session in our Demonstration Lab—a high-visibility space located right in the exhibit hall. Whether you're launching a new device, highlighting a surgical technique, or offering hands-on training, this is your chance to engage attendees through interactive, real-time demos.

Includes basic AV, pre-show promotion, listing in the conference app, and onsite signage.

Limited time slots available—reserve early!

15 minutes \$350 Great for quick demos, tools, or tech
30 minutes \$700 Ideal for procedure or in-depth training demos

Selfie Zone \$5,000

The Selfie Zone will include multiple themed backdrops and props to capture the PacVet fun! Your logo will be prominently featured throughout the zone, ensuring that it is in the hands of every attendee as a keepsake of the conference.

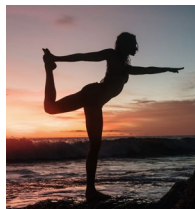
Technician Fair \$600, plus a raffle prize donation (space is limited!)

The Technician Fair is an event attended exclusively by technicians featuring a limited number of booths, food, drinks, and fun activities. Support technicians by being part of this exclusive event! Participating organizations will be provided with one six-foot table, two chairs, ID, signage, and a wastebasket.



Morning yoga \$2,500

Bring wellness to PacVet by sponsoring a morning yoga session for participating conference attendees! Your logo will appear on signage, and the first 25 participants will receive a surprise swag item, too!



[#]Plus costs | [~]Plus food and beverage cost | ⁺Plus hotel fees

Continuing Education

All lab, workshop, and symposia proposals must be received by the CVMA. For more information about submitting a proposal, please contact Sarah Erck at serck@cvma.net or 916.649.599, ext. 11.

Lab/workshop \$2,500⁺

Scheduling will be determined by PacVet. Space, set-up, and attendee registration will be managed by conference staff; all other materials, volunteers, lab subjects, or necessary supplies are the responsibility of the lab sponsor. (Content must be submitted in advance and approved by PacVet.)

Lunch symposia (4 avail.) \$2,000^{~+}

Is there a lecture you want to give or product you want to demo to PacVet attendees? Sign up now so attendees can lunch and learn with you! This 60-75-minute (1 or 1.5 CE) session will be scheduled for Thursday, June 18. Sponsor is responsible for providing food and beverage via the SAFE Credit Union Convention Center catering department. (Content must be submitted in advance and approved by PacVet.)

Sponsor a PacVet speaker \$4,000 ea.

Help us bring in the best of the best by sponsoring one of our amazing speakers! Your logo will be prominently featured in the conference guide and on session room signage, ensuring visibility for all attendees. As a speaker sponsor, you will have the exclusive opportunity to act as a moderator for your sponsored speaker's sessions. Conference staff will contact you to determine which speaker you want to sponsor.

Please note: Sponsors are not permitted to provide a speaker for conference sessions. All presentations will be delivered by designated conference personnel or approved presenters.

If you're interested in sponsoring a session where you may provide your own speaker, please refer to the lab, workshop, or symposia sponsorship opportunities listed above.

► **NEW! Virtual lunch symposia (3 avail.) \$2,000**

Is there a lecture you want to give to the PacVet virtual audience? Over 400 people attend virtually each year; make sure you're seen by the in-person attendees in the Expo as well as the virtual audience for maximum exposure! This 60-minute session will be scheduled during the lunch break on Thursday, Friday, or Saturday. Dates assigned on a first come, first served basis. (Content must be submitted in advance and approved by PacVet.)





Sponsorship Opportunities

Visit the [Exhibitor Portal shop](#) for a full list of sponsorship opportunities.

Promotional Items

Aisle markers \$5,500

Aisle markers with your company logo are prominently displayed throughout the Vet Expo, helping attendees easily navigate their way to various booths and exhibits.

Attendee bags \$12,000

Attendee bags branded with your logo will be distributed to all attendees at check-in.

Attendee bag promo item \$2,500+

Do you want to make sure a piece of your swag gets into every attendee's hands? Provide one item (not a paper flyer or brochure) per attendee for PacVet staff to add to conference bags distributed to each attendee!

Name badge lanyards \$10,000

Your logo won't be missed when it's prominently printed on name badge lanyards!

Welcome banner \$4,000

Have your logo on the banner welcoming everyone to PacVet hung near attendee check-in for all to see.



Wall clings Price varies

Maximize your brand's visibility with high-traffic sponsorship clings! Choose from prominent lobby beam placements or the prime spot on the convention center grand entrance for all attendees to see. Email Erica Ferrier at eferrier@cvma.net for a full list of wall cling locations and rates.

