

EXHIBITOR PROSPECTUS AND SPONSORSHIP GUIDE

CVMA'S PACIFIC VETERINARY CONFERENCE



**JUNE
3-6, 2027**

TOWN AND COUNTRY RESORT

500 HOTEL CIRCLE NORTH,
SAN DIEGO, CA 92108

Hosted by the





JUNE 3-6, 2027

**TOWN AND COUNTRY RESORT
SAN DIEGO, CA**

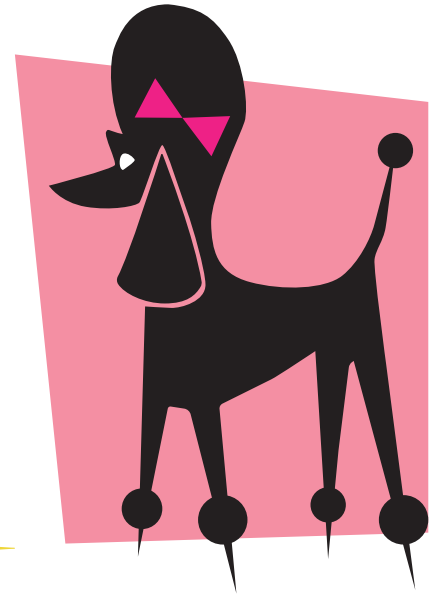
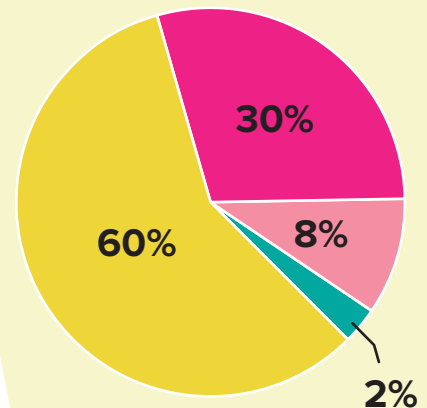


Exhibit at PacVet to increase visibility and build your brand!

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

PacVet draws over **1,000** veterinary professionals from across the United States and internationally. On average, the Vet Expo draws **95%** of PacVet attendees with complimentary lunches, coffee breaks, raffles, and other fun events. Your business **WILL** be seen at PacVet! Additionally, exhibitors are recognized in the *California Veterinarian* magazine, conference website, conference program, onsite guide, conference app (viewed over 24,400 times at PacVet 2026!), and other related marketing materials.

Attendee Demographics



- **60%** Veterinarians
- **30%** Technicians
- **8%** Hospital Staff/
Practice Managers
- **2%** Students



Where Innovation Meets Inspiration

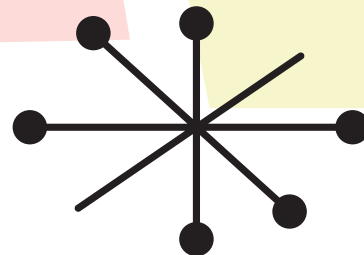
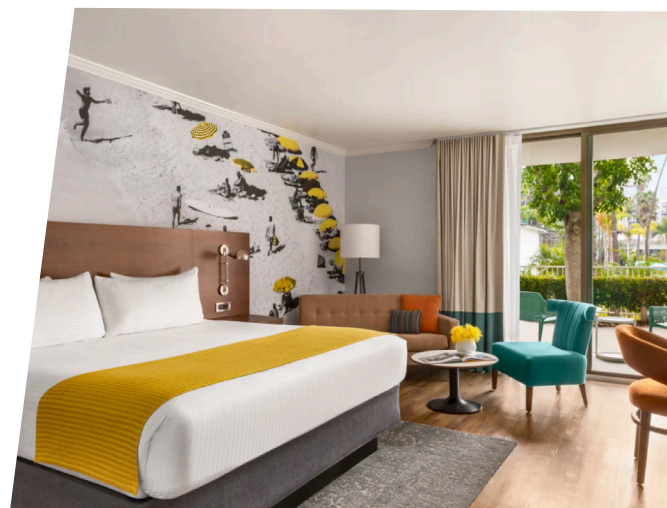




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Conference Location and Accommodations

Town and Country Resort
500 Hotel Circle North,
San Diego, CA 92108

Take 23 acres in bustling Mission Valley, add boundless fun, fantastic food, and a cool SoCal charisma—this is Town and Country Resort! A California icon mingling mid-century nostalgia with of-the-moment amenities and experiences.



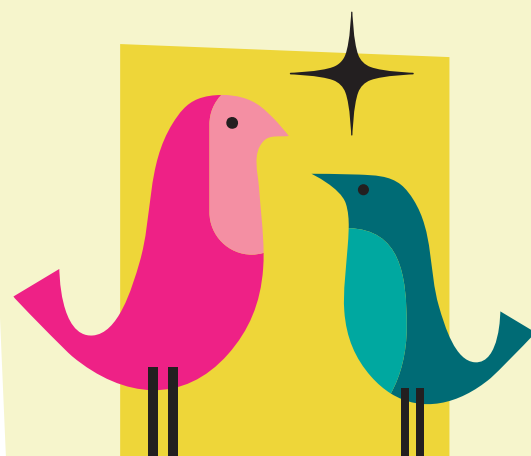
Discounted Group Room Rate

**Happy Camper, Marco Polo, or
Regency Tower Rooms: \$269***

Discounted Room Rates available until **May 2, 2027**, or until the group blocks fills up—whichever comes first.

