

EXHIBITOR & SPONSOR PROSPECTUS

MUSIC CITY VETERINARY CONFERENCE February 27 - March 1, 2015

EMBASSY SUITES HOTEL NASHVILLE SE-MURFREESBORO, TENNESSEE



SPONSORED BY THE TENNESSEE VETERINARY MEDICAL ASSOCIATION

THANKS

TO THE 2014 MUSIC CITY VETERINARY CONFERENCE SPONSORS!

Gold Sponsors

Bayer HealthCare, LLC
Henry Schein Animal Health
Nutramax Laboratories Veterinary Sciences, Inc.

Silver Sponsors

Boehringer-Ingelheim
Ceva Animal Health
Companion Therapy Laser by LiteCure
Dechra Veterinary Products
IDEXX Laboratories
Simmons & Associates MidSouth, LLC
Merial
Vet Street
Zoetis

Bronze Sponsors

Tennessee Equine Hospital
Veterinary Ophthalmology Services

Contributing Sponsors

American Association of Swine Veterinarians
National Pork Board



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!

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 in the areas of:

- Small Animal
- Large Animal
- Technician
- Practice Management
- Equine
- Complementary Therapies

WHO WILL ATTEND?

Approximately 700 participants are expected. The participants will include veterinarians, veterinary technicians, students and practice personnel from the southeast region of the USA.

2014 MCVC EXHIBITORS

- 3 Sided Media
- American Express Open Animal Health International
- ANTECH Diagnostics
- Bank of America Practice Solutions
- Baptist Rx Express Pharmacy
- Bayer Healthcare LLC
- Blue Ridge X-Ray Co., Inc.
- BluePearl Veterinary Partners
- Boehringer Ingelheim
- C & C X-Ray Company
- Cedar Hills/Pet Angel
- Ceva Animal Health
- Christian Veterinary Mission
- Companion Therapy Laser by LiteCure
- Cutting Edge Laser Technologies
- Dechra Veterinary Products
- Diamondback Drugs
- Doc Lane's Veterinary Pharmacy
- Elanco Companion Animal
- G. Lynn Davis d/b/a Paladin Business Consulting
- Good Shepherd Pet Services, Inc.
- Henry Schein Animal Health
- Heska Corporation Cuattro Digital Imaging
- Hill's Pet Nutrition, Inc.
- IDEXX Laboratories
- Integrated Healing Technologies, LLC
- Jorgensen Laboratories
- Kinetic Technologies
- K-Laser USA
- Medical Equipment Services, Inc.
- Merck Animal Health
- Merial
- Merritt Veterinary Supplies, Inc.
- Midwest Veterinary Supply
- MILA International, Inc.
- MWI Veterinary Supply
- Nashville Veterinary Specialists
- Nestle Purina PetCare
- Novartis Animal Health
- Nutramax Laboratories Veterinary Sciences, Inc.
- Patterson Veterinary
- PetRays Veterinary Telemedicine
- Purchasing Services, Inc.
- Roadrunner Pharmacy
- Rose Micro Solutions
- Royal Canin USA
- Select Pointe LLC
- Simmons & Associates MidSouth, LLC
- Smiths Medical-Surgivet
- Sound-Eklin
- Southeast Medical Books
- Tennessee Veterinary Technicians Association
- Therapeutic Nutritional Services, Inc.
- TN Board of Veterinary Medical Examiners
- TN Department of Agriculture/USDA.VS
- Total Practice Solutions Group
- Universal Imaging
- University of TN at Martin Veterinary Technology Program
- University of TN College of Veterinary Medicine
- US Army
- Vet Scene, Inc
- Veterinary Ophthalmology Services
- Vetstreet
- Wickliffe Veterinary Pharmacy
- Zoetis

GENERAL INFORMATION

HOTEL

The Embassy Suites Hotel will be the site for the Music City Veterinary Conference. From I-24 East or West take exit 76 Medical Center Parkway. Head north on Medical Center Parkway, hotel is located on the right. The hotel is conveniently located close to state route 840, with easy access to Stones River National Battlefield, The Sam Davis Home and Canonsburgh Village. Explore the shops and restaurants of "The Avenue Murfreesboro", adjacent to the hotel. Nashville is also just a half hour's drive away.

The group rate is \$132 for single or double occupancy (plus tax). To make reservations at the special MCVV rate, contact the hotel by calling 615-890-4464. To ensure the group rate and space availability, make your reservations no later than Wednesday, February 4, 2015. The room block will close once the room block has been met or has reached the deadline, whichever occurs first.

EXHIBITOR CONTRACTOR

Fern Exposition & Event Services 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.

