

CVMA

CONVENTION 2019

SEPTEMBER 12-15 • KEYSTONE, CO



PARTNERSHIP OPPORTUNITIES

ADVOCACY

EDUCATION

SUPPORT

LEADERSHIP

Connect. Partner. Succeed.

Elevate your business for success at CVMA Convention 2019

Join Us in Keystone, CO in 2019!

CVMA Welcomes You

As a trusted partner to the veterinary community, you know how important relationships are to the success of your business. We invite you to join us for CVMA Convention 2019, where you will have the opportunity to:

- Elevate your brand's status and build awareness of your products with key decision makers and primary purchasers
- Nurture and grow new relationships for fresh business opportunities in 2019 and beyond
- Strengthen existing relationships with loyal, longtime customers
- Showcase your newest services and present hands-on demonstrations of your products

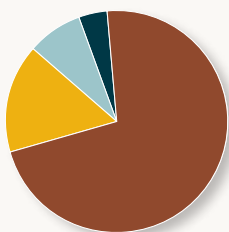
With both in-state and out-of-state veterinarians, veterinary technicians, and practice managers, our convention continues to expand in reach and influence.

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

Attendee Breakdown

*based on 2013 – 2019
convention attendance*

- Veterinarians: 72%
- Veterinary technicians: 16%
- CSU veterinary students: 8%
- Practice managers/staff/
Other non-veterinarians: 4%



About CVMA

The Colorado Veterinary Medical Association is an influential group of 2,400+ professionals representing each setting of veterinary medicine—clinical practice, public health, academe, corporate, and uniformed services. CVMA members are committed to work together to advance the science and art of veterinary medicine.

Our Mission

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



For additional information:

Gail Marshall

Director of Learning and Sponsorships
191 Yuma Street, Denver, CO 80223
303.539.7264 phone • 303.318.0450 fax
gailmarshall@colovma.org

Investing in Partnership

Advertise, Exhibit, and Sponsor

Your total convention investment places you in one of the partner levels listed below. In addition to a booth purchase, you also have the opportunity to sponsor and advertise as listed on pages 4-5. 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 book	✓	✓	✓	✓	✓	✓
Recognition on convention website and in emails	✓	✓	✓	✓	✓	✓
Pre- and post-attendee mailing labels	Free set	Free set	Free set	Free set	Free set	Free set
Sponsor recognition sign at session room**	✓	✓	✓	✓	✓	
Event sponsor recognition at event**	✓	✓	✓	✓	✓	
Partner ribbon with name badge	✓	✓	✓	✓	✓	
Logo on signage – billboard and digital	✓	✓	✓	✓		
Logo in program book	✓	✓	✓	✓		
Advertising discount in registration brochure/program	Free 1/2 page, 75% off full	50% off	25% off	15% off		
Affiliate membership in CVMA for 1 year	✓	✓	✓			
Membership mailing lists (number per year)	2	1	1			
Priority booth space selection	✓	✓				
Remarks at sponsored event by company representative**	✓	✓				
Banner opportunity at convention	✓	✓				
Complimentary registration to CE programs at convention	✓	✓				

*Tickets can be used to attend the following programs and events: Welcome Reception, Celebration Luncheon, or Barn Dance.

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

Sponsorship and Exposure Opportunities

Craving more time in the spotlight? Become a prime or contributing sponsor and choose the right opportunities for you to gain publicity while supporting the veterinary community.

Advertise in Registration Brochure and Program

Expand your marketing reach at convention! We offer half-page and full-page ads for our popular convention publications. Our registration brochure is distributed via email to 5,000+ veterinarians in Colorado and across the country, and lands in the mailboxes of all 2,400+ CVMA members. In addition, the program book will be in the hands of all our convention attendees – don't miss out on this opportunity. See page 10 for details and pricing.

App | \$500 - \$1,500

Want to grab the attention of attendees throughout convention? Sponsor the mobile app and place your company logo, website and company description on a splash page. You will also receive one free push notification (two for exclusive sponsorship), for use throughout the convention.

