EXHIBITOR & SPONSORSHIP PROSPECTUS

Partner with the leading association dedicated to advancing the veterinary profession.

avmaconvention.org

Pennsylvania Convention Center, Philadelphia, PA

JULY 29 – AUGUST 2, 2022
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## Attendees

- 8,500 attendees on average
- >20 yrs
- 45% of attendees have been in veterinary medicine more than 20 years
- 5-20 yrs
- 52% of attendees have been in veterinary medicine between 5-20 years
- <5 yrs
- 3% of attendees have been in veterinary medicine less than 5 years

## Continuing Education

- 600 sessions on average
- Nearly 700 speakers on average
- 85% said the depth of CE was just right
- 85% said the CE was extremely valuable

## Top-Rated Features

- Keynote addresses
- AVMA’s concert
- Headshot lounge
- Wellbeing initiatives

## Net Promoter Score

<table>
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<th>Year</th>
<th>Score</th>
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<tr>
<td>2019</td>
<td>43 points</td>
</tr>
<tr>
<td>2020</td>
<td>58* points</td>
</tr>
<tr>
<td>2021</td>
<td>61* points</td>
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*Virtual Convention

Resources: 2021 AVMA Convention final registration reports & attendee survey
Why Exhibit?

- MORE time to connect with buyers, with 7 unopposed exhibit 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 earn CE

Join these leading exhibitors – act now!

More than 300 companies and non-commercial organizations will exhibit in 2022.
EXHIBIT HALL SCHEDULE & BOOTH RATES

(Schedule is subject to change.)

THURSDAY, JULY 28
Move-In 8:00 AM – 5:00 PM

FRIDAY, JULY 29
Move-In 8:00 AM – 5:00 PM
CE Sessions 9:00 AM – 5:00 PM

SATURDAY, JULY 30
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 – 5:00 PM

SUNDAY, JULY 31
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, AUGUST 1
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 – 5:00 PM
Move-Out 4:01 PM – 8:00 PM

TUESDAY, AUGUST 2
Move-Out 8:00 AM – 12:00 PM

2022 EXHIBIT RATES
Standard In-Line Booth $33.00/sq ft

The AVMA Commercial Booth 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)

PLUS a package of value-added marketing services:
- Complimentary postal mailing list of pre-convention registrants (when ordered in advance)
- Complimentary lead retrieval unit to capture attendee phone and email for post-convention follow-up (when ordered in advance)
- Complimentary year-round listing on the AVMA convention mobile app
- Exclusive sponsorship opportunities to further extend brand reach in-person

*The above benefits are for paid commercial exhibitors only. For information on the non-commercial package contact exhibits@avma.org.

Important Dates:

EXHIBITOR REGISTRATION AND HOUSING:
Opens February 2022
Contact avma@mcievents.com to request a Group Block (9+ rooms)

BOOTH PAYMENT DUE:
June 6, 2022
EXHIBITOR’S CONTRACT
The undersigned (hereinafter, called the “Exhibitor”) hereby applies for space in the AVMA Convention 2022, sponsored by the American Veterinary Medical Association (hereinafter called “AVMA”).

| Company Name |
| Street Address |
| City /State/Zip/Country |
| Contact |
| Title |
| Telephone |
| Fax |
| E-mail |
| Web |

PRODUCTS AND SERVICES TO BE EXHIBITED:
- Anesthesia Equipment
- Animal Restraints - Cages & Kennel Systems
- Animal Wellness
- Behavior Products
- Client Communication/Marketing
- Dental Technology/Supplies
- Diagnostic Consultant
- Digital X-ray
- Employment Opportunities
- Equine Products
- Exam & Operating Room Equipment
- Facility/Design Services
- Immunotherapy
- Joint Care
- Laboratory Equipment & Supplies
- Lighting & Illumination
- Not-For-Profit
- Oncology
- Parasiticides/Tick, Flea
- Mosquito Control Prod.
- Pain Management
- Pet Nutrition/Food
- Pharmaceutical
- Practice Financing/Lending
- Protective Wear
- Radiology Technology
- Scrubs/Uniforms
- Ultrasound Technology
- Animal Identification
- Bandaging
- Bovine Products
- Computer Hardware/Software
- Dermatologics
- Diagnostic Technology & Svcs.
- Education Training/Video
- Endoscopy
- Equip., Drugs, & Supply Distr.
- Exotic Animal Products
- Grooming, Bathing & Clipping
- Insurance Group
- Laboratory Diagnostic Services
- Laser Technologies
- Medical Supplies/Equipment
- Nutritional Supplements
- Ophthalmology
- Patient Monitoring Equipment
- Pet Products & Supplies
- Practice Acquisitions
- Practice Management Services
- Publications/Publishers
- Record Management/Chart
- Surgical Equipment/Instruments
- Veterinary Management Services
- Virtual Care/Telehealth/Telemedicine
- Other

BOOTH PREFERENCES:
Standard in-line space is $33.00 per square foot plus a $250 premium, per corner. A 10 x 10 inline booth is $3,300.
Island space is a flat rate of $37.00 per square foot. A 20 x 20 island is $14,800.
Non-Profit Booths are a flat rate of $550 per 10 x 10, plus the $250 premium for corner locations.
Booth Configuration: o In-Line o Island o Non-Commercial ($450)
If you request in-line, do you want a corner? o yes o no
Indicate the booth numbers you prefer for assignment:
1st _______ 2nd _______ 3rd _______ 4th _______
Size: _______ x _______ # of corners _______

Our preference is to be located near the following companies:

Please do NOT assign my booth near the following companies:

PAYMENT SCHEDULE:
50% deposit due within 10 days of application. Full balance must be paid by June 6, 2022.
Amount due: $_______ (U.S. funds)
Financial penalties apply for withdrawal or reduction, see “Deposits/Refunds” on back of contract.
Check payable to: AVMA in U.S. dollars drawn on a U.S. bank with booth number noted on memo line.
Credit Card Information:
- o Visa o MasterCard o AMEX o Discover
Credit card number:
Expiry date: ________________ CVV Code: ________________
Name on credit card:
Signature:
If full payment is not received by June 6, 2022, your signature above authorizes AVMA to charge the balance to your card.

