MAKE MEANINGFUL CONNECTIONS WITH OVER 500 VETERINARY PROFESSIONALS IN TWO DAYS

The New Jersey Veterinary Medical Association (NJVMA) is a professional association dedicated to advancing the veterinary profession in New Jersey. In doing so, a conference is hosted every year for veterinary professionals to gain CE.

We had our largest exhibit hall to date in 2023, which is why we decided to offer FULL EXHIBIT BOOTHS in 2024! Make sure to join us as an exhibitor to experience the NEW and IMPROVED NJVMA Veterinary Education Conference Exhibit Hall!

WHY EXHIBIT AT VEC?

The NJVMA leads the veterinary community by providing superior continuing education, effective legislative and regulatory advocacy, and indispensable services that enable members to care for their patients, clients, staff, and themselves. Because of this, the conference is continuing to grow in attendance every year with practitioners who are dedicated to increasing their knowledge and practicing high standards of veterinary medicine.

VEC attendees have asked to see NEW products and NEW exhibiting companies! This is a group of attendees that wants to visit each exhibit booth. You will see attendees at every coffee break, lunch, and reception because all of these meals take place in the exhibit hall. In addition, all registered exhibitors receive full hot meals, and CE is also included for veterinarian exhibitors.

90% OF ATTENDEES reported they would recommend attending this conference to their veterinary colleagues.

PAST VEC ATTENDANCE

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
<th>Veterinarians</th>
<th>Technicians</th>
<th>Students</th>
<th>Exhibitors, Guests &amp; Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>551</td>
<td>203</td>
<td>192</td>
<td>12</td>
<td>144</td>
</tr>
<tr>
<td>2022</td>
<td>419</td>
<td>139</td>
<td>135</td>
<td>17</td>
<td>128</td>
</tr>
</tbody>
</table>

EXHIBITOR & SPONSORSHIP CONTACT

Laurie Davin / ldavin@association-partners.com • (908) 281-0918
EXHIBITOR REGISTRATION FOR VEC 2024 IS NOW OPEN!
Visit vec.njvma.org to register!

EXHIBIT BOOTH PACKAGES

EXHIBITOR & SPONSORSHIP CONTACT: LAURIE DAVIN / ldavin@association-partners.com • (908) 281-0918

<table>
<thead>
<tr>
<th>SINGLE EXHIBIT BOOTH</th>
<th>DOUBLE EXHIBIT BOOTH</th>
<th>ALL PACKAGES INCLUDE:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space of 10’ x 10’</td>
<td>Space of 10’ x 20’</td>
<td>• Lunches and refreshment breaks are all held in the exhibit hall to build traffic which allows for more interaction with the attendees (including about 6.5 hours of active exhibition time)</td>
</tr>
<tr>
<td>Two Exhibitor Badges</td>
<td>Four Exhibitor Badges</td>
<td>• The Exhibitor Happy Hour Reception is held in the Exhibit Hall on Saturday Evening</td>
</tr>
<tr>
<td>One 6’ Draped Table</td>
<td>Two 6’ Draped Tables</td>
<td>• Complimentary listing on the conference webpage and in the Onsite Program Book</td>
</tr>
<tr>
<td>Two Chairs</td>
<td>Four Chairs</td>
<td>• One Identification Sign above your Booth(s)</td>
</tr>
<tr>
<td>One Wastebasket</td>
<td>Two Wastebaskets</td>
<td>• Pipe and Drape including 8’ high back wall and 3’ high side drape and carpeting</td>
</tr>
</tbody>
</table>

**COST:** $2,800  
**Cost:** $5,200  

Additional exhibitor badges may be purchased for $75 per day or $150 for both days, per representative. No sharing of badges is allowed.
GENERAL EXHIBITOR INFORMATION

SET UP
May 17, 2024 - Exact Time TBD
May 18, 2024 - 7:30 am - 10:30 am

EXHIBIT HOURS
The exhibit hall is open a majority of the day on Saturday and Sunday. The breaks, lunches and Saturday reception will all take place in the exhibit hall to build traffic which allows for more interaction with the attendees (including about 6.5 hours of active exhibition time).

May 18, 2024 – 10:50 am - 6:30 pm
May 19, 2024 – 10:50 am - 1:30 pm

TEAR DOWN*
May 19, 2024 – 1:30 pm - 3:00 pm

* No early breakdown of exhibits will be permitted. Early breakdown without permission may result in forfeiture of booth space for your company in future years.

All times are tentative and subject to change with finalization of educational schedule.

