



## Sponsorship Prospectus

**Hotel at Avalon**

Alpharetta, GA

**October 20 - 22, 2023**

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### WHY SPONSOR?

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, brand awareness, prestige, and credibility. Attending an event is important but standing out in the crowd by being a sponsor will highlight you and your business.

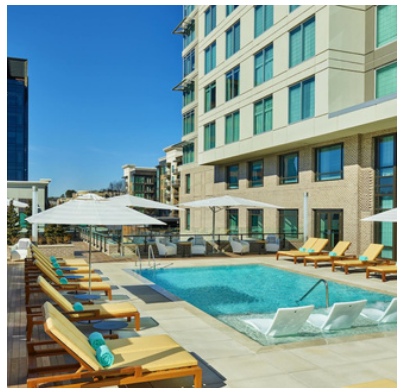
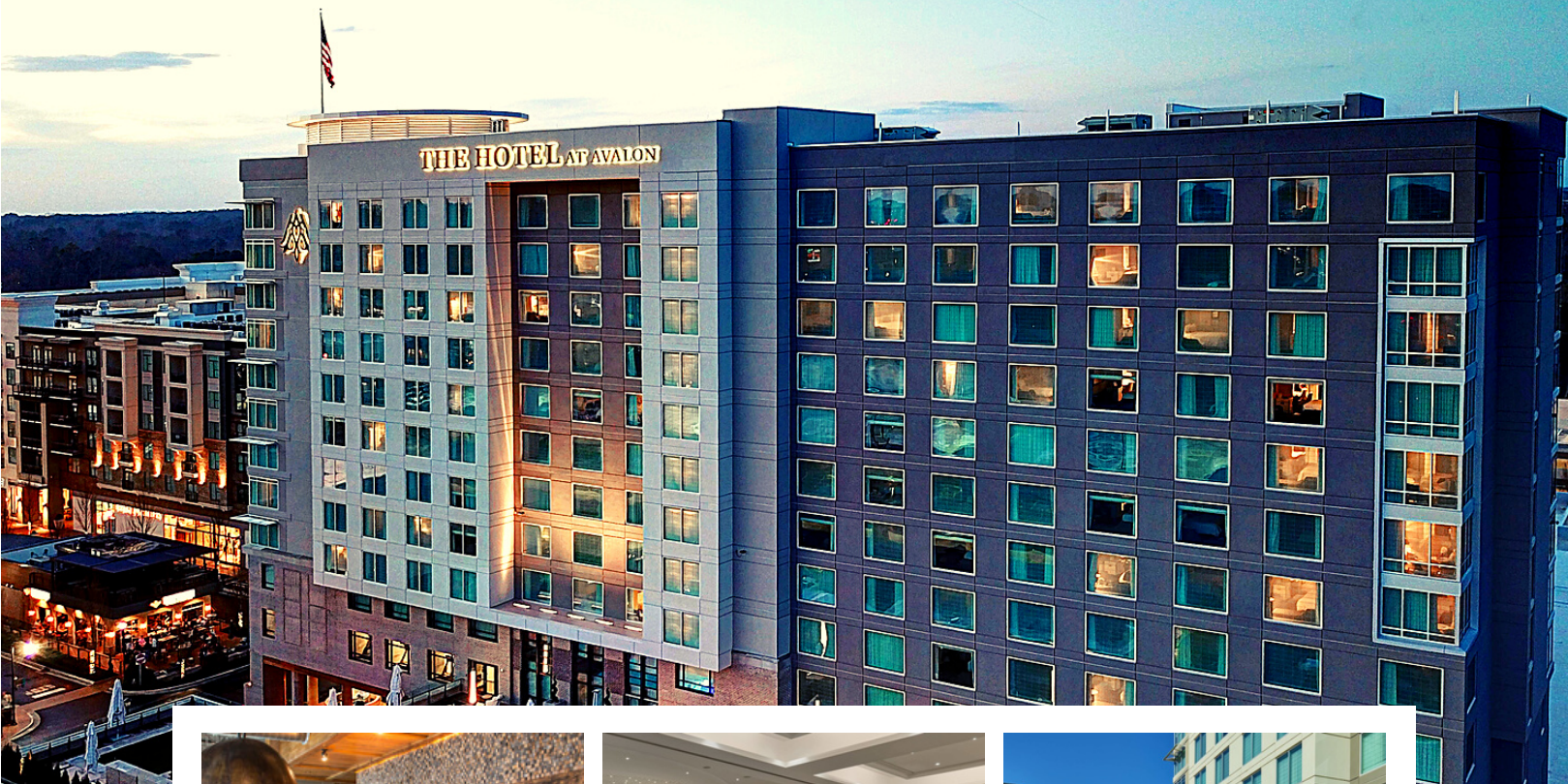
Several of our sponsorship opportunities are exclusive, providing optimal visibility and identity! Your company, name, logo, products and services will be promoted to well over 400 veterinarians and practice managers who are, year after year, attracted to the conference for its strong continuing education program.

