

AHVMA2021

PEPPERMILL RENO

OCTOBER 2-5 | RENO, NEVADA

EXHIBIT & SPONSORSHIP PROSPECTUS



Peppermill Reno
Resort Hotel
Reno, Nevada

ABOUT THE AHVMA ANNUAL CONFERENCE

2021 Meeting Location

Peppermill Reno
Resort Hotel

Reno, NV

Important Dates

Exhibitor Move-In

Friday, October 1, 2021

TIME TBD

Saturday, October 2, 2021

TIME TBD

Exhibit Dates

Saturday, October 2, 2021

Sunday, October 3, 2021

Monday, October 4, 2021

Cancellation Deadlines

before April 1, 2021 Full Refund - \$150 fee

April 1, 2021 – May 20, 2021 - 50% Refund

After May 20, 2021 - No Refund

Contacts

AHVMA OFFICE

email: office@ahvma.org

phone: 410.569.0795

fax: 410.569.2346

Registered Exhibitors will receive an exhibitor kit and link from FREEMAN with shipping and set up information.

The American Holistic Veterinary Medical Association 2021 Annual Conference & Exhibition will be held October 2-5, 2021 in Reno, Nevada at the enchanting Peppermill Reno Resort Hotel. The Exhibit days will be SATURDAY, October 2 through MONDAY, October 4. Because this is a holistic meeting, a high percentage of our attendees will be interested in your products and services.

Please refer to the enclosed booth map to assist in making your booth selection(s). After reviewing the diagram, please select your first, second and third booth choices. With your **PAID Exhibitor registration**, we will honor your booth selection on a **first come, first served basis**.

WE DO NOT ACCEPT DEPOSITS.

Please act quickly to reserve your preferred premier booth.

Exhibits will be in the Tuscany Ballroom of the Peppermill Reno Resort. We will have our refreshment breaks and luncheon in the Exhibit Hall, giving your exhibits good eye contact with the meeting delegates. We will also provide a list of attendees' names and addresses (no phone numbers or email addresses are provided), only to registered Exhibitors (sent via email as an **EXCEL spreadsheet**). We will provide a list of registered attendees approximately four weeks prior to the conference, and provide a final list shortly after the Conference.

Sponsorship and advertising opportunities are included in this Exhibitor Prospectus and will be posted on our website. If you compare our offerings with those of other national meetings, you will see that they are truly a bargain. Sponsorship guarantees priority booth choice and opportunities for the 2022 Conference in West Palm Beach, FL! We hope that you take advantage of these exciting opportunities to have your company spotlighted!

Sincerely,



Dr. Charles H. Emely

AHVMA | Executive Director/CEO



RATE INFORMATION

This year’s booth rates are \$1330.00 for a priority booth and \$1130.00 for a general booth, and \$2850.00 for a stand-alone booth.

You may select multiple booths, we offer a **5% discount** for multiple booths reserved by the same company. Booth sharing is not permitted. The fee includes two badges per booth, and lunch for two people per booth per day. Extra booth personnel badges may be purchased for \$145.00 per badge. We also invite you to join us for our annual Banquet Sunday evening, October 3rd. (Tentative date) There is an additional fee of \$125.00 per person to attend.

CHECK IN & SET UP INFORMATION

Check in and set up time for exhibitors will be Friday, 10/01/21 from 12:00pm - 5:00pm and Saturday from 10/02/21 7:00am - 9:00am (TENTATIVE)

***PRELIMINARY SCHEDULE - please check website for updates**

General and Priority Booths are 10’ (d) x 10’ (w). Premier Booths are 10’(d) x 22’ 6”(w). Booths will be piped and draped, with one 6’ table, two chairs and a waste basket provided. The entire Exhibit Hall in Peppermill will be carpeted. If you would like extra carpeting in your booth space (at your expense) please advise our decorator of that and include it on your booth space order. We ask that you do not break down your booth(s) before the designated time. This is a safety hazard and neither fair to the attendees nor to the other exhibitors who obey the rules.

