

THINK



EXHIBITOR PROSPECTUS


NAVCTM
CONFERENCE
The North American Veterinary Community
501(c)(3) Nonprofit

EXHIBITS JANUARY 19-22

2014 JANUARY
18-22
ORLANDO, FL

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Better care through collaboration.

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VENDORS

Exhibit Services

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CONFERENCE HOTELS

To book your hotel rooms, please visit
NAVC.com/ConferenceHotels.

Gaylord Palms Resort & Convention Center

6000 W Osceola Pkwy
Kissimmee, FL 34746

Orlando World Center Marriott Resort & Convention Center

8701 World Center Dr
Orlando, FL 32821

Caribe Royale Orlando All-Suite Hotel & Convention Center

8101 World Center Dr
Orlando, FL 32821

Others

Visit NAVC.com/ConferenceHotels

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BIG audience.

BIG ideas.

BIG opportunity to influence the global veterinary community.

15,000+ attendees from 70+ countries. 350+ speakers addressing every aspect of veterinary medicine. The largest gathering of exotic animal practitioners in the world.

Everything about the NAVC Conference is big. Big news. Big advancements. And most important, a big crowd of veterinarians and their veterinary teams looking for people, products and innovations that will have a big impact on their quality of care.

So if you want to put your company in front of the veterinary profession's most dynamic practitioners, practice managers and decision makers, exhibiting at the NAVC Conference is a pretty big deal.

DATES TO REMEMBER

CONFERENCE DATES: January 18-22, 2014 ■ **EXHIBIT DATES:** January 19-22, 2014

New Exhibitor applications accepted May 2013 – Dec. 15, 2013.

Commit early as space is limited. Contracts will be emailed when each Marriott booth is assigned. (The Gaylord, which is full, has a waiting list.)

Go to NAVC.com/Exhibits to apply.

JUNE 25, 2013	• Preliminary Program Guide Reservation Deadline (p. 14)
JULY 1, 2013	• New Exhibitor Applications Now Accepted (through Dec. 15) • Signed Contract & Full Payment Due from 2013 Exhibitors <i>Per NAVC policy, exhibit space not paid in full by this date will be relinquished.</i> Forms: Complete online at NAVC.com or mail to NAVC Exhibits, 5003 SW 41st Blvd, Gainesville, FL 32608 Fax: 352.336.6827, Email: Exhibits@NAVC.com
AUGUST 31, 2013	• Badge Ordering Process Open (through Jan. 15)
OCTOBER 31, 2013	• Passport Reservation Deadline
NOVEMBER 1, 2013	• Exhibitor Description & Product Category Key Words Due <i>For NAVC Conference Official Program Guide</i> • Official Program Guide Reservation Deadline (p. 15)
NOVEMBER 2, 2013	• New Product Gallery Application Deadline (p.19)
NOVEMBER 15, 2013	• Official Program Guide Materials Deadline
NOVEMBER 29, 2013	• Booth Cancellation Deadline for 50% Fee Refund <i>Provided the booth space is resold. No refunds will be provided if cancelled after this date.</i>
DECEMBER 1, 2013	• Proof of Liability Insurance Due <i>For setup by companies other than Freeman</i>
DECEMBER 2, 2013	• Document Bag/RealDeal Deadline (p. 21)
DECEMBER 14, 2013	• Preregistration Mailing List Available (Request by Dec. 15) • eBooth Enhancement Deadline
DECEMBER 15, 2013	• Nominations for the Neill P. Overman Award Due (p. 5) • Live Animal Demonstration Notifications Due (p.18) • New Exhibitor Application Deadline (p. 17) <i>Space is limited, so apply early!</i>
JANUARY 15, 2014	• Lead Retrieval Orders Due (Freeman Kit) • Badge Orders Must be Complete (with final Booth Personnel)
JAN. 18-19, 2014	• Booth Setup at Gaylord
JANUARY 19, 2014	• Booth Setup at Marriott
JANUARY 22, 2014	• Booth Teardown at Marriott by 10:00 PM
JANUARY 23, 2014	• Booth Teardown at Gaylord by 10:00 AM

SHIPPING DEADLINES

DECEMBER 15, 2013–JANUARY 14, 2014 *Shipping addresses and additional details on p. 7.*

Booth displays and materials will be accepted at the Freeman Warehouse. Please see the Freeman Service Kit for address, shipping and labeling instructions. Additional fees will apply for any materials received after January 6, 2014.

JANUARY 17-18, 2014	Shipping accepted at the Gaylord Palms Resort
JANUARY 18, 2014	Shipping accepted at the World Center Marriott Resort

SOCIAL EVENTS

Exhibitors with badges are welcome to attend any general session or event that does not require an additional fee, including:

Saturday General Session with Special Guest
Saturday at 9:15 AM • Marriott

Opening Ceremony with Comedy Performance
Saturday at 7:00 PM • Gaylord

**Alumni Receptions
Veterinary Alumni Only**
Sunday at 7:00 PM • Marriott

International Delegate Reception — International Attendees Only
Sunday at 8:00 PM • Marriott

Concert Entertainment
Monday Evening • Gaylord

**Speaker/Moderator/
Exhibitor Reception**
Tuesday at 6:30 PM • Gaylord

Special Guest Speaker
Tuesday Evening • Gaylord

Finale Party
Wednesday at 7:00 PM • Marriott

NEW EXHIBITORS

Join the family of exhibitors at the NAVC Conference, the most exciting veterinary conference in North America. Over 9,300 veterinary professionals (nearly 16,000 overall) attend this 5-day conference and 4-day exhibit every year. Space is still available, so visit NAVC.com/Exhibits to get started.

Acceptance of exhibitors at the NAVC Conference is based on the exhibitor's products and services, which must directly relate to the practice of veterinary medicine and/or enhancement of the Exhibit Hall. Once an application is received and accepted, a contract and payment authorization will be forwarded to the applicant. New exhibitors have 30 days to pay in full. All new exhibitors for the NAVC Conference 2014 will be assigned space in the Marriott Exhibit Hall, as the Gaylord Exhibit Hall is sold out.

RETURNING EXHIBITORS

The NAVC will make every effort to ensure that exhibitors at the NAVC Conference 2013 are placed in or near the same location for 2014. If you would like to change your booth location and/or size, please complete your contract with the requested change(s) noted.

If a company has been acquired or merged and the booth space will be vacated, please immediately contact NAVC Director of Exhibits, Gail Cummings. All relinquished booth space is the property of the NAVC Conference and will be reallocated.

EXHIBIT HALL FLOOR PLANS

To assist in booth selection, an interactive Exhibit Hall Floor Plan is available at NAVC.com/Exhibits.

Exhibitors are responsible for reviewing their location before arriving on-site to ensure that the space is sufficient and to confirm they are separated from direct competitors. Should issues arise, please contact our Director of Exhibits, Gail Cummings.

EXHIBIT HALL RULES

The NAVC Conference 2014 Exhibitor Rules can be found at NAVC.com/Exhibits. The NAVC reserves the right to close any exhibit that conducts business or solicits in a manner counter to these rules or that infringes on the rights or privileges of other exhibitors or attendees.

Anyone observed soliciting business in the aisles or other public areas or in another company's booth will be asked to leave immediately. Additional penalties apply. Please report any violation to Gail Cummings.

The American Veterinary Exhibitors Association offers its members the opportunity to become more knowledgeable in their professions through meaningful communication and exchange of ideas. To learn more, visit theavea.org.