Conference mobile app \$12,500

Hundreds of attendees use the PacVet app to navigate their way through the conference, with last year's conference app being viewed over 22,800 times! Make sure attendees see your logo every time they use it. Your logo will be included on a banner within the app and all signage promoting the app.

PacVet promotional e-blast

Get your brand and message out to all registered attendees through PacVet's email marketing! You can choose to feature either (1) your company's logo, booth location, and 75 words of text, OR (2) a digital banner ad in any one of the three emails sent out to attendees:

"Things to do in Sacramento" email, sent three weeks out \$700 (only one available!)

"Know before you go" email, sent one week out \$700 (only one available!)

"Post-event survey" email, sent the last day of the event \$700 (only one available!)

Featured in all three emails \$2,000 (only one available!)

Stacking cube unit (2 avail.) \$5,000

Feature your logo on three eye-catching light-up cubes strategically placed near session rooms.



Meter board—single-sided \$1,200 / double-sided \$1,750

Design your own four-color ad to display on a meter board strategically placed for all attendees to see!

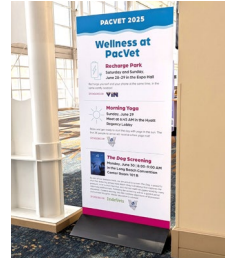


Exhibit Hall Game (Only 11 spots avail.) \$700

Spots are very limited—be one of only 11 "stops" on the Exhibit Hall Game! All participating attendees must stop by your booth to complete the game and receive five extra raffle tickets. Sign up now!

Push notifications (7 avail.) \$700

Throughout the conference, attendees will receive push notifications on the PacVet app with conference information. This is your opportunity to have your logo appear on one of these notifications along with your booth location! Time selection is first come, first choice. Sign up now!

Select from the available times listed below:

Thursday: 11:20 AM

Friday: 10:20 AM / 12 PM / 3:40 PM

Saturday: 10:20 AM / 12 PM / 3:40 PM

Onsite registration kiosk \$1,500

Any attendee not pre-registered for PacVet will go to one of two kiosks to register onsite. Get your logo on both for all to see!

Meeting room wi-fi \$25,000

Have you ever been to a conference and *not* needed wi-fi? Neither have we! Now you can be the one to provide it. Your logo will appear in the PacVet conference app and on all wi-fi login signage as well as in the onsite guide.

Writing pads and pens \$3,500+

Provide attendees with a pad and pen featuring your logo for conference notetaking onsite and on the go!

The pad and pen must be provided by the sponsor in advance for PacVet staff to include in each attendee's conference bag.

USB flash drive (lecture notes) \$5,000

Lecture notes are an essential part of PacVet's continuing education—and now your brand can be an integral part of that experience. As the USB Flash Drive Sponsor, your company logo will be prominently displayed on the flash drives purchased by attendees, ensuring your brand is seen every time they access their CE materials.

In addition to logo placement on the flash drive, you'll receive the exclusive opportunity to include a one-page advertisement in the lecture notes—visible to all attendees, both in-person and virtual. This guarantees your message reaches a wide audience before, during, and long after the conference.

Virtual conference sponsor \$10,000

Help us provide PacVet's amazing CE virtually to those who can't join us in person! Sponsorship will be recognized from the podium (in front of both in-person and virtual audiences), and your logo will appear on onsite signage and within the virtual platform.

+Plus costs | ~Plus food and beverage cost | +Plus hotel fees

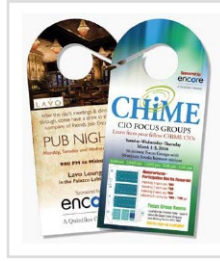
◆ Sponsorship Opportunities

Visit the Exhibitor Portal shop for a full list of sponsorship opportunities.

