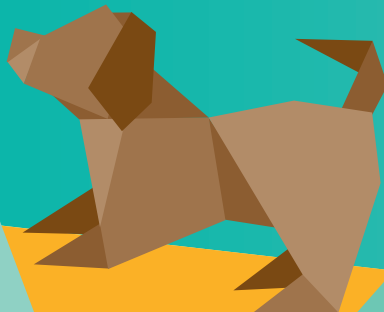


# PacVet 2023

PACIFIC VETERINARY CONFERENCE  
June 9-12, 2023 | Long Beach Convention Center | Long Beach, CA

Exhibitor Prospectus  
& Sponsorship Guide

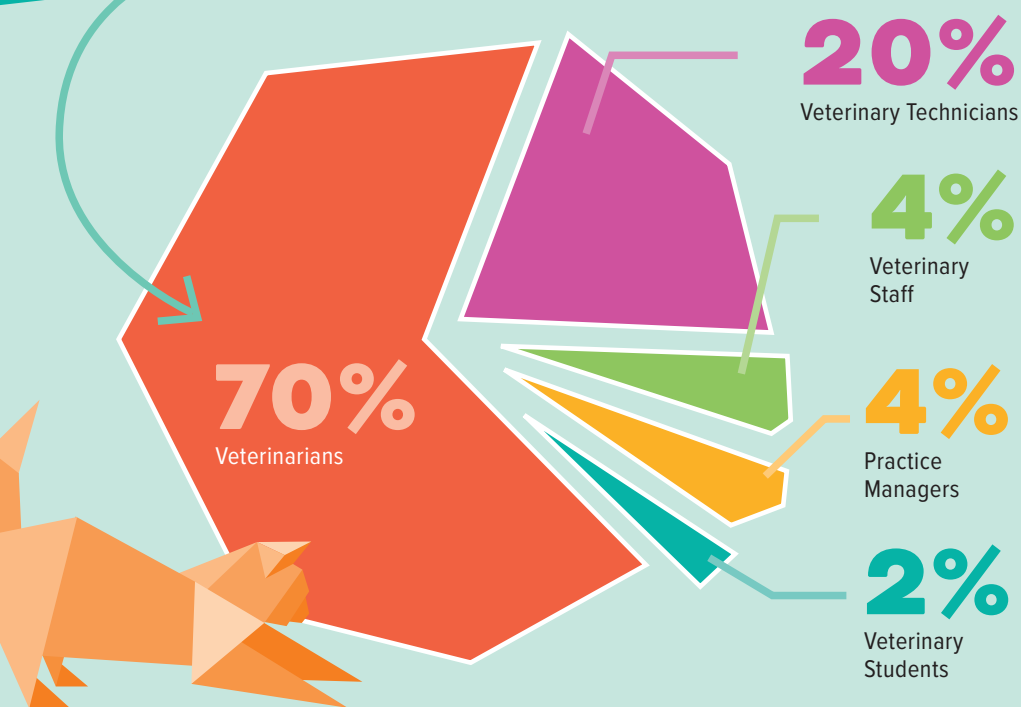


Hosted by the California Veterinary Medical Association

# Exhibit AT PacVet

to increase visibility  
and build your brand

## ATTENDEE DEMOGRAPHICS



## Benefits of Exhibiting

PacVet draws over 1,500 veterinary professionals from across the United States and other countries. On average, the two-day expo draws 95 percent of PacVet attendees with complimentary lunches, coffee breaks, raffles and events. Your business will be seen at PacVet. Exhibitors are recognized in the *California Veterinarian* magazine, conference website, conference program, conference app, and other related marketing materials.

Tips to maximize your PacVet exhibiting experience:

- Become a sponsor
- Host a symposium
- Provide a show special
- Provide a booth raffle
- Connect with attendees
- Network with other exhibitors
- Include social media information on your display

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## Allied Industry Committee

### Co-Chairs:

Dr. Richard Edling | Boehringer Ingelheim  
Robert Pahl | Elanco Animal Health

### Committee Members:

David Adamson | MWI Animal Health  
John Bienias | Patterson Veterinary Supply  
Rick Bills | Victor Medical Supply  
Dr. Patrick Connolly | CVMA Board Liaison  
Patrick DeBois | Royal Canin  
Michael Dietzenbach | Midwest Veterinary Supply  
Jeffrey Herbst | Merck Animal Health  
Mike Herr | IDEXX Laboratories  
Patrick Keefe | CareCredit  
Glenn Klevens | Esaote North America  
Lewis Knight | IDEXX Laboratories  
Linda Markland, RVT | Nationwide Pet Insurance  
Don McClelland | Elanco Animal Health  
David Michalski | Bank of America Practice Solutions  
Lisa Sherrill | Blue Buffalo Company  
Dr. Kevin Terra | CVMA Board Liaison  
Nicole Westfall | Zomedica  
Matt Willis | Karl Storz Endoscopy-America, Inc.

## Health and Safety

The California Veterinary Medical Association (CVMA) continues to monitor the ongoing concerns regarding COVID-19 and communicable health risks. The CVMA will implement health and safety protocols appropriate to the public health circumstances existing at the time of the conference. The CVMA will exercise reasonable efforts to utilize protocols that will comply with or exceed any local public health requirements and be consistent with the standards maintained by the host venue and relevant public health agencies. Those protocols may include the following: proof of vaccination, proof of COVID status, symptom checkers, contact tracing, use of personal protective equipment, self-monitoring, social distancing, or other similar measures. Compliance with the protocols adopted by the CVMA will be mandatory for in-person attendance and participation at the conference. Information regarding the specific health and safety measures in place will be communicated to attendees and exhibitors prior to the start of the conference. The current in-person attendee requirements will be posted on the PacVet website at [www.pacvet.net](http://www.pacvet.net).