***Your sponsorship will validate the leadership of your organization in the veterinary medicine community. You will also receive priority booth placement!***

So, why wait? Sign up today!

**GVMA**





## Great location for a great conference.

And the 24th annual Animal Protection and Wellness Conference will be with us again!

We are excited to announce that we are again at the the Hotel at Avalon in Alpharetta, GA. This location is hard to beat with a variety of upscale restaurants, shopping, movie theatre, evening community activities and more that are just a short stroll away.

[Learn more about Avalon](#)



# 2023 VETSOUTH SPONSORSHIP OPTIONS

## Hickory Sponsor - \$5K (exclusive to one company per industry category)

- Priority Booth Placement – Premium Booth at Standard Booth cost
- Sponsorship of CE track of your choice
  - 2 minute announcement of sponsorship at the beginning of class
  - Company materials at back of room
  - Logo featured on classroom screen as attendees arrive
  - Logo on signage outside the room for your track
- Acknowledgement from podiums in all GVMA Friday opening sessions (excludes Animal Law Conference)
- Breakfast & Lunch Sponsorship (choice of day) – acknowledged on signage & at podium upon break announcement
- Logo and listing as Hickory Sponsor in all promotional materials and during registration
- Logo on registration signage
- Logo and listing as Hickory Sponsor in meeting app
- Logo in printed and digital proceedings provided to all conference attendees
- Opportunity to provide bag stuffer of choice (at sponsor's expense) to be provided to all attendees in conference bags.

## Maple Sponsor - \$3.5K

- Priority Booth Placement – Premium Booth at Standard Booth cost
- Sponsorship of CE track of your choice
  - Logo featured on classroom screen as attendees arrive
  - Logo on signage outside the room for your track
- Breakfast and Lunch Sponsorship for 1 day – acknowledged on signage & at podium upon break announcement
- Logo and listing as Maple Sponsor in meeting app
- Logo in electronic promotions & Webpage
- Logo on registration signage

# SPONSORSHIP OPTIONS

continued

## Oak Sponsor - \$2.5K

- Priority Booth Placement - Premium Booth at Standard Booth cost
- Logo and listing as Oak Sponsor in meeting app
- Logo in electronic promotions & Webpage
- Logo on registration signage
- Opportunity to provide custom bags, lanyards or note-pads (at sponsor's expense) to attendees to be handed out at conference check-in.

## Dogwood Sponsor - \$1K

- Priority Booth Placement - Premium Booth at Standard Booth cost
- Logo and listing as Dogwood Sponsor in meeting app
- Logo in electronic promotions & Webpage
- Logo on registration signage
- Opportunity to provide bag stuffer of choice (at sponsor's expense) to be provided to all attendees in conference bags.

## Raffle Prize Contributor - \$50+

- In an effort to increase traffic to the exhibit hall, attendees will be entering a raffle for a variety of prizes through tickets handed out by vendors. By contributing toward the purchase of these prizes, your company will get:
  - Logo in printed and digital materials regarding the raffle
  - Logo on conference webpage





## ATTENDANCE STATISTICS

*These are statistics from 2021, the last veterinary license non-renewal year in Georgia (odd years). These numbers were affected by the COVID-19 pandemic and we anticipate higher attendance during our 2023 conference.*

474

total veterinarian or  
technician attendees in  
2021

85%

of 2021 registrants self-  
identified themselves as  
Veterinarians

30%

of 2021 registrants self-  
identified themselves as  
Practice Owners

29

Number of States  
Represented in Attendance

61%

of registrants self-identified  
themselves as either Practice  
Owners/Co-Owners or Associate Vets

# 2023 PREMIUM BOOTH LOCATIONS

The Tricky Tray Raffle is back by popular demand!

