104th
Kentucky Veterinary Medical Association
Annual Meeting
&
42nd
Mid-America Veterinary Conference

EXHIBITORS PROSPECTUS

September 25-27, 2015 ~ Marriott Louisville Downtown
Louisville, KY
Dear Exhibitors,

Thank you for supporting the Kentucky Veterinary Medical Association and its members. Without you, the KVMA would not be able to meet our mission; to promote, protect, and improve the veterinary profession in Kentucky.

The 104th Annual KVMA Meeting and 42nd Mid-America Veterinary Conference will be held September 25-27, 2015 at its new location, the Downtown Marriott in Louisville. We hope you will consider being an exhibitor at this event. The planning committee has been hard at work to create a world-class program.

Big changes are in store for this year’s MAVC. We have included 3 new tracts: Pharmacy, One Health, and Life Balance to make our program more current. One small animal tract has been eliminated to improve attendance at the other 2 small animal tracts. There will be six 30-minute breaks during exhibit hours for attendees to browse the Exhibit Hall (up from 4 breaks with the old schedule). We have scheduled nationally renown speakers in their field such as Dr. Richard Ford, Owen McCafferty CPA, Dr. Marty Becker, Dr. Vic Cortese, Dr. Terri Clark of the USPHS, and Dr. David Pugh, and hope this will encourage increased attendance.

For fun, we plan to offer transportation to Churchill Downs for nighttime racing on Friday evening. This will be a great time for you to relax and socialize with your customers. On Saturday night, we will take a lazy tour of the Ohio River on the Belle of Louisville with food, drinks, and fellowship. Our live auction to benefit the Kentucky Veterinary Medical Foundation will be held on the Belle of Louisville.

The layout of the Marriott will be much more intimate than the Galt House. Lecture sessions will be adjacent to the Exhibit Hall. Break refreshments and the Friday evening reception will be held in the Exhibit Hall to promote traffic flow through the vendor booths. The silent auction items will be displayed in the exhibit area, as well.

We appreciate the support our industry partners provide us at the MAVC and throughout the year. It truly takes a collaboration to promote, protect, and improve the veterinary profession in Kentucky. Working together we can accomplish much. Please join us in 2015!

Best wishes,

Alice W. Mills, D.V.M.
Exhibitor Information

● Exhibit Dates
September 25-26, 2015. There are no exhibits on Sunday, September 27.

● Facility
The convention will be held at the Louisville Marriott Downtown in Louisville, Kentucky. A block of rooms has been held in the Association’s name. Hotel reservations can be made by contacting the hotel directly at (502) 627-5045 or go to the KVMA website at www.kvma.org and click on 104th KVMA Annual Meeting/42nd Mid-America Veterinary Conference Information or access at: https://resweb.passkey.com/Resweb.do?-mode=welcome_ei_new&eventID=11111497.

● Booth Costs
$800 for a single booth. $1500 for a double booth.

● Reservations
To reserve your booth(s), you must submit an Official Application Form accompanied by your company check or credit card information for a nonrefundable minimum of 50% of total price of requested space.

● Booth Payment
Mail applications to: Kentucky Veterinary Medical Association (KVMA), PO BOX 4067, Frankfort, KY 40604-4067. If you have questions, you may contact Louise Cook with KVMA at (800) 552-5862 or email: info@kvma.org.

● Exhibit Booths
Standard size booths are 10 ft. deep by 10 ft. wide. Booths include the following at no extra cost: drapery - 8ft. backdrop with 3 ft. divider, identification sign indicating company name, one 6 ft. draped table, one electrical outlet, two chairs and a wastebasket. The exhibit hall is carpeted. All other furnishings, equipment, etc., shall be provided by the Exhibitor at his/her expense, with arrangements made through A. G. Exhibitions. In order to be recognized in the Annual Meeting Program, contract and fee are due no later than July 1, 2015.

