

# EXHIBITOR & SPONSOR PROSPECTUS

**MUSIC CITY VETERINARY CONFERENCE February 25-28, 2010**

**FRANKLIN MARRIOTT COOL SPRINGS NASHVILLE, TENNESSEE**



SPONSORED BY THE TENNESSEE VETERINARY MEDICAL ASSOCIATION

**THANKS  
TO THE 2009 MUSIC CITY  
VETERINARY CONFERENCE  
SPONSORS!**

**GOLD**

Ft. Dodge Animal Health  
Merial

**SILVER**

Bayer Healthcare  
Companion Laser Therapy  
by Litecure  
Hill's Pet Nutrition  
IDEXX  
Novartis

**BRONZE**

Pfizer Animal Health  
Webster Veterinary Supply  
Universal Ultrasound/  
Classic Medical

**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
- Practice Management
- Equine
- Comp 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.

**2009 MCVC EXHIBITORS**

- |   |   |
|---|---|
| ANTECH Diagnostics                        | Merritt Veterinary Supplies, Inc.                         |
| ArthroDynamic Technologies, Inc.          | Mid South Vet Lab   |
| Bayer Healthcare                          | Mila International, Inc.                                  |
| Blue Ridge X-Ray Company                  | MWI Veterinary Supply                                     |
| Board of Veterinary Medical Examiners     | Nature's Variety  |
| Boehringer Ingelheim                      | Neogen Corporation  |
| Butler Animal Health Supply               | Nestle Purina PetCare                                     |
| CHECKredi                                 | NLS Animal Health a Division of Henry Schein              |
| Choice Medical Systems/Aloka              | Norris Veterinary Equipment                               |
| Christian Veterinary Missions             | Novartis Animal Health                                    |
| Companion Therapy Laser by LiteCure       | Nutramax Laboratories, Inc.                               |
| CryoSurgery, Inc.                         | PDI/ American Express Business                            |
| DVM Resources                             | Pet Rays Veterinary Telemedicine Consultants              |
| DVM Solutions, LLC                        | Pfizer Animal Health                                      |
| Eli Lilly Animal Health                   | Professional Veterinary Products                          |
| Ellman International                      | Purchasing Services, Inc.                                 |
| Elsevier Inc.                             | Purina Mills, LLC   |
| Family Pals                               | Royal Canin Veterinary Diet                               |
| Farm Credit Services of Mid-America       | Scil Animal Care Co.                                      |
| First Tennessee                           | SourceOne Healthcare                                      |
| Fort Dodge Animal Health                  | Surgi-Vet- A Division of Smiths Medical                   |
| Fovea Digital Radiography                 | Tennessee Veterinary Technician Association               |
| Grady Medical Systems, Inc.               | Universal Ultrasound/Classic Medical                      |
| Heska Corporation                         | University of Tennessee College of Veterinary<br>Medicine |
| Hill's Pet Nutrition, Inc.                | U. S. Army Health Care Recruiting                         |
| Horse Necessities, Inc.                   | Vetri-Science Laboratories                                |
| IDEXX                                     | Webster Veterinary Supply                                 |
| Intervet/ Schering - Plough Animal Health | Wickliffe Veterinary Pharmacy                             |
| Jorgensen Laboratories                    | Wiley-Blackwell   |
| Merchant Services Consultants             |   |
| 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!

## GENERAL INFORMATION

### HOTEL

The Franklin Marriott Cool Springs will be the sight 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 3, 2010. The room block will close once the room block has been met or has reached the deadline has been met, 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' table
- Two chairs
- One identification sign
- Badges for two exhibit staff
- Carpeted exhibit hall
- Printout of registrants available upon request (to be mailed 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' table
- Four chairs
- One identification sign
- Badges for four exhibit staff
- Carpeted exhibit hall
- Printout of registrants available upon request (to be mailed three weeks after meeting)
- Two complimentary copies of conference proceedings on CD-ROM



## PROGRAM OUTLINE

PROGRAM  
SUBJECT TO CHANGE

**THURSDAY**  
February 25, 2010

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

**PUBLIC SEMINAR**  
6:00pm - 8:00pm

**FRIDAY**  
February 26, 2010

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

**EDUCATIONAL SESSIONS**  
8:00am - 5:45pm

**SATURDAY**  
February 27, 2010

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

**EDUCATIONAL SESSIONS**  
8:00am - 6:00pm

**SATURDAY** (continued)

**EXHIBITOR MOVE-OUT**  
4:00pm - 7:00pm

**TVMA AWARDS**  
6:00pm-8:00pm

**SUNDAY**  
February 28, 2010

**EDUCATIONAL SESSIONS**  
8:00am - 4:15pm



# 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 25, 2010, 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, 4:30pm on Saturday, February 27, 2010. Move out must be completed by 7:30pm on Sunday.

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 during the

times that the exhibits are closed. 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 February 4, 2010 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 staci.corder@gmail.com.

## CANCELLATION/REFUND POLICY:

If written notice of cancellation is received by the TVMA no later than January 28, 2010, a refund of monies received less a \$75 administrative fee will be made. Beginning January 29, 2010, 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 28, 2010.

