



2020

EXHIBITOR SPONSOR

PROSPECTUS

**EMBASSY
SUITES
HOTEL**

**Nashville SE
Murfreesboro, TN**



**FEBRUARY 28TH
THROUGH
MARCH 1ST**

SPONSORED BY THE TENNESSEE VETERINARY MEDICAL ASSOCIATION



WHAT IS THE MUSIC CITY VETERINARY CONFERENCE?

The Tennessee Veterinary Medical Association formed the Music City Veterinary Conference (MCVC) to allow veterinarians and staff to participate in a comprehensive educational program. Participants will be able to choose from over 100 hours of continuing education lectures in the areas of:

- Small Animal
- Large Animal
- Technician
- Practice Management
- Equine
- Complementary Therapies

Approximately 800 participants are expected. The participants will include veterinarians, veterinary technicians, students and practice personnel from the southeast region of the USA.

2019 MCVC EXHIBITORS

- | | |
|---|---|
| 3 Sided Media/Review Retrievers | MWI Animal Health |
| All Vet Imaging, LLC | Nashville Veterinary Specialists and Animal Emergency |
| Amerivet | Natural Vet Companies/Vet Assured |
| Antech Diagnostics | Nelson & Associates |
| B.Braun | Nutramax Laboratories Veterinary Sciences Inc. |
| Banfield Pet Hospital | Patterson Vet Supply, Inc |
| Bank of America | Paxxo Inc. |
| Bayer U.S. Animal Health | Peoples Custom Rx |
| Beloved Waters Pet Aquamation | Pet Angel |
| Beyond Asset Management, an affiliate of Innovative Financial Group | PSIvet |
| Blue Buffalo | Revo Squared LLC |
| Blue Frog, LLC | Rose Micro Solutions |
| BluePearl Veterinary Partners | SelectivePay |
| Boehringer Ingelheim Animal Health | Simmons & Associates MidSouth, LLC |
| Carr Healthcare Realty | Southeast Medical Books |
| Ceva Animal Health | Southern Financial Consultants, Inc |
| Christian Veterinary Mission | Southern Veterinary Partners |
| Clinics Choice | Tailtrax |
| Companion Animal Health by LiteCure | Tennessee Board of Veterinary Medical Examiners |
| Crown Tenant Advisors | Tennessee Department of Agriculture |
| Dechra Veterinary Products | Tennessee Veterinary Technicians Association |
| Doctor Multimedia | Text Request |
| easyvetclinic | Total Practice Solutions Group |
| Elanco | Universal Imaging |
| Faithful Companion | University of Tennessee at Martin-Veterinary Technology Program |
| GLC Direct | University of Tennessee College of Veterinary Medicine |
| Good Shepherd Pet Services, Inc. | Value Vet Affordable Pet Care |
| Greater Vision Veterinary Care | Varnell Bookkeeping, LLC |
| H&O Equipments DBA CryoProbe | VetCor |
| Henry Schein Animal Health | Veterinary Ophthalmology Services |
| Heritage Bank & Trust | VetMatrix |
| Heska Corporation | Vetray Technology by Sedecal |
| Hill's Pet Nutrition Inc | VetriScience Laboratories |
| IDEXX Labs | VetScene |
| Innovative Petcare | VetSpecs, Inc. |
| Jorgensen Laboratories | Vetz Petz-Antinol |
| K-Laser | Virbac Animal Health |
| Lincoln Memorial University-CVM | Wedgewood Pharmacy |
| Merck Animal Health | Wells Fargo N.A. |
| Mg Biologics | Zoetis |
| MILA International, Inc | |
| Multi Radiance | |

THANKS

TO THE 2019 MUSIC CITY VETERINARY CONFERENCE SPONSORS

PLATINUM SPONSOR

Boehringer Ingelheim

SILVER SPONSOR

Nutramax
Zoetis
IDEXX

BRONZE SPONSOR

Clinics Choice



PRIZE DRAWINGS! SPONSORS

The TVMA is asking all exhibitors/sponsors to donate a prize, as we will be having prize drawings during the breaks in the exhibit hall on Friday afternoon and Saturday! Be sure to indicate the prize you will be giving away on your registration form.



