

ACVO Sponsor & Exhibitor Placement Policy

(Approved BOR 8.24.2015, updated 12.02.2016)

Background

Prior to August, 2015, booth selection for the ACVO Conference was on a first-come, first-served, basis, as follows:

- 1) Prior year exhibitors were allowed to register beginning no earlier than April 1st, 8am MT.
- 2) On April 15th, exhibitors not involved with the prior year's meeting were allowed to register.

Sponsorships made via the registration form were considered, higher level sponsors could be bumped forward for preferred selection if/when appropriate. Booth selection was not a direct benefit of annual sponsorship and advertising support. This process was adequate when fewer booths were sold (~20), in the past several years 60+ booths have sold with several on wait lists missing participation. As a result, a new policy was developed in 2015 to ensure sponsors receive the benefits due them, based upon their category. This policy took place Fall 2015.

New Registration Policy

In an effort to more appropriately recognize companies that sponsor ACVO's programs, a more direct and immediate benefit of sponsorship has been approved by the Board of Regents. This sponsorship benefit is to give priority of booth and sponsorship selection at the current ACVO Conference, for the following year. Priority for registration will be figured based upon a sponsor's overall support, including advertisements purchased within that present year, including: directory advertisements, sponsorship of the Service Animal event, newsletter and proceedings advertisements, exhibit booths purchased, and conference sponsorship for the current year that has been paid in full. Calculations will begin on January 1st through one week prior to the conference. (*Sponsorship for related non-profits, VOTS and the Vision for Animals Foundation, cannot be considered in this equation; although we appreciate your support of these sister-organizations.*)

Sponsor registration will occur at the conference. Current year conference vendors will be provided a date/time to register for the following year's conference, while on site. In the fall, registration priority and assigned times will be provided to sponsors at least one week prior to the current conference; dissemination would be both via email and printed document in the registration packet at the conference. **Companies that miss their allotted registration time at the conference will forfeit their opportunity to pre-register, they would then be eligible to register April 1st (April 3rd in 2017) on a first-come, first-served basis.** Exhibit booth deposits will be processed to verify intent (deposits are non-refundable but could be credited toward the following year's meeting should a cancellation be necessary).

Pre-registered booths will be confirmed via email to the contact on file no later than March 15th, prior to the opening of general registration for vendors on April 3rd.

Number of booths per vendor. Vendors will be allowed to reserve their preferred booths, when possible, up to three spaces. If a vendor wishes to reserve more than three booths, the additional booths will be held in their name but will not be billed nor confirmed until August 1st of the following year. This current policy will stay in place in order to allow smaller/new vendors to attend during meetings where ACVO has limited booth space, while also honoring commitments to dedicated vendors.

Timeline

Registration for all vendors in 2017 will be tiered as such:

Tier 1 pre-selection, at conference – CURRENT SPONSORS: Vendors that sponsored the ACVO during the present year will be invited, in rank-order based upon overall annual support, to pre-register at the fall conference. The sponsors will be assigned a specific date/time to register. They will commit to booth preferences to reserve space for the following year. A sponsor/exhibitor commitment document will be signed, and a ~20% deposit per booth fee(s) will be collected to hold space. Full exhibit booth payment is due by March 15th to hold priority placement.

Tier 2 pre-selection, at conference – NEW SPONSORSHIPS COMMITMENTS: All current exhibitors willing to commit sponsorship for the following year, will be invited to pre-register on-site during an ‘open call for sponsors’ at the conference (usually Saturday). A published time will be provided to all exhibitors, booth selection will be made in order based upon commitment level. The same selection options and deposit would be required to hold space as Tier 1 vendors.

Tier 3 registration, on/after April 3rd – PRIOR YEAR EXHIBITORS, PREFERRED TIMELINE: Current year exhibitors who do not wish to sponsor the following year would continue to receive priority registration as recognition for their continued involvement. These individuals would again have the opportunity to secure available sponsorship at any time, sponsorships committed at this time or later would be figured into booth selection priority for the following year.

Tier 4 registration, on/after April 17th – NEW OR LATE EXHIBITORS: This is the date registration would open for all companies not yet registered and new companies. Any sponsorships provided at this time would calculate into the following year’s priority placement but would be recognized in full that current year.

Sponsorship Selections & Confirmation

Sponsors will be given first option to refuse their chosen sponsorship item from the prior year; if no response is received, ACVO will reassign as needed. A signed sponsorship contract must be received to confirm the commitment.

Sponsorship Payments & Deposits

Deposits to hold booths will be set annually and may change from year to year, currently ~20% of booth fee, per booth. Full sponsorship payments must be received by July 1st.

Cancellation

ACVO has the right to cancel any sponsorship or exhibitor agreement as needed, due to a missed payment deadline, lack of professional conduct by the vendor, or as needed. Notification would be received in writing within five business days.

Questions

Questions regarding this policy may be directed to the ACVO office. This policy may be updated without notice.