



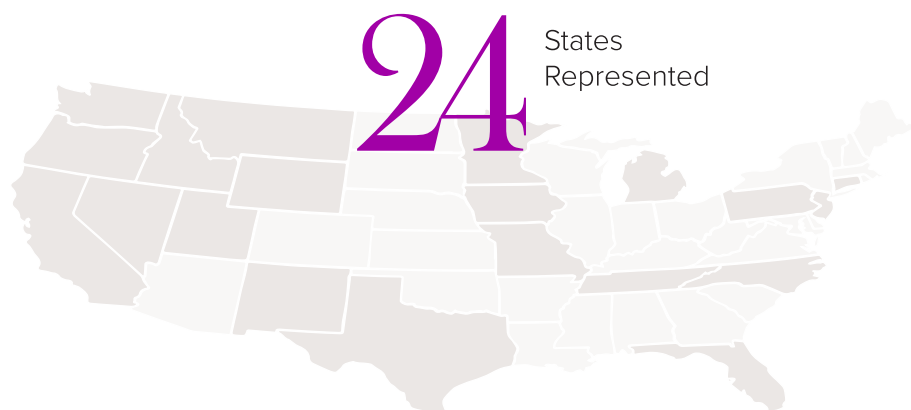
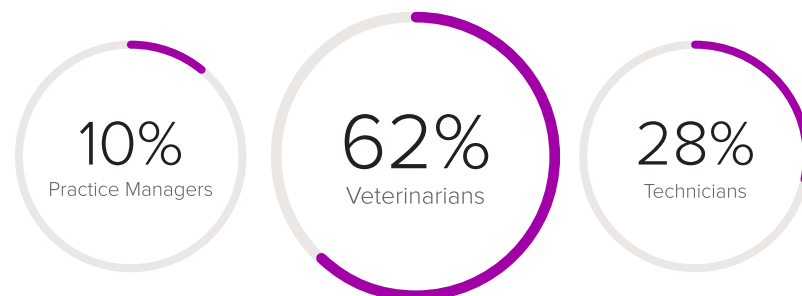
Tacoma, WA • Sept. 30 - Oct. 2, 2022

# PACIFIC NORTHWEST VETERINARY CONFERENCE

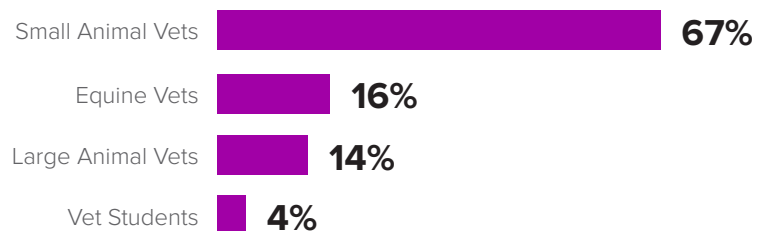


*Exhibitor & Sponsorship Packet*

The PNWVC is the premier CE event for Pacific Northwest veterinarians, technicians, veterinary students and practice managers—drawing over **1,200 attendees each year.**



( plus international attendees from all over the world )





### LOCATION & SCHEDULE

---

#### Greater Tacoma Convention Center

1500 Commerce St.  
Tacoma, WA 98402  
(253) 830-6601

#### Hotel Accommodations

Courtyard Marriott/Tacoma Downtown  
1515 Commerce St.  
Tacoma, WA 98402  
(253) 591-9100

*Request WSVMA's Discounted Group Rate*

#### Friday, September 30

7:00 - 9:30am	Exhibitor Set-Up
9:50am - 6:00pm	Exhibit Hall Open
9:50am - 10:30am	Attendee Break
12:20pm - 1:30pm	Box Lunch
2:20pm - 3:00pm	Attendee Break
3:20pm - 4:00pm	Attendee Break
5:00pm - 9:00pm	Friday Evening Social

#### Saturday, October 1

7:00am	2022 Fun Run/Walk/Bike
7:00am	Morning Yoga
7:30am - 3:40pm	Exhibit Hall Open
9:20am - 10:00am	Attendee Break
10:20am - 11:00am	Attendee Break
11:50am - 1:15pm	Awards Lunch
3:05pm - 3:40pm	Attendee Break
3:45pm - 4:30pm	Exhibit Hall Tear-Down

### EXHIBITING INFORMATION

---

#### About Your Booth

An 8 x 10' booth, with black pipe and drape, includes 8' x 30" table, two chairs, a wastebasket, and a 500 watt electrical outlet.

