

CVMA

CONVENTION 2017

SEPTEMBER 21-24 • LOVELAND, CO



PARTNERSHIP OPPORTUNITIES

ADVOCACY

EDUCATION

SUPPORT

LEADERSHIP

Build Relationships. Get Noticed. Connect with the largest group of veterinarians in Colorado!

Join Us in Loveland, CO in 2017!

CVMA Welcomes You

CVMA Convention 2017 is an outstanding opportunity to build relationships with the veterinary community and put hundreds of potential customers within your reach. Promote your products or services, showcase your industry leadership, build brand awareness and loyalty, and interact with key contacts. The convention grows in popularity each year with Colorado and out-of-state veterinarians, as well as veterinary technicians and practice managers.

CVMA provides partners with an exceptional opportunity to reach veterinarians, their team members, and others engaged in animal health and welfare.

We Want You!



CVMA Convention 2017 provides our partners with exhibiting, advertising, and sponsorships opportunities that will help you:

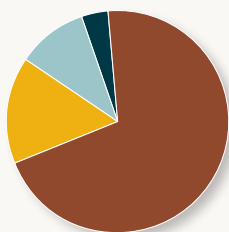
- Strengthen existing customer relationships
- Add valuable additions to your clientele list for strong business in 2017 and beyond
- Showcase your services and present hands-on demonstrations of your products
- Position your company before decision makers and primary purchasers

CVMA appreciates the continued support of our industry partners. As a key component of convention, we look forward to your participation. See you in Loveland!

Attendee Breakdown

*based on 2013 – 2016
Convention Attendance*

-  Veterinarians
-  Veterinary Technicians
-  CSU Veterinary Students
-  Practice Managers/Staff



About CVMA

The Colorado Veterinary Medical Association is a proactive group of more than 2,350 professionals representing each setting of veterinary medicine—clinical practice, public health, academe, corporate, and uniformed services. CVMA members are determined to work together to advance the science and art of veterinary medicine.

CVMA's Mission

To enhance animal and human health and welfare, and advance the knowledge and wellbeing of Colorado veterinarians.

For additional information:

Samantha Hoyt

Manager of Learning & Partnerships

191 Yuma Street, Denver, CO 80223

303.539.7260 phone • 303.318.0450 fax

samanthahoyt@colovma.org

Partnership Investment-Rewards-Benefits

Advertise, Exhibit, and Sponsor Speakers, Products, and Events

Your total convention marketing investment, including booth purchase, sponsorship, and advertising, places you in one of the partner levels listed below and delivers additional rewards. Partners will be acknowledged in print (before, during, and after the event) and in special signage prominently displayed throughout the convention.

Partner Level	Presenting	Hosting	Supporting	Contributing	Participating	Exhibitor
Investment	\$20,000	\$15,000 - \$19,999	\$10,000 - \$14,999	\$5,000 - \$9,999	\$2,100 - \$4,999	Purchase of booth(s) only
Complimentary badges	9	7	6	5	4	3
Complimentary tickets	7	6	5	4	3	2
Recognition in program	✓	✓	✓	✓	✓	✓
Recognition on website and in convention emails	✓	✓	✓	✓	✓	✓
Pre- and post-registrant mailing labels	Free set	Free set	Free set	Free set	Free set	Free set
Speaker sponsor sign at classroom door*	✓	✓	✓	✓	✓	
Event sponsor recognition at event*	✓	✓	✓	✓	✓	
Partner ribbon with name badge	✓	✓	✓	✓	✓	
Logo on signage - billboard and digital	✓	✓	✓	✓		
Logo in program	✓	✓	✓	✓		
Advertising discount in registration brochure/program	Free full page	50% off	25% off	15% off		
Affiliate membership in CVMA for 1 year	✓	✓	✓			
Membership mailing lists (times per year)	2	1	1			
Priority booth space selection	✓	✓				
Remarks at convention-sponsored event by company representative	✓	✓				
Banner opportunity at convention	✓	✓				
Complimentary registration to CE Programs at convention	✓	✓				

* These exposure opportunities are only available when sponsoring a specific event or speaker.