CANCELLATION POLICY

Full Refund DeadlineJuly 1, 2013

50% Refund Deadline.....Nov. 29, 2013

Written notice of booth cancellation must be received by the NAVC Headquarters by Monday, July 1, 2013 to receive full refund and Friday, November 29, 2013 for a 50% refund, provided the booth space is resold. No refunds will be provided after November 29, 2013 for returning exhibitors. New exhibitors have 30 days to pay in full from the time they sign up.

The NAVC reserves the right to refuse or cancel registration for any company if we believe it is in the best interest of the profession.

Nominations for the NEILL P. OVERMAN AWARD

Neill P. Overman, founder of Veterinary Learning Systems and one of the founders of the Eastern States Veterinary Association, Inc., served on the NAVC Board from 1983 until his retirement in 2005. In his honor, NAVC Conference exhibitors may nominate other exhibitors who exemplify fairness, ethical behavior, salesmanship, knowledge of the profession and have also worked to ensure that their companies further the profession by promoting continuing professional development for all members of the veterinary healthcare community.

Submit nominations, accompanied by two (2) letters of support by December 15, 2013 to Gail Cummings at Exhibits@NAVC.com.

**CONGRATULATIONS TO
OUR 2013 WINNER
Dean Cost,
Bayer HealthCare**

**PAST WINNERS
Teri Hodges, Novartis
Lesla Boileau, Merial, Ltd.**

NAVC Director of Exhibits | Gail Cummings | Exhibits@NAVC.com | 352.375.5672 (Opt. 1)

BOOTH PACKAGES

ALL BOOTH PACKAGES INCLUDE:

- ✓ Two (2) copies of the NAVC Conference Official Program Guide. Additional guides may be requested at the Exhibitor Registration Desk.
- ✓ Listing in the on-site NAVC Conference Official Program Guide, on NAVC.com and the NAVC Mobile App
- ✓ Admission to the Scientific Sessions (excludes Hands-on Laboratories and other additional-fee sessions) with full CE credit. This applies to holders of allotted badges as well as those purchased at full price (not for guest badges). Guests cannot acquire CE credits or attend sessions. See ON-SITE INFORMATION on p. 9 for further details.
- ✓ 24-hour security during exhibition days
- ✓ Complimentary aisle carpeting (Marriott Exhibit Hall is carpeted throughout)
- ✓ Company identification sign
- ✓ Opportunities for increased visibility through marketing initiatives
- ✓ Admission to evening social events
- ✓ Access to Exhibitor Lounges in both the Gaylord and the Marriott (includes continental breakfast and afternoon refreshments)
- ✓ Free lead retrieval

BADGES

Exhibitor registration includes a designated number of badges based on the booth size. *Four (4) allotted badges for the first 100 sq. ft. and three (3) additional badges for each additional 100 sq. ft. Noncommercial exhibitors are provided two per booth.**

Additional Exhibitor Badge.....\$375
Grants access to Scientific Sessions, lunch and social events as well as allowing the holder to staff the Exhibit Booth. Proof of company affiliation must be provided.

Guest Badge \$45
Provides access for exhibitor spouse or significant other to the Exhibit Hall and social events, but does not provide booth staffing privileges, lunch or access to scientific sessions. Must be purchased on-site.

**A wrist band will be provided for admission to the Gaylord & Marriott Exhibit Halls at check in during set up only. Exhibitors should have company attire to enter the Exhibit Hall. For safety reasons, no one under 18 will be allowed in the Exhibit Hall during setup hours.*

Full CE credit is available to exhibitors who are veterinarians, technicians or other veterinary professionals. Indicate veterinarian, technician or other professional status when completing Name Badge information so appropriate CE credits are applied. Preregistration and prepayment are required for a Hands-on Laboratory or any session with additional fees.

COMMERCIAL BOOTH FEES

Gaylord Exhibit Hall

10' x 10' (100 sq. ft.) In-line Booth.....\$3,300
10' x 10' (100 sq. ft.) Corner Booth.....\$3,700
Island.....\$43.75 per sq. ft.
Purchase a second booth in the Marriott and receive a 20% discount on the Marriott booth.

Marriott Exhibit Hall

10' x 10' (100 sq. ft.) In-line Booth.....\$2,600
10' x 10' (100 sq. ft.) Corner Booth.....\$2,950
Island.....\$33.75 per sq. ft.
In addition to the Booth Package outlined above, Commercial booths also include:

- ✓ Four (4) allotted badges for first 100 sq. ft. and three (3) additional badges for each additional 100 sq. ft.
- ✓ Lunch is included on non-discounted exhibitor badges for each exhibit day
- ✓ One (1) lead retrieval scanner
- ✓ One (1) 8-ft. back drape and two (2) 3-ft. side drapes
- ✓ Liability insurance (up to \$1 million)

NON COMMERCIAL BOOTH FEES (NOT-FOR-PROFIT)

Academic, educational and charitable organizations that have an animal-welfare focus and wish to exhibit at the NAVC Conference may contact Gail Cummings, Director of Exhibits at Exhibits@NAVC.com. Noncommercial booths are located in the pre-function areas in the Gaylord and Marriott Exhibit Halls. Booth space is assigned based on availability.

Fees for either Exhibit Hall.....\$425

In addition to the Booth Package outlined on this page, Noncommercial booths include:

- ✓ Two (2) allotted badges including lunch (Sun-Wed)
- ✓ 8' wide x 4' deep Exhibit Space (10' height restriction)
- ✓ One (1) skirted table (2 x 6 ft.) with name banner and two (2) chairs

Lead retrieval devices and electricity to the booth are not provided to noncommercial exhibitors, but they can be ordered at a reduced fee. See your Freeman Service Kit for details.

BOOTH SERVICE KIT

Freeman is the Official NAVC Exhibit Services vendor. The NAVC Conference 2014 Freeman Service Kit outlines essential information and forms and is available at NAVC.com/Exhibits. Take advantage of maximum discounts by ordering early and ordering online.

INFORMATION INCLUDES:

- Exhibit Hall Rules
- Exhibit Rentals & Transportation Services
- Freight & Material Handling Services
- Furnishings & Carpet Rentals
- Graphics & Signs Services
- Lead Retrieval Information
- Electrical & Internet Services
- Hotel/Other Contractors (flowers, photography, etc.)
- Installation/Dismantle/Rigging Services and Labor
- Payment Information
- Parking (Gaylord and Marriott)

NEW! EBOTH ENHANCEMENT PACKAGES

With three new, low-cost eBooth Enhancement packages, you have the option of selecting up to 9 searchable keywords, product listings, press releases, videos and logo placement on the company page and floorplan. The eBooth enhancement options increase your visibility, ultimately increasing traffic to your eBooth and on-site booth, up to 2-3 times. In addition, they enhance your search engine performance, promote your products and services 24/7 and maximize your ROI with increased exposure and interaction.

eBooth Enhancement Packages & Pricing:

Bronze	\$125
5 keywords, 2 product listings, 1 press release	
Silver	\$250
7 keywords, 5 product listings, 3 press releases, company page logo	
Gold	\$475
9 keywords, 8 product listings, 5 press releases, 1 video, logo on company page and floorplan	

Sign up for any of these options using the form on p. 25.

SHIPPING

December 15, 2013-January 10, 2014

Booth displays and materials will be accepted at the Freeman Warehouse. Please see the Freeman Service Kit for address, shipping and labeling instructions.

