

ACVO

Conference



BALTIMORE

Maryland

October 11-14, 2017

EXHIBITOR PROSPECTUS

ACVO 48th Annual Conference & Trade Show

CONTACT THE ACVO:

PO Box 1311

Meridian Idaho 83680

Phone: 208-466-7624

Fax: 208-895-7872

E-mail: office17@acvo.org

Can you afford not to be there?

The exhibit show features 55-65 vendors from every section of the veterinary ophthalmology industry. Products represented in the past include:



- Bandage Lenses
- Books / Periodicals / Education Aid
- Cameras
- Capsular Tension Rings
- Cryosurgery Instruments
- Custom Diamond and Instrument Design
- Delivery Pumps
- Electronic Ocular Medication
- Glaucoma Control Implants
- Head-Mounted Operating Microscopes / Procedure Headlights
- Healthcare Finance / Start-ups, Buy-outs, Refinances, Construction Financing
- Hospital Equipment
- Instrument Cleaning / Care Systems
- Intraocular Lenses (IOLs)
- Laser / Endoscopy Products
- Management / Computer Services
- Microscope, New / Reconditioned
- Needles and Syringes
- Neutraceuticals
- Nutritionals
- Ophthalmic Equipment Repair Services
- Ophthalmoscopes
- Patient Payment Plans
- Phacoemulsification Systems
- Pharmaceuticals
- Polymer Based Biodegradable Devices
- Pre-owned Ophthalmic Equipment
- Refractive Instruments
- Research Programs / Training Program Sponsorship
- Silicone Implants (Intraocular prostheses)
- Slit Lamps
- Soft and Rigid Gas Permeable Contact Lenses and Lens Care Products
- Surgical Instruments
- Surgical Skills Training Simulator
- Sutures
- Tear Test Strips
- Therapeutic Soft Contact Lenses
- Tonometers
- Ultrasound Equipment
- Viewing Lenses / Transilluminators
- Viscoelastics
- Viscous Ophthalmic Lubricants
- Vitreoretinal Surgery Supplies (Perfluorcarbon / Silicone Oil)

When you exhibit at the ACVO Conference you will receive. . .

- Next year priority placement.
- Up to 2 company representatives per booth to attend the conference and exhibit.
- 26 contact hours to exhibit, allowing for plenty of contact time with attendees.
- Continental breakfast and/or breaks hosted in the exhibit area each day.
- Invitation to attend Friday evening social event with attendees.
- One copy of the official proceedings book per exhibit booth purchased.
- Your company contact information listed in the official proceedings for future reference (if registered by August 1st).
- Your logo on signage and session ppt slides at the meeting; posted each day near the registration desk, in the exhibit area during all sessions.
- A thank you in the ACVO E-Newsletter following the meeting, which will be distributed to ACVO Diplomates & Residents.
- Company logo in the following year's meeting registration materials for all attendees to see.
- Inclusion on the ACVOconference.org website and promotional HTML's pre and post meeting.
- A printed list of attendees (provided at the conference). Updated attendee list provided after the conference.
- Exhibiting company logos listed on Internet Cafe's computers' splash page.
- The option to purchase a digital attendee list available for exhibitors.
- Attendance allowed in scientific sessions on a space-available basis (continuing education certificate not provided without separate attendee registration).
- Option to purchase proceedings ads at a reduced rate.

Sponsors receive much more recognition and benefits: See sponsor packet for more information.

Thank You 2016 Sponsors!

BAUSCH + LOMB



Important Dates 2017

2016 ACVO Conference (Onsite)

Pre-Registration for 2017 Sponsors only

January 1st

Confirm sponsorship/finalize preferred vendors

April 3rd

Previous year vendor registration opens

April 17th

All vendor registration opens, new companies welcome!

July 1st

All sponsor payment balances due

August 1st

- Exhibitor description and contact information submission deadline

- Deadline for proceedings advertisements

Late fee for vendors assessed

September 1st

- All pre-registration closes

- All new/updated attendee exhibitor names must be submitted to the ACVO office in writing

October 11th - 14th

Exhibit show

Exhibitor Schedule

(Schedule to be finalized spring 2017)

Wednesday

11am-5pm

Exhibits set up

6pm-8pm

Welcome reception in exhibit hall

Thursday

7am-8am

Continental breakfast in exhibit hall

7am-5pm

Exhibits open during sessions

Morning

Break in exhibit hall

Afternoon

Break in exhibit hall

Friday

7am-8am

Continental breakfast in exhibit hall

7am-1:30pm

Exhibits open

AM break in exhibit hall

Friday Social (optional networking)

Saturday

7am-8am

Continental breakfast in exhibit hall

7am-3:30pm

Exhibits open

Morning

Break in exhibit hall

Afternoon

Break in exhibit hall

What is the ACVO?

