

EXHIBITOR & SPONSOR PROSPECTUS

JUNE 28–JULY 1, 2018 | SAN FRANCISCO



PacVet.net

Sponsored by the California Veterinary Medical Association

PACVET 2018



Why Exhibit at PacVet 2018 in San Francisco?

Vast Exposure

A two-day Vet Expo allows you to showcase your products and services to key audiences. Connect with more than 1,700 veterinary professionals.

Exceptional Traffic

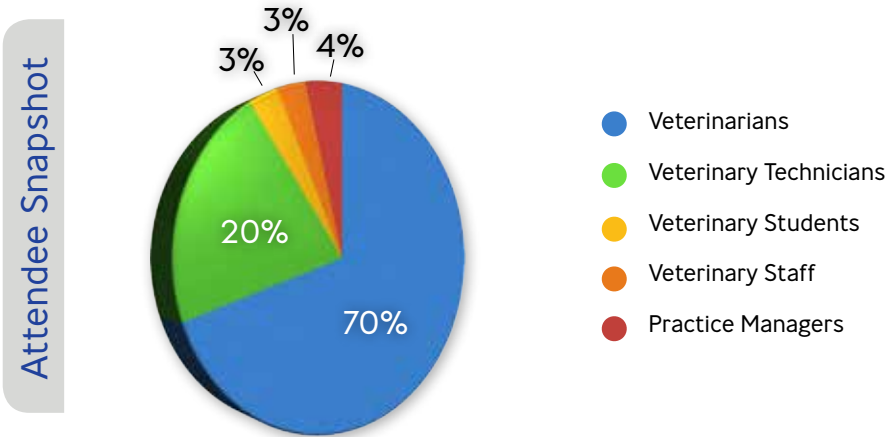
Nintey-five percent of conference attendees visit the Vet Expo. We feature numerous crowd-drawing raffles, complimentary lunch, coffee breaks, and events in the Vet Expo.

Exhibitors are recognized on the conference website, conference program, conference app, and in related marketing materials.



Tremendous Reach

PacVet continues to receive excellent survey response from attendees. PacVet attracts veterinary professionals from across the United States, Canada, and other countries.



We look forward to seeing you in San Francisco!

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ALLIED INDUSTRY COMMITTEE

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Dr. Richard Edling
Ms. Felicie Lewis

Committee Members

Mr. David Adamson	Mr. Lewis Knight
Mr. Mark Applegate	Mr. Mike Malone
Mr. John Bienias	Ms. Linda Markland, RVT
Mr. Rick Bills	Mr. David Michalski
Mr. Patrick DeBois	Mr. Robert Pahl
Mr. Jeffrey Herbst	Mr. Kurt Tallstrom
Mr. Mike Herr	Mr. Matt Willis
Mr. Glenn Klevens	



PROGRAM COMMITTEE

Program Chairs

Dr. George Cuellar
Dr. Julie Ryan Johnson

Section Chairs

Avian/Exotic
Dr. Brian Speer

Equine
Dr. Barrie Grant

Mixed Animal
Dr. Ronald Terra

Practice Management
Ms. Linda Markland, RVT

Shelter Medicine
Dr. Jyothi Robertson

Small Animal Medicine
Dr. Keith Richter

Small Animal Surgery
Dr. Diane Craig

Veterinary Technician
Ms. Vicky Ograin, RVT

CVMA STAFF

Valerie Fenstermaker – Executive Director
Della Yee – Director of Conferences and Events
Lily Briggs – Meetings and Events Coordinator
Kristen Calderon – Director of Communications
Howard Steffens – Design and Marketing Manager
Trisha Consunji – Publications Manager
Jennifer Jacobs – Communications Coordinator



Exhibitor Schedule

Thursday, June 28

Exhibitor Registration, Set-up & Lead Retrieval
1:00 PM–7:00 PM

Pre-Show Inspection
5:00 PM

Friday, June 29

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–10:45 AM

Lunch in the Vet Expo
12:20 PM–2:00 PM

Raffles
1:30 PM

CE Session Break
2:50 PM–3:40 PM

Raffles
3:15 PM

Vet Expo Mixer
5:15 PM–6:15 PM

Raffles
6:00 PM

Gala Awards Ceremony
6:30 PM–7:30 PM

President's Reception
7:30 PM–9:30 PM

Saturday, June 30

Vet Expo Open
9:30 AM–4:30 PM

CE Session Break
9:50 AM–10:45 AM

Lunch in the Vet Expo
12:20 PM–2:00 PM

Raffles
1:30 PM

CE Session Break
3:35 PM–4:30 PM

Raffles
4:00 PM

Tear Down
4:30 PM–7:30 PM

All exhibits must be show ready by 8:30 AM on Friday.