Therefore, exhibitors who are present with their booth(s), and remain fully set-up and open may enter into a drawing to win a free booth at the 2022 Conference in West Palm Beach, FL. You must be present to win. Also, if you do not remain open as scheduled, you will be placed in the 3rd mailing list the following year (after Sponsors, and Exhibitors), resulting in loss of the first choice of booths.

Turn to the sponsorship opportunities page for Promo items, Breakfast and Lunch Meetings, Conference Event Mobile App and MORE!

Have a unique idea for sponsorship? Share your thoughts with us.

CONFERENCE ATTENDANCE

Exhibitors are provided (4) one-day passes to attend lectures, per booth. These will be included in your registration packet (written hard-copy Proceedings NOT included). Exhibitors wishing to receive Continuing Education (CE) credit and certificate must register as a Conference Attendee.

HOTEL

The 2021 AHVMA Annual Conference host hotel is the Peppermill Reno Resort Hotel located at 2702 South Virginia Street. Reno, Nevada. AHVMA will have a group block at Peppermill. Registered Exhibitors will receive an email with details about how to book in the AHVMA Group block when these rooms become available.

ADVERTISING

PLEASE CONTACT REDSTONE MEDIA for all Journal & Conference Guide Advertising Opportunities!
Redstone Media Group Contact
Tim Hockley Tim@RedstoneMediaGroup.com
705.741.1212 x110

SPONSOR RECOGNITION

All sponsors receive access to digital Proceedings, as well as recognition by sponsorship ribbons, signs at their booth(s), signage at sponsored events, logos on a banner at the registration booth and in the exhibit hall, a recognition page with logos in the Program and Journal before the meeting, and a Thank-You page after the Conference.

Sponsors also receive FIRST booth choice at next year’s conference.

AHVMA Associate Members receive a 5% discount on exhibit space and 50% off Attendee bag inserts! Logos must be submitted by the deadlines to be included. Silver Sponsors are those who spend at least \$750. They receive one additional day pass for lectures, and a small logo on recognition pages and banners. Gold Sponsors are those who spend at least \$1,500. They receive two additional day passes for lectures, and a medium sized logo on recognition pages and banners. Platinum Sponsors are those who spend at least \$2,500. They receive three additional day passes for lectures, and a large sized logo on recognition pages and banners. Diamond Sponsors are those who spend at least \$3,500. They receive four additional day passes for lectures, and an extra-large color logo on recognition pages and sponsor banners. Diamond sponsors receive one additional booth personnel badge at no additional charge.