After January 10, materials may be accepted at the hotels on the following dates:

— January 17-18, 2014

Shipping accepted at the Gaylord Palms Resort
6000 W Osceola Pkwy, Kissimmee, FL 34746

— January 18, 2014

Shipping accepted at the Orlando World Center Marriott Resort
8701 World Center Dr, Orlando, FL 32821

CARPETING + FURNITURE

The NAVC will provide black aisle carpet and tuxedo pipe and drape at the Gaylord. Each booth must be carpeted and furnished by the exhibitor or rented through Freeman. The Marriott Exhibit Hall is fully carpeted.

BOOTH CLEANING

The NAVC will provide cleaning for the aisle spaces only. Booth cleaning is not included in the rental fee. If you need booth cleaning service, complete appropriate order forms in the Freeman Service Kit.

ELECTRICITY

Information regarding electrical service to your booth will be provided in the Freeman Service Kit.

**"I HAVE WORKED WITH
FREEMAN FOR OVER
25 YEARS. YOUR
CUSTOMER SERVICE AND
HELPFULNESS IS THE
BEST IN THE INDUSTRY"**

BOOTH SPECIFICATIONS

HEIGHT RESTRICTIONS

- In-line or corner booths with a finished back piece cannot be higher than 10 feet. Company signage or advertisements for these booths cannot exceed 10 feet in height.
- Island Booths cannot exceed 20 feet. If booth elements exceed 20 feet in height, please contact the NAVC office for special authorization.
- Special Booths: If you plan a multi-level booth or have enclosed spaces in your booth, contact the NAVC for special information.

RIGGING: All rigging services must be handled by the Gaylord Palms Exhibiting Services or the Orlando World Center Marriott AV Department. A rigging form will be provided in your Freeman Service Kit.

SETBACKS: To maintain unobstructed sightlines, all items 4 feet or higher must be placed 5 feet from the front of the display or aisle space. Tall pieces of equipment, trucks, truck inserts or similar large items should be set back 5 feet or more from the aisles.

LIVE ANIMALS: Approval for the presence of live animals in an exhibit booth must be requested and approved ahead of time by the NAVC. A request form is included on p. 18.

SALE OF MERCHANDISE: Exhibitors who are selling and delivering tangible items on-site and are not registered with the State of Florida should do so by going to myflorida.com. Tax forms must be completed for all transactions.

For complete Exhibitor Rules & Regulations, please visit NAVC.com/Exhibits.

INSURANCE

The NAVC provides liability coverage on commercial booths in the Exhibit Halls. Coverage is up to \$1 million for booths set up by Freeman. Should exhibitors choose to hire outside contractors for the sole purpose of assembling or dismantling the booth, NAVC must be notified of this contractor's identity and receive proof of liability insurance by December 1, 2013. Independent contractors will be issued wrist bands from Security or Exhibitor Registration to allow access to the Exhibit Hall during designated set up times. Company shirts are recommended for easy processing. For safety reasons, children under the age of 18 are not allowed in the Exhibit Hall during set up or teardown times.

DRIVING TRAFFIC TO THE EXHIBIT HALLS

NAVC Conference registrants can win prizes daily by participating in the Passport program or by getting their badges scanned in the Exhibit Halls during morning coffee breaks.

PASSPORT PRIZES

Sunday.....Caribbean Cruise Package for Two (2)
Monday.....NAVC Conference 2015 Package
Tuesday.....Free Gas for 1 Year (Value of \$2,250)
Wednesday.....GRAND PRIZE: 2014 Automobile
(2-year lease or \$10,000 cash)

DAILY PRIZES

Sunday..... iPad + \$100 Apple iTunes Gift Card
Monday.....Disney Package
Tuesday.....Universal Studios Package
Wednesday.....Kindle + \$100 Amazon Gift Card

Prepare for a RUSH in the Exhibit Hall during the following daily breaks:

Morning Coffee Break.....9:15–9:55 AM
Lunch..... 11:45 AM–1:45 PM
Afternoon Break..... 3:35–3:55 PM

ON-SITE INFORMATION

PARKING

See parking details in your Freeman Exhibitor Kit.

EXHIBIT HALL ACCESS

Access to the Exhibit Halls outside of posted hours are one hour before opening and one hour after closing. Should access be needed for a non-exhibitor, please contact Gail Cummings, Director of Exhibits at Exhibits@NAVC.com with the times needed, names and reason for access.

EXHIBITOR BADGES

Valid badges are required for admittance to the Exhibit Hall areas. A badge is not transferable and should be worn only by the person to whom it is issued.

Four (4) name badges will be provided at no charge for the first 100 sq. ft. of paid booth space and three (3) badges for each additional 100 sq. ft. Exhibitor badges allow access to social events and Scientific Sessions that do not require an additional registration fee. CE credits are covered as appropriate.

Additional exhibitor badges can be purchased for \$375/each, which includes lunch during exhibit days (Sunday – Wednesday) and CE if applicable. Documentation of company affiliation (business card, permanent name badge, company letterhead, etc.) must be provided for an on-site purchase.

Detailed badge ordering instructions will be sent to you in August.

GUEST BADGES

Family members and guests who are not allied with the veterinary profession and not working in the booth may obtain guest badges. Guest badges do not allow admittance to Scientific Sessions, Hands-on Laboratories or other additional-fee sessions. Guests are welcome to ride the shuttle and to attend evening events, entertainment and visit the Exhibit Halls. Guest badges can be purchased for \$45 each and do not include lunch.

CONTINUING EDUCATION

Full CE credit is available to exhibitors who are veterinarians, technicians or other veterinary professionals. Access to Scientific Sessions (excluding Hands-on Laboratories and other additional-fee sessions) is granted with an Exhibitor Name Badge. Please indicate veterinarian, technician or other professional status when completing Name Badge information so appropriate CE credits are applied. Preregistration and prepayment are required for a Hands-on Laboratory or any session with additional fees.

TRAVEL AND HOTELS

To book your reservations, please visit NAVC.com/ConferenceHotels. If you need to request a room block, please fill out the sub block request form on p.26.

Gaylord Palms Resort & Convention Center

Orlando World Center Marriott Resort & Convention Center

Caribe Royale Orlando All-Suite Hotel & Convention Center

Others

Visit NAVC.com/ConferenceHotels

We invite you to take advantage of airline and rental car discounts offered through the NAVC Conference. Please visit NAVC.com/travel or contact Continental Capers, the official NAVC travel agency at 800.446.0705 or flycapers.com after June 1, 2013.

HOSPITALITY SUITES

If you wish to arrange for a hospitality suite or meeting room at the Gaylord or the Marriott, please contact Susan Woodard at the NAVC headquarters. Do not contact the hotel directly, as all space in the hotels has been contracted to the NAVC Conference.

Susan Woodard | Director of Event Operations
SWoodard@NAVC.com | 352.244.3712

EXHIBIT HOURS

All exhibits must be completed and fully operational by 6:00 PM on Saturday, January 18, 2014. Security personnel will be verifying wrist bands (distributed at the entrances of the Exhibit Halls and at registration) during setup hours.

