

2024 PACIFIC VETERINARY CONFERENCE

PacVet

San Francisco

**Exhibitor
Prospectus and
Sponsorship Guide**

JULY
11-14
2024

HILTON
SAN FRANCISCO
UNION SQUARE



*Hosted by the California Veterinary
Medical Association*

Tips to maximize your PacVet exhibiting experience:

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

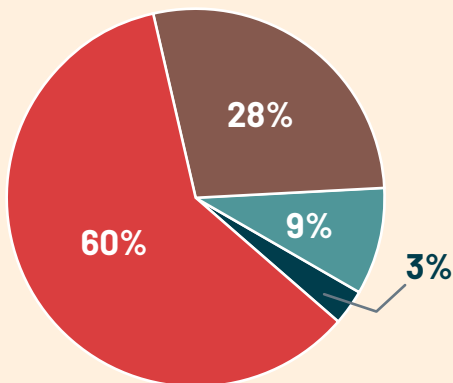


Exhibit at PacVet to increase visibility and build your brand!

The Pacific Veterinary Conference (PacVet) draws over **1,600** veterinary professionals from across the United States and internationally. On average, the two-day Vet Expo draws **95%** of PacVet attendees with complimentary lunches, coffee breaks, raffles, and 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 **37,000** times at PV '23!), and other related marketing materials.

Attendee Demographics:



- Veterinarians
- Technicians
- Hospital Staff/Practice Managers
- Students

Register to exhibit/sponsor at PacVet 2024 by February 23, 2024!



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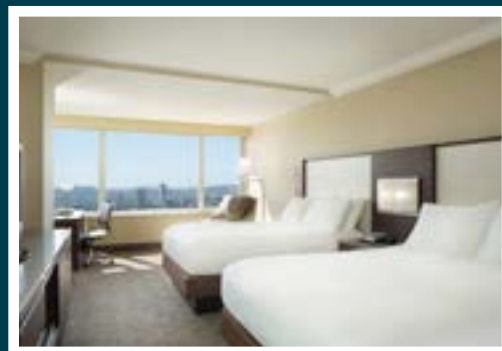
Sponsor at PacVet

Certificate of Insurance—**NEW for 2024!**

Become a Premier Sponsor

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CONFERENCE VENUE

Host Hotel and Conference Location

Hilton San Francisco Union Square
333 O'Farrell Street
San Francisco, CA 94102

Hotel phone: 415.771.1400
Central reservations: 800.774.1500

Reserve your room online at [PacVet.net](https://www.pacvet.net)



DISCOUNTED GROUP ROOM RATE

\$269 per night plus taxes
until June 19, 2024, or until
the group block fills up
—whichever comes first.



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.



Important Info

CONTACT INFORMATION

Pacific Veterinary Conference

1400 River Park Drive, Suite 100
Sacramento, CA 95815
info@pacvet.net | 916.649.0599

Conference Management

Sarah Erck, CMP

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

Erica Ferrier

Conference Expo Coordinator
eferrier@cvma.net | 916.649.0599, ext. 15

General Services Contractor

Curtin Convention & Exposition Services, Inc.
(Curtin)
Dianna Curtin
dianna@curtinconvention.com | 415.883.7818