# IMPORTANT INFO

## CONTACT INFORMATION

### Pacific Veterinary Conference

1400 River Park Drive, Suite 150  
Sacramento, CA 95815  
800.655.2862 phone  
916.646.9156 fax

### Conference Management

#### Della Yee

Assistant Executive Director  
dyee@cvma.net  
800.622.3862, ext. 11

#### Lily Briggs

Meetings & Events Coordinator  
lbriggs@cvma.net  
800.622.3862, ext. 26

#### Erica Ferrier

Meetings & Events Coordinator  
eferrier@cvma.net  
800.622.3862, ext. 15

#### Nicole Campos

Communications &  
CE Coordinator  
ncampos@cvma.net  
800.622.3862, ext. 12

### Advertising/ Sponsorship

#### Della Yee

Assistant Executive Director  
dyee@cvma.net  
800.622.3862, ext. 11

### General Services Contractor

#### American Exposition Services (AES)

1341 N. Market Blvd., Suite 300  
Sacramento, CA 95834  
916.925.3976 phone  
866.558.3316 fax  
info@american-expo.com  
american-expo.com

## EXHIBITOR SCHEDULE\*

### Friday, June 9

**Exhibitor Registration**  
2:00 PM–6:00 PM

**Set-up & Lead Retrieval**  
2:00 PM–7:00 PM

**Pre-Show Inspection**  
5:00 PM

### Saturday, June 10

**Exhibitor Registration**  
7:00 AM–6:00 PM

**Exhibitor Final Set-up**  
7:00 AM–8:30 AM

**Final Show Inspection**  
8:00 AM

**Vet Expo Open**  
9:30 AM–6:15 PM

**CE Session Break**  
9:50 AM–10:20 AM

**Lunch in the Vet Expo**  
12:10 PM–2:00 PM

**Raffles**  
1:40 PM

**CE Session Break**  
2:50 PM–3:30 PM

**Raffles**  
3:15 PM

**Vet Expo Mixer**  
5:15 PM–6:15 PM

**Raffles**  
6:00 PM

### Sunday, June 11

**Exhibitor Registration**  
7:00 AM–3:00 PM

**Vet Expo Open**  
9:30 AM–3:30 PM

**CE Session Break**  
9:50 AM–10:20 AM

**Lunch in the Vet Expo**  
12:10 PM–2:00 PM

**Raffles**  
1:40 PM

**CE Session Break**  
2:50 PM–3:30 PM

**Raffles**  
3:15 PM

**Tear Down**  
3:30 PM–7:30 PM

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

## IMPORTANT DATES

### November 1, 2022

Diamond and Ruby sponsors  
premium ad placement due

### November 18, 2022

Hotel registration opens

### November 30, 2022

Conference program ad/  
payment due

### January 13, 2023

Exhibitor booth fee balance due;  
booths assigned after this date

### January 31, 2023

Sponsors full payment due

### February 1, 2023

Last day for exhibitors to cancel

### March 1, 2023

*California Veterinarian*  
(May/June supplement)  
contract/payment/ad due

### March 31, 2023

Sponsor insert and  
item proofs due

### May 19, 2023

Exhibitor Rep name badges due

### May 19, 2023

Proof of certificate of  
insurance due

### May 22, 2023

Special hotel group rate ends  
for Hyatt Regency Long Beach

### June 9–12, 2023

Pacific Veterinary Conference in  
Long Beach, California

**ALL EXHIBITORS** must be show-ready  
by 8:30 AM on Saturday.

**TEAR DOWN IS NOT ALLOWED**  
prior to 3:30 PM on Sunday.

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

# VET EXPO FLOOR

Long Beach Convention Center | Exhibit Hall A

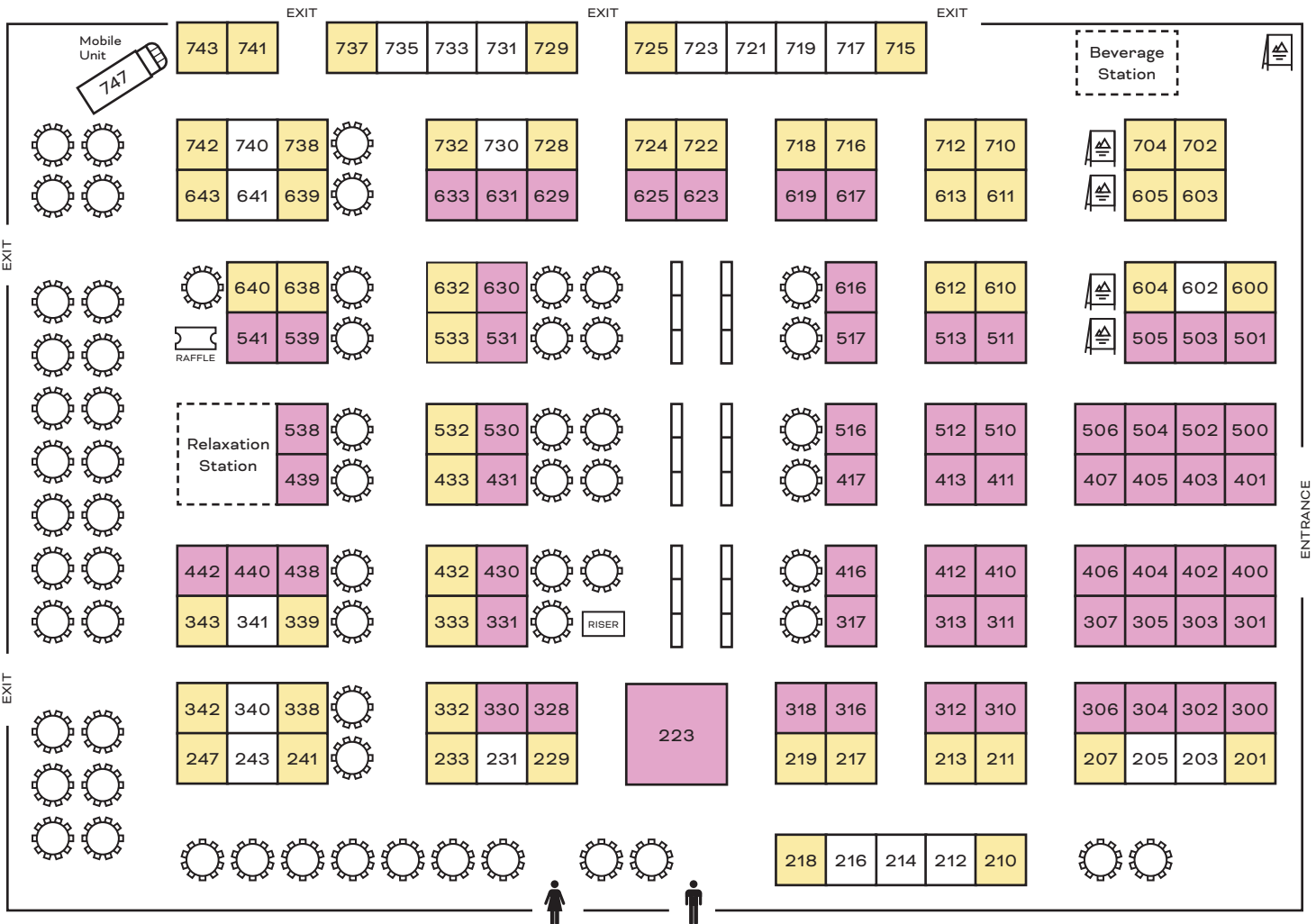
**KEY:**

- SEATING AREA
- POSTER PRESENTATIONS

AES Service Desk

Expo Badge Lead Retrieval

EXHIBITOR LOUNGE



## 10' x 10' Exhibit Space Includes:

- One 6' table, two chairs, and one waste basket
- Identification sign
- Three badges (includes catered lunches, breaks, and Vet Expo Mixer)
- Company listing on PacVet.net, conference app, and related marketing material