Exhibitors must be moved out by 7:30 PM on Saturday.

Tear down is not allowed prior to 4:30 PM on Saturday.

Exhibit at PacVet

10' x 10' Exhibit Space Rental Includes:

- One 6' table, two chairs, and one wastebasket
- Identification sign
- Four badges (includes catered lunches, breaks, and Vet Expo Mixer)
- Company listing on PacVet.net, conference app, and related conference material
- Pre/Post attendee roster

10' x 20' Exhibit Space Rental Includes:

- Two 6' tables, four chairs, and two wastebaskets
- Identification sign
- Six badges (includes catered lunches, breaks, and Vet Expo Mixer)
- Company listing on PacVet.net, conference app and related conference material
- Pre/post attendee roster

Priority Point System

The priority point system is used to allocate exhibit space. Each exhibitor earns priority points according to the following criteria:

- **Two points** for exhibiting at the Pacific Veterinary Conference 2018
- **Two points** for every \$5,000 in sponsorship in 2018
- **Points are accrued on a cumulative basis year after year**

More information on the Priority Point System can be found on page II.

Digital Promotional Flyers

The Pacific Veterinary Conference will help you promote your attendance at the conference by providing customized digital promotional flyers upon request. You can use the flyers as you see fit. Post them to your website, include in your mailers, or send them out with your sales staff.

Lead Retrieval

A lead retrieval company will be secured by the Pacific Veterinary Conference. Ordering information will be provided after exhibit booths have been assigned.



Important Dates

November 1, 2017: Hotel registration opens

December 1, 2017: Diamond and Ruby sponsors premium ad placement due

December 15, 2017: Conference program ad/payment due

January 15, 2018: Exhibitor booth fee balance due; booths assigned after this date

February 9, 2018: Sponsors full payment due

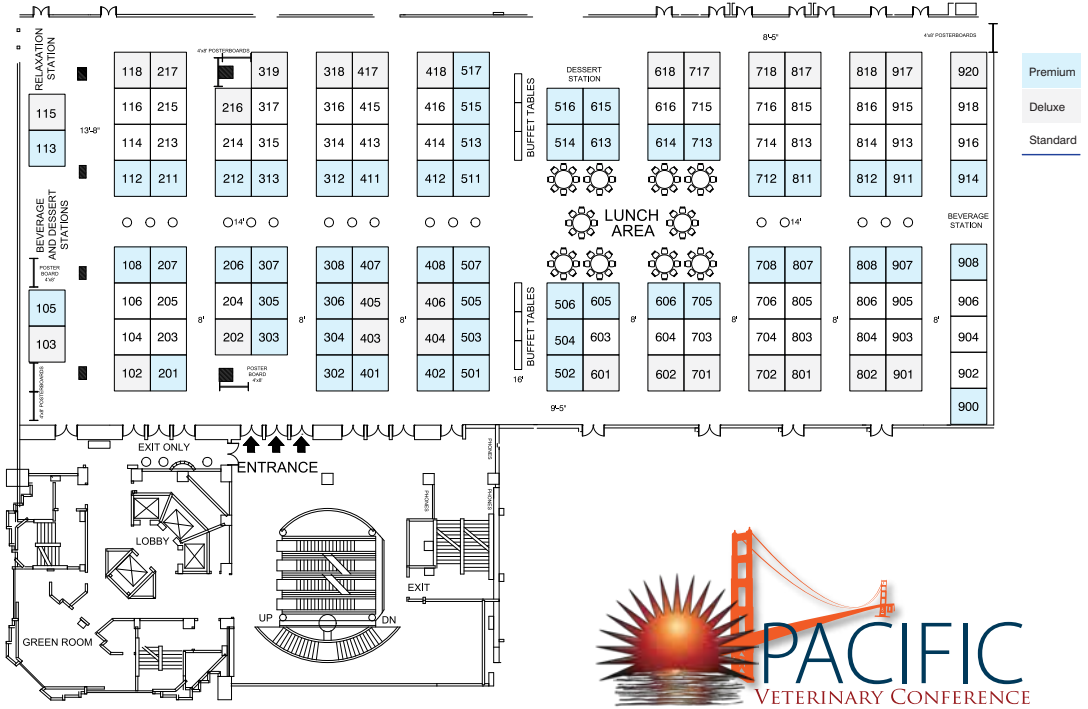
April 2, 2018: *California Veterinarian* contract/ad submission/payment deadline