Sponsorship and Exposure Opportunities

Want to get more exposure for your company before the annual CVMA convention? Become a full or co-sponsor and choose the best opportunities to gain exposure for your company while supporting your fellow veterinarians.

Casino Night | \$1,500 - \$3,000

This exciting event will help your company win big. Add your logo, say a few words, and join the fun by playing casino style games with attendees.

Celebration Luncheon | \$2,500 - \$5,000

The Celebration Luncheon is a great opportunity to reach the greatest number of veterinarians! This pinnacle event at convention brings attendees together as we recognize contributions and service to the veterinary profession and community.

Cell Phone Charging Station | \$1,000

Add 2 graphic company logos and a rolling video to a cellphone charging station to be placed at your booth or a lounge area for all attendees to charge their mobile devices.

Exhibit Hall Refreshment Station | \$1,000 - \$2,000

Sponsor a food or drink station for all attendees and receive recognition on convention materials and signage.

Keynote Breakfast | \$500 - \$1,500 ✨ EXCITING AND NEW OPPORTUNITY 2017 ✨

Welcome attendees for breakfast, say a few words, and let them know your company is behind them. Two opportunities are available - Friday and Saturday.

Mobile App | \$500 - \$1,500 ✨ EXCITING AND NEW OPPORTUNITY 2017 ✨

Sponsor the mobile app and receive recognition with your own splash page displaying your company logo, website, and company description. You will also receive 5 free push notifications throughout the conference.

Networking Lunch | \$2,000 - \$5,000

Sponsor the networking lunch and we will add a desert or cookies to your booth. You will also get a few minutes to address the crowd, your logo on convention material, and signage throughout convention.

Opening Session | \$1,500 - \$2,500

CVMA Convention 2017 kicks off on Thursday, September 21 with an opening session. Be there to welcome attendees with a few remarks and have your company logo prominently displayed throughout convention.

Padfolios/Notepads | \$2,500

Attendees at convention love taking notes! What better way to showcase your company than by sponsoring a pad folio or notepads with your company logo for all attendees to use during and after convention?

Sponsorship and Exposure Opportunities

Push Notifications on App | \$150 - \$500 **✦ EXCITING AND NEW OPPORTUNITY 2017 ✦**

Showcase your company through the CVMA convention app. Do you want to gain extra attention from attendees or have a product you want to showcase? Purchase push notifications for your company and we'll send them out at peak times during convention.

Speakers and Sessions | \$1,500 - \$2,500

Align your company with hot topics and speakers that support your goals and mission. Sponsor a speaker or track and you will receive recognition during convention, the opportunity to introduce the speakers, signage outside the education room, and recognition in the program, brochure, and app.

Send-A-Student | \$150

Sponsor a student and enable them to participate in CVMA convention. Your sponsorship affords students the opportunity to attend scientific sessions, social events, and develop leadership skills by observing their role models in action. Help support the next generation of veterinarians!

Tote Bag Inserts | \$500

Add your company information to our tote bags that are given out to all attendees. A 6" X 9" postcard is preferred.

Tote Bag Logo | \$1,500 - \$4,000

Add your company name and logo to the most visible and used product at CVMA convention. Sponsorship includes a tote bag insert about your company at no charge.

****Must sponsor by March 15, 2017****

USB Drive | \$4,000

Show your attendees just how easy it is to have the convention proceedings at their fingertips. Sponsorship includes company logo on USB drive and company information sheet.

Water Bottles | \$2,000 **✦ EXCITING AND NEW OPPORTUNITY 2017 ✦**

Save the planet while marketing your company! This new sponsorship opportunity in 2017 is sure to be a winner with all attendees. Add your logo to convention water bottles attendees will use during and after convention.

