

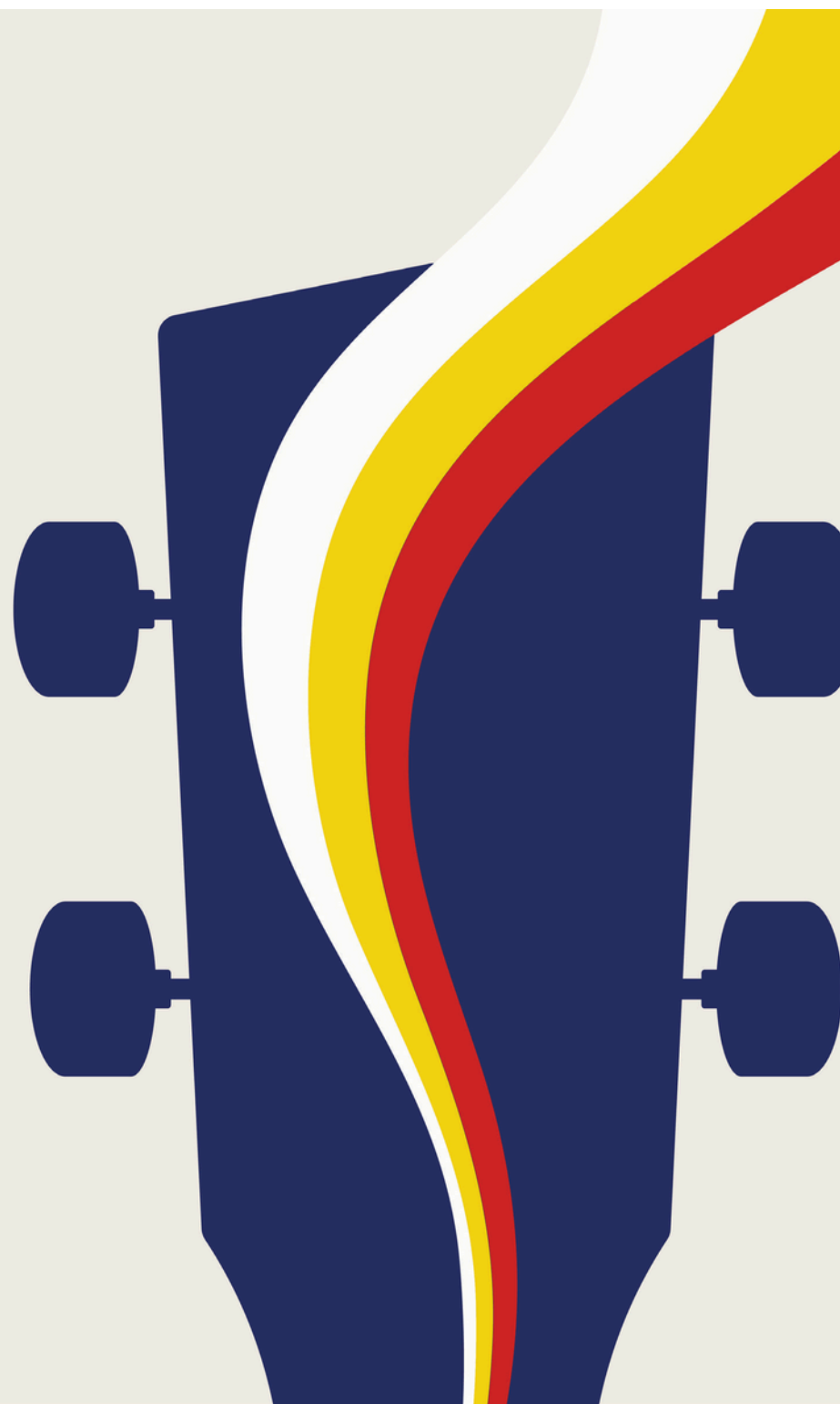


# Music City Veterinary Conference

FEBRUARY 27 - MARCH 1, 2026 // MURFREESBORO, TN

**EXHIBITOR & SPONSORSHIP PROSPECTUS**

*Sponsored by the* **Tennessee Veterinary Medical Association**



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## DEMOGRAPHICS

The Music City Veterinary Conference is the premier event for veterinarians, veterinary technicians, students and practice personnel of the southeast region of the USA — drawing more than 1,000 attendees each year.