LODGING
HARRAH’S ATLANTIC CITY
777 Harrah’s Blvd, Atlantic City, NJ 08401

ROOM RATE:
Friday - $169*
Saturday - $199*
Sunday - $105*

DEADLINE FOR GROUP RATE:
Friday, April 26, 2024

* A daily resort fee of $24.00 per room, per night plus the current occupancy room tax will be charged in addition to the room rates set forth above.

More information and a link to reserve a room will be available on the NJVMA website in the fall.

ATTENDEE LISTS
Attendee names are not available prior to the event. An attendee list will be available to the main exhibitor contact listed on the registration form one week after the conference ends. This list will not include the email or phone number of the attendees.

BADGES AND REGISTRATION
Exhibitor badges must be worn at all times. Badges will not be transferable and management reserves the right to limit the quantity and to confiscate the badge used by any person other than the one to whom it was issued. Exhibitor registration includes access to the events on the days of your exhibitor registration as listed above.

The Exhibit Contact will receive an email before the conference and will need to fill out their free exhibitor badges on the Exhibitor Registration Form or online. The individuals registered must pick up their exhibitor badges at the Registration Desk.

DEADLINE DATES TO REMEMBER
FRIDAY, FEBRUARY 9, 2024
- Social Media Post information due

FRIDAY, MARCH 8, 2024
- Cancellation deadline for refund
- Exhibitor Booth Payment due
- Booth locations emailed to you

MONDAY, MARCH 25, 2024
- Deadline to submit Ads for Onsite Program Book

MONDAY, APRIL 15, 2024
- Deadline to submit Bag Insert

FRIDAY, APRIL 26, 2024
- Names for Exhibitor Badges must be submitted
- Hotel deadline for group rate
GENERAL EXHIBITOR INFORMATION

BOOTH LOCATIONS
Vendors will choose their top three booth locations on the exhibitor form and the booth locations will be assigned by NJVMA Show Management on a first-come, first-served basis with prior exhibitors and sponsors receiving priority. Please be aware that Show Management reserves the right to make reasonable shifts in booth locations for the betterment of the exhibition.

AUDIOVISUAL, ELECTRICAL AND COMMUNICATIONS REQUIREMENTS
AV, Electrical, Internet Connections and Material Handling are not included in the exhibit fee. If you need any of these services you will need to place a separate order. For AV, Internet and Electrical needs, details and contact information to be sent to all exhibitors closer to the event.

PAYMENT AND REMITTANCE POLICY
It is the policy of the NJVMA that all exhibitors must be paid prior to the show. Your booth location will not be held until a 50% deposit is received; booth locations are assigned on a first-come, first-served basis. You will not be admitted to the exhibit hall if a balance is due on your account. All payments must be received by Friday, March 8, 2024.

CANCELLATION POLICY
You may cancel your Exhibitor booth registration with a refund, less $300 administrative charge, provided the NJVMA registration office receives notification in writing to Laurie Davin at ldavin@association-partners.com on or before Friday, March 8, 2024. Cancellations after this date will not be refunded.
The NJVMA is pleased to offer outstanding sponsorship opportunities to companies that wish to enhance their presence at the conference. Sponsorships can be tailored to fit any budget. Let’s discuss a sponsorship approach that’s ideal for you!

### SPONSORSHIP BENEFITS

<table>
<thead>
<tr>
<th>PLATINUM SPONSOR ($8,000)</th>
<th>DIAMOND SPONSOR ($6,000)</th>
<th>GOLD SPONSOR ($4,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary exhibit booth(s)</td>
<td>Double Exhibit Booth</td>
<td>Single Exhibit Booth</td>
</tr>
<tr>
<td>Complimentary Full Conference registrations (Vets, Support Staff or Students)</td>
<td>Two</td>
<td>Two</td>
</tr>
<tr>
<td>Onsite Program Book Ad</td>
<td>Full Page</td>
<td>Half Page</td>
</tr>
<tr>
<td>Ad(s) in Conference blast emails</td>
<td>Two</td>
<td>One</td>
</tr>
<tr>
<td>One (1) complimentary Bag Insert — an 8.5” x 11” 1-page flyer included in the attendee packets</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td>Four Posts (2 pre-conference, 2 post conference)</td>
<td>Two Posts (1 pre-conference, 1 post conference)</td>
</tr>
<tr>
<td>Recognition, including company logo in the Onsite Program Book, Proceedings Book, and signage at the event as a Conference Sponsor with your level identified</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Listing on the NJVMA website as a Conference Sponsor with your level identified and your company logo linking to your website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor Ribbons for Name Badges</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Priority consideration for the location of your exhibit booth</td>
<td>First Priority</td>
<td>Second Priority</td>
</tr>
</tbody>
</table>

**EXHIBITOR & SPONSORSHIP CONTACT:** LAURIE DAVIN / ldavin@association-partners.com • (908) 281-0918

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2024 NJVMA VETERINARY EDUCATION CONFERENCE

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

EXHIBITOR HAPPY HOUR – $4,500 / Not Exclusive
- Everyone wants to attend an event with food and drinks. So why not help make it fantastic? Your company’s name and logo will be prominently featured in the area where the food and beverages are served. We can also come up with a special cocktail sponsored by your company.
- Recognition includes company logo in the Onsite Program Book, event signage, NJVMA VEC website, and more.