Mail contact to: AVMA, 1931 N. Meacham Rd., Suite 100, Schaumburg, IL 60173 USA, ATTN: AVMA Exhibits Email: exhibits@avma.org Phone: 847.285.6620

ACCEPTANCE OF CONTRACT
I have read, understood and agree to abide by this contract and the entire set of Official Rules, Regulations, and Policies of the American Veterinary Medical Association and the convention center facility, including what constitutes eligible products and services. I understand that failure to adhere to the rules, regulations, and policies may impact upon our ability to exhibit in this and future AVMA Conventions. I have the authority to sign this application on behalf of the organization exhibiting.

Name

Authorizing Signature __________ Date __________

Telephone __________ E-mail __________

FOR OFFICE USE ONLY
Date Received: ________________ Priority Points: ________________
Booth #(s) assigned: ________________
Depth _______ x Width _______
Total square footage _______
Total Exhibit Space Rental $_______
50% deposit (due within 10 days of application): $_______
This Exhibitor’s Contract shall not be accepted, and shall not be binding upon the AVMA, until executed by the authorized representative(s) of the AVMA, if ever, at which time it shall become a binding Contract between the parties hereto.
Booth Inclusions
Standard booths are defined as 10’ wide and 10’ deep with 8’ high back drape and 3’ high side drape and include the following:

- One (1) booth identification sign with company name and booth number, general overhead lighting, and 24-hour security 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 badges per 10’ x 10’ space. Additional badges are available for $410 each. An exhibitor badge entitles the bearer to attend all scientific and general sessions that do not require an additional fee (CE credit is included with exhibitor badges). If you plan on registering on-site, you must provide proof of affiliation with the exhibiting company. Exhibitor badges will be issued in the name of the exhibiting company only. Non-commercial exhibitors and tech hubs will receive two (2) complimentary badges per 10’ x 10’ space.
- One (1) Lead Retrieval Unit (must be ordered by exhibitor in advance) will be provided to each commercial exhibiting company.
- Complimentary postal mailing list of preconvention primary pre-registrants for commercial exhibitors (must be requested by exhibitor by the deadline listed in the Exhibitor Services Manual and exhibitor must accept terms of agreement). Available to non-commercial exhibitors for a sponsorship fee.
- Company name, booth location, and product information on the AVMA Convention web site and mobile app.
- Opportunities to increase visibility through sponsorships and advertising.
- Advance booth selection for the 2023 convention.

Exhibiting companies with multiple divisions or wholly-owned subsidiary companies may exhibit in one booth space but must use 100 square feet per company division or subsidiary (i.e., parent company occupies 100 square feet, each division or subsidiary occupies an additional 100 square feet). Each division or subsidiary must be wholly owned by the parent company. The parent company will maintain all priority points. Each division or subsidiary will receive one company listing per 100 square feet of space. An exhibitor may not assign, sublet, or apportion all or any part of its contracted booth space, nor may an Exhibitor cause or permit the advertisement, display, promotion, sales, or marketing of products or services in its booth(s) other than those manufactured, distributed, or sold by the Exhibitor.

DEPOSITS, REFUNDS, TRAVEL RESTRICTIONS AND EVENT

Cancellation
A minimum deposit of 50% of the total booth space is due within 10 days of booth reservation. Full balance must be paid by June 6, 2022. Exhibitors with a balance due after this date will be subject to cancellation or booth relocation by the AVMA, at the AVMA’s sole discretion, without refund of the deposit. Full payment due upon booth reservations made after June 6, 2022. Exhibitors will not be allowed to set up until monies due to AVMA are paid in full.

All cancellation requests must be submitted in writing.
Written cancellations postmarked by May 31, 2022 are eligible for a refund up to 50% of their booth cost based on balance paid at that time. If only 50% has been paid, no refund will be issued. No refunds will be provided for cancellations after May 31, 2022.
Downsizing of booth space is considered a cancellation. Any exhibitor who downsizes will be subject to loss of all priority points and will be required to relocate to another area in the exhibit hall. A 25% administrative fee will apply to exhibitors who downsize prior to May 31, 2022. No refunds will be given for downsizing after May 31, 2022.

If the AVMA Convention should take place live in Philadelphia, but your organization is unable to attend the AVMA Convention due to a company mandated travel restriction, please review the below options:

If you are unable to travel and cancel from time of booking through March 31, 2022 - AVMA will offer the below options:

- Waive the non-refundable 50% deposit, and refund to the original form of payment

If you are unable to travel and cancel between April 1 - May 31, 2022 - AVMA will offer the below options:

- Refund any funds paid over the 50% deposit through May 31 (If only 50% has been paid, this option does not apply)
- Apply the original 50% deposit to the AVMA Convention 2023.

If you are unable to travel and cancel after May 31, 2022 - AVMA will offer to:

- Apply the full deposit and any funds paid to the AVMA Convention 2023

Per the rules and regulations, all cancellations or reductions must be received in writing. In order qualify for the above options, as these are outside of our standard cancellation policy, we would request an email/letter from your HR/leadership, noting the travel restriction and dates of the restriction. If a special arrangement is needed, please contact exhibits@avma.org.

The AVMA reserves the right to cancel the exhibition, or any part thereof, without liability to 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 (hurricanes, tornado, fire, flood and the like), or pandemic illness, which make it illegal, impossible, or inadvisable for the AVMA to hold its annual convention, the exhibition, or any event thereof. Should AVMA cancel the exhibition, or any part thereof, a full refund of any exhibit space deposits, or payments made, will offered. In the case of a cancellation by AVMA, AVMA will refund all payments within 90 days of the cancellation.

The AVMA further reserves the right to reject or cancel any application or Exhibitor Contract at any time, before or after payment, for any reason in the AVMA’s sole discretion. The AVMA may reject or cancel the application or Exhibitor Contract of any exhibitor not complying with these Rules and Regulations, in AVMA’s sole discretion.

Payment Terms
By signing the application and Exhibitor Contract, Exhibitor agrees that any balance due on the deposit as of May 31, 2022, will be charged to the same credit card used to pay the deposit. If at the conclusion of the Exhibition there remains a balance due, AVMA will charge the same to the credit card on file unless AVMA agrees to another form of payment in advance. Exhibitor hereby authorizes AVMA to charge the credit card on file according to the terms outlined above. This payment authorization is for the Exhibition. The signatory below certifies that he or she is an authorized user of this credit card and that he or she will not dispute the payment with the credit card company; so long as the transaction corresponds to the terms indicated in this Agreement.