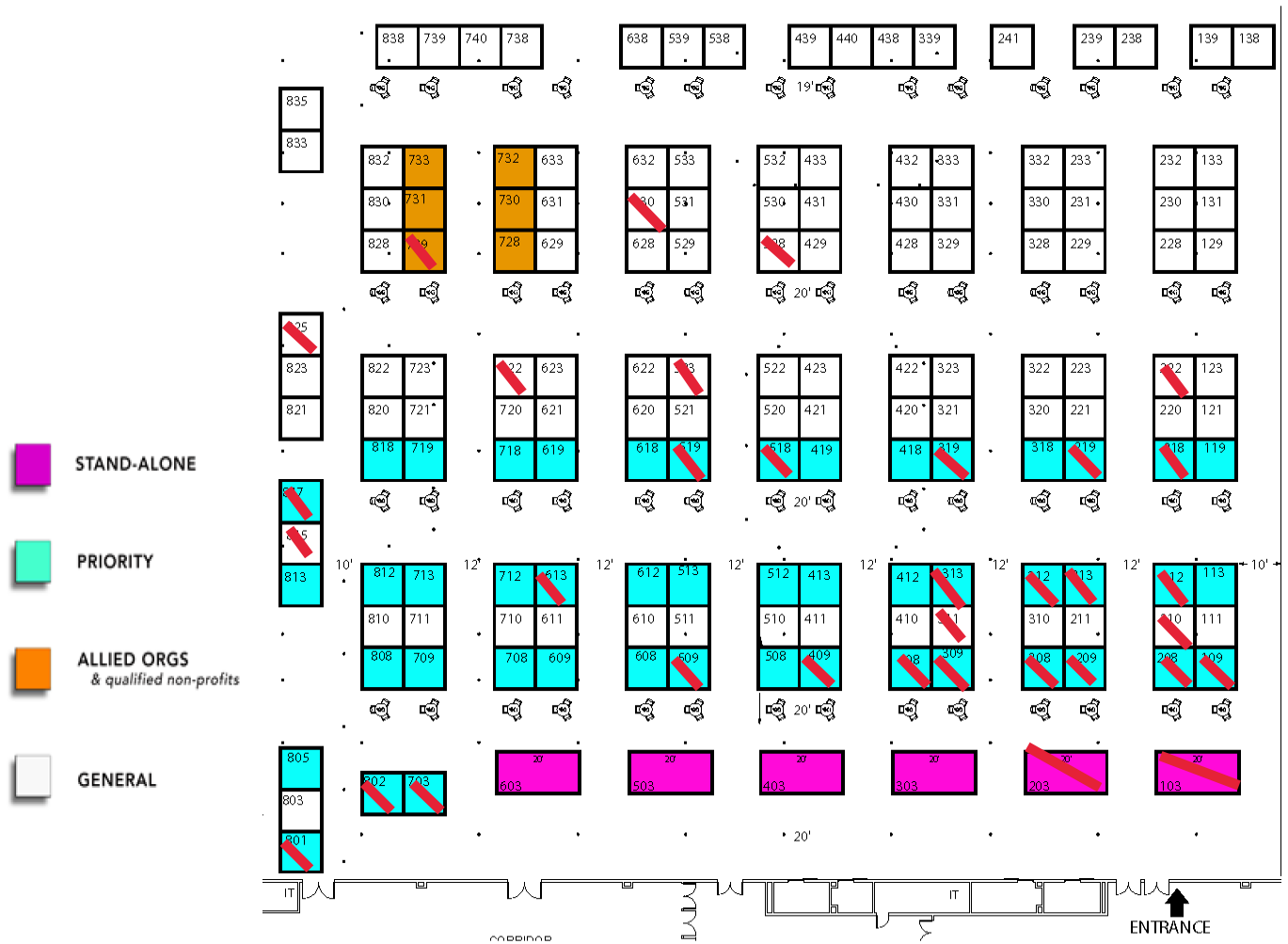
2021 BOOTH MAP

STAND ALONE BOOTH - \$2850.00 | PRIORITY - \$1330.00 | GENERAL - \$1130.00

2021 AHVMA ANNUAL CONFERENCE

EXHIBIT DAYS- OCT 2-4

RENO, NEVADA



In appreciation for their support first priority is given to 2020 Sponsors and Associate Members.

Please review all booth dimensions, exhibitor rules and regulations.

MAP WILL BE MADE AVAILABLE ONLINE IN FEBRUARY 2021 ANNUAL CONFERENCE.



SPONSORSHIP OPPORTUNITIES

2021 EVENTS

Banquet Entertainment\$2,000 (exclusive)

Banquet Wine\$1,000
(unlimited sponsors - Exclusive for \$3,000)

Morning Refreshment Break\$1,300

Afternoon Refreshment Break\$1,500

EXHIBIT HALL RECEPTION!

In order to increase the amount of exhibitor and attendee face time we are planning two afternoon receptions to extend unopposed exhibit hours on those days! Receptions will feature lite food and a cash bar. You have a special opportunity as a sponsor to provide drink tickets to your key customers. AHVMA will create the tickets for you to hand out at your booth. Tickets will be valid for both receptions.

10 TICKETS\$125

25 TICKETS\$250

50 TICKETS\$450

SIGNAGE - * GREAT EXPOSURE *

Guaranteed TWO - YEAR sponsorship

Company logo on AHVMA Conference signage for the next TWO YEARS!

(limited number of sponsorships available)

How many signs would you like your logo on?

2 Signs\$600

4 Signs\$1,000

EDUCATIONAL TRACKS

We are crafting an amazing lecture schedule for the 2021 AHVMA Conference. The CE schedule is specifically designed to maximize interaction with exhibitors and sponsors. We include frequent breaks in the lecture schedule and moderators will remind the audience to go to the exhibit hall to welcome the exhibitors and thank them for participating.

