

EXHIBITORS

ISVMA 138th Annual Convention

November 13-15, 2020 – Tinley Park, Illinois



2020 Annual Convention

Tinley Park Convention Center, Tinley Park, Illinois

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TO: Industry Partners of
the ISVMA

FROM: Alicia Davis-Wade
Assistant Executive Director
Phone: (217) 546-8381
Fax: (217) 546-5633
alicia@isvma.org

RE: 2020 ISVMA Annual
Convention and Trade Show



On behalf of the ISVMA and all attendees of the 2020 ISVMA Convention, we invite you to help us provide a high-quality, highly diverse trade show for the veterinarians, certified veterinary technicians (CVTs), practice personnel and business owners who attend our meeting every year.

The ISVMA Convention is Illinois' premier meeting for continuing education, annually supporting our veterinary professionals' licensing requirements. Topics in business practices, companion animal, food animal, equine, exotics and a day-long track specifically for CVTs make up our event. To round out programming, the Convention includes daily wet labs and hands-on experiences. Additionally, we've begun offering supplemental continuing education on the trade show floor — something for everyone!

ISVMA values its relationships with our industry partners. We know you are a critical component to a successful Convention. It's our pleasure to provide you exposure to ISVMA members at our trade show and allow an opportunity for our attendees to get to know you.

Please contact us about this tremendous opportunity to invest in the success of ISVMA, because we are committed to your success as well.

EXHIBITORS

ISVMA 138th Annual Convention

November 13-15, 2020 – Tinley Park, Illinois



Host Hotel, Trade Show and Convention Venue

Holiday Inn Hotel & Tinley Park Convention Center

18451 Convention Center Drive

Tinley Park, IL 60477

Group rates available through Friday, October 30, 2020. Single/double room rate:
\$120 per night, plus 10 percent tax

Our venue is located just 30 miles south of downtown Chicago. Whether you prefer shopping, sight-seeing or concerts, there's something for everyone — all within a few short miles. Spend an afternoon shopping at the Brookside Market Place and the Orland Square Mall, stroll through historic downtown Tinley Park with its unique shopping and eateries, or catch a headliner band at the Hollywood Casino Amphitheater.

Complimentary parking for registered hotel guests is available.

To reserve the special ISVMA group room rate, call the Holiday Inn directly at (844) 229-3639 and mention that you are with the ISVMA Convention. Make your reservation by Friday, October 30, 2020, to receive the group rate.

Trade Show Benefits

- Company name listed in Convention program book with company description and contact information
- Company name listed on ISVMA's website pre- and post-Convention
- Attendee list forwarded by email to all paid exhibitors two weeks prior to event and by December 1
- Opportunity to purchase a stuffer for attendee bags
- Excellent networking opportunities
- New venue will allow easy access to trade show from session rooms



Early Bird Registration Benefits

Registrations submitted and paid by May 31, 2020, receive added benefits!

- A discounted price is offered only to those who apply and pay in full by the early bird date
- Company name appears in the Convention registration brochure reaching 4,000-plus potential registrants

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ISVMA 138th Annual Convention

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Schedule

Thursday, November 13

- 1-6 p.m. Exhibitor Move-In
- 1-6 p.m. Registration Desk Hours for Exhibitors

Friday, November 14

- 6-9 a.m. Exhibitor Move-In
- 8 a.m.-5 p.m. Registration Desk Hours for Exhibitors
- 9-9:30 a.m. Break in Exhibit Hall (nonconflicting floor hours)
- 9 a.m.-6:30 p.m. Exhibit Hall Hours
- 11:45 a.m.-1 p.m. Lunch in Exhibit Hall (nonconflicting floor hours)
- 3:30 p.m.-4 p.m. Refreshment Break in Exhibit Hall
(nonconflicting floor hours)
- 5-6:30 p.m. President's Reception in the Exhibit Hall