The purpose of the American College of Veterinary Ophthalmologists is to advance ophthalmology in all phases of veterinary medicine. The ACVO conference is the world leader in size and quality of ophthalmology-specific CE; it pulls attendees from around the world.

Objectives are to:

- provide an organizational structure to facilitate efficient exchange of ideas of interest to specialists in veterinary and comparative ophthalmology
- encourage education, training, and research in veterinary ophthalmology
- establish standards of training and experience in this field and to recognize individuals who have fulfilled such standards

ACVO attendees typically either make the final decision or heavily participate in the decision making process to buy products and services for their practice or organization.

Who Attends?

2016 Attendees included. . .

ACVO/ECVO Diplomates = 353

Non-Diplomates DVMs= 126

GP Course Only = 57

Resident and Intern DVMs= 120

Technicians = 154 (including VOTS)

DVM Students = 14

Guest registrations = 49

Exhibitors = 122

Total registered attendees = 995 (Monterey, CA)

2015 Attendees included. . .

ACVO/ECVO Diplomates = 258 (includes 2 ECVO)

Non-Diplomates DVMs= 87

GP Course Only = 62

Resident and Intern DVMs= 117

Technicians = 107 (VOTS)

DVM Students = 11

Guest registrations = 24

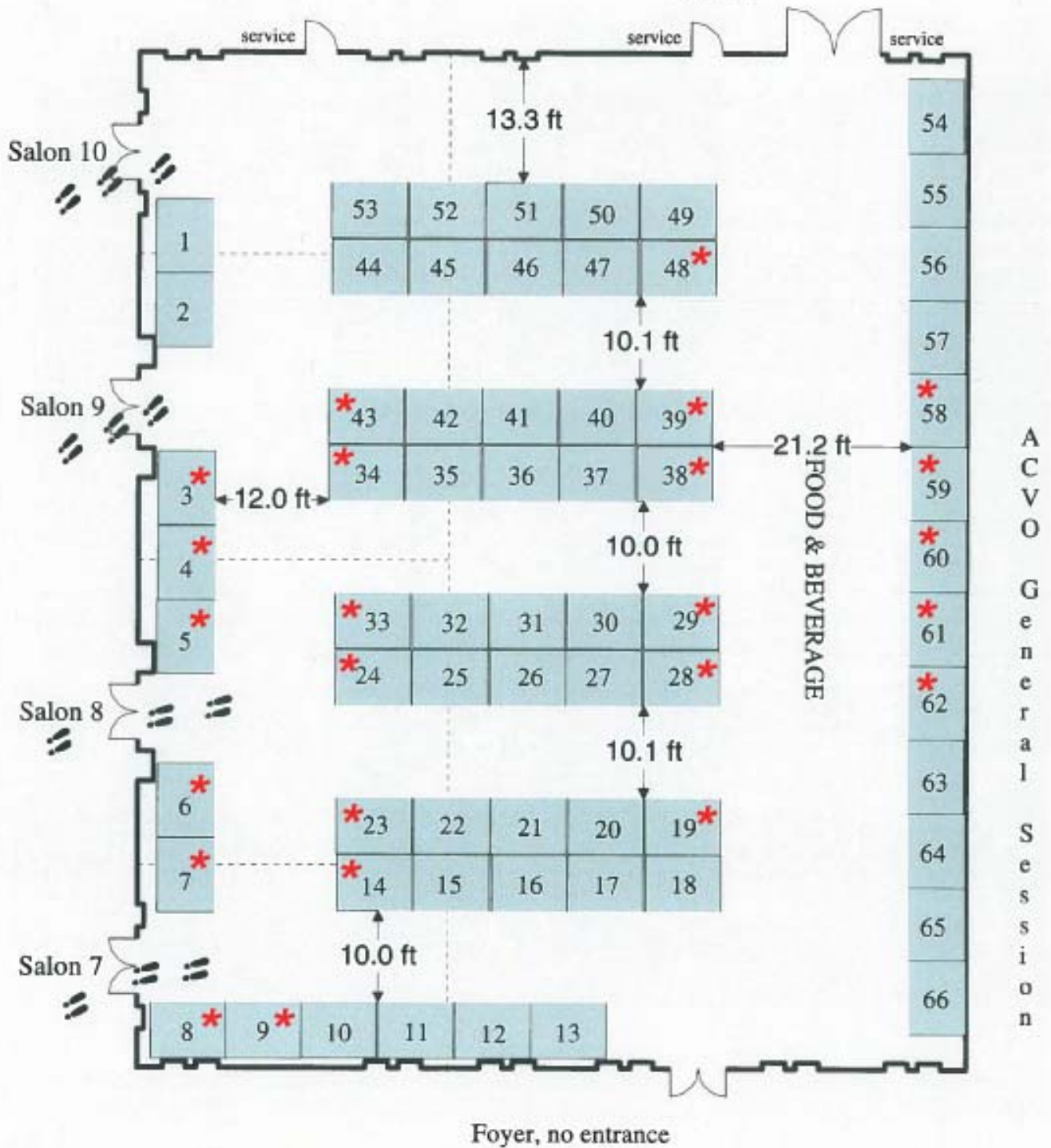
Exhibitors = 96

Total registered attendees = 762 (Coeur d'Alene, ID)



American College of Veterinary Ophthalmologists
October 10-15, 2017
Baltimore Marriott Waterfront

Salon 6



*** = Prime Booth**

Exhibit Space Rental Includes

- One draped display six foot table (**company cannot supply additional tables**).
- Two chairs and one small trash can.
- Two complimentary exhibitor badges per booth purchased (\$150/additional pass).
- General overhead lighting, vacuumed area and climate control of the exhibit hall.
- Complimentary WiFi when ACVO has a group account.

Booth Types, Construction & Sizes

- **This is a TABLE-TOP show only.** One 2.5' x 6' draped display table per booth (table sizes may vary slightly) will be supplied. **Encroachment is not allowed.**
- Exhibits and displays must be confined to the rented space (8'W x 6'D, includes side clearance). The maximum height of a table top display is 10' at the back of the booth and 4' in the front half of the booth space. Exhibits may not exceed these parameters.
- The aisles are common property of all exhibitors and must not be obstructed at any time. Fire code regulations prohibit exhibits from extending into aisles.
- A freestanding backdrop may be used (not to extend more than 8' in total width), or a banner may be attached to the front of the table. Booth signage is not provided. The hotel will not allow signage to hang on the walls.