Full Day Track\$2,200

Half Day Track\$1,500

Keynote Lecture ONLY\$1,000

Full Day with Keynote\$2,500

*Full Day with keynote comes with mobile app banner!

Sponsorships are available for MANY tracks!

ATTENDEE ITEMS

(great branding opportunity - company logo included on item)

2021 Conference Tote\$3,000 exclusive

or \$1,900 co-sponsor

Lanyards\$1,500

Luggage Tags\$1,000

Attendee Bag Inserts\$750

*limited number available



2021 BREAKFAST MEETINGS

Attendee and Exhibitor favorite - Breakfast Meetings are the perfect opportunity for some quality time with attendees. This 50 minute breakfast allows time to present the latest and greatest your company has to offer. Meetings are available Sunday & Monday mornings (day two and three of exhibits) - *(limit one per company)*

25 ATTENDEES

Continental for 25 attendees.....\$1,800

Enhanced for 25 attendees\$2,000

PREFERRED BREAKFAST MEETING DAY
SOLD
~~SUN~~ | ~~MON~~

40 ATTENDEES

Continental for 40 attendees.....\$2,550

Enhanced for 40 attendees\$2,850

Breakfast Meeting Topic: _____

Breakfast Meeting Speaker: _____

2021 LUNCH & LEARN – Exhibitor & Attendee Favorite!

Attendees will join your company for a private lunch meeting where you can showcase the latest information on your products and services. Lunch and Learn Meetings are available Saturday, Sunday, and Monday. *(limit one per company)*

25 ATTENDEES

Lunch & Learn for 25 attendees\$2,400

50 ATTENDEES

comes with mobile app banner ad, and inclusion in mobile app game!

Lunch & Learn for 50 attendees\$4,100

SOLD SOLD
PREFERRED DAY - ~~SAT~~ ~~SUN~~ MON

Lunch Meeting Topic: _____

Lunch Meeting Speaker: _____

2021 AHVMA CONFERENCE MOBILE APP SPONSORSHIPS

Increase traffic to your booth and website

One-stop for attendees to receive updates, personalize their conference schedule, track CE credits, generate a CE Certificate, view lecture notes, and have all the contact information of their fellow Conference attendees and Exhibitors on their smart phone, tablet or computer.

AHVMA Explorer - \$1,100.00

***limited number available**

SPONSORSHIP INCLUDES:

- Company Logo Icon and social media links next to your Exhibitor listing in the AHVMA Mobile App
- Inclusion in AHVMA Mobile App Game
- One bag insert (supplied by the exhibitor)

PLATINUM APP Sponsor

3 LEFT!

Great Recognition Builder! \$2,500.00 (limit 5)

SPONSORSHIP INCLUDES:

- One bag insert (supplied by the Exhibitor)
- Sponsorship of one Refreshment Break OR Half Day Track (*excludes keynote*)
- Company Logo Icon and social media links next to exhibitor listing in the AHVMA Mobile App
- Inclusion in AHVMA Mobile App Game
- Mobile App BANNER AD with link to your company website
- Company message included AHVMA pre-conference blast email to members. Message is limited to 150 words + logo, and must be pre-approved by AHVMA management.

The Mobile App game works similar to the old-fashioned passport system you've seen at so many conferences.

Attendees must visit various locations, answer questions, and solve quizzes to earn points and be entered to win prizes!

Want to play? Add your company to the AHVMA Mobile App Game. Attendees can stop by your booth for an answer too!



Company Information (as it should appear in exhibit material)

Company Name: _____
Address: _____
City: _____ State/Province: _____
Zip/Postal: _____ Country: _____
Phone: _____ Website: _____
EMAIL: _____

Exhibit Booth Selection (please list top three location choices):

1st _____ 2nd _____ 3rd _____

GENERAL \$1130 _____

PRIORITY \$1330 _____

PREMIER \$2850 _____

2020 SPONSORS & ASSOCIATE MEMBERS – TAKE 5% OFF!

List companies you prefer not to be across from or adjacent to: List

products and services you will exhibit:

Sponsorship Selection

Please list all item(s)/event(s) your company is sponsoring below:
All Sponsors will be contacted by the AHVMA Office to confirm availability of their selections.