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This two-day exhibition event is held at the Embassy Suites Hotel in Murfreesboro, TN. The exhibit hall is over 7,000 square feet and hosts more than 80 exhibitors each and every year.

%

54

Veterinarians

%

32

Technicians

%

.08

Practice Managers

%

1

Students

#

34

States  
Represented

## LOCATION & SCHEDULE

### **Embassy Suites by Hilton Nashville SE Murfreesboro**

1200 Conference Center Blvd  
Murfreesboro, TN 37129  
(615) 890-4464

### ***Hotel Accommodations***

Group Rate: \$162 (plus tax)  
Space is limited. Please make  
your reservations no later than  
Monday, January 26, 2026  
using group code VET.

### **Thursday, February 26, 2026**

4:00 pm - 7:00 pm	Exhibitor Move-In
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### **Friday, February 27, 2026**

7:30 am - 5:35pm	Exhibit Hall Open
8:00 am - 4:35 pm	Educational Sessions
4:35 pm-5:35 pm	Welcome Reception
5:35 pm- Until	Music City Excursion

### **Saturday, February 28, 2026**

7:30 am - 4:30 pm	Exhibit Hall Open
8:00 am - 4:35 pm	Educational Sessions
4:30 pm - 6:00 pm	Exhibitor Move-Out
6:00 pm - 8:00 pm	TVMA Awards/ Musical Entmt.

### **Sunday, March 1, 2026**

8:00 am - 3:25pm	Educational Sessions
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## EXHIBITOR INFORMATION

### **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 [tvmanet.com](https://tvmanet.com). If you have questions regarding this process, please contact the TVMA office 931-438-0070.

### **Exhibitor Event 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.

### **Single Booth**

- 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
- List of registrants available upon request (to be emailed three weeks after meeting)
- Complimentary conference proceedings online access

### **Double Booth**

- 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
- List of registrants available upon request (to be emailed three weeks after meeting)
- Complimentary conference proceedings online access