April 20, 2018: Sponsor insert and item proofs due

May 27, 2018: Special group rate hotel registration closes for Hilton Union Square

June 28–July 1, 2018: Pacific Veterinary Conference in San Francisco, California

Vet Expo Floor Plan



Hilton San Francisco Union Square Grand Ballroom

Booth Size	10' x 10'	10' x 20'
PREMIUM	\$2,300	\$4,600
DELUXE	\$2,150	\$4,300
STANDARD	\$2,050	\$4,100

Pacific Veterinary Conference

1400 River Park Drive, Suite 150
Sacramento, CA 95815
800.655.2862 | FAX 916.646.9156
PacVet.net

Conference Management

Della Yee
Director of Conferences & Events
dyee@cvma.net
800.655.2862, ext. 11

Lily Briggs
Meetings & Events Coordinator
lbriggs@cvma.net
800.655.2862, ext. 26

Advertising

Della Yee
Director of Conferences & Events
dyee@cvma.net
800.655.2862, ext. 11

General Services Contractor

American Exposition Services, Inc. (AES)
1341 N. Market Blvd., Suite 300
Sacramento, CA 95834
916.925.3976 Fax: 866.558.3316
info@american-expo.com
american-expo.com



Contact Information

Build brand loyalty and recognition as a PacVet Sponsor!

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.



From attendee bags or Wi-Fi, to room keys or a mobile app, we have the perfect opportunity for you!

50+
Ways to Sponsor

Over

PacVet is home to over 1,700 attendees, of which 1,000 are DVMs.

1,700
Attendees




2
Full Exhibit Days

At PacVet we give you two full days to mingle with more than 1,700 attendees, while they participate in 15 events right on the exhibit floor.

15
Show Floor Events

Sponsor Levels

- Diamond (\$50,000 and up)
- Ruby (\$35,000 to \$49,999)
- Sapphire (\$20,000 to \$34,999)
- Emerald (\$10,000 to \$19,999)
- Topaz (\$5,000 to \$9,999)

	Diamond	Ruby	Sapphire	Emerald	Topaz
Logo on the Program Pocket Guide, distributed to all attendees	X		<div>  Eligible to purchase  One page insert/promotional item  One page insert </div>		
One one-sided meter board for advertising ²	X	X			
Eligible to purchase additional meter boards up to a maximum of ²	5	4	3	2	1
A four-color complimentary ad in the Pacific Veterinary Conference printed program with priority for ad placement ¹	Premium Full Page	Premium Full Page	Standard Full Page	Half Page	Quarter Page
One-page insert or item in conference attendee bags ³	I	O	O	O	O
One aisle banner	X	X	E	E	

Legend

All sponsorships include:

Sponsor recognition in the January/February, March/April, May/June and July/August issues of the California Veterinarian magazine.

- Quarter-page advertisement in the May/June issue of the *California Veterinarian* magazine conference supplement.¹
- Sponsor recognition in the printed Pacific Veterinary Conference program.
- Sponsor recognition on the Pacific Veterinary Conference website with a link to your company's website.
- Sponsor recognition on all company representatives' badges at the conference.
- Sponsor recognition with logo on signage for all sponsored events.
- List of conference attendees prior to and after the conference.

Companies may also consider in-kind support, such as providing equipment and supplies for labs. Companies will be recognized for their support by signage at those labs and will be acknowledged in the conference program (if the arrangement is made prior to publication deadlines for the program).

Contact Della Yee for more information at 800.655.2862.

