NETWORK WITH LEADING VETERINARY PRACTITIONERS & KEY DECISION MAKERS

The American Board of Veterinary Practitioners (ABVP) is the only Recognized Veterinary Specialty Organization (RVSO) under the American Veterinary Medical Association (AVMA) providing specialty certification in the care of the TOTAL patient. ABVP’s Diplomates are leaders in the veterinary industry, committed to preserving the food chain and protecting the human-animal bond.

The ABVP Symposium is an opportunity for Diplomates, general practitioners, veterinary technicians and nurses along with students to gather for over 25 hours of high-quality continuing education. You will not find a more highly motivated and knowledgeable group of veterinary practitioners representing all species at any other conference.

Don’t miss your chance to be a part of this year’s event as we host the ABVP Symposium in New Orleans, Louisiana!

REASONS TO EXHIBIT

- **93%** are veterinarians
- **67%** of attendees are involved in the decision-making process at their practice
- **50%** make purchases in the exhibit hall
- **40%** are Diplomates of ABVP
- **40%** are first-time attendees

WHAT EXHIBITORS ARE SAYING!

“Solid exposure. Small, unique environment similar to going to a college with a smaller faculty to student ratio... better quality of interaction.”

“These practitioners are devoted to exceeding the standard of care for veterinary practice and it’s important to engage with them as much as possible.”

“Great event to talk to decision makers.”
MEETING LOCATION
NEW ORLEANS MARRIOTT
555 Canal Street, New Orleans, LA

IMPORTANT DATES

Deadline to submit exhibitor and sponsor agreement
*Times subject to change with final program. Listed break times are exclusive exhibit time.

Saturday, September 18, 2021
9:50 – 10:20 AM
1:00 – 1:30 PM
3:20 – 4:00 PM

Exhibitor Move-In
Thursday, September 16, 2021
1:00 – 8:00 PM

Exhibit Dates*
*Exhibitor Dismantle
Friday, September 17, 2021
9:50 – 10:20 AM
1:00 – 1:30 PM
3:20 – 4:00 PM
5:00 – 6:00 PM

Saturday, September 18, 2021
4:00 – 9:00 PM

5-YEAR ATTENDANCE
Numbers include veterinarians, technicians, residents, and students. They do not include exhibitors or speakers.

<table>
<thead>
<tr>
<th>Year</th>
<th>City</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Nashville</td>
<td>350</td>
</tr>
<tr>
<td>2015</td>
<td>Nashville</td>
<td>350</td>
</tr>
<tr>
<td>2016</td>
<td>San Antonio</td>
<td>350</td>
</tr>
<tr>
<td>2017</td>
<td>Atlanta</td>
<td>425</td>
</tr>
<tr>
<td>2018</td>
<td>Tampa</td>
<td>433</td>
</tr>
<tr>
<td>2019</td>
<td>Denver</td>
<td>513</td>
</tr>
</tbody>
</table>

QUESTIONS?
Marisa Hackemann
Executive Director, ABVP
info@abvp.com
+1.800.697.3583
ADVERTISING & 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 26, 2021. To be included in the on-site brochure, all artwork must be submitted by Noon Central on Friday, July 30, 2021. All artwork must be submitted in PDF format according to the sizing instructions below.

<table>
<thead>
<tr>
<th>Registration Brochure</th>
<th>On-Site Brochure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td></td>
</tr>
<tr>
<td>$950</td>
<td>$700</td>
</tr>
<tr>
<td>½ page (horizontal only)</td>
<td>$625</td>
</tr>
<tr>
<td>¼ page</td>
<td>$315</td>
</tr>
</tbody>
</table>

Full Page
Page Size: 8.125” x 10.875”
No Bleed Ad: 7.125” x 9.7”
Bleed Ad: If ad bleeds add 0.125” on all sides
Live Copy: Keep 0.25” from page trim

½ Page Horizontal
Page Size: 8.125” x 5.25”
No Bleed Ad: 7.125” x 4.75”
Bleed Ad: If ad bleeds add 0.125” on all sides
Live Copy: Keep 0.25” from page trim

¼ Page Horizontal
Page Size: 7.125” x 2.25”

Conference Bag Inserts
Provide a flyer for attendees’ tote bags. Flyers are to be provided by the sponsor and should be shipped directly to the ABVP office for inclusion in attendee tote bags arriving no later than Friday, August 13, 2021.

