2016 PVMA Guide to Corporate Partnership

INSIDE:

THRIVE 2016

17th Annual Spring Clinic

10th Keystone Veterinary Conference

9th 3 Rivers Veterinary Symposium
PVMA in 2016

About PVMA
The Pennsylvania Veterinary Medical Association (PVMA) is the only statewide professional membership organization dedicated to the veterinary team. Our membership, which consists of over 2,900 of the licensed veterinarians and certified veterinary technicians, as well as practice managers and assistants, in Pennsylvania, represent the broad spectrum of veterinary medicine, including, but not limited to, companion animal, production animal, exotic, and equine practitioners and veterinarians working in research, public health, academic capacities, and corporate settings. PVMA is affiliated with local veterinary medical associations across the Commonwealth and the internationally-recognized American Veterinary Medical Association.

The Meetings
The Pennsylvania Veterinary Medical Association has four exciting educational programs planned for 2016, and we invite your company to partner with us. Our meetings and events offer your company excellent marketing opportunities at an affordable cost to meet one-on-one with prospective buyers and maximize your return on investment. We also provide an excellent opportunity for your company to show its support for the veterinary profession and our association. As always, our programs offer a variety of relevant topics and nationally-recognized speakers which attract an increasing number of attendees each year. We encourage you to join us.

THRIVE 2016
February 5-6, 2016
Kalahari Resort, Pocono Manor, Pennsylvania

17th Annual Spring Clinic
May 25-26, 2016
Penn Stater Conference Center Hotel, State College, Pennsylvania

10th Keystone Veterinary Conference
August 11-14, 2016
Hershey Lodge, Hershey, Pennsylvania

9th 3 Rivers Veterinary Symposium
November 5-6, 2016
Sheraton Pittsburgh Hotel at Station Square, Pittsburgh, Pennsylvania

Very Important Veterinarian (VIV)
Started in 2009, the veterinary equivalent to the VIP! PVMA’s Very Important Veterinarian (VIV) program allows you, as one of our corporate partners, to reward a prized client with a complimentary registration to one of our educational programs throughout the year. Our “VIV” program provides you the opportunity to show appreciation to a “very important veterinarian” and at the same time increase attendance at one of our conferences and potentially your own bottom line. You may earn a complimentary “VIV” registration with conference sponsorship or purchase individual “VIV” vouchers to distribute to your favorite veterinary clients.

Each VIV voucher will be sent you and include reference to your company’s sponsorship including your logo (if provided) for you to personally present to your “VIV.” Even if you cannot attend, you may purchase VIV vouchers to show your support of your favorite veterinarians, veterinary team members, and PVMA! Please refer to the contract on page 13 for pricing.
2016 CORPORATE PARTNER GUIDE

February 5-6, 2016
Kalahari Resort & Convention Center
Pocono Manor, Pennsylvania

Participation of corporate partners is exclusive to sponsors ONLY! There will not be an exhibit hall at this event—only sponsors will be permitted to attend.

2 Sponsorship Levels

$2,000—includes participation in all educational sessions, 6’ tabletop display in exhibit area on Friday and Saturday, continental breakfast and lunch on Friday and Saturday, online lecture notes, packet insert, recognition of sponsorship in THRIVE 2016 printed materials, on PVMA website, and on a sign at the event, and registration for 1 company representative.

$2,500—includes everything in $2,000 sponsorship level PLUS a 10-minute presentation during lunch on Friday or Saturday.

Deadline to register is Friday, January 22, 2016.

Friday, February 5—Richard DeBowes, DVM, MS, DACVR
KEYNOTE ADDRESS: What Does it Mean to Thrive?
• The Bond – The Driver of Our Practice
• Healthcare Team Paradigms: How Do We See Our Clients and What Do Our Clients Want From Us?
• Putting a Team Together and Setting an Organizational Culture
• Developing a Plan for Your Organizational Culture
• Workshop: Improving Productivity and Teamwork in Your Practice (includes dinner and DISC Personality Assessment) – Heather Berst, VMD

Saturday, February 6
KEYNOTE ADDRESS: Paychecks Won’t Buy You Passion
TRACK 1: Learn, Lead, THRIVE —Brad Federman
• Transitions: Learning to Lead
• Transitions: Learning to Lead (continued) and Assessment Engagement Leadership
• Innovation: How to Create an Innovative Culture and Environment
• Workshop: Putting Into Practice What You’ve Learned

