

# Exhibitor & Sponsor Prospectus

## Pacific Veterinary Conference

June 18–21, 2020

Hilton San Francisco Union Square

San Francisco, California



Sponsored by the California Veterinary Medical Association



PacVet.net

# PACVET 2020

Exhibit at PacVet 2020 to increase your visibility and build your brand.



## PacVet 2020 Means Business!

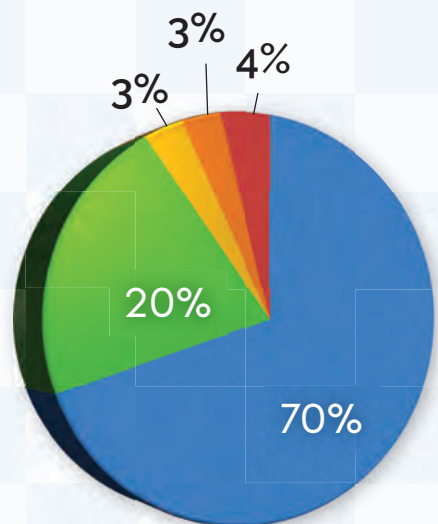
Exhibit at PacVet 2020 to increase your visibility and build your brand.

PacVet draws over 1,600 veterinary professionals from across the United States, Canada, and other countries. On average, the two-day Expo draws 95% of PacVet attendees with complimentary lunches, coffee breaks, multiple popular drawings, and events. Your business will be seen at PacVet.

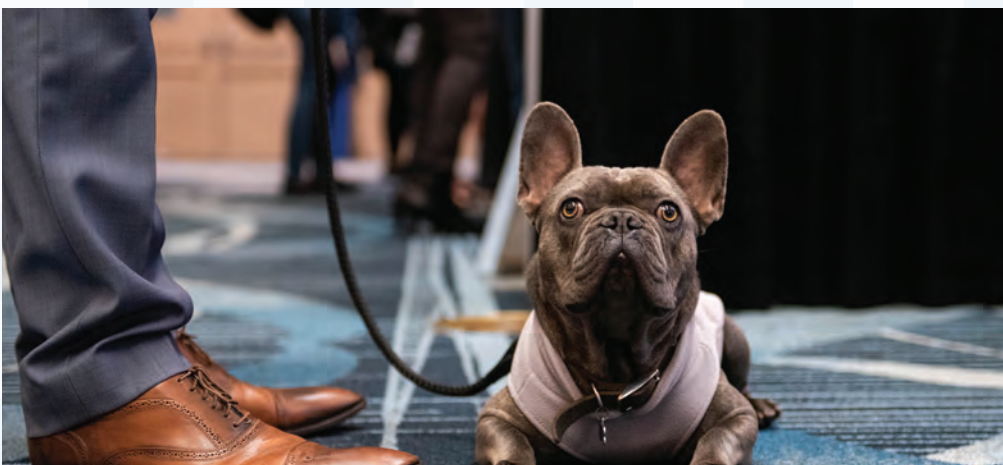
Exhibitors are recognized in the *California Veterinarian* magazine, conference website, conference program, conference app and in related marketing materials.

A few tips to maximize your PacVet exhibiting experience:

- Become a sponsor
- Host a symposium
- Provide a show special – we'll advertise it for you
- Provide a booth raffle
- Take the opportunity to connect with attendees and to network with other exhibitors
- Include your social media information in your display



- Veterinarians
- Veterinary Technicians
- Veterinary Students
- Veterinary Staff
- Practice Managers



## Table of Contents

Exhibit at PacVet.....	4
Exhibitor Calendar and Schedule.....	4
Contact Information.....	4
Vet Expo Floor Plan.....	5
Lead Retrieval.....	5
Sponsor at PacVet.....	6
Sponsor Levels.....	7
Sponsorship Opportunities.....	8
Advertising Opportunities.....	9
Conference Venue.....	10
Rules and Regulations.....	11
Exhibitor/Sponsor/Advertising Contracts.....	18



### Allied Industry Committee

#### Co-Chairs

Dr. Richard Edling | Boehringer Ingelheim  
 Ms. Felicie Lewis | Boehringer Ingelheim