Wi-Fi in Meeting Rooms and Wi-Fi Splash Page | \$1,500 **✦ EXCITING AND NEW OPPORTUNITY 2017 ✦**

Sponsor the wi-fi in all meeting rooms and add your company logo to the main wi-fi splash page. Attendees must log in to get wi-fi. Let your logo be the first thing they see!

Exhibitor Convention Dates and Show Hours

✦ PLEASE NOTE TIME CHANGES FROM PREVIOUS CONVENTIONS ✦

THURSDAY, SEPTEMBER 21

8:00 AM – 5:30 PM

Exhibitor Move in and Registration

10:00 AM – 2:00 PM

Golf Tournament

FRIDAY, SEPTEMBER 22

8:00 – 9:00 AM

Exhibitor Move in

9:00 AM – 5:30 PM

Exhibit Hall Open

12:00 – 2:00 PM

Networking Lunch

5:30 – 7:00 PM

CVMA/CSU Reception

SATURDAY, SEPTEMBER 23

*7:00 AM – 12:30 PM (CHANGE IN HOURS)

Exhibit Hall Open

12:30 – 2:20 PM

Celebration Luncheon

12:00 – 4:30 PM

Exhibitor Move out

5:30 – 9:00 PM

Casino Night

Convention Exhibit Hall

Exhibit space includes:

- 8' wide by 10' deep booth in carpeted exhibit area
- 8' high back drape and 3' high side divider drapes
- A 7" x 44" identification sign with your company name and booth number
- One 6' draped table with two side chairs
- 2 exhibitor badges (additional badges available at \$75 each)
- Name recognition in the convention registration brochure, the CVMA website, and convention program
- A 50-word company description in the convention program
- One complimentary set of pre-registrant address labels
- Company logo on convention app

Assignment of Space

Exhibitors booth selections are accommodated can select a booth location, on a first-come, first-served basis. CVMA will notify companies of neighboring booths to eliminate proximity to competitive or conflicting organizations.

Cancellation. A notice of cancellation received in writing on or before March 1, 2017 will result in 75% of the exhibitor fee being refunded: a notice received by May 31, 2017 will result in a 50% refund. No refunds will be given for cancellation notices received on or after June 1, 2017.

A \$250 penalty will be assessed for exhibits **dismantled prior to the closing of the exhibit hall on Saturday, September 23, 2017, at 12:00 PM.**

Important Dates & Deadlines

MARCH 17, 2017

- Partnership commitments for listings to appear in the convention registration brochure due
- Digital advertisement for the convention registration brochure due

JULY 18, 2017

- 50-word description for the convention program due
- Advertising files for convention program due

AUGUST 21, 2017

- Reservations deadline for lodging at special CVMA Convention 2017 rate
- Prize drawing information for publication due
- Exhibitor name badges
- Freeman Decorating Company will start accepting and storing freight

SEPTEMBER 5, 2017

- Last day for discount orders with Freeman Decorating Company
- Audio/visual, electrical, and/or telephone service order forms due to the Embassy Suites

SEPTEMBER 9, 2017

- All packages MUST be consigned to and received by Freeman Decorating Company on this day to guarantee delivery to the exhibit hall.

General Information

About Loveland, Colorado

The town of Loveland, Colorado, is your gateway to the Rockies and is affectionately known as America's "Sweetheart City!" Loveland draws visitors and families from across Colorado, offering the natural beauty of the nearby foothills and rivers, as well as artistic beauty in the many galleries featuring art and sculptures.

Convention Facilities

All education and events will be conducted at Embassy Suites Loveland Hotel, Spa, and Conference Center. The hotel is conveniently located at I-25 and Crossroads Boulevard and is 40 minutes from Denver International Airport.