Booths do not include decorations or utilities such as internet, signage, electrical outlets, special lighting or water. Furnishings and accessories beyond what is listed are not included. Pipe and drape may not be provided, depending on facility configuration. Hotel contact information to order audio/visual and power will be provided in confirmation materials.

Exhibitor Badges

- An exhibitor is defined as any employee of an exhibiting company; company representatives who are qualified to answer questions about displayed products and services must be present in booths continuously during exhibit hours. Booth sharing is not allowed unless a distributor relationship can be demonstrated.
- Two registrants are included per booth space purchased. If more representatives attend, badges may be purchased for \$150 each.
- All badge list additions and changes must be submitted in writing and received by September 1st. Changes will not be accepted over the phone.
- Exhibitors may not share badges under any circumstances and must wear a badge to enter the exhibit hall. Security in the hall will not permit access without a badge.
- The badges are valid for access into the show and some educational sessions, but do not include access into ticketed events.

Installation and Dismantling of Exhibits

Exhibitor setup is generally from 11am-5pm on the day of the Welcome Reception. All exhibits must be fully operational by 5pm to participate in the ACVO Welcome Reception, if the reception is held in this area. Any booth space not claimed by 5pm Wednesday, may be reassigned without refund. Exhibits must remain intact and manned during exhibit hours until closing Saturday.

Early tear down or removal of merchandise after the first day of installation and before dismantling time is strictly prohibited; violation of this rule could result in a forfeiture of exhibit space and the revocation of your invitation to exhibit at the ACVO conference for one year. Exhibits must be off the floor by time TBD. This company will also lose on-site pre-registration privileges.

Contract, Payment, & Space Assignment

Pre-registration for sponsors on-site must be confirmed as outlined in the Vendor/Sponsor Policy. Otherwise, to secure booth space, if available, the completed original application **must be received** by August 1st, with full payment. If registration is not received by August 1st a \$100 late fee will be assessed. Late companies may be excluded from the proceedings book. **Assignments will not be made without full payment.** When the ACVO accepts an application for booth space, payment and confirms in writing, it becomes a contract and is considered a binding agreement between the ACVO and the company submitting the application.