EXHIBITOR SCHEDULE*

Thursday, July 11

Exhibitor Check-in/Set-up/Lead Retrieval
10:00 AM–5:00 PM

Pre-Show Inspection
5:00 PM

Friday, July 12

Exhibitor Check-in Opens
7:00 AM

Exhibitor Final Set-up
7:00 AM–9:30 AM

**Final Show Inspection—all exhibitors must
be show ready by this time
9:30 AM**

Vet Expo Open
10:25 AM–7:00 PM

Break in the Vet Expo
10:25 AM–11:00 AM

Raffles
10:45 AM

Lunch in the Vet Expo
12:00 PM–1:50 PM

Raffles
1:30 PM

Break in the Vet Expo
4:00 PM–4:30 PM

Raffles
4:15 PM

Vet Expo Mixer
5:30 PM–7:00 PM

Raffles
6:30 PM

Saturday, July 13

Exhibitor Check-in Opens
8:00 AM

Vet Expo Open
9:30 AM–4:30 PM

Break in the Vet Expo
10:25 AM–11:00 AM

Raffles
10:45 AM

Lunch in the Vet Expo
12:00 PM–1:50 PM

Raffles
1:30 PM

Break in the Vet Expo
4:00 PM–4:30 PM

Raffles
4:15 PM

Tear Down
4:30 PM–7:30 PM

**TEAR DOWN IS NOT
ALLOWED** prior to 4:30 PM
on Saturday.

**EXHIBITORS MUST BE
MOVED OUT** by 8:00 PM
on Saturday.

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

Exhibitor Sponsorship

Dates and Deadlines



EXHIBITOR/SPONSOR GENERAL DEADLINES

February 23, 2024	Exhibitor/Sponsor registration deadline
March 1, 2024	Exhibitor/Sponsor final balance due Booths will be assigned until after this date
March 14, 2024	Booth assignments distributed Last day for exhibitors to cancel and receive 50% deposit refund
June 19, 2024	Hilton San Francisco Union Square special room rate ends
July 1, 2024	Exhibitor rep names for badges due

ADVERTISING DEADLINES

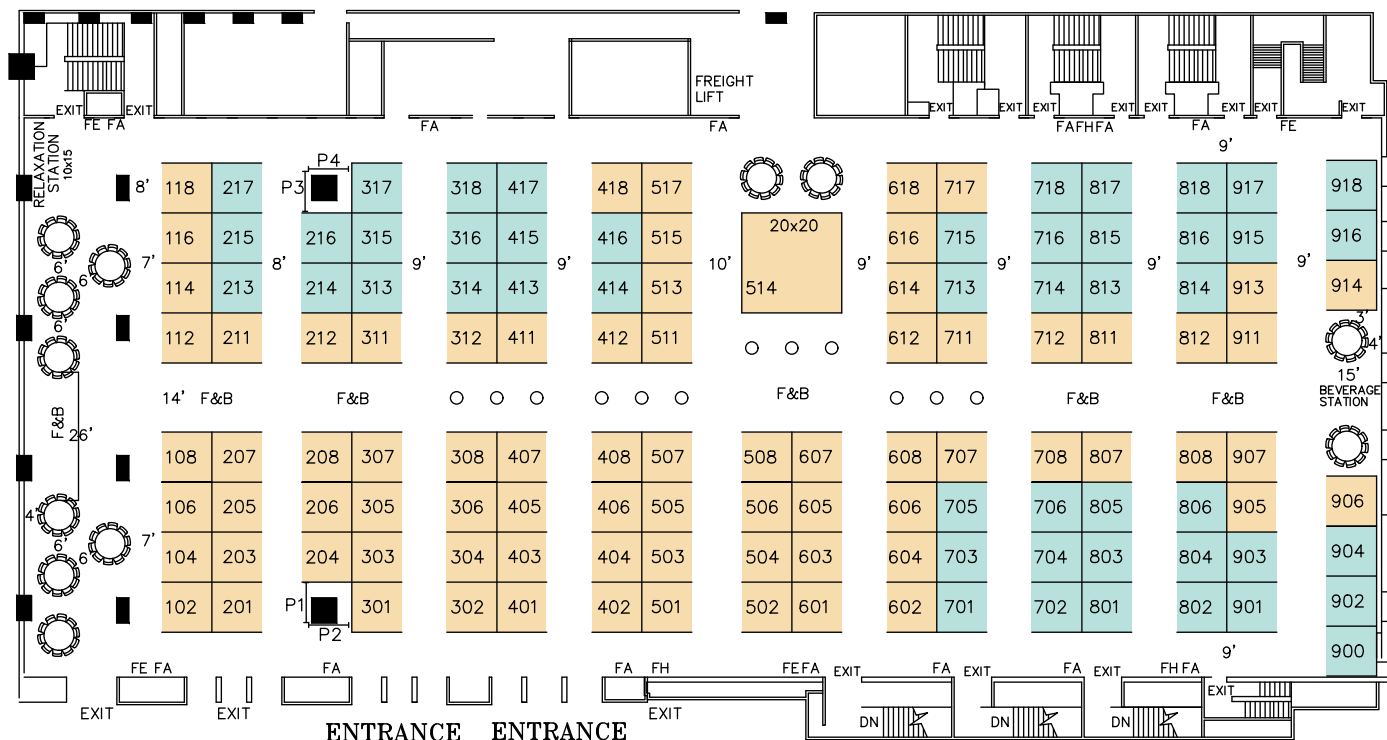
February 23, 2024	Ad upgrade request for the <i>California Veterinarian</i> (May/June supplement) contract/payment due
March 1, 2024	Ad artwork for the Pacific Veterinary Conference Program due
April 1, 2024	Ad artwork for the <i>California Veterinarian</i> (May/June supplement) due
June 14, 2024	Show Special Booklet artwork due