Hyatt Sponsorships

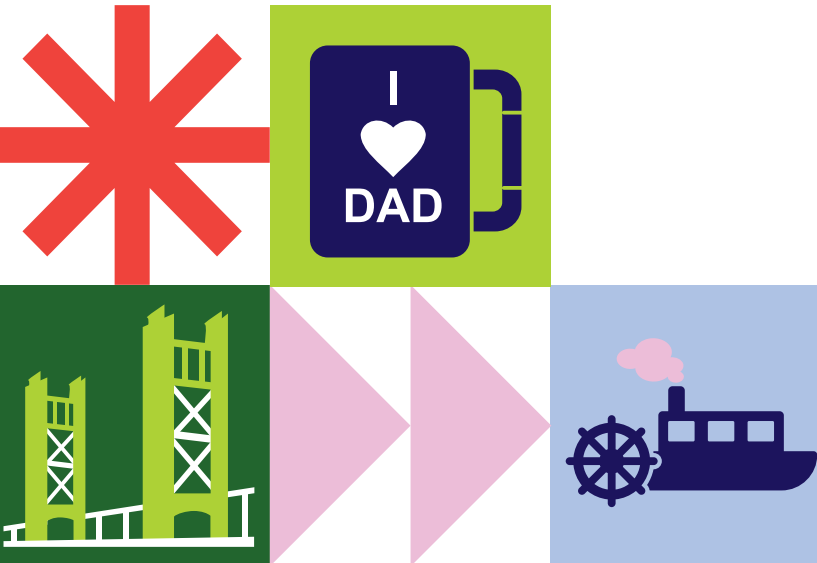
Door hangers \$5,500

Get your brand in front of every guest at the Hyatt with this unique sponsorship. Your company will have two opportunities to showcase an ad on double-sided “Do Not Disturb” door hangers in all guest rooms. Use this creative space to promote your booth number and offerings.



Hotel custom key cards \$15,000

Put your logo in every attendee hotel guest's hand with custom sponsored hotel room key cards.



Looking for more ways to enhance your presence at PacVet 2026? Additional sponsorship opportunities are available in the Exhibitor Portal Shop! Explore a variety of options to maximize your brand visibility and engagement.



Become a Premier Sponsor for Unparalleled Visibility

You must sponsor at least 1 item to qualify to become a Premier Sponsor.

Benefit from extensive exposure through our printed marketing materials, social media channels, website, and email campaigns. We'll spotlight your brand, generating buzz and excitement leading up to and during the event.

By becoming a **Premier Sponsor**, you are demonstrating your commitment to the advancement of veterinary care. Your sponsorship helps us provide exceptional educational content and bring the best speakers to our conference.

Premier sponsorship level is determined by the combination of your exhibitor booth(s) and sponsored item(s) totals.

PacVet Premier Sponsor Commitment Deadlines

To ensure you receive all the benefits listed in your sponsorship package, including prominent logo placement and other promotional opportunities, **your sponsorship must be paid in full at the time of selection.** Timely payment ensures your brand's inclusion in all relevant conference materials and promotional items.

Premier sponsors who register after May 26, 2026 will receive digital recognition only. No additions to any printed materials will be accepted after this date. Specific premier sponsor commitment deadlines can be found on page 5.

Please note that each sponsorship listed on pages 8–11 may have a unique deadline.

Partial booth payments of 50% will be accepted for early registrants. The remaining balance must be paid in full by March 5, 2026. Partial payments will not be accepted after March 5, 2026.

Contact Erica Ferrier at eferrier@cvma.net for more information or if you have any questions about a specific sponsorship.

For ultimate exposure, be seen in:

California Veterinarian Magazine	The CVMA's <i>California Veterinarian</i> magazine boasts the largest circulation of any state veterinary publication with a circulation of 13,500. It is mailed to all CVMA members as well as licensed California veterinarians of all practice types.
PacVet Conference Program	The PacVet Conference Program is distributed to 36,000 veterinary professionals across the state and throughout the country.
PacVet Onsite Guide	The PacVet Onsite Guide is given to every in-person attendee at PacVet.
Show Special Booklet	The Show Booklet is distributed to every attendee at PacVet and includes the Expo Hall Game.
CVMA Connect E-Newsletter	<i>Connect</i> , the CVMA's e-newsletter, is sent out every Wednesday to all CVMA members.
CVMA Upcoming CE E-Blast	This monthly email, which details all "Upcoming CE" events put on by the CVMA, is sent to approximately 22,000 recipients each month.
PacVet Mobile App:	Put your brand in front of attendees every time they open the PacVet Whova mobile app! Your logo will be featured on a rotating banner across all app pages, ensuring constant visibility throughout the event.