Space assignment is prioritized and confirmed for sponsors as outlined in the current Vendor/Sponsor Policy. Otherwise, placement is based on the date and time of receipt of the application and full payment, exhibitor preference, and location of competitors. Past exhibiting history is not considered in booth assignments but the immediate past year's vendors are given two weeks priority to secure booths. Beginning April 17th, registration is open to all interested companies. The ACVO reserves the right to make the final decision regarding exhibitor placement. Exhibitors will be notified in writing of final placement via email. If the assigned space is unacceptable, the exhibitor must notify the ACVO within five business days of receipt of the assignment to request changes. Changes are not guaranteed. No written response from the exhibitor, will constitute acceptance of the assigned exhibit space. Refunds will not be made based upon approval of placement.

Company Marketing

Company marketing is an integral part of the success of your show experience. We understand the value of your investment and have created a comprehensive list of enhanced marketing opportunities to assist you in generating sales and increasing your brand awareness among ACVO conference attendees.

Sponsorship

If you would like to receive recognition as a sponsor, please see details on the sponsorship menu on page 10 and refer to the Sponsorship Policy. Sponsors receive priority registration in the fall for the following year.

Attendee Packet Inserts

Every ACVO attendee receives a registration packet, which is a great place to insert a promotional piece. An average 8" x 10" insert is \$700 or \$0.75 per attendee (inserts limited to five companies). This is not considered a sponsorship item but would be calculated toward vendor spending.

Proceedings Advertisements

Make the most of your trade show experience, run an advertisement or 'invitation' to your booth in the ACVO proceedings book, which is referenced by members who review the enclosed abstracts for years to come. The book includes the daily schedule, activities, exhibitor list, vendor product guide, product descriptions, abstracts and necessary last-minute details needed by attendees. Ads placed in the ACVO proceedings book are sure to be noticed by attendees. The vendor product and service guide is a useful tool for our members as it is used to provide a quick reference to your company's services and products. Exhibitors' prices are discounted.

Ad placement is assigned at random, considering past placement, with the external back cover being awarded to the official sponsor of the proceedings.

Full Page (10"h x 7.5"w)

Exhibitors.....\$425
Non-Exhibiting Vendors..... \$600

Half Page (5"h x 7.5"w)

Exhibitors \$300
Non-Exhibiting Vendors..... \$450

Advertising Specifications

All ads are printed black/white or gray scale.* For best results, do not use high contrast photos. Ads must be in a final format, submitted black/white or gray scale via a digital file. JPEG, TIF or high resolution PDF files are preferred and will yield the best results. Ads must be formatted to the correct size, or distortion of the ad may occur (contact the ACVO office for specifications and sizes). Typesetting will not be provided by the ACVO.

* For an additional \$100, most ads can be printed in color. Contact the ACVO for advertisement specifications.

Submission Deadline

Ad submission deadline is August 1st. The ACVO will not refund advertising that is not included in the program due to vendors missing the artwork submission deadline and/or for those vendors who do not adhere to the submission specifications listed above.

Mailing Labels

ACVO attendee digital mailing lists are available for sale for \$100. Names and mailing addresses for pre-registered attendees are included in the pre-show printed mailing list. The post-show list includes names and addresses of all attendees, including walk-ups. The pre-show list should be available two weeks prior to the meeting, and the post-show list should be available within two weeks after the conference ends. (Note: Attendee emails cannot be provided.)

ACVO Annual Advertising

Support of the ACVO e-newsletter, directory, Journal of Ophthalmology and Service Animal event are excellent ways to build a strong presence with ophthalmologists throughout the year and earn credit towards better placement at the exhibit show. The ACVO e-newsletter runs 5 times per year and targets 470 veterinary ophthalmologists plus 74 ophthalmology residents, primarily in the U.S. Advertisements in the journal will help you reach over 1,500 specialists and general practice veterinarians in the United States, Europe, and Asia. Contact the ACVO office for deadlines and pricing.

Vision for Animals Foundation Auction

Please consider donating an item to the tax deductible Foundation silent auction. Please see the VAF website at more details. www.visionforanimals.org.

Promotional Activities/Events

All activities involving conference attendees must be cleared and approved through the ACVO. This minimally includes receptions, hospitality suites, wet labs, and vendor sponsored CE.

The ACVO reserves the right to guide the hours of operation or ask the hotel to refuse service.

Official Service Contractor

Service contractor information will be included in your registration confirmation letter. We encourage you to utilize the recommended drayage company to ensure that your shipments will not be rejected by the hotel facility. Many hotels require use of a drayage company, please read these guidelines carefully.

Shipping & Storage

Shipping and storage details will be included in your registration confirmation letter.