Annual Banquet Tickets _____ **tickets at \$125 each**

Please select choice(s) for each person attending using initials.

Fish _____ Vegetarian _____ Beef _____

Company Contact (for office use)

Name: _____ Title: _____
Email: _____
Phone: _____

Exhibit Booth Badges

Enter name(s) exactly as they should appear on badge including titles, if applicable. Personnel in booth must be employed by the company. We reserve the right to request proof of employment.

Badge 1:

Badge 2:

Each booth registration includes two badges per booth, there is an additional fee of \$145.00 per badge for additional booth staff.

Badge 3:

(additional fee may apply)

Badge 4:

(additional fee may apply)

PRINT copy of Annual Proceedings

\$85 each _____

2021 AHVMA ANNUAL CONFERENCE EXHIBITOR REGISTRATION

(see previous page for details)

Sorry, we are not able to hold booth space without payment.

Exhibit Booth Registration\$ _____

EXTRAS

Extra Booth Personnel.....\$ _____

Banquet Registration at \$125 per person.....\$ _____

Print Proceedings\$ _____

SPONSORSHIPS

Breakfast Meeting or Lunch & Learn (space is limited)\$ _____

Sponsorship(s) & Promotional Items(s).....\$ _____

I would like to make a **DONATION** to **STUDENT AHVMA**.....\$ _____

(donations are tax deductible)

TOTAL Exhibitor Registration & Sponsorship(s)\$ _____

SPONSORS please email a large, high resolution, print quality logo (no less than 300DPI) to office@ahvma.org. Preferred file types: .AI, .EPS, .PDF, .PNG –

Please send payment with completed registration forms to:

American Holistic Veterinary Medical Association (AHVMA)
PO BOX 630 Abingdon, MD 21009

or you may fax or email this form to:
f: 410.569.2346 e: office@ahvma.org

**** if faxing, please email to confirm receipt.**

CANCELLATION POLICY

BEFORE April 1, 2021 - Full Refund - \$150.00 Fee
April 1, 2021 – May 20, 2021 50% Refund
AFTER May 20, 2021 - No Refund

**** DUE TO ADMINISTRATIVE COSTS, IF ANY CHANGES ARE MADE AFTER JULY 1, 2021, THERE WILL BE A FEE OF \$50 PER CHANGE (e.g. badge changes). ****

Payment Information

Visa MC Disc AmEx Check # _____

(payable to AHVMA, USD only)

TOTAL AMOUNT DUE:\$ _____

Card Number: _____

Exp:_____/____ Security Code:_____

Billing Address (include zip/postal code):

Name on Card: _____

Signature: _____

Why Exhibit . . .

Why Exhibit?

By exhibiting at the 2021 AHVMA Conference, you support the collective voice of holistic and integrative veterinarians working in private and corporate practice, government, industry, and academia.

AHVMA seeks to advance and educate in the science and art of holistic veterinary medicine. The AHVMA Conference functions as a forum to explore all the modalities considered to be in the field of holistic and integrative veterinary medicine. AHVMA Conference exhibitors have direct exposure to hundreds of professionals in the veterinary industry, a high percentage of whom will take a buying action as a result of their visit to the Exhibit Hall.

Conference Exhibitors have tremendous opportunities for qualified prospects to walk by your booth, see your ads, attend your sponsored session(s), visit your website and buy your solutions. To find out how to gain the highest level of exposure for your company, please view our Exhibit and Sponsorship Prospectus and contact the AHVMA Office.

