OHIO VETERINARY MEDICAL ASSOCIATION
 MIDWEST VETERINARY CONFERENCE
1472 Manning Parkway
Powell, Ohio 43065

VETERINARY CONFERENCE
FEB. 23–26, 2017 • GREATER COLUMBUS CONVENTION CENTER • COLUMBUS, OHIO

2017 EXHIBITOR & SPONSOR PROSPECTUS
Considered a national convention by many industry suppliers, the Midwest Veterinary Conference draws more than 6,000 veterinary professionals from across the U.S. and Canada—and even overseas—each year. If that’s not enough to convince you to participate, here are five more reasons why you need to be at the MVC in 2017.

**BIG CONFERENCE, SMALL PRICE TAG.**
MVC is comparable to similar-sized conventions but is much more budget-friendly in terms of booth rental fees, registration rates and travel-related expenses.

**OUR ATTENDEES COME BACK—YEAR AFTER YEAR.**
And they bring their friends! More than 91 percent of 2016 attendees said they’d recommend the MVC to a colleague, and 91 percent also said they planned to come back next year.

**MVC REWARDS LOYAL FRIENDS.**
As a thank-you for their continued support, returning exhibitors receive priority in selecting their booths—and new exhibitors and sponsors quickly earn points the more they participate.

**MVC ATTENDEES LOVE THE EXHIBIT HALL.**
Year after year, attendees rate the Exhibit Hall as one of the most important aspects of the MVC. In addition, they enjoy three hours of designated Exhibit Hall-only time each day, as well as incentives for exploring booths.

**MVC GETS RAVE REVIEWS.**
In 2015, 99 percent of attendees rated the MVC as excellent, very good or good. Of those who attend other conferences, more than 86 percent ranked MVC as equal to or greater than other similar conventions.
About the MVC

HOSTED BY
Ohio Veterinary Medical Association

WHEN
Feb. 23–26, 2017

WHERE
Greater Columbus Convention Center
Columbus, Ohio

EXHIBIT HALL SIZE
220 booths in 98,000 square feet

WHO ATTENDS
Veterinarians, technicians, students,
hospital and shelter staff, kennel workers,
animal rescue volunteers and other
industry professionals

FROM WHERE
Across the U.S. and Canada

CLAIM TO FAME
The MVC is the largest state VMA-hosted
and fifth largest veterinary conference in
North America

2016 Attendance

6,406 TOTAL ATTENDEES
Record-breaking attendance!

3,977 CORE AUDIENCE (62%)
Veterinarians, Technicians
& Hospital Staff

904 STUDENTS (14%)
Veterinary, Technician & Pre-Vet

206 EXHIBIT HALL ONLY (3%)
Industry professionals and guests
who did not register for the MVC

1,319 OTHER (21%)
Exhibitors, Guests, Veterinary
Exploration Conference attendees

Booth Selection

• Returning exhibitors receive priority in selecting booth space for the next
  Conference based upon earned Appreciation Points.
• Appreciation Points are awarded to reflect past support of the MVC, both as an
  exhibitor and sponsor.
• Current point accumulation is based on five years (2012–2016) and will roll
  forward one year, each year, to maintain a five-year basis.
• One point is awarded for each 10’ x 10’ exhibit booth space, each $1,000 of MVC
  sponsorship support, and each OVMA member who is a principal business partner
  in the exhibiting company.

Selection Dates

CATEGORY 1 (30+ POINTS)
July 18–24, 2016

CATEGORY 2 (10–29 POINTS)
July 25–Aug. 7, 2016

CATEGORY 3 (4–9 POINTS)
Aug. 8–21, 2016

CATEGORY 4 (1–3 POINTS)
Aug. 22–Sept. 5, 2016

GENERAL EXPOSITION
Opens Sept. 6, 2016

Want to select your booth sooner but don’t have enough points? Bump up your selection
dates by committing to a sponsorship before your booth selection begins! See page 5 to
learn more about sponsorship, or visit www.mvcinfo.org/sponsors to reserve yours today.

