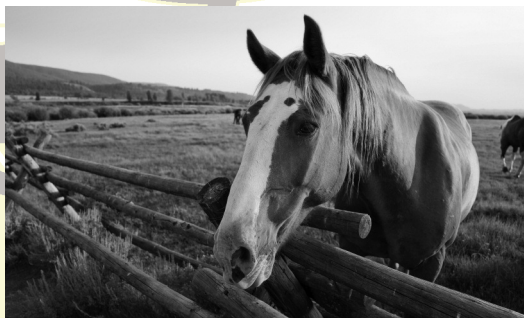


EXHIBITOR & SPONSOR PROSPECTUS

MUSIC CITY VETERINARY CONFERENCE February 24 - February 26, 2017

EMBASSY SUITES HOTEL NASHVILLE SE-MURFREESBORO, TENNESSEE



SPONSORED BY THE TENNESSEE VETERINARY MEDICAL ASSOCIATION

THANKS

TO THE 2016 MUSIC CITY VETERINARY CONFERENCE SPONSORS!

Platinum Sponsors

Merial
Nutramax Laboratories

Silver Sponsors

Boehringer Ingelheim
Zoetis

Bronze Sponsors

Bayer HealthCare, LLC
CEVA Animal Health
Elanco Companion Animal Health
IDEXX
Patterson Veterinary
Roadrunner Pharmacy

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.

2016 MCVC EXHIBITORS

3 Sided Media
Abaxis
ANTECH Diagnostics
Avid Identification Systems, Inc
Banfield Pet Hospital
Bayer HealthCare, LLC
Blue Ridge X-Ray Co. Inc.
BluePearl Veterinary Partners
Boehringer Ingelheim
Carr Healthcare Realty
Ceva Animal Health
Christian Veterinary Mission
Companion Animal Health by LiteCure
Dechra Veterinary Products
Diamondback Drugs
Elanco Companion Animal Health
Enovative Technologies
Family Pals Pet and Animal Loss Service
G. Lynn Davis d/b/a/ Paladin Business Consulting
Good Shepherd Pet Services, Inc.
Henry Schein Animal Health
Heska Corporation
Hill's Pet Nutrition
IDEXX
Innovative Financial Group, LLC
K-Laser USA
Lincoln Memorial University-College of Veterinary Medicine
Merck Animal Health
Merial
Merritt Veterinary Supplies, Inc.
Merry X-Ray
Midwest Veterinary Supply
MILA International, Inc.
MWI Animal Health
Nashville Pet Emergency Clinic
Nashville Veterinary Specialists and Animal Emergency
National Veterinary Associates
Nutramax Laboratories
Oncura Partners Diagnostics, LLC
Patterson Veterinary
PaymentBanc
People's Custom Rx
Pet Angel
Practice Sales Advisors
Purchasing Services Inc.
Putney Inc.
Roadrunner Pharmacy
Sedecal USA
Simmons & Associates MidSouth, LLC
Sound™
Southeast Medical Books
Southern Veterinary Partners, LLC
Supporting Strategies - Middle Tennessee
Tennessee Veterinary Dentistry & Oral Surgery
Tennessee Veterinary Surgical Specialists
Tennessee Veterinary Technicians Association
The Blue Buffalo Company
TN Board of Veterinary Medical Examiners
TN Department of Agriculture
Total Practice Solutions Group
U.S. Bank
Universal Imaging, Inc.
University of Tennessee at Martin Veterinary Technology Program
University of Tennessee College of Veterinary Medicine
Veterinary Imaging
Veterinary Ophthalmology Services
Virbac Animal Health
Zoetis



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!

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 \$134 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 Tuesday, January 31, 2017. 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.

EXHIBITORS REGISTER ONLINE

By registering online for exhibit booths and sponsorships, you will be able to complete your 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 23, 2017

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

FRIDAY
February 24, 2017

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

EDUCATIONAL SESSIONS
8:00am - 5:20pm

SATURDAY
February 25, 2017

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

EDUCATIONAL SESSIONS
8:00am - 5:20pm

SATURDAY (continued)

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

TVMA AWARDS
6:00pm-8:00pm

SUNDAY
February 26, 2017

EDUCATIONAL SESSIONS
8:00am - 3:30pm



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 23, 2017, 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 25, 2017. 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 27, 2017 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 19, 2017, a refund of monies received less a \$75 administrative fee will be made. Beginning January 20, 2017, 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 2, 2017.