SPONSORSHIP DEADLINES

February 23, 2024	Deadline to register to participate in the Exhibit Hall Game
February 23, 2024	Deadline to register to sponsor a lab, workshop, or symposia
May 23, 2024	Deadline to reserve a Show Special Booklet ad

Vet Expo Floor

HILTON SAN FRANCISCO UNION SQUARE | GRAND BALLROOM



ALL EXHIBIT BOOTHS INCLUDE:

- Identification sign
- Three name badges (includes entrance into all CE sessions, catered lunches, breaks, the Vet Expo Mixer, the CVMA President's Reception, and more!)
- Company listing on PacVet.net, the conference app, the onsite guide, and other related marketing material
- 24/7 Expo Hall security during exhibit days
- Required Certificate of Insurance now included with the cost of your booth! Compliance with all show requirements with no additional work or cost for you!
- Access to the onsite, private exhibitor lounge for when you need to escape the crowds, grab a snack, or freshen up your coffee!

10' x 10' EXHIBIT SPACE INCLUDES:

- One 6' table, two chairs, and one waste basket

10' x 20' EXHIBIT SPACE INCLUDES:

- One 6' table, two chairs, and one waste basket
- Three additional name badges (six total)

Standard Booth Placement

Standard (10' x 10') \$2,300

Deluxe (10' x 20') \$4,600

Premium Booth Placement

Selecting premium placement puts your booth in a high-traffic area for even better visibility to attendees!

Standard (10' x 10') \$2,600

Deluxe (10' x 20') \$5,200

• Booth Space Assignments

Booth space assignments are scheduled based on a priority point system. See page 11 for full information.

• Lead Retrieval

Expo Badge has been secured for lead retrieval services. Ordering information will be provided in the exhibitor services kit after exhibitor booths have been assigned. Please note that PacVet does not sell nor provide an attendee list.

Flex Your Marketing Strength with PacVet 2024 Sponsorship Opportunities

40+ WAYS TO INCREASE YOUR REACH AND BUILD BRAND AWARENESS

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



Sponsor at PacVet

BREAKS AND EVENTS

MORNING OR AFTERNOON BREAKS \$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.

CONTINENTAL BREAKFAST (4 AVAIL.) \$15,000 ea.

Host the most important meal of the day! Provide conference attendees with a nutritious kickoff to their days! Your logo will appear on signage near the breakfast area.

NEW FOR 2024! 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 an optional fun activity for attendees, onsite or close to the Hilton San Francisco. Trolley karaoke, anyone?

PRESIDENT'S RECEPTION \$15,000

Each year at PacVet, the new CVMA President is installed. Help our new leader start off their term with a bang! All attendees are welcome to attend the President's Reception to enjoy food, drink, entertainment, and networking. Your logo will appear on signage at the President's Reception.

HYDRATION STATION \$6,000

Keep attendees hydrated and feeling great! Hydration stations and cups branded with your logo will be placed throughout the conference venue.



ICE CREAM SOCIAL (1 AVAIL.) \$4,500

What a treat! Put a smile on the face of hundreds of attendees with a mid-afternoon sweet treat! Ice cream station will be placed next to your booth.

LUNCH IN THE VET EXPO (2 AVAIL.) \$20,000 ea.

Don't let attendees get hungry—be the company to provide lunches for all attendees. Your logo will appear on signage near the lunch buffet.

NEW FOR 2024! SHOW SPECIAL BOOKLET \$2,000

Say goodbye to bag insert flyers and hello to a Show Special Booklet for every attendee! Save cost on printing and shipping your flyers for this sponsorship. This easy-to-find booklet will include your company's promotional four-color full-page ad (9"w x 10.5"h) featuring your show special. Our special Exhibit Hall Raffle game will be included in the booklet ensuring attendees take a look inside! Show Special ads (to be provided digitally) will be compiled into a booklet and provided to each attendee.

RABIES TITER \$4,000

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

RAFFLE PRIZES \$500

Amazing raffle prizes drawn in the Expo Hall during the breaks are a crowd favorite! Your company will be recognized on signage, in the app, and verbally at the time of the giveaway.