App Push Notifications | \$150/each

Looking 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. *Limited number available.*

Barn Dance and BBQ | \$1,000

Get attendees' toes tapping for your company by sponsoring the Barn Dance, a new addition designed just for Keystone! Highlight your company logo, share remarks with attendees, and dance the night away. *Three opportunities available.*

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

The Celebration Luncheon is your ideal opportunity to reach the greatest number of veterinarians. As the pinnacle event at convention, you will have five minutes to address attendees while we celebrate their contributions and service to the veterinary profession and community. *Prime and contributing sponsorships available.*

Exhibit Hall Refreshment Station | \$1,000

Sponsor a morning or afternoon refreshment break for all attendees and receive recognition on convention materials and signage. *Three opportunities available.*

Golf Tournament | \$500 - \$2,000

Kicking off convention isn't complete without our annual golf tournament! Prominently place your company logo throughout Keystone River Run's premier 18-hole golf course and in convention materials.

Morning Keynote Session | \$500 - \$1,500

Be a part of our morning keynote education session by welcoming the group and introducing the speaker. *Prime and contributing sponsorships available for Saturday.*

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

Sponsor the two-hour exhibit hall networking lunch and your logo will be included on convention materials and signage throughout. You will also receive a push notification through our mobile app. *Prime and contributing sponsorships available.*

Sponsorship and Exposure Opportunities

Opening General Session | \$5,000 - \$10,000

CVMA Convention 2019 kicks off on Thursday, September 12 with a four-hour general session. Be there to welcome attendees with opening remarks, and have your logo prominently displayed throughout convention. *Prime and contributing sponsorships available.*

Padfolios | \$3,500 ✦ EXCLUSIVE OPPORTUNITY ✦

Attendees at convention love taking notes, and what better way to showcase your company by sponsoring a padfolio with your company logo! This is great marketing for your company not only at convention, but all year long. *One opportunity available.*



PopSocket® Phone Stand | \$4,000

Be the first to appear on 700 PopSocket® phone stands for our convention attendees! Your logo will be printed on each PopSocket®. *One opportunity available - snag this unique opportunity before it's gone!*

Printer Station | \$1,500 **SOLD**

Making sure our attendees have access to convention proceedings is important. Sponsor our printing station and receive name recognition throughout convention.

Send-A-Student | \$150/each

Build brand recognition with the next generation of veterinary leaders! Your sponsorship empowers students to grow their knowledge at scientific sessions, connect with other professionals at social events, and develop leadership skills by observing their role models in action.

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 speaker, signage outside the education room, and recognition in the registration brochure, program, and app.

Tote Bag Inserts | \$500

Add a company-provided postcard or one-sheet brochure to our convention tote bags and share how your company can help provide services or products to attendees.

Tote Bag Logo | \$1,500 - \$3,000

Seeking an opportunity to shine not only at convention, but every day? Add your company logo to the most visible and used product at CVMA convention. Convention tote bags are given to all attendees to use during and after convention, so you can be with them every step of the way. Sponsorship also includes a tote bag insert.

Water Bottles | \$2,000 **SOLD**

Save the planet, market your company, and ensure guests are hydrated at elevation, all in one opportunity. Your logo will be printed on the water bottles given to each attendee.

Wifi | \$2,500 ✦ EXCLUSIVE OPPORTUNITY ✦

Let your company be the first thing attendees see when they connect to wifi! Exclusive sponsorship includes your company logo on our wifi splash page. *One opportunity available.*

Exhibitor Convention Dates and Show Hours

✦ PLEASE NOTE TIME CHANGES FROM PREVIOUS CONVENTIONS ✦

THURSDAY, SEPTEMBER 12

8:00 AM – 5:30 PM

Exhibitor move-in and registration

10:00 AM – 2:00 PM

Golf Tournament

FRIDAY, SEPTEMBER 13

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

Welcome Reception

SATURDAY, SEPTEMBER 14

9:00 AM – 12:00 PM **CHANGE IN HOURS**

Exhibit hall open

12:00 – 2:00 PM

Celebration Luncheon

12:00 – 4:00 PM

Exhibitor move-out*

5:30 – 9:00 PM

Barn Dance and BBQ

* We strive to ensure our attendees have adequate time to connect with exhibitors. To ensure a positive experience for CVMA convention attendees, a \$250 penalty will be assessed for exhibits **dismantled prior to the closing of the exhibit hall on Saturday, September 14 at 12:00 PM.**

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
- 3 exhibitor badges (additional badges available at \$75 each) and 2 tickets to attend one of the following programs: Welcome Reception, Celebration Luncheon, or Barn Dance
- Name recognition in the convention registration brochure, convention program, and on the CVMA website
- A 50-word company description in the convention program and mobile app
- One complimentary set of pre and post-attendee address labels
- Company logo on mobile app

Assignment of Space

Booth selection is determined on a first-come, first-served basis. CVMA will notify companies of neighboring booths to eliminate proximity to competitive or conflicting organizations.