# RATES & FLOOR PLAN

## Exhibit Hall Layout for 2026

More Booth Options - Attendee seating in Exhibit Hall

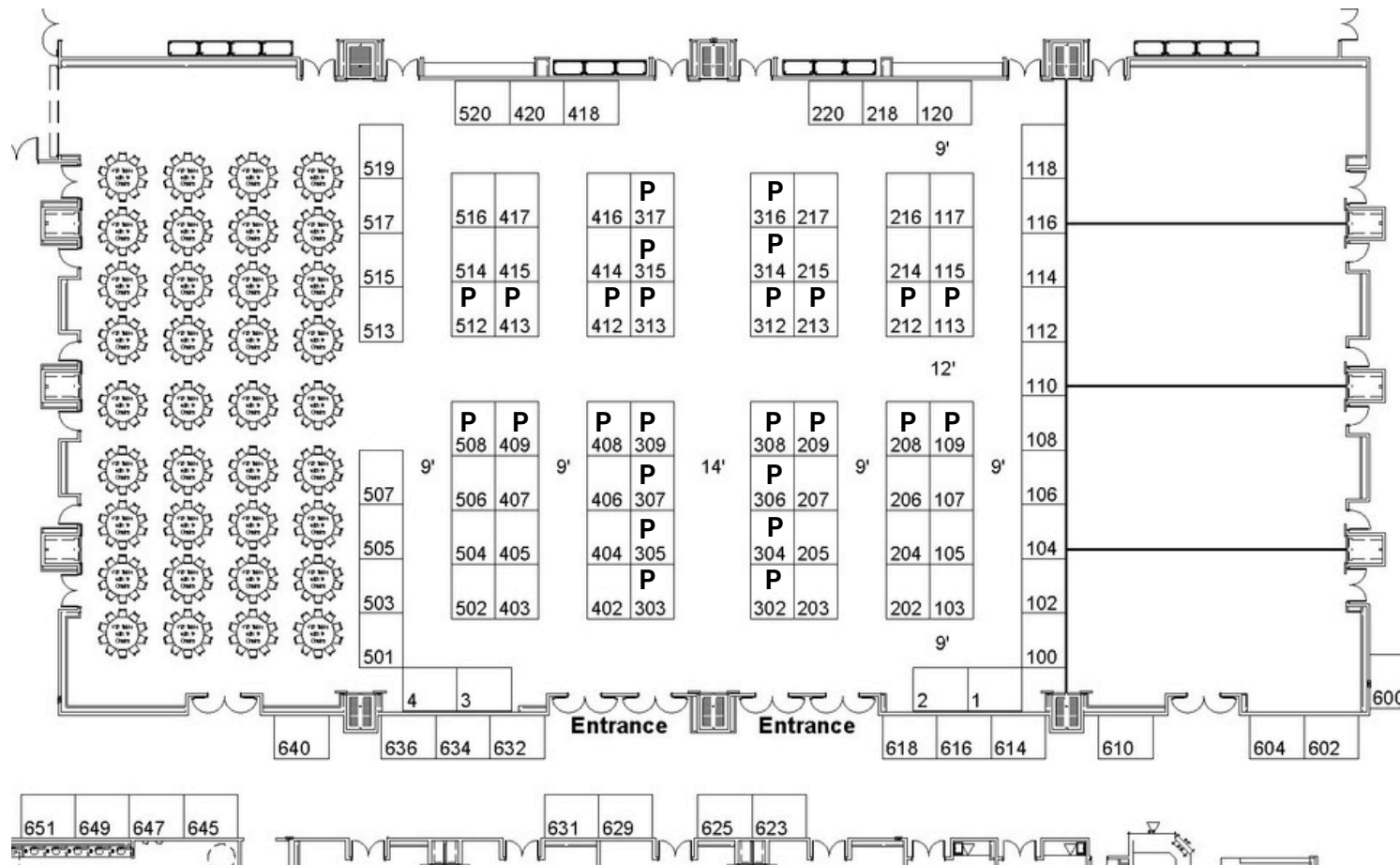
### Single Booths

Standard Booth	\$1,350
Premium Booth	\$1,850

### Double Booth

Standard Booth	\$2,050
Premium Booth	\$2,550

P = Premium Booths



## SPEAKER SPONSORSHIPS

**Full Sponsorship - \$5,000**

**Partial Sponsorship - \$3,000**

## 2026 MCVC SPEAKERS

(AS OF 06/25/25)

Julia Albright, DVM – Behavior

**SOLD**

Kate Barnes, DVM – Orthopedic Surgery

Stephanie Bruner, DVM – Dermatology

Martha Cline, DVM – Nutrition

**SOLD**

Brigetta Hughes, DVM – Small Flock Poultry

Lacie Lee, DVM – Feline

Elizabeth Rozanski, DVM – Emergency and Critical Care

Joe Smith, DVM – Farm Animal

**SOLD**

Sandra Tou, DVM – Cardiology

Aida Vientós-Plotts, DVM – Internal Medicine/Respiratory

Mandy Wallace, DVM – Soft Tissue Surgery

Craig Webb, DVM – Gastroenterology

Jan Wood – DEA

**SOLD**

*Additional speakers are available. Please contact the TVMA office for a list of speakers at (931) 438-0070.*



# PROMOTIONAL ITEMS & EVENT SPONSORSHIPS

## Registration Bags

*Limit 2-color logo*

\$5,000 Full Sponsorship

## Lanyards

\$3,000 Full Sponsorship

## MCVC Conference App

\$3,500 Full Sponsorship

\$1,750 Partial Sponsorship

## Conference Wifi

\$5,000 Full Sponsorship

## MCVC Program Advertising

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

\$500	Back Page
\$450	Inside Front Cover
\$350	Full Page
\$250	1/2 Page
\$150	1/4 Page

## Continental Breakfast

### Friday

\$3,000 Full Sponsorship

\$1,500 Partial Sponsorship

### Saturday

\$3,000 Full Sponsorship

\$1,500 Partial Sponsorship

## AM / PM Refreshments

### Friday

\$3,000 Full Sponsorship

\$1,500 Partial Sponsorship

### Saturday

\$3,000 Full Sponsorship

\$1,500 Partial Sponsorship

### Sunday

\$3,000 Full Sponsorship

\$1,500 Partial Sponsorship

## MCVC Lunches

### Friday

\$10,000 Full Sponsorship

\$5,000 Partial Sponsorship

### Saturday

\$10,000 Full Sponsorship

\$5,000 Partial Sponsorship

## Welcome Reception

### Friday

\$10,000 Full Sponsorship - Allow marketing materials to be displayed throughout reception area.

