

PACIFIC NORTHWEST VETERINARY CONFERENCE

EARLY-BIRD

Exhibitor & Sponsorship
Prospectus

Tacoma, WA

September 27-29, 2024

Limited Booths Available

20
24



Demographics

1,200+

Conference Attendees Each Year

The Pacific Northwest Veterinary Conference is the premier event for veterinarians, veterinary technicians, students and practice managers – **drawing more than 1,200 attendees each year.**

This two-day exhibition event is held at the Greater Tacoma Convention Center in Tacoma, WA. The exhibit hall is over 9,000 square feet and hosts more than 90 exhibitors each and every year.

%

63

Veterinarians

%

29

Technicians

%

8

Practice Managers

#

24+

States Represented

#

90+

2023 Exhibitors

#

1K+

App Users

Location & Schedule

Greater Tacoma Convention Center

1500 Commerce St.
Tacoma, WA 98402
(253) 830-6601

Hotel Accommodations Marriott Tacoma Downtown

1538 Commerce St.
Tacoma, WA 98402
(253) 294-9200

Request WSVMA's Discounted Group Rate

Friday, September 27

7:00 - 9:30am	Exhibitor Set-Up
9:50am - 5:00pm	Exhibit Hall Open
9:50am - 10:30am	Attendee Break
12:20pm - 1:30pm	Box Lunch
2:20pm - 3:00pm	Attendee Break
3:20pm - 4:00pm	Attendee Break
5:00pm - 8:00pm	Friday Evening Social

Saturday, September 28

7:00am	2024 Fun Run/Walk/Bike
7:00am	Morning Yoga
9:00am - 3:45pm	Exhibit Hall Open
9:20am - 10:00am	Attendee Break
10:20am - 11:00am	Attendee Break
11:50am - 1:15pm	Box Lunch
3:05pm - 3:40pm	Attendee Break
3:45pm - 6:00pm	Exhibit Hall Tear-Down

Exhibitor Information

About Your Booth

A 8 ft. x 10 ft. booth, with black pipe and drape, includes 8 ft. x 30 in. table, two chairs, a wastebasket, and a 500 watt electrical outlet.

Includes:

- + Registration for 2 reps
(Any additional exhibit personnel is \$150 per person.)
- + Access to Special Events
- + Lunch on Friday & Saturday
- + Mailing list of registrant addresses

Assignment of Space

Booth assignment is based on, in order of priority*, date of receipt of contract and payment, and proximity to competitive or conflicting organizations. Be sure to indicate your first, second, third, and fourth choices.

** Conference Sponsors and Corporate Members receive priority booth selection.*

No space can be held without payment. Early reservations are encouraged. Confirmation of booth reservations will be made promptly. Booth numbers will be assigned no earlier than 8/1/24. We reserve the right to change booth assignment at our discretion in order to maximize positioning for all exhibitors. Registrations received after 9/21/24 may not receive a sign or other printed materials.

Additional Opportunities to Engage with Attendees

We make it easy to engage with attendees so you can have a successful conference. We utilize the PNWVC app to showcase special give-aways, contest winners, and other activities that boost engagement between attendees and exhibitors.

Company Prizes

As an exhibiting company, we encourage you to have a prize give-a-way. If you would like to hold your own drawing, indicate this on your reservation form, and we will assist you.

Booth Rates

* Early-Bird Rates apply for reservations received by
6/30/2024

Booth Type	\$	Standard Rates
○ Standard Booth	\$1,495	\$1,595
● Select Booth	\$1,695	\$1,795
● Premium Booth	\$1,895	\$1,995

NEW 2 Booth Discount

Purchase two booths and receive 10% OFF the second booth.



Sponsorship Benefits

Receive priority booth selection

Receive priority booth selection when you add a sponsorship to your purchase of any exhibit space.

	Titanium \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Sign of sponsor level in booth	✓	✓	✓	✓	✓
Sponsorship recognition in the conference proceeding	✓	✓	✓	✓	✓
Sponsor recognition during session/event	✓	✓	✓	✓	✓
Sponsorship recognition in the conference program *	✓	✓	✓	✓	✓
Sponsor recognition on all company representatives badges in exhibit booths	✓	✓	✓	✓	✓
Sponsor recognition on conference website	✓	✓	✓	✓	
Additional exhibit personnel at no charge	4	2	1		
Conference program advertising discount	FREE Full Page Ad	50% OFF	25% OFF		
Logo on conference marketing emails	✓	✓			
Display ad on exhibit hall main screen	✓				
Recognition at a PNWVC Event chosen by the WSVMA	✓				

* Sponsorship must be received by 7/31/24



1. CONTACT INFORMATION

*Company Name _____

*Contact Name _____

Position _____

*Mailing Address _____

*City _____ *State _____ *Zip _____

*Phone _____ Website _____

*Contact Email _____

*Send pre-convention information requests to (Email)

Product Description _____

Booth Sign to Read _____

☐ * I have read and agree that all company representatives who attend the Pacific Northwest Veterinary Conference will abide by the Terms & Conditions on page 8 of this document.