## 10' x 20' Exhibit Space Includes:

- Two 6' table, four chairs, and two waste baskets
- Identification sign
- Six badges (includes catered lunches, breaks, and Vet Expo Mixer)
- Company listing on PacVet.net, conference app, and related marketing material

Booth Type	10' x 10'	10' x 20'
Premium	\$2,300	\$4,600
Deluxe	\$2,150	\$4,300
Standard	\$2,050	\$4,100

## Booth Space Assignments

Booth Space Assignments are scheduled based on a Priority Point System. See page 11 for full information.

## Lead Retrieval

Expo Badge has been secured for lead retrieval services. Ordering information will be provided in the exhibitor services kit after exhibitor booths have been assigned.

## Floor Covering

Exhibitors must provide appropriate floor covering or order carpet through the general service contractor. Full details on page 11.



### 40+ WAYS TO SPONSOR

including attendee bags, WiFi, custom-branded room keys or the mobile app. We have the perfect fit for you!

### 1,500+ ATTENDEES

are hosted at the PacVet each year, 70 percent of whom are DVMs.

### 2 EXPO DAYS

including dedicated expo hours, providing valuable face-to-face time with attendees!

### 15 SHOW FLOOR EVENTS

such as complimentary meals and raffles that entice attendees to stay in the expo hall.



# SPONSOR AT PACVET and Build Brand Awareness

In addition to the powerful brand association that you enjoy as a sponsor, the conference is an ideal venue to show the value of your products and services to veterinary professionals.

# SPONSORSHIP OPPORTUNITIES



**OVER 40  
UNIQUE  
OPTIONS**

## You're the perfect fit!

Whether you're a large or small company, the Pacific Veterinary Conference has sponsorship opportunities for every marketing budget.



Visit [PacVet.net](http://PacVet.net) for full sponsorship descriptions.

### Breaks & Events

• Afternoon or Morning Breaks	\$3,000 ea.
• Animal Hall of Fame	\$2,500
• Continental Breakfast (4 avail.)	\$15,000 ea.
• Evening Social Event <sup>‡</sup>	\$1,500
• Awards and President's Reception	\$15,000
• Hydration Station	\$5,500
• Ice Cream Social	\$4,200
• Lunch in the Vet Expo (2 avail.)	\$20,000 ea.
• Rabies Titer	\$3,500
• Raffle Prizes	\$250 min.
• Relaxation Station (chair massage)	\$4,000
• Speaker Welcome Reception (5 avail.)	\$1,200 ea.
• Sunrise Walk	\$3,000
• Technician Fair	\$600 min.
• Vet Expo Mixer	\$15,000
• Yoga	\$2,000

### Continuing Education

• Breakfast Symposium* <sup>~</sup>	\$2,000 min.
• Industry Symposium*	\$2,000 min.
• Lab / Workshop	\$2,000 min.
• Lunch Symposium* <sup>~</sup>	\$2,000 min.
• Speaker Sponsor	\$4,000 ea.

### Promotional Items

• Aisle Markers	\$5,500
• Attendee Bags <sup>‡</sup>	\$10,000
• Attendee Bag Insert <sup>‡</sup>	\$1,500
• Attendee Bag Promo Item <sup>‡</sup>	\$2,500
• Badge Holders	\$9,000
• Banner Sponsor	\$1,500
• Cell Phone Charging Station	\$5,000
• Clings: Elevator	\$5,500
• Clings: Escalator	\$5,500
• Clings: Restroom	\$5,500
• Conference Mobile App	\$12,500
• Hotel Custom Key Cards	\$8,500
• Large CE Program Display	\$2,500
• One-Sided Meter Board	\$1,000
• Two-Sided Meter Board	\$1,500
• Mommy Room	\$750
• Passport Game (13 avail.)	\$650
• On-Site Registration Kiosk	\$1,500
• Room Drop <sup>‡</sup> +	\$1,500
• Wi-Fi in Meeting Rooms	\$15,000
• Writing Pads & Pens <sup>‡</sup>	\$6,000
• USB Flash Drive (Lecture Notes)	\$5,000