TRACK 2: Lights, Camera, THRIVE—Your Online Stage—Bash Halow, LVT, CVPM
• 30 Minute Power Session: Marketing Goals and Return
• 30 Minute Power Session: A Thriving Website and Online Presence
• 30 Minute Power Session: Reputation Management
• Client Communication Tools to “Sur-thrive” the Competition
• Keeping Culture “A-thrive” in Your Practice: Ending the Discord and Pushback That Prevents You Moving Forward With Change
• Workshop: Marketing for the Time Challenged

Meet the Speakers
Heather Berst, VMD
Practice Development Veterinarian, Hill’s Pet Nutrition, Inc.

Richard DeBowes, DVM, MS, DACVS
Professor of Surgery and Director of the Professional Life Skills Program, College of Veterinary Medicine, Washington State University, Pullman, Washington

Brad Federman
Chief Operating Officer, F&H Solutions Group, Memphis, Tennessee

Bash Halow, LVT, CVPM
Partner, Halow Tassava Consulting, New York, New York

Hotel Accommodations and Waterpark
A block of discounted rooms is available to THRIVE 2016 attendees on first-come, first-served basis until January 15, 2016. The $189/night discounted rate includes waterpark passes, in-room wifi, parking, and the resort fee. That’s almost HALF OFF the regular rate!! Please call Kalahari directly at 1.877.525.2427 and mention you are attending PVMA’s THRIVE 2016 conference to reserve your room at the discounted rate. After January 15, rooms may be reserved on a space and rate availability basis only.

Location
Kalahari Resort is located in the heart of the Pocono Mountains, less than 2 hours from New York City and New Jersey, and about 2 hours from Philadelphia and Harrisburg, Pennsylvania.
Program
The 17th Annual Spring Clinic will host the following tracks:
• Production Animal (2)
• Companion Animal (6)
• Exotics (1)
• Veterinary Technology (2)
• USDA NVAP Reaccreditation Modules (1)
Please visit www.pavma.org for program updates and available speaker sponsorships.

Exhibit Information
All Exhibiting Companies Will Receive:
• One standard 6’ tabletop display for $1100
• Recognition in the keystone veterinarian, PVMA’s quarterly magazine
• Recognition on the PVMA website, www.pavma.org
• 2 complimentary representative registrations (includes continental breakfast, breaks, and lunch on Wednesday and Thursday, as well as food and beverage at the Happy Hour with Exhibitors)

Exhibit Set-Up
Wednesday, May 25: 7:00–11:00am

Exhibit Dismantle
Thursday, May 26: 3:30–5:00pm

Exhibit Description
Each exhibit area is equipped with one six-foot skirted table, two chairs, and one wastebasket.

Exhibit Kits
Upon receipt of your contract and payment, a confirmation email, exhibit badge form, and exhibit information sheet will be emailed.

Exhibit Cancellation Policy
Exhibit companies will incur a cancellation fee of $150 if cancellation is received in writing before April 15, 2016. Refunds will not be issued after this date.

Exhibit Hours
Wednesday, May 25
Exhibit Hall Open—11:15am–6:00pm
Happy Hour—4:30–6:00pm

Thursday, May 26
Exhibit Hall Open—7:00am–3:30pm

Registration Packet Inserts
Packets are provided to all conference attendees at Spring Clinic. You may increase your company’s visibility at the conference by submitting an insert to be included in the packet. Cost is $350 per insert.

Quantity: 350

Hotel Reservations
A block of rooms is being held at the Penn Stater Hotel and Conference Center. Please contact the hotel directly at 800.233.7505 for reservations. Please identify yourself as part of the PVMA group and reference ID #PAVE16A to obtain discounted rates. All reservations must be made by April 29, 2016, and are available on a first-come, first-served basis. After this cut-off date, reservations may be made on a space and rate availability basis only.