NEW

EXHIBITORS REGISTER ONLINE

By registering online for exhibit booths and sponsorships, you will be able to complete contract, choose your booth and pay your fee. Registration will be open to TVMA Allied Members during a specified time prior to open registration to non-members. For more information on becoming a TVMA Allied Member please visit www.tvmanet.org. If you have questions regarding this process, please contact the TVMA office 931-438-0070.

EXHIBITOR BENEFITS

Single Booth - \$950 *Premium Single Booth - \$1100

- 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 emailed three weeks after meeting)
- Complimentary copy of conference proceedings on CD-ROM

Double Booth - \$1,650 *Premium Double Booth - \$1900

- One 16' x 10' booth no higher than 8' in back and 3' on each side
- Two draped 6' tables
- Four chairs
- One identification sign
- Badges for four exhibit staff
- Carpeted exhibit hall
- Printout of registrants available upon request (to be emailed three weeks after meeting)
- Two complimentary copies of conference proceedings on CD-ROM

***Premium Booths are located in prime locations in the exhibit hall.**



PROGRAM OUTLINE

PROGRAM
SUBJECT TO CHANGE

THURSDAY
February 26, 2015

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

FRIDAY
February 27, 2015

EXHIBIT HALL OPEN
7:30am - 5:30pm

EDUCATIONAL SESSIONS
8:00am - 5:15pm

SATURDAY
February 28, 2015

EXHIBIT HALL OPEN
7:30am - 4:30pm

EDUCATIONAL SESSIONS
8:00am - 5:15pm

SATURDAY (continued)

EXHIBITOR MOVE-OUT
4:30pm - 6:00pm

TVMA AWARDS
6:00pm-8:00pm

SUNDAY
March 1, 2015

EDUCATIONAL SESSIONS
8:00am - 3:40pm



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.

HOTEL POLICY:

Because of hotel policy, no live animals will be permitted inside the Embassy Suites Hotel unless the animal is officially known as a service animal.

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 chosen online by exhibiting companies. Registration will be open to TVMA Allied Members during a specified time prior to open registration to non-members.

HOURS OF EXHIBIT:

Move-in may begin at 4:00pm on Thursday, February 26, 2015, 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 28, 2015. Move out must be completed by 6:00pm on Saturday.

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:

Fern Exposition & Event Services (615-256-0357) 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 Embassy Suites Hotel.

EXHIBIT FEE:

The fee for a single booth is \$950, premium single booth is \$1,100, double booth is \$1,650 and premium double booths \$1,900. The fee is due when the contract for exhibit space is submitted. Contracts and fees must be received no later than January 31, 2015 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 reed.adele@gmail.com.

CANCELLATION/REFUND POLICY:

If written notice of cancellation is received by the TVMA no later than January 22, 2015, a refund of monies received less a \$75 administrative fee will be made. Beginning January 23, 2015, 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 1, 2015.

SPONSOR BENEFITS

PLATINUM SPONSOR (\$10,000+) Value

- Complimentary double booth at the conference
- Additional Booths - Premium booth placement at Allied Member fee (\$950)
- Four (4) complimentary exhibitor registrations - in addition to 2 registrations with each booth
- Four (4) complimentary copies of conference proceedings on CD
- Link from the TVMA Website to sponsor's Website (until January 1, 2016)
- Listing and logo in the sponsorship rotating banner on homepage of the TVMA Website (until January 1, 2016)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary one-half page advertisement in on-site program (artwork provided by sponsor)
- One complimentary list of conference pre-registrants in Excel format (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 20, 2015)
- Two (2) tickets to the TVMA awards banquet held during the MCVC
- Choice of one of the following:
 - Logo on the hotel key cards
 - Logo on notepads
 - Insert in room drop
 - Information article of product/service in one issue of TVMA Tidbits and on TVMA website for one month

GOLD SPONSOR (\$7,500-9,999) Value

- Complimentary single booth at the conference
- Three (3) complimentary exhibitor registrations - in addition to 2 registrations with each booth
- Three (3) complimentary copies of conference proceedings on CD
- Link from TVMA website to sponsor's website (until January 1, 2016)
- Listing and logo in the sponsorship rotating banner on the homepage of the TVMA Website (until January 1, 2016)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary one-half page advertisement in on-site program (artwork provided by sponsor)
- One complimentary list of conference pre-registrants in Excel format (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 20, 2015)
- Two (2) tickets to the TVMA awards banquet held during the MCVC