**Single or double occupancy.*

Rate includes a discounted hotel service charge of \$10.



★ IMPORTANT INFORMATION

Contact Information

CVMA Conference Management

Sarah Erck, CMP

Director of Conferences and Events
serck@cvma.net | 916.649.0599, ext. 150

Erica Ferrier

Conference and Advertising Manager
eferrier@cvma.net | 916.649.0599, ext. 151

General Services Contractor

Heritage Nationwide Exposition Services

Exhibitor Schedule

Thursday, June 3, 2027

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

Friday, June 4, 2027

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

Saturday, June 5, 2027

9:00 AM	Exhibitor Check-in Opens
10:25 AM–4:30 PM	Vet Expo Open
10:25–11:00 AM	Break in the Vet Expo
10:45 AM	Raffles in the Vet Expo
12:00–1:30 PM	Lunch in the Vet Expo
1:15 PM	Raffles in the Vet Expo
3:40–4:15 PM	Break in the Vet Expo
4:00 PM	Raffles in the Vet Expo
4:30–7:30 PM	Teardown

Any exhibitor who begins booth teardown before 4:30 PM will incur a \$1,000 penalty for violating show management rules and regulations.

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





EXHIBITOR AND SPONSOR DATES AND DEADLINES

Exhibitor General Deadlines

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

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

February 25, 2027: Last day to pay full booth balance OR cancel booth and receive only your deposit back. If the balance is not paid by this date, the company will incur a \$250 late fee and has until March 12 to pay in full and keep the selected booth

March 12, 2027: Last day for exhibitors to pay their full booth balance plus the \$250 late fee. If payment is not received by this date, the company will forfeit their deposit, and their booth will be put back into inventory

May 2, 2027: Town and Country Resort special room rate ends

May 14, 2027: Final date to register in order to be listed in the PacVet Onsite Guide

May 24, 2027: Exhibitor name badge information due

Premier Sponsor Benefit Deadlines

March 1, 2027: Ad commitment and contract/payment due for the May/June 2027 issue of the *California Veterinarian* magazine and *Connect* e-newsletter.

Media Kit
eferrier@cvma.net



April 1, 2027: Ad artwork due for the *California Veterinarian* magazine

April 7, 2027: Ad artwork due for *Connect* e-newsletter

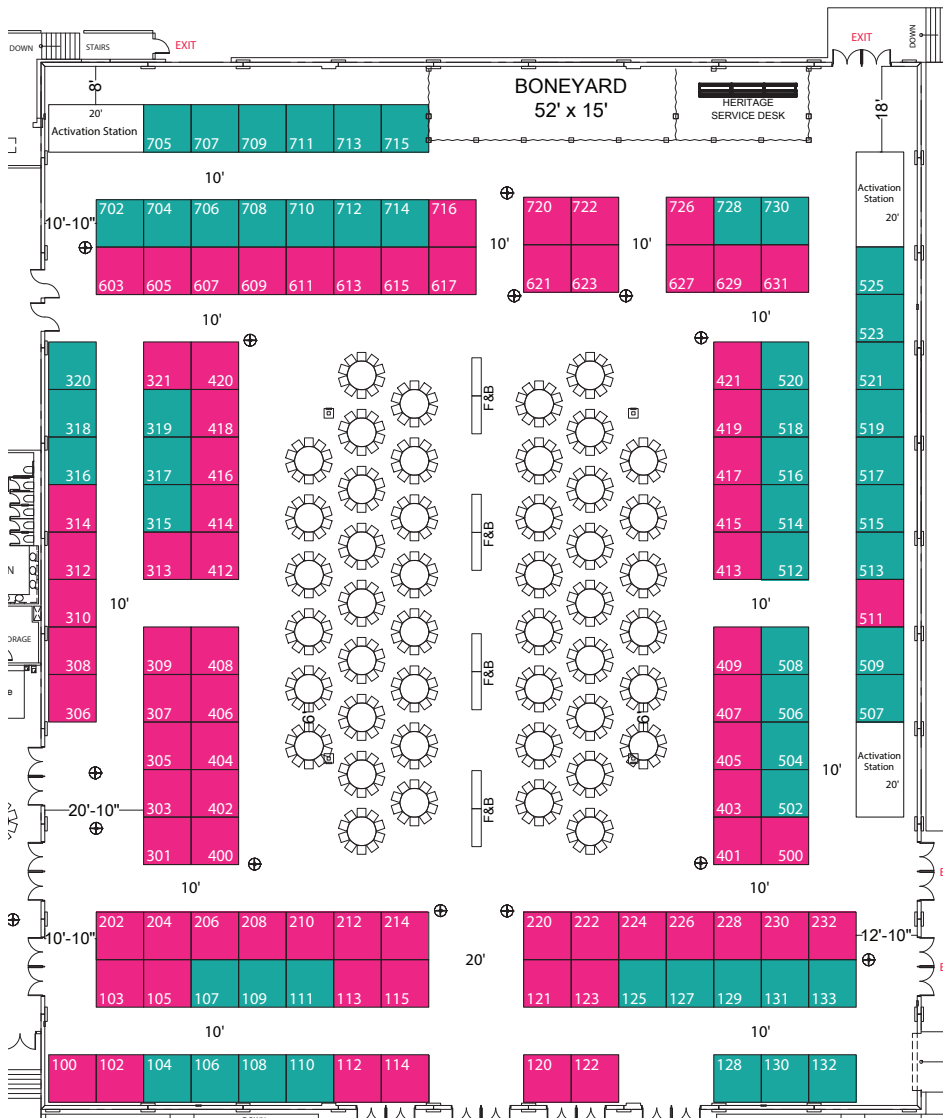
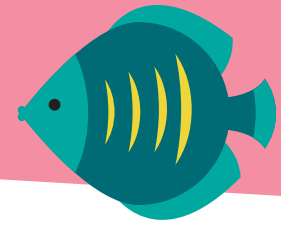
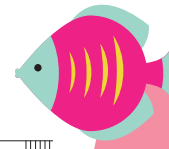
April 9, 2027: Show Special Booklet commitment due