Accommodations

CVMA has arranged special rates for accommodations during CVMA Convention 2017. To make your reservation, call Embassy Suites Loveland Hotel, Spa, and Conference Center at 800.362.2779 and tell them you are with the Colorado Veterinary Medical Association. CVMA has secured discounted hotel room rates beginning at \$132 per night plus tax. Make your reservations today to receive the special rates; rates and availability cannot be guaranteed after August 21, 2017.

www.embassysuitesloveland.com

Additional information Contact:

Samantha Hoyt

Manager of Learning & Partnerships
191 Yuma Street, Denver, CO 80223
303.539.7260 phone • 303.318.0450 fax
samanthahoyt@colovma.org

CVMA Convention 2017 Partnership Opportunities Contract

Please return this contract by March 21, 2017 for your company name to be in the Registration brochure.

Company name _____

Address _____

City / State / Zip _____

Contact person / Title _____

E-mail / Phone / Fax _____

Company website _____

Signature of authorized individual _____

Printed name of authorized individual _____

ADVERTISING Please circle your advertising selection.

Partner Level	Presenting	Hosting	Supporting	Contributing	Participating/ Exhibitor
Full-page advertisement in the registration brochure	4C: \$420	4C: \$515	4C: \$600	4C: \$725	4C: \$825
Half-page advertisement in the registration brochure	4C: \$250	4C: \$350	4C: \$400	4C: \$450	4C: \$525
Full-page advertisement in the convention program	Free	\$305	\$425	\$525	\$650
Half-page advertisement in the convention program	Free	\$185	\$250	\$325	\$395

Registration Brochure/Program Advertising Specifications			
Finished Size	Full-page Ad	Half-page Ad	Digital Artwork Due
8.5" x 11"	7.5" x 10"	7.5" x 5"	Registration: March 15 Program: July 17

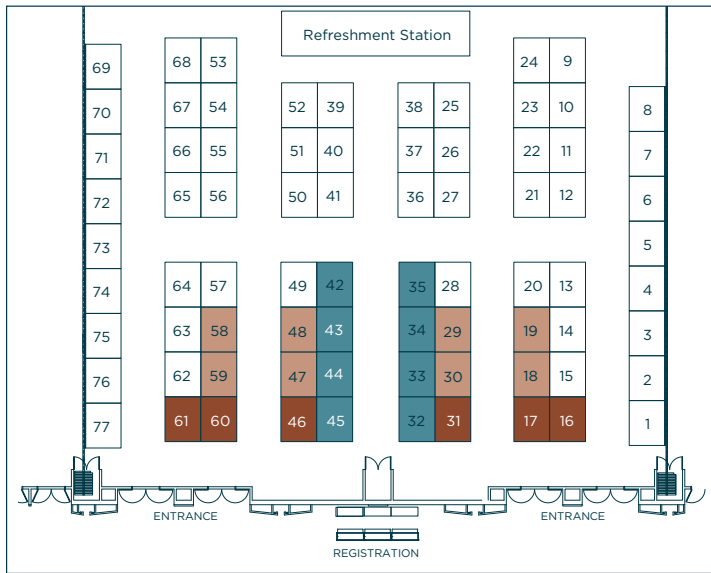
Total Advertising Fees \$ _____

Exhibitor or third party representative shall be fully responsible to pay for any and all damages to property owned by Embassy Suites Loveland Hotel, Spa, and Conference Center or Colorado Veterinary Medical Association, their owners or managers, which results from any act or omission of Exhibitor or third party representative. Exhibitor or third party representative agrees to defend, indemnify and hold harmless, Embassy Suites Loveland Hotel, Spa, and Conference Center, Colorado Veterinary Medical Association, and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from their use of the property, including attorney fees and expense. Exhibitor's or third party representative's liability shall include, without limitation, all losses, costs, damages, or expenses arising from or out of or by reason of any accident, property damage, bodily injury or other occurrences to any person or persons or property, including the Exhibitor or third party representative, its agents, employees, and business invitees which arise from or out of the Exhibitor's or third party representative's occupancy and use of the exhibition premises, Hotel or any part thereof. Exhibitor or third party representative agrees to provide a certificate of insurance to hotel which names the Embassy Suites Loveland Hotel, Spa, and Conference Center, its Owner and Manager, and Colorado Veterinary Medical Association as additional insureds to their policy.