The group rates for this meeting are as follows:
• $132 single occupancy
• $142 double occupancy
• $152 triple occupancy
• $162 quadruple occupancy

Sponsorship Opportunities
The Nittany Lion—$4,000 and Above
Additional benefits:
• Complimentary tabletop display
• 1 additional company representative registration
• 1 complimentary VIV registration

Old Main—$3,000
Additional benefit: 75% off of exhibit booth fee

The Creamery—$2,000
Additional benefit: 50% off of exhibit booth fee

Agricultural Arena—$1,000

Bryce Jordan Center—$500

Blue Band—$250

All Sponsors Regardless of Their Sponsorship Level Will Receive
• Recognition in meeting programs and promotional materials (as the sponsorship is confirmed)
• Signage at the lecture room (for speaker sponsors) or the event (break and luncheon sponsors) and outside the exhibit hall
• Recognition in the keystone veterinarian, PVMA’s quarterly magazine
• Verbal acknowledgement prior to the beginning of the presentation (speaker sponsors)
• Recognition on the PVMA website, www.pavma.org

In 2015, 325 people attended Spring Clinic.
Keystone Veterinary Conference (KVC) is a regional veterinary conference that offers high-quality continuing educational topics with nationally recognized speakers in a state-of-the-art setting. Keystone Veterinary Conference will host the following tracks:

- Companion Animal
- Production Animal
- Equine
- Veterinary Technology
- Practice Management
- Integrative Medicine
- and more!

Please visit www.KeystoneVetConference.org for program updates and available speaker sponsorships.

**Mark Your Calendar For These Important Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 30, 2016</td>
<td>Last day to submit artwork for advertisement in onsite program</td>
</tr>
<tr>
<td>June 30, 2016</td>
<td>Last day to submit full payment or balance in order to keep assigned booth space</td>
</tr>
<tr>
<td>July 1, 2016</td>
<td>Last day to cancel reservation and receive refund (less $100 cancellation fee)</td>
</tr>
<tr>
<td>July 9, 2016</td>
<td>Cut-off date for hotel room reservation</td>
</tr>
</tbody>
</table>

**In 2014, 740 people attended KVC!**
Sponsorship Packages

The Lightening Racer—$5,000 & above

ADDITIONAL BENEFITS:
• Complimentary 8x10 booth
• Two additional complimentary company representative registrations
• Full color, half page ad in onsite program
• Premium booth space in exhibit hall
• One complimentary VIV registration
• Banner ad on the KVC website

The Great Bear—$4,000

ADDITIONAL BENEFITS:
• Full color, quarter page ad in onsite program
• Premium booth space in exhibit hall
• Banner ad on the KVC website

The Wildcat—$3,000

ADDITIONAL BENEFITS:
• 20% discount on exhibit booth
• Premium booth space in exhibit hall

The Sooperdooper-looper—$2,000

ADDITIONAL BENEFITS:
• 15% discount on exhibit booth

Farenheit—$1,000
Carousel—$500
Storm Runner—$250

All Sponsors, Regardless of Level, Will Receive The Following:

• Recognition in conference programs and promotional materials
• Signage at the lecture room (for speaker sponsors) or at the event (break and social event sponsors) and outside exhibit hall
• Recognition in the *keystone veterinarian*, PVMA’s quarterly magazine
• Recognition and link to company website on the KVC website, www.keystonevetconference.org
• Verbal acknowledgement prior to the start of the presentation (speaker sponsors)
Exhibit Information

Exhibit Hours

**THURSDAY, AUGUST 11**
Exhibit Set-Up: 12:00–4:00pm
Happy Hour: 4:30–5:30pm

**FRIDAY, AUGUST 12**
Marketplace Open 7:00am–5:00pm

**SATURDAY, AUGUST 13**
Marketplace Open 7:00am–1:00pm
Exhibit Dismantle: 1:00pm–5:00pm

Exhibitor Service Kit
Upon receipt and payment of your exhibit contract, a confirmation email, exhibitor badge form, exhibitor information sheet, and a complete exhibitor manual from the exposition company will be emailed to each exhibitor. The manual will offer you services such as furniture, accessory items, warehouse/drayage/shipping service, carpenter labor, and special signs.

Exhibit Space Assignment
Booths are reserved on a first-come, first-served basis. Please indicate your top four choices on the contract on page 13. Please include any specific space requirements (i.e. companies you would not like to be positioned near) on the enclosed Contract for Exhibit Space. Every effort will be made to accommodate booth location requests. Contracts will not be processed without full payment.