Rental Fees

IN-LINE BOOTHS
Standard 10’ x 10’ ............... $1,575
Premium Corner 10’ x 10’ ........ $1,625
Additional 10’ x 10’ .............. $1,525

ISLAND BOOTHS
20’ x 21’ .......................... $6,150
30’ x 21’ .......................... $9,100

INCLUDED IN FEE:
• Backdrop draping in show colors
• 3’ side rails
• One 7” x 44” sign with company
  name
• Listing in Conference programs
• Listing on MVC Web site and
  mobile app
• Exhibitor name badges:
  • 10’ x 10’ – 5 badges
  • 20’ x 21’ – 30 badges
  • 30’ x 31’ – 50 badges

8’3” (2.5m) MAX HT.
4’ (1.22m) MAX HT.
904
206
1,319

2017 Exhibitor Prospectus | 3
Exhibitors and sponsors are listed in both the registration* and on-site programs, but you can stand out even more by taking advantage of extra marketing and sponsorship opportunities. The more you participate, the better the rewards!

*If booth reserved/sponsorship commitment made by Oct. 1, 2016.

**Advertising**

By placing an ad in the MVC’s programs or attendee confirmation email, you’ll have an impact beyond the Exhibit Hall.

**REGISTRATION PROGRAM (FALL 2016)**

| Circulation | ........................... | appx. 15,000 |
| Quarter | ........................ | $750 |
| Half | ........................ | $1,450 |
| Full | ........................ | $2,450 |

**ON-SITE PROGRAM**

| Notebooks | ........................ | $200 |
| Quarter | ........................ | $375 |
| Half | ........................ | $750 |
| Full | ........................ | $1,250 |

**ATTENDEE CONFIRMATION EMAIL**

Company Spotlight (5 available) ........................ $1,000

**TAKE THE NEXT STEP.** Space is limited! Get more information and reserve your ad space online at www.mvcinfo.org/marketing.

**New Product Showcase**

Does your company have a new product, equipment or service you want to share with MVC attendees? Show it off in this Exhibit Hall showcase!

- Limited to products/services that have been introduced or modified within the preceding 12 months.
- Cost: $200 or complimentary with a $5,000+ sponsorship commitment.

**TAKE THE NEXT STEP.** Space is limited! Visit www.mvcinfo.org/showcase for more information and find out how you can reserve your spot.

**Exhibit Hall Passport to Rewards**

Raise awareness about your brand and entice attendees to visit your booth!

- You supply a question that can only be answered by visiting your booth. After talking with the attendee, you stamp their passport.
- Attendees enter completed passport in a raffle for fabulous prizes, compliments of your company!
- Cost: $200

**TAKE THE NEXT STEP.** Visit www.mvcinfo.org/passport to learn more and find out how you can reserve your space. Only 20 spots are available, so reserve yours early!
Sponsorship Opportunities

By becoming an MVC sponsor, not only will you have a bigger impact on attendees, but you’ll also earn Appreciation Points to use at future Conferences.

ATTENDEE ITEMS

Conference Pens and/or Lanyards ........................................ Qty: 6,000 pieces

EDUCATION

CE Track .......................................................... Full (6 hours): $3,000 • Half: $1,750
Educational Grants .......................................................... $3,000
Conference Proceedings Flash Drive .................................... $8,000
Hands-On Labs ................................................................ Varies (please inquire)
Equipment & Supplies ..................................................... Loan and/or Donation

SOCIAL & NETWORKING

Veterinary Exploration Conference .................................... $11,000
MVC Sunday Lunch ....................................................... Premier: $5,000 • Contributing: $2,500
Student Appreciation Reception ........................................ Premier: $5,000 • Contributing: $2,500
Speaker Meals ............................................................... $2,000/day
Hydration Stations ........................................................... $3,000
Connection Corner: Student/DVM Networking Lunch (2 available) ........................................ $2,500
Morning Coffee Station .................................................... $4,000/day

MOBILE & CONNECTIVITY

Attendee Wi-Fi ............................................................ $10,000
MVC Mobile App .......................................................... $2,500
Charging Stations (3 available) ......................................... From $3,250

GET REWARDED FOR SUPPORTING THE MVC.

For each $1,000 of sponsorship, you will receive one Appreciation Point. The more points you receive, the earlier you can select your booth!

Sponsorship Levels

PLATINUM: Invest $25,000+
GOLD: $10,000–$24,999
SILVER: $5,999–$9,999
BRONZE: Up to $4,999

TAKE THE NEXT STEP. Get the details on MVC sponsorship opportunities and submit a request online at www.mvcinfo.org/sponsors, or contact Director of Education Carmel Martin at crm@ohiovma.org.

