

EXHIBITOR & SPONSOR PROSPECTUS

MUSIC CITY VETERINARY CONFERENCE February 24-27, 2011

FRANKLIN MARRIOTT COOL SPRINGS NASHVILLE, TENNESSEE



VETERINARY CONFERENCE



SPONSORED BY THE TENNESSEE VETERINARY MEDICAL ASSOCIATION

THANKS TO THE 2010 MUSIC CITY VETERINARY CONFERENCE SPONSORS!

SILVER

IDEXX Laboratories
Merial



PRIZE DRAWINGS!

The TVMA is asking all exhibitors/sponsors to donate a prize, as we will be having prize drawings during the breaks in the exhibit hall on Friday afternoon and Saturday! Be sure to indicate the prize you will be giving away on your registration form!

WHAT IS THE MUSIC CITY VETERINARY CONFERENCE?

The Tennessee Veterinary Medical Association formed the Music City Veterinary Conference (MCVC) to allow veterinarians and staff to participate in a comprehensive educational program. Participants will be able to choose from over 100 hours of continuing education lectures and wetlabs in the areas of:

- Small Animal
- Large Animal
- Technician
- Veterinary Law
- Practice Management
- Equine
- Complementary Therapies

WHO WILL ATTEND?

Approximately 600 participants are expected. The participants will include veterinarians, veterinary technicians, students and practice personnel from the southeast region of the USA.

2010 MCVC EXHIBITORS

- 1-800 Endoscope.com
- Abaxis
- Abbott Animal health
- American X-ray
- Antech Diagnostics
- Avid Identification Systems, Inc.
- Bayer Healthcare LLC
- Blue ridge X-Ray Company
- Boehringer Ingelheim
- Butler Schein Animal health
- Choice Medical Systems, Inc./Aloka
- Companion therapy Laser by LiteCure
- DVM Resources
- DVM Solutions, LLC
- Elanco Companion Animal Health
- Elsevier, Inc.
- Family Pals
- Fifth Third Bank
- First Tennessee
- Heritage Financial Group, LLC
- Heska Corporation
- Hill's Pet Nutrition, Inc.
- IAMS
- IDEXX
- Jorgensen Laboratories
- Land O'Lakes-Purina Feed
- Merck/Intervet/Schering-Plough Animal Health
- Merial
- Merritt Veterinary Supplies, Inc.
- MWI Veterinary Supply
- Nestle Purina Pet Care
- Novartis Animal Health
- Nu-Cat Radioiodine Treatment
- Nutramax Laboratories, Inc.
- Peoples Custom Rx
- Pfizer Animal Health
- Practice Enhancement Services, Inc.
- Professional Veterinary Products
- Provetlogic
- Purchasing Services, Inc.
- Royal Canin Veterinary Diet
- Simmons & Associates
- Sound-Eklin
- Summit Vet Pharm
- Tennessee Department of Agriculture/USDA-APHIS-Veterinary Services
- Tennessee Veterinary Technician Association
- University of Tennessee College of Veterinary Medicine
- Webster Veterinary Supply
- Wickliffe Veterinary Pharmacy

GENERAL INFORMATION

HOTEL

The Franklin Marriott Cool Springs will be the site for the Music City Veterinary Conference. The hotel is located just south of Nashville at the Cool Springs exit off Interstate 65. Centered in the Cool Springs commercial district, the hotel is surrounded by restaurants and shopping including the Cool Springs Galleria. It's just minutes away from Franklin's historic downtown district featuring antique shops and boutiques, civil war sites, and plenty of down-home cooking.

The group rate is \$119 for single or double occupancy (plus tax). To make reservations at the special MCVC rate, contact the hotel by calling 615-261-6100 or 888-403-6772. To ensure the group rate and space availability, make your reservations no later than Wednesday, February 2, 2011. The room block will close once the room block has been met or has reached the deadline, whichever occurs first.