Exhibit Only Rates
- $1400 Veterinary-related product or service companies
- $900 PVMA endorsed service companies/PVMA Active Members
- $750 Non-profit/non-commercial organizations (booths will be assigned and cannot be chosen)

Exhibit Description
All exhibiting companies will receive:
- One 8’ x 10’ booth space with one 6’ draped and skirted table
- 2 chairs
- Wastebasket
- Identification sign
- Complimentary registration for two company representatives (includes happy hour on Thursday, continental breakfast, breaks, and lunch on Friday and Saturday)
- Recognition in *keystone veterinarian*, PVMA’s quarterly magazine
- Recognition on the KVC website, [www.keystonevetconference.org](http://www.keystonevetconference.org)
- Attendee list provided before (upon request) and after conference

Exhibit Cancellation Policy
Exhibitors will incur a cancellation fee of $150 if the cancellation is received in writing before July 1, 2016. Refunds will not be issued after this date.

Onsite Program Advertising
Keystone Veterinary Conference distributes a full-color onsite conference program to all attendees, which includes advertising opportunities. This is another way you can grab attention and invite attendees to visit your booth or showcase a new product or service. **You do not have to exhibit in order to place an advertisement in the program.**

Rate Schedule
- $500 Full Page
- $250 Half Page
- $150 Quarter Page

Advertising will be accepted subject to the following guidelines:
- Keystone Veterinary Conference reserves the right to reject advertising which it deems unsuitable and to refuse acceptance from advertisers of questionable credit or trade standing.
- Advertising which simulates reading materials will be plainly marked “advertisement” in a typeline above or below the insertion.
- Cancellation will not be accepted after the closing date (June 30, 2016)
- Keystone Veterinary Conference is only responsible for providing advertising space, and is not liable for the content of advertisements appearing in the onsite program.
- Keystone Veteranary Conference reserves the right to determine the placement of all advertisements.
- A signed contract must be submitted with payment prior to publication.
- Insert advertising will not be accepted.
- Advertisements must be submitted to lraver@pavma.org in PDF format.

Ad Size Dimensions
- Full page ad 8.5 wide x 11 high
- Half page horizontal 7.5 wide x 4.75 high
- Half page vertical 3.5 wide x 9.625 high
- Quarter page horizontal 7.5 wide x 2.325 high
- Quarter page vertical 3.5 wide x 4.75 high

Please refer to page 15 for the KVC onsite program advertising contract.
Exhibitor Information

All Exhibiting Companies Will Receive:
- One standard 6’ tabletop display for $950
- Recognition in the *keystone veterinarian*, PVMA’s quarterly magazine
- Recognition on the PVMA website, www.pavma.org
- 2 complimentary representative registrations (includes continental breakfast, lunch, and breaks)

Exhibit Set-up
Friday, November 4: 6:30–7:30pm or Saturday, November 5, 6:00-7:00am

Exhibit Dismantle
Saturday, November 5: 6:00pm

Exhibit Hours
Saturday, November 5: 7:00am–6:00pm

Exhibit Description
Each exhibit area is equipped with one 6’ draped table, two chairs, and one wastebasket.

Exhibitor Kits
Upon receipt of your contract and payment, a confirmation email, exhibitor badge form, and exhibitor information sheet will be emailed to you.

Cancellation Policy
Exhibitors will incur a cancellation fee of $150 if cancellation is received in writing before October 1, 2016. Refunds will not be issued after this date.

Registration Packet Inserts
Packets are provided to all symposium attendees at 3 Rivers Veterinary Symposium. You may increase your company’s visibility at the conference by submitting an insert to be included in the packet. Cost is $350 per insert. Quantity: 350

Hotel Reservations
A block of discounted rooms is available at the Sheraton Pittsburgh Hotel at Station Square. To make your reservation, please visit www.pavma.org or call the Sheraton directly at 412.261.2000 and mention that you are attending the PVMA conference. Room reservations are guaranteed on a first-come, first-served basis until October 4, 2016, after which rooms may be reserved on a space and rate availability basis only.

The group rates for this meeting are:
- $177 per night/single occupancy
- $187 per night/double occupancy

All Sponsors Regardless of Their Sponsorship Level Will Receive:
- Recognition in meeting programs and promotional materials (as the sponsorship is confirmed)
- Signage at the lecture room (for speaker sponsors) or the event (break and luncheon sponsors) and outside the exhibit hall
- Recognition in the *keystone veterinarian*, PVMA’s quarterly magazine
- Verbal acknowledgement prior to the beginning of the presentation (speaker sponsors) or at the luncheon
- Recognition on the PVMA website, www.pavma.org

Gateway Clipper—$4,000 And Above
Additional benefits: Complimentary 6’ table, one additional company representative registration, one complimentary VIV registration

Duquesne Incline—$3,000
Additional benefit: Complimentary 6’ table

National Aviary—$2,000
Additional benefit: 50% off exhibit booth

Carnegie Science Center—$1,000

Pittsburgh Zoo—$500

Heinz Field—$250

In 2015, 311 people attended 3 Rivers Veterinary Symposium

Full details and online registration will be available at www.pavma.org
SPECIAL NOTICE: For your own protection, please be sure to read the exhibitor rules and regulations outlined below. It is important to review these terms and conditions, as well as any general information, with your onsite booth personnel.