Saturday, November 15

- 8 a.m.-5 p.m. Registration Desk Hours for Exhibitors
- 8 a.m.-4:30 p.m. Convention Sessions and Wet Labs
- 8 a.m.-6 p.m. Exhibit Hall Hours
- 9-9:30 a.m. Break in Exhibit Hall (nonconflicting floor hours)
- 11:45 a.m.-1 p.m. Lunch in Exhibit Hall (nonconflicting floor hours)
- 2:15-2:45 p.m. Break in Exhibit Hall (nonconflicting floor hours)
- 3 p.m. Exhibitor Meeting in Exhibit Hall
- 3:45-6:30 p.m. Exhibitor Tear Down and Move-Out
(no early tear downs)



Exhibitors Meeting

Each year, we like to meet with you, our exhibitors, to discuss your suggestions for next year's meeting. This year, we plan to meet with you on Saturday, November 15, at 3 p.m. Bring suggestions you think will make our show better for your company.

You have the opportunity to sign up for the November 15, 2020, meeting, which will be held at Tinley Park Convention Center! If you sign up on site, you will receive 90 days of complimentary advertising on the ISVMA website!

2020 Pre-Registration

Signing up on site = **discount**

Complimentary web advertising = **\$600**

Reaching over 3,000 ISVMA members = **priceless**

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ISVMA 138th Annual Convention

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Booth Information

Booth Fees

Tiered pricing

Premium booth spaces are now available. Refer to floor layout on page 5. Legend identifies premium spaces (first-come, first-served). No discounts for double booth space purchases.

Early Bird Rates (before May 31, 2020)

\$1,300 – Elite booth space

\$1,200 – Prime booth space

\$1,000 – Standard booth space

Standard Rates (after May 31, 2020)

\$1,400 – Elite booth space

\$1,300 – Prime booth space

\$1,100 – Standard booth space

Booth Application

Applications received without payment will not be processed.

Booth Space Rental Package

- 10-foot-by-8-foot booth space
- Eight-foot back drape, three-foot draped side divider
- Six-foot skirted table
- Standard sign (7 inches by 44 inches) with company name/logo
- Two chairs
- Two complimentary registrations to staff your booth

Exhibitor Personnel Registration

Each booth includes registration for two personnel, which allows attendance in Convention educational sessions as well as participation in meals and breaks served in the exhibit hall.

Booth personnel must be registered and have a Convention name badge. Individuals will not be allowed on the trade show floor without a name badge — no exceptions. Exhibitors will be required to wear name badges to participate in educational sessions.

Additional booth personnel may register, but will be assessed a fee of \$80 per person, per day. Payment permits attendance and participation in educational sessions, and meals served in the exhibit hall. Substitutions are allowed.

The exhibitor personnel registration form is on page 10 of this prospectus. October 18 is the pre-registration deadline for booth personnel. Personnel will be required to register on-site after this deadline.

Booth Assignment

- Both standard and premium booth space will be assigned on a first-come, first-served basis or as a benefit of sponsorship.
- Three choices for placement are requested to assist in assignment. Every effort will be made to honor those choices as well as requests for placement away from or near another exhibitor.
- Management reserves the right to make final determination of all space assignments in the best interests of the Illinois State Veterinary Medical Association (ISVMA). Management retains the right to refuse display space to any company whose goods and/or services are not, in the opinion of the management, compatible with the general character and objectives of the ISVMA Convention and the ISVMA.

Floor Plan Changes

The exhibitor agrees that the ISVMA Conference shall have the right to make such changes in the floor plan arrangement of booths for said exhibition as it shall deem necessary.

Exhibit Hall Hours

Friday

8 a.m.-6 p.m.

Saturday

8 a.m.-3 p.m.