May 27, 2027: Show Special Booklet artwork due





VET EXPO FLOOR PLAN



Standard Booth Placement

Deluxe (10' x 20')	\$5,000
Standard (10' x 10')	\$2,500

Premium Booth Placement

Deluxe (10' x 20')	\$5,600
Standard (10' x 10')	\$2,800

Lead Retrieval

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

All 10' x 10' exhibit booths include:

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

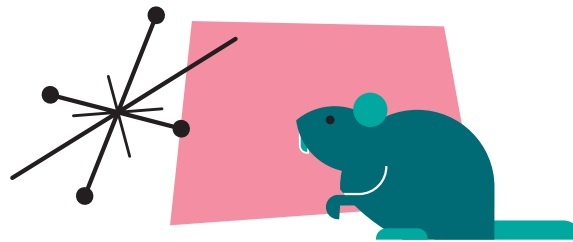
Not included in your booth fee:

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

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

**Available for purchase separately*

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



Certificate of Insurance (COI)

Exhibitor liability insurance that meets all insurance requirements for PacVet is included in your exhibit booth fee.

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

Thank-You Rewards

Booth Space Assignments

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

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

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



FLEX YOUR MARKETING STRENGTH WITH PACVET 2027 SPONSORSHIP OPPORTUNITIES



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



SPONSORSHIP OPPORTUNITIES

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

Breaks and Events

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

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

Evening social event* \$1,500

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

President's Reception

Exclusive Sponsor: \$15,000 |

Co-Sponsor: \$7,500

Help the CVMA's new president start off their term with a bang! All attendees are welcome to attend the President's Reception to enjoy food, drinks, entertainment, and networking. Your logo will appear on signage at the President's Reception and will be featured on all the marketing materials for this event. You will also receive special recognition and thanks from the CVMA President!



Hydration \$6,000

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

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

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

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

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



Rabies titer testing \$4,000

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

Raffle prizes \$600

As a raffle prize sponsor, you'll have the exciting opportunity to present your donated prize to the lucky winner during our raffle times! This sponsorship not only highlights your generosity but also provides direct engagement with attendees. Your logo will be highly visible to all attendees throughout the event, featured prominently on the Raffle Station hanging sign suspended from the ceiling. Prizes will be selected and purchased by PacVet. Sponsor is not responsible for providing a prize.



Relaxation Station \$4,500

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

Attendee check-in counter \$3,500

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

Speaker lunches (3 avail.) \$1,000 ea.

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

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

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

Selfie Zone \$5,000

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

Technician Fair \$700, plus a raffle prize donation (space is limited!)

The Technician Fair is an event designed for veterinary technicians, practice managers, and hospital staff, featuring a limited number of booths, food, drinks, and fun activities. Support the veterinary hospital team by being part of this exclusive event! Participating organizations will be provided with one six-foot table, two chairs, ID, signage, and a wastebasket.

Morning wellness activity \$2,500

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



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



SPONSORSHIP OPPORTUNITIES

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

Breaks and Events Cont.

DemoZone \$350 | ONE DAY ONLY!

Be one of the first exhibitors that attendees see at PacVet. On Thursday, the day before the Vet Expo officially opens, attendees are already arriving, checking in, and getting their bearings. The **Thursday DemoZone** gives you an exclusive opportunity to put your company and product in front of them early, in a prominent location at the PacVet main entrance.

Your 15-minute DemoZone presentation can be used to showcase a product, demonstrate a key feature, introduce something new, or simply give attendees a reason to remember your company and visit your booth when the Vet Expo opens. Start the conversation Thursday. Keep it going Friday.