● Use Of Booths
All exhibits and demonstrations must be confined to the exhibit booth. No exhibitor shall assign, sublet, or share the whole or any part of the assigned booth space. Exhibitors are encouraged to cooperate in closing of exhibits and clearing of Exhibit Hall when requested.

● Time Schedule
Setup Friday, September 25, 7 AM - 12 PM - Exhibit Hours: Friday, September 25, 12 PM - 5:30 PM
Exhibitors’ Welcome Reception 5:30 PM - 6:30 PM
Saturday, September 26, 9:00 AM - 5 PM, “Cruisin’ on the Ohio River” on the Belle of Louisville, 6:30 PM - 8:30 PM, dockside 8:30 PM - 9:00 PM.
Sunday, September 27 - No exhibits. Dismantling Sunday morning only.

● Registration
Exhibitor badges will be provided for each company representative and may be picked up at the main registration desk. Badges are required for admittance to exhibit area.

● Security
Security will be provided in the Exhibit Hall at no additional cost to Exhibitors. The KVMA assumes no liability whatsoever for material in exhibitors’ booths.

● Special Events
Friday will feature the Exhibitors’ Welcome Reception 5:30 PM - 6:30 PM in the Exhibit Hall. Saturday will be the KVMA Luncheon at noon in Salon V. (Lunch tickets are available to purchase and must be pre-registered for on the registration form.) “Cruisin’ on the Ohio River” on the Belle of Louisville, 6:30 PM - 8:30 PM, dockside 8:30 PM - 9:00 PM. Pre-registration required on the registration form.
Lunch tickets are available to purchase and must be pre-registered for on the registration form. Each morning a continental breakfast will be served at 7AM that exhibitors are welcome to attend. Morning and afternoon refreshments breaks are located in the Exhibit Hall and are open to Exhibitors. Exhibitors are welcome to attend any scientific sessions. The KVMA would like to invite all Exhibitors to participate in the Silent Auction. If your company would like to provide an item to have at your booth for the silent auction, please have your representative contact the KVMA office regarding the item. All proceeds from the Silent Auction will go to the KVMA Foundation to help support their work to improve the lives of animals and people through education.

**Service Contractor**

A. G. Exhibitions will warehouse and transfer all exhibits directed to them in and out of the exhibit area. All correspondence and phone calls should be directed to Andy Garrett, (502) 664-2131, or Donn Newell, (502) 639-5383, or at the address below. Exhibitor equipment is not covered by A. G. Exhibitions' insurance. If insurance is desired, it must be secured by the exhibitor. Local pickup and delivery service will be available. All services will be provided at prevailing rates.

**Shipping Instructions:** All shipments should be prepaid and marked as follows:

- Exhibitor’s Name
- Booth Number
- A. G. Exhibitions
- 5011 Preston Hwy.
- Louisville, KY 40213
- For: 2015 Mid-America Veterinary Conference and/or 2015 KVMA Conference

**PLEASE DO NOT SHIP DIRECTLY TO THE LOUISVILLE DOWNTOWN MARRIOTT.** The hotel does not have facilities to handle or store exhibits prior to the conference.

Any special services such as rental of furniture, signs or carpentry work and freight may be secured from our exhibit contractor, A. G. Exhibitions. Exhibitor packets with all requisition forms for services will be sent to each exhibitor by our exhibit contractor about August 1, 2015. All details should be arranged early to minimize confusion and charges for overtime labor.

**Electrical Service**

Electrical service will be handled by Axxis, Inc. Information, costs and orders are included with this exhibitor prospectus. Please note that one electrical outlet will be provided with each booth at no charge.

**Official Program**

Names of exhibitors who reserve space by July 1, 2015 will be listed in the official program. Exhibitors registering after July 1, 2015 will be listed in the Kentucky Veterinary News prior to the meeting.