RELAXATION STATION (CHAIR MASSAGE) \$4,500

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

NEW FOR 2024! 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 LUNCHEONS (4 AVAIL.) \$2,000 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.

NEW FOR 2024! ATTENDEE LOUNGE (1 AVAIL.) \$5,000

After long days in session, attendees need a place to relax! In the lounge, you can create an activation to support their downtime and keep your brand top of their mind.



TECHNICIAN FAIR \$600 PLUS A RAFFLE PRIZE DONATION (SPACE IS LIMITED!)

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

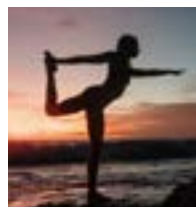


NEW FOR 2024! VET EXPO MIXER \$15,000

Attendees will raise their glass to you as a host of the Vet Expo Mixer! Your logo will appear on signage and on drink tickets provided to every registered attendee.

NEW FOR 2024! VET EXPO MIXER SELFIE STATION \$2,500

What's more fun than getting hilarious pics with your friends and colleagues after a full day of CE? Your logo will appear on signage as well as on all photos provided to attendees during the Vet Expo Mixer.



YOGA \$2,500

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

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

Sponsor at PacVet

CONTINUING EDUCATION

All lab, workshop, and symposia proposals must be received by the CVMA by February 23, 2024. For more information about submitting a proposal, please contact Sarah Erck at serck@cvma.net or 916.649.599, ext. 11



LAB/WORKSHOP \$2,000 ‡

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

LUNCH SYMPOSIUM \$1,500 ~

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! (Content must be submitted in advance and approved by PacVet.) This 60-75-minute (1 or 1.5 CE) session will be scheduled for Thursday, July 11. Sponsor is responsible for providing food and beverage via the Hilton San Francisco Union Square catering department.

SUPPER SYMPOSIUM \$1,500 ~

Is there a lecture you want to give or product you want to demo to PacVet attendees? Sign up now so attendees can eat and learn with you! (Content must be submitted in advance and approved by PacVet.) This 60-75-minute (1 or 1.5 CE) session will be scheduled on Saturday, July 13. Sponsor is responsible for providing food and beverage via the Hilton San Francisco Union Square catering department.

SPEAKER SPONSOR \$4,000 ea.

Help us bring in the best of the best by sponsoring one of our amazing speakers! Your logo will appear in the conference guide and on session room signage.



PROMOTIONAL ITEMS

AISLE MARKERS \$5,500

Aisle markers with your logo throughout the Expo Hall!

ATTENDEE BAGS \$10,000

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

ATTENDEE BAG PROMO ITEM \$2,500‡

Do you want to make sure a piece of your swag gets into every attendee's hands? Provide one item per attendee for PacVet staff to add to conference bags distributed to every attendee!

NAME BADGE LANYARDS \$9,000

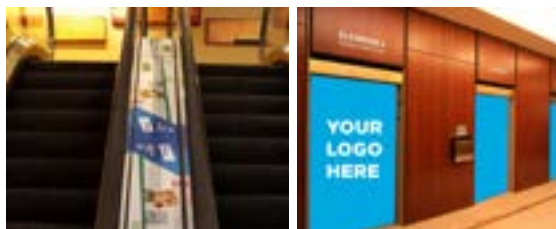
Your logo won't be missed when it's prominently printed on name badge lanyards!

WELCOME BANNER \$2,000

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

NEW FOR 2024! CELL PHONE CHARGING STATION \$5,000

Give attendees a charge! During a full day of sessions, attendees with low batteries will flock to a charging station featuring your logo!



CLINGS: ELEVATOR OR ESCALATOR \$5,500

Going up! Sleeping rooms, meeting spaces, and the Expo Hall are all on different levels, so every attendee will be riding elevators or escalators...get your logo in front of them while they do!

CONFERENCE MOBILE APP \$12,500

Hundreds of attendees use the PacVet app to navigate their way through the conference. Make sure they see your logo every time they use it!

NEW FOR 2024! COUNTDOWN TO SHOW EMAIL

This email will be sent to all pre-registered attendees. You can choose to feature your company logo and booth location in any one of the four weeks leading up to the show or in all four emails.

Four weeks out \$1,000 (only one available!)

Three weeks out \$1,000 (only one available!)

Two weeks out \$1,000 (only one available!)