CVMA reserves the right to reassign booths at our discretion.

Deadlines

Please mark these important dates on your calendar!

APRIL 15, 2019

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

JULY 15, 2019

- 50-word description for the convention program
- Advertising files for convention program
- Partnership commitments for listings to appear in the convention program

AUGUST 19, 2019

- Reservations deadline for lodging at special CVMA Convention 2019 rate
- Prize drawing information for publication
- Exhibitor names for badges

Exhibit Booth Cancellation. A notice of cancellation received in writing on or before March 30, 2019 will result in 75% of the exhibitor fee being refunded; a notice received by June 1, 2019 will result in a 50% refund. No refunds will be given for cancellation notices received after June 1, 2019.

Questions?

Gail Marshall

Director of Learning and Sponsorships
303.539.7264 phone • 303.318.0450 fax
gailmarshall@colovma.org

General Information

Convention Location

All education and events will be hosted at **Keystone Resort & Conference Center:**

633 Tennis Club Rd.
Dillon, CO 80435
970.496.4142

About Keystone, Colorado

Central to both the East and West coasts, Keystone sits at the base of the Continental Divide on seven beautiful miles in the Snake River Valley, surrounded by the White River National Forest. Picturesque golf courses, top-rated dining, and a variety of outdoor activities offer ample opportunity for attendees and their families to enjoy the mountains. Keystone Resort & Conference Center is the largest meeting venue in the Colorado Rocky Mountains.

Accommodations

CVMA has secured discounted hotel room rates with Keystone Resort & Conference Center beginning at \$159 per night plus tax. Reservations can be made by calling 800.362.2779 or online at www.colovma.org/cvma-convention. CVMA rate is available until August 19, 2019 or until the group block fills up, whichever comes first.

CVMA Convention 2019 Partnership Opportunities Contract

Sign up NOW for booth space at convention 2019 and climb past your competition!

Company name (Please print name preferred for publishing)

Address

City / State / Zip

Contact person / Title

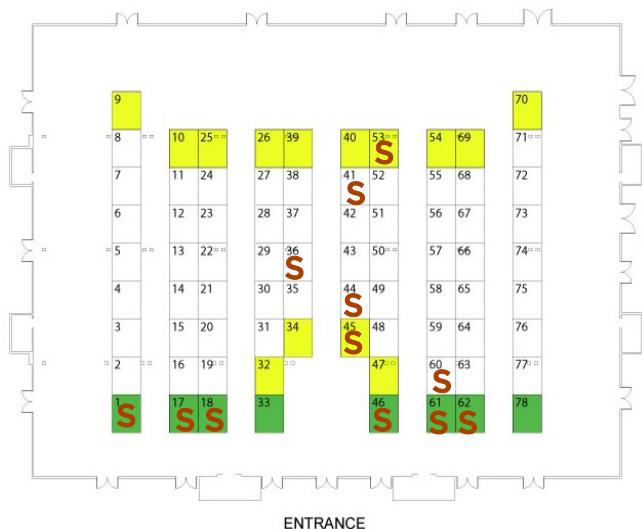
E-mail / Phone

We want to exhibit at CVMA Convention 2019 and need the following:

Single Booth	Cost	Multiple Booths	Cost
<input type="checkbox"/> 1 Booth: 8" x 10' Standard	\$1,295	<input type="checkbox"/> 2 Booths: 8" x 10' Standard ea.	\$2,331
<input type="checkbox"/> 1 Booth: 8" x 10' Premium	\$1,595	<input type="checkbox"/> 2 Booths: 8" x 10' Premium ea.	\$2,871
<input type="checkbox"/> 1 Booth: 8" x 10' Premium Corner	\$1,895	<input type="checkbox"/> 2 Booths: 8" x 10' Premium Corner ea.	\$3,411

BOOTH ASSIGNMENT

Please see below for our exhibit hall floor plan and booth availability (as of 3/1/19) and indicate your desired booth location. We will make every effort to place you in your preferred booth. We reserve the right to assign or change booths at our discretion. Booth location subject to availability.



Please indicate desired location(s) of your booth(s):

_____ 1st Choice _____ 2nd Choice
 _____ 3rd Choice _____ 4th Choice

Premium booth locations:

9, 10, 25, 26, 39, 40, 53,
 54, 69, 70, 32, 34, 45, 47

Premium corner booth locations:

1, 17, 18, 33, 46, 61, 62, 78

Contact Gail Marshall for up-to-date booth availability.