SETUP HOURS

Gaylord

Friday, 1.178:00 AM-5:00 PM
Saturday, 1.188:00 AM-5:00 PM

Marriott

Friday, 1.17Closed
Saturday, 1.188:00 AM-5:00 PM

EXHIBITOR REGISTRATION HOURS

Gaylord: Registration Desk on Ballroom Level, at the end of hall Exhibit Entrance A/B

Friday, 1.172:00-7:00 PM
Saturday, 1.187:00 AM-7:00 PM
Sunday, 1.198:00 AM-5:30 PM
Monday, 1.208:00 AM-6:30 PM
Tuesday, 1.218:00 AM-5:30 PM
Wednesday, 1.228:00 AM-2:00 PM

Marriott (Convention Entrance): Registration Desk on left toward Exhibit Hall, Cypress Registration

Friday, 1.17CLOSED
Saturday, 1.187:00 AM-7:00 PM
Sunday, 1.198:00 AM-6:30 PM
Monday, 1.208:00 AM-5:30 PM
Tuesday, 1.218:00 AM-5:30 PM
Wednesday, 1.228:00 AM-2:00 PM

EXHIBIT HALL HOURS

Gaylord

Sunday, 1.199:00 AM-5:30 PM
Monday, 1.209:00 AM-6:30 PM
Tuesday, 1.219:00 AM-5:30 PM
Wednesday, 1.229:00 AM-2:00 PM

Marriott

Sunday, 1.199:00 AM-6:30 PM
Monday, 1.209:00 AM-5:30 PM
Tuesday, 1.219:00 AM-5:30 PM
Wednesday, 1.229:00 AM-2:00 PM

EXHIBIT TEARDOWN HOURS

Exhibitors who begin packing and teardown before 2:00 PM on Wednesday will forfeit their space in the Exhibit Hall the following year.

All booths must be completely cleared by:

Marriott

Wednesday, 1.2210:00 PM

Gaylord

Thursday, 1.2310:00 AM

Prepare for a RUSH in the Exhibit Hall during the following daily breaks:

Morning Coffee Break 9:15-9:55 AM
Lunch 11:45 AM-1:45 PM
Afternoon Break 3:35-3:55 PM

FOOD AND REFRESHMENTS

Food and refreshments are made readily available to Exhibitors at the NAVC Deli. We encourage you to break for lunch at 11:00 AM, to free up the Deli by 11:45 AM, when the session lunch break begins, thus allowing the registrants more time to shop the Exhibit Halls.

The NAVC Deli in the Exhibit Halls feature an array of freshly prepared foods and is open Sunday through Wednesday. Exhibitor badges carry a \$19 daily lunch allowance for these days.

Lunch11:00 AM-2:00 PM
Snacks/Beverages2:00 PM until 30 minutes to closing

The Exhibitor Lounge, located near the back of each Exhibit Hall serves complimentary food and refreshments.

Continental Breakfast8:00-9:00 AM
Afternoon Refreshments2:30-3:30 PM



SPONSORSHIP OPPORTUNITIES

	AVAILABILITY	SPONSOR	COST
Scientific Program			
Breakfast Session	Nonexclusive		\$3,000 + catering
Evening Session	Nonexclusive		\$3,000 + catering
Hands-on Laboratory	Nonexclusive		\$2,000 or Equipment/Supplies
Interactive Program	Nonexclusive		\$750
Masterclasses	Exclusive		\$30,000
Meet the Professor Luncheons	Exclusive		\$30,000
Proceedings (Large Animal)	Exclusive (for both print & digital)		\$3,000
Proceedings (Small Animal)	Exclusive (for both print & digital)		\$10,000
Proceedings (Technicians)	Exclusive (for both print & digital)		\$5,000
Product Locator Kiosk	Exclusive/Nonexclusive		\$45,000/\$10,000
Scientific Session (Full-Day)	Nonexclusive		\$11,000
Scientific Session (Half-Day)	Nonexclusive		\$6,000
Session Locator Kiosk	Exclusive/Nonexclusive		\$45,000/\$10,000
Spanish Translation (one session track per day)	Nonexclusive		\$15,000

Services			
Internet Cyber Café	Nonexclusive		\$40,000 both hotels/\$25,000 each
Press Rooms	SOLD	Merial Ltd.	
Shuttle Bus Service	SOLD	Merial Ltd.	
Speaker Ready Rooms (2)	Exclusive		\$10,000
Wi-Fi	Exclusive		\$30,000/hotel; includes promotion via signage, OPG ad, NAVC.com, eNews

Graphics & Signs			
Document Bags	SOLD	Bayer HealthCare	
Exhibit Hall Aisle Number Signs	Nonexclusive		\$1,250 each + printing
Exhibit Hall Banners	Nonexclusive (aisle end caps)		\$5,500 each + printing
Exhibitor Welcome Kit	SOLD	Freeman	
Floor & Window Clings	(Placement based on sponsorship commitment) Nonexclusive		\$550 per zone + printing
Information Desk (2 Available)	Exclusive/Nonexclusive		\$8,000/\$5,000
Lanyards	SOLD	Virbac Animal Health	
Meter Boards (single-sided w/ stand)	Nonexclusive		\$1,500 each + printing
Meter Boards (double-sided w/ stand)	Nonexclusive		\$2,000 each + printing
Name Badge Stock	SOLD	Novartis Animal Health	
Notebook/Pens in Document Bags	SOLD	Merial Ltd.	
Room Keys (Caribe)	SOLD	Boehringer-Ingelheim	
Room Keys (Gaylord & Marriott)	SOLD	Novartis Animal Health	
Wreckers Scrollers (Gaylord)	Exclusive/Nonexclusive		\$2,500/day
Elevator Screens (Marriott)	SOLD	Zoetis	

SPONSORSHIP OPPORTUNITIES (CONT'D)

	AVAILABILITY	SPONSOR	COST
Social, Food & Entertainment			
5K Fun Run	SOLD	Novartis Animal Health	
Alumni Receptions	Exclusive/Nonexclusive		\$25,000
Mobile Charging Station	Exclusive/Nonexclusive		\$15,000 hotel/\$7,500
Childcare (2 Available)	Exclusive		\$15,000
Coffee Breaks (5 Available)	Exclusive/Nonexclusive		\$45,000/\$10,000
DVM Student Lunches	SOLD	Nestlé Purina	
Exhibit Hall Cocktail Hour	Exclusive Nonexclusive		Per Hotel: \$30,000 minimum + catering (3 co-sponsors \$10,000 + 1/3 catering cost required)
Exhibit Lounges (2 Available)	Exclusive/Nonexclusive		\$10,000/\$5,000
Exotics DVM Student Reception	Nonexclusive		\$1,000/sponsor
Finale Party	SOLD	Novartis Animal Health	
Fitness Class	Nonexclusive		\$500 each
Golf Tournament	Exclusive		\$10,000
International Delegate Reception	SOLD	Elanco & Hill's Pet Nutrition	
International Delegate Scholarship	Nonexclusive		\$5,000
Marriott Sunday Event	Exclusive		\$30,000
Monday Concert	SOLD	Bayer HealthCare	
NAVC Relaxation Zone	SOLD	Merial Ltd.	
Opening Ceremony Entertainment	SOLD	Hill's Pet Nutrition & NAVC	
Saturday Box Lunches	Exclusive		\$15,000 + supplies
Speaker/Moderator/ Exhibitor Reception	Nonexclusive		\$20,000
Starbucks Coffee Carts (Gaylord)	Exclusive		\$5,000
Table Centerpieces (NAVC Deli)	Nonexclusive		\$5,000/day + printing
Technician Lunches (5 Available)	Exclusive/Nonexclusive		\$20,000/\$5,000 per day
Tuesday Evening Show	SOLD	Virbac Animal Health	
Water (5 Gallon Jug) Centers	Nonexclusive		\$100/station

Susan Woodard | Director of Event Operations | SWoodard@NAVC.com | 352.244.3712

ADVERTISING & MEDIA OPPORTUNITIES

NAVC Conference Advertising | Sondra Reynolds | SReynolds@NAVC.com | 352.244.3711

NAVC NEW PRODUCT GALLERY

Make your new product the center of attention with this 1M x 8' spotlight on selected innovative products located near the entrance to the Marriott and Gaylord Exhibit Halls. (p. 19)

NAVC PASSPORT PROGRAM

Give attendees a powerful incentive to visit your booth! High-value prizes and fun giveaways are awarded daily at both Exhibit Halls. (p. 22)

NAVC REALDEALS

Be a part of the NAVC RealDeals, a handy coupon book featuring a premium collection of "deals" that is included in every attendee document bag (10,000). (p. 21)

DOCUMENT BAG INSERTS

The NAVC Conference offers three opportunities for document bag inserts:

- RealDeals
- Scientific Program Inserts
- 3-D Super Premium Inserts

DIGITAL OPPORTUNITIES

See p. 20.