Eligible Products and Services
Acceptable products and services to be exhibited include veterinary specific products, business enhancement products and services, and financial opportunities appropriate for a family friendly event that are related to the veterinary industry. Ineligible exhibits include, but are not limited to: those exhibiting illegal or unlawful products, services, or activities; those supporting philosophies or actions in opposition to those of the AVMA; those that are harassing, discriminatory or violate the AVMA Principles of Veterinary Medical Ethics; those that offer products or services in competition with AVMA; those that offer products or services that are not applicable to the veterinary profession; those that offer personal use products and those not appropriate for a family friendly event. AVMA in its sole discretion may exclude any exhibitor or any product or service at any time including onsite during the exhibition.

Exhibitor Product and Claims
Products and claims in exhibits and exhibit collateral will be subject to the same requirements as those for advertising in the Journal of the AVMA. (For a copy of these requirements, please contact the AVMA Publications Division at 847.285.6768).

Booth Configuration
Booth construction is governed by IAEE guidelines.

Standard Inline Booth: one or more standard units in a straight line. Exhibit features, components, and identification signs are permitted up to a maximum height of 8’. All display fixtures over 4’ in height and placed within 10 lineal feet of an adjoining exhibit must be confined to that area of the exhibitor’s space which is at least 5’ from the aisle line.

Perimeter Wall Booth: a standard booth located on the outer-perimeter...
wall of the exhibit floor. Exhibit fixtures, components and identification signs will be permitted to a maximum height of 12’. All display fixtures over 4’ in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor’s space which is at least 5’ from the aisle line.

**Island Booth:** an exhibit space, 20’ x 20’ or larger, with aisles on all four sides. Exhibit features, components, and identification signs will be permitted to a maximum height of 20’. Because an island booth is automatically separated by the width of an aisle from all neighboring exhibits, full use of the floor plan is permitted. All multi-story exhibits, regardless of whether people will occupy the upper area or not, and all exhibit fixtures and components exceeding 12’ in height must have engineered signed drawings available for inspection and approval by exhibition management, the installation and dismantling contractor, the exhibitor and governmental authority during the time the exhibit is being erected, exhibited and dismantled at the show site that includes a signature of an authorized official of the exhibit building company indicating that the structure is built in compliance with the details and specification set forth on the drawings. Signs must be posted indicating the maximum number of people the structure will accommodate. Hanging signs are permitted up to 20’ high. Any structure or sign placement above 20’ must be submitted to the AVMA for approval no later than 30 days prior to the convention.

The Fire Marshal must be informed of all multi-level exhibits ninety (90) days in advance of the first move-in day and reserves the right to require the appropriate permits. One 2A10BC-type fire extinguisher must be on each level of the display, easily available and unobstructed from view. All areas under multi-level booths must be equipped with a UL approved battery-operated smoke detector attached to the ceiling or understructure. No ceilings are allowed on the topmost level.

If any deck is designed to hold over 10 people, a second staircase is required for emergency evacuations. All stairways must be at least three (3) feet in width and must be equipped with a handrail on at least one side.

All exhibits must be confined to the spatial limits of their respective booth(s) as indicated on the floor plan. Sufficient visibility must be maintained in each booth so as not to block the view of adjacent exhibits. Exhibitors who are blocking other exhibitor’s line of sight will be requested to re-set their booth layout in order to maintain all exhibiting company’s visibility. Island booths are exempt from this rule and are able to use the entire square footage of their space going up to height of 16’ and may use hanging signs. Inline or peninsula booths are not permitted to hang signs over their booth. If required floor plans are not submitted for approval, AVMA has the right to enforce exhibit construction changes at the exhibitor’s expense.

**Booth Construction and Arrangements**

**Full booth 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).

If an exhibitor provides their own floor covering, they must submit their intent in writing to GES, 30 days prior to the convention. If an exhibitor does not have floor covering or only partial floor covering in their booth space by 5 PM on the day before the first show day, AVMA and the general service contractor have the right to provide carpet at the exhibitor’s expense, at the going rate of the general services contractor. Booth cleaning is not part of the booth inclusions. All cleanings must be arranged through the provider in the Exhibitor Services Manual.

An exhibitor occupying multiple booth spaces directly across the aisle from each other is prohibited from bridging the aisle as part of the exhibit or from using any floor covering in the aisle other than that furnished by the official decorating company.

All tools and equipment used during booth set-up must be operated in compliance with the convention center safety guidelines, as outlined by OSHA or other such authorities.

Exposed parts of any display must be finished so as not to be objectionable to other exhibitors or AVMA. Any changes required in bringing an exhibit into compliance will be made at the exhibitor’s expense.

All exhibits must be set up by 5:00 p.m. on Friday, the day before the show. Exhibitors requiring late set-up time must have express written consent from the AVMA. **No exhibits shall be dismantled prior to 4:01 p.m., Monday, August 1, 2022.** All exhibit materials must be removed from the exhibit hall by noon on Tuesday, August 2, 2022. **Please make sure that all carriers are checked in no later than 10:00 a.m. on Tuesday, August 2, 2022.**

**Safety Guidelines and Fire Code Regulations/Insurance**

All exhibitors must observe appropriate safety guidelines and fire code regulations set by the Convention Center, municipal, local and state fire code, laws, rules and regulations as well as regulatory agencies (OSHA, FDA, USDA) regarding exhibition of equipment and products. This is especially important for those exhibitors who intend to exhibit potentially dangerous equipment (i.e., lasers, radiation, electro surgery devices, etc.).
Exhibitors intending to demonstrate equipment with potentially dangerous or hazardous effects must provide “Guidelines for Exhibition” for the device they wish to demonstrate. The “Guidelines” are created by the exhibitor and must be based upon regulatory and safety requirements for the use of the device. The “Guidelines” must be submitted to AVMA 90 days prior to the convention. Additional insurance requirements may apply, and special event permits may be required for review by the Fire Marshal. The AVMA retains sole discretion to determine whether potentially hazardous equipment may be demonstrated during the convention.