Premier Sponsor Benefits Booth + Sponsorship = Premier Sponsor

PREMIER SPONSOR BENEFITS	\$50,000+	\$25,000–\$49,999	\$10,000–\$24,999	\$6,000–\$9,999	DEADLINE
	DIAMOND	SAPPHIRE	EMERALD	TOPAZ	
Directional Signage	Logo will be displayed on directional meter boards	Eligible to purchase logo placement on directional signage board	Eligible to purchase logo placement on directional signage board	N/A	Commitment date: May 6 Logo due: May 20
Complimentary Quarter-page Magazine Ad	Complimentary quarter-page ads in three issues of <i>California Veterinarian</i> magazine	Complimentary quarter-page ads in two issues of <i>California Veterinarian</i> magazine	One quarter-page, full-color color ad in the <i>California Veterinarian</i> magazine	Eligible to purchase one quarter-page ad in the <i>California Veterinarian</i> magazine at discounted rate	Commitment date: March 1 Artwork due: April 1
Conference Program Ad	Full-page, premium, full-color ad in the PacVet Program	Full-page, premium, full-color ad in the PacVet Program	N/A	N/A	Commitment and full payment by: January 6
Conference Program Logo	Prominent logo recognition of sponsorship level in the PacVet Program	Prominent logo recognition of sponsorship level in the PacVet Program	Prominent logo recognition of sponsorship level in the PacVet Program	Prominent logo recognition of sponsorship level in the PacVet Program	Commitment and full payment by: February 13
Show Special Booklet	Full-page, full-color ad in the Show Special Booklet plus one promotional item in the conference attendee bag	Full-page, full-color ad in the Show Special Booklet OR one promotional item in the conference attendee bag	Full-page, full-color ad in the Show Special Booklet OR one promotional item in the conference attendee bag	Full-page, full-color ad in the Show Special Booklet OR one promotional item in the conference attendee bag	Commitment date: April 23 Ad artwork due: May 22
Onsite Guide	Logo and booth number featured in the onsite guide	Logo and booth number featured in the onsite guide	Logo and booth number featured in the onsite guide	Logo and booth number featured in the onsite guide	Logo due: May 26
CVMA'S Upcoming CE E-Blast	Logo featured in the CVMA's Upcoming CE e-blast	Logo featured in the CVMA's Upcoming CE e-blast	Logo featured in the CVMA's Upcoming CE e-blast	Logo featured in the CVMA's Upcoming CE e-blast	
Connect E-Newsletter Ad	Ad featured in four of the CVMA's <i>Connect</i> e-newsletters leading up to PacVet	Ad featured in two of the CVMA's <i>Connect</i> e-newsletters leading up to PacVet	Ad featured in one of the CVMA's <i>Connect</i> e-newsletters leading up to PacVet	N/A	Commitment date: March 1 Artwork due: April 7 Ad size: 650px x 80px
Name Badges	Three additional name badges for booth staff	Two additional name badges for booth staff	One additional name badge for booth staff	N/A	Name badge info due: June 12
Social Media	Featured on posts thanking PacVet sponsors on all of CVMA's social media accounts	Featured on posts thanking PacVet sponsors on all of CVMA's social media accounts	Featured on posts thanking PacVet sponsors on all of CVMA's social media accounts	Featured on posts thanking PacVet sponsors on all of CVMA's social media accounts	
PacVet Website	Recognition on the PacVet website with a link to your company website	Recognition on the PacVet website with a link to your company website	Recognition on the PacVet website with a link to your company website	Recognition on the PacVet website with a link to your company website	
Floor Clings	Diamond sponsor floor marker in front of your booth	Sapphire sponsor floor marker in front of your booth	Emerald sponsor floor marker in front of your booth	Topaz sponsor floor marker in front of your booth	
Announcements	Recognition by the CVMA President during PacVet welcome speech	Recognition by the CVMA President during PacVet welcome speech	Recognition by the CVMA President during PacVet welcome speech	N/A	
PacVet Mobile App	Your company profile on the PacVet mobile app will feature a short promotional video and up to two PDF documents for attendees to view and download	Your company profile on the PacVet mobile app will feature a short promotional video and up to two PDF documents for attendees to view and download	Your company profile on the PacVet mobile app will feature a short promotional video and up to two PDF documents for attendees to view and download	Your company profile on the PacVet mobile app will feature up to two PDF documents for attendees to view and download	Commitment date: June 5 Promo video and PDFs due: June 10

Exhibitor Rules and Regulations

These rules and regulations governing the Pacific Veterinary Conference are part of the exhibitor contract. The interpretation and enforcement of the rules and regulations by conference management are final. All matters not covered by these rules are subject to the decision of conference management. All determinations by PacVet regarding the enforcement of rules, regulations, and conditions under this contract shall be final and binding.