GENERAL INFORMATION

HOTEL

The Embassy Suites Hotel will be the site for the Music City Veterinary Conference. From I-24 East or West take exit 76 Medical Center Parkway. Head north on Medical Center Parkway, hotel is located on the right. The hotel is conveniently located close to state route 840, with easy access to Stones River National Battlefield, The Sam Davis Home and Canonsburgh Village. Explore the shops and restaurants of "The Avenue Murfreesboro", adjacent to the hotel. Nashville is also just a half hour's drive away.

The group rate is \$147 for single or double occupancy (plus tax). To make reservations at the special MCVC rate, contact the hotel by calling 615-890-4464. To ensure the group rate and space availability, make your reservations no later than Monday, February 3, 2020. The room block will close once the room block has been met or has reached the deadline, whichever occurs first. Be sure to mention TVM as the group code.

EXHIBITOR CONTRACTOR

Fern Exposition & Event Services will be the official exhibitor for the conference. After submitting your contract and fee to TVMA, an exhibitor kit will be sent electronically via email to you. Information about ordering electrical, shipping, etc. will be supplied in the exhibitor kit. Please note that the exhibit hall is carpeted.

EXHIBITORS REGISTER ONLINE

By registering online for exhibit booths and sponsorships, you will be able to complete your contract, list your booth choices and pay your fee. Registration will be open to TVMA Allied Members during a specified time prior to open registration to non-members. For more information on becoming a TVMA Allied Member please visit www.tvmanet.org. If you have questions regarding this process, please contact the TVMA office 931-438-0070.

EXHIBITOR BENEFITS

Single Booth - \$950 *Premium Single Booth - \$1100

- One 8' x 10' booth no higher than 8' in back and 3' on each side
- One draped 6' table
- Two chairs
- One identification sign
- Badges for two exhibit staff
- Carpeted exhibit hall
- Printout of registrants available upon request (to be emailed three weeks after meeting)
- Complimentary conference proceedings online access

Double Booth - \$1650 *Premium Double Booth - \$1900

- One 16' x 10' booth no higher than 8' in back and 3' on each side
- Two draped 6' tables
- Four chairs
- One identification sign
- Badges for four exhibit staff
- Carpeted exhibit hall
- Printout of registrants available upon request (to be emailed three weeks after meeting)
- Complimentary conference proceedings online access

**Premium Booths are located in prime locations in the exhibit hall.*

SATURDAY

FEBRUARY 29, 2020

EXHIBIT HALL OPEN

7:30 AM - 4:30 PM

EDUCATIONAL SESSIONS

8:00 AM - 5:20 PM

EXHIBITOR MOVE-OUT

4:30 PM - 6:00 PM

TVMA AWARDS

6:00 PM - 8:00 PM

SUNDAY

MARCH 1, 2020

EDUCATIONAL SESSIONS

8:00 AM - 3:30 PM

THURSDAY

FEBRUARY 27, 2020

EXHIBITOR MOVE-IN

4:00 PM - 7:00 PM

FRIDAY

FEBRUARY 28, 2020

EXHIBIT HALL OPEN

7:30 AM - 5:30 PM

EDUCATIONAL SESSIONS

8:00 AM - 5:20 PM

PROGRAM OUTLINE

PROGRAM
SUBJECT TO CHANGE



EXHIBITOR RULES AND REGULATIONS

CONTRACT FOR SPACE:

The application for space and the formal notice of assignment constitute a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding.

USE OF SPACE:

(1) No exhibitor shall assign, sublet, or share the whole or any part of the allotted space. Aisles must be kept clear. Exhibitors must comply with all safety, fire, and health requirements during move-in, operation, and move-out. Booths must be manned and in operation at all times listed in the schedule. (2) TVMA does not endorse the products/services of the companies who exhibit during the meeting. (3) TVMA shall have the right to require dismantling of any exhibit or part of the exhibit which in their opinion is not suitable to or in keeping with the character or purpose of the Music City Veterinary Conference.