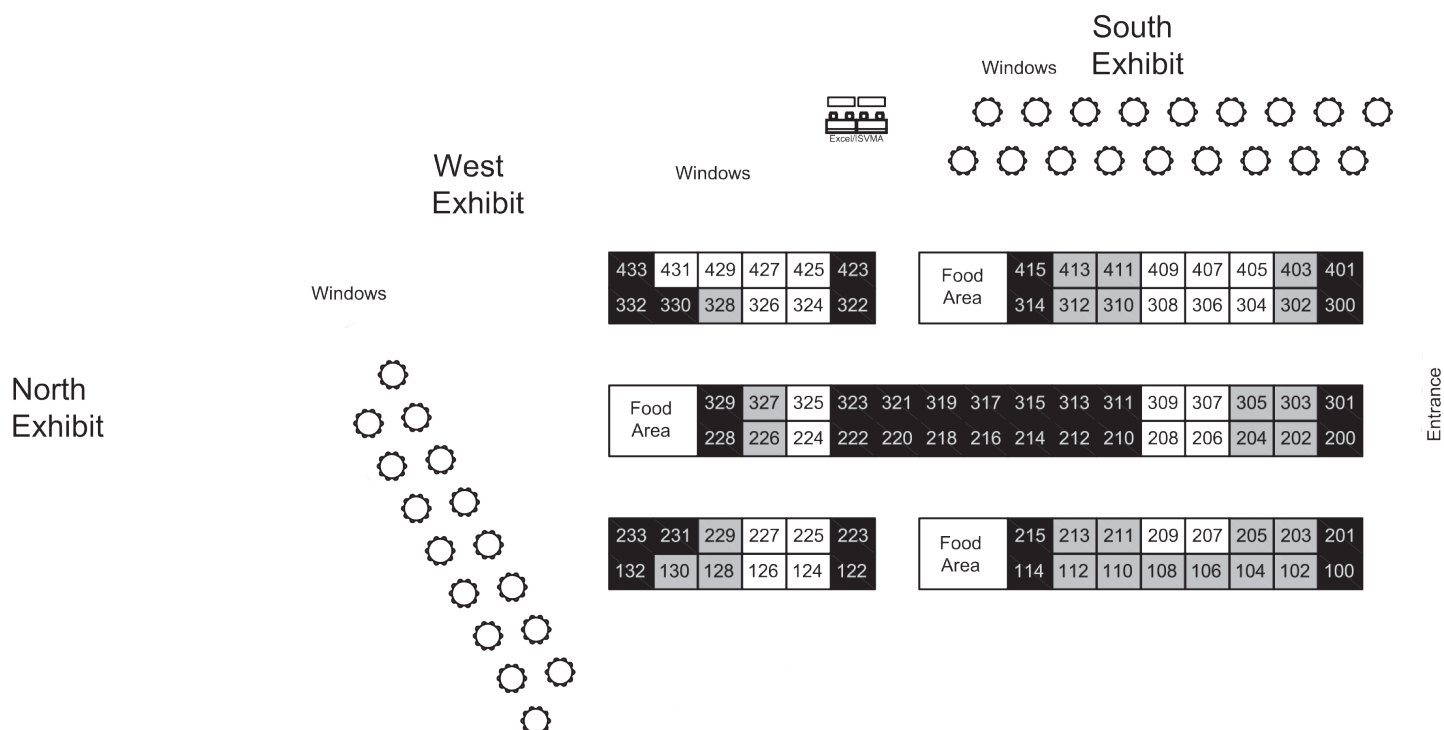
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Subject to Change ISVMA 2020



Tinley Park Convention Center

36 - Elite Booths

26 - Prime Booths

24 - Standard Booths



Elite Booth Prime Booth Standard Booth

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More Ways to Be Seen

Trade Show Stuffer

Include your company-branded item in each registrant's tote bag (e.g., one 8.5-inch-by-11-inch flat brochure, a keychain, a letter opener, etc.). Fee may be invoiced. Your company is responsible for cost of the item and shipping to Excel Decorators for drayage. Request 1,000 items.

Cost to purchase: \$250

Participation deadline:

Monday, October 9, 2020

Convention Program Book Advertising

Include a half-page horizontal display ad in our Convention program book. Fee may be invoiced.