**Exhibitor Regulations**

Exhibitors will be expected to comply with the rules and ethics of the American Veterinary Exhibitors Association. Any undignified solicitation on the part of an exhibitor shall be promptly reported. The KVMA reserves the right to close any exhibit which conducts its solicitation in an objectionable manner or infringes upon the rights and privileges of other exhibitors.

**Business Opportunities**

- Exhibit Hall features and other opportunities for exhibitor interaction
- Exhibitor friendly schedule
- Free continental breakfasts available each morning
- Lunch on Saturday will be available in the Louisville Marriott Downtown
- Morning and afternoon refreshment breaks for attendees in the Exhibit Hall
- Friday night Exhibitors’ Welcome Reception & Saturday night “Cruisin' on the Ohio River” on the Belle of Louisville. A good time to socialize.
**KVMA Sponsorship Programs**

The Kentucky Veterinary Medical Association has instituted the Gold, Silver and Bronze Sponsorship Programs and wants you to be aware of how this special status will provide your company with the most positive benefits, both tangible and intangible. As you review the benefit packages, you will see that by becoming a gold, silver or bronze sponsor your company will enjoy prime visibility to the KVMA members throughout the year.

The KVMA values the positive relationship it holds with exhibitors, and will strive to heighten the awareness of our members to your products and services at every opportunity. Our goal is to promote your involvement with the KVMA to your greatest advantage.

The sponsorship proceeds will be used to fund the annual Mid-America Veterinary Conference. Should a sponsor wish, the funds could be directed to a specific speaker, program, or function. If not, the funds will go into the general operating budget of the Annual Conference. Requests will be made annually to renew Sponsorships.

We encourage you to become a part of this program.

**GOLD SPONSORSHIP BENEFITS** Minimum donation: $3,000

1. A 1/2 page advertisement in each issue of KVMA’s quarterly newsletter for one year. Advertiser is to furnish digital advertisement in the form of a JPG, PDF, EPS or TIFF file by January 15, May 15, August 15 and November 15. Digital ad dimensions to be 7” wide X 4 1/2” deep.
2. Special sign for company’s booth at Mid-America Conference designating sponsorship status.

**SILVER SPONSORSHIP BENEFITS** Minimum donation: $2,000

1. A 1/4 page advertisement in each issue of KVMA’s quarterly newsletter for one year. Advertiser is to furnish digital advertisement in the form of a JPG, PDF, EPS or TIFF file by January 15, May 15, August 15 and November 15. Digital ad dimensions to be 3 1/2” wide X 4 1/2 “ deep.
2. Special sign for company’s booth at Mid-America Conference designating sponsorship status.

**BRONZE SPONSORSHIP BENEFITS** Minimum donation: $1,000

1. A 1/8 page advertisement in each issue of KVMA’s quarterly newsletter for one year. Advertiser is to furnish digital advertisement in the form of a JPG, PDF, EPS or TIFF file by January 15, May 15, August 15 and November 15. Digital ad dimensions to be 3 1/2” wide X 2 1/4 deep.
2. Special sign for company’s booth at Mid-America Conference designating sponsorship status.

**CORPORATE SPONSORSHIP BENEFITS** Minimum donation: $500

1. Special sign for company’s booth at Mid-America Conference designating sponsorship status.

NAME _______________________________________________________________________________________

COMPANY _______________________________________________________________________________________

CITY ___________________________________________ STATE _________  ZIP __________________

TELEPHONE _______________________________   FAX _______________________________

E-MAIL _________________________________________

Yes, I would like to participate in the KVMA Sponsorship Program. Level: _____________________________

☐ VISA  ☐ Master Card  Number: _____________________________________________________________

3 Digit Security Code_____________       Exp. Date ____/____

Signature of Card Holder: _______________________________________________________________________

ENCLOSED IS OUR CHECK IN THE AMOUNT OF $ ________________________

Make check payable to: KVMA

Remit to: KVMA, P. O. Box 4067, Frankfort, KY 40604-4067

Questions: Phone (502) 226-5862, Fax (502) 226-6177, E-mail: info@kvma.org