REFRESHMENT BREAK – SOLD
- Limited Sponsorships Available; Exclusive
- Help drive traffic to your booth during a coffee break in the Exhibit Hall. Sponsor a morning or afternoon coffee break on Saturday or Sunday where your company’s name and logo will be prominently displayed right next to the Job Board where people will post available positions with others looking for a new one.
- Recognition includes company logo in the Onsite Program Book, event signage, NJVMA VEC website, and more.

JOB BOARD SPONSOR – $3,400 / 1 Sponsorship Available; Exclusive
- What spot does almost every attendee stop at during the conference to read? The Job Board of course! Your logo will be prominently displayed right next to the Job Board where people will post available positions with others looking for a new one.
- Recognition includes company logo in the Onsite Program Book, event signage, NJVMA VEC website, and more.

KEY CARDS – $4,000 / 1 Sponsorship Available; Exclusive
- Even as technology continues to evolve, when it comes to notetaking, nothing beats the immediacy and ease of putting pen to paper. Help attendees record their conference experience while imprinting your brand as they take notes during the conference.
- Recognition includes company logo on the keycard, in the Onsite Program Book, event signage, NJVMA VEC website, and more.

CONFERENCE WI-FI – $7,500 / 1 Sponsorship Available; Exclusive
- In today’s world, no one can go a day without looking at their phone and to make that easier and faster we need Wi-Fi. Give our attendees the ability to connect to Wi-Fi in the meeting space.
- Recognition includes custom Wi-Fi password, company logo in the Onsite Program Book, event signage, NJVMA VEC website, and more.

BRANDED ITEM SPONSORSHIPS

WATER BOTTLE SPONSOR – $2,000* / $3,600**
- 1 Sponsorship Available; Exclusive
- What’s one thing no one can live without? Water of course! Sponsor the conference water bottle that everyone will carry around the conference with them.
- Recognition includes company logo on the water bottle, in the Onsite Program Book, event signage, NJVMA VEC website, and more.

ATTENDEE BAGS – $3,000* / $5,000**
- 1 Sponsorship Available; Exclusive
- All attendees will receive a bag stuffed with goodies! Be the sponsor of the bags that everyone will be carrying around.
- Recognition includes company logo on the tote bags, in the Onsite Program Book, event signage, NJVMA VEC website, and more.

LANYARDS – $2,500* / $4,500**
- 1 Sponsorship Available; Exclusive
- Brand every attendee’s neck with a custom lanyard seen throughout the entire show!
- Recognition includes company logo on the lanyards, in the Onsite Program Book, event signage, NJVMA VEC website, and more.

NOTE PAD AND PEN – $3,000* / $5,000**
- 1 Sponsorship Available; Exclusive
- Even as technology continues to evolve, when it comes to notetaking, nothing beats the immediacy and ease of putting pen to paper. Help attendees record their conference experience while imprinting your brand as they take notes during the conference.
- Recognition includes company logo on the note pad and pen, in the Onsite Program Book, event signage, NJVMA VEC website, and more.

* Sponsor is responsible for providing and shipping a quantity 600+ of the sponsored item. Item will feature sponsor’s logo only.
** NJVMA coordinates production and shipping of the sponsored item. Item will feature the NJVMA logo and the sponsor’s logo.
† Final quantity TBD. Sponsor will be notified within 60 days of the conference of final quantity.
ADVERTISING OPPORTUNITIES

ONSITE PROGRAM BOOK AD
Encourage attendees to visit your booth by placing an ad in the Onsite Program Book. The Program Book contains important information such as the full agenda, session abstracts, exhibitor floorplan and more, which attendees will refer to every day.

- Ads are in full color and come in multiple sizes.
- Artwork must be submitted to NJVMA by Monday, March 25, 2024.

