



2018 MVMA Guide to Corporate Partnership

Please read the following information to help you decide how YOU and the Maryland Veterinary Medical Association can succeed together!

March 29 - March 30, 2018
Mid-Atlantic States Bovine Conference
Ramada Plaza
Hagerstown, MD

May 17, 2018
Mid-Atlantic States Veterinary Clinic
Howard County Fairgrounds
West Friendship, MD

June 24 -26, 2018
MDVMA 132nd Annual Summer Conference
Clarion Resort Fontainebleau Hotel
Ocean City, MD

MDVMA Cancellation Policy

30 days prior to conference 50% refund
No refunds issued within 30 days of conference
MDVMA - P.O. Box 5407, Annapolis, MD 21403
Phone: 410-268-1311 * Fax: 508-460-9969
Email: info@MDVMA.org

SPONSORSHIP OPPORTUNITIES

MID ATLANTIC STATES BOVINE CONFERENCE

Platinum Sponsor: \$3,000

Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence at the Conference
- * First choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials
- * Promotional item for all attendees (supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1 Full page ad in the Conference Program
- * 1 Full page ad in the MVMA Newsletter
(Circulation of over 1,100; ads will run during the issue preceding the Conference and the month of the Conference)
- * MDVMA Industry Council membership for a year

Gold Sponsor: \$2,000

Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * 2nd choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials
- * Promotional item for all attendees (supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1/2 page ad in the Conference Program
- * 1 Full Page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the conference)
- * MDVMA Industry Council membership for a year

Silver Sponsor: \$1,000

Sponsorship Includes:

- * 3rd choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials
- * Promotional item for all attendees (to be supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1/2 page ad in the Conference Program
- * 1/2 page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Session/ Speaker - Sponsor: \$750 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence at the selected Session
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * Speaker introduction by representative
- * List of attendees with business contact information
- * ¼ page ad in the Conference Program
- * ½ page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Refreshment Sponsor: \$1,000 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence during the morning breakfast and refreshment breaks
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * ¼ ad in the Conference Program
- * ¼ ad in the MDVMA newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Breakfast Sponsor: \$2,000 ~~TAKEN~~ Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence during the Bovine Conference Dinner
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * Speaker introduction by representative
- * Full page ad in the Conference Program
- * 1/2 ad in the MDVMA newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

MID ATLANTIC STATES VETERINARY CLINIC

Platinum Sponsor: \$5,000 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence at the Conference
- * First choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials

- * Promotional item for all attendees (supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1 Full page ad in the Conference Program
- * 1 Full page ad in the MDVMA Newsletter
(Circulation of over 1,100; ads will run during the issue preceding the Conference and the month of the Conference)
- * MDVMA Industry Council membership for a year

Gold Sponsor: \$4,000

Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * 2nd choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials
- * Promotional item for all attendees (supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1/2 page ad in the Conference Program
- * 1 Full Page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the conference)
- * MDVMA Industry Council membership for a year

Silver Sponsor: \$3,000

Sponsorship Includes:

- * 3rd choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials
- * Promotional item for all attendees (to be supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1/2 page ad in the Conference Program
- * 1/2 page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Session/ Speaker - Sponsor: \$2,500

Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence at the selected Session
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * Speaker introduction by representative
- * List of attendees with business contact information
- * 1/4 page ad in the Conference Program
- * 1/2 page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Mid-Atlantic States Clinic Luncheon Sponsor: \$2,500 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence during the luncheon
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * ¼ ad in the Conference Program
- * ½ ad in the MDVMA newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Breakfast and Breaks Sponsor: \$2,000 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence during the morning breakfast and refreshment breaks
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * ¼ ad in the Conference Program
- * ¼ ad in the MDVMA newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

MDVMA 132nd ANNUAL SUMMER CONFERENCE

Platinum Sponsor: \$5,000 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence at the Conference
- * First choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials
- * Promotional item for all attendees (supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1 Full page ad in the Conference Program
- * 1 Full page ad in the MDVMA Newsletter
(Circulation of over 1,100; ads will run during the issue preceding the Conference and the month of the Conference)
- * MDVMA Industry Council membership for a year

Gold Sponsor: \$4,000 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * 2nd choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials

- * Promotional item for all attendees (supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1/2 page ad in the Conference Program
- * 1 Full Page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the conference)
- * MDVMA Industry Council membership for a year