One week out \$1,000 (only one available!)

Featured in all four emails \$3,500 (only one available!)

HOTEL CUSTOM KEY CARDS \$13,500

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

CONT. ON PAGE 10

‡ Plus costs | ~ Plus food & beverage cost | + Plus hotel fees

Sponsor at PacVet

PROMOTIONAL ITEMS CONT.

LARGE CE PROGRAM DISPLAY \$2,500

Get your logo onto the biggest sign at PacVet! This CE program display lists all of the tracks, sessions, speakers.... and YOUR LOGO!

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!

LACTATION ROOM \$800

Help create a relaxing, private space for nursing parents to use throughout the event. Your logo will appear on signage near the Lactation Room.

NEW FOR 2024! EXHIBIT HALL GAME (DEADLINE TO REGISTER IS FEBRUARY 23, 2024. SIGN UP NOW! ONLY 15 SPOTS AVAILABLE.) \$800

Spots are very limited—be one of only 15 “stops” on the Exhibit Hall Game! All participating attendees will have to stop by your booth in order to complete the game and score a chance to win a special raffle held on Saturday, July 13!

NEW FOR 2024! PUSH NOTIFICATION SPONSORSHIP (4 AVAIL.) \$1,000

Select one of four times to have your company logo appear on every attendee's phone, letting them know about upcoming activities, show specials, and what booth to find you at! (At PacVet '23, over 9,500 push notifications were opened by attendees!)

ON-SITE REGISTRATION KIOSK \$1,500

Any attendee not pre-registered for PacVet will go to a kiosk in the registration area to fill out their forms and register. Get your logo on that kiosk for all to see!

NEW FOR 2024! IN-ROOM TABLET \$3,000 ‡ +

This amazing sponsorship opportunity replaces the traditional room drop. Your personal message/logo will appear on the hotel in-room tablets for all PacVet attendee guests welcoming them as they enter their room.

MEETING ROOMS WI-FI \$25,000

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

WRITING PADS AND PENS \$6,000 ‡

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

USB FLASH DRIVE (LECTURE NOTES) \$5,000

Lecture notes are an important part of PacVet's CE. Feature your company logo on flash drives purchased by attendees!

VIRTUAL CONFERENCE SPONSOR \$10,000

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



NEW FOR 2024!

Certificate of Insurance

An all-in exhibitor liability insurance program for PacVet. Due to exhibitor requests, we are now including liability insurance, which meets all our insurance requirements along with your booth space fee.

You will no longer need to go through all the hassles and costs of submitting your own compliant insurance. We hope you appreciate this new benefit.

The problem it solves:

- Eliminates any work and broker fees for the exhibitor!
- Every policy is 100% compliant!
- Policy has no deductible, which means no out of pocket costs and no future rate increases for exhibitors!

‡ Plus costs | ~ Plus food & beverage cost | + Plus hotel fees

Become a Premier Sponsor for Unparalleled Visibility

Benefit from extensive online 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.

Register
early to get
maximum
exposure!



THE EARLY BIRD GETS THE WORM

Commitment by:

	Oct. 1, 2023	Dec. 1, 2023	Jan. 1, 2024	Feb. 1, 2024	May 1, 2024	June 1, 2024
Recognition in issues of the <i>California Veterinarian</i>	Nov/Dec Jan/Feb Mar/Apr May/June	Jan/Feb Mar/Apr May/June	Mar/Apr May/June	May/June		
Posts recognizing PacVet sponsors on all CVMA social media accounts (premier sponsors only)	✓	✓	✓	✓	✓	✓
Ad in the May/June <i>California Veterinarian</i> PacVet supplement mailed to over 13,000 recipients! Ad artwork deadline: April 1	✓	✓	✓	✓		
Ad in the PacVet Conference Program sent to 36,000 recipients in March Ad artwork deadline: March 1	✓	✓	✓	✓		
Option to provide Show Special ad to be included in Conference Show Special Booklet provided to all attendees Ad artwork deadline: June 14	✓	✓	✓	✓	✓	
Recognition in PacVet Onsite Guide	✓	✓	✓	✓	✓	✓
Option to participate in Vet Expo Raffle game	✓	✓	✓	✓		