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All our exhibitors participated in handing tickets out to attendees who visited their booths. Those attendees were able to place those tickets in a bowl in front of the artwork they wanted to win. The more tickets they entered, the higher their odds.

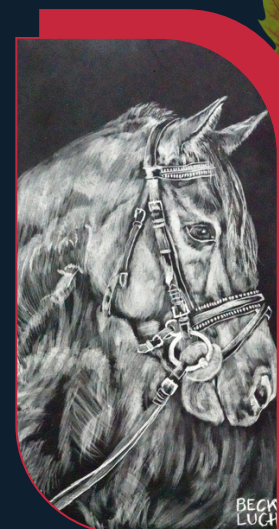
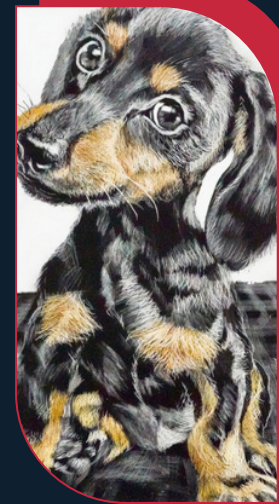
It was so popular that we decided to do it again—with a wrinkle!

Exhibitors who purchase a premium booth (highlighted in blue on floor plan) will get a piece of artwork to place in their booth.

Sponsors can participate at a discounted rate.

Your booth will be highlighted in blue, so attendees know to visit your booth to see the prized artwork.

You will have a steady stream of traffic and a conversation starter!



# VetSouth Fall Veterinary Conference 2023 Exhibit Floorplan



# VetSouth Fall Veterinary Conference

## 2023 Exhibit Contract

October 20-21

The Hotel at Avalon

Alpharetta, GA

**Please Type or Print:** List company name EXACTLY as it should appear in the printed conference materials.

Company Name \_\_\_\_\_

Main Phone \_\_\_\_\_

Website: \_\_\_\_\_

**Administrative Contact:**

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone/Fax \_\_\_\_\_

Email \_\_\_\_\_

**Sales Contact:**

Name \_\_\_\_\_

Email (REQUIRED) \_\_\_\_\_

Phone \_\_\_\_\_

**Name Badges:** Two free per exhibit, additional badges must be purchased. Maximum of 4 per booth. Includes all breakfasts, lunches & breaks during exhibit hours.

Name (Free) \_\_\_\_\_

Name (Free) \_\_\_\_\_

Name (\$100) \_\_\_\_\_

Name (\$100) \_\_\_\_\_

Please DO NOT place us near the following companies: \_\_\_\_\_

\_\_\_\_\_

**2023 Location Requested:** Referring to the attached floor plan, please list exhibit numbers according to preference. Diagrams are approximate and subject to change. 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_ 4 \_\_\_\_\_

**Exhibit Hall**

\_\_\_\_ Premium Booth (Raffle Prize located in your booth)\* \$1,350

\_\_\_\_ Standard Booth \$1,025

\_\_\_\_ Additional Booth Representatives per person \$100

\_\_\_\_ Raffle Prize Contribution\*\* \$50

\*Only 9 locations available on first come, first served basis with payment.

\*\*Attendees will be entering a raffle for artwork through tickets handed out by vendors. To contribute toward the purchase of these prizes, you may choose to sponsor the raffle.

The undersigned hereby authorizes the Georgia Veterinary Medical Association (GVMA) to reserve exhibit space for use by the above company/organization during these conventions. The undersigned acknowledges receipt and agrees to abide by the rules and regulations as printed in the Exhibitor Prospectus, and to all conditions under which exhibit space at the conference location(s) are leased to the GVMA.