ELIGIBILITY

Eligibility to be an exhibitor at PacVet is limited to organizations whose products and/or services relate directly to the practice of veterinary medicine. PacVet reserves the right to reject any application to exhibit.

Approval of your application does not guarantee space at the event. Any exhibitors approved but not registered to exhibit within **14 calendar days of approval may be rejected by conference management.**

ASSIGNMENT OF EXHIBIT BOOTH SPACE

Each exhibitor will select their booth space when registering to exhibit. Management reserves the right to change the floor plan or reassign booth space, if necessary, in the best interest of PacVet.

Once exhibit space is sold out, new applicants will be placed on a waiting list. All exhibitors must be approved prior to registering and selecting their booth. Pre-approved companies may be given priority if space becomes available. Management retains the right to refuse display space to any company whose goods and/or services are not, in the opinion of management, compatible with the general character and objectives of PacVet and the California Veterinary Medical Association.

BOOTH DIMENSIONS | FLOOR COVERING REQUIREMENTS

Booths are 10' x 10' or 10' x 20' in size. Backwall drapes are eight feet high and sidewall drapes are three feet high. Fire code regulations prohibit exhibits from extending into aisles. Carpet is included with your booth purchase.

BOOTH SETBACKS AND UNOBSTRUCTED SIGHT LINES

The Vet Expo floor plan and rules and regulations are designed to allow unobstructed sight lines for all exhibitor booths. If your booth configuration obstructs sight lines (e.g., your booth height exceeds eight feet), contact Erica Ferrier at eferrier@cvma.net before you request a booth. You may be placed on the perimeter of the Vet Expo, as some perimeter booths can accommodate backdrops of up to 12 feet. A 12-foot backdrop request must be written on the exhibitor contract and approved in advance. This does not exempt exhibitors from the requirement of maintaining a setback of six feet in from the front and sides of booths.

SUBLETTING, SHARING, OR REASSIGNMENT

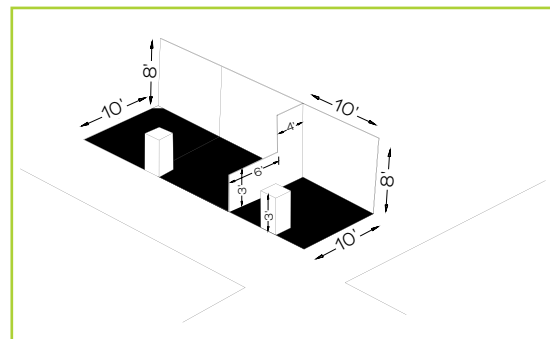
Subletting, sharing, or reassignment of space by an exhibitor is strictly prohibited. The exhibitor agrees not to assign, sublet, or apportion space or any part thereof contracted for, nor to exhibit, advertise, or offer for sale merchandise or services other than those manufactured or sold by the exhibiting company in the regular course of business. Exhibiting companies who own/have interest in ancillary businesses offering additional/different products or services must have separate booths for each additional product or service.

PUBLIC AISLES

Public aisles may not be used by exhibitors. All business must be conducted within the booth and display materials must be arranged so that attendees are not required to stand in the aisles to examine products. No exhibit or advertising matter is allowed to extend beyond the confines of the booth unless authorized by show management. Exhibitors cannot use tables outside of their booths to conduct business. This includes placing promotional flyers on tables in the exhibit hall and throughout the conference venue.

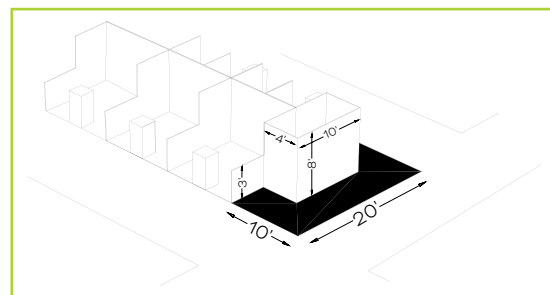
DEFAULT OF OCCUPANCY

- Default of occupancy is the responsibility of the exhibitor.
- Exhibitors must be show-ready by Friday, June 19, 2026 at 9:30 AM.
- Failure to occupy by the designated set-up time does not excuse payment in full for the contracted booth.
- The onsite contact for the company must check-in with show management or Curtin Convention & Exposition Services, Inc. no later than Friday, June 19, 2026 at 8:00 AM or the exhibitor will be considered a "no-show." Space will be reassigned at the discretion of show management. **No-shows at the conference will not receive a refund and will not be allowed to exhibit at the next PacVet.**
- Any exhibitor considered a no-show on the day of the exhibit hall opening will be subject to a \$1,000 service fee upon returning to exhibit at a future PacVet.
- Removing display items and/or dismantling a booth before the scheduled breakdown time for all exhibitors is a violation of this contract. Any exhibitor who dismantles their booth prior to the stated teardown time will be subject to a \$1,000 fine and will not be allowed to exhibit at PacVet again until the fine has been paid in full.