Advertising/Media Discount Spending Levels:

- Minimum Spending Level of \$7,000 – 5% Discount
- Minimum Spending Level of \$13,000 – 7% Discount
- Minimum Spending Level of \$30,000 – 10% Discount

OPPORTUNITY	AVAILABILITY	DESCRIPTION	AMOUNT/DEADLINES
NAVC New Product Gallery	Limited to 14 exhibitors Requires application & acceptance	On-site display + promotion on NAVC.com + mobile app	\$2,500 Application: November 2
NAVC Passport Program	Limited to 24 2013 Participants have first right of refusal	Daily Prizes (see info on page 8) + on-site signage + promotion in OPG	\$3,500 Reservation: October 31
NAVC RealDeals	Nonexclusive	Perforated, 2-sided coupon + promotion in OPG. Requires application & approval	\$2,500 (exhibitors) \$1,800 (sponsors) Application and sample: December 2
NAVC Preliminary Program Guide (PPG)	Nonexclusive	Run-of-book page advertisement	Range of prices Reservation: June 25 (p. 23) Materials: June 28
NAVC Official Program Guide (OPG)	Nonexclusive	Run-of-book page OR TAB advertisement TAB placement: back of card stock tab + page adjacent to front	Range of prices Reservation: November 1 (p. 23) Materials: November 15
Document Bag 3-D Super Premium	Nonexclusive Requires application & approval	Requires application & approval (Any object that fits into attendee document bag)*	\$3,500 + item (Exhibitors) \$2,700 + item (Sponsors) Application and sample: December 1
Document Bag Insert*	Nonexclusive Requires application & approval	Scientific Program Sponsors	\$500 Application and sample: December 1

Postal Mailing Lists			
2014 Preregistration Mailing List (No Email addresses provided)	NAVC Education Partner Exhibitor Sponsor	One time use only. NAVC approval of mailer prior to receiving list.	FREE \$0.80 per name \$0.50 per name Available December 15

*Ship to NAVC Conference, Label ATTN: NAVC Super Premium Bag Insert or NAVC Printed Bag Insert, 5003 SW 41st Blvd., Gainesville, FL 32608

NAVC CONFERENCE PRELIMINARY PROGRAM GUIDE PUBLICATION & AD SPECIFICATIONS

NAVC Conference Advertising | Sondra Reynolds | SReynolds@NAVC.com | 352.244.3711

NAVC CONFERENCE PRELIMINARY PROGRAM GUIDE

Circulation: 110,000
Reserve By: 6.25 Materials By: 6.28
Trim Size: 8.125" x 10.875"
300 dpi or higher, CMYK color only
Completely embed all fonts. Please do not embed fonts
as subsets.

FULL PAGE

Trim Size (bleed): 8.125" x 10.875"
Trim Size (no bleed): 7.125" x 9.7"
Bleeds: Add 0.125" on all sides
Live Area: Allow 0.25" from trim

TWO-PAGE SPREAD

Trim Size (bleed): 16.25" x 10.875"
Trim Size (no bleed): 15.25" x 9.7"
Bleeds: Add 0.125" on all sides
Live Area: Allow 0.25" from trim

HALF PAGE - HORIZONTAL

Trim Size (bleed): 8.125" x 5.25"
Trim Size (no bleed): 7.125" x 4.75"
Bleeds: Add 0.125" on all sides
Live Area: Allow 0.25" from trim

HALF PAGE - VERTICAL

Trim Size (bleed): 4" x 10.875"
Trim Size (no bleed): 3.5" x 9.7"
Bleeds: Add 0.125" on all sides
Live Area: Allow 0.25" from trim

¼ PAGE – HORIZONTAL – 7.125" x 2.25"

¼ PAGE – VERTICAL – 3.5" x 4.75"

**All sizes are width x height.
Prices available on p. 21.**

EXHIBITOR SPOTLIGHT: PROFESSIONAL PRODUCTS + SERVICES

Not available for the Preliminary Program Guide.

Ads not provided to specifications will incur additional fees.

The NAVC reserves the right to approve the contents of advertisements as well as the option to reject or cancel any advertisement, IO, URL link or position commitment at any time, for any reason.

PUBLICATION STANDARDS

All advertising is subject to the publisher's approval and may be rejected if not within the standards of the NAVC.

PRINT POLICY

Placement for advertising in an NAVC print publication may be cancelled by any advertiser for any reason up to the issue's published ad closing date. After the closing date, the advertiser will be responsible for and hereby agrees to pay for placements cancelled. The NAVC shall not be liable for any omitted, misplaced or mispositioned advertisements. The NAVC reserves the right to reject or cancel space reservation or position commitment at any time for any reason whatsoever, even if the advertising has been published previously by the NAVC.

DIGITAL POLICY

Placement of advertising on an NAVC digital platform may be cancelled by an advertiser for any reason within 30 days with written notice from the advertiser to the NAVC. The advertiser will be responsible for and hereby agrees to pay for orders cancelled when advertiser fails to provide sufficient notice.

NAVC CONFERENCE OFFICIAL PROGRAM GUIDE PUBLICATION & AD SPECIFICATIONS

NAVC Conference Advertising | Sondra Reynolds | SReynolds@NAVC.com | 352.244.3711

NAVC CONFERENCE OFFICIAL PROGRAM GUIDE

Circulation: 14,000
Reserve By: 11.1 Materials By: 11.15
Trim Size: 8.125" x 10.875"
300 dpi or higher, CMYK color only
Completely embed all fonts. Please do not embed fonts as subsets.
Binding: Perfect Bound
Illustrator: Must have fonts converted to outlines; no TrueType fonts are accepted.