Technical specifications

- File format: JPG, PDF or EPS
- File resolution: high-resolution (300 dpi or higher)
- Ad dimension: 7.5 inches wide by 5 inches
- Design restrictions: full-color option, screens accepted, no bleed

Cost to purchase: \$500

(still at 2011 rates!)

Participation deadline:

Tuesday, September 11, 2020

Cancellation Policy

(Must be received in writing)

- Full refund (less \$50 processing fee) prior to September 11, 2020
- 50 percent refund from September 11 to September 30, 2020
- No refund after October 1, 2020

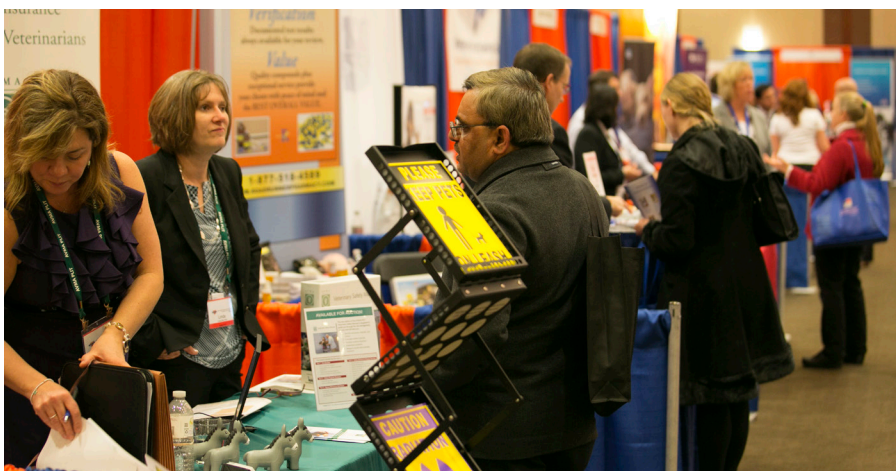
Important Printing Deadline

September 11, 2020

On September 11, 2020, all display ad artwork, logos and company descriptions for the Convention program book must be received by the ISVMA for inclusion. A booth application received after this date may not have its company included in the Convention program book distributed on-site for all registered attendees.

Sponsorship Opportunities

There are several sponsorship opportunities available for this year's conference. If you would like to support the ISVMA and have your company recognized for your contribution, call Dr. Michelle Gundlach for additional details at (217) 546-8381 or michelle@isvma.org. You can sponsor anything from breaks to lunch to tote bags to speakers. If you prefer, you can be a cash sponsor. Your support is welcomed and very much appreciated!



2020 Annual Convention and Trade Show



Friday, November 13, and Saturday, November 14, 2020
Tinley Park Convention Center

Exhibit Booth Application

Illinois State Veterinary Medical Association
1121 Chatham Road, Springfield IL 62704
Phone: (217) 546-8381 | Fax: (217) 546-5633
alicia@isvma.org

Company Name (as it will appear in Convention materials):

Corporate Contact Person (for billing purposes)

Name: _____

Title: _____

Email: _____

Phone: _____ Fax: _____

Mailing Address: _____

City/State/ZIP: _____

Regional and/or On-Site Contact Person (to receive information on booth assignment, personnel registration, exhibitor's manual, participation deadlines and reminders)

Name: _____

Title: _____

Email: _____

Phone: _____ Fax: _____

Mailing Address: _____

City/State/ZIP: _____

Tiered Pricing for Booth

No discounts for double booth space purchases. Early bird pricing available! Take advantage and save.

Booth Size: 10 feet by 8 feet

Booth Fees

Before May 31, 2020

\$1,300 – Elite booth space

\$1,200 – Premium booth space

\$1,000 – Standard booth space

After May 31, 2020

\$1,400 – Elite booth space

\$1,300 – Premium booth space

\$1,100 – Standard booth space

Booth Selection

First choice: _____ Second choice: _____ Third choice: _____

Every effort will be made to assign space in the order of your choice, providing the space is available. In assigning space, care is taken to not place competing suppliers nearby when possible. In order to assist us in assigning booth space, please list those competitors you would prefer not to be near.