HOTEL POLICY

The Embassy Suites Hotel is a pet friendly hotel.

EXHIBIT SPACE:

All dimensions and locations of the booths on the enclosed floor plan are believed, but not warranted to be accurate. Show management reserves the right to make the modifications to the floor plan as deemed appropriate. Space is chosen online by exhibiting companies. Registration will be open to TVMA Allied Members during a specified time prior to open registration to non-members.

HOURS OF EXHIBIT:

Move-in may begin at 4:00 pm on Thursday, February 27, 2020, and must be completed by 7:00 pm. Exhibitor expressly agrees not to dismantle his/her exhibit or do any packing before the closing hours of the exhibit, 4:30 pm on Saturday, February 29, 2020. Move out must be completed by 6:00 pm on Saturday.

Exhibitor must furnish show management with an advance list of their representatives. Only 2 badges will be issued per single booth; 4 badges per double booth. Additional badges will be available at the cost of \$75 per badge.

LIABILITY:

TVMA, any officer, employee, or agent of the same, will not be responsible for the safety or the property of the exhibitors, their agents or employees, from theft, damage of fire, accident, or other cause, but will use reasonable care to protect the exhibitor from such loss. Exhibitors wishing to insure their goods must do

so at their own expense. Security will be provided by TVMA during the times that the exhibits are closed. In addition, the exhibitor will indemnify and hold harmless TVMA, any officer, employee, or agent of the same, from any and all liabilities, claims, costs, damage and reasonable fees of counsel incurred in connection with any claim arising out of or caused by exhibitor's display or distribution of materials, or performance of any music or other material that violates any copyright, patent, trademark, trade name, service mark, or other similar right of any other party.

CONTRACTOR:

Fern Exposition & Event Services (615.256.0357) has been chosen as the official decorator for the meeting. Information kits will be sent electronically to you with forms for additional furnishings, electricity, etc.

CARE OF BUILDING/EQUIPMENT:

Exhibitor, or their agents, shall not injure or deface the walls or floors of the building or the booths. No signs or any other articles shall be posted, nailed, or otherwise attached to floors, walls, furniture, or fixtures. When damage appears, the exhibitor is liable to the TVMA and to the Embassy Suites Hotel.

EXHIBIT FEE:

The fee for a single booth is \$950, premium single booth is \$1,100, double booth is \$1,650 and premium double booths \$1,900. The fee is due when the contract for the exhibit space is submitted. Contracts and fees must be received no later than January 24, 2020 in order for the exhibitor's name to be printed in the conference materials. Checks should be made payable to TVMA and mailed with the contract to TVMA, P.O. Box 803, Fayetteville, TN 37334. Mastercard, Visa and American Express are accepted. Questions should be directed to 931-438-0070 or reed.adele@gmail.com

CANCELLATION/REFUND POLICY:

If written notice of the cancellation is received by the TVMA no later than January 16, 2020 a refund of monies received less a \$75 administrative fee will be made. Beginning January 17, 2020, no refunds will be given.

COPYRIGHT POLICY:

Exhibitors must obtain all necessary authorizations from third parties concerning copyrights, music licensing, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor.

ASSISTANCE FOR PERSONS WITH DISABILITIES AVAILABLE:

If exhibitor requires an auxiliary aid to participate in this meeting, please contact the TVMA office by January 2, 2020.



SPONSOR BENEFITS

PLATINUM SPONSOR - (\$10,000+) VALUE

- Complimentary double booth at the conference
- Additional Booths - Premium booth placement at Allied Member Fee (\$950)
- Four (4) complimentary exhibitor registrations - in addition to 2 registrations with each booth
- Complimentary conference proceedings online access
- Link from the TVMA Website to sponsor's Website (until January 1, 2021)
- Listing and logo on the TVMA Website (until January 1, 2021)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary one-half page advertisement in on-site program (artwork provided by sponsor)
- One complimentary list of conference pre-registrations in Excel format (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 20, 2020)
- Two (2) tickets to the TVMA awards banquet held during the MCVV
- Choice of one of the following:
 1. Logo on the hotel key cards
 2. Logo on notepads
 3. Insert in room drop
 4. Information article of product/service in one issue of TVMA Tidbits and on TVMA website for one month