Lead Retrieval

New in 2017, exhibitors can use their smartphones or tablets to gather and store attendee information! Learn more and place an order online at www.mvcinfo.org/leads.

FEATURES

- Use app on existing devices or rent one with app pre-installed
- Access leads anytime online using unique password
- Easily download and import information into databases
- Includes note-taking section for recording attendee details
- Order online by Feb. 6, 2017, for discounted rates

AVAILABLE OPTIONS

App Software .......................... $250
Includes license for one device
Additional License .......................... $150
To use the app, each additional booth staff person needs a license.
App Software with iPad Rental .......................... $370

*If sponsorship commitment made by Oct. 1, 2016.
**If commitment made by Dec. 1, 2016.
Please familiarize yourself with the MVC’s contract provisions, summarized below, before reserving your booth. Please note, by completing the booth selection process, you agree to abide by these rules and regulations. Read the full legal document online at www.mvcinfo.org/exhibitors.

SPACE ASSIGNMENT

- Exhibitors can select their own booths via the MVC’s online reservation system, during or after their designated selection date. After reserving your booth:
  - It will be placed in a hold status to prevent other companies from selecting it, and
  - It will remain on hold for 30 days pending receipt of the deposit.
- OVMA is not responsible for and cannot control the location of competitors in relation to your selected space.
- If it becomes necessary to revise booth assignments, the OVMA will do so only with your consent.

LIABILITY INSURANCE

- All exhibitors must obtain liability insurance, with OVMA named as an additional insured.
- Your COI should be submitted by Feb. 1, 2017. OVMA must have this document on file before you are able to set up your booth.
- Please see www.mvcinfo.org/exhibitors for further instructions and a list of companies from which you can obtain a COI if your insurance carrier does not provide coverage.

EXHIBITOR NAME BADGES

- You will be able to pre-register your booth staff after reserving your booth. Your confirmation email will include more information on how and when you can submit this information.
- Any booth staff who register on site must show a company business card or employee ID to obtain an exhibitor badge.
- A certain number of badges are included in the cost of your booth fee (as shown below). Additional staff badges can be purchased for $20 each.
  - 10’ x 10’ booth: 5 badges
  - 20’ x 21’ booth: 30 badges
  - 30’ x 31’ booth: 50 badges
- Badges may be used by your registered employees only; they cannot be given to customers or anyone else not employed by your company. Violation of this provision will result in the loss of all previously accrued Exhibitor Appreciation Points and a $500 penalty.
- You may, however, purchase Exhibit Hall-Only passes for your customers at the rate of $20 per day or $50 for all three days.
- Exhibitor badges may not be used to attend CE sessions. The OVMA will not provide CE credit verification to exhibitors unless they purchase an attendee badge.

WHEN CAN I RESERVE MY BOOTH?

Previous exhibitors will receive an email when their selection dates begin (see page 3 for schedule). New exhibitors may reserve their booths beginning Sept. 6, 2016.

HOW MANY APPRECIATION POINTS DO I HAVE?

This will be emailed to you prior to your booth selection dates, or you may contact OVMA.*

CAN I SELECT MY BOOTH EARLIER?

By committing to a sponsorship in advance, you can earn one Appreciation Point for every $1,000 and bump up your selection dates. Learn more online at www.mvcinfo.org/sponsors or contact OVMA.*

HOW CAN I FIND OUT WHAT COMPANIES HAVE RESERVED BOOTHS NEAR MINE?

Visit www.mvcinfo.org/exhibitors to view a list of registered companies and their selected booths.

HOW DO I REGISTER MY BOOTH STAFF?

Exhibitors may pre-register booth staff online from December 2016 through February 2017; specific dates will be included in your booth reservation confirmation email. Please note, badges will not be mailed prior to the Conference; they may be picked up upon arrival at the MVC.

WHO CAN USE EXHIBITOR NAME BADGES?

Exhibitor badges are ONLY for use by Exhibitor employees and employees of affiliated companies permitted to participate in Exhibitor’s booth. Violation of this policy will result in the loss of all accrued Appreciation Points and a $500 fine.

CAN I CANCEL MY EXHIBITOR CONTRACT?

Yes, you may cancel in writing at any time; cancellations received through Dec. 1, 2016, will receive a refund of monies already paid, less a 25% cancellation fee. After this date, no refunds will be given for cancellations.

DO I NEED LIABILITY INSURANCE?

