EXHIBITOR & SPONSORSHIP PROSPECTUS

Partner with the leading association dedicated to advancing the Veterinary Profession.

avmaconvention.org

Colorado Convention Center, Denver, CO
Exhibit Dates July 13 – 17, 2018
Direct exposure to over 7,000+ Veterinary Professionals

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2016 AVMA CONVENTION
By the Numbers

People

7,265 Total Convention Attendees

78% Veterinarians (Excludes Guests & Exhibitors)
9% Students
7% Practice Managers
7% Veterinary Technicians

40% of Attendees Have Been in Veterinary Medicine for Over 20 Years
38% Between 5 and 20 Years
22% Less than 5 Years

40% of Attendees were Female
39% of Attendees were Male
50% Attendees were Between Age 25 and 44
61% of Attendees were Female
39% of Attendees were Male

AVMA Attendees are an Exclusive Audience

42% were first time AVMA Convention attendees in 2016
46% attended no other Veterinary Conference in the last year

AVMA Attendees are Decision Makers Who Play an Active Role in the Purchase of Products and Services for their Practice

42% recommend products and services for purchase

Purchasing Power

AVMA Attendees are a National Audience

AVMA Convention attendees from 2015 and 2016 represented all 50 states and more than 50 foreign countries

Resources

2016 AVMA Convention Final Registration Reports
2016 AVMA Convention Attendee Survey
AVMA ATTENDEES ARE INTERESTED IN YOUR PRODUCTS AND SERVICES – AND TAKE ACTION!

97% VISITED THE EXHIBIT HALL AND INDICATED AN INTEREST IN:

- 28% - Medical and surgical equipment
- 28% - Pharmaceuticals
- 24% - Hospital equipment
- 19% - Nutrition products
- 18% - Education materials
- 17% - Periodicals and books
- 14% - Laboratory services

90% took buying action as a result of their visit to the 2016 exhibit hall

NEW for 2018!

- MORE unopposed exhibit hours each day for a total of 8 dedicated hours
- MORE networking and hospitality areas throughout the exhibit hall
- MORE feature displays and incentives to drive traffic to the exhibit floor
- FREE access to all educational sessions with your Exhibitor badge to now earn CE
- Exhibit Hall Happy Hour on Monday!

Join these leading exhibitors – act now!

More than 300 companies and non-commercial organizations will exhibit in 2018.

EXHIBIT HALL SCHEDULE & BOOTH RATES
(Schedule is subject to change. Setup will take place on Thursday, July 12 - Friday, July 13 from 8:00 AM - 5:00 PM)

MORE unopposed exhibit hours in 2018 for a total of eight dedicated hours!

SATURDAY, JULY 14
- CE Sessions: 8:00 AM – 10:00 AM
- Keynote: 10:00 AM – 12:00 PM
- Exhibits Open: 12:00 PM – 4:00 PM
- Unopposed Exhibits: 12:00 PM – 2:00 PM
- CE Sessions: 2:00 PM – 6:00 PM

SUNDAY, JULY 15
- CE Sessions: 8:00 AM – 11:00 AM
- Exhibits Open: 10:00 AM – 4:00 PM
- Unopposed Exhibits: 11:00 AM – 1:00 PM
- CE Sessions: 1:00 PM – 3:00 PM
- Unopposed Exhibits: 3:00 PM – 4:00 PM
- CE Sessions: 4:00 PM – 6:00 PM

MONDAY, JULY 16
- CE Sessions: 8:00 AM – 11:00 AM
- Exhibits Open: 10:00 AM – 4:00 PM
- Unopposed Exhibits: 11:00 AM – 1:00 PM
- CE Sessions: 1:00 PM – 3:00 PM
- Unopposed Exhibits: 3:00 PM – 4:00 PM
- CE Sessions: 4:00 PM – 6:00 PM

EXHIBITOR REGISTRATION: Opens March 2018

EXHIBITOR HOUSING: Group Block - Currently Open, contact avma@wyndhamjade.com
- Individual Rooms - Opens March 2018

Important Dates:

EXHIBIT BOOTH SELECTION: Opens August 28
*AVMA will reach out directly to setup appointments, based on priority point levels.