<sup>‡</sup> Plus costs | <sup>~</sup> Plus food & beverage cost | + Costs include hotel fees  
<sup>\*</sup> Symposia cost is \$750 per 50-minute session with a minimum of \$2,000

# BECOME A Premier Sponsor

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

	DIAMOND	RUBY	SAPPHIRE	EMERALD	TOPAZ
	\$50,000 and up	\$35,000–\$49,999	\$20,000–\$34,999	\$10,000–19,999	\$5,000–\$9,999
Logo in the Conference Guide	✓				
ONE (1) One-sided meter board for advertising <sup>1</sup>	✓				
Eligible to purchase additional meter boards <sup>1</sup>	Up to 5	Up to 4	Up to 3	Up to 2	Up to 1
Four-color complimentary ad in the Pacific Veterinary Conference Program <sup>2</sup>	Priority Placement Full Page <sup>2</sup>	Priority Placement Full Page <sup>2</sup>	Standard Full Page	Standard Half Page	Standard Quarter Page
One-page insert or item in conference attendee bags	Item or Insert	Insert	Insert	Insert	Insert

## Sponsor Recognition in/on:

- Issues of the *California Veterinarian* magazine
- Quarter-page advertisement in the May/June issue of the *California Veterinarian* magazine
- The printed Pacific Veterinary Conference Program
- The printed Pacific Veterinary Conference Guide
- The Pacific Veterinary Conference mobile app
- The Pacific Veterinary Conference website with a link to your company's website
- All company representatives' badges at the conference
- Signage for all sponsored events

Companies may also consider in-kind support, such as providing equipment and supplies for labs. Recognition will be present on lab signage and in the Conference Program (if arrangement is made prior to publication).

Sponsorship Commitment Deadline: November 30, 2022  
Payment Deadline: January 31, 2023

<sup>1</sup> Sponsors may not bring their own meter boards. Meter boards must be ordered through and approved by conference management. Sponsors who purchase additional meter boards may not use their expenditure on meter boards as part of their total contribution to the conference.

<sup>2</sup> Must commit to being a sponsor and submit program ad by November 30, 2022. Dependent on availability. First paid = first choice.



# ADVERTISING OPPORTUNITIES



## Pacific Veterinary Conference Program

**REACH OVER 36,000 POTENTIAL CONFERENCE PARTICIPANTS!**

The Conference Program is mailed to potential attendees to invite them to attend the Pacific Veterinary Conference.

Diamond and Ruby sponsors have the opportunity to reserve premium advertisement positions prior to November 1, 2022.

**Ad submission and payment deadline: November 30, 2022**

Size	Sapphire	Emerald	Topaz	Exhibitor
Full Page Bleed 9.25 x 10.75"	\$1,400	\$2,600	\$3,000	\$4,200
Full Page 9 x 10.5"	Included	\$1,200	\$1,600	\$2,800
Half Page 7.5 x 4.3125"	n/a	Included	\$400	\$1,600
Quarter Page 3.5 x 4.3125"	n/a	n/a	Included	\$1,200

## California Veterinarian Magazine (May/June issue)

**REACH OVER 13,000 CVMA MEMBERS & SUBSCRIBERS!**

The *California Veterinarian* is mailed bimonthly to all California veterinarians, CVMA RVT members, and veterinary academia.

Sponsors may upgrade their complimentary quarter-page ad in the May/June issue.

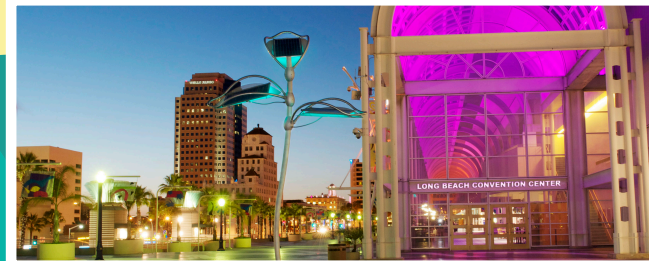
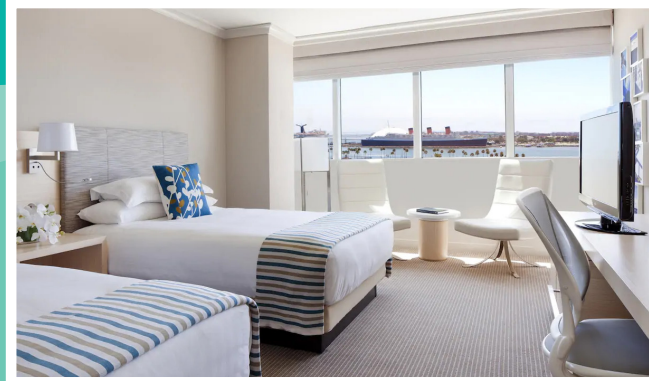


**Ad submission and payment deadline: March 1, 2023**

Size	Rate
Full Page Bleed 9.25 x 10.75"	\$1,600
Full Page 9 x 10.5"	\$1,600
Half Page 7.5 x 4.3125"	\$1,200
Quarter Page 3.5 x 4.3125"	\$900

*All advertisers must be confirmed 2023 exhibitors. Advertising contract can be found on page 14. For additional information, contact Della Yee at 800.655.2862, ext. 11 or [dyee@cvma.net](mailto:dyee@cvma.net).*

# CONFERENCE VENUE



## Host Hotel

Hyatt Regency Long Beach  
200 South Pine Avenue | Long Beach, CA 90802  
Phone: 562.491.1234 | Reservations: 877.803.7534  
[www.PacVet.net](http://www.PacVet.net)