ACCEPTANCE OF APPLICATION
Applications for exhibit space are subject to review by the PVMA Program Committee to decide suitability for the conference and to ensure conformity with conference standards. PVMA Exhibit Management reserves the right to cancel or refuse rental to any person or company whose conduct or display of goods is, in the opinion of PVMA Exhibit Management, incompatible with the general character and objectives of the meetings or the mission of the association. All booths will be assigned on a first-come, first-served basis.

AUDIOVISUAL COMPONENTS OF EXHIBITS
Audiovisual equipment, as part of a display, is acceptable; however, sound equipment must be regulated so as not to disturb neighboring exhibitors. In addition, spectators at exhibits may not obstruct aisles or interfere with accessibility to other exhibits. PVMA Exhibit Management reserves the right to decide when sound levels from audiovisual or sound equipment constitute interference with other exhibitors or become unacceptable. In such cases, sound levels will be reduced or the equipment will be removed at the exhibitor’s expense.

EXHIBIT BOOTH STANDARDS
Each exhibit booth will include a 6’ draped and skirted table and two chairs. No exhibit will be permitted to span an aisle by ceiling or floor covering. Any trash or debris scattered into the booth from the installation of any exhibit is the exhibitor’s responsibility to clean. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time, and the contractor, with the approval of PVMA Exhibit Management, will provide draping deemed necessary and submit the charges to the exhibitor.

FORFEITURE
If an exhibitor or its representatives do not follow the rules and regulations set by PVMA Exhibit Management, the exhibitor shall forfeit the amount paid for space rental, regardless of whether the exhibit space is subsequently leased.

GENERAL CONDUCT
No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Attention-getting devices in the form of live/mechanical entertainment or amusement are strictly prohibited. Booth personnel, including demonstrators, receptionists, and models, are required to confine their activities within the booth space. Apart from the specific display space for which an exhibitor has contracted with PVMA Exhibit Management, no part of the exhibit hall and its grounds may be used by any organization other than PVMA for display purposes of any kind. Representatives, models, and employees of exhibitors will be attired to maintain the professional and business-like climate of PVMA meetings.

PAYMENT AND CANCELLATION POLICIES
The application for exhibit space must be accompanied with full payment. If a balance is due at the beginning of the meeting, the exhibitor will not be permitted to set up. Exhibitors may cancel booth space reservation by submitting a letter to Christine Gacono, Director of Education & Events, at the PVMA office. Please refer to information in brochure for specific cancellation policies and dates.

REASSIGNMENT OF SPACE
Exhibit space not occupied at the opening of the show may be reassigned by PVMA Exhibit Management to another exhibitor without refund of rental paid.

SOLICITATION
Distribution of product or service literature may be made only within booth space assigned to the exhibitor presenting such material. Any firm or organization not assigned space in the exhibit hall will not be permitted to solicit business within the conference hotel.

STAFFING
Exhibits must be staffed during the open hours of exposition. Dismantling or removing any exhibits or materials before the official closing of the exposition is prohibited and is subject to an additional fee of $250.

BADGES
PVMA reserves the right to limit the number of badges and to confiscate badges that are improperly used. Exhibitor badges do not permit access to scientific sessions.

USE OF REGISTRANT ADDRESS LIST
A registrant address list is provided to all exhibiting companies before and after the meeting. The list may be used ONCE for post-meeting follow-up only and may not be reproduced or stored in any manner, either in part or in whole.

NO SMOKING
There will be a strict no smoking policy in the exhibit hall. Those wishing to smoke may do so in any designated areas.

FIRE PREVENTION REGULATIONS
Fire Marshal in charge of host city Fire Bureau reserves the right to make any final decisions regarding fire prevention regulations.