2018 EXHIBIT RATES
- Standard In-Line Booth: $29.00/sq ft
- In-Line Corner Premium: $200/corner
- Island Booth: $32.00/sq ft

The AVMA Convention Exhibit Rate includes:

- 8’ high back drape and 3’ high side drape for In-Line Booths
- One (1) 7”x44” ID sign with company name and booth number for In-Line Booths
- Four (4) complimentary exhibitor badges per 100 sq. ft. of exhibit space (additional badges available for a fee) and CE credit available for all exhibitor badges

PLUS a package of value-added marketing services worth more than $500 that includes:

- Complimentary postal mailing list of pre-convention registrants
- Complimentary lead retrieval unit to capture attendee phone and email for post-convention follow-up (when ordered in advance)
- Complimentary access for exhibitors to all educational Sessions to earn CE
- Complimentary year-round listing on the AVMA Convention mobile app

*The above benefits are for paid commercial exhibitors only. A non-commercial exhibit package will be available for qualifying organizations beginning in February 2018.
RULES GOVERNING EXHIBITION, page 1

EXHIBITOR’S CONTRACT
(whichever, called the “Exhibitor”) hereby applies for space in the AVMA Convention 2018, sponsored by the American Veterinary Medical Association (hereinafter called “AVMA”).

PRODUCTS AND SERVICES TO BE OFFERED:

- Anaesthesia Equipment
- Animal Restraints - Cages & Kennel Supplies
- Animal Wellness
- Behavioral Products
- Client Communication/Marketing
- Dental Technology/Supplies
- Diagnostic Consultant
- Equine Products
- Exam & Operating Room Equipment
- Facility/Design Services
- Immunotherapy
- Infusion Services
- Laboratory Equipment & Supplies
- Medical Supplies/Equipment
- Nut-For-Profit
- Orthopedics
- Parasiticide/Tick, Flea, Mosquito Control Prod.
- Pain Management
- Pet Nutrition/Food
- Pharmaceutical/Laboratory
- Practice Financing/Management
- Practice Management Services
- Publications/Publishers
- Record Management/Chart
- Scrubs/Uniforms
- Ultrasound Technology

Acceptance of Contract

The Exhibitor acknowledges that the AVMA, due to government order or other cause beyond its reasonable control, including, without limitation, labor strikes, failure of mass transportation, acts of God, flood, fire, and the like, or pandemic, and any act which cannot be anticipated, impossible, or unavoidable for the AVMA to exhibit in one booth space or cancel the exhibition, the contract, or any event thereof. The Exhibitor further reserves the right to reject or cancel any application for space for any reason in the AVMA’s sole discretion. The AVMA may cancel the affiliation agreement due to conflict or suspected conflict of interest.

Rules & Regulations (hereinafter- “Rules & Regulations”) apply to all commercial exhibits and to the American Veterinary Medical Association (hereinafter “AVMA”) members of the AVMA who exhibit for profit interest.

Assignment of Space

New or additional exhibit space requests will be signed a space on available basis in the order in which the applications are received. The AVMA reserves the right to relocate booth space as deemed necessary.

Booth Inclusions

Standard booths are defined as 10’ wide and 10’ deep with 8’ high back, trapeze and 2’ high side trapeze and include the following:

- One (1) booth identification sign with company name and booth number, general overhead light and 24 hour security service during show days. *The AVMA provides guard service from move-in through move-out and reasonable precautions are taken to protect property, but the AVMA cannot and does not insure the safety of persons or the protection of property.
- Four (4) complimentary exhibitor booths per 10’ x 10’ space. Additional badges are available for $175 each. An exhibitor booth entitles the beaur to attend all scientific and general sessions that do not require an additional fee (CE course registration or any classes).
- If you plan on registering only for the scientific and general sessions that do not require an additional fee (CE course registration or any classes), you may request in-line, do you want a corner? o yes o no
- Island booth is automatically downsized after April 17, 2018. Exhibitors with a balance paid at that time. No financial penalties apply for withdrawal or reduction, see “Deposits/Refunds” for more information.

Exhibitor may not assign, sublet, or apportion all or any part of its contracted booth space, nor may an Exhibitor cause or permit exhibitor entitles the beaur to attend all scientific and general sessions that do not require an additional fee (CE course registration or any classes).

Applications for exhibit space must be received by May 17, 2018. An Exhibitor may not cause or permit any exhibit or area in the exhibit hall. A Exhibitor may not cause or permit the exhibit to be moved from one booth space to another area in the exhibit hall. A Exhibitor may not cause or permit downsizing after April 17, 2018. Exhibitors with a balance paid at that time. No financial penalties apply for withdrawal or reduction, see “Deposits/Refunds” for more information.