Thursday DemoZone Schedule:

- 12:10–12:25 PM | Demo 1
- 12:30–12:45 PM | Demo 2
- 12:50–1:05 PM | Demo 3
- 1:10–1:25 PM | Demo 4

NEW! Professional headshot station \$TBD

Help attendees put their best face forward with a polished, professional headshot, a valuable resource for LinkedIn, professional profiles, resumes, and career networking. As the exclusive sponsor, your brand will be prominently featured in the headshot area and recognized as the provider of this popular attendee experience. Create a lasting connection with attendees through a practical takeaway they can use long after the event.



NEW! Scavenger hunt (6 avail. Saturday only) \$700

Drive traffic and engagement on the exhibit floor with this one-day-only interactive sponsorship. Six exhibitors will each showcase a prize to be raffled during a designated break. Attendees can choose which prize they want to win by placing tickets into the corresponding raffle jar at each booth.

Attendees earn tickets by participating in a scavenger hunt, with clues released via the conference app. Each participating sponsor will provide a clue related to their company, product, or service, giving your brand a unique opportunity to connect with attendees and gain maximum exposure throughout the event. The more clues they solve, the more tickets they earn—encouraging booth visits, conversations, and product discovery.

Continuing Education

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

Lab/workshop \$2,500[‡]

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

Lunch & Learns (3 avail.) \$2,000^{~+} | ONE DAY ONLY!

Is there a lecture you want to give or product you want to demo to PacVet attendees? Sign up now so attendees can lunch and learn with you! This 60-minute (1 CE) session will be scheduled for Thursday, June 3. Sponsor is responsible for providing food and beverage via the Town and Country Resort catering department. (Content must be submitted in advance and approved by PacVet.)

Sponsor a PacVet speaker \$4,000 ea.

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

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

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

Virtual lunch symposia \$2,000

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

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





SPONSORSHIP OPPORTUNITIES

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

Promotional Items

Aisle markers \$1,500 (per aisle)

Make your brand impossible to miss while helping attendees find their way to your booth! Your company logo will be prominently displayed on an aisle marker where your booth is located, putting your brand directly in the line of sight of attendees as they navigate the Vet Expo.



Attendee bags \$15,000

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

Attendee bag promo item \$1,500[†]

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

Name badge lanyards \$10,000

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

Welcome banner \$4,000

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



Conference mobile app \$10,000

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

PacVet promotional e-blast

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

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

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

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

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

Stacking cube unit (1 avail.) \$6,000

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



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

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



Passport Game (11 avail. Friday only) \$700 | ONE DAY ONLY!

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

Push notifications (7 avail.) \$700

Throughout the conference, attendees will receive push notifications on the PacVet app with conference information. This is your opportunity to have your logo, booth location, and short message sent out to all in-person app users. Time selection is first come, first choice. Sign up now!

Select from the available times listed below:

Thursday: 11:20 AM

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

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

Meeting room wi-fi \$10,000

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

Writing pads and pens \$1,500[‡]

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

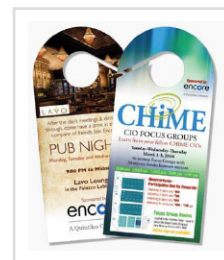
The pad and pen must be provided by the sponsor in advance for PacVet staff to include in each attendee's conference bag.

Virtual conference sponsor \$3,500

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

Door hangers \$TBD

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



Hotel custom key cards \$15,000

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



[†]Plus costs | [‡]Plus food and beverage cost |
+Plus hotel fees



SPONSORSHIP OPPORTUNITIES

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

Promotional Items Cont.

NEW! Ribbon wall \$3,500

Be front and center at one of the most beloved traditions of the conference: the ribbon wall. A must-stop destination, attendees flock here first to personalize their badges with fun, expressive ribbons that highlight their roles, interests, and personalities. They return again and again throughout the event to collect more, making this a high-traffic, high-visibility spot.

As the exclusive sponsor, your brand will be prominently displayed on the ribbon wall, ensuring continuous exposure to every attendee. Plus, we'll create a custom ribbon just for you—perfect for showcasing your company, promoting a product, or highlighting a key message you want everyone to remember.

Put your brand directly in attendees' hands—and on their badges—for maximum visibility all conference long.

NEW! Conference guide ad \$5,000

Maximum visibility, guaranteed: Secure prime exposure with a full-page, full-color ad on the inside back cover of the PacVet onsite guide—placed directly in the hands of every attendee. Strategically positioned next to the CEU tracking page, your ad will be seen repeatedly as attendees track their credits throughout the conference.



Digital signage \$2,000

Put your brand front and center in the heart of the conference. As the digital signage sponsor, your logo or custom ad will be prominently displayed on screens within the conference space—seen by attendees throughout the entire four-day event.

This high-visibility placement ensures repeated exposure during key sessions, positioning your brand alongside the most attended programming of the conference. Maximum impressions. Prime location.

Program grid \$2,500

Want to be seen? Go BIG. Your logo takes center stage on the largest program grid display at PacVet, where attendees go to find sessions, explore tracks, check speaker schedules, and plan their day. Put your brand alongside the PacVet program and enjoy high-visibility exposure throughout the conference.



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

Cling Sponsorship Opportunities:

Make an impact through our variety of cling sponsorship opportunities! Choose from several high-visibility locations throughout the conference. See some of the possibilities below and find the perfect placement to showcase your brand. Contact Erica Ferrier at eferrier@cvma.net for more information or to explore other options!