All display materials must be flame retardant according to fire codes. A fire retardancy certificate of the display materials and exhibitor booth construction must be posted or readily available within an exhibit.

Children under the age of 18 will not be allowed in the Exhibit Hall during installation and dismantling of exhibits. During open exhibit hall hours and throughout the Convention Center, children under the age of 18 must be accompanied by an adult and always supervised.

**Insurance and Indemnification**

Exhibitors shall meet all insurance requirements set forth in the Exhibitor Services Manual and shall maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with the exhibitor’s participation in the AVMA Convention 2022. In addition, exhibitors are responsible for obtaining property insurance for its exhibit and display materials including without limitation theft/damage coverage. Exhibitors are solely responsible for any and all damages caused by the exhibitor or exhibitor’s agents, employees, or guests. The exhibitor agrees to indemnify, defend, and hold harmless the AVMA, its directors, officers, members, agents, and employees from and against any and all claims, demands, obligations, causes of action and all damages, liabilities, fines, judgments, payments (in settlement or otherwise), costs and expenses, including without limitation attorney’s fees and disbursements, arising out of any actions or failures to act on the part of the exhibitor, exhibitor’s employees, or anyone acting at the direction of exhibitor, in connection with the AVMA Convention 2022, including without limitation the promotion, operation and management of exhibitor’s exhibit or any event or activity incident thereto, or any failure to comply with applicable statutes, ordinances, regulations, or other requirements of any governmental authority.

The AVMA and Convention Center will take reasonable precautions against damage or loss by fire, water, storm, theft, strikes, other emergencies, or other causes over which the AVMA and Convention Center have no reasonable control, but do not guarantee or ensure the exhibitor against loss by reason thereof.

**Limitation on Liability**

To the maximum extent permitted by applicable law, in no event shall the AVMA or its directors, officers, members, employees, and agents, be liable to exhibitor or exhibitor’s employees, agents, or guests, for any loss or damages whatsoever, such as personal injuries or damage to property (whether known, foreseeable or otherwise), including without limitation, any consequential, incidental, direct, indirect, special, punitive, or other damages whatsoever, arising out of or in any way related to exhibitor’s participation in the AVMA Convention 2022, unless said damages are the result of the gross negligence of the AVMA.

**Biological Products & Demonstrations**

Biological products exhibited require a USDA license. Information contained in the exhibit and in all literature distributed must conform to current approved labeling practices.

**Live Animals**

With the exception of guide, signal or service animals, animals are not allowed in the facility without prior written approval from AVMA. Approval is based on whether the animal is part of an exhibit, teaching, training or activity requiring the use of animals.

Per Philadelphia Convention Center, exhibitors who wish to display animals in the Pennsylvania Convention Center shows must meet the following requirements to ensure the safety of the occupants.

**Contact Philadelphia Dept of Public Health – Jason Edinger 215-685-9000**

The Department of Public Health will send you the Animal Exhibit Permit, which must be completed and returned along with a check for $100.00 payable to the City of Philadelphia/EHS to the address below:

City of Philadelphia/EHS
111 West Hunting Park Avenue
Philadelphia, PA 19140
Attention: Animal Management Unit

Please include the following information on the Animal Exhibit Permit:

a) Applicant’s name, address, telephone number, state of resident and address in resident state.

b) Name, address, and telephone number of on-site managers with local responsibility.

c) Location(s) of exhibit
RULES OF GOVERNING EXHIBITION (PAGE 5)

The premises and facilities comply with such specific regulations as shall be promulgated by the Department of Public Health, Fire Department, and the Department of Licenses and Inspections to carry out the provisions of this Section.

(This permit is in ADDITION to AVMA’s requirements)

Per AVMA, in order for the animal(s) at your exhibit booth to be considered, the proper application/paperwork must be submitted for review by June 4, 2022*, for every live non-service animal that will be in the Convention Center and/or Exhibit Hall. The application is located in the Exhibitor Service Center. *Should a request come after this date, approvals are not guaranteed and will be handled on a case-by-case basis. Once submitted, an Animal Welfare team member will be in touch with your approval/decline or additional questions. Should you have any questions, please contact convention@avma.org.

Once approved, owners and handlers will be provided additional information, including how to pick up a Live Animal Ribbon indicating that you have been approved. Security will be asking handlers to show their registration badge. Service animals are exempt, but it is recommended that a Live Animal Ribbon is worn within convention facilities. When permission is granted to display live animals in a pen or other enclosure, the floor must be protected from stains by laying a leak proof covering on the floor. Any exhibit involving live animals must also comply with all laws, rules, and regulations governing their use in such activities.

Independent Contractors (Exhibitor Appointed Contractors)

All services customarily required by exhibitors are available at the current rates: decorating, drayage, electrical, furniture rental, sign printing, Carpenter services, product storage, general labor, plumbing, photography, special cleaning and porter service, florist and telephone service.

Order forms for all services will be included in the online Exhibitor Services Manual. A link to the Exhibitor Services Manual will be posted on avmaconvention.org and will also be emailed directly to each exhibitor by the AVMA’s exhibit contractor, in April 2022.

Application for exhibit space by an exhibitor will constitute agreement to use the AVMA official suppliers unless a written request to use an Exhibitor Appointed Contractor (EAC) is submitted to and approved by AVMA and GSC prior to June 2022. A certificate of liability insurance must be provided to AVMA and GSC by the independent contractor no less than 30 days prior to exhibit hall move-in date. Exhibitors may not use an independent contractor for drayage, electrical, plumbing, telephone, internet, or catering or any other service which is part of the exclusive services of Convention Center.

Delivery of Exhibit Material

Shipments will not be accepted at the Convention Center prior to 8:00 am on Thursday, July 28, 2022. GSC will receive and store advance shipments of crated material beginning in June. GSC will also deliver all advance shipments to assigned booth space(s), remove, and store all empty containers, return empty containers to the booth at close of show, deliver shipments to loading area of exhibit hall, and load onto outbound carrier’s trucks at the prevailing drayage rates. GSC & AVMA are not responsible for exhibit items removed from drayage space.

Labor

A copy of the convention center labor guidelines and non-official contractor rules will be included in the Exhibitor Services Manual. A link to the Exhibitor Services Manual will be posted on AVMA Exhibitor Prospectus
Services Manual emailed to each exhibitor.