EXHIBITOR CONTRACTOR

Freeman will be the official exhibitor contractor for the conference. After submitting your contract and fee to TVMA, an exhibitor kit will be sent electronically via email to you. Information about ordering electrical, shipping, etc. will be supplied in the exhibitor kit. Please note that the exhibit hall is carpeted.

EXHIBITOR BENEFITS

Single Booth - \$950

- One 8' x 10' booth no higher than 8' in back and 3' on each side
- One draped 6' tables
- Two chairs
- One identification sign
- Badges for two exhibit staff
- Carpeted exhibit hall
- Printout of registrants available upon request (to be emailed three weeks after meeting)
- Complimentary copy of conference proceedings on CD-ROM

Double Booth - \$1,650

- One 16' x 10' booth no higher than 8' in back and 3' on each side
- Two draped 6' tables
- Four chairs
- One identification sign
- Badges for four exhibit staff
- Carpeted exhibit hall
- Printout of registrants available upon request (to be emailed three weeks after meeting)
- Two complimentary copies of conference proceedings on CD-ROM



PROGRAM OUTLINE

PROGRAM
SUBJECT TO CHANGE

THURSDAY
February 24, 2011

EXHIBITOR MOVE-IN
4:00pm - 7:00pm

FRIDAY
February 25, 2011

EXHIBIT HALL OPEN
7:00am - 4:00pm

EDUCATIONAL SESSIONS
8:00am - 8:00pm

SATURDAY
February 26, 2011

EXHIBIT HALL OPEN
7:00am - 1:30pm

EDUCATIONAL SESSIONS
8:00am - 4:45pm

SATURDAY (continued)

EXHIBITOR MOVE-OUT
11:30am - 3:00pm

TVMA AWARDS
6:00pm-8:00pm

SUNDAY
February 27, 2011

EDUCATIONAL SESSIONS
8:00am - 3:25pm



EXHIBITOR CONTRACT

Company Name: _____
(as it should appear on conference signage and materials)

Mailing Address: _____

City/State/Zip: _____ Province/Postal Code: _____

Authorized by: _____

Phone/Fax: _____ E-mail: _____

Products/Services to be exhibited: _____

Yes, we'd love to give _____ as a door prize!

Yes, we'd love to give a _____ for our BOOTH DRAWING!

Two complimentary badges are provided with each exhibit for the individuals who will staff your booth. Please list the names and e-mail addresses of the individuals, providing complete information. (If you have a double booth, please attach a separate sheet.)

Name: _____ Name: _____

E-mail Address: _____ Email Address: _____

Phone: _____ Phone: _____

Additional badges are available at a cost of \$75 per badge. Please attach a list of names and e-mail addresses and payment for the additional individuals who will staff your exhibit. The terms and conditions printed in this brochure are hereby incorporated by reference; the exhibitor agrees to be bound thereby, and will comply with all exhibit rules and regulations.

Signature: _____ Date: _____

EXHIBIT SPACE SELECTION:

- Single Booth - \$950
- Double Booth - \$1,650

Using the space numbers on the floor plan, list your choices for preferred location:

1st choice: _____

2nd choice: _____

3rd choice: _____

Please list any companies you do not wish to be near:

PAYMENT

CHECK enclosed in the amount of \$ _____

Make check payable to TVMA. Payment must be received by TVMA before acknowledgement of sponsorship and/or exhibit booth in any printed conference materials or on the TVMA Web site.

- CREDIT CARD**
 - American Express
 - Mastercard
 - Visa

Card Number: _____

Expiration Date: _____ Security Code: _____

Name on Card: _____

Signature: _____

RETURN FORM AND PAYMENT TO:

TVMA • P.O. Box 803 • Fayetteville, TN 37334
Credit card payments may be faxed to 931-433-6289. Questions? Call 931-438-0070.

FOR OFFICE USE ONLY:

DE _____ A _____ C _____ AppCode _____

EXHIBITOR RULES & REGULATIONS

CONTRACT FOR SPACE:

The application for space and the formal notice of assignment constitute a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding.