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

	DIAMOND	RUBY	SAPPHIRE	EMERALD	TOPAZ
	\$50,000 and up	\$35,000-\$49,999	\$20,000-\$34,999	\$10,000-\$19,999	\$5,000-\$9,999
ONE (1) single-sided advertising meter board ¹	✓				
Eligible to purchase additional meter boards ¹ (Up to 5)	Up to 5	Up to 4	Up to 3	Up to 2	Up to 1
Four-color ad in the Pacific Veterinary Conference Program ²	Complimentary Premium Placement, Full Page	Complimentary Premium Placement, Full Page	Complimentary Standard Placement, Full Page	Complimentary Standard Placement, Half Page	Complimentary Standard Placement, Quarter Page
Full page four-color ad in the Show Special Booklet or promotional item in conference attendee bags ³	✓	✓	✓	✓	✓
Logo in the Conference Onsite Guide	✓	✓	✓	✓	✓

SPONSORSHIP COMMITMENT DEADLINES:

To receive all of the benefits of sponsorship listed above, you must be registered for your sponsorship by February 23, 2024, with full payment made by March 1, 2024.

EARLY BIRD BONUS!

Sponsors registered and paid by December 1, 2023 will receive recognition in ALL THREE editions of *California Veterinarian* magazine leading up to PacVet at no additional charge—register early for maximum benefit!

IN ADDITION TO THE BENEFITS ABOVE, ALL SPONSORS WILL RECEIVE:

- Quarter-page advertisement in the May/June issue of *California Veterinarian* magazine (with option to upgrade ad size)
- Recognition in Pacific Veterinary Conference marketing, including:
 - » *California Veterinarian* magazine issues (up to four issues, depending on sponsorship commitment timing)
 - » The printed Pacific Veterinary Conference Program
 - » The printed Pacific Veterinary Conference Onsite Guide
 - » The Pacific Veterinary Conference mobile app
 - » The Pacific Veterinary Conference website with a link to your company's website
 - » Premier sponsor floor marker in front of your booth
 - » All company representatives' badges at the conference
 - » Signage for all sponsored events
- Recognition by the CVMA President during the welcome session at the opening of PacVet!

Sponsors who register between February 24– May 23, 2024 will not be included in the Conference Program or the Show Special Booklet. Any sponsors who register after April 12, 2024 will not be recognized in *California Veterinarian* magazine.

Sponsors who register after June 11, 2024 will receive digital recognition only. No additions to any printed materials will be accepted after this date.

Partial payments (minimum 50%) for early registrants will be accepted. Any balance due must be paid in full by March 1, 2024. Partial payments will not be accepted after March 1, 2024.

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

² Must commit to being a sponsor by February 23, 2024 and submit program ad by March 1, 2024. Dependent on availability. First paid—first choice.

³ Show Special Booklet ad (9"w x 10.5"h) must be provided digitally and include a "show special" for attendees. Inserts will be compiled into a booklet and provided to each attendee.

Advertising Opportunities



PACIFIC VETERINARY CONFERENCE PROGRAM

If you advertise it, they will come! OVER 36,000 POTENTIAL CONFERENCE PARTICIPANTS will receive this publication providing essential PacVet information!

Diamond and Ruby sponsors registered by February 23, 2024 will have the opportunity to reserve premium advertisement positions, with positions assigned on a first-come first-served basis.

Ad art submission and payment deadline: March 1, 2024

Size	DIAMOND	RUBY	SAPPHIRE	EMERALD	TOPAZ	EXHIBITOR
Full Page 9"w x 10.5"h (Value \$2,800)	Included	Included	Included	\$1,200	\$1,600	N/A
Half Page 7.5"w x 4.3125" h (Value \$1,600)	N/A	N/A	N/A	Included	\$400	N/A
Quarter Page 3.5"w x 4.3125" h (Value \$1,200)	N/A	N/A	N/A	N/A	Included	\$1,200



CALIFORNIA VETERINARIAN MAGAZINE (MAY/JUNE ISSUE)

REACH OVER 13,000 CVMA MEMBERS AND SUBSCRIBERS!

California Veterinarian magazine is mailed bimonthly to all California veterinarians, CVMA RVT members, and veterinary academia. The May/June 2024 issue includes a special PacVet supplement that features PacVet sponsor ads. Sponsors have an opportunity to upgrade their complimentary quarter-page ad in this issue.

