

# 2017 EXHIBIT AND SPONSORSHIP PROSPECTUS



*Atlanta.*  
**Georgia**



ABVP  
SYMPOSIUM

**OCTOBER 5-8, 2017**

**INTERCONTINENTAL BUCKHEAD**

**3315 PEACHTREE ROAD NE, ATLANTA, GA 30326**

**ABVP.COM/SYMPOSIUM**

# About the ABVP Symposium and Why You Should Exhibit

The American Board of Veterinary Practitioners is the sixth largest of the twenty-two veterinary specialties recognized by the AVMA and the third largest of the practitioner groups (behind internal medicine and surgery specialists). We are unique in that our Diplomates are species-specialists who care for the entire animal instead of a single discipline. ABVP certification represents outstanding achievement in the art and science of veterinary practice including medicine, surgery, herd health, prevention, and all other aspects of animal care.

The ABVP Symposium is an opportunity for Diplomates, general practitioners, technicians, and students to gather for over 30 hours of high-quality continuing education along with committee meetings, workshops, an award event, several receptions and social events. You won't find a more highly motivated and knowledgeable group of veterinary practitioners representing all species at any other conference! Our attendees are among the first to adopt new technologies, products, and services and are eager to learn about new and improved ways of caring for animals.

Many of our past sponsors and exhibitors have told us that the ABVP Symposium has the friendliest, smartest, and highest-quality practitioners that they've ever encountered. Our Diplomates and attendees are often owners who make purchasing decisions or are very influential within the practices. Our goal is to continue to increase the size and scope of the Symposium each year and we welcome your participation!

## MEETING LOCATION

InterContinental Buckhead Atlanta  
3315 Peachtree Road NE  
Atlanta, GA 30326

## IMPORTANT DATES

Deadline to submit exhibitor and sponsor agreement  
Friday, August 25, 2017

## Exhibitor Move-In

Thursday, October 5, 2017  
12:00 - 8:00 PM

## Exhibit Dates\*

Friday, October 6  
9:50 - 10:20 AM  
1:00 - 1:30 PM  
3:20 - 4:00 PM  
5:00 - 6:00 PM

Saturday, October 7  
9:50 - 10:20 AM  
1:00 - 1:30 PM  
3:20 - 4:00 PM

*\* These break times are exclusive exhibit time. The exhibit hall is in a hallway between classes so attendees will walk past all day.*

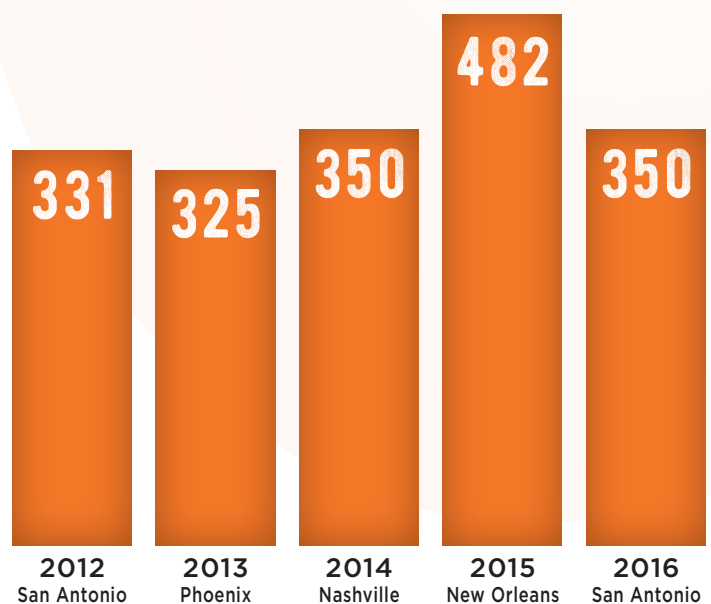
## Exhibitor Dismantle

Saturday, October 7  
4:00 - 9:00 PM

## CONTACT

Marisa Hackemann  
Executive Director, ABVP  
abvp@navc.com  
+1-800-697-3583

## 5-YEAR ATTENDANCE



2012  
San Antonio

2013  
Phoenix

2014  
Nashville

2015  
New Orleans

2016  
San Antonio

*Numbers include veterinarians, technicians, residents, and students.*



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OCTOBER 5-8, 2017  
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# Advertising and Marketing Opportunities