Name (print or type) \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_ Date \_\_\_\_\_

**Payment Information:** Make checks payable to the Georgia Veterinary Medical Association (Tax ID 58-0659110 )

**Payment**

\_\_\_\_ Check payable to GVMA \_\_\_\_\_ AMEX

\_\_\_\_ MasterCard \_\_\_\_\_ Discover

\_\_\_\_ VISA

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Signature \_\_\_\_\_

Billing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

**Please Note:** Space is laid out based on a table-top exhibit hall. This means that ALL of your material must fit on a 6' x 18" table. Display material cannot exceed 8 feet in height from the floor (whether on the table or behind the table).

PLEASE NOTE OUR ADDRESS

Complete and return to GVMA: 6050 Peachtree Pkwy, Ste 240-381, Norcross, GA 30092

For information - Susan Blevins, [susan@gvma.net](mailto:susan@gvma.net)

Phone: (678) 309-1135 | Fax: (678) 309-3361



# VetSouth Fall Veterinary Conference

## 2023 Sponsor Contract

October 20-22

The Hotel at Avalon

Alpharetta, GA

Our company is pleased to be a sponsor of the 2023 VetSouth Fall Conference at the level of sponsorship indicated below, in return for the benefits described at that level in the sponsor package chart.

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Company Website \_\_\_\_\_

\_\_\_\_\_ hereby agrees to support the 2023 VetSouth Fall Conference, October 20-22, 2023, at the Hotel at Avalon, Alpharetta, GA.

### Sponsorship Type *(please select one)*

- |   |        |                         |   |
|---|--------|-------------------------|---|
| <input type="checkbox"/> Hickory                  | \$5000 | <b>Exclusive</b>        |   |
| <input type="checkbox"/> Maple                    | \$3500 | Multiple Opportunities  |   |
| <input type="checkbox"/> Oak                      | \$2500 | Multiple Opportunities  |   |
| <input type="checkbox"/> Dogwood                  | \$1000 | Multiple Opportunities  |   |
| <input type="checkbox"/> Raffle Prize Contributor | \$50+  | Unlimited Opportunities | If >\$50, please indicate amount: _____ |

If non-exclusive, please indicate Date & Topic: Friday | Saturday | Sunday

Topic: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Payment Method: *(circle one)* CHECK | MC | VISA | AMEX | DISCOVER

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card Number: \_\_\_\_\_ Billing Address (if different): \_\_\_\_\_

Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Make checks payable to: GVMA, Attn: Susan Blevins, Georgia Veterinary Medical Association, 6050 Peachtree Pkwy, Suite 240-381, Norcross, GA, 30092

PLEASE NOTE OUR ADDRESS

Make checks payable to: GVMA  
Attn: Susan Blevins  
Georgia Veterinary Medical Association  
6050 Peachtree Pkwy, Ste 240-381, Norcross, GA, 30092

# VetSouth Fall Veterinary Conference

## 2023 Exhibit & Sponsor Contract Terms

### Meeting Sponsorship and Management

The VetSouth Fall Veterinary Conference and exhibit halls are produced and managed by the Georgia Veterinary Medical Association, hereinafter referred to as the "GVMA".

### Floor Plan Assignments

- A) The arrangement of exhibit space is shown approximately on the diagram. All dimensions and location shown on the floor plan are believed, but not warranted, to be accurate. The GVMA reserves the right to make such modifications to the floor plan as may be needed without notification. Space is assigned on the following criteria: 1) 2023 GVMA Fall sponsors; 2) 2022 vendors; 3) first come, first served, in order of payment received.
- B) No exhibit shall assign, sublet, or share the whole or any part of their space, unless assignee is a partnership, subsidiary or joint venture with contract holder and is an integral part of exhibitor's product presentation.

### Show Dates (Subject to Change)

October 20 - 21, 2023

### Move-in / Move-out

- A) All exhibitors are to remain set up until the closing of the exhibit hall.
- B) Move-in is Friday, October 20, 2023, 8 am to 11 am. Move out is 3:30 pm to 5:30 pm, Saturday, October 21, 2023.
- C) Arrangements and payment for transporting and receiving goods, decorating and removal of exhibits are the responsibility of the exhibitor.

### Booth Equipment

Each exhibit space includes a 6' table, 2 chairs, 2 complimentary exhibitor badges, listing of convention attendees, and a list of vendors. The exhibit hall is carpeted.