Investment & Payment

One 'standard' booth (8' W x 6' D).....	\$1075
One 'prime' booth (8' W x 6' D).....	\$1125
Additional Exhibitor Badge.....	\$150ea
Digital Attendee List.....	\$100

Cancellation Policy

Once the signed contract and payment are received, a confirmation and receipt will be sent with additional instructions and information regarding shipping and set-up.

All cancellations must be received in writing via mail, fax or e-mail. Requests received prior to July 1st will receive a refund minus a 25% administrative charge. July 2nd - August 31st will receive a 50% refund. **Refunds will not be granted on or after September 1st.** In the event of cancellation, ACVO assumes no responsibility for having included the name of the canceled exhibitor in conference materials.

Insurance

The ACVO and the host hotel or conference center require that each exhibitor maintain worker's compensation, commercial general liability, personal injury and blanket contractual liability insurance at limits of at least one million (\$1,000,000) per occurrence and one million (\$1,000,000) aggregate. Such insurance, maintained by the exhibitor, must be issued and include coverage of the indemnification obligations of the exhibitor under these rules and regulations, and shall name the ACVO as additional insured. A certificate of Insurance may be requested at least 30 days before the exhibit date.

Host Hotel Information

Baltimore Marriott Waterfront - Baltimore, MD

Located in the beautiful, bustling and unique Harbor East district. Harbor East is considered an up-and-coming hot spot in Baltimore with an array of fine dining options, a mix of locally owned boutiques and well known storefronts, and a variety of fun attractions like the National Aquarium. The hotel offers spacious and tastefully designed rooms that offer flat-screen TVs, deluxe bedding, ergonomic work space and more.

Room Rates & Reservations

Single/Double Occupancy - \$224.00++ per night (Rooms typically sell out by July)

*Complimentary free WiFi in guestrooms.

*Complimentary self parking.

*For more information regarding the rates, and reservations, please visit the ACVO Conference Hotel page.

Networking Opportunities

Wednesday Welcome Reception

The Wednesday welcome reception is generally held from 6pm-8pm and is open to all registered conference attendees. This is a great opportunity to network and promote your services. When feasible, it is combined with the exhibit hall.

**Friday Evening Dinner and Social*

The Friday dinner and social will be held approximately 6pm-9pm. Tickets would need to be purchased separately and the event will be announced at a later date. This is a good opportunity to network with attendees. The Friday Dinner and social is usually held off site. *Subject to change from year to year.

VAF Auction

Past ACVO Vision for Animals Foundation auctions have been successful due to the generosity of sponsors and attendees. Help us prepare for another successful auction at the next conference by making a donation.

To donate, please contact VAF at Hanna Street Consulting 401-780-0900 or visit www.visionforanimals.org.

2017 Vendor/Sponsor 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 3rd, 8am MT.
- 2) On April 17th, 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 more effective when fewer booths were sold (~30 or less), in the past several years 60+ booths have sold with several on wait lists missing participation. As a result, several new policies were considered. Please see below for detail on the new policy beginning Fall 2015.

New Registration Policy

In an effort to more appropriately recognize companies that sponsor and financially support ACVO's programs year-round, 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 vendor's overall sponsorship and 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. (*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.*)

Current Vendor/Sponsor Pre-registration

Current year conference vendors will be assigned a date/time to register for the following year's conference, while on site. Registration priority and time will be provided via an email to contacts on file at least one week prior to the current conference, and via print in a document inserted into 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). Exhibit 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). Sponsorships for the following year must be confirmed in writing by January 1st in order to be considered in placement.

Pre-registered booths will be confirmed via email to the contact on file no later than March 1st, 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 four or more exhibit booths, the additional booths will be held in their name but will not be billed nor confirmed until July 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 prior conference: Vendors that sponsored or supported the ACVO during the present year would be invited, in rank-order based upon overall annual support, to register at the registration desk in the fall. They Vendors would be supplied with a specific date/time on site to register in their registration packets. They would provide first and second preference to reserve booth space for the following year. At that time the vendor would sign a commitment and make a small deposit on the exhibit booth to hold space.

Tier 2 pre-selection, at prior conference: All vendors willing to offer signed-intent to sponsor the conference in the following year, would be invited to register on-site during an 'open call' set time at the conference. This would occur after the assigned times for Tier 1 vendors. The same selection options and deposit would be required to hold space as Tier 1 vendors.

All vendors on site in the current year, that do not intend to sponsor, will be invited to register via the ACVOconference.org website on or after April 3rd.