**Electricity**

Standard electrical services available for purchase are: 120-volt, AC, single phase, 60 cycle; 208 volt, AC, three phase, 60 cycle, special voltage available upon request. All exhibitor equipment must be UL approved. Extension cords shall be three- wire with ground and shall service one appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Home- type “cube” taps are prohibited. Spliced wires are also prohibited.

**Merchandise/Equipment Removal**

A written release will be required to remove material/ equipment from the exhibit hall after the first day of installation through the last day of dismantling. Merchandise/ Equipment Removal Forms will be available at the GSC service desk office located in the Exhibit Hall.

**Booth Activities & Literature Distribution**

Adhesive-backed decals or similar items are not permitted in the convention center and may not be distributed by any group, exhibitor or individual. Any costs incurred for the removal of these items will be charged to the exhibitor. With prior written consent from AVMA and the Convention Center, helium balloons may be used when they are permanently affixed to authorized displays. Charges are assessed by the facility to the exhibitor for any helium balloon that escapes its display. Helium balloons may not be used as giveaways. Helium tank use and storage inside the convention center is strictly prohibited. Any violation of these rules will result in a removal fee charged to the exhibitor.

Distribution of balloons and flashing/ strobe lights of any kind are prohibited.

Exhibitors are prohibited from distributing souvenirs, printed matter, or other items considered objectionable by the AVMA. Any undignified solicitation on the part of an exhibitor should be promptly reported to the AVMA. The AVMA, in its sole discretion, 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 with no refund given to the offending exhibitor.

No sound-making equipment, distracting sound or lighting devices which may cause annoyance to other exhibitors will be permitted. Sound may not exceed 80 decibels as determined by AVMA’s sound monitoring equipment. Any exhibitor wanting to use sound equipment or microphones in their booth must submit their request in writing to the AVMA no less than 30 days prior to the convention. Exhibitors who do not submit a request and are found in violation of this rule will be forced to discontinue their use of this type of equipment onsite and will face potential loss of exhibitor priority points.

**Distribution outside an exhibitor’s rented booth space** is also prohibited. All activities of each exhibit must be confined within the exhibitors allotted space. Exhibitors are not permit- ted to distribute products in the aisles of the exhibit hall.

Distribution of exhibitor literature must be confined to the exhibitor’s booth space. Any material found in public spaces, both inside the exhibit hall and/or throughout the convention center will be discarded and the exhibitor will be at risk of losing their priority points. Aisles are the common property of all exhibitors and must not be obstructed at any time; therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire exhibit area. If in-booth demonstrations gather spectators that crowd the aisle and interrupt the flow and safety of attendees, the exhibitor will be requested to contain the crowd within their booth or end the demonstration.

Exhibitors agree not to host events outside of the convention center during exhibit hall hours without the prior express written approval of the AVMA. No food or beverage items may be brought into the convention center. It is convention center policy that all food and beverage, including alcoholic beverages be supplied by the convention center catering provider.

“Suitcasing/outboarding” are unethical practices which are not permitted anywhere within the AVMA Convention or any of its related properties or activities. This refers to non-exhibiting companies or persons who work the aisles from their suitcase and solicit business without having an exhibiting presence at the Convention. Anyone suspected of or found suitcasing/ outboarding will be immediately escorted from the convention and their badge will be inactivated with no refund. All exhibitors selling merchandise or taking orders in the exhibit hall must adhere to local laws regarding sales/ use tax collection by the city/state of the event.

**Exhibitor and Convention Promotion**

Names of confirmed exhibiting companies may be used by the AVMA for promotion and publicity purposes, including without limitation the right to use exhibitor’s logo or other identifying symbols (“Marks”). Additionally, photos and other recordings taken by AVMA staff or AVMA designated contractors of confirmed exhibiting companies may also be used for promotion and publicity purposes. Exhibitor grants the AVMA a nonexclusive, perpetual, fully- paid,
Protection of Personal Information; PCI Compliance
Exhibitor shall implement and maintain commercially reasonable and appropriate technical, administrative, and physical safeguards and security methods designed to prevent any unauthorized release, access to or publication of any data collected from exhibition attendees, including without limitation, any information of an individual person that can be used to identify that person and that is protected by law, such as name, street address, email address, or phone number (“Personal Information”). Exhibitor shall implement processes and maintain procedures designed to comply with all applicable laws (“Applicable Laws”) and data security obligations with respect to Personal Information, including without limitation, to the extent applicable, (i) the General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council and any applicable laws enacted by an EU member state implementing the requirements of the regulation; (ii) the Australian Privacy Act 1988 and National Privacy Principles; (iii) the Canadian Personal Information Protection and Electronic Documents Act; (iv) California Consumer Privacy Act, Cal. Civ. Code §§ 1798.100 et seq. and implementing regulations; and (v) any amendments and successors to the aforementioned privacy laws, or any newly enacted laws regarding privacy. Exhibitor is exclusively responsible for compliance with Applicable Laws with respect to all Personal Information collected from attendees and shall indemnify and hold AVMA harmless from and against any all claims or liabilities arising from any violation or alleged violation of the Applicable Laws arising from exhibitor’s participation in the Exhibition.

To the extent that exhibitor accepts, processes, or handles any merchant, credit, or payment card, exhibitor represents that it will do so in full compliance with the Payment Card Industry Data Security Standard (PCI DSS) promulgated by the PCI Security Standards Council. All processing, transmission, or storage or cardholder data shall be in compliance with PCI DSS. Exhibitor is exclusively responsible for compliance with PCI DSS and shall indemnify and hold AVMA harmless from and against any and all liabilities of any nature arising from non-compliance or alleged non-compliance with PCI DSS.

Disclaimer of Partnership or Endorsement
This Agreement does not create or constitute a partnership, joint venture, or other form of business organization of any kind. AVMA’s acceptance of exhibitor for the Event in no way constitutes or implies an endorsement or recommendation of exhibitor or exhibitor’s products or services, and exhibitor agrees that any promotion or recommendation of exhibitor or any promotion of its participation in the Event shall not express or imply an endorsement or recommendation by AVMA, or a business relationship with AVMA.