SILVER SPONSOR (\$5,000-7,499) Value

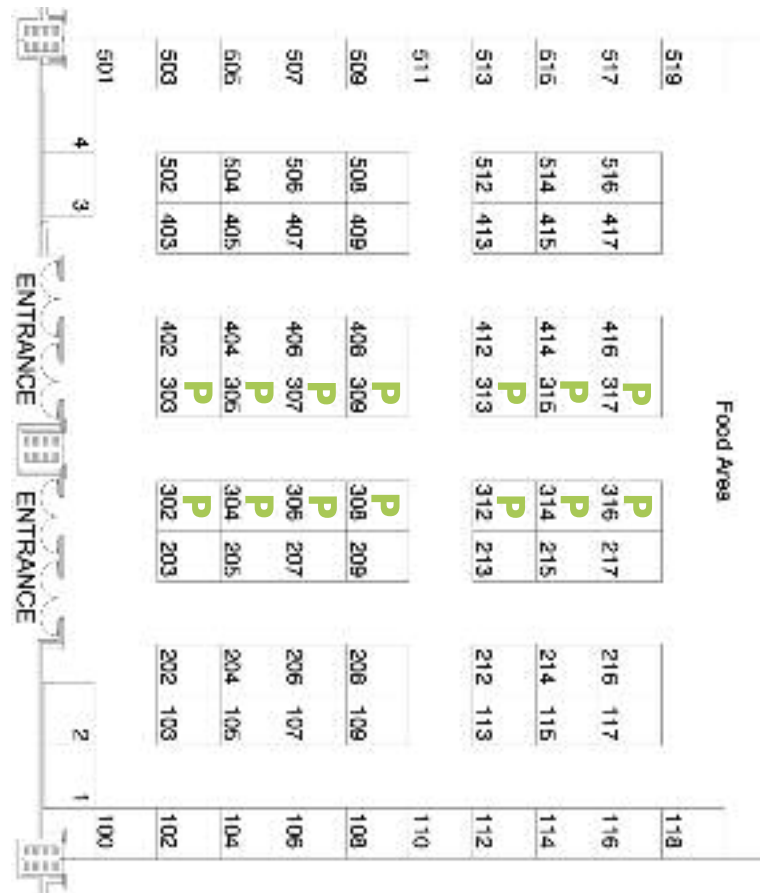
- Two (2) complimentary exhibitor registrations - in addition to 2 registrations with each booth
- Two (2) complimentary copies of conference proceedings on CD
- Listing and logo in the sponsorship rotating banner on homepage of the TVMA Website (until January 1, 2016)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One complimentary list of conference pre-registrants in Excel format (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 20, 2015)
- Two (2) tickets to the TVMA awards banquet held during the MCVC

BRONZE SPONSOR (\$1,000-4,999) Value

- One (1) complimentary exhibitor registration - in addition to 2 registrations with each booth
- One (1) complimentary copy of conference proceedings on CD
- Listing and logo in the sponsorship rotating banner on homepage of the TVMA Website (until January 1, 2016)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One complimentary list of conference pre-registrants in Excel Format (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 20, 2015)

FLOOR PLAN

P = Premium



Register online by visiting the
TVMA Website at
www.tvmanet.org

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP CHOICES

Keynote Speaker

Marty Becker, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Joe Bartges, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Marc Bercovitch, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Stephen Galloway, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Joanna Konerman Fry, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Rosanna Marsella, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Darryl Millis, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

David Pageau

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Simon Platt, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Wesley Roach, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Heather Robertson, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Katherine Skorupski, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

Katherine Smith, DVM

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

David Twedt, 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.

REGISTRATION BAGS

- Full Sponsorship: \$3,000

ON-SITE PROGRAM ADVERTISING

Your company's ad may be placed in the on-site booklet which will include all on-site information and CD proceedings.

- Back Page \$500
- Inside Front Cover \$450
- Full Page \$350
- One Half Page \$250
- One Fourth Page \$150

Contact TVMA Office for print specifications.

NECK WALLET

- Full Sponsorship: \$3,000

CONTINENTAL BREAKFAST

FRIDAY (in exhibit hall)

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

SATURDAY (in exhibit hall)

- Full Sponsorship: \$3,000
- Partial Sponsorship: \$1,500

*AM/PM REFRESHMENTS

FRIDAY (in exhibit hall)

- 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

TVMA AWARDS CEREMONY

SATURDAY

- Full Sponsorship: \$10,000
- Partial Sponsorship: \$5,000

***In lieu of lunches, snacks and drinks will be provided during breaks.**

To contract for a sponsorship, visit www.tvmanet.org.

Questions?

Contact TVMA office
931-433-0070.

VISIT WWW.TVMANET.ORG
FOR MCVC 2015 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