AHVMA CONFERENCE VETERINARY PROFESSIONALS

VETERINARIANS - Of our registered attendees, approximately 82% are practicing veterinarians. (excludes exhibit booth personnel, family & guests)

TECHNICIANS & SUPPORT STAFF - 8% of attendees are veterinary technicians, or veterinary support staff employed by a veterinary practice, clinic or organization

VETERINARY STUDENTS - On average, approximately 10% of our attendees are students of veterinary medicine. (currently attending an AVMA accredited veterinary school)

POSITION YOURSELF AS A LEADER IN THE PROFESSION

AHVMA is where the leaders in Complementary and Alternative Veterinary Medicine come together to learn, collaborate and connect with businesses like yours. We offer several opportunities before, during and after AHVMA Conferences for your company and/or brand to receive exposure on AHVMA.org, in AHVMA Journals, in the AHVMA Preliminary Conference Brochure, and AHVMA Post Conference Brochure.

NEW EXPOSURE OPPORTUNITIES

Approximately 1 in 3 Exhibit Hall visitors are attending the Conference for the first time.



AHVMA Exhibit Rules & Regulations

Conference Attendance

Exhibitors are provided (4) one-day passes, per booth. These will be included in your registration packet. Your registration includes digital Proceedings (written hard-copy Proceedings NOT included, but may be purchased for an additional fee). Registration does not include admission to the Banquet. Banquet tickets may be purchased for \$125.00 per person. Additional booth staff must pay the regular registration fee to attend the Conference lectures. The full Conference brochure will be mailed later this year, and will also be on our website. Badges are required for admittance into the Exhibit Hall and Seminars at all times.

Cancellation Policy

Our cancellation policy is as follows: Before April 1, 2021 – Full Refund less a \$150.00 fee; April 1, 2021 – May 20, 2021 – 50% refund; After May 20, 2021 – No Refunds. The AHVMA reserves the right to cancel the Exhibition, or any part thereof, with no further liability to the AHVMA, due to government order, or other cause beyond its reasonable control, including without limitation, labor strikes, act of God, or pandemic illness, which make it illegal or impossible for the AHVMA to hold its Annual Conference. The AHVMA further reserves the right to reject any application for any reason at the AHVMA's sole discretion. The AHVMA may reject or cancel the application of a potential Exhibitor not complying with AHVMA's rules and regulations.

Additional Information

Assignments of Space

New or additional exhibit space requests will be assigned on a space available basis in the order in which the applications are received. The AHVMA reserves the right to relocate booth space as deemed necessary.

Exhibit Regulations

Please be aware that your exhibit booth space reservation allows you the privilege of occupying the assigned space(s) to promote your company. Many other exhibitors register and pay for that same right, and we cannot allow any exhibitor's display to interfere with or obstruct a neighboring booth. You may be asked to modify your display panels or walls, etc. to avoid any obstruction to a neighboring booth. Because of the layout of the Exhibit Hall, as with any trade show exhibit, we

cannot guarantee that all booths will have a completely unobstructed view of all three sides of their booth. No part of the display may be in excess of ten feet (10') in height and shall not extend from the back wall more than five feet (5'), with the exception of stand-alone displays (an exhibit space with aisles on all four sides), which can't exceed 20 feet (20') in height. Exhibitors who wish to use other than standard booth equipment and signs, or material conflicting in any way with the above regulations, should submit a detailed sketch of the proposed layout at least sixty (60) days before the conference or before construction is ordered to receive approval from the AHVMA Operations Director. AHVMA reserves the right to review or restrict, on a case-by-case basis, exhibits that violate booth construction and arrangement regulations. In the event of such restrictions, the AHVMA is not liable for any refunds of rentals or other Exhibitor expenses. The reservation for a booth(s) does not allow you to place other advertising or promotional materials at other locations in the Exhibit Hall. If materials such as signs, banners, or other promotional items are found outside of your assigned booth space, you will be asked to remove/relocate them.

Eligible Products and Services

Acceptable products and services to be exhibited include veterinary specific products and services, and financial opportunities appropriate for a family friendly event that are related to the veterinary industry. Ineligible exhibits include but are not limited to: those exhibiting illegal services or activities; those supporting philosophies or actions in opposition to those of the AHVMA; those that are harassing, discriminatory or violate the AHVMA Principles or Veterinary Medical Ethics; those that offer products or services in competition with AHVMA; those that offer products or services that are not applicable to the veterinary profession; those that offer personal use products and those not appropriate for a family friendly event. AHVMA reserves the ultimate right to determine eligibility of an Exhibitor at any time including onsite at the Conference.