1. _____

2. _____

3. _____

Important Printing Deadline: September 11, 2020

On September 5, 2020, all display ad artwork, logos and company descriptions for the Convention program book must be received by the ISVMA for inclusion. A booth application received after this date may not have its company included in the Convention program book distributed on-site to all registered attendees.

Method of Payment

By check

- Make check payable to ISVMA, and forward completed form by mail to ISVMA, 1121 Chatham Road, Springfield, IL 62704.
- Payment in the amount of \$_____ enclosed with application

By credit card

Forward completed form by fax to (217) 546-5633, email to alicia@isvma.org or mail to ISVMA, 1121 Chatham Road, Springfield, IL 62704.

_____ Visa _____ MasterCard

Remit for payment the amount of \$_____ to my credit card payable upon receipt.

Cardholder's Name: _____

Account Number: _____

Expiration Date: _____ V-Code: _____

Cancellation Policy

(Must be received in writing)

- Full refund (less \$50 processing fee) prior to September 4, 2020
- 50 percent refund from September 5 to September 30, 2020
- No refund after October 1, 2020

I am authorized by my company to contract for exhibit space at the ISVMA Convention to be held in Tinley Park, Illinois, on November 13-15, 2020. By signing and dating the contract, the exhibitor agrees to the terms of payment specified on this contract and the rules and regulations outlined on page 8. Registration is not complete until payment is complete.

Authorized Signature

Date

Rules and Regulations for Exhibitors

These rules and regulations governing the ISVMA Annual Convention and Trade Show are part of the exhibit contract. The interpretation and enforcement of the rules and regulations by Convention management are final. All matters not specifically covered by these rules and regulations are subject to the decision of Convention management. Convention management is defined as the ISVMA executive director and ISVMA staff.

Use of Exhibit Space

All demonstrations and distributions of circulars and promotional material must be confined to the limits of the exhibitor's booth. No exhibitor shall assign, sublet or share the space assigned without the prior consent of ISVMA. Exhibitors must feature products and services of their regular course of business, unless otherwise approved by ISVMA. Exhibits that include the operation of musical equipment, radios, sound/motion picture equipment, public address systems or any sound-making device must be operated so that the volume will not annoy or disturb adjacent exhibitors and their patrons, and must be approved by ISVMA, said approval to be at the sole discretion of ISVMA. Exhibitors are required to have their exhibit space neat and orderly at all times. Judgments concerning these matters are the sole discretion of ISVMA. Installation, operation and removal of exhibits shall be done without causing undue interference with other exhibitors, visitors or other individuals entitled to be in the exhibit area. Judgments concerning these matters are the sole discretion of the ISVMA.

Liability

The exhibitor hereby agrees to and does indemnify and hold harmless and defend ISVMA, Tinley Park Convention Center, Tinley Park, Illinois, their officers, agents and employees from and against damage, cost or expense of any kind whatsoever (including but not limited to cost, interest and attorney's fees), which ISVMA or the Tinley Park Convention Center, Tinley Park, Illinois, may incur, suffer, but put to, pay, or be required to pay incident to or arising directly or indirectly from any intentional negligent act or omission by an exhibitor or any of its employees, servants or agents, subject to the provisions herein. The exhibitor further agrees that

ISVMA, its officers, agents and employees shall not be responsible in any way for (i) damage, loss, or destruction of property of exhibitors or (ii) injury to exhibitor or its representatives, agents, employees, licensees or invitees. The exhibitor agrees to and does indemnify, hold harmless and defend ISVMA, its officers, agents and employees from any claims arising out of damage, loss or destruction under (i) or (ii) herein.