Initial Here _____

Continued on page 9

CVMA Convention 2017 Exhibitor Floor Plan



- Premium Corner Booths
- Premium Booths
- Hosting and Presenting Partner Booths

EXHIBIT

YES! We want to exhibit at CVMA Convention 2017 and need the following:

- | | |
|---------------------------------------------------------------|----------------------------------------------------------------|
| <input type="radio"/> 1 booth 8' x 10' Standard \$1,295 | <input type="radio"/> 2 booths 8' x 10' Standard \$2,331 |
| <input type="radio"/> 1 booth 8' x 10' Premium \$1,595 | <input type="radio"/> 2 booths 8' x 10' Premium \$2,871 |
| <input type="radio"/> 1 corner booth 8' x 10' Premium \$1,895 | <input type="radio"/> 2 corner booths 8' x 10' Premium \$3,411 |

_____ Booth(s) for a Total of \$ _____

EXHIBITOR & BADGE INFORMATION

Per your partner level, list the names (as you would like them printed) of those individuals who will represent your company. Please include email addresses for individuals who are to receive exhibitor information.

Complimentary Badges

1. _____
2. _____
3. _____
4. _____

Complimentary Tickets Needed

- | | |
|--------------------------------|-------|
| Friday, CVMA / CSU Reception | _____ |
| Saturday, Celebration Luncheon | _____ |
| Saturday, Casino Night | _____ |

Additional Badges (\$75 each)

1. _____
2. _____
3. _____

Additional Tickets Needed

- | | | |
|---------------------------------------|-------|--------------|
| Friday, CVMA / CSU Reception (\$20) | _____ | Total |
| Saturday, Celebration Luncheon (\$25) | _____ | |
| Saturday, Casino Night (\$25) | _____ | |

EXHIBIT LOCATION

Exhibitors can select booth location, which is accommodated on a first-come, first-served basis. Please indicate desired location(s) of your booth(s):

1st choice: _____ 2nd choice: _____

3rd choice: _____

List any organization you do not wish to be located near, adjacent to, or opposite from _____

Will your booth feature any prize drawings:

Yes No If so, please list prize(s): _____

CVMA Convention 2017 Partnership Opportunities Contract

SPONSORSHIP OPPORTUNITIES *Please circle your sponsorship selection.*

Connection Builders	Exclusive	Co-Sponsorship
Casino Night	\$3,000	\$1,000
Celebration Luncheon (Saturday)	\$5,000	\$2,500
Cell Phone Charging Station	\$1,000	N/A
Exhibit Hall Refreshment Stations	\$2,000	\$1,000
Golf Tournament	\$1,500	\$500
Keynote Breakfast	\$1,500	\$500
Mobile App	\$1,500	\$500
Networking Lunch (Friday)	\$5,000	\$2,000
Opening Session	\$2,500	\$1,500
Pad Folios/Notebooks	\$2,500 or in kind	N/A
Printer Station	SOLD	SOLD
Push Notifications through Mobile App	N/A	\$150-\$500
Send-a-Student	N/A	\$150/student
Tote Bag Inserts (6x9 postcard recommended)	N/A	\$500
Tote Bag Logo	\$4,000	\$1,500
USB Flash Drive Convention Proceedings	\$4,000	N/A
Water Bottles	\$2,000	N/A
Wi-Fi in Meeting Rooms/Splash Page	\$1,500	

GOLF TOURNAMENT

	# people	x	Cost	=	Total
Annual Golf Tournament* (Thursday)	_____	x	\$75	=	_____
Players in your foursome:	1. _____	2. _____			
	3. _____	4. _____			