NOTE: All vendors that intend to sponsor the following year must confirm their commitment of the preferred sponsorship opportunity, in writing to the ACVO office by January 1st. If they do not, their first-option booth selection may not be granted and the vendor may choose to re-register during the Tier 3 registration process, opening April 3rd.

Tier 3 registration, on/after April 3rd – Previous year's vendors, who did not wish to sponsor the following year, would continue to receive priority registration as gratitude for their involvement. These individuals would again have the opportunity to secure available sponsorship at any time, sponsorships committed would be figured into booth selection priority for that year as possible. Sponsorships committed at this date could still elevate a vendor's registration order for the next year's registration process on site.

Tier 4 registration, on/after April 17th – This is the date registration would open for all companies not yet registered. Any sponsorships provided at this time will only apply toward the registration order for the current year's renewal process (held at that year's conference).

Sponsorship Payments & Deposits

Deposits to hold booths will be set annually and may change from year to year. Typically deposits will be a small percentage of the total due for exhibit booths being held.

Signed sponsorship commitments will be due by January 1st in order to figure into placement calculations. Full sponsorship payments must be received by July 1st each year.

Questions & Comments

If you seek clarification about any of these policies please email our staff at office17@ACVO.org for more information. Alternatively check the ACVOconference.org for updates to the exhibit policies and floor plans when available.

ACVO Conference Sponsorship Opportunities

Gain maximum exposure and preferred exhibitor placement for your company at the ACVO annual conference, consider sponsorship! Please contact us if you would like to reserve a sponsorship option. We appreciate your support of the veterinary ophthalmologist profession. Please note that sponsorships and co-sponsorships are available, read the Vendor Sponsor Policy carefully.

SPONSORSHIP ACKNOWLEDGEMENT

If fully paid by July 1st, your company will receive:

- Preferred exhibitor placement the following year.
- Increased exposure to over 650 attendees pre, post and during the conference.
- Logo & link inclusion on all attendee promotional HTML emails.
- Logo signage as a sponsor posted at the registration desk and in the exhibit area each day and on PPT in all general sessions.
- A sponsor ribbon to be placed on your company representatives' name badges.
- Your company contact information listed in the official proceedings book for future reference. Listing emphasized as sponsor showing logo.
- Your company logo listed in the following year's meeting registration materials.
- A complete listing of your company's sponsorship and link to your web site off of the ACVOconference.org web site pre and post meeting (size based upon level of sponsorship).
- Additional signage and ppt slides at your sponsored event.
- Verbal recognition at that event and/or during an appropriate time at the meeting when possible.
- Logo integrated through Internet Café online access when available.
- "Freebies" based on the overall sponsorship level listed in the following section.
- A thank you as a valued sponsor in the ACVO e-newsletter following the conference, distributed to approximately 450 ACVO Diplomates and 71 residents.

SPONSORSHIP LEVELS

In addition to the sponsor recognition listed above, you will receive the following bonuses as a thank you for your sponsorship:

Platinum Level \$7,500 +

Free full page ad in the proceedings book, \$200 off the price of one booth, two free tickets to the Friday social (worth \$200), and a free digital list of attendees (\$100 value). Large sticker medallion (floor decal) in front of booth.

Gold Level \$5,000—\$7,499

Free half page ad in the proceedings book, \$150 off the price of one booth, and a free digital list of attendees (\$100 value). Large sticker medallion (floor decal) in front of booth.

Silver Level \$2,500—\$4,999

\$75 off the price of one booth, \$100 off the price of running an ad in the proceedings book, and a free digital list of attendees (\$100 value). Medium sticker medallion (floor decal) in front of booth.

Bronze Level \$1,500—\$2,499

A free digital list of attendees (\$100 value). \$50 off the price of one booth.

Sponsorships are accepted on a first-come, first-served basis. Sponsorship level is also considered in regard to priority booth placement. If there are specific items not listed that you would like to sponsor or if you would like to reserve a sponsorship, please contact the ACVO, at 208-466-7624 or office17@acvo.org.