#### Includes:

- + Registration for 2 reps (Any additional exhibit personnel is \$150 per person.)
- + Access to Special Events
- + Lunch on Friday & Saturday
- + Mailing list of pre-registrants

#### Assignment of Space

Booth assignment is based on, in order of priority\*, date of receipt of contract and payment, and proximity to competitive or conflicting organizations. Be sure to indicate your first, second, third, and fourth choices.

**\* Conference Sponsors and Corporate Members receive priority booth selection.**

No space can be held without payment. Early reservations are encouraged. Confirmation of booth reservations will be made promptly. Booth numbers will be assigned in August.

#### Contest

There will be a game event to provide engagement between exhibitors and attendees. Details will be forthcoming.

#### Company Prizes

As an exhibiting company, we encourage you to have a prize give-away. If you would like to hold your own drawing, indicate this on your reservation form, and we will assist you. You can participate in the conference wide-game. See sponsorship the sponsorship section for more options.

#### Lead Retrieval

New this year is the option to purchase access to our Lead Retrieval app. Use any mobile device to scan an attendee's QR code to retrieve their contact information. The app can be shared between booth attendants on their individual devices.



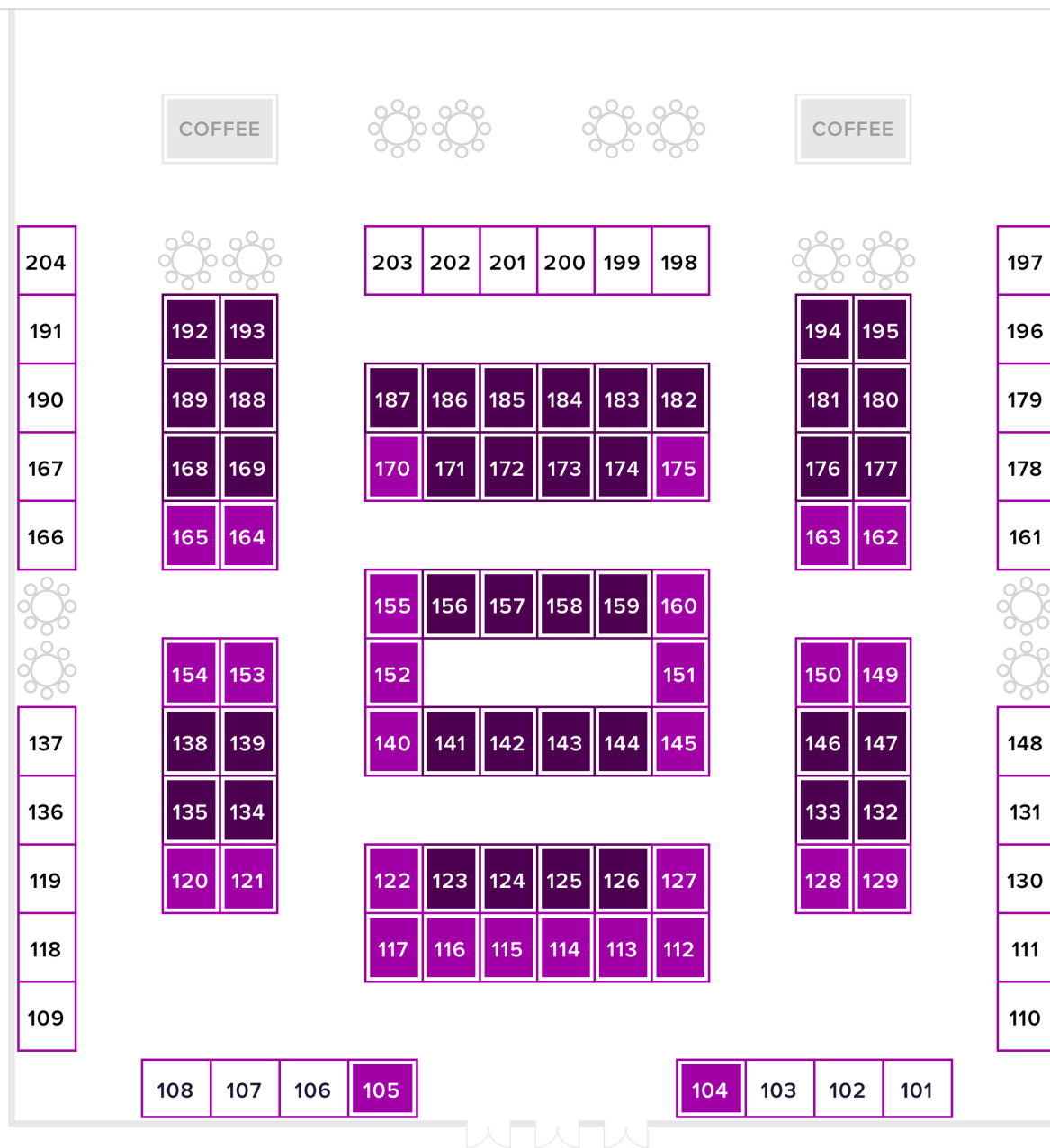
## BOOTH RATES

\* Early-Bird Rates apply for reservations received by **06/30/2022**

Booth Type	\$	Standard Rates
○ Standard Booth	\$1,395	<del>\$1,495</del>
● Select Booth	\$1,595	<del>\$1,695</del>
● Premium Booth	\$1,795	<del>\$1,895</del>

### NEW 2 Booth Discount

Purchase two booths and receive **10% OFF** the second booth.



MAIN ENTRANCE



## EVENTS &amp; STATIONS

★ **Friday Evening DJ Dance Party**

\$7,500 Prime Sponsor ( Only 1 Available )  
*Remarks at event by company representative*