GOLD SPONSOR - (\$7,500-\$9,999) VALUE

- Complimentary single booth at the conference
- Three (3) complimentary exhibitor registrations - in addition to 2 registrations with each booth
- Complimentary conference proceedings online access
- Link from the TVMA Website to sponsor's Website (until January 1, 2021)
- Listing and logo on the TVMA Website (until January 1, 2021)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary one-half page advertisement in on-site program (artwork provided by sponsor)
- One complimentary list of conference pre-registrations in Excel format (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 20, 2020)
- Two (2) tickets to the TVMA awards banquet held during the MCVV

SILVER SPONSOR - (\$5,000-\$7,499) VALUE

- Two (2) complimentary exhibitor registrations - in addition to 2 registrations with each booth
- Complimentary conference proceedings online access
- Listing and logo on the TVMA Website (until January 1, 2021)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One complimentary list of conference pre-registrations in Excel format (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 20, 2020)
- Two (2) tickets to the TVMA awards banquet held during the MCVV

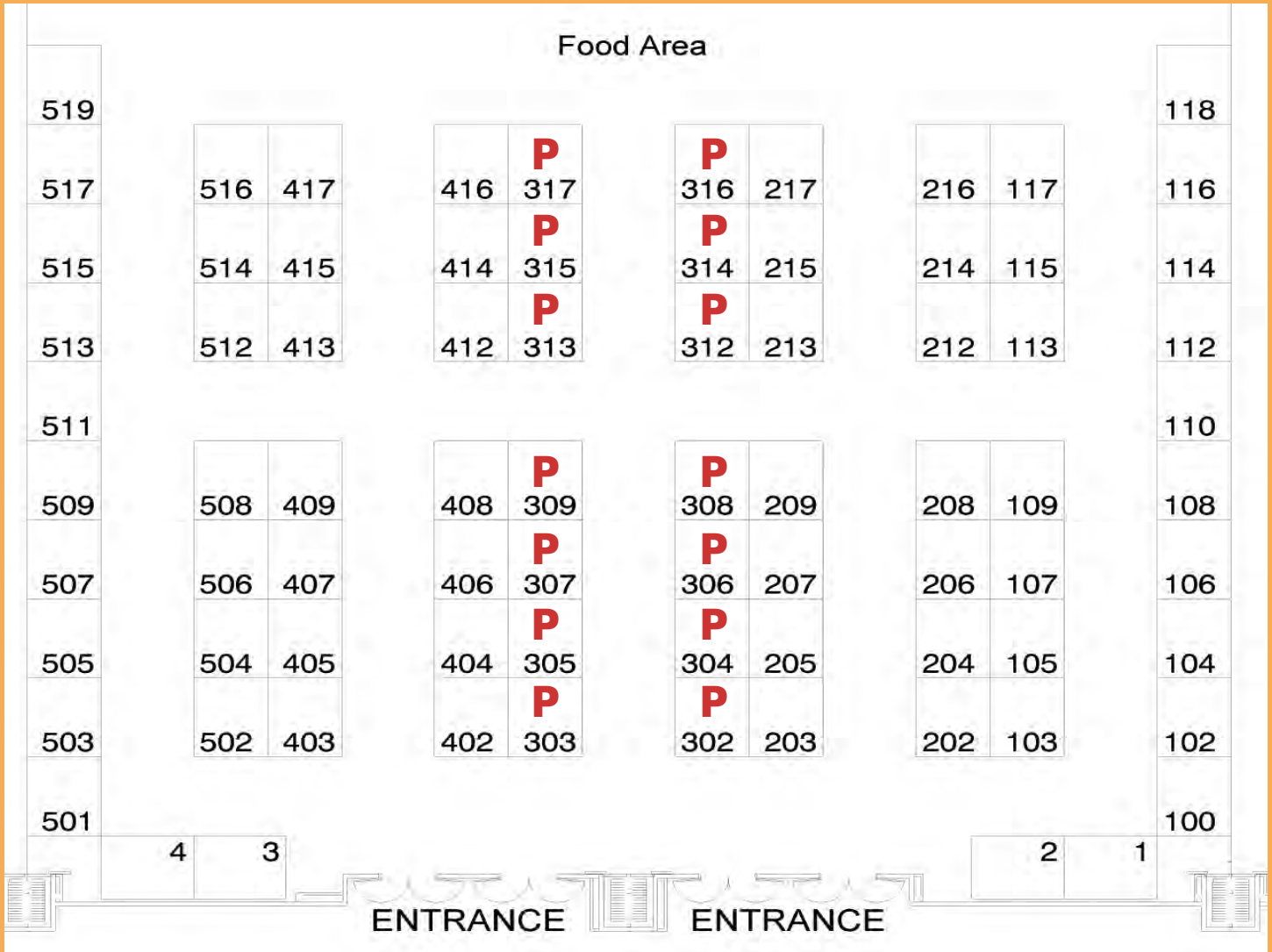
BRONZE SPONSOR - (\$1,000-\$4,999) VALUE