## Conference Location

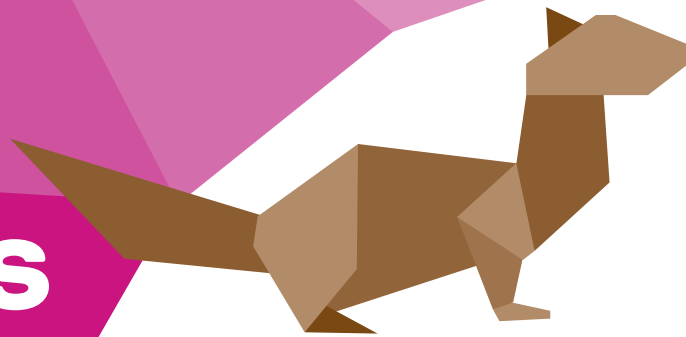
Long Beach Convention Center  
100 South Pine Avenue  
Long Beach, CA 90802

## Discounted Group Room Rate

\$239 per night plus taxes, until May 22, 2023, or until the group block fills up — whichever comes first

The Long Beach Convention Center is located in the heart of downtown Long Beach and within walking distance to first-class accommodations, shopping, dining, attractions, sightseeing along picturesque bays, and five and a half miles of sandy beach.

# EXHIBITOR RULES & 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 specifically covered by these rules and regulations are subject to the decision of conference management. All determinations by the Pacific Veterinary Conference regarding the enforcement of rules, regulations, and conditions under this contract shall be final and binding.

## Eligibility

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

## Assignment of Exhibit Booth Space

Priority is given to returning Pacific Veterinary Conference exhibitors based on points accumulated through the last conference. After that, booths are assigned on a first-come, first-served basis regardless of accumulated points. Booth space is assigned to companies paid in full.

Management reserves the right to make final determination of all space assignments, including changing the floor plan or reassigning booth space if necessary, in the best interest of the Pacific Veterinary Conference. If exhibit space is sold out, companies will be placed on a waiting list based on date of receipt and payment of application. 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 the Pacific Veterinary Conference and the California Veterinary Medical Association.

## Priority Point System

The Pacific Veterinary Conference uses a point system to assign exhibit booth space up until January 13, 2023. After that, booths are assigned on a first-come, first-served basis regardless of points. The following is a complete breakdown of how those points are accumulated and utilized:

- Two points for exhibiting at the 2023 Pacific Veterinary Conference.
- Two points for every \$5,000 in sponsorship in 2023.
- Points are added to accumulated points year after year.
- Priority is given to returning exhibitors based on points accumulated through the last conference.
- Accumulated points will not hold a booth space if payments are not made according to the schedule/ calendar on page 4.
- Companies who begin tear down or have left the Vet Expo prior to 3:30 PM on Sunday will lose all priority points and will have a low booth assignment at future conferences.
- If companies have the same number of points, the company that submitted their contract and pays in full first will have priority in selecting a booth.
- No-shows do not accumulate points.

## Booth Dimensions | Floor Covering Requirements

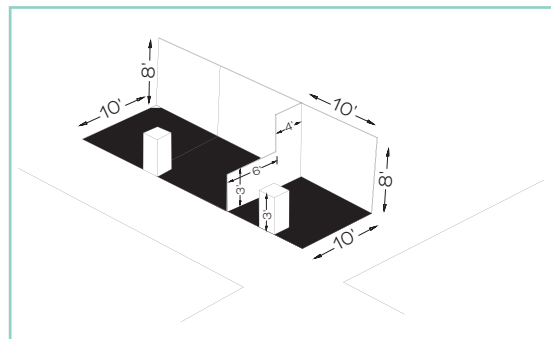
Booths are 10' x 10' or 10' x 20' in size. Backwall drapes are eight feet high and sidewall drapes are three feet high. Fire code regulations prohibit exhibits from extending into aisles. Expo hall aisles are carpeted; however, individual booths are not. Exhibitors must provide appropriate floor covering or order carpet through the general service contractor. At final inspection, if your booth does not have floor covering, show management will have the booth carpeted at exhibitor's expense.

## 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 Della Yee at 800.655.2862, ext.11 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 also maintaining a setback of six feet in from the front and sides of booths.

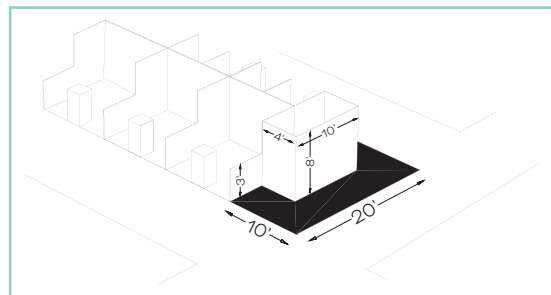
## Standard In-Line Booth Guidelines

The maximum back wall height 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 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 of the standard booth guidelines (in-line) above.



## 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.

## 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.

## Default of Occupancy

- Default of occupancy is the responsibility of the exhibitor.
- Exhibitors must be show-ready by 8:30 AM on Saturday, June 10, 2023.
- 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 American Exposition Services no later than 7:00 AM on Saturday, June 10, or the exhibitor will be considered a “no-show.” Space will be re-assigned at the discretion of show management. No-shows at the conference do not get a refund and will not be allowed to exhibit at the next Pacific Veterinary Conference. No-shows also do not accumulate priority points.
- Removing display items and/or dismantling a booth before the scheduled breakdown time for all exhibitors is a violation of this contract and will be considered the same as a no-show.

## Merchandise Removal

A written release is required to remove material from the Vet Expo after the first day of installation through the last day of dismantling. Official release forms will be available at the Decorator’s Service Desk. Materials remaining in the Vet Expo after 7:30 PM on Sunday, June 11, 2023 will be removed at the expense of the exhibitor.