## REGISTRATION AND ON-SITE BROCHURES

Advertise in the Symposium registration and/or on-site brochure for added visibility and marketing potential. To be included in the registration brochure, all artwork must be submitted by Noon Central on Friday, March 3, 2017. To be included in the on-site brochure, all artwork must be submitted by Noon Central on Friday, August 25, 2017. All artwork must be submitted in PDF format.

	Registration Brochure	On-Site Brochure
Full Page	\$1,000	\$1,200
1/2 page (horizontal only)	\$700	\$900
1/4 page	\$400	\$600

## CONFERENCE BAG INSERTS

Provide a flyer for attendees' tote bags. Flyers should be shipped directly to the InterContinental Buckhead for inclusion in attendee tote bags.

Conference Bag Insert	\$1,000
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## ATTENDEE MAILING LISTS

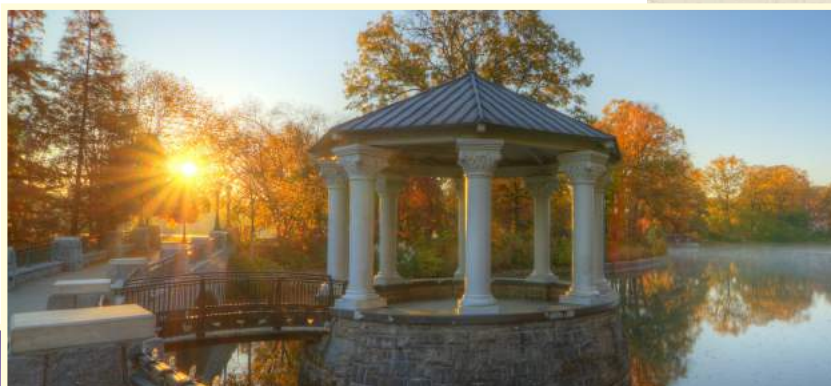
All exhibitors will receive one complimentary copy of the pre-Symposium mailing list for a one-time use. All sponsors will receive one complimentary copy of the pre and post-Symposium mailing list for a one-time use each. Lists contain mail and email addresses.

Additional use of pre-Symposium mailing list	\$400
Additional use of post-Symposium mailing list	\$600

*Each additional use is for one time only*

## ABVP FOUNDATION SILENT AND LIVE AUCTIONS

We invite you to participate in our 6th Annual Silent and Live Auctions! Increase attendance at your booth by donating to either auction. The Live Auction will occur during the Regents' Welcome Reception while the Silent Auction will take place in the exhibit hall. Proceeds from both auctions will benefit the ABVP Foundation, a 501(c)(3) organization. The Foundation's mission is to promote excellence in species-oriented veterinary medicine in clinical practice and academia. To learn more about this opportunity, please contact Marisa Hackemann, Executive Director, [abvp@navc.com](mailto:abvp@navc.com).



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OCTOBER 5-8, 2017  
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# Exhibitor Information

## LOCATION

InterContinental Buckhead Atlanta  
3315 Peachtree Road NE  
Atlanta, GA 30326  
intercontinentalatlanta.com



## LODGING

Find reservation information for the InterContinental Buckhead Atlanta on our website [abvp.com/symposium](http://abvp.com/symposium). All room rates are \$199/night plus all applicable taxes. This room rate expires at 5:00PM CDT on Sunday, September 10, 2017. Please mention you are with the ABVP Practitioners Symposium when making your reservation.

## EXHIBIT HALL PASSPORTS

We ask all exhibitors to participate in the exhibit hall passport as a way to drive traffic to your booth. Each exhibiting company is provided with stamps to use on the attendee passport. Passports will be collected and drawn at random for prizes. Only cards with the most stamps will be eligible for prizes.