FULL PAGE

Trim Size (bleed): 8.125" x 10.875"
Trim Size (no bleed): 7.125" x 9.7"
Bleeds: Add 0.125" on all sides
Live Area: Allow 0.25" from trim

TWO-PAGE SPREAD

Trim Size (bleed): 16.25" x 10.875"
Trim Size (no bleed): 15.25" x 9.7"
Bleeds: Add 0.125" on all sides
Live Area: Allow 0.25" from trim

HALF PAGE - HORIZONTAL

Trim Size (bleed): 8.125" x 5.25"
Trim Size (no bleed): 7.125" x 4.75"
Bleeds: Add 0.125" on all sides
Live Area: Allow 0.25" from trim

HALF PAGE - VERTICAL

Trim Size (bleed): 4" x 10.875"
Trim Size (no bleed): 3.5" x 9.7"
Bleeds: Add 0.125" on all sides
Live Area: Allow 0.25" from trim

¼ PAGE – HORIZONTAL – 7.125" x 2.25"

¼ PAGE – VERTICAL – 3.5" x 4.75"

**All sizes are width x height.
Prices available on p. 23.**

EXHIBITOR SPOTLIGHT: PROFESSIONAL PRODUCTS + SERVICES

FULL PAGE 7.125" x 8.25"

HALF PAGE - VERTICAL 3.5" x 8.25"

HALF PAGE - HORIZONTAL 7.125" x 3.875"

1/3 PAGE - VERTICAL 2.25" x 8.25"

1/3 PAGE - HORIZONTAL 4.653" x 3.875"

1/4 PAGE - VERTICAL 3.5" x 3.875"

1/3 PAGE - HORIZONTAL 7.125" x 1.75"

1/6 PAGE - VERTICAL 2.25" x 3.875"

1/6 PAGE - HORIZONTAL 4.653" x 1.75"

Ads not provided to specifications will incur additional fees. The NAVC reserves the right to approve the contents of advertisements as well as the option to reject or cancel any advertisement, IO, URL link or position commitment at any time, for any reason.

PUBLICATION STANDARDS

All advertising is subject to the publisher's approval and may be rejected if not within the standards of the NAVC.

PRINT POLICY

Placement for advertising in an NAVC print publication may be cancelled by any advertiser for any reason up to the issue's published ad closing date. After the closing date, the advertiser will be responsible for and hereby agrees to pay for placements cancelled. The NAVC shall not be liable for any omitted, misplaced or mispositioned advertisements. The NAVC reserves the right to reject or cancel space reservation or position commitment at any time for any reason whatsoever, even if the advertising has been published previously by the NAVC.

DIGITAL POLICY

Placement of advertising on an NAVC digital platform may be cancelled by an advertiser for any reason within 30 days with written notice from the advertiser to the NAVC. The advertiser will be responsible for and hereby agrees to pay for orders cancelled when advertiser fails to provide sufficient notice.

REALDEALS PUBLICATION & AD SPECIFICATIONS

NAVC Conference Advertising | Sondra Reynolds | SReynolds@NAVC.com | 352.244.3711

NAVC CONFERENCE REALDEALS

Be a part of the NAVC RealDeals, a handy coupon book featuring a premium collection of “deals” that is included in every attendee document bag. (p. 21)

- Circulation: 9,750
- Reserve by: Monday, December 2
Materials by: Monday, December 16
- Size: 2-page PDF, front and back for each coupon, 6.25” x 4”
- 300 dpi or higher, CMYK color only
- Completely embed all fonts. Please do not embed first as subsets.

Ads not provided to specifications will incur additional fees. The NAVC reserves the right to approve the contents of advertisements as well as the option to reject or cancel any advertisement, IO, URL link or position commitment at any time, for any reason.

THANK YOU TO OUR EXHIBITORS!

**BECAUSE OF YOUR SUPPORT YEAR AFTER YEAR,
THE NAVC IS ABLE TO CONTINUE OUR MISSION
TO PROVIDE WORLD-CLASS CONTINUING
PROFESSIONAL DEVELOPMENT TO THE GLOBAL
VETERINARY HEALTHCARE COMMUNITY.**

NEW EXHIBITOR APPLICATION

COMPANY INFORMATION (Please type in or submit this information on our website at NAVC.com/Exhibits)

Company Name (**Please Note:** Company information must be listed as it should appear in printed materials and on the booth ID sign)

Address

City State Zip Country

Phone Ext.

Website

BOOTH MANAGER

Name Title

Email

Phone Ext. Mobile Fax

SPONSORSHIP & MARKETING MANAGER

Name

Email

Phone Ext. Mobile Fax

BOOTH SELECTION

BOOTH TYPE	QUANTITY	FEES/BOOTH	
		Gaylord Palms Resort & Convention Center SOLD OUT (Waiting List)	Orlando World Center Marriott Resort & Convention Center
10'x 10' (100 sq. ft.) In-line Booth	_____	<input type="checkbox"/> \$3,300	<input type="checkbox"/> \$2,600
10'x 10' (100 sq. ft.) Corner Booth	_____	<input type="checkbox"/> \$3,700	<input type="checkbox"/> \$2,950
Island	_____	<input type="checkbox"/> _____ x _____ @ \$43.75/sq. ft.= \$ _____	<input type="checkbox"/> _____ x _____ @ \$33.75/sq. ft.= \$ _____
Noncommercial Booth	_____	<input type="checkbox"/> \$425	<input type="checkbox"/> \$425

TOTAL AMOUNT: \$ _____

NEW Exhibiting Company

Returning NAVC Exhibitor (not in 2013: Years exhibited _____).

Please review the Marriott Floor Map and provide your top 3 choices: 1: _____; 2: _____; 3: _____.

PAYMENT TERMS:

A contract will be emailed when your booth is assigned. Contract and payment authorization forms are due by December 15, 2013 at the address below. See p. 5 of the Exhibitor Prospectus for our cancellation policy.

QUESTIONS? Please contact Gail Cummings or Susan Harris at 352.244.3797.

Return completed form by FAX, Email or mail to:

NAVC Exhibits Director

Gail Cummings

5003 SW 41st Blvd | Gainesville, FL 32608

FAX: 352.336.6827

Exhibits@NAVC.com

NAVC USE ONLY

Booth Reserved _____

Code Priority _____

Booth Size _____

Date Reserved _____

LIVE ANIMALS IN EXHIBIT HALL APPLICATION

As a result of enhanced USDA supervision and surveillance, the NAVC Institutional Animal Care and Use Committee (IACUC) is now required to approve protocols for the use of all animals on display in the NAVC Conference Exhibit Hall area. **Please complete a form for EACH ANIMAL and return form(s) to the NAVC office by December 15.**

Exhibitor	Booth #	Date
Contact Email	Phone	Fax
Type of Animal		
Breed		
Identification (name, microchip info, tattoo #)		
Owner Name		
City/State		
Email	Phone	Cell phone (required):
Dates & times animal(s) will be in booth		
How frequently do you use this animal for exhibition?		
Function of Animal in Booth (complete as appropriate)		
<input type="checkbox"/> Photo opportunities (times): _____ <input type="checkbox"/> Handling of animal by public <input type="checkbox"/> Animal will be given a break for food, water and elimination at least every 4 hours		
Exercise Regimen		
Plans to remove and dispose of animal waste:		
Animals cannot be kept in the exhibit hall except during official open hours. Where will animal be housed when not in the Exhibit Hall?		
How will animal be transported to the Exhibit Hall?		
Details of any medical/diagnostic/other demonstration		

Note: USDA Health Certificates are required for interstate and international transportation of USDA covered species, and certificates will NOT be issued on-site. If you reside within Florida, we advise that you have health certificates but they are not required. Proof of rabies vaccination is a requirement for all animals attending NAVC. Contact information for the person who is responsible for the animal(s) is also required and person should be accessible on-site. All animals must be appropriately confined and dogs must be on a leash. Animals must not block the aisles. Service dogs are exempt from IACUC and USDA requirements.