## Exhibitor Personnel | Badges

Exhibitor booths must be staffed during the 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 the Pacific Veterinary Conference know the names of their staff members by May 19, 2023. 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 they must register for the conference as an attendee and pay the appropriate fees to receive a certificate of attendance and access to lecture notes. Exhibitors will incur a \$25 fee for each replacement badge.\*

## Booth Payment

Booths contracted and not paid in full by January 13, 2023, may become available for resale. Prior to this deadline, companies with an outstanding balance will be contacted by conference management for final payment. If full booth payment is not received by January 13, 2023, the company will forfeit their deposit and their booth will be put back in inventory for resale. Full payment is required for all contracts received after December 31, 2022.

Payment must be made by check (payable to Pacific Veterinary Conference) drawn on a U.S. bank or by credit card (Visa, MasterCard, AMEX, or Discover only); dishonored checks or credit cards will prevent booth(s) being assigned until rectified. There is a \$35 charge for returned checks. All first-time exhibitors are required to pay by credit card.

## Exhibitor Cancellation Policy

Exhibitor cancellation and refund requests must be received in writing on company letterhead by February 1, 2023. Fifty percent of the total booth cost is non-refundable. No refunds are given for cancellations made after February 1, 2023.

## Conference Cancellation and Postponement Policy

In the event the Pacific Veterinary Conference (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, the 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 transformed 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.

## Floor Plan Changes

The exhibitor agrees that the Pacific Veterinary Conference shall have the right to make changes to the floor plan arrangement of booths as it shall deem necessary.

## Pre-Show Inspection and Violations Notice

A walk-through takes place by conference management beginning at 5:00 PM on Friday, June 9, 2023. 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 8:00 AM on Saturday, June 10, 2023 or their booth will be dismantled at the expense of the exhibitor. Violations include exceeding booth height and width restrictions as specified in this exhibitor prospectus. Any pop-up, pre-fabricated, or other custom-designed booth that appears unfinished from the sides or the back will be draped by AES and billed to the contracting exhibitor. No refunds are issued for booths that are dismantled due to a violation of the booth construction guidelines.

## Vet Expo Access for Booth Set Up and Break Down

Exhibitor acknowledges that the show site and surrounding areas are active work zones. 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 the Pacific Veterinary Conference’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 the Pacific Veterinary Conference, is regarded as an exhibit/sponsor contract violation.

## Suitcasing

Suitcasing is a business practice in which companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) 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. The Pacific Veterinary Conference has a zero-tolerance policy regarding suitcasing. If there is someone who has obtained credentials for the purpose of suitcasing they will be asked to leave the conference immediately.

## Events, Activities, and Hospitality Suites

All requests for any exhibitor/sponsor events, activities, and hospitality suites must first be approved by the Pacific Veterinary Conference. Competing events are prohibited, including seminars, sessions, or receptions conducted at one of the conference contracted properties or off property during any Pacific Veterinary Conference scheduled activity. Exhibitors/sponsors requesting a suite must notify the Pacific Veterinary Conference if it will be used for hospitality. Industry-related events, entertainment, and hospitality activities may not overlap with Pacific Veterinary Conference program events.

## Raffles

Raffle drawings are permitted within a booth, but the exhibit hall and/or Pacific Veterinary Conference 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 Pacific Veterinary Conference raffle.

## Animals and Music

Animal exhibition in your booth require pre-authorization. Exhibitors must submit a written request to show management before space assignment. Pets and companion/emotional support animals are not permitted.

Music in the booth space or at any function held in conjunction 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](http://www.ascap.com) or [www.bmi.com](http://www.bmi.com). Music level must not disturb adjacent booths.

## Food Service

The Pacific Veterinary Conference’s agreement with the Long Beach Convention Center prohibits any food or beverage from outside sources brought into the exhibit booths unless contracted with its catering department. 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 action by the Pacific Veterinary Conference to remove the entire display and booth representative from the conference floor altogether at the violator’s expense. The exhibitor/sponsor understands and accepts these terms as contracted obligations with the Long Beach Convention Center and the Pacific Veterinary Conference.

\* Exhibitor badges purchased after May 19, 2023 are non-refundable. Cancellations must be made in writing and emailed to [info@pacvet.net](mailto:info@pacvet.net). \$50 administration fee applies.

## 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 American Exposition Services (AES) to the online service kit which will include order forms for items you will need in your booth, 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 agreement to use only the Pacific Veterinary Conference official suppliers. Exhibitors may not use an independent contractor for any of the above services.

## Liability/Indemnity

The exhibitor agrees to make no claim for any reason whatsoever against the Pacific Veterinary Conference, the California Veterinary Medical Association, the Long Beach 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, his employees, or attendees while in the exhibition area, nor any consequential damage to his 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 the Pacific Veterinary Conference, the California Veterinary Medical Association, the Long Beach 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.

Exhibitors/sponsors are required to provide the Pacific Veterinary Conference with a copy of proof of liability insurance listing the California Veterinary Medical Association, the Pacific Veterinary Conference, and the Long Beach Convention Center as additional insureds. Please email proof of insurance to CVMA at [info@pacvet.net](mailto:info@pacvet.net) or fax to 916.646.9156.

## Fire Code Regulations

All exhibitors must comply with all fire code laws, rules, and regulations governing the State of California, the City of Long Beach, and the County of Long Beach.

## Exhibitors and Convention Promotion

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

## Labor Jurisdictions

All work performed in the exhibit area is under union jurisdiction and under 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 AES: 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: electrical, plumbing, compressed air, sign hanging, cleaning of certain areas, and phones, their work rules and union jurisdictional issues would apply for these services.

AES has a great relationship with all unions. They 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 efficiencies to the exhibitors. AES 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 ½ hour without the use of tools. If your exhibit preparation, installation, or dismantling requires more than ½ 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, all unloading and reloading, and handling of empty containers. An exhibitor may move materials that can be carried by hand, by one person in one trip, without the use of 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. All exhibitors are expected to comply with any union requirements in effect and as outlined in the official exhibitor service kit.

