



MIDWEST VETERINARY CONFERENCE

Feb. 22–25, 2018
Greater Columbus
Convention Center
Columbus, Ohio



2018 Exhibitor & Sponsor Prospectus

Ohio Veterinary Medical Association
Midwest Veterinary Conference
1472 Manning Parkway
Powell, Ohio 43065



More than just the Midwest.

Considered a national convention by many industry suppliers, the Midwest Veterinary Conference draws more than 6,000 veterinary professionals 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 2018.

1 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.

2 Our attendees come back.

And they bring their friends! More than 90 percent of 2017 attendees said they plan to come back in 2018, and 93 percent said they'd recommend the MVC to a colleague.

3 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.

4 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.

5 MVC gets rave reviews.

In 2017, the average rating of the MVC's educational and event offerings was 4.5 out of 5 stars. More than 87 percent of participants who also attend other conferences ranked the MVC's value as greater than or equal to other similar conventions.

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 (2013-2017) 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)	June 26-July 9, 2017
Category 2 (10-29 points)	July 10-23, 2017
Category 3 (4-9 points)	July 24-Aug. 6, 2017
Category 4 (1-3 points)	Aug. 7-20, 2017
General Exposition	Opens Aug. 21, 2017

Rental Fees

In-Line Booths	Island Booths
Standard 10' x 10' \$1,575	20' x 21'.....\$6,150
Premium Corner 10' x 10' \$1,625	30' x 21'.....\$9,100
Additional 10' x 10' \$1,525	

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

Want to select your booth sooner but don't have enough points? Bump up your selection dates by committing to a sponsorship before booth selection begins! See page 5 to learn about sponsorship opportunities.

FAST FACTS

hosted by
Ohio Veterinary Medical Association

when
Feb. 22-25, 2018

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
- 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

2017 STATS

6,054 Total Attendees

3,789 Core Audience
(63%) Veterinarians, Technicians & Hospital/Shelter Staff

817 Students
(13%) Veterinary, Technician & Pre-Vet

155 Exhibit Hall Visitors
(3%) Industry professionals and guests who did not register for the MVC.

1,293 Other
(21%) Exhibitors, Guests, & Veterinary Exploration Conference attendees.

Stand out from the crowd.

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, 2017.

LEAD RETRIEVAL

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

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

Order by Feb. 5, 2018, to take advantage of these discounted rates. Learn about all available options and place an order at www.mvcinfo.org/leads.

Advertising

Print Ads

Registration Program	On-Site Program
Full page.....\$2,000	Full page.....\$1,500
Half page \$1,000	Half page \$750
Quarter page.....\$500	Quarter \$375
	Notebook\$200

Digital Ads

Attendee Confirmation Email
125px x 125px..... \$1,000

Learn more online at www.mvcinfo.org/marketing.

New Product Showcase

- Show off a new product, equipment or service to MVC attendees 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.

Learn more online at www.mvcinfo.org/showcase.

Exhibit Hall Passport to Rewards

- Raise awareness about your brand and entice attendees to visit your booth!
- Attendees must visit your booth to receive credit and to be eligible for prizes.
- No more stamps! New in 2018, the Passport will be built into the MVC mobile app.
- Cost: \$200

Learn more online at www.mvcinfo.org/passport.

Sponsorship Opportunities

Attendee Items

Conference Pens and/or Lanyards..... Qty: 7,000 pieces	
Attendee Name Badge	\$5,000*

Education

CE Track..... Full (6 hours):	\$3,000
	Half: \$1,750
Educational Grants.....	\$3,000
Conference Proceedings Flash Drive.....	\$10,000
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 (2 available).....	\$2,500
Morning Coffee Station	\$4,000/day

Mobile & Connectivity

Attendee Wi-Fi.....	\$10,000
MVC Mobile App.....	\$5,000
Charging Stations (2 available).....	From \$3,250

Learn more online at www.mvcinfo.org/sponsors.

*Sponsor graphic appears on bottom third on back of badge. Discount available for gold- and platinum-level sponsor; please inquire.