## EACH EXHIBITOR RECEIVES

- Listing on ABVP website with hyperlink to company website
- Listing on marketing materials
- Complimentary pre-conference list of attendees for a one-time use
- Two \$15 food vouchers per exhibit space (whether single or double) for Friday and Saturday. Vouchers may be redeemed at any hotel food venue
- 24-hour security

## EXHIBIT GUIDELINES

- All exhibiting companies agree to abide by the Exhibit Rules and Regulations which can be found at [abvp.com/exhibitors-sponsors](http://abvp.com/exhibitors-sponsors)
- Electricity and Internet access are not provided in the cost of the booth. If your company needs either of these services, please contact the InterContinental Buckhead Atlanta directly. Your company is responsible for any and all costs associated with electricity and/or Internet at your booth

## BOOTH PACKAGES

Please visit [abvp.com/exhibitors-sponsors](http://abvp.com/exhibitors-sponsors) to complete the Exhibitor Contract online.

**Single Exhibit Booth**                      **\$950**

*Includes two name badges and two chairs*

**Double Exhibit Booth**                      **\$1,400**

*Includes four name badges and four chairs*

**Non-Profit Rate**                              **\$450**

*Includes two name badges and two chairs. Non-profit booths are single booths only.*

All booths are 6-foot tables. All tables are skirted. Additional name badges may be purchased by any exhibitor at a cost of \$50 each. All exhibitors are invited to attend our Annual Awards Dinner. Each ticket is \$60 per person and must be purchased in advance.

# Sponsorship Opportunities

## EDUCATIONAL TRACKS

Canine Full Track (18 hrs) .....	\$17,000
Canine 2-Day Track (12 hrs) .....	\$14,000
Canine 1-Day Track (6 hrs).....	\$10,000
Feline Full Track (18 hrs) .....	\$17,000
Feline 2-Day Track (12 hrs) .....	\$14,000
Feline 1-Day Track (6 hrs) .....	\$10,000
Shelter Medicine Full Track (18 hrs) .....	\$7,000
Shelter Medicine 2-Day Track (12 hrs).....	\$6,000
Shelter Medicine 1-Day Track (6 hrs).....	\$5,000
Equine Full Track (18 hrs) .....	\$5,000
Equine 2-Day Track (12 hrs) .....	\$4,000
Equine 1-Day Track (6 hrs).....	\$3,000
Combined Exotics Track, Friday (7 hrs).....	\$4,500
Avian 2-Day Track (11 hrs) .....	\$3,500
Avian 1-Day Track (4 hrs) .....	\$2,500
Exotic Companion Mammal 2-Day Track (11 hrs) .....	\$3,500
Exotic Companion Mammal 1-Day Track (4 hrs).....	\$2,500
Reptile and Amphibian 2-Day Track (11 hrs).....	\$3,500
Reptile and Amphibian 1-Day Track (4 hrs).....	\$2,500
Food Animal Full Track (18 hrs).....	\$3,500
Food Animal 2-Day Track (12 hrs) .....	\$2,500
Food Animal 1-Day Track (6 hrs) .....	\$1,500
Technician Full Track (18 hrs).....	\$3,500
Technician 2-Day Track (12 hrs).....	\$2,500
Technician 1-Day Track (6 hrs) .....	\$1,500

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Annual Awards Dinner and Reception <sup>B</sup> .....	\$9,000
Sunrise Session <sup>C</sup> .....	\$7,000
Sunset Session <sup>D</sup> .....	\$7,000
Regents' Welcome Reception <sup>D</sup> .....	\$5,000
Cross Species Session .....	\$4,000
Luncheon <i>Friday or Saturday</i> .....	\$6,000
Exhibit Hall Dessert Sponsorship.....	\$3,000
Refreshment Breaks	
All Day .....	\$5,000
AM Only .....	\$3,000
PM Only .....	\$2,500
Breakfast <i>Friday or Saturday</i> .....	\$4,500
Flash drive of Proceedings <sup>A</sup> .....	\$3,500
Padfolios <sup>A</sup> .....	\$3,500
Tote Bags <sup>A</sup> .....	\$3,500
Water Bottles <sup>A</sup> .....	\$3,000
Key Cards <sup>A</sup> .....	\$2,500
Lanyards <sup>A</sup> .....	\$2,500
Ink Pens <sup>A</sup> .....	\$1,000