Ad submission and payment deadline: April 1, 2024

Size	Sponsor Upgrade Rate	Exhibitor Ad Rate
Full Page with bleed 9.25"w x 10.75"h	\$965	\$1,695
Half Page 7.5"w x 4.3125"h	\$360	\$1,090
Quarter Page 3.5"w x 4.3125"h	Included	\$730

All advertisers must be confirmed 2024 exhibitors.

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

ELIGIBILITY

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

ASSIGNMENT OF EXHIBIT BOOTH SPACE

BOOTH ASSIGNMENTS WILL BE DISTRIBUTED AFTER MARCH 14, 2024.

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 spaces are assigned to companies paid in full. Management reserves the right to make final determination of all space assignments, including changing the floor plan or reassigning booth space, if necessary, in the best interest of the Pacific Veterinary Conference.

If exhibit space is sold out, companies will be placed on a waiting list based on date of receipt and payment of application. Management retains the right to refuse display space to any company whose goods and/or services are not, in the opinion of management, compatible with the general character and objectives of the Pacific Veterinary Conference and the California Veterinary Medical Association.

PRIORITY POINT SYSTEM

The Pacific Veterinary Conference uses a point system to assign exhibit booth space up until March 14, 2024. After that, booths are assigned on a first-come, first-served basis regardless of points. The following is a complete breakdown of how priority points are accumulated and utilized:

- Two points for exhibiting at the 2024 Pacific Veterinary Conference.
- Two points for every \$5,000 in sponsorship in 2024.
- Points are accumulated each 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 5.
- Companies who begin tearing down or have left the Vet Expo prior to 4:30 PM on Saturday will lose all accumulated priority points.
- 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.
- Any company who opts not to exhibit for two consecutive years will lose all accumulated points.

BOOTH DIMENSIONS | FLOOR COVERING REQUIREMENTS

Booths are 10' x 10' or 10' x 20' in size. Backwall drapes are eight feet high and sidewall drapes are three feet high. Fire code regulations prohibit exhibits from extending into aisles. The Expo Hall flooring is carpeted; no additional floor covering is necessary.

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 maintaining a setback of six feet in from the front and sides of booths.

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 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.



A 10x20 booth will have the same basic setup as a 10x10 but doubled.

END-CAP BOOTH GUIDELINES

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



SUBLETTING, SHARING, OR REASSIGNMENT

Subletting, sharing, or reassignment of space by an exhibitor is strictly prohibited. The exhibitor agrees not to assign, sublet, or apportion space or any part thereof contracted for, nor to exhibit, advertise, or offer for sale merchandise or services other than those manufactured or sold by the exhibiting company in the regular course of business. 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.

DEFAULT OF OCCUPANCY

- Default of occupancy is the responsibility of the exhibitor.
- Exhibitors must be show-ready by 9:30 AM on Friday, July 12, 2024.
- Failure to occupy by the designated set-up time does not excuse payment in full for the contracted booth.
- The onsite contact for the company must check-in with show management or Curtin no later than 8:00 AM on Friday, July 12, or the exhibitor will be considered a "no-show." Space will be reassigned at the discretion of show management. No-shows at the conference do not get a refund and will not be allowed to exhibit at the next Pacific Veterinary Conference. No-shows do not accumulate priority points and will lose all previously accumulated 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 8:00 PM on Saturday, July 13, 2024, will be removed at the expense of the exhibitor.

EXHIBITOR PERSONNEL | BADGES

Exhibitor booths must be staffed during the scheduled hours of the exhibit hall. Exhibitor badges are for exhibitor's company staff only and must be worn at all times. The exhibitor reserving the space is responsible for letting the Pacific Veterinary Conference know the names of their staff members by July 1, 2024.

Additional exhibitor badges are available for \$250, which includes all meals served in the Vet Expo. Veterinarians and veterinary technicians who are registered for the conference through an exhibitor can attend CE classes, but they must register for the conference as an attendee and pay the appropriate fees to receive a certificate of attendance and access to lecture notes.

Exhibitor 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 prior to March 1, 2024 must be paid in full by March 1, 2024, or they will be charged an additional \$250 late fee. If full payment is not received by March 14, 2024, the company will forfeit their deposit and their booth will be put back in inventory for resale. Full payment is required for all exhibit booth or sponsor registrations received after March 1, 2024.

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

CANCELLATION POLICY

Exhibitor cancellation and refund requests must be received in writing on company letterhead by March 14, 2024. 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 14, 2024.