SPONSOR LEVELS

Platinum

Invest \$25,000+

Gold

\$10,000-\$24,999

Silver

\$5,000-\$9,999

Bronze

\$1,000 to \$4,999

SPONSOR BENEFITS

Sponsors receive recognition in:

- Registration* and on-site programs
- Two issues of the OVMA newsletter (one pre-** & one post-MVC)
- Online sponsor feature
- Event-specific signage & promotions
- MVC Facebook and Twitter feeds
- MVC mobile app
- Conference Proceedings**

Additional Benefits

- 1 Appreciation Point per \$1,000 of sponsorship
- Mailing labels***
- Program ads***
- New Product Showcase***

*If commitment made by Oct. 1, 2017.

**If commitment made by Dec. 1, 2017.

***Varies based on sponsor level.

Contract Provisions

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, 2018. OVMA must have this document on file before you are permitted 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 beginning in December 2017.
- 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.

Booth & Exhibitor Activities

- All product demonstrations and sales presentations should be conducted by qualified personnel only and must take place within the perimeter of your booth.
- You must obtain permission from OVMA prior to the MVC if you wish to use demonstration animals and/or entertainers.

- 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.
- 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, 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 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.
- For the safety of MVC attendees, exhibitors may not leave early without prior approval. Any company that begins tearing down or vacates the premises before 6 p.m. on Saturday, Feb. 24, may be prohibited from exhibiting at the 2019 MVC.

Payment Terms

- A minimum 50% deposit is due within 30 days of reserving your booth online. The remainder is due no later than Jan. 26, 2018.
 - For companies that select a booth after Jan. 26, full payment is due at the time of reservation.
- ## Exhibitor Cancellation
- You may cancel your contract at any time by written notice to OVMA.

EXHIBITION SCHEDULE

Set-Up

Tuesday, Feb. 20:
2 – 8 p.m. (island booths only)

Wednesday, Feb. 21:
7 a.m. – 7 p.m.

Thursday, Feb. 22:
7 – 10 a.m.

Exhibit Hall Hours

Thursday, Feb. 22:
10:30 a.m. – 6 p.m.

Friday, Feb. 23:
10:30 a.m. – 6 p.m.

Saturday, Feb. 24:
10:30 a.m. – 6 p.m.

Tear-Down

Saturday, Feb. 24:
6 – 10 p.m.

Sunday, Feb. 25:
8 a.m. – 12 p.m.

- If you cancel on or before Dec. 1, 2017, the OVMA will refund all payments less a 25% cancellation fee.
- If you cancel after Dec. 1, 2017, you will not receive a refund of payments made.

Can I select my booth earlier?

By committing to a sponsorship in advance, you can earn Appreciation Points to bump up your selection dates.

How can I check available booths and see what companies have signed up?

Visit www.mvcinfo.org/exhibitors for an up-to-date floorplan and list of exhibitors.

Can I cancel my exhibitor contract?

Yes, you may cancel in writing at any time; cancellations received through Dec. 1, 2017, will receive a refund of monies already paid, less a 25% cancellation fee. After this date, no refunds will be given for cancellations.

How do I register my booth staff?

Exhibitors may pre-register booth staff online from December 2017 through February 2018; 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.

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.

Is Lead Retrieval included in the cost of my booth? 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.

How do I order electricity or Internet?

Place your order through the Greater Columbus Convention Center.* Please note, OVMA does not control the price of these services.

How do I order tables, draping, etc.?

Contact the MVC's show decorator directly to place an order.*

What's encoded in attendee badges?

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

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 hall?

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

Am I able to ship materials directly to the MVC?

Items may be shipped to the show decorator up until Feb. 16, 2018. After this date, you may ship your materials directly to the convention center. However, OVMA advises against shipping to the convention center. Visit www.mvcinfo.org/exhibitors and click on "FAQs" for more information and shipping addresses.

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?