LIABILITY
Each party involved in the exposition agrees to be responsible for any claims arising out of its own negligence or that of its employees or agents. All parties have a responsibility, and are required to maintain adequate insurance coverage against injuries to persons, damage to or loss of property, and any inability to meet their obligations as set forth in this prospectus. PVMA will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the negligence or wrongful acts of PVMA. Each exhibitor, in making application for space, agrees to protect, indemnify, and hold harmless PVMA from any and all claims, liability, damages, or expenses (including attorney’s fees) asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor, its agents, servants, or employees. PVMA shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of direct or consequential damages alleged to be due from a breach of contract. It is understood and agreed that the sole liability of PVMA to the exhibitor for any breach of this contract shall be for the refund of all amounts directly paid by the exhibitor pursuant to this contract, as an exclusive remedy.

VIOLATION OF RULES AND REGULATIONS
Violation of any of these rules and regulations by the exhibitor, employees, or agents shall annul the right to occupy space, and such exhibitor will forfeit to PVMA Exhibit Management all money that may have been paid. PVMA Exhibit Management may re-enter and take possession of the space and remove all persons and goods at the exhibitor’s expense. Any damages incurred by PVMA Exhibit Management to the exhibit will be the responsibility of the exhibitor. The exhibitor expressly waives the service of written notice to re-enter and terminate. These rules and regulations become a part of the contract between the exhibitor and the Pennsylvania Veterinary Medical Association. They have been formulated for the best interests of the exhibitors. Management respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of PVMA Exhibit Management.

SECURITY
For security reasons, the exhibit areas will be closed to all persons, including exhibitors, from 1/2 hour after the close and until one hour prior to the opening of the exhibit hall each day.
PVMA 2016 Contract For Sponsorship & Exhibit Space

REGISTER ONLINE AT WWW.PAVMA.ORG

Please print. The information in this section will be printed on all materials. Please be exact.

Company Name

Representative Name

Address

City                                      State                                   Zip

Email (required)                                      Phone

Individual Conference Sponsorship and Exhibit Registration

THRIEVE 2016

Sponsorship Opportunities
- $2,000 (limited to 6)
- $2,500 (limited to 6)

17th Annual Spring Clinic

Exhibit ONLY Rates
- Standard—$1,100
- Non-Profit/Non-Commercial Organization—$600
- PVMA-Endorsed Company/PVMA Active Member—$750

Sponsorship Opportunities
- The Nittany Lion—$4,000 and above
- The Creamery—$2,000
- Bryce Jordan Center—$500
- Packet Insert—$350

Booth Preference
1. __________________________ 2. __________________________
3. __________________________ 4. __________________________

10th Keystone Veterinary Conference

Exhibit ONLY Rates
- Standard—$1,400
- Non-Profit/Non-Commercial Organization—$750
- PVMA-Endorsed Company/PVMA Active Member—$900

Sponsorship Opportunities
- The Lightening Racer—$5,000 and above
- The Wildcat—$3,000
- Farenheit—$1,000
- Storm Runner—$250
- Packet Insert—$500

Booth Preference
1. __________________________ 2. __________________________
3. __________________________ 4. __________________________

9th 3 Rivers Veterinary Symposium

Exhibit ONLY Rates
- Standard—$950
- Non-Profit/Non-Commercial Organization—$500
- PVMA-Endorsed Company/PVMA Active Member—$650

Sponsorship Opportunities
- The Gateway Clipper—$4,000 and above
- National Aviary—$2,000
- Pittsburgh Zoo—$500
- Heinz Field—$250
- Packet Insert—$350

Booth Preference
1. __________________________ 2. __________________________
3. __________________________ 4. __________________________

Very Important Veterinarian (VIV) Registrations

Please refer to page 2 for an explanation of this opportunity.
- THRIVE 2016 @ $250
- 16th Annual Spring Clinic @ $350
- 10th Keystone Veterinary Conference @ $500
- 9th 3 Rivers Veterinary Symposium @ $350

BOOTHs WILL BE ASSIGNED ON A FIRST-COME, FIRST-SERVED BASIS.

CONTRACT CONTINUED ON BACK OF PAGE
2016 Contract For Sponsorship & Exhibit Space continued

The undersigned is authorized to reserve exhibit space for use by the above company/organization during the meeting(s) indicated. The undersigned acknowledges receipt of and agrees to abide by the rules and regulations as printed in this exhibitor prospectus, and to all conditions under which exhibit space is leased by the Pennsylvania Veterinary Medical Association.