SPECIFIC SPONSORSHIPS

(co-sponsorships available for some items below)

- Exclusive sponsorship of WiFi for conference \$3500 (Logo and web site link from system)
- Exclusive or co-sponsorship of online conference \$2500/sessions (Sample available, 12 months) \$5000

Meals & Breaks

- Wednesday Evening Welcome Reception..... \$5000 (attendance, 500 flow)
- Friday Night Gala..... \$5000 (attendance, 400-500)
- Continental Breakfasts..... \$2000ea
- Coffee Breaks..... \$1500ea
- New Diplomates Event..... \$1500 (40 attend, new diplomates, Board Members, Chairs)

Printed Materials

- Annual Proceedings Books and USB Drives..... \$3000 (800 copies distributed, free full page ad on back cover and logo on USB Drive)
- Logo bags \$1000 (Sponsor fee, plus cost of item)
- Logo spiral-bound small notebooks..... \$750 (Sponsor fee, plus cost of item)
- Badge Lanyards..... \$2000 (your name on lanyards, ACVO orders)
- Name Badges..... \$2000 (your company name on front of ALL name tags with logo when possible, ACVO orders)

Educational Courses

- Audio/Visual for General Session (logo on screens as exclusive sponsor between sessions, All days)..... \$2000 (600ppl each day, Wed—Sat; or \$750 per day)
- Sunday Lab Topic TBD..... \$2000 (attendance 50-100)
- "Specialty Day of Ophthalmology for General Practitioners"..... \$1500 (attendance 50-100 General Practitioners)
- Keynote Speaker..... \$2000 (attendance 600)
- Poster Session..... \$750 (attendance, 500 flow, multiple days)
- Photography Competition..... \$750 (two days, 500 flow)

Fun/Networking Events

- Fun Run..... \$500ea (\$500 for food/\$500 T-shirts - attendance, 50-80 logo on all 'For Purchase' shirts)

Marketing

Inserts are not counted as sponsorship but are included in exhibitor placement support; counted toward total sponsor spending.

Registration Packets

- Registration packet inserts..... \$700 (available to up to 5 companies = \$0.75/attendee)

Application for Commercial Exhibits & Sponsorships

ACVO Conference | October 11-14, 2017 | Baltimore, MD

#1 Company Contact Information

Company Name: _____

Address: _____

City / State / Postal Code: _____

Company Website Address: _____

Telephone: _____ Fax: _____

Company Email: _____

Contact's Name: _____

Address: _____
(if different from company address)

City / State / Postal Code: _____

Telephone: _____ Fax: _____

Contact's Email: _____

#2 Booth Selection

Note booth size, encroachment is NOT allowed.
(Read Exhibitors Prospectus for all details, rules and regulations.)

Exhibit Rental Fees

Standard 'table-top' booth(s) _____ \$1,075 ea (8' W x 6' D)

'Prime' 'table-top' booth(s) _____ \$1,150 ea (8' W x 6' D)

Booth Preference

We request the following booth numbers and/or grouping:
(booth # from floor plan)

1st _____ 2nd _____

3rd _____ 4th _____

Pipe and Drape Requests

Remove internal and/or external drape: _____ YES _____ NO

Additional Representatives

Two representatives are included for *each booth purchased*.
Additional representatives are \$150 ea.

Name(s) of ALL Representative(s) Attending

1. _____ \$ _____

2. _____ \$ _____

3. _____ \$ _____

4. _____ \$ _____

Placement Consideration

We request that our space NOT be in the immediate proximity of the following companies:

(ACVO will not be responsible for conflict of assignments due to exhibitor's failure to complete this section. We will do our best to place you according to the request but it is not guaranteed.)

#3 Marketing Enhancements

Attendee Lists

Printed attendee lists will be provided at the conference. Option to purchase a digital list, available 2 weeks prior and again post-meeting.

_____ Excel attendee list, \$100

Sponsorships

See 'Sponsorship Menu' in Exhibitor's Prospectus for a complete list of options. List event and amount below:

Preferred: _____

Alternate(s): _____

General Sponsorship amount: _____

Proceedings Advertisements

See Exhibitor Prospectus for size and requirements. (Ads are due to the ACVO office by August 1, 2017) (Color is \$100 extra)

_____ ½ page – exhibiting companies \$250

_____ ½ page – NON-exhibiting companies \$425

_____ Full page – exhibiting companies \$425

_____ Full page – NON-exhibiting companies \$600

#4 Networking Opportunities and Meals

Social Tickets (details on www.ACVOconference.org)

Complimentary tickets are provided to some sponsors. See 'Sponsorship Menu' for benefits.

_____ Number of tickets Social \$TBD

Fun Run

Includes registration and t-shirt.

_____ Number of fun run attendees, \$10 ea

Box Lunches \$44/ea. day

(delivered to booth)

_____ Thurs

_____ Fri

_____ Sat

_____ Vegetarian Meals

(Continued on next page. Please fax/mail both sides of the form.)