Yes, all exhibitors must obtain and maintain appropriate insurance to cover any liability, and the OVMA should be named as an additional insured. This document must be submitted prior to the Conference in order to set up booth space.

HOW DO I ORDER ELECTRICITY OR INTERNET?

Place your order through the Greater Columbus Convention Center online at www.columbusconventions.com/exhibitors.php. Please note, OVMA does not control the price of these services.
BOOTH & EXHIBITOR ACTIVITIES

- The following items/activities are not permitted:
  - Balloons of any kind;
  - Providing badges to customers or other individuals not employed by or affiliated with your company;
  - Using exhibitor badges to attend CE sessions;
  - Displaying your literature in any location outside of your booth (except for those exhibitors participating in the New Product Showcase);
  - Bridging the aisle between booths, using your own floor covering in the aisle, and blocking the view of adjacent exhibits.

- You must obtain permission from the OVMA prior to the MVC if you wish to use demonstration animals and/or entertainers.

- All product demonstrations and sales presentations should be conducted by qualified personnel only and must take place within the perimeter of your booth.

- Exhibitors are responsible for:
  - Constructing booth displays in compliance with MVC regulations;
  - Adhering to local fire, safety and environmental regulations;
  - Ensuring the safety of attendees when demonstrating dangerous machinery or equipment;
  - Establishing a minimum setback of 3 feet or installing hazard barriers as necessary.

- If you plan to use music in your booth, you are responsible for all related licensing fees. The OVMA reserves the right to limit the use of music within the Exhibit Hall if it is determined to be offensive or infringes on the rights of other exhibitors.

- Purchases, refunds and contracts executed in the Exhibit Hall shall be governed by the laws of Ohio. If you have a no-refund or special returns policy, make sure the customer knows before purchase by prominently displaying signage explaining the policy.

PAYMENT TERMS

- A minimum 50% deposit is due within 30 days of reserving your booth online. The remainder is due no later than Jan. 27, 2017.

- For companies that select a booth after Jan. 27, full payment is due at the time of reservation.

EXHIBITOR CANCELLATION

- You may cancel your contract at any time by written notice to OVMA.

- If you cancel on or before Dec. 1, 2016, the OVMA will refund all payments less a 25% cancellation fee.

- If you cancel after Dec. 1, 2016, you will not receive a refund of payments made.

HOW DO I ORDER TABLES, DRAPING, ETC.?

Contact the MVC’s show decorator, Fern Exposition & Event Services.*

IS LEAD RETRIEVAL INCLUDED IN THE COST OF MY BOOTH RENTAL? HOW DO I PLACE AN ORDER?

No, lead retrieval is not included. See page 5 for pricing information or visit www.mvcinfo.org/leads for additional details and to place an order.

WHAT’S ENCODED IN THE ATTENDEE BADGES?

Contact information includes attendee name, organization, address, phone and fax numbers, and e-mail address, if provided by the attendee.

WHERE CAN I MAKE HOTEL RESERVATIONS?


AM I ABLE TO SHIP MATERIALS DIRECTLY TO THE EXHIBIT HALL?

Yes. Materials can be mailed to:
Midwest Veterinary Conference
(Company Name, Booth Number)
Greater Columbus Convention Center – Hall C
400 N. High St.
Columbus, OH 43215

WILL ON-SITE STORAGE SPACE BE AVAILABLE?

OVMA provides limited general storage space on a first-come, first-serve basis. Use of this space is at the exhibitor’s discretion, and OVMA is not responsible for anything lost, stolen or damaged.

WHEN CAN I SET UP MY BOOTH?

Depending on your booth size, you may begin setting up on Tuesday, Feb. 21, or Wednesday, Feb. 22. Visit www.mvcinfo.org/exhibitors for a detailed schedule.

I WOULD LIKE TO HOST AN EVENT DURING THE MVC. HOW CAN I SET THIS UP?

If you would like to reserve space for a meeting on site, please submit your request online at www.mvcinfo.org/event or contact the OVMA directly.*

ARE ANIMALS PERMITTED IN THE EXHIBIT HALL?

If you would like to have animals in your booth, you must contact the OVMA* in advance to obtain special permission.

MORE QUESTIONS?

Visit the MVC website at www.mvcinfo.org/exhibitors for answers to additional questions, or contact the OVMA* with specific questions.

*Contact information provided on page 8.
Reserve Your Booth!
Log on to www.mvcinfo.org/exhibitors to begin.