RETURN COMPLETED FORM TO:
Gail Cummings | Exhibits@NAVC.com | F: 352.244.3797

NEW PRODUCT GALLERY APPLICATION

APPLICATION DEADLINE: November 2, 2013
IF APPROVED, FINAL ARTWORK MUST BE RECEIVED BY DECEMBER 15, 2013

Exhibitor Information

Client/Company _____ Date _____

Contact: _____

Email _____ Phone _____ FAX _____

Agency _____

Send Invoice for \$2,500 to:

Purchase Order Number _____

Name and Company: _____

Address _____

NEW PRODUCT DETAILS

New Product Name _____

Release Date _____

Product Website URL _____

Brief Product Description _____

SELECTION CRITERIA & APPROVAL PROCESS: Selection of products/services will be based on various criteria, including innovation and impact on everyday practice. NAVC Board members and experts representing various disciplines and sectors of veterinary practice direct NAVC staff in making appropriate and representative selections. Approval for participation in the NAVC New Product Gallery is at the discretion of the North American Veterinary Community (Herein referred to as NAVC). Eligible products are considered "new" if released between July 2013 and July 2014. Notice of approval for participation in the NAVC New Product Gallery will be given no later than November 11, 2013 and, if approved, a writable template will be provided requiring "Production Ready" submission to Freeman by December 2, 2013. This form will be provided to the exhibitor and, if approved, Freeman will handle the submission process noted below. All cancellations must be made prior to November 15, 2013. After this date, the exhibitor will be responsible for, and hereby agrees to pay for, placement. Approved products will be on display from Saturday, January 18 through Wednesday, January 22, 2014 in a lighted meterboard case outside the entrance of both the Gaylord and Marriott Exhibit Halls.

Exhibitor Signature: _____ Date: _____

Submission Process (if approved): NAVC will reach out to the company contact and provide a writable template with a PIN/password, which must be submitted "Production Ready" by December 2, 2013. The template will provide space for: Product Name, Image of New Product, Brief Product Description (75 words or less), Contact Phone Number and Product Website URL. The NAVC will develop a proof by December 15, 2013 and handle the payment process.

RETURN COMPLETED FORM TO:
Sondra Reynolds, Advertising Sales Manager
 SReynolds@NAVC.com | F: 352.336.6827

NAVC USE ONLY

Approved Disapproved

Authorized Signature _____

Date _____

DIGITAL INSERTION FORM

Client/Company _____ Date _____

Contact _____

Email _____ Phone _____ Fax _____

Agency _____

Send Invoice to:

Purchase Order Number _____

Name and Company _____

Address _____

eNEWSLETTERS

eNewsletter: NAVC Connect2Care eNewsletter VetEdge (for Veterinarians)
 VetEdge: Team (for Veterinary Technicians & Practice Managers)

Ad Position: Top Banner (Connect2Care: \$2,500 per issue | VetEdge: \$3,000 per issue)
 Middle Banner (Connect2Care: \$1,750 per issue | VetEdge: \$2,100 per issue)
 Bottom Banner (Connect2Care: \$1,250 per issue | VetEdge: \$1,500 per issue)
 Block Banner (Connect2Care: \$750 per issue | VetEdge: \$900 per issue)

Issues Requested (by month): _____

Issue (Monthly):

*Based on availability at the time of insertion.

Rate: \$ _____ per insertion \$ _____ net total **Digital Materials Due: 14 days prior to insertion date.**

Subtotal: Rate of \$ _____ x Number of insertions _____ = \$ _____ Net Total

eBLASTS

Issue (Monthly):

Ad Position: Top Banner (\$5,000) Middle Banner (\$3,500) Bottom Banner (\$2,000)

Rate: \$ _____ per insertion \$ _____ net total **Digital Materials Due: 14 days prior to insertion date.**

Subtotal: Rate of \$ _____ x Number of insertions _____ = \$ _____ Net Total

WEBSITE

Placement: Run of Site Impressions: _____ Monthly _____ Total

Impressions/Cost: 20,000 / \$1,500 30,000 / \$2,200 50,000 / \$3,750

Website Ad Type: _____

Dates: Beginning ____/____/____ Ending ____/____/____

*Based on availability at the time of insertion.

Rate: \$ _____ per insertion \$ _____ net total **Digital Materials Due: 7 days prior to insertion date.**

Subtotal: Impressions _____ at rate per month _____ x Number of months _____ = _____

TOTAL: eNewsletter SUBTOTAL _____ + eBlast SUBTOTAL _____ + Website SUBTOTAL _____ = _____

Comments: _____

Placement of advertising in a NAVC digital platform may be cancelled by an advertiser for any reason upon thirty (30) days written notice from the advertiser to the NAVC. The advertiser will be responsible for, and hereby agrees to pay for, orders cancelled if the required time of notice is not provided.

The NAVC reserves the right to approve all of the contents of advertisement as well as the option to reject or cancel any advertisement, IO, URL link, space reservation or position commitment, at any time, for any reason whatsoever, even if the advertising has been published previously by the NAVC.

Client Signature: _____ Date: _____

RETURN COMPLETED FORM TO:

Sondra Reynolds, Advertising Sales Manager | SReynolds@NAVC.com | P: 352.244.3711 | F: 352.336.6827

DOCUMENT BAG/REALDEALS INSERTION ORDER

Client/Company _____ Date _____

Contact _____

Email _____ Phone _____ Fax _____

Agency _____

Send Invoice to:

Purchase Order Number _____

Name and Company _____

Address _____

Bag Insert Type (See specs on p. 13)

	Exhibitors	Sponsors
<input type="checkbox"/> RealDeals*	\$2,500	\$1,800
<input type="checkbox"/> Scientific Program Insert*	\$500	\$500
<input type="checkbox"/> 3-D Super Premium*	\$3,500 + item	\$2,700 + item

Premium Description: _____

<input type="checkbox"/> Water Bottle Premium*	\$15,000 + water bottle
---	-------------------------

**Must be approved by the NAVC in advance.*

Placement of advertising in the document bags may be cancelled by an advertiser, exhibitor or sponsor for any reason up to the closing date. Exhibitor or sponsor will be responsible for, and hereby agrees to pay for, placements cancelled after the closing date. NAVC will not be liable for any omitted, misplaced or mispositioned advertisements or inserts. NAVC reserves the right to approve all of the contents of insert as well as the option to reject or cancel any advertisement, insert, IO, URL link or position commitment, at any time, for any reason whatsoever, even if the advertising has been published previously by NAVC.

RETURN COMPLETED FORM TO:
Sondra Reynolds, Advertising Sales Manager
 SReynolds@NAVC.com | F: 352.336.6827

NAVC USE ONLY

Approved Disapproved

Authorized Signature _____

Date _____

PAYMENT INFORMATION

Card Holder Name _____

Total Amount _____

Card Type: Visa MasterCard American Express Discover

Billing Address _____

Credit Card Number: _____ Expiration Date _____

Client Signature _____ Date _____

PASSPORT PROGRAM INSERTION ORDER FORM

Client/Company _____ Date _____

Contact _____

Email _____ Phone _____ Fax _____

Agency _____

Send Invoice to:

Purchase Order Number _____

Name and Company _____

Address _____

Onsite Contact _____ Phone _____

Passport Sponsorship:

Gaylord Palms Booth# _____ (\$3,500)

Marriott Booth# _____ (\$3,500)

Details: Offered to 14 exhibitors at the Gaylord and 12 at the Marriott. Attendees are required to obtain a stamp at all sponsoring booths to be eligible for the prize(s). Passport sponsors from NAVC Conference 2013 have first right of refusal. Renewals are due by August 1, 2013.