Music Licensing
If you are using live or recorded music via any medium in the exhibit space, you represent that you have appropriate licenses, such as licenses from ASCAP and BMI, for such activities.

Motor Vehicle Displays
Exhibitors wishing to display motorized vehicles must submit a request in writing to the AVMA along with the booth space application listing the number of vehicles. Automotive vehicles and equipment may be displayed if there is not more than ¼ tank of fuel or the minimum amount for positioning the vehicle, fuel tanks are locked or sealed, battery cables are disconnected, ignition keys are removed at display location, and vehicle may not be started, run or moved during event hours. Fire Code Regulations will be included in the Exhibitor Services Manual.

Hazardous Materials
The following items may NOT be displayed without prior express written approval from the AVMA and the Fire Marshal: display or storage of LPG, flammable liquid, flammable gas, straw, sawdust, shavings, welding or cutting equipment, gas fired appliances, and compressed gas cylinders. If compressed gas cylinders are approved, they must be firmly secured to a carriage or fixed location at all times and be in compliance with all Convention Center guidelines for compressed gas cylinder storage. A special permit for the use of fireworks/pyrotechnics and lasers is required by the Convention Center Building Manager and Fire Marshal.

Health and Safety
AVMA is working with vendors, local venues, including federal, state and local regulations on health and safety guidelines for Philadelphia and future shows moving forward. A hybrid meeting is being planned. Please review our FAQs and stay tuned for additional updates. To view current updates as it relates to the Philadelphia Convention Center, visit https://www.paconvention.com/about/covid19

Acceptance of Rules and Regulations
By submitting an application for booth space, the exhibitor agrees to abide by these Rules & Regulations and all applicable rules and regulations of the Convention Center. All exhibit applications accepted by the AVMA
**RULES OF GOVERNING EXHIBITION (PAGE 8)**

require the exhibitor to assume the full acceptance of these Rules & Regulations. The AVMA reserves the right to make all final decisions regarding the interpretation and enforcement of these Rules & Regulations. The AVMA may amend these Rules & Regulations at any time and will endeavor to inform exhibitor of any such amendments in a timely manner. This document is subject to change. For the most current version please visit our web site, [www.avmaconvention.org](http://www.avmaconvention.org)

**CONVENTION SPONSOR LEVELS**

<table>
<thead>
<tr>
<th></th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Copper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Priority Points (Based on 2022 Convention Sponsorship Spend)</td>
<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>
</tr>
<tr>
<td>Pre-Convention Mailing List</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Recognition on Website, Mobile App, and on-site signage</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Access to a Sponsored Post-Convention Email at $4,000</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Access to Sponsored Pre-Convention Email at $5,000 (Only 5 available)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Invited to be a member of the AVMA Exhibitor Advisory Group</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Complimentary VetAdventure Scavenger Hunt ($4,000 Value)</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Complimentary Aisle Banners*</td>
<td>Up to 3 with Logo and Booth Number, placement on aisle</td>
<td>Up to 2 with Logo, placement on aisle when possible</td>
<td>Up to 1 with Logo</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Based on convention center availability*
## AVMA Exhibitor Prospectus

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>COPPER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Video Wall Placement*</td>
<td>Up to 3 Minutes</td>
<td>Up to 2 Minutes</td>
<td>Up to 1 Minute</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary DVM or Vet Tech Registrations</td>
<td>8</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Floor Decal Recognition at Booth</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Post-Convention Mailing List</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Bag Insert</td>
<td>Yes</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hotel Suite (5 nights)</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Office</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recognition in the AVMA Daily digital newsletter – ¼ Page</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diamond Recognition – Full page JAVMA Ad (August/September Edition)</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo included on the Exhibit Hall Map</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Diamond Partner Call Out with logo in Exhibitor Listing (Program/App)</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary Sponsored Push Notification</td>
<td>Yes</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Based on availability. AVMA may adjust as needed.
**CONVENTION SPONSOR OPPORTUNITIES: PROMOTIONAL**

**NOTEBOOKS WITH PEN: $18,000, 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 2,500 attendees with an additional 500 available to distribute at your booth
- Additional items ordered and distributed throughout the convention
- Logo provided to AVMA, AVMA to print by May 1st, 2022

**WATER BOTTLES AND HYDRATION STATIONS, $30,000, LIMIT 1**
- Exclusive branding on water bottle, can be product logo
- 7,000 water bottles provided to attendees with an additional 500 available to distribute 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 one additional cups, napkins, or giveaways at stations
- Sponsor can place out pop-up banner at break stations
- 1 Complimentary Mobile App Push Notification
- Logo provided to AVMA, AVMA to print by May 1st, 2022

**COFFEE BREAKS: $20,000, EXCLUSIVE**
- Includes recognition outside the hall/inside the hall breaks
- Placement in high-traffic areas on Saturday, Sunday and Monday.
- Recognition on signage at each break station
- Napkins with sponsor logo (ordered by AVMA)
- Sponsor can provide additional materials or giveaways at stations
- Sponsor can place one pop-up banner at break stations
- 1 Complimentary Mobile App Push Notification
**HOTEL KEY CARDS: $20,000, EXCLUSIVE**
- 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
- Logo provided to AVMA, AVMA to print by May 1st, 2022

**CENTER FOR WELLBEING: $25,000**
- Exclusive branding on Center of Wellbeing structural elements
- Placement in prominent corridor
- Lounge furniture with charging stations, 2 engagement walls, adult coloring books, and literature racks for sponsor to provide inserts
- Ability to provide a wellbeing themed giveaway (recommended quantity of 1,500)
- 1 push notification promoting Center for Wellbeing activities
- Promotion on AVMA Convention website, Mobile app, and convention center signage

**2022 CONVENTION ATTENDEE LANYARD: $18,000, LIMIT 1**
- Be the name that is seen and worn by 6,000+ convention attendees!
- Corporate color logo placement with the AVMA Convention logo
- 1 Complimentary Mobile App Push Notification
- Logo provided to AVMA, AVMA to print by April 1st, 2022

**TOTE BAG INSERTS: $5,000 PER INSERT – LIMITED TO 15 PIECES IN BAG**
- Distributed to approximately 2,500 attendees in the conference bag
- Limited placements available; maximum of two inserts per company.
- Specs: 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 by July 11, 2022
- Includes placement in the mobile app “virtual conference bag”
  AVMA requires approval of insert prior to production. Estimated quantity needed: 2,500 print pieces
SPORTING EVENTS

Stay on top of your physical wellbeing throughout the Convention with our sporting event opportunities designed for all schedules and fitness levels.