<sup>A</sup> Company logo is included on the item itself

<sup>B</sup> Includes four (4) tickets to Annual Awards Dinner

<sup>C</sup> Includes continental breakfast

<sup>D</sup> Includes light hors d'oeuvres

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OCTOBER 5-8, 2017

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## Sponsorship Levels and Benefits

	<b>PLATINUM \$14,501 +</b>	<b>GOLD \$9,501 - \$14,500</b>	<b>SILVER \$6,501 - \$9,500</b>	<b>BRONZE \$3,500 - \$6,500</b>
Company name listed in	ABVP website with hyperlink to company website; Registration brochure; On-site brochure	ABVP website with hyperlink to company website; Registration brochure; On-site brochure	ABVP website with hyperlink to company website; Registration brochure; On-site brochure	ABVP website with hyperlink to company website; Registration brochure; On-site brochure
Signage	At each sponsored event	At each sponsored event	At each sponsored event	At each sponsored event
Ads	Complimentary full-page ad in on-site brochure	Complimentary half-page ad in on-site brochure	Complimentary quarter page ad in on-site brochure	
Exhibit booth	Complimentary double exhibit booth	Complimentary single exhibit booth	50% discount on single exhibit booth	25% discount on single exhibit booth
Tickets to Annual Awards Dinner	Four (4) tickets	Two (2) tickets	One (1) ticket	One (1) ticket
Mailing List	Complimentary pre- and post-Symposium mailing list	Complimentary pre- and post-Symposium mailing list	Complimentary pre- and post-Symposium mailing list	Complimentary pre- and post-Symposium mailing list

To be included in the **Registration Brochure**, sponsorship must be secured no later than **Friday, March 3, 2017**.

To be included in the **On-Site Brochure**, sponsorship must be secured no later than **Friday, August 25, 2017**.

To be included in **On-Site Signage**, sponsorship must be secured no later than **Friday, August 25, 2017**.

All artwork for On-Site Brochure ads must be submitted no later than **Friday, August 25, 2017**. Artwork must be complete and in PDF format.

**ALL sponsors must agree to sign the RACE co-sponsorship form.**





# Application for Exhibit Booth and/or Sponsorship

Application and contract are also available online at [ABVP.com](http://ABVP.com)

## COMPANY INFORMATION (As it should appear in exhibit material)

Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State/Province: \_\_\_\_\_  
Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Phone: \_\_\_\_\_ Website: \_\_\_\_\_

## EXHIBIT BOOTH SELECTION

- Single booth, \$950     Double booth, \$1,400  
 Non-Profit booth, \$450

List companies you prefer not to be across from or adjacent to:

\_\_\_\_\_

List products and services you will exhibit:

\_\_\_\_\_

\_\_\_\_\_

## COMPANY CONTACT

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

## EXHIBIT BOOTH BADGES

Enter name(s) exactly as they should appear on badge

Badge 1: \_\_\_\_\_

Badge 2: \_\_\_\_\_

Badge 3: \_\_\_\_\_

Badge 4: \_\_\_\_\_

Badge 5: \_\_\_\_\_

Badge 6: \_\_\_\_\_

## MARKETING OPPORTUNITIES

Full Page Ad

1/2 page (horizontal only) ad

1/4 page ad

Conference Bag Insert

Additional use of pre-Symposium mailing list

Additional use of post-Symposium mailing list

### Registration Brochure

\$1,000

\$700

\$400

\$1,000

\$400 *Each additional use is for one time only*

\$600 *Each additional use is for one time only*

### On-Site Brochure

\$1,200

\$900

\$600

## SPONSORSHIP SELECTION

Please list the item(s) your company is sponsoring below:

Sponsors will be contacted by a representative of the ABVP office directly to review sponsorship benefits \_\_\_\_\_

\_\_\_\_\_

## AUCTION DONATION

Please list the item(s) your company is donating and to which auction (Live or Silent).