¹Quarter-page size ad included. An upgrade may be purchased for an additional cost. ²Sponsors cannot bring their own meter boards. Meter boards must be ordered through and approved by the conference manager, not directly through AES. Sponsors who purchase additional meter boards may not use their expenditure on meter boards as part of their sponsorship contribution to the conference. ³Must commit to being a sponsor and submit program ad by December 1, 2017. CVMA must receive payment by February 9, 2018. Dependent upon availability; first paid=first choice. *California Veterinarian* contract/ad submission/payment deadline is April 2, 2018.

Sponsorship Opportunities

BE CREATIVE!

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

PROMOTIONAL ITEMS

- Aisle markers
- Attendee bags
- Attendee bag flyer insert
- Badges and neck wallets
- Cell phone charging station
- Clings – elevator, escalator, restrooms
- Custom-designed hotel room keys
- Hotel drops
- Large program display
- Lecture notes on flash drives
- Luggage tags
- Map of San Francisco
- Meeting room Wi-Fi
- Mobile app
- Promotional items to all attendees
- Registration kiosk
- Writing pads and pens

BREAKS & EVENTS

- Animal Hall of Fame
- Continental breakfast
- Evening social events
- Gala Awards and President's Reception
- Hydration station
- Ice cream social
- Lunch in the Vet Expo
- Morning and/or afternoon breaks
- Rabies titer testing
- Raffle prizes
- Relaxation station
- Speaker welcome reception
- Vet Expo Mixer
- Yoga

CE

- Breakfast symposium
- Industry symposium
- Lab/workshop
- Lunch symposium
- Speaker sponsor
- Track sponsorship



If you are interested in any of these sponsorships, have other ideas, or want more information, contact Della Yee at 800.655.2862, via email at dyee@cvma.net, or return the form on the back of this prospectus.

Marketing Opportunities

Advertise in the conference program and in the *California Veterinarian* January/February and March/April issues, and the May/June (conference supplement) issue.

Advertise: February Conference Program

Reach over 32,000 potential conference participants!

Diamond and Ruby sponsors have the opportunity to reserve premium advertisement positions prior to December 1, 2017.

Additional Details:

Advertising rates in the program are detailed on page 18 of the contract page.

Ad Submission Deadline:

December 15, 2017

Advertise: May/June issue of the *California Veterinarian* special supplement

Reach over 12,000 veterinary professionals in California!

The May/June issue of the *California Veterinarian* features up to 16 pages on PacVet.

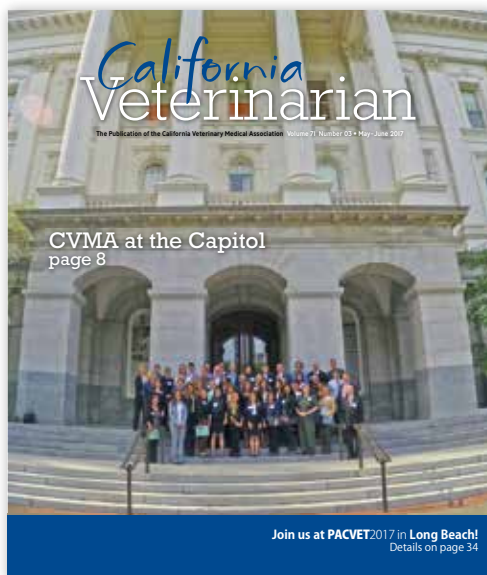
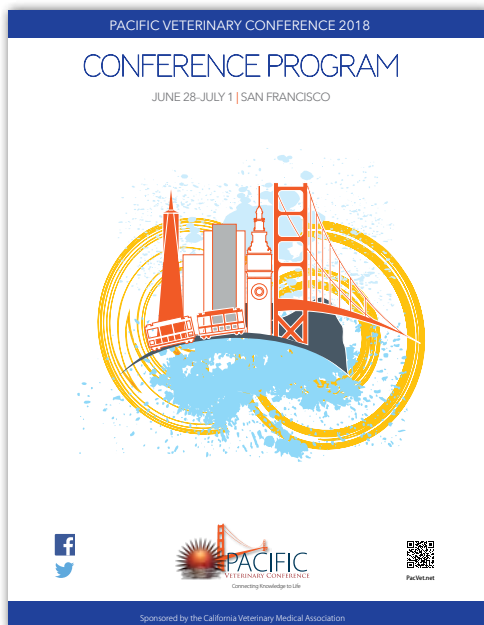
Additional Details:

Conference Program advertisers may upgrade their complimentary quarter-page size ad in the May/June issue of the *California Veterinarian* magazine.