\$2,500 Contributing Sponsor ( Limited to 3 )

**Friday Evening Social Drink Tickets**

\$2,500 Exclusive Sponsor

**Friday Box Lunch**

\$5,000 Exclusive Sponsor

\$2,500 Contributing Sponsor ( Limited to 2 )

**Saturday Morning Yoga**

\$500 Exclusive Sponsor

\$250 Contributing Sponsor ( Limited to 2 )

★ **Saturday Awards Lunch**

\$5,000 Exclusive Sponsor

\$2,500 Contributing Sponsor ( Limited to 2 )

**Coffee Stations in Exhibit Hall**

\$3,000 Exclusive Sponsor ( All 2 Days )

\$1,500 Contributing Sponsor ( Limited to 2 )

\$500 Single Break

**Snack Attack! (AM+PM break snacks)**

\$3,000 Exclusive Sponsor ( All 2 Days )

\$1,500 Contributing Sponsor ( Limited to 2 )

\$750 Single Break

**Relaxation Station (Chair Massage) ~~Sold!~~**

~~\$1,500 Exclusive Sponsor (All 2 Days)~~

~~\$750 Contributing Sponsor (Limited to 2)~~

**Selfie Photo Booth ~~Sold!~~**

~~\$1,000 Exclusive Sponsor ( All 2 Days )~~

~~\$500 Contributing Sponsor ( Limited to 2 )~~

**Cellphone Charging Station**

\$1,000 Exclusive Sponsor ( All 2 Days )

\$500 Contributing Sponsor ( Limited to 2 )

**Zen Color Corner**

\$500 Exclusive Sponsor ( All 2 Days )

\$250 Contributing Sponsor ( Limited to 2 )

**Printer Station**

\$500 Exclusive Sponsor ( All 2 Days )

## PROMOTIONAL ITEMS

★ **App Sponsorship**

\$10,000 Exclusive App Sponsorship

**App Upgrades**

\$1,500 Virtual Workshop ( Listed in Conf. Agenda )

\$1,000 Banner Ad on App

\$500 Video Ad on App

\$500 App Push Notification

\$500 Sponsor a Discussion Feed

\$200 Participate in Conference-Wide Game

\$200 Offer Promotion on Give-Away Wall

**Website Digital Ads**

*Artwork due 1 week before placement.*

\$1,300 4 Week Package

\$375 1 Week Package

**Tote Bags**

\$4,500 Exclusive Sponsor

\$2,500 Contributing Sponsor

★ **Bag Swag**

\$3,000 Water Bottle

\$3,000 Notebook

\$750 Your Approved Promotional Item  
*Ship us your logo item. Pending approval.*