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All exhibits must be confined to the spatial limits of their respective exhibit spaces as indicated on the floor plan. Sufficient visibility must be maintained in each booth so as not to block the view of adjacent booths. Exhibitors who are blocking either or both aisles, including exit aisles, will be requested to re-set their booth layout in order to meet all exhibitors’ visual visibility requirements.

FIRE SAFETY
Floor covering is mandatory in all booths. An exhibitor may provide their own floor covering or it may be rented through the General Service Contractor (GSC). All booths or portion of their own floor covering must be removed by 6:00 AM on the move-in day. Exhibitors are not permitted to bring in floor coverings from any source other than using any covering furnished by the official General Service Contractor.

All tools and equipment used during booth set-up must be in compliance with the convention center safety guidelines established by GSC or other such authorities.

Limited or prohibited items must be stored in a closed container at the exhibitor’s expense and comply with Convention Center regulations. Exhibitors must ensure that their displays are not accessible to sighted persons, or those with other sensory impairments, or otherwise unobstructed.

Limitation on Liability
The maximum extent permitted by law, neither the AVMA, nor the Convention Center, nor their respective directors, officers, agents, or employees, shall be liable to Exhibitor or Exhibitor’s employees, agents, guests, or others for any loss or damage whatsoever, including personal injury, death, or property damage, arising out of or in any way relating to participation in the AVMA Convention. Exhibitors are responsible for all property insurance, fuel for its exhibit and display materials, and insurance for theft/damage coverage.

Exhibitors are solely responsible for any claims, demands, obligations, liabilities, fines, judgments, payments in (settlements or otherwise), and costs and expenses, including without limitation attorneys fees and disbursements, arising out of any actions or failures to act on the part of the exhibitor, exhibitor’s employees, or any others acting on the direction of the exhibitor and connected with the AVMA Convention 2021 that are in any way connected with the promotion, operation, or use of the exhibitor’s exhibit or any event or activity associated with it, or any failure to comply with applicable state, ordinances, regulations, or any other requirements of any governmental authority.

The ALCOA and Convention Center require the exhibitor to have insurance as noted above, and to furnish the exhibitor’s insurance to the AVMA. The AVMA retains sole discretion to determine whether, in its sole discretion, the exhibitor has the necessary insurance or other coverage to ensure that the exhibitor’s insurance is effective.

Insurance
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## SPONSORSHIP OPPORTUNITIES:
### PARTNER LEVELS

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>COPPER</th>
<th>FRIENDS OF AVMA</th>
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</thead>
<tbody>
<tr>
<td>$200,000+</td>
<td>$100,000 - $199,999</td>
<td>$50,000 - $99,999</td>
<td>$25,000 - $49,999</td>
<td>$10,000 - $24,999</td>
<td>$3,500 - $9,999/ In-Kind Donations</td>
<td></td>
</tr>
</tbody>
</table>

### Exhibitor Priority Points *(Based on 2018 Convention Sponsorship Spend)*
- Up to 5
- Up to 4
- Up to 3
- Up to 2
- Up to 1
- Up to 1

### Pre-Convention Mailing List
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes

### Recognition in the program and on-site signage
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes

### Recognition on Website, Mobile App and (1) Daily Newspaper Ad
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes

### President’s Reception Tickets
- 8
- 6
- 5
- 4
- 2
- 1

### Invited to be a member of the AVMA Exhibitor Advisory Group
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes

### Access to Sponsored Pre-Convention Email at $5,000 *(Only 5 available)*
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes

### Access to a Sponsored Post-Convention Email at $4,000 *(Only 2 available)*
- Yes
- Yes
- Yes
- Yes
- Yes
- Yes

### Complimentary DVM or Vet Tech Registrations
- 8
- 5

### Complimentary Video Wall Placement
- Up to (3) Minutes
- Up to (1 ½ ) Minutes

### Floor Decal Recognition at Booth
- Yes
- Yes

### Complimentary Post-Convention Mailing List
- Yes
- Yes

### Hotel Suite (5 nights)
- Yes

### Office at the HQ Hotel or Convention Center
- 1

### Complimentary Bag Insert
- Yes

### Recognition in the AVMA Daily Newspaper - ¼ Page
- Yes

### Diamond Recognition - Full page JAVMA Ad *(August/September Edition)*
- Yes

### Logo included on the Exhibit Hall Map
- Yes

### Diamond Partner Call Out with logo in Exhibitor Listing *(Program/App)*
- Yes

### Complimentary Sponsored Push Notification
- Yes
SPONSORSHIP OPPORTUNITIES: PROMOTIONAL

CONVENTION ATTENDEE BAG: $50,000, LIMIT 1
- Be the name that is seen and worn by 8,000+ convention attendees!
- Corporate logo placement with the AVMA Convention logo
- Includes (1) complimentary bag insert
- Logo provided to AVMA, AVMA to print by May 1st, 2018