Morning Yoga: $5,000
SATURDAY, JULY 30
6:00 – 7:00 AM
Don’t namaste in bed—join us for a morning yoga class with a registered yoga instructor from a local Philadelphia yoga studio. This class is appropriate for all levels of experience. Take some time to center yourself before you start the day!

Sponsorship upgrade opportunities paid direct by sponsor:
- Custom yoga mats
- Sponsored F&B (sports drinks, smoothies, etc.)

Dance Fitness: $5,000
MONDAY, AUGUST 1
6:00 – 7:00 AM
An instructor from Philly Dance Fitness will take you through a high-energy dance class. Several types of dance are available, including Cardio Pop, Hip-Hop, Bollywood, Zumba, Power Stretch & Sculpt, and more! Have fun while boosting your cardio stamina, strength, flexibility, balance and coordination. No prior dance experience necessary!

Sponsorship upgrade opportunities paid direct by sponsor:
- Custom F&B (sports drinks, smoothies, etc.)

Run Like Rocky: $5,000
SUNDAY, JULY 31
6:00 – 7:00 AM
Are you ready for your Rocky moment? Check out some of Philadelphia’s most popular landmarks like the Liberty Bell, LOVE Park, and yes, the Philadelphia Museum of Art steps, and get some exercise along the way! Led by professional running tour guides, this tour is for all paces. Participants also get a Rocky sweatband!

*Tickets are $35 per person, available during AVMA Registration. Jogging strollers are permitted for no extra charge.

Sponsorship upgrade opportunities paid direct by sponsor:
- Custom run map with site highlights ($250)
- Custom SeePhillyRun t-shirts ($20 each, base shirt below)
- Provide a wellness snack (mini quiche, smoothie, etc.) ($12 per person)
## SIGNAGE OPPORTUNITIES – 200 LEVEL

<table>
<thead>
<tr>
<th>SIGNAGE</th>
<th>PLACEMENT</th>
<th>SPECS</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>B208 A-H</td>
<td>Hall Lobby Exhibit Hall</td>
<td>16’ wide x 5” high - double-sided banner</td>
<td>$8,000</td>
</tr>
<tr>
<td>B203 G/H</td>
<td>Hall Lobby Center Hallway</td>
<td>22’ wide x 6’ high - double-sided banner</td>
<td>$10,000</td>
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</table>

## SIGNAGE OPPORTUNITIES – 100 LEVEL

<table>
<thead>
<tr>
<th>SIGNAGE</th>
<th>PLACEMENT</th>
<th>SPECS</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>C114/C115</td>
<td>(2) Escalators</td>
<td>Double-sided cling - Exclusive</td>
<td>$20,000</td>
</tr>
<tr>
<td>C112/C113</td>
<td>(2) Escalators</td>
<td>Double-sided cling - Exclusive</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

## SIGNAGE OPPORTUNITIES – 100 LEVEL

<table>
<thead>
<tr>
<th>SIGNAGE</th>
<th>PLACEMENT</th>
<th>SPECS</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>BX01</td>
<td>West Concourse Entrance</td>
<td>24’ wide x 9’ 9” high - single-sided banner</td>
<td>$7,500</td>
</tr>
<tr>
<td>BX02</td>
<td>East Concourse Entrance</td>
<td>24’ wide x 9’ 9” high - single-sided banner</td>
<td>$7,500</td>
</tr>
<tr>
<td>BX03</td>
<td>West Concourse Entrance</td>
<td>24’ wide x 4’ 3.5” high - single-sided banner</td>
<td>$5,000</td>
</tr>
<tr>
<td>BX04</td>
<td>East Concourse Entrance</td>
<td>24’ wide x 4’ 3.5” high - single-sided banner</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

CONTACT EXHIBITS@AVMA.ORG FOR ADDITIONAL SIGNAGE OPPORTUNITIES.
Please contact exhibits@avma.org for more information.

VET TECH APPRECIATION EVENT/YOUNG PROFESSIONALS EVENT: $5,000 - $15,000
- Saturday, July 30
- 5 minutes to welcome attendees
- Signage with logo
- Recognition on Event Ticket and in mobile app

AVMA CARES! HYGIENE KITS + STREET CLINIC: IN-KIND
- Sunday, July 31
  - AVMA will be partnering with The Street Dog Coalition on collecting donations for homeless owners and their pets, as well as setting up a Street Clinic and packing hygiene kits
  - In need of product donations and/or funding that will go directly to supplies for the pets and owners. Also planning other CSR initiatives daily on the show floor

CSR ON THE EXHIBIT FLOOR: $3,500 + EVENT COST
- Saturday, July 30:
  - Hygiene Kit stuffing for homeless pet owners
- Sunday, July 31:
  - Available
- Monday, August 1:
  - Available

Wellness Incentives

LIVE LIFE, LOVE ALL EVENT: $5,000 - $10,000
- Saturday, July 30
- 5 minutes to welcome attendees
- Signage with logo
- Recognition on Event Ticket and in mobile app

PROFESSIONAL HEADSHOT & LINKEDIN LOUNGE: $10,000
- Includes 2 photographers
- 2 laptops for attendees to update their LinkedIn profile and headshot
- Dedicated TechBar volunteer
- 1 VetTalk in the Digital District - can be submitted for CE!
SPONSORSHIP OPPORTUNITIES: DIGITAL & VIDEO PROMOTIONS

Email Marketing:

AVMA CONVENTION ATTENDEE NEWSLETTER BANNER (BANNER CAN REDIRECT TO URL): $3,000 PER AD; LIMIT 1 PER SPONSOR

PROMOTIONAL COPY SPECS:
• Title – text should not exceed 53 characters (with spaces)
• Copy text – text should not exceed 324 characters (with spaces) or 5 lines

IMAGE (OPTIONAL)
• It is optional to include a small promotional image or logo with the copy
• The image should not exceed 150 pixels wide or 120 pixels high. Please be sure that all images are clear and viewable at 300px wide

Newsletter Banner Specs:
• 600px x 74px
• File Type: .jpg, .gif (non-animated), or .png (no flash)
• Maximum File Size: 40kb
• Click-through URL: Please specify the URL that the promotional spot needs to link to on the company’s website
• Submissions Deadline: Submissions are due 3 weeks prior to the email send date

Digital Marketing Metrics:
• Nearly 50% open rate on all sponsored emails
• Over 7,000 recipients per email
• Very low opt-out rates
• Nearly 500,000 emails delivered
• AVMA Convention average CTR: 12.31%
SPONSORED EMAIL: PRE-CONVENTION – $5,000, LIMITED TO 5 – ONLY AVAILABLE TO DIAMOND, PLATINUM, GOLD, OR SILVER
• Emails to be sent within the 4 weeks prior to Convention
• Please contact AVMAPartnerships@AVMA.org for a list of available email dates.