**Attendee Packet Inserts**

\$1,200 Contributing Sponsor ( Limited to 8 )

**Lanyards ~~Sold!~~**

~~\$1,200 Exclusive Sponsor~~

**Conference Email Ads**

*Artwork due 1 week before placement.*

\$250 Ad in Conference Email Blast

**Social Media Highlight**

*Artwork due 1 week before placement.*

\$200 1 Week Package ( Up to 5 Posts )

**Conference Program Ads**

*Artwork due 7/15/21.*

\$750 Full Page Ad

\$500 Half Page Ad

\$250 Quarter Page Ad

### Receive priority booth selection

Receive priority booth selection when you add a sponsorship to your purchase of any exhibit space.

	Titanium \$10,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Sign of sponsor level in booth	✓	✓	✓	✓	✓
Sponsorship recognition in the conference proceedings	✓	✓	✓	✓	✓
Sponsor recognition on conference website	✓	✓	✓	✓	✓
Sponsor recognition during session/ event	✓	✓	✓	✓	✓
Sponsorship recognition in the conference program *	✓	✓	✓	✓	✓
Sponsor recognition on all company representatives badges in exhibit booths	✓	✓	✓	✓	✓
List of conference attendees prior to and after conference	✓	✓	✓	✓	✓
Additional exhibit personnel at no charge	4	2	1		
Conference program advertising discount	Complementary Full Page Ad	50% OFF	25% OFF		
Logo on conference marketing emails	✓	✓			
Display ad on exhibit hall main screen	✓	✓			
VIP seating for 4 attendees at Friday evening social event	✓				
Remarks at sponsored event by company representative	✓				

\* Sponsorship must be received by 7/31/22



# reservation form 1 of 2

#PNWVC22

## 1. CONTACT INFORMATION

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

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

Position \_\_\_\_\_

\*Mailing Address \_\_\_\_\_

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

\*Phone \_\_\_\_\_ Website \_\_\_\_\_

\*Contact Email \_\_\_\_\_

\*Send pre-convention information requests to (Email)

Product Description \_\_\_\_\_

Booth Sign to Read \_\_\_\_\_

Our company would like to have it's own give-a-way: ☐ Yes ☐ No

**Name Badges** (2 per booth). Contact the WSVMA to purchase additional name tags.

ALL CONTACT INFORMATION REQUIRED

① Attendee Name \_\_\_\_\_

Attendee Cell \_\_\_\_\_

Attendee Email \_\_\_\_\_

② Attendee Name \_\_\_\_\_

Attendee Cell \_\_\_\_\_

Attendee Email \_\_\_\_\_

## 2. BOOTH RESERVATION

\*Early-Bird Rates apply for reservations received by **06/30/2022**

Booth Types	\$	2 Booths
<input type="checkbox"/> Standard Booth	\$1,395* <del>\$1,495</del>	<input type="checkbox"/>
<input type="checkbox"/> Select Booth	\$1,595* <del>\$1,695</del>	<input type="checkbox"/>
<input type="checkbox"/> Premium Booth	\$1,795* <del>\$1,895</del>	<input type="checkbox"/>

### 2 Booth Discount

☐ **10% OFF** purchase of additional booth

### Additional Booth Attendees

☐ \$150 x \_\_\_\_\_ Additional Attendees

### Booth Upgrade

☐ \$139 to add Lead Retrieval

Purchase access to our Lead Retrieval app. Use any mobile device to scan an attendee's QR code to retrieve their contact information. The app can be shared between booth attendants on their individual devices.

**Please reserve Booth # \_\_\_\_\_** at the 2022 Pacific Northwest Veterinary Conference. If this booth is not available, **our alternate choices are: 2nd \_\_\_\_\_, 3rd \_\_\_\_\_, 4th \_\_\_\_\_.**

**Early-bird rates good until 6/30/22.** Booth space requests will be assigned on a first come, first served basis, with priority given to Corporate members and Sponsors. We make every effort to ensure you receive your preferred booth. We reserve the right to assign or change booths at our discretion. Booth numbers will be assigned in August and a confirmation of assignment will be sent at that time.