NOTEBOOKS W/PEN: $40,000, LIMIT 1
- Exclusive sponsorship opportunity – Logo placed on notebook and interior pages
- Pen logo or bellyband can be added for an additional fee
- One set placed in each registration bag, distributed to approximately 6,000+ attendees
- Additional 2,000 ordered and distributed throughout the convention
- Logo provided to AVMA, AVMA to print by June 1st, 2018

WATER BOTTLES AND WATER STATIONS: $35,000
- Exclusive branding on water bottle
- 6,000+ bottles – one placed in each registration bag and 2,000 additional for distribution/display at your booth
- Includes 4-5 branded water stations
- Water station locations in high-traffic areas on Friday through Tuesday
- Recognition on signage at each water station
- Sponsor can place out additional cups, napkins or giveaways at stations
- Sponsor can place out pop-up banner at break stations
- Logo provided to AVMA, AVMA to order by June 1st, 2018

COFFEE BREAKS*: $20,000 FOR ALL 3-DAYS / $10,000 PER DAY
Based on location selected (Outside the hall/ Inside the hall), 2 - 3 coffee break locations serviced daily – placement in high-traffic areas on Saturday, Sunday and Monday.

Package to include:
- Recognition on signage at each break station
- Sponsor can place out additional cups, napkins or giveaways at stations
- Sponsor can place out pop-up banner at break stations

*Customization around this sponsorship opportunity available to fit your convention budget including hosting 1 break per day and/or 1 break location per day, or hosting an upgraded option at your booth.

HOTEL KEY CARDS: $20,000 (EXCLUSIVE)/$10,000 (PER HOTEL)
- Exclusive sponsorship opportunity, estimated at 6,000 cards in use
- Branded key cards distributed to all convention attendees staying in the AVMA hotel block at designated hotels
- (5) Designated hotels include: Hyatt Regency Denver, Denver Marriott City Center, Sheraton Denver, Westin Tabor Center, Crowne Plaza Hotel
- Logo provided to AVMA, AVMA to print by June 1st, 2018

REST AND RECHARGE OASIS STATIONS: $20,000 FOR ALL/$12,000 PER STATION, 3 TOTAL
- Exclusive branding includes: 2 CE Kiosks with your logo on screen saver and background, water station, interactive wall, 70” LCD screen, lounge furniture, customizable freestanding wall and (2) charging hi-top tables (can be branded)
- Promotional placement in onsite program book
- Placement in prominent CE corridors

2018 CONVENTION ATTENDEE LANYARD: $18,000, LIMIT 1
- Be the name that is seen and worn by 8,000+ convention attendees!
- Corporate color logo placement with the AVMA Convention logo
- (1) Complimentary VetAdventure Passport stop
- Logo provided to AVMA, AVMA to print by June 1st, 2018

EXTERIOR HOTEL ROOM DROPS: $5,000 PER PLACEMENT, LIMIT 5
- Sponsor designed and produced room drop distributed to all convention attendees staying in the AVMA hotel block at designated hotels (Hyatt Regency Denver, Denver Marriott City Center, Sheraton Denver, Westin Tabor Center, Crowne Plaza Hotel – Approximately 3,000 pieces)
- Only (5) placements available, poly-bagged
- Details:
  - Spec: Maximum size 8-1/2” x 11” (can be double sided)
  - Item will be placed in bag with potentially 2 additional items and placed on the exterior of attendees’ hotel doors
  - Placement Dates: Friday and Sunday, 5:00 PM
- Sponsor assumes print cost and bears responsibility for having inserts arrive to warehouse by June 27, 2018

TOTE BAG INSERTS: $5,000 PER INSERT – LIMITED TO 15 PIECES IN BAG
- Distributed to approximately 8,000 attendees in the conference bag
- Limited placements available, maximum of two inserts per company
- Spec: Maximum size 8-1/2” x 11” (can be double sided) or a promotional giveaway
- Sponsor assumes print cost and bears responsibility for having inserts arrive between June 13 – June 27, 2018
- AVMA requires approval of insert prior to production. Estimated quantity needed: 8,000 print pieces
NEW! SPONSORED DRINK TICKETS AT THE EXHIBITOR HAPPY HOUR:

$15,000 (EXCLUSIVE TICKET) – LIMIT 2
$5,000 (CO-SPONSORED TICKET) – 1 TICKET WITH UP TO (3) SPONSORS

During the break from 3-4pm on Monday, we’ll be having a closing reception to celebrate another successful Convention!