## Gratuities

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

## Logistics

Make shipping easy. With AES Transportation, you can save time, money, and unwanted hassle.

Through the AES Exhibitor Services Department, exhibitors can reach a specialist ready to assist in getting your exhibit materials to and from the show. AES Transportation can arrange ground, air, or expedited shipping so you are assured your materials will arrive on time. Exhibitor Services Specialists can be reached 8:00 AM–5:00 PM PST at 916.925.3976 or [info@american-expo.com](mailto:info@american-expo.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 Long Beach 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 the Pacific Veterinary Conference, the California Veterinary Medical Association, or the Long Beach Convention Center.

## Security

Professional, uniformed security personnel will be provided on a 24-hour basis beginning 2:00 PM Friday, June 9, 2023 until 4:00 PM Sunday, June 11, 2023. The Pacific Veterinary Conference, the California Veterinary Medical Association, the Long Beach Convention Center, nor any of their officers, directors, members, employees, or agents, including, but not necessarily limited to, AES, are 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.

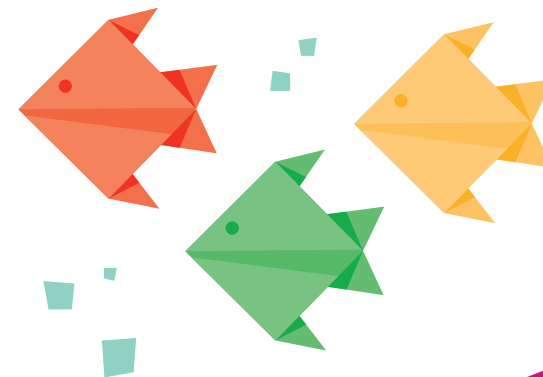
## Advertising and Sponsorship Payments and Cancellation

### ADVERTISERS

Notification of intent to cancel advertising in the conference program must be provided in writing on company letterhead. Cancellation, refund, or advertising change requests will not be accepted if received by the Pacific Veterinary Conference after November 30, 2022, the deadline for receipt of ad copy. As of this published date, an ad is considered to be "in production."

### CHARGES FOR ADS IN THE CONFERENCE PROGRAM

If a sponsorship was reserved and a request is made for cancellation or deletion of any portion of the sponsorship, the canceling sponsor will be charged the non-sponsor rate for ads already published, ads in production, or ads to be subsequently published, if necessary.





COMPANY

Contact Name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City/State/Zip: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Email: \_\_\_\_\_

ON-SITE  
CONTACT

Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

## Exhibitor Booth Preferences

For booth locations, see page 5. Conference management reserves the right to make final determination of all booth space assignments. See page 11 for full details.

WE WOULD LIKE TO BE NEAR (EXHIBITOR NAME): \_\_\_\_\_

WE WOULD **NOT** LIKE TO BE NEAR (EXHIBITOR NAME): \_\_\_\_\_

## Booth Selection

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Premium Booth (10' x 10') | <input type="checkbox"/> Deluxe Booth (10' x 10') | <input type="checkbox"/> Standard Booth (10' x 10') |
| \$2,300  | \$2,150   | \$2,050   |
| <input type="checkbox"/> Premium Booth (10' x 20') | <input type="checkbox"/> Deluxe Booth (10' x 20') | <input type="checkbox"/> Standard Booth (10' x 20') |
| \$4,600  | \$4,300   | \$4,100   |

## Booth Number

List in order of preference.

1<sup>st</sup> Choice:

2<sup>nd</sup> Choice:

3<sup>rd</sup> Choice:

4<sup>th</sup> Choice:

## Sponsorship

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

- |  |   |   |  |  |
|--|---|---|--|--|
| <input type="checkbox"/> <b>Diamond</b><br>\$50,000 and up | <input type="checkbox"/> <b>Ruby</b><br>\$35,000–\$49,999 | <input type="checkbox"/> <b>Sapphire</b><br>\$20,000–\$34,999 | <input type="checkbox"/> <b>Emerald</b><br>\$10,000–\$19,999 | <input type="checkbox"/> <b>Topaz</b><br>\$5,000–\$9,999 |
|--|---|---|--|--|

Please select sponsorship opportunities of interest.  
**AVAILABLE TO CONTRACTED EXHIBITING COMPANIES ONLY.**

### Breaks & Events

- |   |              |
|---|--------------|
| <input type="checkbox"/> Afternoon or Morning Breaks          | \$3,000 ea.  |
| <input type="checkbox"/> Animal Hall of Fame                  | \$2,500      |
| <input type="checkbox"/> Continental Breakfast (4 avail.)     | \$15,000 ea. |
| <input type="checkbox"/> Evening Social Event†                | \$1,500      |
| <input type="checkbox"/> Awards & President's Reception       | \$15,000     |
| <input type="checkbox"/> Hydration Station                    | \$5,500      |
| <input type="checkbox"/> Ice Cream Social                     | \$4,200      |
| <input type="checkbox"/> Lunch in the Vet Expo (2 avail.)     | \$20,000 ea. |
| <input type="checkbox"/> Rabies Titer                         | \$3,500      |
| <input type="checkbox"/> Raffle Prizes                        | \$250 min.   |
| <input type="checkbox"/> Relaxation Station (chair massage)   | \$4,000      |
| <input type="checkbox"/> Speaker Welcome Reception (5 avail.) | \$1,200 ea.  |
| <input type="checkbox"/> Sunrise Walk                         | \$3,000      |
| <input type="checkbox"/> Technician Fair                      | \$600 min.   |
| <input type="checkbox"/> Vet Expo Mixer                       | \$15,000     |
| <input type="checkbox"/> Yoga                                 | \$2,000      |