#### Committee Members

Mr. David Adamson	MWI Animal Health
Mr. John Bienias	Patterson Veterinary Supply
Mr. Rick Bills	Victor Medical
Dr. Larry Correia	CVMA Board Liaison
Mr. Patrick DeBois	Royal Canin
Mr. Jeffrey Herbst	Merck Animal Health
Mr. Mike Herr	IDEXX Laboratories
Mr. Glenn Klevens	Universal Imaging
Mr. Lewis Knight	IDEXX Laboratories
Dr. Julia Lewis	CVMA Board Liaison
Ms. Kristina Lee	Midwest Veterinary Supply
Ms. Linda Markland, RVT	Nationwide Pet Insurance
Mr. David Michalski	Bank of America Practice Solutions
Mr. Robert Pahl	Aratana
Mr. Kurt Tallstrom	Elanco Animal Health
Ms. Nicole Westfall	PRN Pharmacal
Mr. Matt Willis	Karl Storz Endoscopy America, Inc.

### Program Committee

#### Program Chairs

Dr. George Cuellar  
 Dr. Julie Ryan Johnson

#### Section Chairs

**Avian/Exotics**  
 Dr. Victoria Joseph  
**Equine**  
 Dr. Barrie Grant  
**Integrative Medicine**  
 Dr. Liz Fernandez  
**Mixed Animal**  
 Dr. Heather Bessoff  
**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 – Assistant Executive Director  
 Lily Briggs – Meetings and Events Coordinator  
 Kristen Calderon – Director of Communications  
 Howard Steffens – Design and Marketing Manager  
 Trisha Consunji – Publications Manager  
 Nicole Heath – Communications Coordinator







## Contact Information

**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  
Assistant Executive Director  
dyee@cvma.net  
800.655.2862, ext. 11

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

**Advertising**  
Della Yee  
Assistant Executive Director  
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



## Exhibitor Schedule

### Thursday, June 18

Exhibitor Registration, Set-up & Lead Retrieval  
2:00 PM–7:00 PM  
Pre-Show Inspection  
5:00 PM

### Friday, June 19

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  
Gala Awards Ceremony  
6:30 PM–7:30 PM  
President's Reception  
7:30 PM–9:30 PM

### Saturday, June 20

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

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

Tear down is not allowed prior to 3:30 PM on Saturday.

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

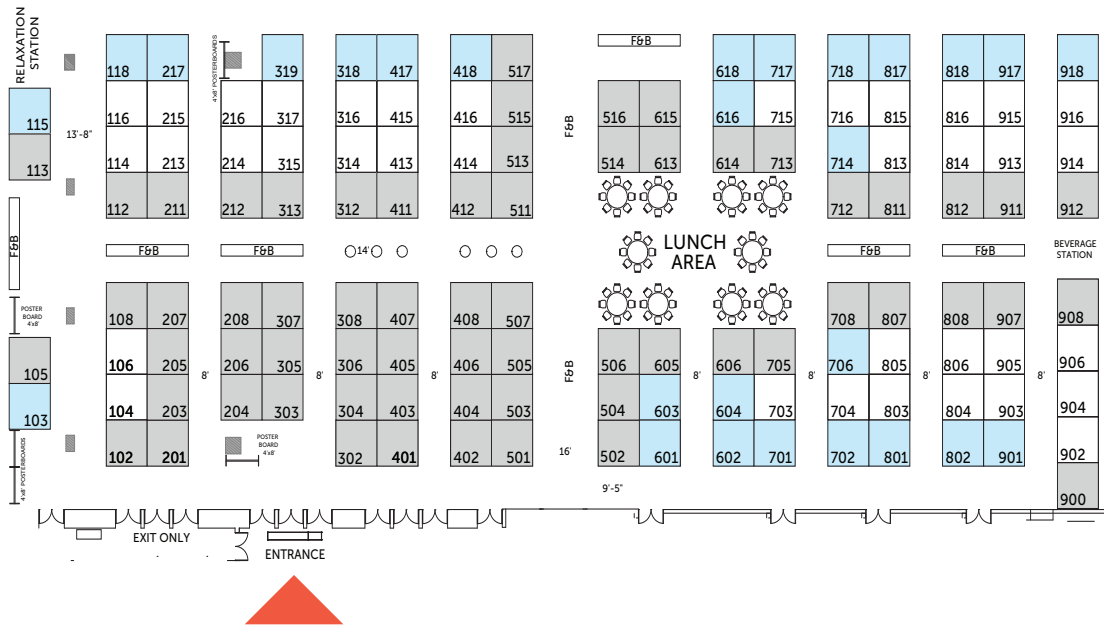
*\*Schedule subject to change without notice.*