Continuing Education

Exhibit booth personnel are not eligible to receive continuing education or a CE certificate. Exhibitors and booth staff who wish to receive continuing education must register as a full Conference Attendee (veterinarian, or a veterinary technician, as appropriate). AHVMA reserves the right to require proof of employment and/or licensure for support staff/veterinary technician registration.

Early Removal of Exhibits

No exhibit shall be packed, removed, or dismantled prior to the closing of the Exhibit Program without written permission from the AHVMA Executive Director. If the Exhibitor acts in breach of this provision an appropriate assessment will be made. No contract labor personnel (whether official or independent) will be allowed on the exhibit floor prior to the official close of the show unless authorized by the AHVMA Executive Director.



NO “SUITCASING”

Please note that any Exhibitor who is observed soliciting business outside of their company booth, including hotel guest rooms, unauthorized meeting rooms, scientific program sessions, Conference hallways, or other public spaces are in violation of AHVMA’s policies and will be asked to leave the premises immediately. Additional penalties may be applied and no refunds will be provided. Please report any violations you may observe to Show Management.

Canvassing by Non- Exhibitors

The Exhibit Hall is limited to registered attendees of the AHVMA annual conference as well as registered representatives of business firms, manufacturers, professional organizations, and dealers who have contracted or paid for exhibit space. No other persons or concerns will be permitted to demonstrate their products, distribute advertising materials, or solicit orders in the Exhibit Hall.

Mailing Lists

Each fully registered and paid exhibitor will be provided a complimentary postal mailing list of pre-conference registrants to create awareness. This list is provided approximately 3-4 weeks pre-conference. AHVMA registrant mailing lists are provided for a one-time use only and are only valid for pre-show marketing. We respect our members’ right to privacy. **AHVMA member/registrant email information is not distributed.** If you wish to sponsor AHVMA blast email, please contact us for information about how to include your company’s banner ad on future AHVMA emails (subject to availability).

VERY IMPORTANT WARNING

SCAM ALERT: Please beware of companies calling you directly to offer to reserve your AHVMA Conference hotel reservations. **These companies are in no way affiliated with the AHVMA,** however, they may tell you that they are with the AHVMA, Exhibitor Services or claim to be the AHVMA hotel. Please be aware that AHVMA, nor its contracted hotel, will ever contact you directly to solicit hotel reservations. Please **DO NOT EVER** give one of these companies your credit card information as doing this could result in your credit card number being stolen and misused. They may also promise you a reservation that does not

exist and upon arrival you may be told that you do not have a room. The only way to make your hotel reservations is through the AHVMA website travel link or by contacting the AHVMA host hotel directly. The 2021 AHVMA Official Exhibitor Decorator is Freeman.

Filming/Photography

When you attend an American Holistic Veterinary Medical Association (AHVMA) conference, exhibit, event or program, you enter an area where photography, audio, and video recording may occur. By entering the event premises, you consent to photography, audio recording, video recording and its/their release, publication, exhibition, or reproduction to be used for news, web casts, promotional purposes, telecasts, advertising, inclusion on websites, or any other purpose by AHVMA and its affiliates and representatives. You release AHVMA, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication of interviews, photographs, computer images, video and/or sound recordings. By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any exhibition, streaming, web casting, televising, or other publication of these materials, regardless of the purpose or sponsoring of such exhibiting, broadcasting, web casting, or other publication irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by AHVMA or the person or entity designated to do so by AHVMA.

***Please check website for additional sponsorship opportunities, cancellations and updated information on shipping, dates, times and events.**

PRIORITY INVITATION, BOOTH SELECTION AND SPONSORSHIP OPPORTUNITIES ARE GIVEN TO 2020 SPONSORS AND ASSOCIATE MEMBERS. EARLY-BIRD RATES VALID FOR COMPLETED REGISTRATION, WITH PAYMENT, POSTMARKED BY FEBRUARY 1, 2021.

QUESTIONS?

Email: office@ahvma.org

Or

Call: 410.569.0795

THANK YOU
for supporting AHVMA.