USE OF SPACE:

(1) No exhibitor shall assign, sublet, or share the whole or any part of the allotted space. Aisles must be kept clear. Exhibitors must comply with all safety, fire, and health requirements during move-in, operation, and move-out. Booths must be manned and in operation at all times listed in the schedule. (2) TVMA does not endorse the products/services of the companies who exhibit during the meeting. (3) TVMA shall have the right to require dismantling of any exhibit or part of exhibit which in their opinion is not suitable to or in keeping with the character or purpose of the Music City Veterinary Conference.

EXHIBIT SPACE:

All dimensions and locations of the booths on the enclosed floor plan are believed, but not warranted, to be accurate. Show management reserves the right to make modifications to the floor plan as deemed appropriate. Space is assigned on a first-come, first-serve basis. No space is assigned without the official contract and payment of the fee. If space selected on the contract has previously been reserved, management retains the right to assign the next best available space. Exhibitor will be notified via email of assignment prior to the meeting.

HOURS OF EXHIBIT:

Move-in may begin at 4:00pm on Thursday, February 24, 2011, and must be completed by 7:00pm. Exhibitor expressly agrees not to dismantle his/her exhibit or do any packing before the closing hours of the exhibit, 1:30pm on Saturday, February 26, 2011. Move out must be completed by 3:00pm on Saturday.

Exhibitor must furnish show management with an advance list of their representatives. Only 2 badges will be issued per single booth; 4 badges per double booth. Additional badges will be available at the cost of \$75 per badge.

LIABILITY:

TVMA, any officer, employee, or agent of the same, will not be responsible for the safety or the property of the exhibitors, their agents or employees, from theft, damage of fire, accident, or other cause, but will use reasonable care to protect the exhibitor from such loss. Exhibitors wishing to insure their goods must do so at their own expense. Security will be provided by TVMA on a 24-

hour basis. In addition, the exhibitor will indemnify and hold harmless TVMA, any officer, employee, or agent of the same, from any and all liabilities, claims, costs, damage and reasonable fees of counsel incurred in connection with any claim arising out of or caused by exhibitor's display or distribution of materials, or performance of any music or other material that violates any copyright, patent, trademark, trade name, service mark, or other similar right of any other party.

CONTRACTOR:

Freeman (615-391-5522) has been chosen as the official decorator for the meeting. Information kits will be sent electronically to you with forms for additional furnishings, electricity, etc.

CARE OF BUILDING/EQUIPMENT:

Exhibitor, or their agents, shall not injure or deface the walls or floors of the building or the booths. No signs or any other articles shall be posted, nailed, or otherwise attached to floors, walls, furniture, or fixtures. When damage appears, the exhibitor is liable to the TVMA and to the Franklin Marriott Cool Springs.

EXHIBIT FEE:

The fee for a single booth is \$950; double booth is \$1,650. The fee is due when the contract for exhibit space is submitted. Contracts and fees must be received no later than January 31, 2011 in order for the exhibitor's name to be printed in the conference materials. Checks should be made payable to TVMA and mailed with the contract to TVMA, P.O. Box 803, Fayetteville, TN 37334. Mastercard, Visa and American Express are accepted. Questions should be directed to 931-438-0070 or green.delo@gmail.com.

CANCELLATION/REFUND POLICY:

If written notice of cancellation is received by the TVMA no later than January 24, 2011, a refund of monies received less a \$75 administrative fee will be made. Beginning January 25, 2011, no refunds will be given.

COPYRIGHT POLICY:

Exhibitors must obtain all necessary authorizations from third parties concerning copyrights, music licensing, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor.

ASSISTANCE FOR PERSONS WITH DISABILITIES AVAILABLE:

If exhibitor requires an auxiliary aid to participate in this meeting, please contact the TVMA office by January 24, 2011.