STANDARD IN-LINE BOOTH GUIDELINES

The maximum height of the back wall and maximum height of booth components is eight feet. Booth components are restricted to a height of three feet for the first six feet from any aisle (i.e., only four feet into the booth from the rear of the booth may exceed three feet in height). Hanging anything above booths is prohibited. Display booths cannot block views of other booths, either beside or behind the booths. Exhibits with backlight must be equipped with a back shield to prevent light interference with the booth behind. The aisles are the common property of all exhibitors and must not be obstructed at any time.



END-CAP BOOTH GUIDELINES

End-cap booths are exposed to aisles on three sides and are composed of two booths. The booth is 20 feet wide by 10 feet deep. End caps must meet all the standard booth guidelines (in-line) above.

Exhibitor Rules and Regulations

MERCHANDISE REMOVAL

A written release is required to remove material from the Vet Expo after the first day of installation through the stated teardown date/time. Official release forms will be available at the Decorator's Service Desk. Materials remaining in the Vet Expo after teardown will be removed at the expense of the exhibitor.

CE CLASSES/EXHIBITOR BADGES

Exhibitor booths must be staffed during all scheduled hours of the exhibit hall. Exhibitor badges are for exhibitor's company staff only and must be worn at all times. The exhibitor reserving the space is responsible for letting PacVet know the names of their staff members by June 12, 2026.

Additional exhibitor badges are available for \$250, which includes all meals served in the Vet Expo. Veterinarians and veterinary technicians who are registered for the conference through an exhibitor can attend CE classes but are not eligible to receive CE. Any staff members wishing to receive CE credit must register as attendees.

Exhibitor name badges are non-refundable but may be transferred to another company representative if needed. Exhibitors will incur a \$25 fee for each replacement badge requested onsite.

PAYMENT

Any booths and/or sponsorships contracted and not paid for in full by March 5, 2026 will be charged an additional \$250. If full payment is not received by March 19, 2026, the company will forfeit their deposit, and their booth will be put back in inventory for resale.

Payment must be made by credit card (Visa, MasterCard, AMEX, or Discover only) or check (payable to PacVet) drawn on a U.S. bank; dishonored checks or credit cards will prevent booth(s) being assigned until rectified. There is a \$50 charge for all returned checks. All first-time exhibitors are required to pay by credit card.

CANCELLATION POLICY

Exhibitor cancellation and refund requests must be received in writing on company letterhead by March 5, 2026. A maximum of 50% of the total booth cost is refundable. Sponsorships are non-refundable and are forfeited once an exhibitor cancels their booth. No refunds will be given for cancellations made after March 5, 2026.

CONFERENCE CANCELLATION AND POSTPONEMENT POLICY

In the event PacVet must cancel its in-person programming due to acts of God, government regulation, war, terrorism, disasters, strikes, civil disorder, curtailment of transportation facilities, public health emergency (epidemic, pandemic or similar), or any other emergency beyond the reasonable control of show management, PacVet will refund in full the paid exhibit booth fees. However, PacVet does not assume responsibility for any additional costs, charges, or expenses, including but not limited to costs incurred for travel and lodging. If the conference is postponed or converted into a virtual event, paid exhibitors will be given the option to transfer their payment to the rescheduled dates or the virtual conference or receive a full refund upon written receipt of the exhibitor's desire to cancel.

PRE-SHOW INSPECTION AND VIOLATIONS NOTICE

A walk-through by conference management will take place beginning on June 18 at 6:00 PM. Any booths not meeting the rules and regulations set forth in this exhibitor prospectus are in violation of show standards. A violation notice stipulating required action will be posted in the booth. If an exhibitor receives a violation notice, they must correct the problem by June 19 at 9:30 AM or their booth will be dismantled at the expense of the exhibitor, plus a fine of \$1,000. No refunds are issued for booths dismantled due to a violation of the booth construction guidelines. Violations include exceeding booth height and width restrictions as specified in this exhibitor prospectus.