Inability to Hold Show

If, because of war, fire, strike, exhibit facility construction or renovation project, government regulation, public catastrophe, act of God or the public enemy, or other cause beyond the control of ISVMA, the Conference or any part thereof is prevented from being held or is cancelled by ISVMA, or the exhibit space becomes unavailable, ISVMA shall determine and refund the exhibitor its proportionate share of the balance of the aggregate exhibit fees received that remains after deducting expenses incurred by ISVMA and reasonable compensation to ISVMA, but in no case shall the amount of refund to the exhibitor exceed the amount of exhibit fee paid. ISVMA shall not have other further liability to exhibitor. The exhibitor may consider obtaining appropriate insurance coverage at its cost and expense for this contingency. ISVMA does not furnish same directly or indirectly.

Repairs and Damages

Exhibitors are liable for any damage caused by fastening displays or fixtures to the building floors, walls or standard booth equipment, or for damage caused in any manner. Exhibitors may not apply paint, lacquer, adhesive or any coating to the building walls and floor or to standard booth equipment.

Public Aisles

Public aisles may not be used by exhibitor under any circumstances as mandated by the local fire code. Business on the trade show floor must be conducted within the booth.

Security

Security will be provided for no additional fee. The duty of the guards will be to protect the general exhibit area against fire or other catastrophes. Neither the ISVMA nor the Tinley Park Convention Center, Tinley Park,

Illinois, assumes any responsibility for exhibitors' personal property or theft of such.

Accessibility

Exhibitor will ensure that its display is accessible to visitors who use wheelchairs or who have other disabilities.

Animals

Animals in the exhibit hall will require prior authorization. Exhibitors must submit a written request to Convention management. This includes animals used for demonstration purposes.

Foodservice

The ISVMA's agreement with the Tinley Park Convention Center prohibits food or beverage from outside sources being brought into the exhibit booths unless contracted with catering. The exhibitor understands and accepts these terms as contracted obligations with the caterer and ISVMA Convention.

Fire and Safety

All display materials must be flameproof and subject to inspection by the local fire department. No flammable fluids or substances may be used or shown in booths. If inspection indicated that an exhibitor has neglected to comply with these regulations or otherwise incurs fire hazards, the right is reserved to cancel all or such part of an exhibit as may be irregular. Exhibitors shall comply with all local fire regulations.

Insurance

The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of the contract for exhibit space comprehensive general liability insurance against claims for bodily damage or death and property damage occurring in or upon resulting from the premises leased. The exhibitor shall, at its sole cost and expense, procure and maintain throughout the term of this contract workers' compensation and occupational disease insurance in full compliance with all federal and state laws covering all exhibitor's employees engaged in the performance or any work for the exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to, within and in transit from the confines of the exhibit hall.

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ISVMA 138th Annual Convention

November 13-15, 2020 – Tinley Park, Illinois



Information

Installation and Move-In

Thursday, November 12, 2020, 1-6 p.m.

Children under the age of 18 are not allowed in the exhibit hall during installation and dismantling of exhibits. Move-in ends at 6 p.m. on Thursday to allow time to clean and clear the exhibit hall before the opening of the trade show.

Dismantling and Tear Down

*Saturday, November 14, 2020,
3-4:30 p.m.*

Exhibitors must not tear down or pack prior to the close of the trade show on Saturday, November 10, at 3-4:30 p.m. All displays must be evacuated by 4:30 p.m. Shipping arrangements should be completed with the official Convention decorator. Materials remaining in the exhibit hall after 4:30 p.m. on Saturday, November 14, will be removed at the exhibitor's expense.



Show Decorators

Excel Decorators, Inc.
3600 Winchester Rd.
Springfield, IL 62707
(217) 528-4024
www.exceldecorators.com

Decorating Services

All services customarily required by exhibitors are available through Excel Decorators, Inc. (Excel). Order forms for services will be available through Excel and forwarded in the exhibitor service kit. The service kit will be online six weeks prior to the event. Acceptance of exhibit space by an exhibitor will constitute agreement to use only Excel Decorators, Inc. Exhibitors may not use an independent contractor.