\$5,000 Partial Sponsorship

We are delighted to extend an invitation to the Music City Veterinary Conference Welcome Reception in the exhibit hall on Friday, February 27th from 4:35 - 5:35pm. Reception will feature hors d'oeuvres and a cash bar.

This event provides a unique opportunity for exhibitors to interact with registered attendees and their families. In order to create a welcoming and inclusive environment, we encourage exhibitors to feature family-friendly games or activities at your booth. We will also be presenting the Outstanding Commercial Representative Award.

You will have a special opportunity to provide drink tickets to your key customers. See drink ticket pricing below.

\$300	10 Drink Tickets	
\$450	25 Drink Tickets	<i>Tickets to be provided by TVMA.</i>
\$500	50 Drink Tickets	

## Music City Excursion

### Friday - Day Subject to Change

\$5,000 Full Sponsorship

\$2,500 Partial Sponsorship

## TVMA Awards Ceremony

### Saturday - Day Subject to Change

\$10,000 Full Sponsorship

\$5,000 Partial Sponsorship



# SPONSORSHIP BENEFITS

## Platinum Sponsor

**\$10K+**

- Complimentary double booth
- Additional Booths - Premium booth placement at Allied Member Fee (\$950)
- Additional four (4) complimentary exhibitor registrations
- Complimentary conference proceedings online access
- Link from the TVMA Website to sponsor's Website
- Listing and logo on the TVMA Website
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary full page advertisement in MCVC program
- 50% off TVMA Magazine Ad
- One complimentary list of conference pre-registrations in Excel format
- Complimentary post conference list of attendee registrants
- Two (2) tickets to the TVMA awards banquet
- Choice of one of the following:
  - Logo on the hotel key card
  - Complimentary insert in registration bag - provided by sponsor
  - Your choice breakfast or lunch one day sponsorship
  - Information article of product/service in one issue of TVMA Tidbits and on TVMA website for one month

## Gold Sponsor

**\$7.5K+**

- Complimentary single booth at the conference
- Additional three (3) complimentary exhibitor registrations
- Complimentary conference proceedings online access
- Link from the TVMA Website to sponsor's Website
- Listing and logo on the TVMA Website
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary 1/2 page advertisement in on-site program
- One complimentary list of conference pre-registrations in Excel format
- Complimentary post conference list of attendee registrants
- Your choice AM or PM break one day
- Two (2) tickets to the TVMA awards banquet held during the MCVC
- 40% off TVMA Magazine Ad

## Silver Sponsor

**\$5K+**

- Additional two (2) complimentary exhibitor registrations
- Complimentary conference proceedings online access
- Listing and logo on the TVMA Website
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary 1/4 page advertisement in on-site program
- One complimentary list of conference pre-registrations in Excel format
- Complimentary post conference list of attendee registrants
- Two (2) tickets to the TVMA awards banquet held during the MCVC
- 30% off TVMA Magazine Ad

## Bronze Sponsor

**\$1K+**

- 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
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One complimentary list of conference pre-registrations in Excel format
- Complimentary post conference list of attendee registrants
- Two (2) tickets to the TVMA awards banquet held during the MCVC
- 20% off TVMA Magazine Ad

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## 2025 EXHIBITORS / SPONSORS

