YOUR INVITATION TO EXHIBIT

EXHIBIT DATES: FRIDAY, MARCH 13 & SATURDAY, MARCH 14
ORLANDO, FLORIDA

LOOK INSIDE FOR:

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HOST HOTELS:
HILTON ORLANDO BONNET CREEK
& WALDORF ASTORIA ORLANDO

RESERVATIONS:
888.353.2013 (HILTON BONNET CREEK)
888.353.2009 (WALDORF ASTORIA)

Double Platinum, Platinum, Gold, Silver and Bronze sponsorship levels available. Participation is limited, so act now! For details, call 800.992.3862.
RESERVE YOUR ROOM TODAY!
FVMA ROOM BLOCK DEADLINE: FEBRUARY 4, 2020

HOST HOTELS:

HILTON ORLANDO BONNET CREEK
14100 Bonnet Creek Resort Lane
Orlando, FL 32821
Rooms at Hilton Orlando Bonnet Creek start at $215 plus taxes
CALL GROUP RESERVATIONS AT 888.353.2013 AND MENTION “FLORIDA VETERINARY MEDICAL ASSOCIATION”

WALDORF ASTORIA ORLANDO
14200 Bonnet Creek Resort Lane
Orlando, FL 32821
Rooms at Waldorf Astoria Orlando start at $285 plus taxes
CALL GROUP RESERVATIONS AT 888.353.2009 AND MENTION “FLORIDA VETERINARY MEDICAL ASSOCIATION”

• Group rate extended stay three days pre- and post-conference, based upon availability.
• To ensure your accommodations at the host hotels, reserve your room today!

BOOTH PRICING (8’X10’ BOOTH)
Each booth will include:
• Badges for two booth attendees.
• Complimentary booth attendee lunch Friday & Saturday.
• One 6’-skirted table, two chairs and one waste basket.
• 8’-high back drape with 3’-high side dividers.
• Listing in the On-site Program.
• Listing on the conference event website.
• FVMA registered attendee mailing list provided pre- and post-conference.

- STANDARD BOOTH - $1,995
- DELUXE BOOTH - $2,195
- PREMIUM BOOTH - $2,495
- DOUBLE BOOTH - $3,990

EXHIBIT SERVICE CONTRACTOR
Gulf Coast Expo
Gulf Coast Expo is the preferred drayage company to handle exhibits and setup. FVMA highly recommends utilizing their services for shipping materials to the show. Gulf Coast Expo will ensure your shipment is placed at your designated booth at time of setup. Show management is not responsible for any shipments sent directly to the venue.

Gulf Coast Expo
8432 Sunstate St., Tampa, FL 33634
Phone: 813.915.8066
Fax: 813.319.0619
Email: customerservice@gulfcoastexpo.com
FLOOR PLAN

Hilton Orlando Bonnet Creek • Orlando, Florida | Exhibit Dates: March 13-14, 2020

Overall conference sponsorship participation receives priority booth assignments at the 91st FVMA Annual Conference. Exhibit booths are then assigned on a first-come, first-served basis.

NOTE: SHOW MANAGEMENT RESERVES THE RIGHT TO ALTER FLOOR PLAN

IMPORTANT DATES
Exhibitor contracts are accepted with full payment. Space is limited!

January 27
Conference bag insert full payment due.

February 4
Hotel deadline to reserve accommodations.

February 3
• On-site program and signage artwork due.
• Conference bag inserts to be received at FVMA HQ.

February 27
Completion of exhibitor tasks on Annual Conference website.

February 10
Booth attendee names submitted via email.

FVMA • 7207 Monetary Drive, Orlando, FL 32809 • P: 800.992.3862 • F: 407.240.3710 • www.fvma.org • info@fvma.org
The FVMA offers various sponsorship and marketing opportunities to create a lasting impression with attendees. From promotional items to the educational programs, the FVMA can highlight your company both online and on-site! As an FVMA sponsor, your company will have the opportunity to increase your overall conference-wide visibility, maximize awareness and generate sales leads.

Find the sponsorship that best fits your company’s strategy and needs!