Please indicate any competitor companies that you would prefer to not be located near:

CVMA Convention 2019 Partnership Opportunities Contract

Sponsorship Opportunities	Prime	Contributing	Amount
Barn Dance and BBQ (Saturday)	N/A	\$1,000	
Celebration Luncheon (Saturday)	\$5,000	\$2,500	
Exhibit Hall Refreshment Station	N/A	\$1,000	
Golf Tournament (Thursday)	\$2,000	\$500	
Mobile App	\$1,500	\$500	
Morning Keynote (Saturday)	\$1,500	\$500	
Networking Lunch (Friday)	\$5,000	\$2,000	
Opening General Session (Thursday)	\$10,000	\$5,000	
Padfolios (Exclusive)	\$3,500	N/A	
PopSocket® Phone Stands (Exclusive)	\$4,000	N/A	
Printer Station (Exclusive)	\$1,500	N/A	SOLD for 2019
Push Notifications on App	N/A	\$150/each notification	
Send-A-Student	N/A	\$150/student	
Speakers and Sessions*	\$2,500	\$1,500	
Tote Bag Inserts	N/A	\$500	
Tote Bag Logo	\$3,500	\$1,500	
Water Bottles	\$2,000	N/A	SOLD for 2019
Wifi (Exclusive)	\$1,500	N/A	
TOTAL SPONSORSHIP:			

*Please contact Gail Marshall at gailmarshall@colovma.org for more information about our 2019 speakers and topics.

GOLF TOURNAMENT

River Run Golf Course	# 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 \$ _____

EXHIBITOR ACKNOWLEDGEMENT

Exhibitor or third party representative shall be fully responsible to pay for any and all damages to property owned by Keystone Resort & 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, Keystone Resort & 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 Keystone Resort & Conference Center, its Owner and Manager, and Colorado Veterinary Medical Association as additional insureds to their policy.

Initial Here _____

CVMA Convention 2019 Partnership Opportunities Contract

ADVERTISING OPPORTUNITIES

Partner Level *See page 3 for levels	Presenting	Hosting	Supporting	Contributing	Participating/ Exhibitor
Full-page advertisement in the registration brochure	\$215	\$425	\$635	\$725	\$850
Half-page advertisement in the registration brochure	Free	\$260	\$395	\$450	\$525
Full-page advertisement in the convention program	\$170	\$335	\$475	\$570	\$670
Half-page advertisement in the convention program	Free	\$205	\$305	\$350	\$410

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

PAYMENT SUBTOTALS

Total Advertising Fees \$ _____

Exhibit booth(s) \$ _____
 Sponsorship(s) \$ _____
 Golf \$ _____
 Advertising \$ _____
 Additional badges/tickets (\$75/each) \$ _____

TOTAL AMOUNT DUE \$ _____

SIGNATURE

Note: Partnership Opportunities Contract 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.

Send all 3 pages of contract (pages 8-10) to:
 CVMA/Gail Marshall
 191 Yuma Street
 Denver, CO 80223 303.318.0450 FAX
 gailmarshall@colovma.org

Questions?
 Contact Gail Marshall at 303.539.7264

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 CVMA Convention 2019 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. 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 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 2019. FDC will provide material handling, furnishings, labor, and support services to exhibitors. Keystone Resort & Conference Center 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 Keystone Resort & Conference Center, 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 Keystone Resort & Conference Center 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 Dillon, Colorado, and any regulations set forth by the Keystone Resort & Conference Center 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.

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 Keystone Resort & Conference Center 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 Keystone Resort & 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, Keystone Resort & 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 Keystone Resort & Conference Center, its Owner and Manager, and Colorado Veterinary Medical Association as additional insureds to their policy.

CVMA

PARTNERSHIP OPPORTUNITIES

CONVENTION 2019

SEPTEMBER 12-15 • KEYSTONE, CO

*Register today for access to the
largest gathering of Colorado
veterinary professionals!
Space is limited.*

Looking for more CVMA sponsorship opportunities?



BIG Ideas Forum | Spring 2019

March 8-9 in Englewood



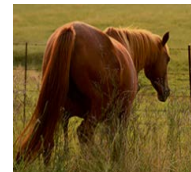
CE Southwest 2019

October 12-13 in Durango



Media Training 2019

April 18 in Denver



CE Equine 2019

December 2019 in Franktown



CE West 2019

June 7-9 in Palisade



SkiCE 2020

January 26-29 in Vail

Find more opportunities online: colovma.org/cvma-ce-events/