Drayage/Shipping

It is the exhibitor's responsibility to pre-arrange shipping/drayage with Excel. The exhibitor service kit will include shipping information and rates. Questions

should be directed to Excel. Direct shipment of booth to the Tinley Park Convention Center will not be accepted and may be returned. Storage is not available on-site for exhibitors to ship directly to Tinley Park Convention Center, Tinley Park, Illinois. ISVMA will not accept any responsibility for items shipped directly to the Tinley Park Convention Center.

Flooring/Carpet

The exhibit hall is carpeted. Excel Decorators offers additional carpet rental, if desired.

Electric and Internet

Electric and Internet services are provided to confirmed exhibitors by the Tinley Park Convention Center. The form to order these services can be found online six weeks prior to the event through Excel's website.

Services

www.exceldecorators.com

2020 Annual Convention and Trade Show – Booth Personnel Registration

Company name: _____

First Registrant *(included with booth fee)*

Full Name *(as it will appear on name badge)*: _____

Mailing Address: _____

City/State/ZIP: _____

Email: _____

Phone: _____ Fax: _____

Are you interested in earning continuing-education credits?

☐ Yes ☐ No

What title/position do you hold?

☐ DVM ☐ CVT ☐ Industry Professional

Which day(s) will you attend? ☐ Friday ☐ Saturday

Do you have dietary restrictions?

☐ Gluten-free ☐ Diabetic ☐ Vegetarian

Second Registrant *(included with booth fee)*

Full Name *(as it will appear on name badge)*: _____

Mailing Address: _____

City/State/ZIP: _____

Email: _____

Phone: _____ Fax: _____

Are you interested in earning continuing-education credits?

☐ Yes ☐ No

What title/position do you hold?

☐ DVM ☐ CVT ☐ Industry Professional

Which day(s) will you attend? ☐ Friday ☐ Saturday

Do you have dietary restrictions?

☐ Gluten-free ☐ Diabetic ☐ Vegetarian

Complete for all additional personnel

I am authorized to contract for booth personnel at the 2020 ISVMA Convention, Tinley Park, Illinois, November 13-14, 2020.

Additional Registrant – \$80 per person, per day

Full Name *(as it will appear on name badge)*: _____

Mailing Address: _____

City/State/ZIP: _____

Email: _____

Phone: _____

Are you interested in earning continuing-education credits?

☐ Yes ☐ No

What title/position do you hold?

☐ DVM ☐ CVT ☐ Industry Professional

Which day(s) will you attend? ☐ Friday ☐ Saturday

Do you have dietary restrictions?

☐ Gluten-free ☐ Diabetic ☐ Vegetarian

Are you splitting a shift with a coworker? ☐ Yes ☐ No

If yes, name of coworker: _____

Additional Registrant – \$80 per person, per day

Full Name *(as it will appear on name badge)*: _____

Mailing Address: _____

City/State/ZIP: _____

Email: _____

Phone: _____

Are you interested in earning continuing-education credits?

☐ Yes ☐ No

What title/position do you hold?

☐ DVM ☐ CVT ☐ Industry Professional

Which day(s) will you attend? ☐ Friday ☐ Saturday

Do you have dietary restrictions?

☐ Gluten-free ☐ Diabetic ☐ Vegetarian

Are you splitting a shift with a coworker? ☐ Yes ☐ No

If yes, name of coworker: _____

Method of Payment

By check

Make check payable to ISVMA and forward completed form by mail to ISVMA, 1121 Chatham Road, Springfield, IL 62704.

By credit card

Forward completed form by fax to (217) 546-5633, email to alicia@isvma.org or mail to ISVMA, 1121 Chatham Road, Springfield, IL 62704.

_____ Visa _____ MasterCard

Cardholder's name: _____

Account number: _____

Expiration date: _____ V-code: _____

Illinois State Veterinary Medical Association

Fax: (217) 546-5633

alicia@isvma.org

Registration is not complete and will not be processed until payment in full is received.