- Sponsor drink tickets can be redeemed at a bar placed at your booth (exclusive option only)
- Tickets will be provided to all Veterinarian and Vet Tech registrants
- Logo and booth number on drink ticket
- Custom drink and drink name with signage on bar (exclusive option only)
- Sponsor can provide custom cups, napkins, stirrers
- Extra drink tickets to distribute: (50) for exclusive sponsors, (10) for non-exclusive sponsors
- Promotion in program, signage, mobile app and push notification
- Logo provided to AVMA, AVMA to print by June 13th, 2018

FOOD COURT PROMOTIONS:

$10,000 (ALL 3 DAYS) / $4,000 PER DAY

- Entrance Unit recognition
- Literature racks (4) – Sponsor to provide inserts for that day
- 8½ x 11, double-sided table tent on 50% of all banquet rounds inside Exhibit Hall Café
  - Artwork provided to AVMA, AVMA to print by June 13th, 2018
- Sponsor to receive an additional (20) $15 Debit Card if sponsoring all (3) days. An Additional (5) Debit Cards if sponsoring a single day

SPONSORSHIP OPPORTUNITIES: SIGNAGE

COLUMN WRAP (LARGE):

$12,500, LIMIT 3

DOUBLE-SIDED METERBOARD:

$2,000 EACH, LIMIT 8

4-SIDED MEDIUM SIGN STRUCTURE:

$7,500 EACH; SET OF 2 @ $14,000

CONVENTION CENTER BANNER 13’11”X27’10”:

$15,000 EACH
SIGNAGE (CONT.)

CONVENTION CENTER BANNER 3’X100’:
$12,000 EACH

CONVENTION CENTER BANNER 3’X30’:
$9,500 EACH

CONVENTION CENTER BANNER 3’X40’:
$7,500 EACH

CONVENTION CENTER ESCALATOR CLING:
PLEASE CONTACT EXHIBITS@AVMA.ORG

CONVENTION CENTER ESCALATOR CLING —
MILE HIGH BALLROOM
PLEASE CONTACT EXHIBITS@AVMA.ORG

CONVENTION CENTER CLING PACKAGE —
MILE HIGH BALLROOM
PLEASE CONTACT EXHIBITS@AVMA.ORG

CONVENTION CENTER BANNER 3’X100’

CONVENTION CENTER ESCALATOR CLING

CONVENTION CENTER BANNER 3’X40’ - 60’

HYATT REGENCY DENVER
(HQ HOTEL) SIGNAGE:

ESCALATOR & ELEVATOR CLINGS:
PLEASE CONTACT EXHIBITS@AVMA.ORG

3’X10’ BANNER ALONG THE ALTITUDE RAILING:
$5,000 EACH

HOTEL DARK CHANNELS:
$1,000 PER DAY OR $3,000 FOR THE WEEK,
LIMIT 2 PER DAY

• Would run from Friday – Monday at the Hyatt
Regency Denver
• Content can be an image or video and can
include audio
• Would need to receive content by June 15th, 2018

• Located directly between the Convention Center
and the HQ Hotel
• Banner would be up from Friday - Tuesday
SPONSORSHIP OPPORTUNITIES:
SPECIAL PROGRAMMING

AVMA’S MEET-THE-EXPERTS ROUND TABLE EVENT: $15,000 (EXCLUSIVE) / $5,000 (CONTRIBUTOR – UP TO 3)
Friday, July 13, 5:00 PM – 6:30 PM
Attendees will earn 1.5 CE Credit Hours
Attendees have the opportunity to meet and interact with featured speakers in three different rounds in a lively, interactive, and informal setting. The event features 40+ round table discussions devoted to current topics in veterinary medicine. Each round is 20 minutes in length, with a ten-minute break between each round. Each attendee receives 1-2 complimentary drink tickets with light snacks and cash bar.