## Important Dates

- November 4, 2019:** Hotel registration opens
- December 2, 2019:** Diamond and Ruby sponsors premium ad placement due
- December 13, 2019:** Conference program ad/payment due
- January 17, 2020:** Exhibitor booth fee balance due; booths assigned after this date
- February 7, 2020:** Sponsors full payment due
- March 2, 2020:** *California Veterinarian* (May/June supplement) contract/payment due
- April 1, 2020:** *California Veterinarian* (May/June supplement) ad due
- April 17, 2020:** Sponsor insert and item proofs due
- June 3, 2020:** Special group rate hotel registration closes for Hilton San Francisco Union Square.
- June 18–21, 2020:** 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

### 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 (upon request)

### 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 (upon request)

### Priority Point System

The priority point system is used to allocate exhibit space. See page 11 for full information.

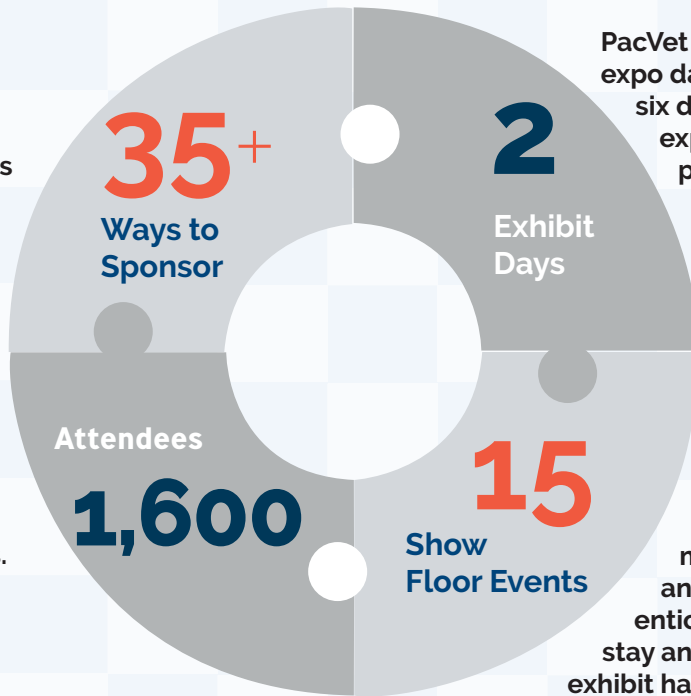
### Lead Retrieval

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

## Build brand loyalty and recognition as a PacVet Sponsor!

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

PacVet is host to over 1,600 attendees, of which 70 percent are DVMs.



PacVet features two expo days, including six dedicated expo hours, providing valuable face-to-face time with attendees.

Complimentary meals, raffles, and other events entice attendees to stay and peruse the exhibit hall.

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.



# Sponsor Levels

# 5

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

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

### 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.<sup>3</sup>
- 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 (upon request).

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). Sponsorship commitment must be made by December 2, 2019 and payment must be received by February 7, 2020.

### Contact Della Yee for more information at 800.655.2862.

<sup>1</sup>Sponsors cannot 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 sponsorship contribution to the conference. <sup>2</sup>Must commit to being a sponsor and submit program ad by December 2, 2019. CVMA must receive payment by February 7, 2020. Dependent upon availability; first paid=first choice. *California Veterinarian* (May/June supplement) ad contract/payment deadline is March 2, 2020 and ad artwork is due April 1, 2020. <sup>3</sup>Quarter-page size ad included. An upgrade may be purchased for an additional cost.



Be Creative!

35+

## SPONSORSHIP OPPORTUNITIES

Whether you are a large or small company, the Pacific Veterinary Conference has sponsorship opportunities for every marketing budget. See page 18 for pricing.