Any pop-up, prefabricated, or other custom-designed booth that appears unfinished from the sides or the back will be draped by Curtin and billed to the contracting exhibitor.

VET EXPO ACCESS FOR BOOTH SET-UP AND BREAK-DOWN

The exhibitor acknowledges that the show site and surrounding areas are active work zones. The exhibitor, its agents, employees, and representatives are present at their own risk. In the interest of safety, only those individuals directly responsible for set-up and/or break-down of booths are permitted in the exhibit area. Children under the age of 18 are not allowed in the Vet Expo during installation and dismantling of exhibits—no exceptions.

EXHIBITOR/SPONSOR POLICIES

Each exhibitor/sponsor agrees to observe PacVet's policies on events, activities, hospitality suites, and raffles as a condition of exhibiting and/or sponsoring. Any event or other form of planned presentation that is scheduled, other than those approved by PacVet, is regarded as an exhibit/sponsor contract violation and may be subject to a fine of up to \$1,000.

SUITCASING

Suitcasing is a business practice in which companies will gain access to an event by obtaining some type of event credential (ie: an attendee badge) and then solicit business in the aisles or other public space used for the conference. This practice skirts the support of the organizer and the industry. PacVet has a zero-tolerance policy regarding suitcasing. If someone has obtained credentials for the purpose of suitcasing, they will be asked to leave the conference immediately and may be subject to a fine of up to \$1,000.

EVENTS, ACTIVITIES, AND HOSPITALITY SUITES

All exhibitor/sponsor events, activities, and hospitality suites must first be approved by PacVet. Competing events are prohibited, including seminars, sessions, or receptions conducted at one of the conference contracted properties or off property during any PacVet scheduled activity. Exhibitors/sponsors requesting a suite must notify PacVet if it will be used for hospitality. Industry-related events, entertainment, and hospitality activities may not overlap with PacVet program events. Any event other than those approved by PacVet is regarded as an exhibit/sponsor contract violation and may be subject to a fine of up to \$1,000.

RAFFLES

Raffle drawings are permitted within a booth, but the exhibit hall and/or PacVet public address system cannot be used to promote these raffles in any way, or to announce the winners. Exhibitors must make it clear, both during and after the conference, that the raffle is theirs and not an official PacVet raffle.

ANIMALS AND MUSIC

Animal exhibitions or pets in your booth require pre-authorization. Exhibitors must submit a written request to show management before space assignment.

Music in the booth space or at any function held with this conference is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the exhibitor/sponsor to pay applicable fees. For more information about licensing fees, visit www.ascap.com or www.bmi.com. Music level must not disturb adjacent booths.

FOOD SERVICE

PacVet's agreement with the SAFE Credit Union Convention Center prohibits any food or beverage from outside sources from being brought into the exhibit booths. Any exhibitor/sponsor that brings in unauthorized food and/or beverages will be asked to cease serving or risk confiscation of any such items. Additionally, such violation may result in a fee from the SAFE Credit Union Convention Center, as well as removal of the entire display and the booth representative(s) from the conference floor at the violator's expense. The exhibitor/sponsor understands and accepts these terms as contracted obligations with the SAFE Credit Union Convention Center and PacVet.

LABOR AND DRAYAGE/SHIPPING

All advanced shipments must be addressed:

TO: (Exhibiting Company Name/Booth #)

FOR: PacVet SAC 2026 Conference

C/O: Palmisano/T-Force Freight/Curtin Convention 365 East Grand Avenue, Unit C South San Francisco, CA 94080

All items must be marked with the following information:

To: (your name)

Exhibiting company: (your company name)

Name of exhibition: 2026PacVet

Booth number: (your assigned booth number)

EXHIBITOR SERVICE KIT

Exhibitor service kits are emailed to exhibitors after receipt of full payment and booths have been assigned. You will be sent a link from Curtin Convention and Exhibition Services to the online service kit, which will include order forms for items you will need in your booth, including but not limited to: lead retrieval, electrical, shipping information, and rates. All services customarily required by exhibitors are available at current rates. These services include decorating, drayage, electrical, furniture rental, computer rental, sign printing, carpenter services, storage, general labor, plumbing, photography, special cleaning/porter service, florist, and telephone services. Acceptance of exhibit space by an exhibitor constitutes an agreement to use only PacVet official suppliers. Exhibitors may not use an independent contractor for any of the above services.