Silver Sponsor: \$3,000 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * 3rd choice of exhibit space
- * MDVMA website presence with link to your company website
- * Presence in all Conference marketing & promotional materials
- * Promotional item for all attendees (to be supplied by sponsor)
- * Additional representative
- * List of attendees with business contact information
- * 1/2 page ad in the Conference Program
- * 1/2 page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

TWO DAY Session Track / Speaker - Sponsor: \$5,000

- Sponsorship Includes:**
- * Benefits received by Exhibitors (See Exhibitor Opportunities)
 - * Prominent presence at the selected Session
 - * MDVMA website presence
 - * Presence in all Conference marketing & promotional materials
 - * Speaker introduction by representative
 - * List of attendees with business contact information
 - * Full page ad in the Conference Program
 - * Full page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
 - * MDVMA Industry Council membership for a year

ONE DAY Session/ Speaker - Sponsor: \$2,500 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence at the selected Session
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * Speaker introduction by representative
- * List of attendees with business contact information
- * 1/4 page ad in the Conference Program
- * 1/2 page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Summer Conference Monday Luncheon Sponsor: \$2,500 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence during the luncheon
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * 1/4 ad in the Conference Program
- * 1/2 ad in the MDVMA newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Summer Conference Awards Reception: \$3,000 Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence during the Awards reception
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * 1/4 ad in the Conference Program
- * 1/4 ad in the MDVMA newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

Summer Conference Monday Night Family Barbeque & Beach Bonfire \$4,000

Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Prominent presence during the Barbeque & Beach Bonfire
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * Full page ad in the Conference Program
- * 1/2 ad in the MDVMA newsletter
(Circulation of over 1,100; ad will run during the month of the Conference)
- * MDVMA Industry Council membership for a year

**Summer Conference Tuesday Box Lunch- Industry Speaker Session \$1,500
(limited to two spots, you must be a registered exhibitor)**

Sponsorship Includes:

- * Benefits received by Exhibitors (See Exhibitor Opportunities)
- * Provide an Industry Luncheon speaker, held in session space
- * MDVMA website presence
- * Presence in all Conference marketing & promotional materials
- * Speaker introduction by representative
- * List of attendees with business contact information
- * 1/4 page ad in the Conference Program
- * 1/4 page ad in the MDVMA Newsletter
(Circulation of over 1,100; ad will run during the month of

the Conference)

* MDVMA Industry Council membership for a year

POWER OF TEN

Power of Ten, Speaker and Refreshment Sponsor: CONTACT MDVMA office

Sponsorship Includes:

- * Prominent presence during the morning breakfast, dinner and refreshment breaks for all four Power of 10 meetings 2017-2018
- * Prominent presence at the selected Session's
- * Speaker introduction by representative
- * MDVMA website presence
- * Presence in marketing & promotional materials
- * ½ page ad in the quarterly MDVMA newsletter (all four issues) (Circulation of over 1,100; ad will run during the all quarterly newsletters)
- * MDVMA Industry Council membership for a year

Note: There is only one Platinum, Gold and Silver Sponsorship opportunity available at each Conference. These are reserved on a first come, first served basis.

CONTRIBUTING SPONSORS

Receive recognition as a contributing sponsor at meetings by supplying one of the following items and completing the form attached:

- Conference Bags * Padfolios
- Name Badges * Lanyards
- Advertising in printed materials

Exhibitor Opportunities

Standard Exhibitor: *Prices vary per conference* - Exhibitor benefits include:

- *One 6' draped table with two chairs
- *Meals (breakfast, refreshments and lunch) for two representative attendees
- *Listed in Conference program as an "Exhibitor"

Additional Exhibitor Opportunities

- | | |
|--|------------------|
| *Additional 6'draped table | \$250.00 |
| *Meals for each additional representative attendee | \$100.00 per day |
| *¼ page ad in Conference Program | \$150.00 |
| *½ page ad in Conference Program | \$250.00 |
| *Full page ad in Conference Program | \$400.00 |

All submissions for the Conference Program are due thirty (30) days prior to the Conference. Exhibit space must be pre-paid. Booth selection is made by sponsorship opportunities and MDVMA membership to the Industry Council – All others are determined by registration date.

ACCEPTANCE OF APPLICATION Applications for exhibit space are subject to review by the MDVMA Program Committee to decide suitability for the conference and to ensure conformity with conference standards. MDVMA Exhibit Management reserves the right to cancel or refuse rental to any person or company whose conduct or display of goods is, in the opinion of MDVMA Exhibit Management, incompatible with the general character and objectives of the meetings or the mission of the association. All booths will be assigned on a first-come, first-served basis.