**EDUCATIONAL PROGRAM/SPEAKER SPONSORSHIP OPPORTUNITIES:**
The Educational Program and Speaker Sponsorship provides a unique opportunity for companies to tailor the educational experience and speak directly to participants. Select from complete educational tracks, individual speakers and unique wet labs. This year’s lecture and wet lab topics include:

- Ultrasound
- Surgery
- Wellness
- Dentistry
- End of Life Care
- Emergency and Critical Care
- Dermatology
- Neurology
- Medicine/Critical Care
- Oncology
- Practice Management
- Ophthalmic
- Urology
- Physical Therapy
- Medicine for Technicians
- Feline Medicine
- Clinical Pathology
- Anesthesia and Pain Management

Cost for these sponsorship opportunities vary depending on overall conference support. For additional information regarding speaker names, lecture titles, pricing and availability, contact Associate Deputy Executive Director Jim Naugle at jim.naugle@fvma.org or 407.851.3862. Reservations for educational program or speaker sponsorships are due by February 3, 2020.

**COVER-ALL BINGO GAME & RAFFLE**
Want more booth traffic?

The FVMA is pleased to offer the Cover-all Bingo Game and Raffle as a way to increase exhibit hall traffic and attract more attendees to your respective booths throughout the conference. Attendees will be given a pre-printed bingo card with participating company names listed. The objective is to receive a stamp or sticker from those exhibitors and once the card is complete, the attendee turns in the card and is then eligible for the raffle with thousands of dollars in prizes to be given away.

To participate, check the box on the Exhibitor Contract under “Additional Activities.” The prize drawing will be held on Saturday, March 14 at 3:30 p.m.*

*Preliminary program subject to change.
# Sponsorship & Marketing

## Educational Program

<table>
<thead>
<tr>
<th>Description</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaker Sponsorships</td>
<td>Starting at $2,500</td>
</tr>
<tr>
<td>Wet Lab Sponsorships</td>
<td>Starting at $5,000</td>
</tr>
</tbody>
</table>

## Marketing & Promotional

<table>
<thead>
<tr>
<th>Description</th>
<th>Fees</th>
<th>Scope</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Bags</td>
<td>$5,000</td>
<td>1,000-1,200</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$2,000</td>
<td>1,000-1,200</td>
</tr>
<tr>
<td>Promotional Items (Pens, USBs, Other)</td>
<td>TBD</td>
<td>1,000-1,200</td>
</tr>
</tbody>
</table>

### Full-Page Ad
- **Full-Page Ad** (Approx. specs: 8.725" W x 11.25" H)
  - Fee: $1,195
  - Scope: Limited

### Half-Page Ad
- **Half-Page Ad** (Approx. specs: 7.5" W x 4.75" H)
  - Fee: $895
  - Scope: Limited

### Quarter-Page Ad
- **Quarter-Page Ad** (Approx. specs: 3.5" W x 4.75" H)
  - Fee: $595
  - Scope: Limited

### Conference Bag Inserts
- **Conference Bag Inserts** (Inserts due February 3, 2020)
  - Fee: $795
  - Scope: Limited

### Conference Proceedings
- **Proceedings Key Card Sponsorship** (Artwork due February 3, 2020)
  - Fee: $3,500
  - Scope: Limited

### Hotel Room Key Card
- **Hotel Room Key Sponsorship** (Artwork due February 3, 2020)
  - Fee: $3,500
  - Scope: Limited

## Customer Appreciation Ticket Packages (CAT)**
- **Exhibit Hall Reception Drink Tickets**
  - **5 CAT Tickets**
    - Fee: $60
  - **10 CAT Tickets**
    - Fee: $120

** Drink tickets are to be redeemed at the Exhibit Hall Reception Cash Bars - Friday Only.

## Break Sponsors
- **Partial sponsorships are limited to three sponsors**

<table>
<thead>
<tr>
<th>Description</th>
<th>Partial Sponsor (Limited to three)</th>
<th>Exclusive Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Break Sponsor</td>
<td>$1,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>Lunch One Day</td>
<td>$5,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Lunch Friday &amp; Saturday (Both Days)</td>
<td>$10,000</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

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For additional sponsorship opportunities, call Associate Deputy Executive Director Jim Naugle at 800.992.3862.