SPONSORED EMAIL: POST-CONVENTION – $4,500, LIMITED TO 2
• Emails to be sent within the 2 weeks post Convention
• Please contact AVMAPartnerships@AVMA.org for a list of available email dates.

CONVENTION MOBILE APP SPONSOR: $20,000, LIMITED TO 1
• Splash page upon loading will have sponsor logo
• Includes 1 VetAdventure Scavenger Hunt stop
• Includes 2 banner ads
• Includes 3 push notifications (1 daily)
• Includes 1 bag insert
  (1 side to promote the mobile app)
• Home icon
• 1 newsletter banner & blurb
• Digital photo frame with sponsor logo

MOBILE APP PUSH NOTIFICATIONS: $1,500 – LIMITED TO 10
• Over 4,500 downloads
• Over 250,000 app opens

MOBILE APP BANNER AD: $2,500 – LIMITED TO 3
• Sizing Needs:
  o 1242px x 150px @ 72dpi
  o 1536px x 100px @ 72dpi (optional for iPad)
• Can be full color
• Provide URL to redirect to when banner is selected

VETADVENTURE: SCAVENGER HUNT – $4,000 EACH, LIMIT 18
• Prizes will be provided for those attendees participate in the VetAdventure and complete the Scavenger Hunt stop
• Logo included in the mobile app and program
• Participant report provided to sponsor, post-convention
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, Lunchtime Connections, 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.
  o Laptop
  o Digital signage
  o Laser pointer, LCD package
  o Podium microphone
  o Wireless lavaliere microphone
  o Screen and wireless slide advancer
• Standard room setup
  o Banquet/theatre seating
  o Head table for 3
  o Podium, riser

CE TRACKS: $2,500 (1 HOUR) / $7,500 (3 HOURS) / $10,000 (FOR FULL DAY, OVER 4 HOURS)
• CE sessions planned and developed by the AVMA and offered in 50-minute sessions
• Each session is categorized under a section and subsection
• AVMA to provide a list of available sessions, titles, speakers, and locations
• Recognition in program book and on convention website (only available until May 1st, to be included in the Program Book)
• Recognition for session(s) in convention app
• Sponsor able to provide a handout or giveaway on each seat/back of room
• Logo and session title recognition on digital signage or signage structure at session entrance
• Content can be submitted for CE credit approval
• Recognition on onsite signage
  (in addition to digital signage for classrooms)
• Speaker access to the speaker ready room

SUNRISE CE:
$6,000, 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 200 - 250 attendees
• Available Dates/Time:
  o Saturday, July 30, 7:00 – 7:50 AM
  o Sunday, July 31, 7:00 – 7:50 AM
  o Monday, August 1, 7:00 – 7:50 AM

LUNCHTIME CONNECTION:
$28,000, LIMITED TO 3 ROOMS PER DAY
Provide learning and lunch in a comfortable and convenient location inside the exhibit hall for up to 300 attendees. Additional benefits include:
• Gourmet boxed lunch including chips, fruit, cookie, condiments, and bottled water for 230
• 500 custom postcards with branding and session information provided by AVMA for distribution at your booth
• Available dates/times:
  o Friday, July 29, 12:00 PM – 1:00 PM (not in exhibit hall)
  o Saturday, July 30, 1:00 PM – 2:00 PM
  o Sunday, July 31, 12:00 PM – 1:00 PM
  o Monday, August 1, 12:00 PM – 1:00 PM
REFRESHER SESSIONS:
$5,000, LIMITED TO 3 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 200 - 250 attendees
  - Available Dates/Times:
    - Sunday, July 31, 3:00 – 4:00 PM

SPONSOR DEVELOPED SYMPOSIUM:
FULL DAY: $10,000; HALF-DAY: $7,500
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:
  - Friday, July 29
  - Saturday, July 30
  - Sunday, July 31
  - Monday, August 1

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

AVMA DIGITAL DISTRICT (EXHIBIT HALL) SPEAKING PACKAGE: $2,500
- (1) 20 minute Vet-Talk/Meet-the-Vetspert
- Focused on technology (personal and industry), wellbeing, practice tips, career development/ professional headshots and AVMA initiatives
- Will be the place for attendees to explore, play and learn!
- Opportunities on Saturday, Sunday and Monday
- Additional sponsor opportunities include:
  - Premiere Sponsor
  - Tech Bar Sponsor
  - Coffee/Mocktail Bar Sponsor
  - Contact exhibits@avma.org for more information
Thank you for your interest in sponsoring the AVMA Convention 2022 in Philadelphia, PA July 29 – August 2, 2022. 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 16, 2022 will be refunded 50%. No refunds after May 16, 2019. Sponsorship packages of more than $10,000 will require an additional agreement with the AVMA.

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**Sponsorship Package:** Please fill out one line for each item being sponsored.

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**TOTAL:**

**Authorizing signature**

__AVMA will invoice upon receipt and approval of application.__

**By signing this agreement you are agreeing to sponsor the above items and will receive an invoice within 10 business days.**

Questions and completed applications to exhibits@avma.org
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DEDICATED TO ADVANCING
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By exhibiting at the AVMA Convention, you support the collective voice of 93,000 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!

Contact us to learn more

Convention Sponsorship and Exhibits
Exhibits@avma.org

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Danna Vit
Advertising Salesperson, Alter Insights LLC

Jodie Taggett
Director, Partnerships & Program Development

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