

ISVMA 141ST ANNUAL CONVENTION EXHBITORS



TINLEY PARK
CONVENTION CENTER
TINLEY PARK, IL

2023
NOVEMBER 3-4

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SUMMUS MEDICAL LASER

TO: INDUSTRY PARTNERS OF THE ISVMA

FROM: ALICIA DAVIS-WADE, MA, CAE
ASSISTANT EXECUTIVE DIRECTOR
PHONE: (217) 546-8381, FAX: (217) 546-5633
ALICIA.DAVIS-WADE@ISVMA.ORG

RE: 2023 ISVMA ANNUAL CONVENTION AND TRADE SHOW

On behalf of the ISVMA and all attendees of the 2022 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.

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.



VENUE & HOST HOTEL NOVEMBER 3-4, 2023

HOLIDAY INN HOTEL & TINLEY PARK CONVENTION CENTER 18451 CONVENTION CENTER DRIVE, TINLEY PARK, IL 60477

Group rates available through Friday, October 12, 2023. Single/double room rate: \$135 per night, plus 12 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 12, 2023, to receive the group rate.

EARLY BIRD REGISTRATION BENEFITS

- Registrations submitted and paid by May 31, 2023, 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 6,000+ potential registrants

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
- Venue allows easy access to trade show from session rooms





TENTATIVE NOVEMBER 3-4, SCHEDULE 2023

THURSDAY, NOVEMBER 2

1-6 p.m..... Registration Desk Hours for Exhibitors

FRIDAY, NOVEMBER 3

6-9 a.m	Exhibitor Move-In
8 a.m5 p.m	Registration Desk Hours for Exhibitors
9-9:30 a.m	Break in Exhibit Hall (non-conflicting floor hours)
9 a.m5:30 p.m	Exhibit Hall Hours
11:45 a.m1 p.m	Lunch in Exhibit Hall (non-conflicting floor hours)
3:30 p.m4 p.m	Refreshment Break in Exhibit Hall (non-conflicting floor hours)
4:30-5:30 p.m	President's Reception in the Exhibit Hall

SATURDAY, NOVEMBER 4

SAI ORDAI, NOVE	ADER +
8 a.m5 p.m	Registration Desk Hours for Exhibitors
8 a.m4:30 p.m	.Convention Sessions and Wet Labs
8 a.m6 p.m	Exhibit Hall Hours
9-9:30 a.m	Break in Exhibit Hall (non-conflicting floor hours)
11:45 a.m1 p.m	Lunch in Exhibit Hall (non-conflicting floor hours)
2:15-2:45 p.m	Break in Exhibit Hall (non-conflicting 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)

2023 PRE-REGISTRATION

Complimentary web advertising = \$600 Reaching 6,000+ ISVMA members = Priceless

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 4, at 3 p.m. Please bring suggestions you think will make our show better for your company.





BOOTH INFORMATION NOVEMBER 3-4, 2023

BOOTH FEES

Tiered pricing

Premium booth spaces are now available. Refer to floor layout on page 6. Legend identifies premium spaces (first-come, first-served). No discounts for double booth space purchases.

Early Bird Rates (before May 31, 2023)

\$1,300 - Elite booth space

\$1,200 - Prime booth space

\$1,000 - Standard booth space

Standard Rates (after May 31, 2023)

\$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' x 8' booth space
- 8' back drape, 3' draped side divider
- 6' skirted table
- Standard sign (7" x 44") 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 \$125 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 11 of this prospectus. Friday, October 20 is the pre-registration deadline for booth personnel. Personnel will be required to register on-site after this deadline.

BOOTH ASSSIGNMENT

- 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

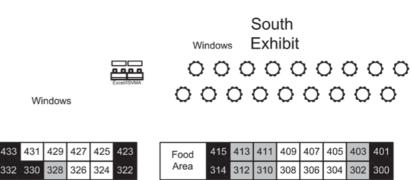
The exhibitor agrees that the ISVMA Conference shall have the right to make such changes in the floor plan arrangement of booths for said exhibition as it shall deem necessary.

Exhibit Hall Hours Friday 8:30 a.m.- 5:30 p.m.

Saturday 8 a.m.-3 p.m.

EXHIBIT HALL FLOOR PLAN NOVEMBER 3-4, 2023

*FLOOR PLAN SUBJECT TO CHANGE

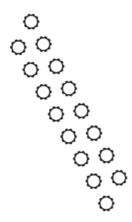


Windows

332 330 328 326 324

Food	415	413	411	409	407	405	403	401
Area	314	312	310	308	306	304	302	300

North **Exhibit**



West

Exhibit

Food	329	327	325	323	321	319	317	315	313	311	309	307	305	303	301
Area	228	226	224	222	220	218	216	214	212	210	208	206	204	202	200

233	231	229	227	225	223
132	130	128	126	124	122

Food	215	213	211	209	207	205	203	201
Area	114	112	110	108	106	104	102	100

Tinley Park Convention Center

36 - Elite Booths

26 - Prime Booths

24 - Standard Booths [





ADVERTISING & MARKETING OPPORTUNITIES NOVEMBER 3-4,

MORE WAYS TO BE SEEN

TRADE SHOW STUFFER

Include your company-branded item in each registrant's tote bag (e.g., one 8.5" x 11" 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 500 items.