SPONSOR BENEFITS

GOLD SPONSOR (\$6,000+)

- Complimentary single booth at the conference
- Two (2) complimentary exhibitor registrations
- Four (4) complimentary copies of conference proceedings on CD-ROM
- Link from the TVMA Website to sponsor's Website (until January 1, 2012)
- Listing on the TVMA Website (until January 1, 2012)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary one half page ad in on-site program
- One complimentary set of conference pre-registrants in Excel format (provided upon request 2 weeks prior to conference)
- One complimentary set of conference registrants in Excel format (provided upon request after meeting no later than March 6, 2011)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 6, 2011)

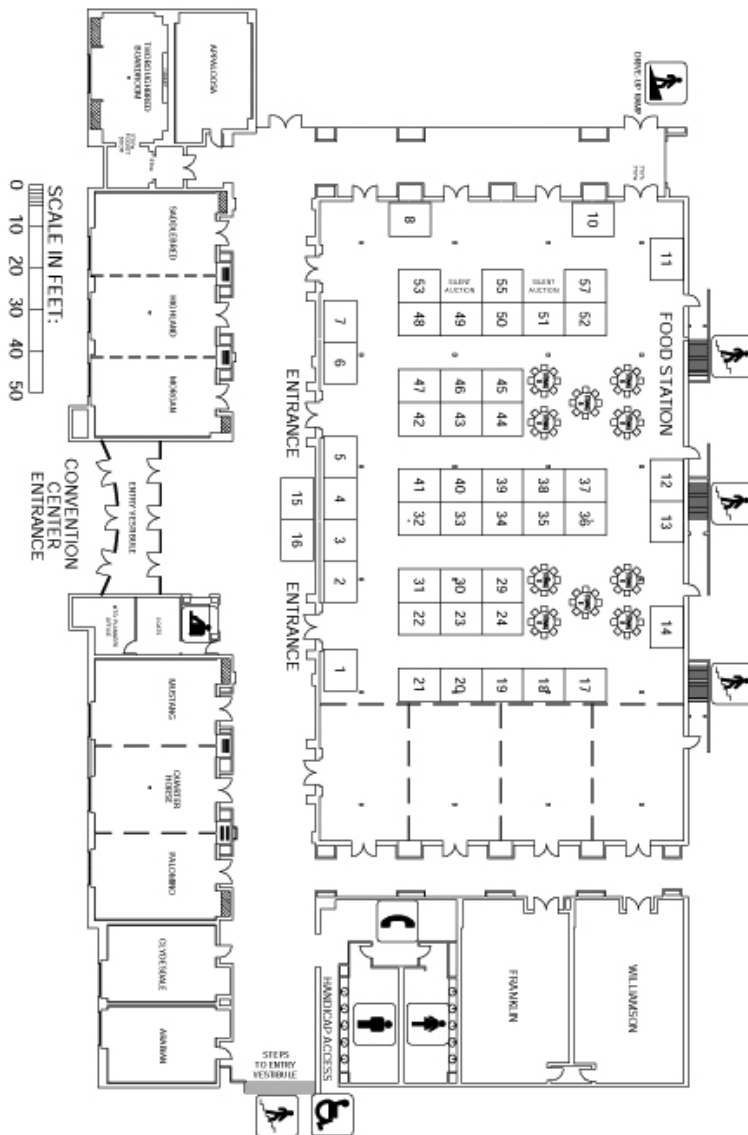
SILVER SPONSOR (\$3,000) Value

- Complimentary single booth at the conference
- Two (2) complimentary exhibitor registrations
- Two (2) complimentary copies of conference proceedings on CD-ROM
- Listing on the TVMA Website (until January 1, 2012)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One complimentary set of conference pre-registrants in Excel format (provided upon request 2 weeks prior to conference)
- One complimentary set of conference registrants in Excel format (provided upon request after meeting no later than March 6, 2011)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 6, 2011)

BRONZE SPONSOR (\$1,500) Value

- One (1) complimentary copy of conference proceedings on CD-ROM
- Listing on the TVMA Website (until January 1, 2012)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One set of complimentary labels of pre-registrants (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 6, 2011)

FLOOR PLAN



(Please indicate preference on Exhibit Space contract.)
Booths assigned on a first-come, first-serve basis.
To view booths already selected, please go to TVMA Website at www.tvmanet.org (updated on a weekly basis.)