- One (1) complimentary exhibitor registration - in addition to 2 registrations with each booth
- Complimentary conference proceedings online access
- Listing and logo on the TVMA Website (until January 1, 2021)
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One complimentary list of conference pre-registrations in Excel format (provided upon request 2 weeks prior to conference)
- Complimentary list of conference registrants (provided upon request after meeting no later than March 20, 2020)





FLOOR PLAN



P=PREMIUM

REGISTER ONLINE
www.tvmanet.com



SPONSOR OPPORTUNITIES

SPEAKERS AND OTHER SPONSORSHIP CHOICES

Mark Acierno, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Todd Archer, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Brian Beale, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Christopher Byers, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Brent Credille, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Rick DeBowes, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Claire Fellman, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Ralph Harvey, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Brad Matz, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Conor McNeill, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Craig Prior, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Cherie Pucheu-Haston, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Valeria Rickard, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Julie Squires

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Jane Sykes, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Rick Tubbs, DVM

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Janet Woods

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

Additional speakers are available. Please contact the TVMA office for a list of speakers at 931.438.0070.

REGISTRATION BAGS

- Full Sponsorship: \$3000

NECK WALLET

- Full Sponsorship: \$3000

MCVC CONFERENCE APP

- Full Sponsorship: \$3500
- Partial Sponsorship: \$1750

ON-SITE PROGRAM ADVERTISING

Your company's ad may be placed in the on-site booklet which will include all on-site information.

- Back Page: \$500
- Inside Front Cover: \$450
- Full Page: \$350
- One Half Page: \$250
- One Fourth Page: \$150

Contact TVMA Office for print specifications.

CONTINENTAL BREAKFAST

FRIDAY (in exhibit hall)

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

SATURDAY (in exhibit hall)

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

AM/PM REFRESHMENTS

FRIDAY (in exhibit hall)

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

SATURDAY (in exhibit hall)

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

SUNDAY

- Full Sponsorship: \$3000
- Partial Sponsorship: \$1500

LUNCH

FRIDAY (in exhibit hall)

- Full Sponsorship: \$10,000
- Partial Sponsorship: \$5,000

SATURDAY (in exhibit hall)

- Full Sponsorship: \$10,000
- Partial Sponsorship: \$5,000

TVMA AWARDS CEREMONY

SATURDAY

- Full Sponsorship: \$10,000
- Partial Sponsorship: \$5,000

To contract for a sponsorship,
visit www.tvmanet.com

Questions?

Contact TVMA office

931.438.0070



VISIT WWW.TVMANET.COM FOR
MCVC 2020 UPDATES!

LET'S MAKE THE NEXT
**MUSIC CITY VETERINARY
CONFERENCE** A GREAT
SUCCESS!



We hope you will consider becoming a sponsor and/or exhibitor of the **MUSIC CITY VETERINARY CONFERENCE** or continue your long-standing relationship with the TVMA in helping to promote a great conference!



Tennessee Veterinary Medical Association
P.O. Box 803
Fayetteville, TN 37334