AUDIOVISUAL COMPONENTS OF EXHIBITS Audiovisual equipment, as part of a display, is acceptable; however, sound equipment must be regulated so as not to disturb neighboring exhibitors. In addition, spectators at exhibits may not obstruct aisles or interfere with accessibility to other exhibits. MDVMA Exhibit Management reserves the right to decide when sound levels from audiovisual or sound equipment constitute interference with other exhibitors or become unacceptable. In such cases, sound levels will be reduced or the equipment will be removed at the exhibitor's expense.

EXHIBIT BOOTH STANDARDS Each exhibit booth will include a 6' draped and skirted table and two chairs. No exhibit will be permitted to span an aisle by ceiling or floor covering. Any trash or debris scattered into the booth from the installation of any exhibit is the exhibitor's responsibility to clean. Exposed or unfinished sides and/or exhibit backgrounds must be draped to present an attractive appearance. The exhibits will be inspected during the set-up time, and the contractor, with the approval of MDVMA Exhibit Management, will provide draping deemed necessary and submit the charges to the exhibitor.

FORFEITURE If an exhibitor or its representatives do not follow the rules and regulations set by MDVMA Exhibit Management, the exhibitor shall forfeit the amount paid for space rental, regardless of whether the exhibit space is subsequently leased.

GENERAL CONDUCT No exhibits will be permitted that interfere with the use of other exhibits or impede access to them or impede the free use of the aisle. Attention-getting devices in the form of live/mechanical entertainment or amusement are strictly prohibited. Booth personnel, including demonstrators, receptionists, and models, are required to confine their activities within the booth space. Apart from the specific display space for which an exhibitor has contracted with MDVMA Exhibit Management, no part of the exhibit hall and its grounds may be used by any organization other than MDVMA for display purposes of any kind. Representatives, models, and employees of exhibitors will be attired to maintain the professional and business-like climate of MDVMA meetings.

PAYMENT AND CANCELLATION POLICIES The application for exhibit space must be accompanied with full payment. If a balance is due at the beginning of the meeting, the exhibitor will not be permitted to set up. Exhibitors may cancel booth space reservation by submitting a letter to Lauren Michalski, Executive Director, at the MDVMA office. Please refer to information in brochure for specific cancellation policies and dates.

REASSIGNMENT OF SPACE Exhibit space not occupied at the opening of the show may be reassigned by MDVMA Exhibit Management to another exhibitor without refund of rental paid.

SOLICITATION Distribution of product or service literature may be made only within booth space assigned to the exhibitor presenting such material. Any firm or organization not assigned space in the exhibit hall will not be permitted to solicit business within the conference hotel.

STAFFING Exhibits must be staffed during the open hours of exposition. Dismantling or removing any exhibits or materials before the official closing of the exposition is prohibited and is subject to an additional fee of \$100.

BADGES

MDVMA reserves the right to limit the number of badges and to confiscate badges that are improperly used. Exhibitor badges do not permit access to scientific sessions.

USE OF REGISTRANT ADDRESS LIST A registrant address list is provided to all exhibiting companies at the meeting. The list may be used ONCE for post-meeting follow-up only and may not be reproduced or stored in any manner, either in part or in whole.

NO SMOKING There will be a strict no smoking policy in the exhibit. Those wishing to smoke may do so in any designated areas.

FIRE PREVENTION REGULATIONS Fire Marshal in charge of host city Fire Bureau reserves the right to make any final decisions regarding fire prevention regulations.

LIABILITY Each party involved in the exposition agrees to be responsible for any claims arising out of its own negligence or that of its employees or agents. All parties have a responsibility, and are required to maintain adequate insurance coverage against injuries to persons, damage to or loss of property, and any inability to meet their obligations as set forth in this prospectus. MDVMA will bear no liability for personal injuries, whether suffered by an exhibitor, its employees, its contractors, agents, or business invitees, regardless of the cause, unless such injury or damage results from, or is caused by, the negligence or wrongful acts of MDVMA. Each exhibitor, in making application for space, agrees to protect, indemnify, and hold harmless MDVMA from any and all claims, liability, damages, or expenses (including attorney's fees) asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected with the negligence or wrongful acts of the exhibitor, its agents, servants, or employees. MDVMA shall in no event be liable to an exhibitor for any lost business opportunities or for any other type of direct or consequential damages.

alleged to be due from a breach of contract. It is understood and agreed that the sole liability of MDVMA to the exhibitor for any breach of this contract shall be for the refund of all amounts directly paid by the exhibitor pursuant to this contract, as an exclusive remedy.