Donors to the auction will be contacted to confirm logistics and item value. \_\_\_\_\_

## ANNUAL AWARDS DINNER TICKETS

\_\_\_\_\_ tickets at \$60 each

## PAYMENT INFORMATION

TOTAL AMOUNT DUE: \$ \_\_\_\_\_

Visa     MasterCard     Discover     American Express     Check

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Billing Address (Address, City, State/Province, Zip): \_\_\_\_\_

\_\_\_\_\_

**Checks:** Mail all checks to ABVP Symposium, 5003 SW 41st Blvd, Gainesville, FL 32608

**Credit Cards:** Email to [abvp@navc.com](mailto:abvp@navc.com) or fax to +1-352-354-9046

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OCTOBER 5-8, 2017  
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# Sponsorship Agreements

This agreement between RACE-approved Provider, American Board of Veterinary Practitioners (RACE Provider #755), regarding Co-Sponsorship of a RACE Continuing Education (CE) Program titled: 22nd Annual ABPV Symposium and Program Co-Sponsor, \_\_\_\_\_

Co-Sponsor and Provider agree that the responsibility for all parties complying with all RACE Standards for continuing education programs (posted at aavsb.org) remains with the RACE-approved Provider.

Dated: \_\_\_\_\_

## RACE-approved Provider Representative

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

## Co-Sponsor Representative

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

## SPONSOR CANCELLATION POLICY

Must be signed by all sponsoring companies

**PAYMENT:** Sponsorship payment will be due and payable upon receipt of invoice but no later than 30 days from date of invoice.

**CANCELLATION AND REFUND POLICY:** Sponsor may cancel the Sponsorship Agreement in writing; however, sponsor agrees to the following refund schedule:

- 211-240 days before the first day of the program – 75% refund
- 181-210 days before the first day of the program – 50% refund
- 180 days or less before the first day of the program – No refund

Signature confirms agreement and understanding of payment and cancellation/refund policy.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_



# Exhibitor Rules and Regulations

## **Must be signed by all exhibiting companies**

**Contract for Space:** The application for space and the formal confirmation constitutes 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.

**Exhibit Fee:** The fee for a single exhibit booth is \$950. The fee for a non-profit exhibit booth is \$450. The fee for a double exhibit booth is \$1,400.

**Payment:** Exhibit payment will be due and payable upon receipt of invoice but not later than 30 days from date of invoice.

**Use of Space:** (1) No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of ABVP. Aisles must be kept clear. Exhibitor must comply with safety, fire and health requirements during move-in, operation, and move-out. (2) ABVP does not endorse the products or services of the companies who exhibit during the Symposium. (3) Raffles, contests, games of chance, gambling, charging of fees, and similar activities are not permitted in the exhibit hall or during the Symposium at any time. (4) ABVP shall have the right to require dismantling of an exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character and purpose of the Symposium.

**Exhibit Space:** Each single and non-profit exhibit space shall be one 6' tabletop and two chairs. Double spaces will be two 6' tabletops and four chairs.

**Assignment of Space:** Space is assigned at the discretion of ABVP. No space is assigned without the official contract and full payment of the exhibit fee.

**Care of the Building/Equipment:** Exhibitors or their agents shall not injure or deface the walls or floors of the building or tabletops. No signs or any other articles shall be posted, nailed or otherwise attached to floors, walls, ceiling, furniture or fixtures. When damage appears, the exhibitor is liable to the ABVP and to the InterContinental Buckhead Atlanta.

**Shipping:** Exhibitors are responsible for arranging their own shipping to and from the meeting site. All shipments should be sent to the InterContinental Buckhead Atlanta, 3315 Peachtree Road NE, Atlanta, GA 30326.