Conference Bag Insert $1,000

Attendee Email Lists
Pre-Symposium email list $430
Post-Symposium email list $650
Each use is for one time only

ABVP Foundation Silent Auction
We invite you to participate in our Annual Silent Auction! Increase attendance at your booth by donating. Proceeds will benefit the ABVP Foundation, a 501(c)(3) organization. To learn more about this opportunity, please contact Marisa Hackemann, Executive Director, info@abvp.com.
EXHIBITOR INFORMATION

Location

NEW ORLEANS

Louisiana

NEW ORLEANS MARRIOTT

555 Canal Street New Orleans, LA

September 16-19

Exhibit Sponsorship

PROSPECTUS

Exhibit Hall Passports

We ask all exhibitors to participate in the exhibit hall passport as a way to drive traffic to your booth. Passports will be collected and drawn at random for prizes.

Each Exhibitor Receives

• Listing on ABVP website with hyperlink to company website once paid in full
• Listing in marketing materials
• 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 (if exhibit hall is located in pre-function space)
• Complimentary admittance to any scientific session (excludes hands-on workshops or workshops with limited attendance or events requiring additional fees). CE may be earned by any exhibitor who also holds a DVM or VMD degree by alerting the staff to the need for a CE certificate

Exhibit Guidelines

• All exhibiting companies agree to abide by the Exhibitor Rules and Regulations
• Electricity and Internet access are not provided in the cost of the booth. If your company needs either of these services, please contact the New Orleans Marriott 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/symposium/exhibitors-sponsors/ to complete the Exhibitor Contract online.

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Exhibit Booth</td>
<td>$980</td>
<td>Includes two name badges and two chairs</td>
</tr>
<tr>
<td>Double Exhibit Booth</td>
<td>$1,445</td>
<td>Includes four name badges and four chairs</td>
</tr>
<tr>
<td>Non-Profit Rate</td>
<td>$450</td>
<td>Includes two name badges and two chairs. Non-booths are single booths only</td>
</tr>
</tbody>
</table>

Lodging

Find reservation information for the New Orleans Marriott on our website. All room rates are $195/night plus all applicable taxes.

This room rate expires Tuesday, August 24, 2021. Please mention you are with the ABVP Annual Symposium when making your reservation.

Location

EXHIBITOR INFORMATION

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Find reservation information for the New Orleans Marriott on our website. All room rates are $195/night plus all applicable taxes.

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<td>$450</td>
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</tr>
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All booths are 6-foot tables. All tables are skirted. Additional name badges may be purchased by any exhibitor at a cost of $100 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

<table>
<thead>
<tr>
<th>Track</th>
<th>1-DAY SPONSORSHIP</th>
<th>2-DAY SPONSORSHIP</th>
<th>3-DAY SPONSORSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canine Track</td>
<td>$4,000 + Speaker Fees</td>
<td>$7,500 + Speaker Fees</td>
<td>$10,000 + Speaker Fees</td>
</tr>
<tr>
<td>Feline Track</td>
<td>$4,000 + Speaker Fees</td>
<td>$7,500 + Speaker Fees</td>
<td>$10,000 + Speaker Fees</td>
</tr>
<tr>
<td>Shelter Track</td>
<td>$625 + Speaker Fees</td>
<td>$1,050 + Speaker Fees</td>
<td>$1,375 + Speaker Fees</td>
</tr>
<tr>
<td>Equine Track</td>
<td>$625 + Speaker Fees</td>
<td>$1,050 + Speaker Fees</td>
<td>$1,375 + Speaker Fees</td>
</tr>
<tr>
<td>Food Animal Track</td>
<td>$625 + Speaker Fees</td>
<td>$1,050 + Speaker Fees</td>
<td>$1,375 + Speaker Fees</td>
</tr>
<tr>
<td>Technician/Nurse Track</td>
<td>$625 + Speaker Fees</td>
<td>$1,050 + Speaker Fees</td>
<td>$1,375 + Speaker Fees</td>
</tr>
<tr>
<td>Combined Exotics Track</td>
<td>$625 + Speaker Fees</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Avian Track</td>
<td>$625 + Speaker Fees</td>
<td>$1,050 + Speaker Fees</td>
<td></td>
</tr>
<tr>
<td>Exotic Companion Mammal Track</td>
<td>$625 + Speaker Fees</td>
<td>$1,050 + Speaker Fees</td>
<td></td>
</tr>
<tr>
<td>Reptile &amp; Amphibian Track</td>
<td>$625 + Speaker Fees</td>
<td>$1,050 + Speaker Fees</td>
<td></td>
</tr>
</tbody>
</table>