Name Badges & Additional Booth Attendees

Booth reservation includes badges for two booth attendees. Names and contact information will be collected at a later date. Additional booth attendee badges can be purchased for \$150 each.

GET THE LEAD RETRIEVAL APP

Make sure to add Lead Retrieval to your booth reservation. Use any mobile device to scan an attendee's QR code and retrieve their contact information.

- Get access to **attendee email addresses**
- Can be shared between booth attendants
- Create a raffle through app



2. BOOTH RESERVATION

* Early-Bird Rates apply for reservations received by **6/30/2024**

Booth Types	\$		2 Booths
<input type="checkbox"/> Standard Booth	\$1,495*	\$1,595	<input type="checkbox"/>
<input type="checkbox"/> Select Booth	\$1,695*	\$1,795	<input type="checkbox"/>
<input type="checkbox"/> Premium Booth	\$1,895*	\$1,995	<input type="checkbox"/>

Lead Retrieval*

☐ \$275 to add Lead Retrieval

2 Booth Discount

☐ 10% OFF additional booth

* **Attendee Email Addresses.** Attendee emails will **ONLY** be made available through the Lead Retrieval app. Exhibitors who do not purchase the Lead Retrieval app will receive a mailing list.

Additional Booth Attendees

☐ \$150 x _____ Additional Attendees

Please reserve Booth # _____ at the 2024 Pacific Northwest Veterinary Conference. If this booth is not available, **our alternate choices are:**
2nd _____, 3rd _____, 4th _____.

Early-Bird rates good until 6/30/24. Booth space requests will be assigned on a first come, first served basis, with priority given to Corporate members and Sponsors. We make every effort to ensure you receive your preferred booth. We reserve the right to change booth assignment at our discretion in order to maximize positioning for all exhibitors. Booth numbers will be assigned no earlier than 8/1/24, a confirmation of assignment will be sent at that time. Registrations received after 9/21/24 may not receive a sign or other printed materials.

Our preference is to be located near the following companies:

Please do **NOT** assign my booth near the following companies:

Do you intend to sell from your booth or display area?

☐ Yes ☐ No

Note: If you intend to sell your product, the Washington State Dept. of Revenue requires your WA State UBI number. (The WSVMA retains the right to approve all retail activity.)

UBI #



3. SELECT A SPONSORSHIP OPTION

Friday Evening Event

- ☐ \$7,500 Prime Sponsor
☐ \$2,500 Contributing Sponsor

Friday Box Lunch

- ☐ \$5,000 Exclusive Sponsor
☐ \$2,500 Contributing Sponsor

Saturday Awards Lunch

- ☐ \$5,000 Exclusive Sponsor
☐ \$2,500 Contributing Sponsor

Saturday Morning Yoga

- ☐ \$500 Exclusive Sponsor
☐ \$250 Contributing Sponsor

Coffee Stations in Exhibit Hall

- ☐ \$3,000 Exclusive Sponsor
☐ \$1,500 Contributing Sponsor
☐ \$500 Single Break

Snack Attack! (AM+PM breaks)

- ☐ \$3,000 Exclusive Sponsor
☐ \$1,500 Contributing Sponsor
☐ \$750 Single Break

Relaxation Station (Chair Massage)

- ☐ \$2,500 Exclusive Sponsor (Chair 1)
☐ \$2,500 Exclusive Sponsor (Chair 2)
☐ \$1,250 Contributing Sponsor

Selfie Photo Booth

- ☐ \$2,000 Exclusive Sponsor
☐ \$1,000 Contributing Sponsor

Cellphone Charging Station

- ☐ \$1,000 Exclusive Sponsor
☐ \$500 Contributing Sponsor

Zen Color Corner

- ☐ \$750 Exclusive Sponsor
☐ \$250 Contributing Sponsor

App Sponsorship

- ☐ \$10,000 Exclusive Tile on App

App Upgrades

- ☐ \$500 Banner Ad on App
☐ \$750 App Push Notification
☐ \$250 Sponsor a Discussion Feed
☐ FREE Promotion on Offers Tab

Tote Bags

- ☐ \$4,000 Exclusive Sponsor

Bag Swag

- ☐ \$7,500 Notebook
☐ \$3,000 Notepads
☐ \$3,500 Water Bottle
☐ \$2,000 Pens/Highlighters
☐ \$1,000 Your Promotional Item