VIOLATION OF RULES AND REGULATIONS Violation of any of these rules and regulations by the exhibitor, employees, or agents shall annul the right to occupy space, and such exhibitor will forfeit to MDVMA Exhibit Management all money that may have been paid. MDVMA Exhibit Management may re-enter and take possession of the space and remove all persons and goods at the exhibitor's expense. Any damages incurred by MDVMA Exhibit Management to the exhibit will be the responsibility of the exhibitor. The exhibitor expressly waives the service of written notice to re-enter and terminate. These rules and regulations become a part of the contract between the exhibitor and the Maryland Veterinary Medical Association. They have been formulated for the best interests of the exhibitors. Management respectfully asks the full cooperation of the exhibitors in their observance. All points not covered are subject to the decision of MDVMA Exhibit Management.

SECURITY For security reasons, the exhibit areas will be closed to all persons, including exhibitors, from 1/2 hour after the close and until one hour prior to the opening of the exhibit hall each day.



MVMA 2018 Contract For Sponsorship & Exhibit Space

REGISTER ON LINE AT WWW.MDVMA.ORG

Please print. The information in this section will be printed on all materials. Please be exact.

Company Name Representatives Names

Address

City State Zip

Email (required)

Phone

Individual Conference Sponsorship and Exhibits

[Mid-Atlantic States Bovine Conference](#)

Exhibit ONLY Rates

- Standard – one day -\$350
- Standard – two days - \$500

Sponsorship Opportunities

- Platinum—\$3,000
- Silver —\$1,000
- Refreshment —\$1,000
- Gold—\$2,000
- Session/Speaker - \$750
- Breakfast - \$2,000 taken

[132nd Annual Summer Conference](#)

Exhibit ONLY Rates

- Standard – full conference -\$850

Sponsorship Opportunities

- Platinum—\$5,000
- Silver —\$3,000
- Breakfast & Breaks—\$2,000
- One Day Session Track/ Speaker - \$2,500
- Two Day Session Track/ Speaker - \$5,000
- Family Barbeque & Bonfire—\$4,000
- Tuesday Box Lunch Session—\$1,500
- Gold—\$4,000
- Awards Reception- \$3,000
- Luncheon—\$2,500

[Mid-Atlantic States Veterinary Clinic](#)

Exhibit ONLY Rates

- Standard – \$750.00

Sponsorship Opportunities

- Platinum—\$5,000
- Silver—\$3,000
- Breakfast and Breaks —\$2,000
- Gold—\$4,000
- Session/Speaker—\$2,500
- Luncheon -\$2,500

[Multiple Event Discount](#)

Exhibit ONLY Rate

- Standard – sign up for two conferences – 5% off
- Standard – sign up for all three conferences -10% off

[Additional Exhibitor Opportunities](#)

- additional 6' draped table \$250.00
- 1/4 page ad - \$150.00
- Full page ad - \$400.00
- Meals additional—\$100.00
- 1/2 page ad - \$250.00

[Additional Sponsorship Opportunities](#)

- Power of 10 Speaker & Refreshment—call MVMA 410-268-1311
- Contributing Sponsor – Bags, Padfolios, Name badges, Lanyards

2018 Contract for Sponsorship & Exhibit Space continued

The undersigned is authorized to reserve exhibit space for use by the above company/organization during the meeting(s) indicated. The undersigned acknowledges receipt of and agrees to abide by the rules and regulations as printed in this exhibitor prospectus, and to all conditions under which exhibit space is leased by the Maryland Veterinary Medical Association

Name (print) _____

Authorized Signature _____

Title _____ Date _____

PLEASE DO NOT PLACE OUR BOOTH NEAR THE FOLLOWING COMPANIES: _____

PAYMENT INFORMATION

Amount Due:

\$ _____ Mid-Atlantic Bovine Conference Fee/Sponsorship

\$ _____ Mid-Atlantic States Clinic Conference Fee/Sponsorship

\$ _____ 132nd Annual Conference Fee/Sponsorship

\$ _____ Power of Ten Sponsorship

\$ - _____ Multiple Event Discount (5%, 10% discount)

TOTAL AMOUNT DUE: \$ _____

_____ Contributing Sponsor (list conference and item)

Check Visa MasterCard American Express

Please make check payable to Maryland Veterinary Medical Association

Account Number _____

Expiration Date _____ 3-digit Security Code (on back of credit card) _____

Name of Cardholder _____

Credit card statement mailing address _____

City _____ State _____ Zip _____

Signature _____

Return To: Lauren Michalski, Executive Director – MDVMA- P.O. Box 5407, Annapolis, MD 21403 410-268-1311

Fax- 410-268-1322 Email: info@MDVMA.org