### Promotional Items

- Attendee Bags
- Attendee Bag Flyer Insert (5 available)
- Attendee Bag Promotional Items
- Badge Holders
- Charging Station
- Clings – Elevator, Escalator, or Restrooms
- Conference Mobile App
- Exhibit Hall Aisle Markers
- Hotel Custom Key Cards
- Large Program Display
- Meeting Room Wi-Fi
- Passport Contest (13 available)
- Meter Boards
- Promotional Items to All Attendees
- Registration Kiosk
- Room Drop
- Writing Pads and Pens
- USB Flash Drives (Lecture Notes)

### Breaks & Events

- Afternoon | Morning Breaks
- Animal Hall of Fame
- Continental Breakfast (4 available)
- Evening Social Event
- Gala Awards & President's Reception
- Hydration Station
- Ice Cream Social
- Lunch in the Vet Expo (2 available)
- Rabies Titer
- Raffle Prizes
- Relaxation Station (Chair Massage)
- Speaker Welcome Reception (5 available)
- Technician Fair
- Vet Expo Mixer
- Yoga

### CE\*

- Breakfast Symposium
- Industry Symposium
- Lab/Workshop
- Lunch Symposium
- Speaker Sponsor
- Track Sponsor

Symposium cost is \$750 per 50 minute session with a minimum of \$2000.

\* Contact conference management

Got Questions?

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](mailto:dyee@cvma.net), or return the form in the back of this prospectus.

Visit [pacvet.net](http://pacvet.net) for additional sponsorship descriptions.



Clings – Escalator



## ADVERTISING OPPORTUNITIES

### Advertise in the *Conference Program* and in the *California Veterinarian*—May/June conference supplement issue.

#### February Conference Program

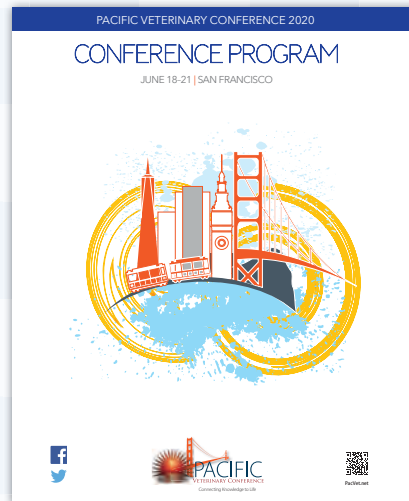
Reach over 32,000 potential conference participants!

**Diamond and Ruby sponsors have the opportunity to reserve premium advertisement positions prior to December 2, 2019.**

#### Additional Details

Advertising rates in the program are detailed below; advertising contract can be found on page 18.

**Ad Submission and payment deadline: December 13, 2019**



Size		Sapphire		Emerald		Topaz
Premium – (9 <sup>1/4</sup> x 10 <sup>3/4</sup> )	○	\$1400	○	\$2600	○	\$3000
Full Page – (8 x 9 <sup>1/2</sup> )	○	N/A	○	\$1200	○	\$1600
Half Page – (8 x 4 <sup>13/16</sup> )	○	N/A	○	N/A	○	\$400
Quarter Page – (3 <sup>7/8</sup> x 4 <sup>13/16</sup> )	○	N/A	○	N/A	○	N/A

#### 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 May/June issue of the *California Veterinarian* special supplement are detailed below, contract is on page 18.

**Contract/Payment Deadline: March 2, 2020**

**Ad Submission Deadline: April 1, 2020**



	Size	Price
○	Full Page – (9 <sup>1/4</sup> x 10 <sup>3/4</sup> )	\$1500
○	Half Page – (8 x 4 <sup>13/16</sup> )	\$1100
○	Quarter Page (3 <sup>7/8</sup> x 4 <sup>13/16</sup> )	\$900

#### Need more details?

For more information, contact Della Yee at 800.655.2862 or by email at [dyeecvma.net](mailto:dyeecvma.net).