* If you are NOT designating a foursome, please list your **handicap** so that we may better group you: _____

Total Golf Fees \$ _____

PAYMENT SUBTOTALS

Exhibit Booth(s)	\$ _____
Advertising	\$ _____
Sponsorship(s)	\$ _____
Complimentary Badges/Tickets	N/A
Additional Badges/Tickets	\$ _____
Golf	\$ _____
TOTAL AMOUNT DUE	\$ _____

Mail, Fax, or Email all 3 pages of contract to:
 CVMA/Samantha Hoyt
 191 Yuma Street
 Denver, CO 80223
 303.318.0449 FAX
 303.318.0450 FAX
 samanthahoyt@colovma.org

Questions?
 Contact CVMA at
 303.539.7260

SIGNATURE

Note: All Partnership Opportunities Contracts must be signed to confirm booth reservations. I understand, and agree to abide by, the official Exhibit Rules and Regulations provided herein.

Signature / Date _____

Check enclosed, payable to CVMA Charge my VISA/MasterCard/Discover/AMEX

Card number _____

Expiration date _____ Security Code _____

Name on card _____

Full billing address/zip code _____

Signature _____

Please keep a photocopy of this contract for your records.

Exhibit Rules and Regulations

Exhibit rules and regulations are to be construed as part of all contracts for exhibit space. CVMA reserves the right to interpret them, as well as make final decisions, on all points not herein covered.

Reserving exhibit space. Companies that wish to exhibit at Convention 2017 must complete and return the Partnership Opportunities Contract with full payment. This contract, accompanied by full payment, is the only means by which space may be reserved; no telephone reservations will be accepted. Exhibitors can select booth location, which is done on a first-come, first-served basis, and CVMA will notify companies of neighboring booths to eliminate proximity to competitive or conflicting organizations. Booth spaces around the lounge area are designated for Presenting and Hosting Partners. If your company's partner level falls into one of these categories, we will contact you regarding moving to one of these premium spaces. CVMA reserves the right to assign, designate, or change your booth location.

Exhibit booth sharing. Each exhibit booth space is reserved for a single company. Only one company name is allowed per booth. Sharing space is discouraged; however, if you choose to do so, only one company name is allowed to be displayed. CVMA reserves the right to exclude any exhibit that is not conforming to the policies of the Association.

Exhibit representatives. Three or more exhibitor badges will be provided, up to the limit defined in the Partnership Rewards program (see Partner Rewards Table on page 3). Additional badges are available for \$75 each. Please indicate your need on the Partnership Opportunities Contract or to the CVMA office. Each exhibiting company must check in at the CVMA registration desk. Each exhibit is to be staffed at all times during exhibit hours by bona fide employee(s) or representative(s) of the exhibiting company. All exhibitors are required to wear CVMA name badges at all times during the meeting.

Official Service Contractor

Freeman Decorating Company (FDC) has been appointed the Official Service Contractor for CVMA Convention 2017. FDC will provide material handling, furnishings, labor, and support services to exhibitors. Embassy Suites fulfills orders for telephone, Internet, audio/visual, and electrical services.

Service order forms will be provided to each exhibitor following confirmation of exhibit participation, given the limited loading area at the Embassy Suites, all move-in and move-out activity will be under the control of FDC (see exhibit rules and regulations for a full explanation).

Move-in and move-out. The loading space at the Embassy Suites is limited and policed. To ensure the orderly move-in and move-out of the show, all loading areas and vehicle traffic will be under the exclusive control of the Official Service Contractor. As conditions permit, space may be made available for exhibitor-owned vehicles to load or unload. One person must remain with an exhibitor-owned vehicle at all times. Due to volume and time constraints, exhibitor-owned vehicles must be capable of being loaded/unloaded within 15 minutes.