Alliance Animal Health	Design Build Partners	MWI Animal Health	Southeast Medical Books	Veterinary Ophthalmology Services
American Regent Animal Health	DVM Solutions	National Veterinary Associates	Southern Practice Consulting Group	VetEvolve
Antech Diagnostics	Elanco Animal Health	Norbrook, Inc.	Summus Medical Laser	VetScalpel Surgical Lasers
Apex Veterinary Surgery	Elite Veterinary Products	Nutramax Laboratories Veterinary Sciences, Inc.	Talkatoo	Virbac Animal Health
Auburn University CVM	Epicur Pharma / Stokes Pharmacy	Oncura Partners	Tennessee Department of Agriculture	Volunteer X-ray, Inc
Aurora Pharmaceutical	Esaote North America	PayLo Pro	Tennessee Veterinary Surgical Specialists	Western Veterinary Partners
Banfield Pet Hospital	Faithful Companion	Pet Angel Memorial Center	Tennessee Veterinary Technicians Association	Your Pet Dentist of Nashville
BCP Veterinary Pharmacy	FERA Diagnostics & Biologicals	Phibro Animal Health Corporation, makers of Rejensa	TerWisscha Architecture and Construction	Zoetis
Best Pet Rx	Golden Hour Veterinary Telemedicine	Practice Enhancement Services	The Eye Vets	
Bionote USA	Good Shepherd Pet Services, Inc.	Practice Sales Advisors	The Pet Hospitals	
Blue Ridge Imaging Technologies	Heritage Bank & Trust	Precision Pet Imaging	TMGvets	
BluePearl Specialty & Emergency Pet Hospital	Hill's Pet Nutrition, Inc.	Priest Lake Veterinary Hospital	Trupanion	
Boehringer-Ingelheim Animal Health	IDEXX	Refill Vet Pharmacy	Universal Imaging	
Canine Transplant and Apheresis Center	Legacy Veterinary Advisors	RFG Advisory	University of Tennessee at Martin	
CARR, Inc	Lighthouse Veterinary Allergy and Dermatology	ROSE MICRO SOLUTIONS	University of Tennessee College of Veterinary Medicine	
Choice Medical Systems, Inc.	Lincoln Memorial University - Richard A. Gillespie College of Veterinary Medicine	Schultz Technology	USDA-FSIS	
Christian Veterinary Mission	MAI Animal Health	Scratch Financial	Vetcor	
Covetrus	MediLoupes	Sedecal USA	Veterinary Care and Specialty Group	
Cupola Animal Hospitals	Merck Animal Health	Simmons & Associates MidSouth, LLC	Veterinary Emergency Group	
Davie Construction Company	Midwest Veterinary Supply	Soniquence		
Dechra Veterinary				

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### Gold Sponsor

Boehringer-Ingelheim Animal Health

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### Silver Sponsors

CareCredit  
Zoetis

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### Bronze Sponsors

Antech Diagnostics  
AVMA PLIT  
Cambridge Technologies  
Lighthouse Veterinary Allergy and Dermatology

MicroVet Diagnostics  
Simmons & Associates MidSouth, LLC



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# TERMS & CONDITIONS

## 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 modifications to the floor plan or relocate an exhibitor booth 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 26, 2026, 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 at 4:30 pm on Saturday, February 28, 2026. Move out must be completed by 6:00 pm on Saturday. Those not in compliance will be subject to a fine of \$500 1st offense, \$1,000 2nd offense and with a 3rd offense, you will be ineligible to exhibit at future TVMA events. Show management will need 24-hour notice for emergencies.**

## ADMITTANCE/BADGES:

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 \$100 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, wifi, 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 \$1,350, premium single booth is \$1,850, double booth is \$2,050 and premium double booths \$2,550. The fee is due when the contract for the exhibit space is submitted. Contracts and fees must be received no later than **January 27, 2026** in order for the exhibitor's name to be printed in the conference materials. Checks should be made payable to TVMA and mailed to TVMA, P.O. Box 803, Fayetteville, TN 37334. Mastercard, Visa and American Express, and Discover are accepted. Questions should be directed to 931-438-0070 or [adele@tvmanet.com](mailto:adele@tvmanet.com).

## CANCELLATION/REFUND POLICY:

If written notice of the cancellation is received by the TVMA no later than January 27, 2026, a refund of monies received less a \$100 administrative fee will be made. Beginning January 28, 2026, 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.

## CANNIBIS AND HEMP DERIVED PRODUCTS:

It is the policy of MCVC to prohibit cannabis or derived products to be possessed, distributed or sold at our events. No one individual or entity is permitted to bring any products into the venue or onto the show floor or function space that contain cannabis, hemp or ingredients derived from the cannabis or hemp plant, including, without limitation, cannabidiol or CBD.



Register at

[mcvc.tvmanet.com](https://mcvc.tvmanet.com)