**All advertisers must be confirmed 2020 exhibitors.**

## 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

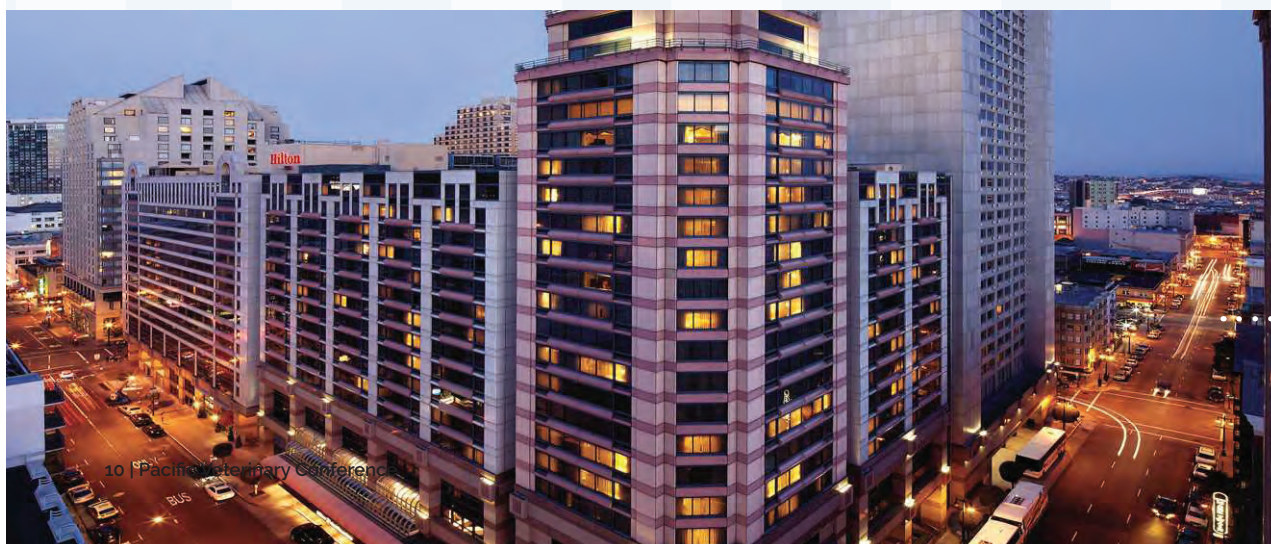
#### Host Hotel

Hilton San Francisco Union Square  
333 O'Farrell Street | San Francisco, CA 94102  
415.771.1400 | Reservations: 800.445.8667  
Book online at [PacVet.net](http://PacVet.net)

Discounted Group Room Rate: \$264.00 per night plus applicable taxes.<sup>1</sup>

*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.*

*<sup>1</sup>The group rate is available until June 3, 2020 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. 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.

### 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. See Booth Payment for additional details.

### Priority Point System

The Pacific Veterinary Conference uses a point system to assign exhibit booth space up until January 17, 2020. 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 2020 Pacific Veterinary Conference.
- Two points for every \$5,000 in sponsorship in 2020.
- 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 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

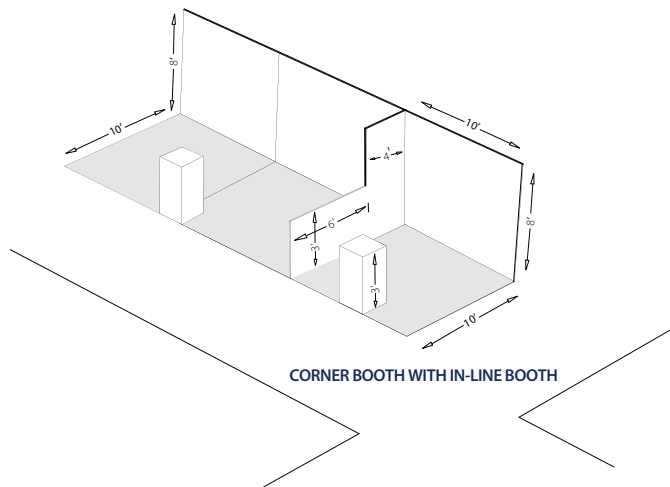
Booths are 10' x 10' or 10' x 20' in size. Backwall drapes are eight feet high and sidewall drapes are three feet high. Fire code regulations prohibit exhibits from extending into aisles. Expo hall flooring is carpeted.