Advertising rates in the program are detailed on page 18 of the contract page.

Ad Submission Deadline:

April 2, 2018



For more information on these great advertising opportunities, contact Della Yee at 800.655.2862 or by email at dyee@cvma.net.

Conference Venue



The Hilton San Francisco Union Square is located in the heart of San Francisco’s restaurant, theater, and shopping districts with many nearby world-famous attractions and entertainment. The Hilton San Francisco Union Square is the perfect place to stay when visiting the city!

HOTEL ACCOMMODATIONS

Host Hotel

Hilton San Francisco Union Square
333 O'Farrell Street | San Francisco, CA 94102
415.771.1400 | Reservations: 800.445.8667

Discounted Group Room Rate: \$245.00 per night plus applicable taxes.[†]

We have made special arrangements at the Hilton San Francisco Union Square for conference attendees. Request the special group rate by mentioning the Pacific Veterinary Conference.

[†]The group rate is available until May 27, 2018 or until the group block fills up, whichever comes first.



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 is final. All matters not specifically covered by these rules and regulations are subject to the decision of conference management.

Eligibility

Eligibility to be an exhibitor at the Pacific Veterinary Conference is limited to organizations whose products 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. It is the Pacific Veterinary Conference's policy to ensure that returning exhibitors receive priority booth assignment when applying to be an exhibitor. The priority point system is used to allocate exhibit space by January 26, 2018. After that, booths are assigned on a first-come, first-served basis regardless of accumulated points.

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.

See Booth Payment under Exhibitor Contract Information for additional details.

Priority Point System

The Pacific Veterinary Conference uses a point system to assign exhibit booth space up until January 26, 2018. 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 2018 Pacific Veterinary Conference.
- Two points for every \$5,000 in sponsorship in 2018.
- 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 4:30 PM on Saturday 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

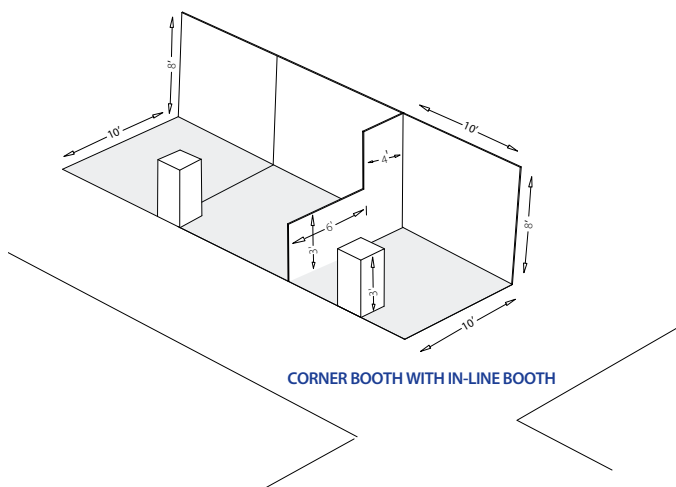
Booths are 10' x 10' or 10' X 20' in size. Backwall drapes are eight feet high and sidewall drapes are three feet high. Fire code regulations prohibit exhibits from extending into aisles. Expo hall flooring is carpeted.

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 **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.

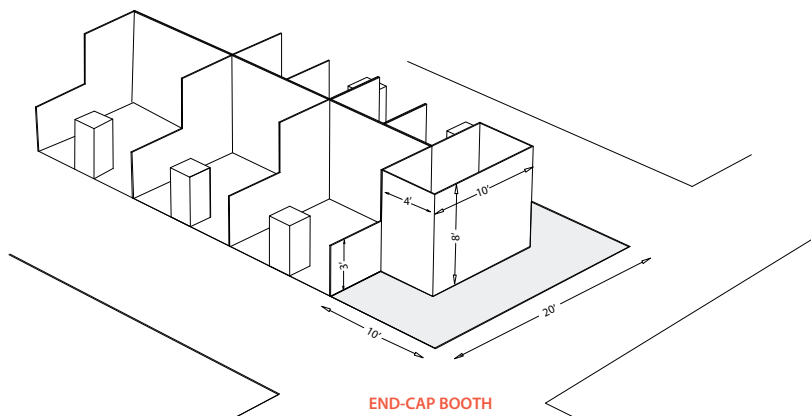
Standard In-Line Booth Guidelines

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 Caps

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 conference 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 Friday, June 29, 2018.
- 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 Friday, June 29, 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 Saturday, June 30, 2018 will be removed at the expense of the exhibitor.