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*91st FVMA Annual Conference*  
Hilton Orlando Bonnet Creek & Waldorf Astoria Orlando, Orlando, Florida  
Exhibit Dates: March 13-14, 2020
1. CONTRACT - The following rules and regulations become binding upon acceptance of this contract between the applicant and the Florida Veterinary Medical Association (FVMA), the show sponsor. The FVMA reserves the right to interpret these rules, as well as make final decisions on any points the rules and regulations do not cover.

2. SPACE ASSIGNMENT - Booth assignments will be made according to exhibitor's request, based on sponsorship level, date the exhibit contract was received and separation from competing exhibitors. The FVMA reserves the right to re-allocate space as necessary. However, no change in space assignment will be made after space reservation has been confirmed without consultation with the exhibitors concerned. Telephone requests for space will not be accepted. Applicants must use the official exhibit contract. Booth space pricing starts at $1,995 per 8'x10' standard booth. Full payment must be received with exhibit contract to reserve booth. No exhibit may be set up and displayed during the conference without payment in full.

3. RENTAL SERVICES - Gulf Coast Expo is the official drayage firm to handle exhibit and setup. For more information, please call Gulf Coast Expo: 813.915.8066.

4. SHIPPING/EXHIBITOR SERVICE DESK - Shipping and exhibitor services are handled by Gulf Coast Expo (813.915.8066). Freight will not be received or handled directly by the Hilton Bonnet Creek or the FVMA for this event. Gulf Coast Expo will maintain an Exhibitor's Service Desk throughout the show's installation and teardown for your convenience.

5. CANCELLATION - No cancellations. All exhibit reservations are final.

6. FIRE & SAFETY REGULATIONS - All local, state and federal regulations will be strictly enforced, and the exhibitor assumes all responsibility for compliance with such standards.

7. LIABILITY & INSURANCE - The Hilton Orlando Bonnet Creek and the FVMA will take all reasonable precautions to avoid loss of exhibitors' property by theft, fire or other causes, but under no circumstances shall the management of the Hilton Orlando Bonnet Creek or the FVMA or any of its members be responsible for such losses and it is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of the following rules and regulations, the decision of the Association is final. In the event of fire, strikes or other unavoidable circumstances making the building unfit for use, the exhibit space contract shall not be binding. The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitors' displays, equipment and other property while on the premises.

8. ELIGIBLE EXHIBITS - The FVMA executive director reserves the right to determine the eligibility of any company, product, or part thereof that, in his opinion, is not in keeping with the character of the exhibit. All exhibits are expected to be in the best interest of veterinary medicine. Exhibitors will be expected to comply with the rules and ethics of the American Veterinary Exhibitors' Association. Any undignified solicitation on the part of any exhibitor should be promptly reported. The FVMA reserves the right to close any exhibit which conducts its solicitations in an objectionable manner or infringes upon the rights and privileges of other exhibitors.

9. NOISY & OBNOXIOUS EQUIPMENT - No sound-making equipment or other devices may be set up in any exhibit booth which would disturb the orderly operation of the exhibit area.

10. SECURITY - The FVMA will arrange for security to supervise traffic flow in and out of the Exhibit Hall. Security will be provided during Exhibit Hall hours. All exhibitors and attendees entering the Exhibit Hall must wear FVMA-issued name badges.

11. USE OF BOOTH SPACE - Exhibitors shall reflect their company's highest standards of professionalism while maintaining the booth during show hours. Exhibitors may not subdivide, assign or sublet their space, nor any part thereof, nor purchase multiple booths for the intent or purpose of assigning or subletting to third parties, nor permit in their booth non-exhibiting companies' representatives, nor advertise goods other than those manufactured or sold by them in the regular course of business except, upon written permission from the FVMA executive director. Only individuals or companies that have contracted directly with the FVMA shall be listed in the Exhibit Hall directory or allowed on the Exhibit Hall floor as an exhibitor. Any booth sign shall display only one company name per booth. Only the exhibiting company's branding, such as advertising devices, signs or corporate/company logo(s) on apparel shall be displayed in the exhibit space.