### 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.

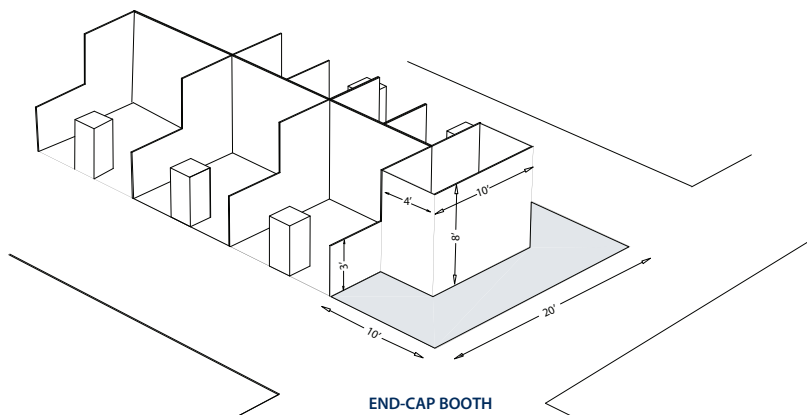
### Standard In-Line Booth Guidelines

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 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 Friday, June 19, 2020.
- 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 conference management or American Exposition Services no later than 7:00 AM on Friday, June 19, or the exhibitor will be considered a "no show." Space will be re-assigned at the discretion of conference management. No shows at the conference do not get a refund and may 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 20, 2020 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 22, 2020. **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 17, 2020, 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 17, 2020, 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, 2019.

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 by February 7, 2020. Fifty percent of the total booth cost is non-refundable. No refunds are given for cancellations made after February 7, 2020.

### 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 18, 2020. 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 19, 2020 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/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 show 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 [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 Hilton San Francisco Union Square 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 Hilton San Francisco Union Square and the Pacific Veterinary Conference.

### **Labor and Drayage/Shipping**

All advanced shipments must be addressed:

**c/o American Exposition Services (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: 2020 Pacific Veterinary Conference  
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 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 Hilton San Francisco Union Square, 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 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 San Francisco, and the County of San Francisco.

### **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.

#### **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 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 2:00 PM Thursday, June 18, 2020 until 7:00 PM Saturday, June 20, 2020. The Pacific Veterinary Conference, the California Veterinary Medical Association, the Hilton San Francisco Union Square, 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 December 1, 2019. 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.

## Join PacVet's Social Scene!



Connecti

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



# 2020 Pacific Veterinary Conference

## EXHIBITOR CONTRACT (page 1 of 2)



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, 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 Number(s) Preferences				Booth Category	Booth Sizes & Fees			
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	Premium Booth	10' x 10'	\$2300	10' x 20'	\$4600
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	Deluxe Booth	10' x 10'	\$2150	10' x 20'	\$4300
<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	Standard Booth	10' x 10'	\$2050	10' x 20'	\$4100

### B SPONSORSHIP \_\_\_\_\_ I am interested in becoming a sponsor at the level selected (based on total dollar amount of booth space and sponsor items).

<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 Sponsorship Opportunities of interest. SPONSORSHIP OPPORTUNITIES ARE AVAILABLE TO CONTRACTED EXHIBITING COMPANIES ONLY.