CONFERENCE CANCELLATION AND POSTPONEMENT POLICY

In the event the Pacific Veterinary Conference (PacVet) must cancel its in-person programming due to acts of God, government regulation, war, terrorism, disasters, strikes, civil disorder, curtailment of transportation facilities, public health emergency (epidemic, pandemic or similar), or any other emergency beyond the reasonable control of show management, the PacVet will refund in full the paid exhibit booth fees. However, PacVet does not assume responsibility for any additional costs, charges, or expenses, including but not limited to costs incurred for travel and lodging. If the conference is postponed or 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.

FLOOR PLAN CHANGES

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

PRE-SHOW INSPECTION AND VIOLATIONS NOTICE

A walk-through by conference management will take place beginning at 5:00 PM on Thursday, July 11, 2024. 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 9:30 AM on Friday, July 12, 2024 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, prefabricated, or other custom-designed booth that appears unfinished from the sides or the back will be draped by Curtin and billed to the contracting exhibitor. No refunds are issued for booths that are dismantled due to a violation of the booth construction guidelines.

VET EXPO ACCESS FOR BOOTH SET UP AND BREAK DOWN

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

EXHIBITOR/SPONSOR POLICIES

Each exhibitor/sponsor agrees to observe the Pacific Veterinary Conference's policies on events, activities, hospitality suites, and raffles as a condition of exhibiting and/or sponsoring. Any event or other form of planned presentation that is scheduled, other than those approved by the Pacific Veterinary Conference, is regarded as an exhibit/sponsor contract violation.

SUITCASING

Suitcasing is a business practice in which companies will gain access to an event by obtaining some type of event credential (attendee badge, expo-only badge, etc.) and then solicit business in the aisles or other public space used for the conference. This practice skirts the support of the organizer and the industry. The Pacific Veterinary Conference has a zero-tolerance policy regarding suitcasing. If there is someone who has obtained credentials for the purpose of suitcasing they will be asked to leave the conference immediately.

EVENTS, ACTIVITIES, AND HOSPITALITY SUITES

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

RAFFLES

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

ANIMALS AND MUSIC

Animal 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 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 or 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 as well as a fine. The exhibitor/sponsor understands and accepts these terms as contracted obligations with the Hilton San Francisco Union Square and the Pacific Veterinary Conference.

ADVANCE FREIGHT HANDLING SERVICE

Curtin Advance Warehouse is available for Exhibitors to ship materials to the warehouse no later than 72 hours prior to show move-in. Curtin will store and deliver materials to the exhibitor's booth prior to exhibitor set-up hours. Once materials are set-up, Curtin will remove and store the empty containers. At the show close, Curtin will return the empty containers and return materials to the loading dock for outbound pick-up.

Advance Freight Services will be provided to exhibitors in accordance with the information and rate schedule in the Exhibitor Service Kit. Specialized material handling services are available as required. Freight Handling will be charged to the Exhibitor prior to unloading according to the published rate of regular service based on 100 lbs. with a 200 lb. minimum charge.

EXHIBITOR SERVICE KIT

Exhibitor service kits are emailed to exhibitors after receipt of full payment and booths have been assigned. You will be sent a link from Curtin 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 an 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 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 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.

FIRE CODE REGULATIONS

All exhibitors must comply with all fire code laws, rules, and regulations governing the State of California and the City and 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 Curtin: material handling, receipt/unloading of inbound Federal Express and UPS shipments, audio visual, rigging, electrical, plumbing, and custom cleaning. Should the facility provide some or all of the following services: electrical, plumbing, compressed air, sign hanging, cleaning of certain areas, and phones, their work rules and union jurisdictional issues would apply for these services.**

Curtin 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 efficiency to the exhibitors. Curtin anticipates that all contracts up for renewal will result in non-contentious resolutions.

DECORATORS UNION (EXHIBITOR LABOR)

Members of this union claim jurisdiction over all set-up and dismantling of exhibits including signs and laying of carpet. This does not apply to unpacking and placement of your merchandise. Full-time employees of exhibiting companies may set up their own exhibits provided that one person can accomplish the task in less than 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 only move materials that can be carried by hand, by one person in one trip, without the use of dollies, hand trucks, or other mechanical equipment.

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

GRATUITIES

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

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 10:00 AM Thursday, July 11, 2024, until 8:00 PM Saturday, July 13, 2024. 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, Curtin, 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 February 23, 2024. As of this 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.