12. DAMAGE TO PROPERTY - Exhibitors will be responsible for any damage caused by them or their employees to the building, floor, walls, columns, or to standard booth equipment or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to the building, columns, walls, floor, walls, columns, or to standard booth equipment or to other exhibitors' property. Exhibitors' property shall be displayed in the exhibit space.

13. BADGES - Badges will be supplied for company representatives who will be manning the booth(s). Exhibitors shall not give badges to individuals who are not official representatives of their company. The badges will not admit the wearer into educational lectures, or ticketed events. Badges can be picked up at the FVMA Registration Desk. Two badges included per booth. If the number exceeds two, an additional fee of $195 will be added to your company's registration fee for each additional booth attendant. The booth attendee limit is four (no exceptions).

14. BOOTH ATTENDEES NAMES - Please list all exhibit attendees on the exhibit contract. Exhibit attendee names must be received by February 10, 2020.

15. EXHIBIT HOURS (Tentative Schedule)

   **Friday, March 13:**
   - Exhibit Setup (by 11:15 a.m.) 7:00 - 11:30 a.m.
   - Exhibit Hall Open 11:30 a.m. - 7:15 p.m.
   - Lunch Break 12:00 - 1:30 p.m.
   - Coffee Break 3:20 - 4:20 p.m.
   - Welcome Reception 6:15 - 7:15 p.m.

   **Saturday, March 14:**
   - Exhibit Hall Open 9:00 a.m. - 4:00 p.m.
   - Coffee Break 9:50 - 10:50 a.m.
   - Lunch Break 11:40 a.m. - 1:10 p.m.
   - Coffee Break 3:00 - 4:00 p.m.
   - Exhibit Hall Closes 4:00 p.m.
   (All exhibitors must vacate by 6 p.m.)

16. DISMANTLE - No exhibitor will be allowed to remove his/her exhibit or any part of it until the close of the exhibition without the prior consent of the FVMA executive director, and booths will be manned at all times during the official exhibit hours.
EXHIBIT CONTRACT

91st FVMA ANNUAL CONFERENCE
HILTON ORLANDO BONNET CREEK & WALDORF ASTORIA ORLANDO, ORLANDO, FLORIDA
EXHIBIT DATES: MARCH 13-14, 2020

Company Information

Company Name
Address
City State ZIP
Phone Fax
Website Email

Brief Product & Service Description (i.e. ultrasound, pharmaceuticals, business products, etc.)

Describe Your Product/Service:

Company Exhibit Coordinator

Name
Email Address
Phone Ext. Mobile Fax

On-site Booth Contact

Name
Email Address
Phone Ext. Mobile Fax

Booth Selection (Priority placement is reserved for sponsors)

☐ Standard Booth: $1,995 ☐ Deluxe Booth: $2,195 ☐ Premium Booth: $2,495 ☐ Double Booth: $3,990 (Limited Availability)

$ Booth Preferences are First Choice Second Choice Third Choice

Booth Selection

Exhibit Booth Attendee Names (Must be received by February 10, 2020.) Please print clearly.

First Name/Email (No Charge) Third Name/Email ($195)
Second Name/Email (No Charge) Fourth Name/Email ($195)

Total Booth Attendees

$ Additional Activities

☐ Customer Appreciation Tickets (CAT): ☐ 5 Tickets for $60 ☐ 10 Tickets for $120

$ Yes, our company will participate in the Cover-all Bingo Raffle program: $175
(Space is limited and is available on a first-come, first-served basis.)

$ Additional Sponsorship/Marketing (see page 5):

Total Additional Activities

$ Payment Information Please print clearly

☐ Check enclosed (U.S. funds drawn on U.S. banks) ☐ Charge my credit card ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

Credit card # Exp. Date

Name on card

(My signature confirms that I have read, understand and agree to the FVMA Exhibit Rules & Regulations.)

Signature

OFFICE USE ONLY
DATE ASSIGNED: _______________ BOOTH #: ______________
ASSIGNED BY: __________________________________________

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YOUR INVITATION TO EXHIBIT
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