#5 Finalizing the Details

Totals

\$ _____ Exhibit(s) booth fee
 \$ _____ Additional representative fee
 \$ _____ Digital attendee list
 \$ _____ Proceedings advertisements
 \$ _____ Sponsorship commitment*
 (Could be paid as late as July 1st)
 \$ _____ Friday Social tickets
 \$ _____ Fun Run tickets
 \$ _____ Box Lunches
 \$ _____ Late fee after August 1st - \$100
 \$ _____ Less discounts with sponsorships
 (See 'Sponsorship Menu' for deductions or contact
 ACVO.)

 \$ _____ **Total due the ACVO**
 \$ _____ **Total paid today**

*Sponsor commitment may influence preferred booth placement.

#6 Sign the Agreement

This Application for Commercial Exhibits and Sponsorships is a contract. By submitting this application to the ACVO, you agree to the following:

- To qualify for the early rate, the Application and full payment must be received by ACVO no later than 5pm on July 1st. After July 1st, discounts are not applicable.
- All booth space is assigned by the ACVO. The ACVO reserves the right to change the floor plan or booth assignments at any time. Placement of sponsors may change if sponsorships are cancelled.
- Due to space limitations vendors will only be guaranteed up to 3 booths for purchase. If the vendor wishes to reserve more than 3 booths, they may be held. If the booths are not needed for sale to other companies as of August 1st, then the vendor will be granted permission as of August 2nd to use all booths requested. Payment will not be charged for more than 3 booths until additional booths are confirmed August 2nd.
- All booths must be prepaid. Sponsorship fees may be delayed until July 1st.
- Cancellations must be received in writing via mail, fax or e-mail. Requests received prior to July 1st will receive a refund minus a 25% administrative charge. A 50% refund July 2nd to August 31st. No refunds will be made on or after September 1st.
- Unless a written request for refund has been received by the ACVO prior to July 1st, all exhibitors submitting this contract will be expected to pay the full price of any booths or sponsorships. "No-shows" will still be expected to provide payment.
- Neither the Baltimore Marriott, the ACVO, nor any of their representatives, employees, or contractors will be responsible for any injury, loss or damage that may occur to the exhibitor, their employees, or exhibit materials from any cause whatsoever, either prior to, during, or subsequent to the Show/Conference. Proof of insurance is necessary to exhibit. Please fax to 208-895-7872.
- Submission of this form does not guarantee acceptance of booth reservation. A confirmation letter must be received verifying participation.

Accepted & Approved by Exhibitor Representative (signature)

_____ (signature required to reserve booth)
Date

Company Tax ID # (Required) _____

#7 Provide Payment Information

Full payment is required to reserve a booth beginning April 1st. Sponsorship fees may be paid at a later date, but must be fully paid by July 1st.

Mail contract & check payment to:

ACVO, PO Box 1311, Meridian, Idaho 83680

Or fax contract and credit info to: **208-895-7872**

Questions, contact staff at: office17@acvo.org

____ Visa ____ MC ____ Discover ____ Check

Total to charge, July 1st: \$ _____
(sponsorships only)

Name on card: _____

Payment signature: _____

Billing address: _____
(____ same as 'company address')

Card number: _____ Exp Date: _____ CVC # on back of card: _____

ACVO OFFICE USE ONLY

Date Received: _____ Total Amount Due: \$ _____

Check/CC#: _____ Date Payment Received: _____

Amount Received: \$ _____

Amount Still Due: \$ _____

Date Full Payment Received: _____

Sponsorship: _____

Booth(s) Assigned: _____

Data Base: _____

Outlook: _____ Confirmation: _____

Dear Vendors/Exhibitors,

We are compiling a reference list of veterinary ophthalmic product/service categories. This list will be provided to ACVO conference attendees as a quick reference to make searching for a product/service easier. This will lead them directly to you as the product/service provider which they can cross reference with the vendor guide in the proceedings. Sponsors will be visually referenced and called out in this guide. Please provide us your company's name and put a check mark next to any type of product/service that your company provides. Please contact us with any questions. Thank you in advance for your time!

Company Name: _____

Product/Service Categories:

- **Books / Periodicals / Education Aid**____
- **Cameras**____
- **Diagnostic Equipment**____
- **Healthcare Finance / Start-ups, Buy-outs, Refinances, Construction Financing**____
- **Hospital Equipment**____
- **Management / Computer Services**____
- **Pharmaceuticals, Supplies and Drug Delivery**____
- **Research Programs / Training Program Sponsorship**____
- **Surgical Equipment**____
- **Surgical Supplies and Instruments**____
- **Other**_____ (fill in blank)

Please return to the ACVO office with your registration form.

ACVO
PO Box 1311
Meridian ID 83680
Fax to: 208-895-7872