Our preference is to be located near the following companies:

\_\_\_\_\_  
\_\_\_\_\_

Please do **NOT** assign my booth near the following companies:

\_\_\_\_\_  
\_\_\_\_\_

**Do you intend to sell from your booth or display area?**

☐ Yes ☐ No

Note: If you intend to sell your product, the Washington State Dept. of Revenue requires your WA State UBI number. (The WSVMA retains the right to approve all retail activity.)

**UBI #**

\_\_\_\_\_



# reservation form 2 of 2

#PNWVC22

## 3. SELECT A SPONSORSHIP OPTION

### Friday Evening DJ Dance Party

- ☐ \$7,500 Prime Sponsor  
☐ \$2,500 Contributing Sponsor

### Friday Evening Social Drink Tickets

- ☐ \$2,500 Exclusive Sponsor

### Friday Box Lunch

- ☐ \$5,000 Exclusive Sponsor  
☐ \$2,500 Contributing Sponsor

### Saturday Morning Yoga

- ☐ \$500 Exclusive Sponsor  
☐ \$250 Contributing Sponsor

### Saturday Awards Lunch

- ☐ \$5,000 Exclusive Sponsor  
☐ \$2,500 Contributing Sponsor

### Coffee Stations in Exhibit Hall

- ☐ \$3,000 Exclusive Sponsor  
☐ \$1,500 Contributing Sponsor  
☐ \$500 Single Break

### Snack Attack! (AM+PM break snacks)

- ☐ \$3,000 Exclusive Sponsor  
☐ \$1,500 Contributing Sponsor  
☐ \$750 Single Break

### Relaxation Station (Chair Massage)

- ☐ \$1,500 Exclusive Sponsor  
☐ \$750 Contributing Sponsor

### Selfie Photo Booth

- ☐ \$1,000 Exclusive Sponsor  
☐ \$500 Contributing Sponsor

### Cellphone Charging Station

- ☐ \$1,000 Exclusive Sponsor  
☐ \$500 Contributing Sponsor

### Zen Color Corner

- ☐ \$500 Exclusive Sponsor  
☐ \$250 Contributing Sponsor

### Printer Station

- ☐ \$500 Exclusive Sponsor

### App Sponsorship (Exclusive Tile on App)

- ☐ \$10,000 Exclusive App Benefit

### App Upgrades

- ☐ \$1,500 Virtual Workshop  
☐ \$1,000 Banner Ad on App  
☐ \$500 Video Ad on App  
☐ \$500 App Push Notification  
☐ \$500 Sponsor a Discussion Feed  
☐ \$200 Participate in Conf. Wide Game  
☐ \$200 Promotion on Give-Away Wall

### Tote Bags

- ☐ \$4,500 Exclusive Sponsor  
☐ \$2,500 Contributing Sponsor

### Bag Swag

- ☐ \$3,000 Water Bottle  
☐ \$3,000 Notebook  
☐ \$750 Your Promotional Item

### Attendee Packet Inserts

- ☐ \$1,200 Contributing Sponsor

### Lanyards

- ☐ \$1,200 Exclusive Sponsor

### Website Digital Ads

- ☐ \$1,300 4 Week Package  
☐ \$375 1 Week Package

### Conference Email Ads

- ☐ \$250 Ad in Email Blast

### Social Media Highlight

- ☐ \$200 1 Week Package

### Conference Program Ads

- ☐ \$750 Full Page  
☐ \$500 Half Page  
☐ \$250 Quarter Page

## 4. PURCHASE CALCULATION

Booth Space \$ \_\_\_\_\_  
Additional Attendees (\$150 ea.) \$ \_\_\_\_\_  
Access to Lead Retrieval (\$139) \$ \_\_\_\_\_  
Sponsorship \$ \_\_\_\_\_  
Total \$ \_\_\_\_\_

## 5. PAYMENT INFORMATION

**Note:** Payment must be received by WSVMA to hold your booth space reservation. By purchasing booth space you agree to the Exhibitor Rules and Regulations (see pg 7).