Badges

All exhibitors must wear a badge 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 31, 2018. 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.

EXHIBITOR CONTRACT INFORMATION

Booth Payment

Booths contracted and not paid in full by February 23, 2018, 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 February 23, 2018, the company will forfeit their deposit and their booth will be put back in inventory for resale.

Payment must be made by check drawn on a U.S. bank or credit card (Visa, MasterCard, AMEX, or Discover only); dishonored checks or credit cards will prevent booth(s) being assigned until rectified. There is a \$25 charge for returned checks. All first-time exhibitors are required to pay by credit card.

Cancellation Policy

All cancellation and refund requests must be received in writing on company letterhead before February 9, 2018. Fifty percent of the total booth cost is non-refundable. No refunds are given for cancellations made after February 23, 2018.

Rules/Regulations and Floor Plan Changes

The exhibitor agrees that the Pacific Veterinary Conference shall have the right to make such rules and regulations or changes to the floor plan arrangement of booths for said exhibition as it shall deem necessary. All determinations by the Pacific Veterinary Conference regarding the enforcement of rules, regulations, and conditions under this contract shall be final and binding.

Pre-Show Inspection and Violations Notice

A walk-through takes place by conference management beginning at 5:00 PM on Thursday, June 28, 2018. 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 Friday, June 29, 2018 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

The 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/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 sole 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

Raffles must be approved at least 30 days in advance of the conference by the management of the Pacific Veterinary Conference. 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

Animals in the hall require prior authorization. Exhibitors must submit a written request to conference management before space assignment.

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 ascap.com or bmi.com. Music level must not disturb adjacent booths.

Food Service

The Pacific Veterinary Conference's agreement with the Hilton San Francisco Union Square prohibits any food or beverage from outside sources being brought into the exhibit booths unless contracted with the Hilton San Francisco Union Square's 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 Hilton San Francisco Union Square and the Pacific Veterinary Conference.

Labor and Drayage/Shipping

All shipments must be addressed:

American Exposition Services, Inc. (AES)

1341 N. Market Blvd., Suite 300

Sacramento, CA 95834

All items must be marked with the following information:

To: (your name)

Exhibiting company: (your company name)

Name of exhibition: 2018 Pacific Veterinary Conference

Booth number: (your assigned booth number)

Exhibitor Service Manual

Exhibitor service kits are emailed to exhibitors after receipt of full payment and booths have been assigned. The official service kit includes shipping information and rates. Please follow shipping instructions in your service kit carefully. You will receive from show management the link to the service kit 60 to 70 days prior to the start of the Pacific Veterinary Conference for ordering items that you will need inside your booth. For more information, call American Exposition Services at 916.925.3976, ext. 100.

Liability/Indemnity

The exhibitor agrees to make no claim for any reason whatsoever against the Pacific Veterinary Conference, the California Veterinary Medical Association, the Hilton San Francisco Union Square, or 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 Hilton San Francisco Union Square, 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 Hilton San Francisco Union Square as additional insureds. Please email back to the CVMA at 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 San Francisco, and the County of San Francisco.

Exhibitors and Convention Promotion

Name 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.

Services

All services customarily required by exhibitors are available at current rates: decorating, drayage, electrical, furniture rental, sign printing, carpenter services, sample storage, general labor, plumbing, photography, special cleaning and porter service, florist, and telephone service. Order forms for all services are included in the exhibitor service manual, which is emailed directly to each exhibitor by the official decorating company, AES, after full payment is received by the Pacific Veterinary Conference and available online at <https://aes.boomerecommerce.com>. 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 drayage, cleaning, electrical, or plumbing.

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.

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.

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 Hilton San Francisco Union Square. 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 Hilton San Francisco Union Square.