Material handling. All materials received, other than those in exhibitor-owned vehicles as described below, will be handled by the Official Service Contractor. Exhibitors may handle their own materials that can be carried by hand by one person. Exhibitors may not bring or use carts, pallet jacks, or other material handling equipment that would interfere with the operations of the Official Service Contractor. All materials, other than exhibitor handled materials as described herein, are chargeable as material handling and will be handled through the Official Service Contractor. There are no storage facilities available for materials handled by exhibitors.

Operation of exhibit space. All business activities of the exhibitor must be within the exhibitor's assigned space. CVMA reserves the right to control or prohibit any exhibit or part of any exhibit which, in its opinion, is not in keeping with the policies of the Association. This reservation refers to persons, products, and printed matter. Exhibitors must comply with ordinances and regulations set forth by the building, fire, and police departments of Loveland, Colorado, and any regulations set forth by the embassy Suites in the interest of common safety.

Music licensing. The exhibitor agrees to obtain music licenses from ASCAP and/or BMI for use of copyrighted music in the exhibit booth.

Security. The exhibit hall will be secured during non-exhibit hours. It is required that a representative be present in the exhibitor's booth during all exhibit hours. Operation of exhibit space. All business activities of the exhibitor must be within the exhibitor's assigned space. CVMA reserves the right to control or prohibit any exhibit or part of any exhibit which, in its opinion, is not in keeping with the policies of the Association. This reservation refers to persons, products, and printed matter. Exhibitors must comply with ordinances and regulations set forth by the building, fire, and police departments of Loveland, Colorado, and any regulations set forth by the Embassy Suites in the interest of common safety.

Colorado labor conditions. Full-time employees of an exhibiting firm may install and dismantle their own company display. Any outside or additional labor required for installing, dismantling, or decorating is to be performed by the Official Service Contractor as arranged on service order forms.

Indemnification. The exhibitor agrees to indemnify and hold harmless the Colorado Veterinary Medical Association, Freeman Decorating Company, and embassy Suites from any damage to persons or property caused by or arising from the exhibitor's exhibit or the action of the exhibitor's employees or agents. All exhibitors must insure themselves at their own expense against property loss or damage, and against liability for personal injury.

Exhibitor or third party representative shall be fully responsible to pay for any and all damages to property owned by Embassy Suites Loveland Hotel, Spa & Conference Center or Colorado Veterinary Medical Association, their owners or managers, which results from any act or omission of exhibitor or third party representative exhibitor or third party representative agrees to defend, indemnify and hold harmless, Embassy Suites Loveland Hotel, Spa & Conference Center, Colorado Veterinary Medical Association, and their respective owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from their use of the property, including attorney fees and expense. Exhibitor's or third party representative's liability shall include, without limitation, all losses, costs, damages, or expenses arising from or out of or by reason of any accident, property damage, bodily injury or other occurrences to any person or persons or property, including the exhibitor or third party representative, its agents, employees, and business invitees which arise from or out of the exhibitor's or third party representative's occupancy and use of the exhibition premises, Hotel or any part thereof. Exhibitor or third party representative agrees to provide a certificate of insurance to hotel which names the Embassy Suites Loveland Hotel, Spa & Conference Center, its Owner and Manager, and Colorado Veterinary Medical Association as additional insured's to their policy.

CVMA

PARTNERSHIP OPPORTUNITIES

CONVENTION 2017

SEPTEMBER 21-24 • LOVELAND, CO

*Register today for access to Colorado
veterinary professionals!*

Space is limited!

CVMA 2017 Events



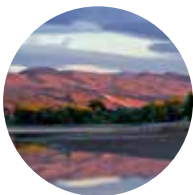
CVMA BIG Ideas Forum | Spring

March 31–April 1 in Colorado Springs



CVMA CE West

June 3-4 in Palisade



CVMA Convention 2017

September 21-24 in Loveland



CVMA CE Southwest

October 14-15 in Durango



CVMA BIG Ideas Forum | Fall

October 20-21 in Beaver Creek