Exhibitor Rules and Regulations

LIABILITY/INDEMNITY

The exhibitor agrees to make no claim for any reason whatsoever against PacVet, the California Veterinary Medical Association, the SAFE Credit Union Convention Center, the official general service contractor and their officers, directors, employees, agents, and authorized representatives, for any of the following: loss, theft, damage to goods, or injury to himself, their employees, or attendees while in the exhibition area, nor any consequential damage to their business for failure to provide space for the exhibit or for the failure to hold the event as scheduled.

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless all parties from claims, losses, damages to persons or property, governmental charges for fines, and attorney's fees related to the use of the exhibition premises or part thereof. In addition, exhibitor acknowledges that neither PacVet, the California Veterinary Medical Association, the SAFE Credit Union Convention Center, or the official general service contractor maintain insurance covering exhibitor's property and that it is the sole responsibility of exhibitor to obtain business interruption and property insurance covering such losses by exhibitor.

FIRE CODE REGULATIONS

All exhibitors must comply with all fire code laws, rules, and regulations governing the State of California and the SAFE Credit Union Convention Center.

EXHIBITORS AND CONVENTION PROMOTION

The names of confirmed and past exhibiting companies may be used by PacVet for promotional purposes. Photos taken in the Vet Expo or at any other PacVet event by PacVet staff or designated photographers of exhibiting companies and their employees may be used by PacVet for promotional purposes.

LABOR JURISDICTIONS

All work performed in the exhibit area is under union and safety jurisdiction. Show management and all exhibitors are expected to comply with the unions and with fire and safety requirements in effect. In the interest of safety, continuity, security, and control, the following are understood as exclusive services if provided by Curtin: material handling, receipt/unloading of inbound Federal Express and UPS shipments, audio visual, rigging, electrical, plumbing, and custom cleaning. Should the facility provide some or all of the following services, their work rules and union jurisdictional issues would apply: electrical, plumbing, compressed air, sign hanging, cleaning of certain areas, and phones.

Curtin has a great relationship with all unions and work very closely with them to create a positive work environment that enables them to deliver the highest quality of service. Their effective leverage of these relationships provides greater efficiency to the exhibitors. Curtin anticipates that all contracts up for renewal will result in non-contentious resolutions.

DECORATORS UNION (EXHIBITOR LABOR)

Members of this union claim jurisdiction over all set-up and dismantling of exhibits, including signs and laying of carpet. This does not apply to unpacking and placement of your merchandise. Full-time employees of exhibiting companies

may set up their own exhibits provided that one person can accomplish the task in less than half an hour without the use of tools. If your exhibit preparation, installation, or dismantling requires more than half an hour, you must use union personnel supplied by the official service contractor. If union labor is required, your company personnel may work along with a union installer on a one-to-one basis.

TEAMSTERS UNION (FREIGHT HANDLING)

Members of this union claim jurisdiction on the operation of all material handling equipment, unloading and reloading, and handling of empty containers. An exhibitor may only move materials by hand, by one person in one trip, without dollies, hand trucks, or other mechanical equipment.

All exhibitors are expected to comply with any union requirements in effect and as outlined in the official exhibitor service kit.

GRATUITIES

Curtin work rules prohibit the solicitation or acceptance of tips in cash, product, or gifts in kind by any employee (union or non-union). Curtin employees are paid appropriate wages denoting professional status, therefore tipping of any kind is not allowed.

LOGISTICS

Make shipping easy. With Curtin Transportation, you can save time, money, and unwanted hassle. Through the Curtin Exhibitor Services Department, exhibitors can reach a specialist ready to assist in getting your exhibit materials to and from the show. Curtin Transportation can arrange ground, air, or expedited shipping so you are assured your materials will arrive on time. Exhibitor Services Specialists can be reached at marly@curtinconvention.com.

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 SAFE Credit Union Convention Center. Decorations, signs, banners, etc. may not be taped, nailed, stapled, or otherwise fastened to ceilings, walls, doors, windows, painted surfaces, or columns. Any damage done shall be the responsibility of the exhibitor and not PacVet, the California Veterinary Medical Association, or the SAFE Credit Union Convention Center.

SECURITY

Professional, uniformed security personnel will be provided on a 24-hour basis beginning Thursday, June 18, 2026. PacVet, the California Veterinary Medical Association, the SAFE Credit Union Convention Center, any of their officers, directors, members, employees, or agents—including, but not limited to, Curtin Convention Services—are not responsible for any loss or damage to exhibitor property. Exhibitors should not leave in their booths any electronic equipment, jewelry, or other valuable items that can be hand-carried.