**COST:**
- Quarter Page - $300
- Half Page - $500
- Inside Front Cover* - $1,000
- Back Cover* - $1,500

*Bags are limited to one page (can be two-sided) with maximum dimensions of 8.5” x 11”

BAG INSERT
To help drive traffic to your booth and increase awareness of your brand, place a promotional flyer, brochure, drawing/raffle card, or coupon in each attendee’s tote bag. It’s a virtual guarantee that each attendee will walk away with at least one piece of information about your company.

- Limited to one page (can be two-sided) with maximum dimensions of 8.5” x 11”
- Sponsor to provide and ship appropriate quantity of the item to the NJVMA Office. NJVMA will confirm the appropriate quantity at least 60 days prior to the start of VEC.
- Bag inserts must be delivered to the NJVMA office by Friday, April 15, 2024.

**COST:** $400

DIGITAL BUNDLE
*Limited quantity and schedule*
To help drive traffic to your booth and increase awareness of your brand, take advantage of this special deal so that all attendees see your company (even if they are unable to come by your booth!)

- Two (2) Ads in Conference blast emails
- Two (2) Social Media Posts (1 pre-conference, 1 post conference)

**COST:** $1,000

HOTEL ADVERTISING OPTIONS
Visit njvma.org/VEC2024 for the latest updates on hotel advertising opportunities.

EXHIBITOR & SPONSORSHIP CONTACT: LAURIE DAVIN / ldavin@association-partners.com • (908) 281-0918
EXHIBITOR TERMS & CONDITIONS

APPLICATION TO EXHIBIT

Applications to exhibit are subject to the criteria below. Exhibits may not be inconsistent with the professional nature and goals of the event.

The criteria shall include:

- Deposit is needed to secure an exhibit booth.
- Exhibit fees must be paid in full prior to the show.
- The Association reserves the right to request a description of company, products and/or services.

All exhibitor booth representatives must adhere to the NJVMA’s Exhibitor Policies. Exhibit space is not intended for airing views of a controversial social, political, or professional nature. In addition, the Association reserves the right to decline exhibit requests from companies exhibiting products and services that could be considered competing with the intent of the event.

ELIGIBILITY

The NJVMA reserves the right to determine the eligibility of any exhibit for inclusion in its Conference, either before or after the proper execution of the Contract for Exhibit Space. Products and services to be exhibited must be directly related to veterinary medicine or it must enhance our Exhibit Hall. Examples of ineligible exhibits include: illegal services or activities; products or services that are in direct competition with the NJVMA; products or services that are not applicable to veterinary medicine or it must enhance our Exhibit Hall. Examples of ineligible exhibits include: illegal services or activities; products or services that are in direct competition with the NJVMA; products or services that are not applicable to veterinary medicine or it must enhance our Exhibit Hall.

SHOW MANAGEMENT SOLE DISCRETION

Space assignment shall be as indicated on the exhibit space floor plan, which will be included with your confirmation and Exhibitor manual. However, should conditions or situations warrant, Show Management reserves the right to rearrange Exhibitors or adjust the floor plan to accommodate the best interests of the show. The floor plan maintained by Show Management shall be the official floorplan. Changes may occur at any time to accommodate show needs.

The Exhibitor agrees to comply with and be bound by all laws of the United States, the states and city where the exhibit is held, and wherever applicable, all rules and regulations of the police department and fire department and those policies and criteria which have been established by the Hotel for use of the designated exhibit area.

The Exhibitor must conform to all standard fire codes. Combustible materials or explosives are not permitted in or around the exhibit areas. Displays must not block view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. No smoking is allowed at any NJVMA Conference.

Neither Show Management nor the Hotel shall be responsible for any damage or injury that may happen to the Exhibitor or its agents, employees, or property from any cause whatsoever, except the gross negligence or willful misconduct of Show Management, or employees, arising out of Show Management’s duties and responsibilities under the agreement. The Exhibitor expressly releases Show Management and the Hotel, its directors, officers, agents, and/or employees, from any such loss, damage or injury.

Show Management and the Exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property.

Show management, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. The Exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the hotel leased or used by the Exhibitor, or its employees, representatives, agents, licensees, invitees, patrons, guests, or contractors. The Exhibitor shall defend, indemnify and hold harmless the NJVMA, Professional Management Associates, LLC, and its officers, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgment, and liability of every kind and description (including court costs and reasonable attorney’s fee) for injury to and death of persons and/or damage to or any loss of property which are caused by, a rise from, or grow out of the Exhibitor’s use or occupancy of the premises or from any breach by the Exhibitor of any condition of this contract, or from any act or omission of the Exhibitor, or its employees, representatives, agents, invitees, patrons, guests, licensees, or contractors.