Client Signature: _____ Date: _____

RETURN COMPLETED FORM TO:

Sondra Reynolds, Advertising Sales Manager | SReynolds@NAVC.com | F: 352.336.6827

PRINT INSERTION ORDER FORM

Client/Company _____ Date _____

Contact _____

Email _____ Phone _____ Fax _____

Agency _____

Send Invoice to:

Purchase Order Number _____

Name and Company _____

Address _____

NAVC Preliminary Program Guide

Reservations Due: 6.25.13

Materials Due: 6.28.13

- Full page 4C - \$6,500
- 1/2 page 4C - \$4,600 Vertical or Horizontal
- 1/4 page 4C - \$2,450 Vertical or Horizontal
- Cover 2 - \$8,000
- Cover 3 - \$7,500
- Cover 4 - \$8,000

Other: _____

NAVC Official Program Guide

Reservations Due: 11.1.13

Materials Due: 11.15.13

- Full page 4C - \$6,700
- 1/2 page 4C - \$4,700 Vertical or Horizontal
- 1/4 page 4C - \$2,600 Vertical or Horizontal
- Cover 2 - \$8,200
- Cover 3 - \$7,700
- Cover 4 - \$8,200
- Tab Position: \$11,550
- Spotlight (Full): \$4,800
- Spotlight (1/2): \$2,800
- Spotlight (1/4): \$2,400
- Other: _____

Product: _____

Position Requested: _____

Comments: _____

Placement of advertising in an NAVC print publication may be cancelled by an advertiser for any reason up to the issue's published ad close date. The advertiser will be responsible for, and hereby agrees to pay for, placements cancelled after the close date. The NAVC shall not be liable for any omitted, misplaced or mispositioned advertisements. Close date for the Preliminary Program Guide, June 28; Close date for Official Program Guide, November 15.

The NAVC reserves the right to approve all of the contents of advertisement as well as the option to reject or cancel any advertisement, IO, URL link, space reservation or position commitment, at any time, for any reason whatsoever, even if the advertising has been published previously by NAVC.

Client Signature: _____ Date: _____

RETURN COMPLETED FORM TO:

Sondra Reynolds, Advertising Sales Manager | SReynolds@NAVC.com | F: 352.336.6827

REQUEST FOR PREREGISTERED MAILING LIST

Request form due by December 14, 2013.

Client/Company		Date
Contact		
Email	Phone	Fax
Agency		
Send Invoice to:		
Purchase Order Number		
Name and Company		
Address		

2014 Preregistration Mailing List Pricing

PRICING

Educational Partner: FREE
Sponsor: \$0.50 per name
Exhibitor: \$0.80 per name

The NAVC Conference 2014 preregistered list will be available on December 15, 2013 for a one-time preconference mailing at the cost listed above. Any subsequent mailings will incur a \$.15 per name charge. Lists may not be used after the NAVC Conference 2014.

You may choose all or some of the following registration types: Veterinarians, Technicians, Practice Managers/Receptionists and Students. You may choose all or some of the following demographics: USA, Canada or International. Lists include names, complete mailing addresses and registration types. Lists do not include phone numbers, fax numbers or email addresses.

The list will be compiled to your specifications on December 15, 2013. Your list will be emailed in Excel format. You must email or fax a copy of the mail piece for approval to Sondra Reynolds at sreynolds@NAVC.com or f: 352.336.6827 before the list is released. The NAVC reserves the right to impose edits or changes on the mail piece as it relates to Conference information or NAVC branded content.

I wish to receive a preregistered mailing list based on the following criteria: (choose one or more from each category)

REGISTRATION TYPE

- Veterinarians
- Technicians
- Practice Managers
- Students
- Support Staff

DEMOGRAPHICS

- USA
- Canada
- International
- All

RETURN COMPLETED FORM TO:
Sondra Reynolds, Advertising Sales Manager
SReynolds@NAVC.com | F: 352.336.6827

NAVC USE ONLY

Approved Disapproved
Authorized Signature _____
Date _____

NEW! EBOOTH ENHANCEMENTS

One form needed per booth. Due: December 14, 2013

Client/Company & Booth # Date

Contact

Email

Phone

Fax

Agency

Send Invoice to:

Purchase Order Number

Name and Company

Address

eBooth Enhancements

With three new, low-cost eBooth Enhancement packages, you have the option of selecting up to 9 searchable keywords, product listings, press releases, videos and logo placement on the company page and floorplan. The eBooth enhancement options increase your visibility, ultimately increasing traffic to your eBooth and on-site booth, up to 2-3 times. In addition, they enhance your search engine performance, promote your products and services 24/7 and maximize your ROI with increased exposure and interaction, and will be live from the time you sign up until after the Conference. **Please contact Sondra Reynolds for a complete list of keyword options.**

EBOOTH ENHANCEMENT PACKAGES & PRICING

Gold - \$475 9 keywords, 8 product listings, 5 press releases, 1 video, logo on company page and floorplan

Silver - \$250 7 keywords, 5 product listings, 3 press releases, company page logo

Bronze - \$125 5 keywords, 2 product listings, 1 press release

PAYMENT INFORMATION

Card Holder Name

Total Amount

Card Type: Visa MasterCard American Express Discover

Billing Address

Credit Card Number:

Expiration Date

Client Signature

Date

RETURN COMPLETED FORM TO:

Sondra Reynolds, Advertising Sales Manager

SReynolds@NAVC.com | P: 352.244.3711 | F: 352.336.6827

EXHIBITOR SUB-BLOCK REQUEST

Exhibiting Company _____ Date _____

Primary Contact _____

Email _____ Phone _____ Fax _____

City/State/Postal Code/Country _____

Which hotel did your company book for the NAVC Conference 2013? _____

LAST DAY TO SUBMIT HOUSING DETAILS: NOVEMBER 15th

Room Block

Please indicate below the number of rooms you would like to hold each night. An email confirmation with booking instructions will be sent once the room block has been approved.

Thurs. 1/16	Fri. 1/17	Sat. 1/18	Sun. 1/19	Mon. 1/20	Tues. 1/21	Wed. 1/22	Thurs. 1/23	Fri. 1/24	Sat. 1/25

Please specify any special requests: _____

1st hotel choice _____

2nd hotel choice _____

Important Deadlines and Policies

Reservations: Once your block has been approved, you will receive an email confirmation with booking instructions on how to make your hotel reservations. Please review the information for accuracy.

Deadline to Adjust Block: October 15th is the last day to adjust your housing sub-block. You can increase or decrease the number of rooms within your block until this date.

Deadline to Assign Rooms: Your block must be finalized with individual guest names and details by November 15th. You must assign at least 90% of the rooms you have blocked. Effective November 16th, any rooms that you do not assign will be released. Name changes and/or date modifications will be accepted based on availability through Conference Direct until December 15th. After, December 15th, you may make changes directly with the hotels based on their availability.

Deposits: A credit card deposit equal to one night's room and tax per room is required to make reservations within your room block. This card will not be charged immediately, however, it may be charged one night's room and tax for EACH reservation as early as December 15th, 2013.

Changes, Cancellations, Refunds: The last day to cancel rooms without penalty is November 15th. After November 15th, a \$30 per room processing fee will apply for each canceled reservation. Additionally, the Hotels will charge one night's room and tax for rooms that are canceled less than 3 days prior to arrival.

RETURN COMPLETED FORM TO:
NAVC Official Housing Bureau
navc@conferencedirect.com