In addition to the benefits at this level:
• Up to 5 minutes podium time
• Logo on Digital Signage at Session Entrance
• Recognition on Topic Menu – distributed to each attendee
• 1 table, sponsor to provide facilitator, no product placement
• 15 - 30 drink tickets

AVMF’S FOOD TRUCK FEST: $12,000, EXCLUSIVE OPPORTUNITY
• Please contact exhibits@avma.org for more information

VET TECH APPRECIATION RECEPTION: $10,000, EXCLUSIVE OPPORTUNITY
• Please contact exhibits@avma.org for more information

YOUNG PROFESSIONALS EVENT: $7,500, EXCLUSIVE OPPORTUNITY
• Please contact exhibits@avma.org for more information

NEW! HOSTED BUYER PROGRAM: $7,500, LIMIT 10
• Each sponsorship will contribute to allowing your top clients and prospects to come to the AVMA Convention hosted for FREE!
  o Potential buyers would be personally invited by AVMA
    – Sponsor would provide AVMA 5-10 clients or prospects that they would like invited
  o Potential buyer would need to complete an application that qualifies them
  o Package for buyers includes: round-trip flight, 3-nights hotel, airport transportation and registration
  o Those hosted would be required to attend up to (8) 15 minute appointments with participating sponsors at the hosted Marketplace breakfast on Sunday and Monday from 7:30 AM – 9:00 AM (7:45-8:00, 8:05 – 8:20, 8:25 – 8:40, 8:45 – 9:00)
  o Members of the hosted buyer program will meet for scheduled appointments daily. Suppliers will be stationed at designated tables during the appointment times, with buyers rotating tables between appointments. Each appointment will last fifteen minutes with a total of four appointments per day.
  o Table Set-Up
    – Each supplier will have one (1) small 30” round table with two (2) chairs on either side. Each table comes with:
      – Power supply
      – Company ID sign
      – Wireless internet
      – Water service

Wellness Incentives

NEW! SUNRISE YOGA: $10,000
• Friday Morning, 8:00 am – 9:00 am
• Session for up to (150) attendees
• (1) Yoga mat for each attendee is provided with your logo
• Light continental breakfast will be provided
• Registration list of participants will be provided to sponsor

NEW! MINDFUL MEDITATION: $7,500
• Stop by the Exhibit Hall anytime from 11:00 AM – 12:00 PM on Sunday and Monday
• Dedicated area in the hall with comfy seating
• Soundoff Headphones will be provided to all participants to use.
• Sponsor recognition on signage
• Sponsor can provide additional giveaways
• Lead retrieval unit will be provided to sponsor
SPONSORSHIP OPPORTUNITIES:
DIGITAL & VIDEO PROMOTIONS

Email Marketing:
AVMA CONVENTION ATTENDEE NEWSLETTER
BANNER (BANNER CAN REDIRECT TO URL): $2,500 PER AD; LIMIT 1 PER SPONSOR

Digital Marketing Metrics:

- Newly expanded email list targeting 15,000 potential attendees.
- High performance open rates that are on average greater than 30%.
- Exceptional online exposure through convention content now incorporated into AVMA’s website which receives hundreds of thousands of unique visits per month.
- Total sent in 2016: 213,084
- AVMA convention average CTR: 9.8% vs. nonprofit industry benchmark: 5.3%
- AVMA convention average OR: 51% vs. nonprofit industry benchmark: 26.4%

SPONSORED EMAIL: PRE-CONVENTION
- $5,000, LIMITED TO 5 – ONLY AVAILABLE TO DIAMOND, PLATINUM, GOLD OR SILVER
  - Dates available (subject to change):
    - Monday, June 25th
    - Friday, June 29th
    - Friday, July 6th
    - Monday, July 9th
    - Friday, July 13th

SPONSORED EMAIL: POST-CONVENTION
- $4,000, LIMITED TO 2– ONLY AVAILABLE TO DIAMOND, PLATINUM, GOLD OR SILVER
  - Dates available (subject to change):
    - Friday, July 20th
    - Friday, July 27th

Mobile App Marketing:

CONVENTION MOBILE APP SPONSOR:
- $20,000, LIMITED TO 1
  - Splashpage upon loading will have sponsor logo
  - Includes 1 VetAdventure Passport Stop
  - Includes 2 banner ads
  - Includes 3 push notifications
  - Includes 1 bag insert (1 side to promote the mobile app)

MOBILE APP PUSH NOTIFICATIONS:
- $1,500 – LIMITED TO 10

MOBILE APP BANNER AD:
- $2,000 – LIMITED TO 3

VETADVENTURE: CONVENTION PASSPORT
- $3,500 EACH, LIMIT 15
  - Attendees go through the Exhibit Hall and stop at various booths answering a question about a product or service
  - Prizes will be provided for those attendees participate in the VetAdventure and complete the Passport