➤ Exterior Glass Door Clings (3 avail.) \$5,000 each

Own the entrance and make a bold statement! Your logo or custom artwork will be prominently displayed on one of three sponsor-exclusive sets of exterior glass doors at the entrance to PacVet. With three additional door sets dedicated to PacVet branding, your sponsorship will stand out as attendees arrive at the conference each day.



Want to own the whole entrance? Sponsor all three available door sets for \$13,500 and put your brand front and center across the entire sponsor-designated entrance.

Individual sets: \$5,000 each | All three sets: \$13,500

➤ Elevator clings \$5,000

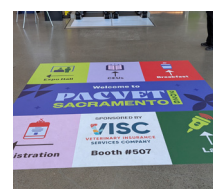
Going up! With eye-catching clings on high-traffic elevator doors, your message will be seen repeatedly throughout the event. It's a fun, high-impact way to boost visibility, promote your brand, and drive traffic to your booth.



➤ Floor clings \$TBD

Make a lasting impression with a branded floor cling strategically placed in a high-traffic walkway throughout the conference building. Your custom floor graphic puts your company message directly under attendees' feet—capturing attention as they move between sessions, and the networking areas.

Your floor cling will be displayed for the entire four-day conference, providing repeated exposure to attendees throughout the event.



Looking for more ways to enhance your presence at PacVet 2027? Additional sponsorship opportunities are available in the Exhibitor Portal Shop! Explore a variety of options to maximize your brand visibility and engagement.

HOW TO BECOME A PREMIER SPONSOR

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

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

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

Elevate your presence and maximize your visibility by becoming a Premier Sponsor!

Your premier sponsorship level is determined by the combined value of your exhibitor booth(s) and sponsored item(s). Companies with a combined investment of \$6,000 or more qualify for premier sponsorship.

PacVet Premier Sponsor Commitment Deadlines

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

Premier sponsors who register after May 12, 2027 will receive digital recognition only. No additions to any printed materials will be accepted after this date. Specific premier sponsor commitment deadlines can be found on page 5.

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

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

Partial booth payments of 50% will be accepted for early registrants. The remaining balance must be paid in full by February 25, 2027. Partial payments will not be accepted after February 25, 2027.

For ultimate exposure, be seen in:

California Veterinarian Magazine	The CVMA's <i>California Veterinarian</i> magazine boasts the largest circulation of any state veterinary publication with a circulation of 13,800. It is mailed to all CVMA members as well as licensed California veterinarians of all practice types.
PacVet Conference Program	The PacVet Conference Program is distributed to 29,100 veterinary professionals across the state and throughout the country.
PacVet Onsite Guide	The PacVet Onsite Guide is given to every in-person attendee at PacVet.
Show Special Booklet	The Show Booklet is distributed to every attendee at PacVet and includes the Passport Game.
CVMA Connect E-Newsletter	<i>Connect</i> , the CVMA's e-newsletter, is sent out every Wednesday to all CVMA members.
CVMA Upcoming CE E-Blast	This monthly email, which details all "Upcoming CE" events put on by the CVMA, is sent to approximately 25,000 recipients each month.
PacVet Mobile App:	Put your brand in front of attendees every time they open the PacVet Whova mobile app! Your logo will be featured on a rotating banner across all app pages, ensuring constant visibility throughout the event.



PREMIER SPONSOR BENEFITS Booth + Sponsorship = Premier Sponsor

THE EARLIER YOU COMMIT, THE MORE YOU BENEFIT

Becoming a Premier Sponsor early allows you to take full advantage of the complimentary benefits and enhanced exposure available at your sponsorship level. Early commitment also gives you greater access to premium opportunities before they are selected by other sponsors.