Security

Professional, uniformed security personnel will be provided on a 24-hour basis beginning 1:00 PM Thursday, June 28, 2018 until 7:30 PM Saturday, June 30, 2018. Neither the Pacific Veterinary Conference, the California Veterinary Medical Association, the Hilton San Francisco Union Square or AES nor any of their officers, directors, members, employees, or agents is 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.

Advertisers

Notification of intent to cancel advertising in the conference program must be provided in writing on company letterhead. Cancellation, refund, or advertising change request will not be accepted if received by the Pacific Veterinary Conference after December 15, 2017, 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 cancelling sponsor will be charged the non-sponsor rate for ads already published, ads in production, or ads to be subsequently published, if necessary.

Join PacVet’s Social Scene!



Connect!

Follow us online to connect with attendees and be the first to know all of the conference updates!





Company info used for mobile App

Company Name:	Contact Person:
Onsite Contact:	Cell:
Mailing Address:	
City/State/Zip:	
Phone:	Fax:
Email:	Website:

A EXHIBITOR BOOTH PREFERENCE

For booth locations, please see page 5. Conference management is hereby authorized to assign any booth represented on the Vet Expo Exhibitor Floor Plan, based on our assignment policy, availability, (1st, 2nd, 3rd & 4th), or at management discretion. Consideration will be given to exhibitor's booth preferences. More information available on page 11.

Booth Number(s)				Booth Category	Booth Sizes & Fees			
1	2	3	4	Premium Booth	10' x 10'	\$2300	10'x 20'	\$4600
1	2	3	4	Deluxe Booth	10' x 10'	\$2150	10'x 20'	\$4300
1	2	3	4	Standard Booth	10' x 10'	\$2050	10'x 20'	\$4100

B SPONSORSHIP _____ I am interested in becoming a sponsor at the level selected. **THE FOLLOWING OPPORTUNITIES ARE AVAILABLE TO CONTRACTED EXHIBITING COMPANIES ONLY.**

<input type="radio"/> Diamond	<input type="radio"/> Ruby	<input type="radio"/> Sapphire	<input type="radio"/> Emerald	<input type="radio"/> Topaz
\$50,000 & up	\$35,000-\$49,999	\$20,000-\$34,999	\$10,000-\$19,999	\$5,000-\$9,999

Please select the sponsorship opportunities that you are interested in.

Breaks & Events	Promotional Items	CE
<input type="radio"/> Afternoon Breaks <input type="radio"/> Animal Hall of Fame <input type="radio"/> Continental Breakfast <input type="radio"/> Evening Social Event <input type="radio"/> Gala Awards & President's Reception <input type="radio"/> Hydration Station <input type="radio"/> Ice Cream Social <input type="radio"/> Lunch in the Vet Expo <input type="radio"/> Morning Breaks <input type="radio"/> Rabies Titer <input type="radio"/> Raffle Prizes <input type="radio"/> Relaxation Station <input type="radio"/> Speaker Welcome Reception <input type="radio"/> Vet Expo Mixer <input type="radio"/> Yoga	<input type="radio"/> Aisle Markers <input type="radio"/> Attendee Bags <input type="radio"/> Attendee Bag Flyer Insert <input type="radio"/> Badges and Neck Wallets <input type="radio"/> Clings - elevator, escalator, restrooms <input type="radio"/> Cell Phone Charging Station <input type="radio"/> Custom-designed Hotel Room Keys <input type="radio"/> Hotel Drops <input type="radio"/> Large Program Display <input type="radio"/> Lecture Notes on Flash Drive <input type="radio"/> Luggage Tags <input type="radio"/> Map of San Francisco <input type="radio"/> Mobile Conference App <input type="radio"/> Promotional Items to All Attendees <input type="radio"/> Registration Kiosk <input type="radio"/> WiFi in Meeting Rooms <input type="radio"/> Writing Pads & Pens	<input type="radio"/> Breakfast Symposium <input type="radio"/> Industry Symposium <input type="radio"/> Lab/workshop <input type="radio"/> Lunch Symposium <input type="radio"/> Speaker Sponsor <input type="radio"/> Track Sponsorship <i>If you have other ideas or want more information please contact Della Yee at 800.655.2862 or dyee@cvma.net.</i>