Breaks and Events	Promotional Items	Continuing Education
<input type="radio"/> Afternoon   Morning Breaks \$3,000 ea. <input type="radio"/> Animal Hall of Fame \$2,500 <input type="radio"/> Continental Breakfast (4 avail.) \$15,000 ea. <input type="radio"/> Evening Social Event† \$1,500 <input type="radio"/> Gala Awards & President's Reception \$15,000 <input type="radio"/> Hydration Station \$5,500 <input type="radio"/> Ice Cream Social \$4,000 <input type="radio"/> Lunch in the Vet Expo (2 avail.) \$20,000 ea. <input type="radio"/> Rabies Titer \$3,500 <input type="radio"/> Raffle Prizes \$250 min. <input type="radio"/> Relaxation Station (Chair Massage) \$4,000 <input type="radio"/> Speaker Welcome Reception (5 avail.) \$1,200 ea. <input type="radio"/> Technician Fair \$600 min. <input type="radio"/> Vet Expo Mixer \$15,000 <input type="radio"/> Yoga \$2,500  If you have other ideas or want more information please contact Della Yee at 800.655.2862 or dyee@cvma.net.	<input type="radio"/> Aisle Markers \$5,500 <input type="radio"/> Attendee Bags† \$10,000 <input type="radio"/> Attendee Bag Flyer Insert† \$1,500 <input type="radio"/> Attendee Bag Promo Item† \$2,500 <input type="radio"/> Badge Holders \$9,000 <input type="radio"/> Banner Sponsor \$1,500 <input type="radio"/> Cell Phone Charging Station \$5,000 <input type="radio"/> Clings -Elevator \$5,500 <input type="radio"/> Clings -Escalator \$5,500 <input type="radio"/> Clings-Restroom \$5,500 <input type="radio"/> Conference Mobile App \$12,500 <input type="radio"/> Hotel Custom Key Cards \$8,500 <input type="radio"/> Large CE Program Display \$2,500 <input type="radio"/> One-Sided Meter Board \$1,000 <input type="radio"/> Two-Sided Meter Board \$1,500 <input type="radio"/> Passport Game (13 avail.) \$600 <input type="radio"/> Registration Kiosk \$2,000 <input type="radio"/> Room Drop†* \$1,500 <input type="radio"/> Wi-Fi in Meeting Rooms \$15,000 <input type="radio"/> Writing Pads and Pens \$6,000 <input type="radio"/> USB Flash Drive (Lecture Notes) \$10,000	<input type="radio"/> Breakfast \$2,000 min. + F&B <input type="radio"/> Industry Symposium* \$2,000 min. <input type="radio"/> Lab   Workshop \$2,000 min. <input type="radio"/> Lunch Symposium* \$2,000 min. + F&B <input type="radio"/> Speaker Sponsor \$4,000 ea. <input type="radio"/> Track Sponsor \$14,000 ea.

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

### ADVERTISING

#### C Conference Program

Special Sponsor Advertising Rates						
Size		Sapphire		Emerald		Topaz
Premium	<input type="radio"/>	\$1400	<input type="radio"/>	\$2600	<input type="radio"/>	\$3000
Full Page	<input type="radio"/>	N/A	<input type="radio"/>	\$1200	<input type="radio"/>	\$1600
Half Page	<input type="radio"/>	N/A	<input type="radio"/>	N/A	<input type="radio"/>	\$400
Quarter Page	<input type="radio"/>	N/A	<input type="radio"/>	N/A	<input type="radio"/>	N/A

#### D California Veterinarian Conference Supplement

25% Off Rate Card	
Size	Price
<input type="radio"/> Full Page	\$1500
<input type="radio"/> Half Page	\$1100
<input type="radio"/> Quarter Page	\$900

**2019 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 badges @ \$250.00 each =\$ \_\_\_\_\_

**A Exhibitor Booth:** \* (total due by January 17, 2020) **A** \$ \_\_\_\_\_  
**B Sponsorship Items:** \* (total due by February 7, 2020) **B** \$ \_\_\_\_\_

**Advertising:** \* (total due by January 17, 2020)  
**C** Conference Program **C** \$ \_\_\_\_\_  
**D** California Veterinarian Supplement **D** \$ \_\_\_\_\_

**GRAND TOTAL DUE** \$ \_\_\_\_\_  
**LESS DEPOSIT PAID** (50% OF EXHIBITOR TOTAL REQUIRED FOR CONTRACTS REC'D BY DECEMBER 31, 2019) (\$ \_\_\_\_\_)  
**BALANCE DUE** (Refer to above due dates) \$ \_\_\_\_\_

- Pay by check payable 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 #:	_____	CWV:	_____	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 17, 2020. IF PAYING BY CREDIT CARD, YOU AGREE TO ALLOW US TO CHARGE THE BALANCE OWED ON THE SAME CREDIT CARD ON JANUARY 17, 2020.**

**CANCELLATION POLICY:** All cancellation and refund requests must be received in writing on company letterhead by February 7, 2020. Fifty percent of the total booth cost is non-refundable. No refunds are given for cancellations made after February 7, 2020.

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](http://PacVet.net)

Conference June 18–21, 2020  
Vet Expo June 19–20, 2020



PRSRT STD  
US Postage  
**PAID**  
SACRAMENTO, CA  
PERMIT NO.  
1415

## 2020 Vet Expo Exhibitor & Sponsor Prospectus