PREMIER SPONSOR BENEFITS	\$50,000+	\$25,000–\$49,999	\$10,000–\$24,999	\$6,000–\$9,999	DEADLINE
	DIAMOND	SAPPHIRE	EMERALD	TOPAZ	
Directional Signage	Logo will be displayed on directional meter boards	Eligible to purchase logo placement on directional signage board	Eligible to purchase logo placement on directional signage board	N/A	Commitment date: April 30 Logo due: May 7
Complimentary Quarter-page Magazine Ad	Complimentary quarter-page ads in three issues of <i>California Veterinarian</i> magazine	Complimentary quarter-page ads in two issues of <i>California Veterinarian</i> magazine	One quarter-page, full-color color ad in the <i>California Veterinarian</i> magazine	Eligible to purchase one quarter-page ad in the <i>California Veterinarian</i> magazine at discounted rate	Commitment date: March 1 Artwork due: April 1
Conference Program Ad	Full-page, premium, full-color ad in the PacVet Program	Full-page, premium, full-color ad in the PacVet Program	N/A	N/A	Commitment and full payment by: January 6
Conference Program Logo	Prominent logo recognition of sponsorship level in the PacVet Program	Prominent logo recognition of sponsorship level in the PacVet Program	Prominent logo recognition of sponsorship level in the PacVet Program	Prominent logo recognition of sponsorship level in the PacVet Program	Commitment and full payment by: February 5
Show Special Booklet	Full-page, full-color ad in the Show Special Booklet plus one promotional item in the conference attendee bag	Full-page, full-color ad in the Show Special Booklet OR one promotional item in the conference attendee bag	Full-page, full-color ad in the Show Special Booklet OR one promotional item in the conference attendee bag	Full-page, full-color ad in the Show Special Booklet OR one promotional item in the conference attendee bag	Commitment date: April 9 Ad artwork due: May 7
Onsite Guide	Logo and booth number featured in the onsite guide	Logo and booth number featured in the onsite guide	Logo and booth number featured in the onsite guide	Logo and booth number featured in the onsite guide	Logo due: May 14
CVMA'S Upcoming CE E-Blast	Logo featured in the CVMA's Upcoming CE e-blast	Logo featured in the CVMA's Upcoming CE e-blast	Logo featured in the CVMA's Upcoming CE e-blast	Logo featured in the CVMA's Upcoming CE e-blast	
Connect E-Newsletter Ad	Ad featured in four of the CVMA's <i>Connect</i> e-newsletters leading up to PacVet	Ad featured in two of the CVMA's <i>Connect</i> e-newsletters leading up to PacVet	Ad featured in one of the CVMA's <i>Connect</i> e-newsletters leading up to PacVet	N/A	Commitment date: March 1 Artwork due: April 7 Ad size: 650px x 80px
Name Badges	Three additional name badges for booth staff	Two additional name badges for booth staff	One additional name badge for booth staff	N/A	Name badge info due: May 24
Social Media	Featured on posts thanking PacVet sponsors on all of CVMA's social media accounts	Featured on posts thanking PacVet sponsors on all of CVMA's social media accounts	Featured on posts thanking PacVet sponsors on all of CVMA's social media accounts	Featured on posts thanking PacVet sponsors on all of CVMA's social media accounts	
PacVet Website	Recognition on the PacVet website with a link to your company website	Recognition on the PacVet website with a link to your company website	Recognition on the PacVet website with a link to your company website	Recognition on the PacVet website with a link to your company website	
Floor Clings	Diamond sponsor floor marker in front of your booth	Sapphire sponsor floor marker in front of your booth	Emerald sponsor floor marker in front of your booth	Topaz sponsor floor marker in front of your booth	
Announcements	Recognition by the CVMA President from the podium at the General Session	Recognition by the CVMA President from the podium at the General Session	Recognition by the CVMA President from the podium at the General Session	N/A	
PacVet Mobile App	Your company profile on the PacVet mobile app will feature up to two PDF documents for attendees to view and download	Your company profile on the PacVet mobile app will feature up to two PDF documents for attendees to view and download	Your company profile on the PacVet mobile app will feature up to two PDF documents for attendees to view and download	Your company profile on the PacVet mobile app will feature up to two PDF documents for attendees to view and download	Commitment date: May 14 Promo video and PDFs due: May 21



EXHIBITOR RULES AND REGULATIONS

These rules and regulations governing the Pacific Veterinary Conference are part of the exhibitor contract. The interpretation and enforcement of the rules and regulations by conference management are final. All matters not covered by these rules are subject to the decision of conference management. All determinations by PacVet regarding the enforcement of rules, regulations, and conditions under this contract shall be final and binding. By registering for an exhibit booth, you acknowledge and agree, on behalf of your company, to abide by all rules and regulations set forth below.

ELIGIBILITY

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

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

ASSIGNMENT OF EXHIBIT BOOTH SPACE

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

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

BOOTH DIMENSIONS | FLOOR COVERING REQUIREMENTS

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

BOOTH SETBACKS AND UNOBSTRUCTED SIGHT LINES

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

SUBLETTING, SHARING, OR REASSIGNMENT

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

PUBLIC AISLES

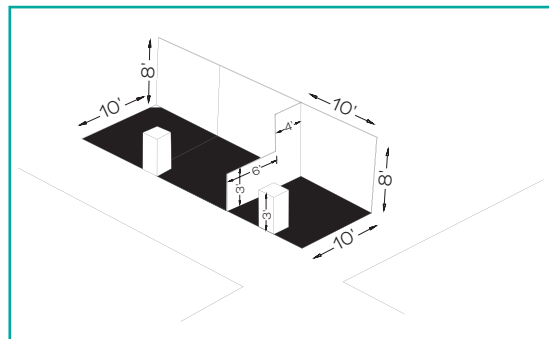
Public aisles may not be used by exhibitors. All business must be conducted within the booth and display materials must be arranged so that attendees are not required to stand in the aisles to examine products. No exhibit or advertising matter is allowed to extend beyond the confines of the booth unless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

DEFAULT OF OCCUPANCY

- Default of occupancy is the responsibility of the exhibitor.
- Exhibitors must be show-ready by Friday, June 4, 2027 at 9:30 AM.
- Failure to occupy by the designated set-up time does not excuse payment in full for the contracted booth.
- The onsite contact for the company must check-in with show management or Heritage no later than Friday, June 4, 2027 at 9:00 AM or the exhibitor will be considered a "no-show." Space will be reassigned at the discretion of show management. **No-shows at the conference will not receive a refund and will not be allowed to exhibit at the next PacVet.**
- Any exhibitor considered a no-show on the day of the exhibit hall opening will be subject to a \$1,000 service fee upon returning to exhibit at a future PacVet.
- Removing display items and/or dismantling a booth before the scheduled breakdown time for all exhibitors is a violation of this contract. Any exhibitor who dismantles their booth prior to the stated teardown time will be subject to a \$1,000 fine and will not be allowed to exhibit at PacVet again until the fine has been paid in full.