OPERATION AND CARE OF EXHIBIT SPACE

Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval of the Association and appropriate authorities. All business activities of the Exhibitor must be within the Exhibitor’s assigned space. Each exhibit must be staffed at all times during Exhibit Hall hours by bona fide employees or representatives of the exhibiting company. Exhibitors who fail to have their booths staffed during show hours are subject to the loss of existing space for the following years conference.

The NJVMA reserves the right to prohibit exhibits that, for any reason, become objectionable. The NJVMA reserves the right to prohibit or evict any exhibit that, in the opinion of the NJVMA leadership, detracts from the character of the conference. In the event of such restrictions or evictions, the NJVMA is not liable for any refunds or rentals or other exhibit expenses.

Booth subleasing is strictly forbidden. Only the Exhibitor identified on the registration form is permitted to exhibit at the booth. Exhibitors may not share booth space without express permission from the NJVMA leadership, and approval from the Conference Task Force.

NON-EXHIBITING SUPPLIER STATUS

Non-exhibiting suppliers may not “suitcase” the show, approach attendees and exhibitors for the purpose of informing about products/services, or sell their products in the aisles. This practice is prohibited by event regulations. Anyone who is observed approaching attendees anywhere at the meeting including in the aisle or in an Exhibitor’s booth, who is not a legitimate Exhibitor, should be reported to Event Management. The non-exhibitor will then be asked to curtail this activity or to exit the event. These measures will be strictly enforced with the intent of preserving the integrity of the event and maintaining a good relationship between attendee and Exhibitor.

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REGISTRATION FORM

Please fill out and return the signed form to Laurie Davin at ldavin@association-partners.com or fax it to (908) 450-1286.

EXHIBIT BOOTH
☐ Single - $2,800
☐ Double - $5,200

Top Three Booth Choices:
1. __________________
2. __________________
3. __________________

Booth space requests will be assigned on a first come, first served basis, with priority given to sponsors. We make every effort to ensure you receive your preferred booth. We reserve the right to assign or change booths at our discretion. Booth numbers will be assigned in February and a confirmation of assignment will be sent at that time.

Competitors/Don’t Want to be Near: __________________________________________________________________________

Products/Services to be Exhibited: __________________________________________________________________________

SPONSORSHIPS

SPONSORSHIP LEVEL
☐ Platinum - $8,000  ☐ Diamond - $6,000  ☐ Gold - $4,500

EDUCATION SPONSORSHIPS

☐ Education Track
  ☐ 2 days – $3,000  ☐ 1 day – $1,500
  Chosen Track: __________________________

☐ General Session CE – SOLD

ADDITIONAL OPPORTUNITIES

☐ Exhibitor Happy Hour – $4,500
☐ Refreshment Break  ☐ 1 Break – SOLD  ☐ 2 Breaks – SOLD
☐ Job Board Sponsor – $3,400
☐ Key Cards – $4,000
☐ Conference Wi-Fi – $7,500

BRANDED ITEM SPONSORSHIPS

Sponsor coordinated/branded  NJVMA coordinated/joint branded
☐ Water Bottle  ☐ $2,000*  ☐ $3,600
☐ Attendee Bags  ☐ $3,000*  ☐ $5,000
☐ Lanyards  ☐ $2,500*  ☐ $4,500
☐ Notepad & Pen  ☐ $3,000*  ☐ $5,000

ADVERTISING

☐ Onsite Program Book Ad
  ☐ Quarter Page - $300  ☐ Half Page - $500
  ☐ Inside Front Cover - $1,000  ☐ Back Cover - $1,500
☐ Bag Insert – $400
☐ Digital Bundle – $1,000

□ I have read and agreed to the NJVMA VEC Exhibitor terms and conditions.

CONTACT INFORMATION

Company/Agency: __________________________
Contact Name: __________________________
Address: __________________________
City: __________________________ State: __________________________ Zip: __________________________
Phone: __________________________ Fax: __________________________
Email: __________________________

PAYMENT

NJVMA accepts check, credit, or electronic funds transfer payments. A 50% deposit of the total amount is due at the time of check-out in order to hold your exhibit space or sponsorship. All payments must be made in full and received by Friday, March 8, 2024.

TOTAL DUE: __________________________

Payment Type (please select one):
☐ Visa  ☐ Mastercard  ☐ American Express  ☐ Discover
☐ Electronic Funds Transfer  ☐ Check (Make checks payable to NJVMA)

Credit Card Information:
Credit Card #: __________________________
Exp. Date: __________________________
Name on Card: __________________________
Authorized Signature: __________________________

Bank Account Information:
Acct Number: __________________________
Bank Routing Number: __________________________

2024 NJVMA VETERINARY EDUCATION CONFERENCE

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