☐ Check ☐ Visa ☐ MasterCard ☐ American Express

Total Amount Enclosed \$ \_\_\_\_\_

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

Card number \_\_\_\_\_ Exp. \_\_\_\_\_

Billing Address \_\_\_\_\_

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

Signature \_\_\_\_\_

## 6. SUBMIT RESERVATION

Please send **BOTH PAGES** of your completed Reservation Form to:

Email: [info@wsvma.org](mailto:info@wsvma.org) - or - Fax: (425) 396-3192





## BOOTH SPACE

Vendor subscribes for booth space at the 2022 Pacific Northwest Veterinary Conference at the Greater Tacoma Convention & Trade Center, Tacoma, WA on September 30 - October 2, 2022. Convention Center Services has been selected as the official decorator for this event. Additional requirements are to be ordered directly from the decorator. The 2022 Pacific Northwest Veterinary Conference reserves the right to reject any applicant or vendor and will refund the amount paid for that space. The 2022 Pacific Northwest Veterinary Conference reserves the right to assign, designate, or change your booth location.

## PAYMENT

Payment for vendor's booth space shall accompany the Exhibit Booth Reservation form and must be received by the WSVMA to hold your booth space reservation.

## HOURS OF OPERATION

Hours of show on Friday, September 30, 2022 are 9:50 am to 6:00 pm and Saturday, October 1, 2022 from 8:30 am to 3:40 pm. Set up of exhibits begins at 7:00 am and Vendor shall have their exhibit completely assembled and ready to be viewed by guests no later than 9:50 am Friday, September 30. Vendors shall staff their booth during all hours of the 2022 Pacific Northwest Veterinary Conference. Vendors shall not begin disassembling their exhibit until 3:41 pm on Saturday, October 1, 2022. There is an afternoon coffee break on Saturday, and attendees will be told that this is their last chance to complete their contacts with the exhibitors.

## INTERFERENCE PROHIBITED

Excessive noise, bothersome lighting or other use by vendor which interferes with the exhibition space used by other vendors is prohibited, as is the creation or maintenance by vendor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither vendor nor advertising material shall protrude into the aisles. Booth shall not exceed 8 feet in height without show coordinator's approval.

## SERVICES NOT PROVIDED

The 2022 Pacific Northwest Veterinary Conference does not provide equipment, decoration, labor, carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. All arrangements for these items must be made by the vendor, and vendor shall defend, indemnify and hold harmless the 2022 Pacific Northwest Veterinary Conference for any and all claims, losses, damages, injuries or other charges which may occur from such arrangements made by vendor.

## SECURITY SERVICES

Admittance to the exhibit area will be by official identification badge only. The Greater Tacoma Convention Center will be locked when we are not in the building, however the Washington State Veterinary Medical Association assumes no liability for exhibits, their contents or personnel.

## INSURANCE NOT PROVIDED

Vendor acknowledges 2022 Pacific Northwest Veterinary Conference provides no insurance covering vendor's property. It is vendor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the 2022 Pacific Northwest Veterinary Conference.

## INDEMNIFICATION

Vendor shall defend, indemnify and hold harmless the WSVMA and the 2022 Pacific Northwest Veterinary Conference and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by vendor's use of the premises, the conduct of vendor's business or from any activity or work done, permitted or suffered by vendor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.

## ASSIGNMENT PROHIBITED

Vendor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the 2022 Pacific Northwest Veterinary Conference.

## COVID POLICY

The WSVMA is committed to providing a safe and healthy facility for its exhibitors and attendees. We will be following the most stringent policy required at the time the event is held and will also be following whichever rules may be put in place by the facility itself, the city of Tacoma, and/or the State of Washington. Accordingly, any of the current terms of service may be changed. Covid requirements can change rapidly and we will endeavor to keep exhibitors up to date to the best of our ability.

## CANCELLATION POLICY

If Vendor is not able to attend the 2022 Pacific Northwest Veterinary Conference, Vendor may be entitled to a refund on the following schedule. If the conference has to become a virtual conference you can move your booth to the virtual platform, hold the funds over to 2023, or receive a refund.

**\* 60 day**—If written cancellation is received by July 31, 2022, and if booth space is resold, Vendor is entitled to an 80% refund.

**\* 30 day**—If written cancellation is received by August 31, 2022, and if booth space is resold, Vendor is entitled to a 50% refund.

**\* Less than 30 days**—If Vendor cancels after August 31, 2022, Vendor will not receive a refund.



## Our Mission

---

*Advancing the cause of veterinary medicine  
to better the lives of those touched by it.*