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, 2018)
- Listing and logo in the sponsorship rotating banner on homepage of the TVMA Website (until January 1, 2018)
- 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, 2017)
- Two (2) tickets to the TVMA awards banquet held during the MCVS
- 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, 2018)
- Listing and logo in the sponsorship rotating banner on the homepage of the TVMA Website (until January 1, 2018)
- 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, 2017)
- Two (2) tickets to the TVMA awards banquet held during the MCVS

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

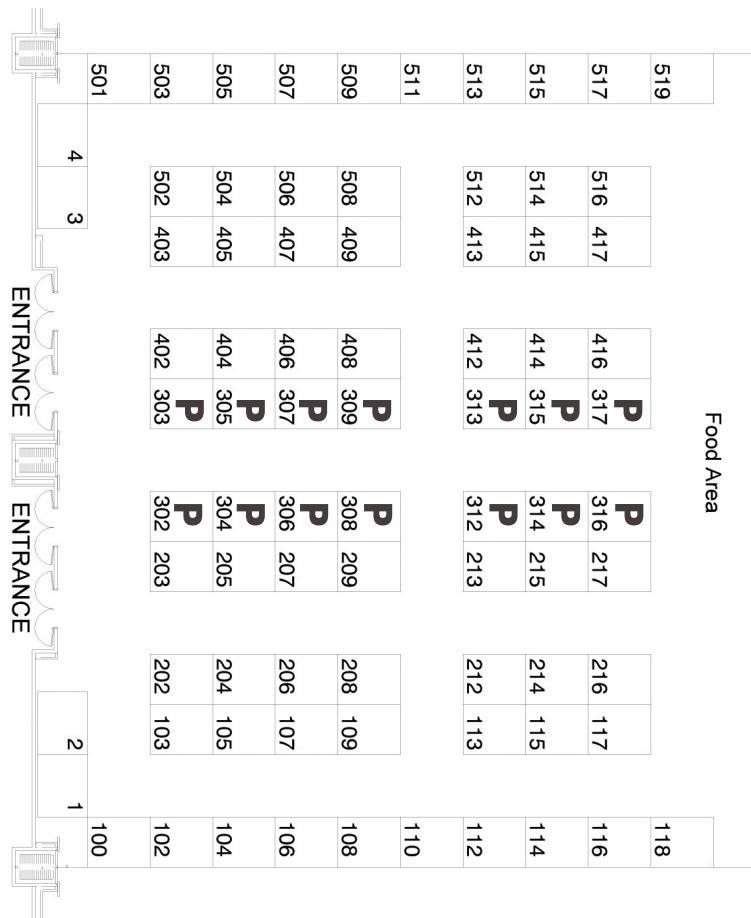
- Two (2) complimentary exhibitor registrations - in addition to 2 registrations with each booth
- Two (2) complimentary copies of conference proceedings on CD
- Listing and logo in the sponsorship rotating banner on homepage of the TVMA Website (until January 1, 2018)
- Listing with logo in the conference 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, 2017)
- Two (2) tickets to the TVMA awards banquet held during the MCVS

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, 2018)
- 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, 2017)

FLOOR PLAN

P= Premium



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

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP CHOICES

Lisa Ebner, DVM

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

Stephen Galloway, DVM

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

Mary Gardner, DVM

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

Jerome Goddard, PhD

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

Lorin Hillman, DVM

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

Alicia Howser, DVM

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

Cambi Johns

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

Jason Roberts, DVM

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

Samantha Rogers

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

Margie Scherk, DVM

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

Cindy Schmidt, DVM

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

Marc Seitz, DVM

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

Robbie van Mullem

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

Danny Walker, DVM

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

Karen Wernette, DVM

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

Alice Wolf, 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 WALLETS

- 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

LUNCH

FRIDAY (in exhibit hall)

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

SATURDAY (in exhibit hall)

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

TVMA AWARDS CEREMONY

SATURDAY

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

To contract for a sponsorship,
visit www.tvmanet.org.
Questions?
Contact TVMA office
931-433-0070.

VISIT WWW.TVMANET.ORG
FOR MCVC 2017 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