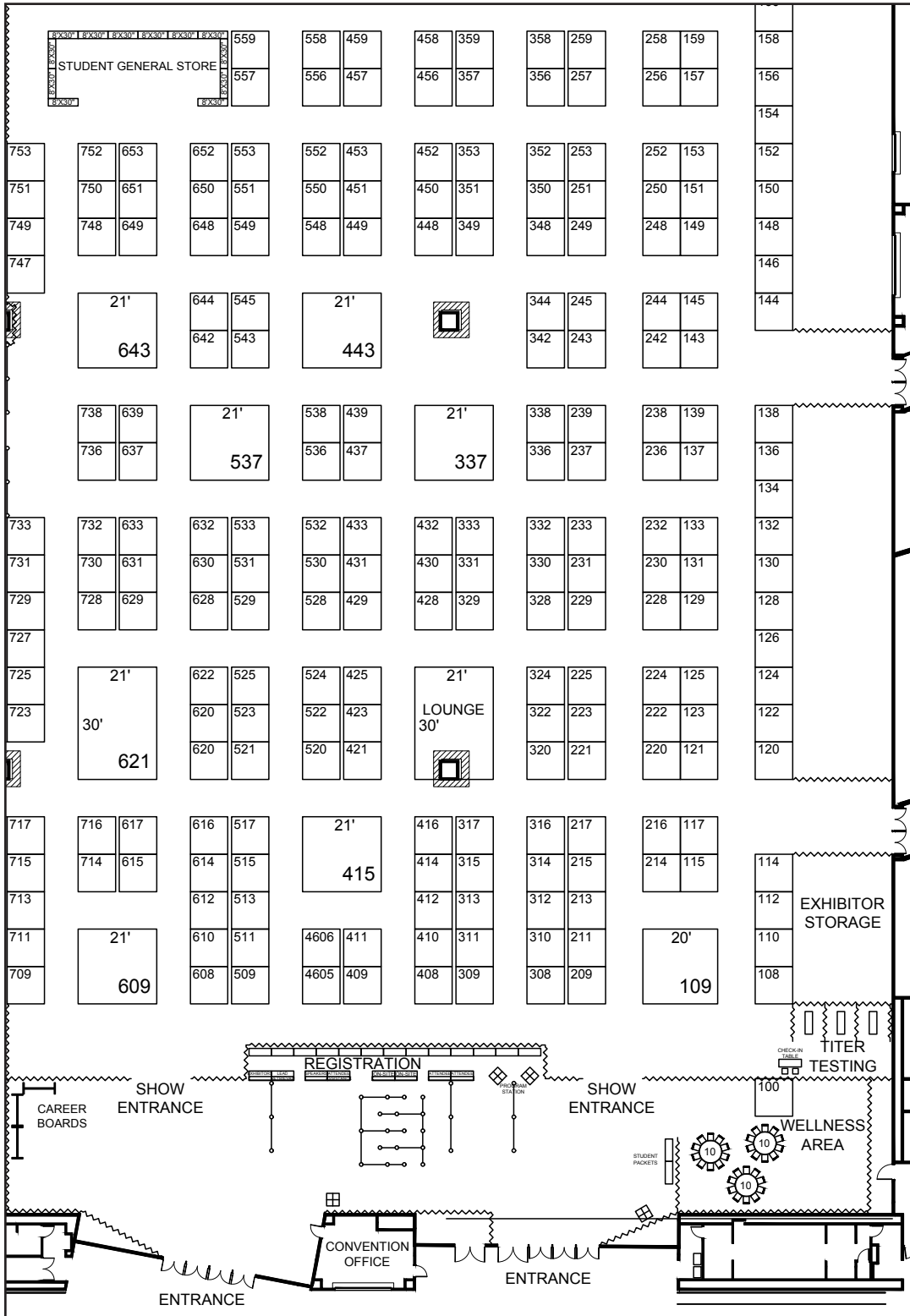
Setup begins on Tuesday, Feb. 20, 2018. See the box above for specific hours.

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.

Exhibit Hall Floor Plan

Greater Columbus Convention Center • 400 N. High St. • Columbus, Ohio 43215



Reserve Your Booth!

Log on to www.mvcinfo.org/exhibitors to begin.

CONTACT US

Booth Selection & Payment

Cindi Rains

Exhibits Manager

car@ohiovma.org

www.mvcinfo.org/exhibitors

Booth Staff Registration

Natalie Adkins

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www.mvcinfo.org/exhibitors

Marketing

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Communications Director

kdb@ohiovma.org

www.mvcinfo.org/marketing

Sponsorship & Events

Carmel Martin

Director of Education

crm@ohiovma.org

www.mvcinfo.org/sponsors

Lead Retrieval

SmartSource

Leads@SmartSourceRentals.com

www.SmartSourceRentals.com

Show Decorator

Visit www.mvcinfo.org/exhibitors for contact information.

Greater Columbus Convention Center

Visit www.mvcinfo.org/exhibitors for contact information.

OVMA General Contact

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Powell, Ohio 43065

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info@mvcinfo.org email

www.mvcinfo.org web

Social Media

@mvcinfo hashtag #2018MVC

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