### Additional Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Cost</th>
<th>Includes</th>
</tr>
</thead>
</table>
| Annual Awards Dinner             | $9,000| • Four (4) tickets to the dinner  
• Use of the pre- and post-Symposium attendee email list |
| Sunrise Session                  | $7,250| • Speaker costs  
• Continental breakfast for attendees |
| Sunset Session                   | $7,000| • Speaker costs  
• Light refreshments |
| Welcome Reception                | $5,500| • Includes 1-drink ticket for all attendees and light hors d’oeuvres |
| Internet                         | $5,250|                                                                           |
| Cross Species Lectures           | $4,150| • Speaker costs |
| Hands-On Workshop                | Determined by the workshop itself | |
| Networking Luncheon              | $15,000| • Use of the pre- and post-Symposium attendee email list  
• Banner ad on ABVP website to run for 60 consecutive days  
• Speaker fees |
| Flash Drive of Proceedings       | $1,500| • Company logo included on item |
| Padfolios                        | $4,250| • Company logo included on item |
| Tote Bags                        | $4,250| • Company logo included on item |
| Lanyards                         | $1,750| • Company logo included on item |
| Ink Pens                         | $250 insertion fee | • Company to provide ink pens |
### SPONSORSHIP LEVELS & BENEFITS

<table>
<thead>
<tr>
<th></th>
<th>PLATINUM $14,501 &amp; ABOVE</th>
<th>GOLD $9,501 - $14,500</th>
<th>SILVER $6,501 - $9,500</th>
<th>BRONZE $3,500 - $6,500</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Name Listed</strong></td>
<td>ABVP website with hyperlink to company website; Registration brochure; On-site brochure</td>
<td>ABVP website with hyperlink to company website; Registration brochure; On-site brochure</td>
<td>ABVP website with hyperlink to company website; Registration brochure; On-site brochure</td>
<td>ABVP website with hyperlink to company website; Registration brochure; On-site brochure</td>
</tr>
<tr>
<td><strong>Signage</strong></td>
<td>At each sponsored event</td>
<td>At each sponsored event</td>
<td>At each sponsored event</td>
<td>At each sponsored event</td>
</tr>
<tr>
<td><strong>Ads</strong></td>
<td>Complimentary full-page ad in on-site brochure</td>
<td>Complimentary half-page ad in on-site brochure</td>
<td>Complimentary quarter page ad in on-site brochure</td>
<td></td>
</tr>
<tr>
<td><strong>Exhibit Booth</strong></td>
<td>Complimentary double exhibit booth</td>
<td>Complimentary single exhibit booth</td>
<td>75% discount on single exhibit booth</td>
<td>50% discount on single exhibit booth</td>
</tr>
<tr>
<td><strong>Tickets to Annual Awards Dinner</strong></td>
<td>Four (4) tickets</td>
<td>Two (2) tickets</td>
<td>One (1) ticket</td>
<td>One (1) ticket</td>
</tr>
<tr>
<td><strong>Mailing List</strong></td>
<td>Complimentary pre- and post-Symposium email list</td>
<td>Complimentary pre- and post-Symposium email list</td>
<td>Complimentary pre- and post-Symposium email list</td>
<td></td>
</tr>
</tbody>
</table>

- To be included in the **Registration Brochure**, sponsorship must be secured no later than **Friday, March 26, 2021**.
- To be included in the **On-Site Brochure**, sponsorship must be secured no later than **Friday, July 30, 2021**.
- To be included in **On-Site Signage**, sponsorship must be secured no later than **Friday, July 30, 2021**.
- All artwork for **On-Site Brochure** ads must be submitted no later than **Friday, July 30, 2021**.
- Artwork must be complete and in PDF format. Please see sizing details earlier in this brochure.
- 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