**Dismantling:** Exhibitor expressly agrees not to dismantle their exhibit or do any packing before the closing hour of the exhibit hall, 12:00PM on Sunday, October 8, 2017. Dismantling must be complete by 2:00PM on Sunday, October 8, 2017.

**Insurance:** Exhibitors wishing to insure their goods must do so at their own expense.

**Indemnification for hotel:** Exhibitor agrees to protect, save and hold InterContinental Buckhead and all agents and employees thereof (hereafter collectively called "Hotel Indemnitees") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the Hotel Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the hotel or any part thereof.

**Indemnification for ABVP:** Exhibitor agrees to protect, save and hold North American Veterinary Community and the American Board of Veterinary Practitioners and all agents and employees thereof (hereinafter collectively called "ABVP Indemnitees") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the Exhibitor or those holding under the Exhibitor, and further, Exhibitor shall at all times protect, defend, indemnify, save and hold harmless the ABVP Indemnitees against and from any and all losses, costs, damages, liability, or expenses (including attorney's fees) arising from or by reason of any accident or bodily injury or other occurrence to any person or persons, including Exhibitor, its agents, employees and business invites, which arises from or out of the exhibition premises, the hotel or any part thereof.

**Liability:** The ABVP, and officers or staff members 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. On-site security will be provided by ABVP during the hours that the Exhibit area is not officially open.

**Cancellation Cut-Off and Refund Policy:** All tabletop cancellations must be submitted in writing to the ABVP office no later than Friday, August 25, 2017. If a cancellation notice is received by the cut-off date, the exhibitor will be issued a refund minus a processing fee of 50% of the booth price. Beginning August 26, 2017 no refunds will be given.

**Assistance for Disabled Persons Available:** If an exhibitor requires reasonable accommodations or auxiliary aid to participate in this meeting, please contact the ABVP office at [abvp@navc.com](mailto:abvp@navc.com) by September 22, 2017.

*In order to be included in the registration brochure, the signed contract and fee are due by March 3, 2017.*

*In order to be included in conference materials, the signed contract and fee are due by Friday, August 25, 2017. Exhibitors who submit contracts or fees beginning on Saturday, August 26 will not be listed in the on-site brochure, website, or any other materials.*

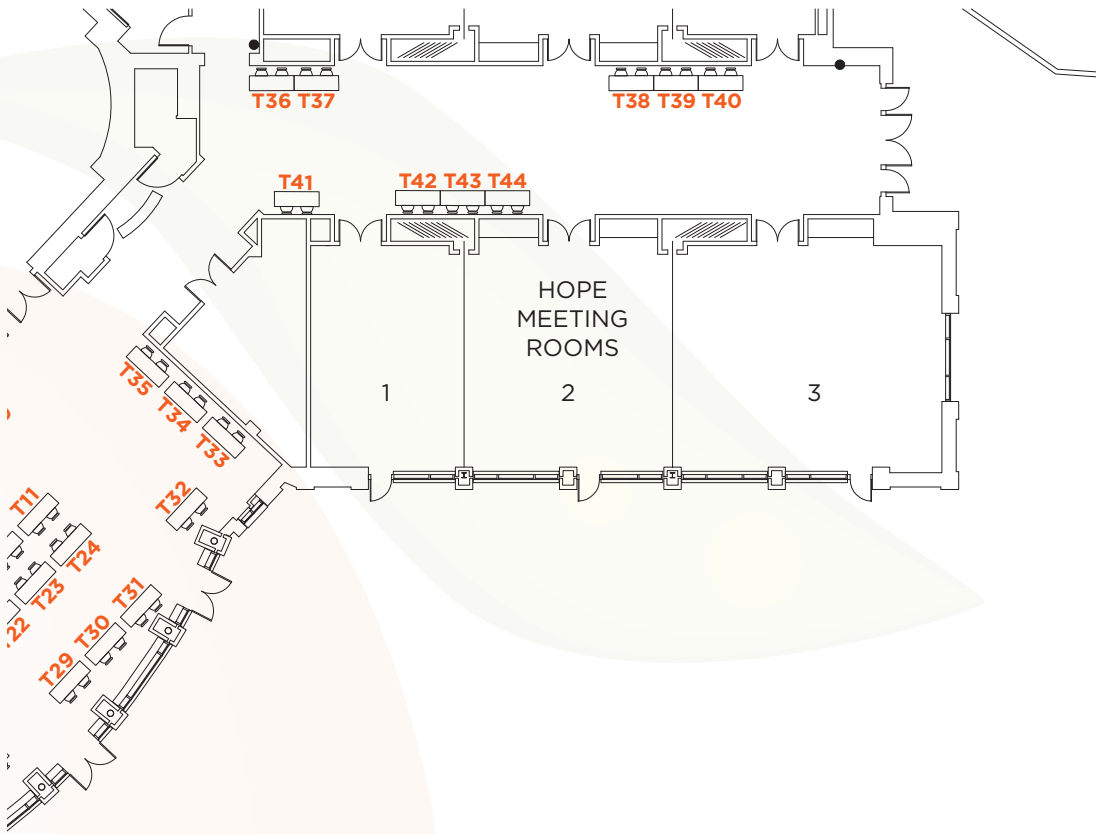
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Hotel Floorplan