# SPONSOR BENEFITS

## GOLD SPONSOR

(\$6,000+) Value = \$7,425

- Complimentary single booth at the conference = \$950
- Two (2) complimentary exhibitor registrations = \$150
- Four (4) complimentary copies of conference proceedings on CD-ROM = \$50
- Link from the TVMA Web site to sponsor's Website (until January 1, 2011)
- Listing on the TVMA Website (until January 1, 2011) = \$1,000
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Promotional flyer of your choice inserted in conference packets = \$300
- One complimentary set of conference pre-registrants in Excel format (provided upon request 2 weeks prior to conference) = \$25
- One complimentary set of conference registrants in Excel format (provided upon request after meeting no later than March 6, 2010) = \$25
- Complimentary list of conference registrants (provided upon request after meeting no later than March 6, 2010) = \$25

## SILVER SPONSOR

(\$3,000) Value = \$4,200

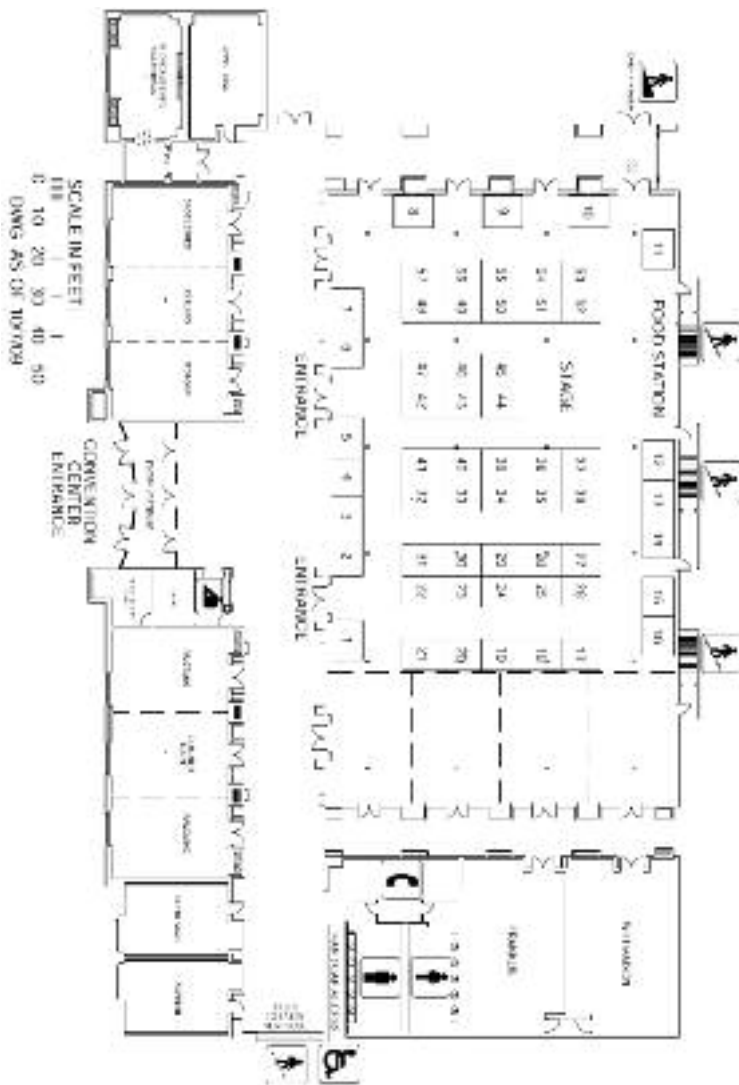
- Complimentary single booth at the conference = \$950
- Two (2) complimentary exhibitor registrations = \$150
- Two (2) complimentary copies of conference proceedings on CD-ROM = \$25
- Listing on the TVMA Website (until January 1, 2011) = \$500
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One complimentary set of conference pre-registrants in Excel format (provided upon request 2 weeks prior to conference) = \$25
- One complimentary set of conference registrants in Excel format (provided upon request after meeting no later than March 6, 2010) = \$25
- Complimentary list of conference registrants (provided upon request after meeting no later than March 6, 2010) = \$25

## BRONZE SPONSOR

(\$1,500) Value = \$2,065

- One (1) complimentary copy of conference proceedings on CD-ROM = \$15
- Listing on the TVMA Website (until January 1, 2011) = \$500
- 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) = \$25
- Complimentary list of conference registrants (provided upon request after meeting no later than March 6, 2010) = \$25

# 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](http://www.tvmanet.org) (updated on a weekly basis.)

# SPONSORSHIP REGISTRATION FORM

## SPONSORSHIP CHOICES

### KEYNOTE SPEAKER

Timothy Holt, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Larry Adams, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Lisa Chassy, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

William Dewees, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Brad Fenwick, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Thomas Graves, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Keith Hnilica, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Timothy Holt, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

LaRue Johnson, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Sharon Kaiser-Klinger, LVT  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

David Marlin, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Shawn McVey, MA, MSW  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Rhea Morgan, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Lisa Paull, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Sara Sharp, CVT, VTS  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Robert Toal, DVM  
 Full Sponsorship: \$3,000  
 Partial Sponsorship: \$1,500

Heather Wilson, 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

### REGISTRATION PACKET INSERT

Your company's flyer inserted into registration packets (company must provide 700 copies)

One page insert: \$300  
 Multiple page insert: \$450 (up to four pages)

*Insert must be received by February 1, 2010, to be included in the registration packets.*

### 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 CHOSE 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: \_\_\_\_\_

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### FOR OFFICE USE ONLY:

DE \_\_\_\_\_ A \_\_\_\_\_ C \_\_\_\_\_ AppCode \_\_\_\_\_

VISIT [WWW.TVMANET.ORG](http://WWW.TVMANET.ORG)  
FOR MCVC 2010 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