### Use of Exhibit Space During Exhibit Hours/Prohibition

- A) Acceptance of exhibit space makes it obligatory on the part of exhibitor employees that he/she or they not deface, injure or mar the area. Any damage done shall be made good by the exhibitor to the owners of the building.
- B) The exhibitor shall not display or place any product, sign, partition, apparatus, shelving, or other construction that extends beyond their exhibit area.
- C) Sound levels may not be distracting to neighboring exhibits.
- D) Exhibitors must conform to rules and regulations concerning flammable and hazardous chemical products and materials as set by OSHA.

### Cancellation of Exhibit Space

Notification of space cancellations must be made in writing. The GVMA's policy for refund of fees allows an 80% refund **IF THE SPACE IS RESOLD**. In the event of cancellation, GVMA assumes no responsibility for having included the name of the canceled exhibitor in convention materials.

### Staffing

Exhibitors must open their exhibits on time and staff them at all times during show hours. Only representatives who are employed by the exhibiting company and who will be working the exhibit are to be registered as company personnel.

### Security

It is the responsibility of each exhibitor to provide for the security of the booth and its contents, and to take whatever precautions deemed necessary to prevent loss or damage. Please do not leave any small hand carried items such as a computer in your booth unattended. Compliance with these rules will help provide maximum security.

### Exhibit Hall Admittance/Badges

- A) Exhibitors will furnish the GVMA with an advance list of their representatives. Representatives must register upon arrival at the exhibit hall. Two free badges per exhibit space are included.
- B) No one will be allowed in the exhibit hall without an official convention name badge during the course of the exhibition, except during move-in and move-out.

### Cannabis and Hemp Derived Products

It is the policy of GVMA to prohibit cannabis or hemp 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 contains cannabis, hemp or ingredients derived from the cannabis or hemp plant, including without limitation cannabidiol or CBD.

### Copyright Policy

Exhibitors must obtain all necessary authorization from third parties concerning copyrights, music licensing rights, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor. Exhibitors shall indemnify and hold harmless the GVMA, and its officers, directors, employees, and agents from any and all liabilities, claims, costs, damages and reasonable fees of counsel of the GVMA's choice incurred in connection with any claim against the GVMA arising out of or caused by exhibitor's display or distribution of any promotional 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.

### Liability & Insurance

It is expressly understood and agreed by each and every contracting exhibitor and his/her guests that neither the GVMA nor its employees nor its contractors shall be liable for loss or damage to the goods or properties of exhibitors.

On signing the Exhibit Contract, exhibitor agrees to hold GVMA, and its agents and hold them harmless from any suit or claim for property damage or personal injury (including punitive damages) by whomever sustained, including exhibitor and its agents or employees on or about the exhibitor's display or arising out of exhibitor's participation in the exhibition, expressly including such damage or injury resulting in any part from the negligence of one or more of the aforementioned indemnities. The performance of this agreement by either party is subject to acts of God, war, government regulation, disaster, civil disorder, curtailment of transportation facilities, or other emergencies over which neither party has control making it illegal or impossible to provide the facilities or to hold the function.

Exhibitors agree to maintain such insurance that will fully protect the GVMA from any and all claims of any nature whatsoever, including claims under the Workmen's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the exhibitor's display. Exhibitor agrees to indemnify and hold harmless the GVMA, and its agents for any such claims, irrespective of insurance coverage.

### Conditions of Contract

This contract is subject to all conditions under which space at the Hotel at Avalon is made available to the GVMA. The Exhibitor agrees to abide by all applicable fire, utility and building codes. Exhibitors are responsible for knowing and abiding by the GVMA Exhibit Contract. The GVMA reserves the right to make such reasonable changes, amendments, and additions to this contract as may be considered necessary. This instrument contains the entire agreement between the parties relating to the rights herein granted and the obligations herein assumed, except as otherwise provided in this instrument. The contract is governed by Georgia laws.

## IMPORTANT NOTICE

GVMA has a contractual obligation to fill a guaranteed block of rooms at the Hotel at Avalon. Significant financial penalties will be assessed should the GVMA fall short of the expected number of occupied guest rooms. By staying at the convention hotel you will enjoy the convenience of residing at the convention venue and to a far greater extent provide valued assistance in support of the GVMA's financial obligations.