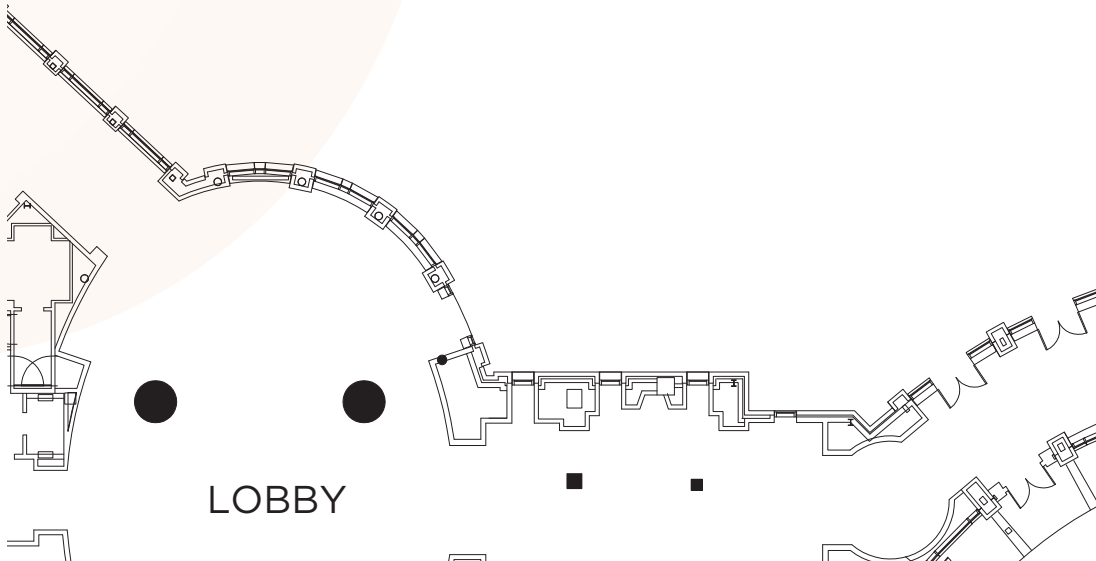
InterContinental Buckhead Atlanta  
3315 Peachtree Road NE, Atlanta, GA 30326



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WINDSOR  
GARDEN AREA



LOBBY

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# THANK YOU TO OUR 2016 SPONSORS

## PLATINUM



DENTALAIRE



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## GOLD



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sound  
A VETCOR COMPANY

## SILVER

PURINA

## BRONZE

COMPANION  
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## ADDITIONAL SUPPORT RECEIVED FROM

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pets.people.community



VETERINARY TRANSPLANT SERVICES, INC