### Continuing Education

- |  |              |
|--|--------------|
| <input type="checkbox"/> Breakfast Symposium** | \$2,000 min. |
| <input type="checkbox"/> Industry Symposium*   | \$2,000 min. |
| <input type="checkbox"/> Lab / Workshop        | \$2,000 min. |
| <input type="checkbox"/> Lunch Symposium**     | \$2,000 min. |
| <input type="checkbox"/> Speaker Sponsor       | \$4,000 ea.  |

### Promotional Items

- |  |          |
|--|----------|
| <input type="checkbox"/> Aisle Markers                   | \$5,500  |
| <input type="checkbox"/> Attendee Bags†                  | \$10,000 |
| <input type="checkbox"/> Attendee Bag Insert†            | \$1,500  |
| <input type="checkbox"/> Attendee Bag Promo Item†        | \$2,500  |
| <input type="checkbox"/> Badge Holders                   | \$9,000  |
| <input type="checkbox"/> Banner Sponsor                  | \$1,500  |
| <input type="checkbox"/> Cell Phone Charging Station     | \$5,000  |
| <input type="checkbox"/> Clings: Elevator                | \$5,500  |
| <input type="checkbox"/> Clings: Escalator               | \$5,500  |
| <input type="checkbox"/> Clings: Restroom                | \$5,500  |
| <input type="checkbox"/> Conference Mobile App           | \$12,500 |
| <input type="checkbox"/> Hotel Custom Key Cards          | \$8,500  |
| <input type="checkbox"/> Large CE Program Display        | \$2,500  |
| <input type="checkbox"/> One-Sided Meter Board           | \$1,000  |
| <input type="checkbox"/> Two-Sided Meter Board           | \$1,500  |
| <input type="checkbox"/> Mommy Room                      | \$750    |
| <input type="checkbox"/> Passport Game (13 avail.)       | \$650    |
| <input type="checkbox"/> On-site Registration Kiosk      | \$1,500  |
| <input type="checkbox"/> Room Drop†                      | \$1,500  |
| <input type="checkbox"/> Wi-Fi in Meeting Rooms          | \$15,000 |
| <input type="checkbox"/> Writing Pads & Pens             | \$6,000  |
| <input type="checkbox"/> USB Flash Drive (Lecture Notes) | \$5,000  |

† Plus costs | ~ Plus food & beverage cost | + Costs include hotel fees | \* Symposia cost is \$750 per 50-minute session with a minimum of \$2,000

Other ideas / more information? Please contact Della Yee at 800.655.2862 ext. 11 or dyee@cvma.net

## Advertising

### Conference Program

Size	Sapphire	Emerald	Topaz	Exhibitor
Full Page Bleed 9.25 x 10.75"	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$2,600	<input type="checkbox"/> \$3,000	<input type="checkbox"/> \$4,200
Full Page 9 x 10.5"	Included	<input type="checkbox"/> \$1,200	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$2,800
Half Page 7.5 x 4.3125"	n/a	Included	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1,600
Quarter Page 3.5 x 4.3125"	n/a	n/a	Included	<input type="checkbox"/> \$1,200

### California Veterinarian May/June issue

Size	Rate
Full Page Bleed 9.25 x 10.75"	<input type="checkbox"/> \$1,600
Full Page 9 x 10.5"	<input type="checkbox"/> \$1,600
Half Page 7.5 x 4.3125"	<input type="checkbox"/> \$1,200
Quarter Page 3.5 x 4.3125"	<input type="checkbox"/> \$900





Company Name: \_\_\_\_\_

**TOTAL FEES DUE**

## Exhibitor Booth(s)

50% deposit of exhibitor booth fees required for contracts received by December 30, 2022  
Balance due by January 13, 2023\*

\$ \_\_\_\_\_

## Sponsorship

Total due by January 31, 2023\*

\$ \_\_\_\_\_

## Additional Badge(s)

Total due by May 19, 2023\*

Number of badges: \_\_\_\_\_ x \$250 each = \$ \_\_\_\_\_

## Advertising

**Conference Program:** Total due by November 1, 2022\*

\$ \_\_\_\_\_

**California Veterinarian (May/June issue):** Total due by March 1, 2023\*

\$ \_\_\_\_\_

VISA  MasterCard  AmEx  Discover

CC #: \_\_\_\_\_

CVV: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

**GRAND TOTAL DUE**

\$ \_\_\_\_\_

**LESS DEPOSIT PAID**

*50% of Grand Total required for contracts rec'd by December 30, 2022*

( \$ \_\_\_\_\_ )

**BALANCE DUE**

*Refer to above due dates*

\$ \_\_\_\_\_

Pay by credit card  Pay by check (payable to Pacific Veterinary Conference)

*\*All balances remaining will automatically be charged via credit card on due dates listed above.*

## Agreement to Rules and Regulations

This is a legally binding contract. In signing, the exhibitor, sponsor, and/or advertiser agrees to observe and abide by all rules and regulations of the Pacific Veterinary Conference, and by any additional terms, regulations, and rules made by the Pacific Veterinary Conference. This application represents the entire agreement between the Exhibitor/Sponsor/Advertiser and the Pacific Veterinary Conference concerning the subject matter of this application. The Pacific Veterinary Conference is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing and signed by Pacific Veterinary Conference management. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect. **BALANCE DUE BY January 13, 2023. IF PAYING BY CREDIT CARD, YOU AGREE TO ALLOW US TO CHARGE THE BALANCE OWED ON THE SAME CREDIT CARD ON January 13, 2023.**

I agree to abide by the health and safety protocols mandated by conference management at the time of the conference. Full details can be found on PacVet.net.

**CANCELLATION POLICY:** All cancellation and refund requests must be received in writing on company letterhead by February 1, 2023. Fifty percent of the total booth cost is non-refundable. No refunds are given for cancellations made after February 1, 2023.

Authorizing Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

Please complete, sign, and return this contract along with payment to:  
Pacific Veterinary Conference, 1400 River Park Dr, Ste 150,  
Sacramento, CA 95815-4505 | Fax: 916.646.9156 | Email: info@pacvet.net