ADVERTISING

C Conference Program

Special Sponsor Advertising Rates

Size		Sapphire		Emerald		Topaz		Standard Rate
Premium (Full Bleed) 9 ¹ / ₄ x 10 ³ / ₄	<input type="radio"/>	\$1400	<input type="radio"/>	\$2600	<input type="radio"/>	\$3000	<input type="radio"/>	\$4200
Full Page 8 x 9 ¹ / ₂	<input type="radio"/>	N/A	<input type="radio"/>	\$1200	<input type="radio"/>	\$1600	<input type="radio"/>	\$2800
Half Page 8 x 4 ¹ / ₂	<input type="radio"/>	N/A	<input type="radio"/>	N/A	<input type="radio"/>	\$400	<input type="radio"/>	\$1600
Quarter Page 3 ⁷ / ₈ x 4 ¹ / ₂	<input type="radio"/>	N/A	<input type="radio"/>	N/A	<input type="radio"/>	N/A	<input type="radio"/>	\$1200

D California Veterinarian Conference Supplement

25% Off Rate Card

	Size	Price
<input type="radio"/>	Full Page (Full Bleed) 9 ¹ / ₄ x 10 ³ / ₄	\$1500
<input type="radio"/>	Half Page 8 x 4 ¹ / ₂	\$1100
<input type="radio"/>	Quarter Page 3 ⁷ / ₈ x 4 ¹ / ₂	\$900

For more information on these two great ways to advertise please contact Della Yee at 800.655.2862 or by email at dyee@cvma.net.

2018 Pacific Veterinary Conference
EXHIBITOR CONTRACT (page 2 of 2)



Company Name: _____

Exhibitor Booth(s):

10'X10' Premium Booth @ \$2300.00 =\$ _____

10'X20' Premium Booth @ \$4600.00 =\$ _____

10'X10' Deluxe Booth @ \$2150.00 =\$ _____

10'X20' Deluxe Booth @ \$4300.00 =\$ _____

10'X10' Standard Booth @ \$2050.00 =\$ _____

10'X20' Standard Booth @ \$4100.00 =\$ _____

_____ Additional @ \$250.00 each =\$ _____
badges

A Exhibitor: * (total due on January 15, 2018) **A** \$ _____

B Sponsorship: * (total due on February 9, 2018) **B** \$ _____

Advertising: * (total due on April 2, 2018)

C Conference Program **C** \$ _____

D California Veterinarian Supplement **D** \$ _____

GRAND TOTAL DUE \$ _____

LESS DEPOSIT PAID (50% OF EXHIBITOR TOTAL REQUIRED) (\$ _____)

BALANCE DUE (Refer to above due dates) \$ _____

- ☐ Pay by check made out to the Pacific Veterinary Conference
- ☐ Pay by Credit Card *All Balances remaining will automatically be charged via credit card on due dates.

VISA M/C AMEX DISC #: _____ CW: _____ Expiration Date: _____

Cardholder Name: _____

Cardholder Signature: _____ Date: _____

Printed Name: _____

AGREEMENT TO TERMS, CONDITIONS, AND RULES
This is a legally binding contract. In signing, the exhibitor, sponsor, and/or advertiser agrees to observe and abide by all the foregoing terms of the Exhibitor & Sponsor Prospectus, and by any additional terms, conditions, and rules made by the Pacific Veterinary Conference from time to time for the efficient and safe operation of the 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 15, 2018. IF PAYING BY CREDIT CARD, YOU AGREE TO ALLOW US TO CHARGE THE BALANCE OWED ON THE SAME CREDIT CARD ON JANUARY 16, 2018.**

CANCELLATION POLICY: All cancellation and refund requests must be received in writing on company letterhead by February 9, 2018. Fifty percent of the total booth cost is non-refundable. No refunds are given for cancellations made after February 9, 2018.

Authorizing Signature: _____ Date: _____

Printed Name: _____ Title: _____

Please complete, sign, and return this contract along with payment to: Pacific Veterinary Conference, 1400 River Park Drive, Suite 150, Sacramento, CA 95815-4505, fax: 916.646.9156 or email: info@pacvet.net.



Pacific Veterinary Conference
1400 River Park Drive, Suite 150
Sacramento, CA 95815

PacVet.net

Conference June 28-July 1, 2018
Vet Expo June 29-30, 2018



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2018 Vet Expo Exhibitor & Sponsor Prospectus