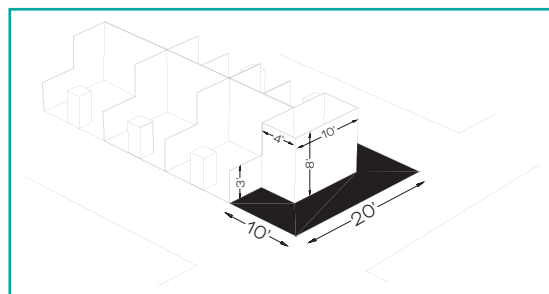
MATERIALS REMOVAL

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



STANDARD IN-LINE BOOTH GUIDELINES

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



END-CAP BOOTH GUIDELINES

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



EXHIBITOR RULES AND REGULATIONS

CE CLASSES/EXHIBITOR BADGES

Exhibitor booths must be staffed during all scheduled hours of the exhibit hall. Exhibitor badges are for exhibitor's company staff only and must be worn at all times.

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

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

PAYMENT

Any booths and/or sponsorships contracted and not paid for in full by February 25, 2027 will be charged an additional \$250. If full payment is not received by March 12, 2027, the company will forfeit their deposit, and their booth will be put back in inventory for resale.

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

CANCELLATION POLICY

Exhibitor cancellation and refund requests must be received in writing on company letterhead by February 25, 2027. A maximum of 50% of the total booth cost is refundable. Sponsorships are non-refundable and are forfeited once an exhibitor cancels their booth. No refunds will be given for cancellations made after March 12, 2027.

CONFERENCE CANCELLATION AND POSTPONEMENT POLICY

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

PRE-SHOW INSPECTION AND VIOLATIONS NOTICE

A walk-through by conference management will take place beginning on Thursday, June 3, 2027 at 6:00 PM. Any booths not meeting the rules and regulations set forth in this exhibitor prospectus are in violation of show standards. A violation notice stipulating required action will be posted in the booth. If an exhibitor receives a violation notice, they must correct the problem by Friday, June 4, 2027 at 9:30 AM or their booth will be dismantled at the expense of the exhibitor, plus a fine of \$1,000. No refunds are issued for booths dismantled due

to a violation of the booth construction guidelines. Violations include exceeding booth height and width restrictions as specified in this exhibitor prospectus.

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

SAFETY/VET EXPO ACCESS

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

EXHIBITOR/SPONSOR POLICIES

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

SUITCASING

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

EVENTS, ACTIVITIES, AND HOSPITALITY SUITES

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

RAFFLES

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

ANIMALS AND MUSIC

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

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

FOOD SERVICE

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

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 to the online service kit, which will include order forms for items you will need in your booth, including but not limited to: lead retrieval, electrical, shipping information, and rates. All services customarily required by exhibitors are available at current rates. These services include decorating, drayage, electrical, furniture rental, computer rental, sign printing, carpenter services, storage, general labor, plumbing, photography, special cleaning/porter service, florist, and telephone services. Acceptance of exhibit space by an exhibitor constitutes an agreement to use only PacVet official suppliers. Exhibitors may not use an independent contractor for any of the above services.

LIABILITY/INDEMNITY

The exhibitor agrees to make no claim for any reason whatsoever against PacVet, the California Veterinary Medical Association, the Town and Country Resort, 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 themselves, their employees, or attendees while in the exhibition area, nor any consequential damage to their business for failure to provide space for the exhibit or for the failure to hold the event as scheduled.

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

FIRE CODE REGULATIONS

All exhibitors must comply with all fire code laws, rules, and regulations governing the State of California and the Town and Country Resort.



EXHIBITOR RULES AND REGULATIONS

EXHIBITORS AND CONVENTION PROMOTION

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

LABOR JURISDICTIONS

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

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

DECORATORS UNION (EXHIBITOR LABOR)

Members of this union claim jurisdiction over all set-up and dismantling of exhibits, including signs and laying of carpet. This does not apply to unpacking and placement of your merchandise. Full-time employees of exhibiting companies may set up their own exhibits provided that one person can accomplish the task in less than half an hour without the use of tools. If your exhibit preparation, installation, or dismantling requires more than half an hour, you must use union personnel supplied by the official service contractor. If union labor is required, your company personnel may work along with a union installer on a one-to-one basis.