Attendee Packet Inserts

- ☐ \$1,500 Contributing Sponsor

Lanyards

- ☒ **Sold!**
☐ ~~\$3,000~~ Exclusive Sponsor

Attendee Badges

- ☐ \$3,000 Exclusive Sponsor

Website Digital Ads

- ☐ \$1,300 4 Week Package
☐ \$375 1 Week Package

Conference Attendee Email Blast

- ☐ \$500 Booth Highlight Email Blast

Social Media Highlight

- ☐ \$375 3 Posts or Stories

Conference Program Ads

- ☐ \$750 Full Page
☐ \$500 Half Page
☐ \$250 Quarter Page

Signage

- ☐ \$2,500 Information Desk
☐ \$1,000 Escalator/Stair Graphics
☐ \$1,000 Live Display Slide/Banner
☐ \$1,000 Digital Columns
☐ \$500 Floor Decals



Scan to see additional
sponsorship details

4. PURCHASE CALCULATION

Booth Space \$ _____
Additional Attendees \$ _____
Sponsorship \$ _____
Total \$ _____

5. PAYMENT OPTIONS

Note: Payment must be received by WSVMA to hold your booth space reservation. By purchasing booth space you agree to the Exhibitor Rules and Regulations (see pg 7).

☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Total Amount Enclosed \$ _____

Name on Card _____

Card number _____

Exp. _____ CVV _____

Billing Address _____

City _____ State _____ Zip _____

Signature _____

6. SUBMIT RESERVATION

Please send **BOTH PAGES** of your completed Reservation Form to:

Email: info@wsvma.org - or - Fax: (425) 396-3192

Booth Space

Vendor subscribes for booth space at the 2024 Pacific Northwest Veterinary Conference at the Greater Tacoma Convention & Trade Center, Tacoma, WA on September 27-29, 2024. Convention Center Services has been selected as the official decorator for this event. Additional requirements are to be ordered directly from the decorator. The 2024 Pacific Northwest Veterinary Conference reserves the right to reject any applicant or vendor and will refund the amount paid for that space. The 2024 Pacific Northwest Veterinary Conference reserves the right to assign, designate, or change your booth location.

Payment

Payment for vendor's booth space shall accompany the Exhibit Booth Reservation form and must be received by the WSVMA to hold your booth space reservation.

Hours of Operation

Hours of show on Friday, September 27, 2024 are 9:50 am to 5:00 pm and Saturday, September 28, 2024 from 8:30 am to 3:45 pm. Set up of exhibits begins at 7:00 am and Vendor shall have their exhibit completely assembled and ready to be viewed by guests no later than 9:50 am Friday, September 27. Vendors shall staff their booth during all hours of the 2024 Pacific Northwest Veterinary Conference. Vendors shall not begin disassembling their exhibit until 3:45 pm on Saturday, September 28, 2024. There is an afternoon coffee break on Saturday, and attendees will be told that this is their last chance to complete their contacts with the exhibitors.

Interference Prohibited

Excessive noise, bothersome lighting or other use by vendor which interferes with the exhibition space used by other vendors is prohibited, as is the creation or maintenance by vendor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither vendor nor advertising material shall protrude into the aisles. Booth shall not exceed 8 feet in height without show coordinator's approval.

Services Not Provided

The 2024 Pacific Northwest Veterinary Conference does not provide equipment, decoration, labor, carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. All arrangements for these items must be made by the vendor, and vendor shall defend, indemnify and hold harmless the 2024 Pacific Northwest Veterinary Conference for any and all claims, losses, damages, injuries or other charges which may occur from such arrangements made by vendor.

Security Services

Admittance to the exhibit area will be by official identification badge only. The Greater Tacoma Convention Center will be locked when we are not in the building, however the Washington State Veterinary Medical Association assumes no liability for exhibits, their contents or personnel.

Insurance Not Provided

Vendor acknowledges 2024 Pacific Northwest Veterinary Conference provides no insurance covering vendor's property. It is vendor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the 2024 Pacific Northwest Veterinary Conference.

Indemnification

Vendor shall defend, indemnify and hold harmless the WSVMA and the 2024 Pacific Northwest Veterinary Conference and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by vendor's use of the premises, the conduct of vendor's business or from any activity or work done, permitted or suffered by vendor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.

Assignment Prohibited

Vendor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the 2024 Pacific Northwest Veterinary Conference.

Event Code of Conduct

WSVMA is committed to providing a safe, productive, and welcoming environment for all meeting participants and staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, staff members, service providers, and all others are expected to abide by the Event Code of Conduct. For a copy of the policy, please contact the WSVMA office.

Cancellation Policy

If Vendor is not able to attend the 2024 Pacific Northwest Veterinary Conference, Vendor may be entitled to a refund on the following schedule. If the conference has to become a virtual conference you can move your booth to the virtual platform, hold the funds over to 2025, or receive a refund.

*** 45 day** – If written cancellation is received by August 9, 2024, and if booth space is resold, Vendor is entitled to a 50% refund.

*** Less than 30 days** – If Vendor cancels after September 13, 2024, Vendor will not receive a refund.



Success starts with connection to your community.