Game Overview:
- Attendees visit Sponsor booth in Exhibit Hall
- Answer question correctly about Sponsor product or service to complete
- Question displayed on signage designed and produced by AVMA
- Logo included in the mobile app and program
- Participant report provided to sponsor, post-convention
Digital Marketing: Video/Signage

**AVMA CONVENTION VIDEO NETWORK:**
$3,000/ 3 MINUTE SEGMENT

Be a part of two expansive full-color, animated video walls, with primary placements in each of the two main lobbies of the Convention Center. Up to 3 minutes segments are available. Segments recommended to be used in .15 and .30 increments with a minimum frequency rate of 20 per hour for each piece.

**VIDEO NETWORK INCLUDES:**
- ID Tower with logo placement
- LED Backlit Logo Placement
- 2 - 100 sq. ft. LED Video Display Units
- 2 - 60 sq. ft. SEG Panel Systems
- Video development support at flat rate of $250 per piece
- Video network will run continuously starting Friday - Tuesday

**55” SCREENS – DIGITAL KIOSKS - $1,500 FOR ALL 16 PANELS FOR ONE WEEK (EVERY 180 SECONDS)**

- 16 full screen panels located throughout the Convention Center
- Reaches attendees in different locations in the Convention Center
- Ads are .10 seconds in length

Ads are static. All LED digital kiosks run for a minimum of 18 hours/day. Two different creatives can be rotated at one time and can be switched out.

**14’ X 48’ DIGITAL BILLBOARD –
14TH ST. & CALIFORNIA ST., LIMIT 4**

- Located at the main entrance of the Convention Center
- Faces 14th Street’s heavy traffic and hotels
- Visible from inside the Convention Center and the light rail train stop
- Ads are 10 seconds in length:
  - $5,000 for the week (every 1.5 minutes)
  - $3,000 per week (every 3 minutes)
  - $2,000 per week (every 6 minutes)

**25’ X 60’ DIGITAL BILLBOARD –
14TH ST. & CHAMPA ST., LIMIT 4**

- Directly to the right of the main entrance, above Convention Center Restaurants and the light rail stop
- Faces heavy vehicular and pedestrian traffic on 14th & Champa
- Reads to traffic from multiple hotels, DPAC and Larimer Square
- Ads are 15 seconds in length:
  - $5,000 per week (every 2 minutes)
  - $3,000 per week (every 4 minutes)
  - $2,000 per week (every 8 minutes)
SPONSORSHIP OPPORTUNITIES: EDUCATIONAL SESSIONS

Sponsorship of Continuing Education (CE) events is a meaningful way to support the profession and demonstrate a commitment to the latest information, technology, and techniques. CE sponsorships include Sunrise and Sunset CE, Lunchtime Opportunities, Symposia and AVMA CE Tracks.

SYMPOSIUM, REFRESHER CE, SUNRISE CE, AND LUNCHTIME CE OPPORTUNITIES INCLUDE THE FOLLOWING:

- Standard AV: A/V tech available 60 minutes prior to start of each session and will be available through end of session. Additional A/V requests may be an additional expense.
  - Laptop
  - Digital Signage
  - Laser Pointer, LCD Package
  - Podium Microphone
  - Wireless Lavaliere Microphone
  - Screen and Wireless Slide Advancer
- Standard Room Setup
  - Banquet Seating
  - Head Table For 3
  - Podium, Riser

CE TRACKS: $3,500 HALF-DAY (3 HOURS) / $5,000 FULL-DAY (6 HOURS)

- CE sessions planned and developed by the AVMA and offered in 50-minute sessions
- Each session is categorized under a section and then subsection; potential sponsors are able to choose 3 or 6 hour tracks
- AVMA to provide a list of available sessions, titles, speakers and locations
- Recognition in Program Book and on Convention Website
- Recognition for Session(s) in Convention App
- Recognition on Onsite Signage (in addition to digital signage for classrooms)
- Complimentary Convention Registration for Speaker
- Complimentary Lunch on Lecture Days for Speaker
- Speaker Access to the Speaker Ready Room
- Complimentary Lead Retrieval Unit provided
- Includes placement in an AVMA Convention Attendee Newsletter

SUNRISE CE: $5,000, LIMITED TO 4 ROOMS PER DAY

- 50 minute session with topics focus on veterinary issues and services. Sessions start at 7:00 AM and it is recommended to include a light breakfast for an additional cost. Estimated attendance based on history is 100-150 attendees; room capacity, 250 attendees.
- Available Dates/Times:
  - Saturday, July 14: 7:00 – 7:50 AM
  - Sunday, July 15: 7:00 – 7:50 AM
  - Monday, July 16: 7:00 – 7:50 AM