SPONSORSHIP REGISTRATION FORM

SPONSORSHIP CHOICES

KEYNOTE SPEAKER

- Bo Brock, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Trey Calfee, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Erica Baravik, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Richard Hopper, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Terry Curtis, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Kevin Fitzgerald, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Robert Gillette, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Ralph Harvey, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Christopher Allen, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Meredyth Jones, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Robert McDonald, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Shawn Messonnier, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Paul Newman, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Candace Sousa, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

- Jeff Thoren, DVM**
 Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

Additional speakers are available. Please contact the TVMA office for a list of speakers at 931-438-0070.

PROCEEDINGS

- One Page Ad: \$1,000
 Full Sponsorship: \$8,000

Sponsor ad on back cover of bound book and link to ad on CD-ROM.

REGISTRATION BAGS

- Full Sponsorship: \$3,000

NOTE PADS

- Includes your black/white logo on these 8x11 note Pads!
 Full Sponsorship: \$3,000

ON-SITE PROGRAM ADVERTISING

Your company's ad may be placed in the on-site booklet which will include all on-site information and CD proceedings.

- Back Page \$500
 Inside Front Cover \$450
 Full Page \$350
 One Half Page \$250
 One Fourth Page \$150

Contact TVMA Office for print specifications.

NECK WALLET

- Full Sponsorship: \$3,000

HOTEL KEY CARDS

- Full Sponsorship: \$3,000

ROOM DROP

- Full Sponsorship: \$3,000

CONTINENTAL BREAKFAST

FRIDAY

- Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

SATURDAY (in exhibit hall)

- Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

SUNDAY

- Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

AM/PM REFRESHMENTS

FRIDAY

- Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

SATURDAY (in exhibit hall)

- Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

SUNDAY

- Full Sponsorship: \$3,000
 Partial Sponsorship: \$1,500

LUNCH

FRIDAY

- Full Sponsorship: \$10,000
 Partial Sponsorship: \$5,000

SATURDAY

- Full Sponsorship: \$10,000
 Partial Sponsorship: \$5,000

TVMA AWARDS CEREMONY

SATURDAY

- Full Sponsorship: \$10,000
 Partial Sponsorship: \$5,000



SPONSORSHIP COMMITMENT

PLEASE INDICATE THE SESSIONS /EVENTS YOUR COMPANY CHOOSES TO SPONSOR BY CHECKING THE APPROPRIATE BOXES.

- **GOLD** (\$6,000+) • **SILVER** (\$3,000) • **BRONZE** (\$1,500)

Total Amount of Sponsorship: \$ _____
 Company Name: _____
 Contact Person: _____
 Mailing Address: _____
 City/State/Zip: _____
 Phone: _____ Fax: _____
 E-mail: _____

PAYMENT

CHECK enclosed in the amount of \$ _____
 Make check payable to TVMA. Payment must be received by TVMA before acknowledgement of sponsorship and/or exhibit booth in any printed conference materials or on the TVMA Web site.

CREDIT CARD American Express Mastercard Visa
 Card Number: _____
 Expiration Date: _____ Security Code: _____
 Name on Card: _____
 Signature: _____

RETURN FORM AND PAYMENT TO:

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DE _____ A _____ C _____ AppCode _____

VISIT WWW.TVMANET.ORG
FOR MCVC 2011 UPDATES!



We hope you will consider becoming a sponsor and/or exhibitor of the Music City Veterinary Conference – or continue your long-standing relationship with the TVMA in helping to promote a great conference!

LET'S MAKE THE NEXT
MUSIC CITY VETERINARY CONFERENCE
A GREAT SUCCESS!

Tennessee Veterinary Medical Association
P.O. Box 803
Fayetteville, Tennessee 37334