Name (print) ____________________________________________________________________________

Authorized Signature _______________________________________________________________________

Title ____________________________________________ Date ____________________________

PLEASE DO NOT PLACE OUR BOOTH NEAR THE FOLLOWING COMPANIES: ______________________________

__________________________________________________________

---

ELECTRICITY

☐ Yes, I need electrical outlets at the following:
  ☐ THRIVE 2016—$50
  ☐ Spring Clinic—$100
  ☐ Keystone Veterinary Conference—$100
  ☐ 3 Rivers Veterinary Symposium—$50

PAYMENT INFORMATION

Amount Due:

$ ______________ THRI VE 2016 Fee/Sponsorship/Electricity

$ ______________ Spring Clinic Fee/Sponsorship/Electricity

$ ______________ Keystone Veterinary Conference Fee/Sponsorship/Electricity

$ ______________ 3 Rivers Veterinary Symposium Fee/Sponsorship/Electricity

TOTAL AMOUNT DUE: $ ______________

☐ Check enclosed for $ ______________.
  Please make check payable to Pennsylvania Veterinary Medical Association.

☐ Credit Card payment: ☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

Account Number ____________________________

Expiration Date ____________________________ 3-digit Security Code (on back of credit card) __________

Name of Cardholder ____________________________

Credit card statement mailing address _________________________________________________________

City ____________________________ State _____ Zip __________

Signature of Cardholder ________________________________________________________________

---

PVMA’S TAX IDENTIFICATION NUMBER

23-1397526

INTEROFFICE USE ONLY

Date Received ____________________________

Amount Paid ____________________________

Check Number/Credit Card Authorization # ______________________

Amount Due ____________________________

Booth Assignment: TV ______________________

   SC ______________________

   KVC ______________________

   3R ______________________

---

return to:

Christine Gacono
Director of Education & Events
8574 Paxton Street, Hummelstown, PA 17036
FX: 717.220.1461
Email: cgacono@pavma.org
Web: www.pavma.org

PENNSYLVANIA VETERINARY MEDICAL ASSOCIATION
10TH Annual Keystone Veterinary Conference

2016 KVC Onsite Program Advertising Contract

(payment must accompany signed and dated advertising contract)

General Information

Company

Contact Name

Address

City State Zip

Phone Fax

Email

Ad Sizes

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.5” w x 11” h</td>
<td>$500</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td>7.5” w x 4.75” h</td>
<td>$250</td>
</tr>
<tr>
<td>Half page vertical</td>
<td>3.5” w x 9.625” h</td>
<td>$250</td>
</tr>
<tr>
<td>Quarter page horizontal</td>
<td>7.5” w x 2.325” h</td>
<td>$150</td>
</tr>
<tr>
<td>Quarter page vertical</td>
<td>3.5” w x 4.75” h</td>
<td>$150</td>
</tr>
</tbody>
</table>

Advertising Policy

Advertising will be accepted for the KVC onsite brochure subject to the following guidelines:

- Advertisements should be submitted electronically at the correct dimensions (for selected advertisement size), using CMYK color space, and as a pdf or jpeg file type.
- PVMA reserves the right to reject advertising which it deems unsuitable and to refuse acceptance from advertisers of questionable credit or trade standing.
- Cancellation will not be accepted after the closing date. Payment must be submitted with advertisement.
- PVMA is only responsible for providing advertising space, and is not liable for the content of advertisements.
- PVMA reserves the right to determine the placement of all advertisements.
- A signed contract must be submitted with each application prior to publication.
- Insert advertising will not be accepted.

Payment Information

Total Amount Enclosed: $____________________

- Check enclosed for $ _____________ . Please make check payable to Pennsylvania Veterinary Medical Association
- Credit Card: □ Visa □ MasterCard □ Discover

Account Number

Expiration Date 3-digit ID Code
(on back of credit card on signature panel)

Name of Cardholder

Address where credit card statement is mailed

City State Zip

Signature of Cardholder

Signature of Advertiser

Date

When signed, this is a legally binding contract, with cancellation at the Pennsylvania Veterinary Medical Association’s discretion.

submit to:

Lori Raver, Director of Marketing & Communications
PVMA, 8574 Paxton Street, Hummelstown, PA 17036
PH: 717.220.1437 . FX: 717.220.1461 . Email: lraver@pavma.org