LUNCHTIME CONNECTION: $25,000, LIMITED TO 4 ROOMS PER DAY

- Provide learning and lunch in a comfortable and convenient location inside the Exhibit Hall for up to 250 attendees. Additional Benefits Include:
  - Gourmet boxed lunch including chips, fruit, cookie, condiments and bottled water
  - 500 custom postcards with branding and session information provided by AVMA for distribution at your booth
- Available Dates/Times:
  - Saturday, July 14: 12:30 – 1:30 PM
  - Sunday, July 15: 12:00 PM – 1:00 PM
  - Monday, July 16: 12:00 PM – 1:00 PM

REFRESHER SESSIONS: $4,000, LIMITED TO 4 ROOMS PER DAY

- 50 minute session with topics focus on veterinary issues, products and services. Sessions start at 3:00 PM and it is recommended to include a light snack/refreshments for an additional cost to support attendance. Estimated attendance based on history is 50-90 attendees; room capacity, 250 attendees.
- Available Dates/Times:
  - Saturday, July 14: 3:00 – 4:00 PM
  - Sunday, July 15: 3:00 – 4:00 PM
  - Monday, July 16: 3:00 – 4:00 PM

SPONSOR DEVELOPED SYMPOSIUM:

FULL DAY: $8,000; HALF-DAY: $6,000

- Session topics focus on veterinary issues and services. Sessions start at 8:00 am or 2:00 pm and include 4 or 8, 50 minute sessions under one topic or theme.
  - Room capacity, 250 attendees; Light snacks and beverage recommended for improved attendance at an additional cost
  - Available Dates/Times:
    - Saturday, July 14
    - Sunday, July 15
    - Monday, July 16

SPONSORED LAB/WORKSHOP OPPORTUNITIES: IN-KIND - $10,000

- Benefits dependent on level of sponsorship
- Please contact AVMA_CE@avma.org if you have an interest in donating toward a lab or sponsoring a lab

SPONSORED POSTER PRESENTATION: $1,000, LIMIT 2 PER SPONSOR, MAX OF 15 OPENINGS

- Present a poster during the AVMA Convention
- Posters are located in the Exhibit Hall
- Poster to be up by Saturday at noon. Oral presentations to take place on Monday from 3:00 – 4:00 PM
- Poster must be submitted to AVMA by June 9th
Vet Clinic Live®

**PREMIERE LEVEL - $7,500, LIMIT 5**
- Exclusive, non-competitive placement
- Product Placement in the Clinic/Demo Space
- 10ft space with 6ft counter, with customized kick-panel
- Sponsor can provide a pop-up banner and materials
- Double-sided clinic wall paneling – Promote product
  - Up to 3-4 panels
- 20-minute demos – Saturday, Sunday and Monday

**PARTICIPANT LEVEL - $2,500, LIMIT 6**
- Product placement in the Reception Area
- 6ft foot space with counter and customized kick-panel
- Placement on the literature rack in the Reception area

*All participants will receive an attendee report post-convention*

partner with the leading association

DEDICATED TO ADVANCING THE VETERINARY PROFESSION

By exhibiting at the AVMA Convention, you support the collective voice of 88,000 veterinarians working in private and corporate practice, government, industry, academia, and uniformed services. AVMA advocates for legislative and regulatory policies on the State and Federal level. AVMA upholds the high educational standards of schools that educate veterinary professionals. And AVMA maintains the industry code of ethics and guidelines of service to appropriately protect animal and human health. AVMA is the spokesperson for the veterinary industry!
AVMA Convention 2018

SPONSORSHIP APPLICATION

Thank you for your interest in sponsoring the AVMA Convention 2018 in Denver July 13 – 17, 2018. Please complete the following application and submit to exhibits@avma.org. AVMA staff will reply within 3 business days to confirm your sponsorship. This form will be considered your final commitment. Any cancellations before May 17, 2018 will be refunded 50%. No refunds after May 17, 2018. Sponsorship packages of more than $10,000 will require an additional agreement with the AVMA.

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For questions or to reserve your exhibit space, contact: exhibits@avma.org

Save the Date for Future Years!
San Diego, CA
Exhibit Dates: August 1 - 3, 2018
Washington, D.C.
Exhibit Dates: August 3 - 5, 2019