Company Information (As it should appear in exhibit material)
Company Name: _____________________________________
Address: ____________________________________________
City: __________________________ State/Province: _______
Zip: ______________ Country: _________________________
Phone: ________________ Website: _____________________

Company Contact
Name: _____________________________________________
Title: _______________________________________________
Email: ______________________________________________
Phone: _____________________________________________

EXHIBIT BOOTH SELECTION
- Single Booth, $980
- Double Booth, $1,445
- Non-Profit Booth, $450

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

List products and services, you will exhibit:
_____________________________________________________

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

BADGE 1
Name: ________________________________
Email: ______________________________

BADGE 2
Name: ________________________________
Email: ______________________________

BADGE 3
Name: ________________________________
Email: ______________________________

BADGE 4
Name: ________________________________
Email: ______________________________

BADGE 5
Name: ________________________________
Email: ______________________________

BADGE 6
Name: ________________________________
Email: ______________________________
## Marketing Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Registration Brochure</th>
<th>On-Site Brochure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad</td>
<td>$700</td>
<td>$950</td>
</tr>
<tr>
<td>½ page (horizontal only) ad</td>
<td>$475</td>
<td>$625</td>
</tr>
<tr>
<td>¼ page ad</td>
<td>$225</td>
<td>$315</td>
</tr>
<tr>
<td>Conference Bag Insert</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Pre-Symposium email list</td>
<td>$430</td>
<td></td>
</tr>
<tr>
<td>Post-Symposium email list</td>
<td>$650</td>
<td></td>
</tr>
</tbody>
</table>

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

_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
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: Annual ABVP Symposium and Program Co-Sponsor,

__________________________________________________________

Your Company Name Here

Co-Sponsor and Provider agree that the responsibility for all parties complying with all RACE Standards for continuing education programs (posted at www.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 the date of invoice.

Cancellation and Refund Policy: Sponsor may cancel the Sponsorship Agreement in writing; however, the 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 & REGULATION

Must be signed by all exhibiting companies

Exhibit Management: ABVP reserves the right to reject, for any reason, any company, product or service for exhibit space at its Symposium.

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 $980. The fee for a non-profit exhibit booth is $450. The fee for a double exhibit booth is $1,445.

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 New Orleans Marriott.

Shipping: Exhibitors are responsible for arranging their own shipping to and from the meeting site.

Exhibit Installation/Move In Hours:
Thursday, September 16, 2021, 1:00 - 8:00 PM

Exhibit Hall Dates and Hours:
Friday, September 17, 2021
9:50 - 10:20 AM
1:00 - 1:30 PM
3:20 - 4:00 PM
5:00 - 6:00 PM

Saturday, September 18, 2021
9:50 - 10:20 AM
1:00 - 1:30 PM
3:20 - 4:00 PM

Times are subject to change with final program. Listed break times are exclusive exhibit time.
**Dismantling:** Exhibitor expressly agrees not to dismantle their exhibit or do any packing before the closing hour of the exhibit hall, 4:00 PM on **Saturday, September 18, 2021.** Dismantling must be complete by 9:00 PM on **Saturday, September 18, 2021.**

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

**Indemnification for Hotel:** The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend, and hold harmless the Hotel, its owners, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. Hotel will not be responsible or liable for any loss, damage or claims arising out of exhibitor’s activities on the Hotel’s premises except for any claims, loss, or damages arising directly from the hotel’s own negligence.

**Indemnification for ABVP:** Exhibitor agrees to protect, save and hold MJB Management, LLC 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 negligence or intentional misconduct of the Exhibitor.

**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 if the exhibit area is in pre-function sapce.

**Cancellation Cut-Off and Refund Policy:** All tabletop cancellations must be submitted in writing to the ABVP office no later than **Friday, July 30, 2021.** 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 **Saturday, July 31, 2021,** 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 info@abvp.com by **Friday, August 27, 2021.**

In order to be included in the registration brochure, the signed contract and fee are due by **Friday, March 26, 2021.**

In order to be included in conference materials, the signed contract and fee are due by Friday, July 30, 2021. Exhibitors who submit contracts or fees beginning on **Saturday, July 31** will not be listed in the on-site brochure, website, or any other materials.

**Signature:** ____________________________

**Date:** ____________________________