TEAMSTERS UNION (FREIGHT HANDLING)

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

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

GRATUITIES

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

LOGISTICS

Make shipping easy. With Heritage Transportation, you can save time, money, and unwanted hassle. Through the Heritage Exhibitor Services Department, exhibitors can reach

a specialist ready to assist in getting your exhibit materials to and from the show. Heritage Transportation can arrange ground, air, or expedited shipping so you are assured your materials will arrive on time. Exhibitor Services Specialists can be reached at Ryan.YemmJr@heritagesvs.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 Town and Country Resort. Decorations, signs, banners, etc. may not be taped, nailed, stapled, or otherwise fastened to ceilings, walls, doors, windows, painted surfaces, or columns. Any damage done shall be the responsibility of the exhibitor and not PacVet, the California Veterinary Medical Association, or the Town and Country Resort.

SECURITY

Professional, uniformed security personnel will be provided. PacVet, the California Veterinary Medical Association, the Town and Country Resort, any of their officers, directors, members, employees, or agents—including, but not limited to the venue or general services contractor—are not responsible for any loss or damage to exhibitor property. Exhibitors should not leave in their booths any electronic equipment, jewelry, or other valuable items that can be hand-carried.

COMPLIANCE

By submitting an application or purchasing exhibit space, the exhibiting company represents and warrants that all information provided to the CVMA/PacVet is accurate, complete, and truthful. The exhibiting company must be authorized to represent any brands listed in its application and to use any associated logos, trademarks, or marketing materials. All products and services exhibited, promoted, demonstrated, or sold must be directly related to veterinary medicine, animal health, or veterinary practice operations and must be appropriate for a professional veterinary audience.

Only products and services approved by the CVMA/PacVet may be displayed, demonstrated, promoted, or sold. The CVMA/PacVet reserves the right to verify information provided by an exhibiting company through independent sources and to request additional information or documentation regarding the company, its products, services, or affiliations.

If the CVMA/PacVet determines that an exhibiting company has provided inaccurate or misleading information, misrepresented its company, products, services, or affiliations, or is exhibiting products or services that were not approved, the CVMA/PacVet may deny, revoke, or terminate the company's participation at any time. The CVMA/PacVet reserves the right to require the company to immediately remove any unapproved materials or products and/or vacate the exhibit space. In such circumstances, the exhibiting company will not be entitled to a refund of exhibit fees or other amounts paid to the CVMA/PacVet.

PROFESSIONAL CONDUCT

Exhibitors are expected to conduct themselves and their exhibit activities in a professional, respectful, and appropriate manner at all times. Exhibitors may actively engage with attendees and promote their products and services; however, solicitation must not be aggressive, intimidating, disruptive, or otherwise interfere with an attendee's ability to move freely through the exhibit hall or participate in the event.

Exhibitors may not block aisles, entrances, exits, or other common areas; physically impede or pursue attendees; use high-pressure sales tactics; or pressure, harass, or repeatedly solicit attendees after they have indicated that they are not interested. Exhibitors must keep all sales, demonstrations, displays, and promotional activities within the boundaries of their assigned exhibit space unless otherwise approved by the CVMA/PacVet.

The CVMA/PacVet reserves the right to address any conduct it determines to be inappropriate, disruptive, or inconsistent with the professional nature of the event. Exhibitors may be required to immediately modify or discontinue activities or behavior that, in the CVMA/PacVet's judgment, violates these standards. Failure to comply, or repeated inappropriate conduct, may result in removal from the exhibit hall and/or termination of exhibit participation without refund.

ETHICAL BUSINESS PRACTICES

Exhibitors are expected to conduct business in an honest, ethical, and professional manner and to comply with all applicable federal, state, and local laws and regulations. Exhibitors must accurately represent their company, products, services, pricing, claims, affiliations, and qualifications and may not engage in deceptive, misleading, fraudulent, or otherwise unethical business practices in connection with their participation at PacVet.

Product and service claims must be truthful, substantiated, and presented in a manner appropriate for a professional veterinary audience. Exhibitors may not make false or misleading statements about their products or services, disparage competing products or companies through deceptive or unsubstantiated claims, or use misleading representations to induce attendees to purchase products or services.

The CVMA/PacVet reserves the right to investigate concerns regarding an exhibitor's business practices and to require additional information or documentation as appropriate. If the CVMA/PacVet determines that an exhibitor has engaged in conduct inconsistent with these standards, the CVMA/PacVet may require the exhibitor to modify or discontinue the activity, remove specific products or materials, or terminate the exhibitor's participation. In such circumstances, the exhibitor may be removed from the exhibit hall and will not be entitled to a refund of exhibit fees or other amounts paid to the CVMA/PacVet.

EXHIBIT HALL TRAFFIC AND SALES

The CVMA/PacVet makes reasonable efforts to promote a well-attended and engaging exhibit hall. These efforts may include, but are not limited to, attendee promotions, food and beverage functions, raffles, games, activities, networking opportunities, and other programming designed to encourage attendees to visit and engage with exhibitors.

However, the CVMA/PacVet does not guarantee any minimum number of attendees, visitors, leads, sales, or other business opportunities for any individual exhibitor or exhibit space. Booth traffic may vary based on attendee interests, event programming, exhibit location, timing, and other factors beyond the CVMA/PacVet's control. Exhibit fees are not contingent upon, and no refund or adjustment will be provided based on, the amount of traffic, leads, sales, or business generated by an exhibitor's participation.