Cost to purchase: \$250

Participation deadline: <u>Friday, October 13, 2023</u>

CONVENTINON 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-res (300 dpi or higher)
- Ad dimension: 7.5" wide x 5"
- Design restrictions: full-color option, screens accepted, no bleed

Cost to purchase: \$500 (still at 2011 rates!)

Participation deadline: Friday, September 29, 2023

CANCELLATION POLICY

(Must be received in writing)

- Full refund (less \$150 processing fee) prior to Monday, September 4, 2023
- 50 percent refund from September 5 to September 22, 2023
- No refund after Friday, October 13, 2023

IMPORTANT PRINTING DEADLIN

Friday, September 29, 2023

On Friday, September 29, 2023, 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.

FLOOR PLAN CHANGES

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 the ISVMA office or email info@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!



EXHIBITOR'S INFO NOVEMBER 3-4, 2023

INSTALLATION & MOVE IN

Thursday, November 3, 2022, 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 tradeshow.

DISMANTLING & TEAR DOWN

Saturday, November 5, 2022, 3-4:30 p.m.

Exhibitors must not tear down or pack prior to the close of the trade show on Saturday, November 4, at 3 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 4, will be removed at the exhibitor's expense.



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

DRAYAGE/SHIPPING

It is the exhibitor's responsibility to prearrange shipping/drayage with Excel. The exhibitor service kit will be 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 the Tinley Park Convention Center. 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.



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.

ELECTRIC & 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





RULES & REGS FOR EXHIBITORS NOVEMBER 3-4,

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, with 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, Holiday Inn Hotel & 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 Holiday Inn Hotel & Tinley Park Convention Center may incur, suffer, but put to, pay, or be required to pay incident to or arising directly or indirectly from any intentional negligent actor 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 Holiday Inn Hotel & Tinley Park Convention Center 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.

Food Service

The ISVMA's agreement with the Holiday Inn Hotel & 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.

EXHIBIT BOOTH APPLICATION

Illinois State Veterinary Medical Association 1121 Chatham Road, Springfield, IL 62704 Phone: (217) 546-8381/FAX: (217)546-5633 alicia.davis-wade@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:

NOVEMBER 3-4, 2023

HOLIDAY INN HOTEL & TINLEY PARK CONVENTION CENTER 18451 CONVENTION CENTER DRIVE, TINLEY PARK, IL 60477

TIERED PRICING FOR BOOTH

NO DISCOUNTS FOR DOUBLE BOOTH SPACE PURCHASES.
EARLY BIRD PRICING AVAILABLE! TAKE ADVANTAGE AND SAVE.

BOOTH SIZE: 10' X 8'

BOOTH FEES: BEFORE MAY 31, 2023 AFTER MAY 31, 2023 \$1,200 - BOOTH SPACE \$1,400 - 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 STILL AVAILABLE. IN ASSIGNING SPACE, CARE IS TAKEN TO NOT PLACE COMPETING SUPPLIERS NERBY 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: FRIDAY, SEPTEMBER 29, 2023

ALL DISPLAY AD ARTWORK, LOGOS AND COMPANY DESCRIPTIONS FOR THE CONVENTION PROGRAM 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 DISTRIBUTED TO REGISTERED ATTENDEES.

METHOD OF PAYMENT

CITY/STATE/ZIP:

BY CHECK

PAYABLE TO ISVMA; FORWARD COMPELTED FORM BY MAIL TO ISVMA ADDRESS ABOVE.

PAYMENT IN THE AMOUNT OF \$_____ENCLOSED WITH APPLICATION.

BY CREDIT CARD

FORWARD COMPLETED FORM BY FAX TO NUMBER ABOVE, OR EMAIL TO ALICIA DAVIS-WADE OR MAIL BY USPS TO ADDRESSES ABOVE.

VISA	MASTERCARD
	

REMIT THE AMOUNT OF \$_____ TO MY CREDIT CARD PAYABLE UPON RECEIPT.

CARDHOLDER'S NAME:	
ACCOUNT NUMBER:	
EXP. DATE:	_ V-CODE:

CANCELLATION POLICY (MUST BE RECEIVED IN WRITING)

- FULL REFUND (LESS \$150 PROCESSING FEE) PIOR TO MON., SEPT. 4, 2023
- 50 PERCENT REFUND FROM SEPT. 5-SEPT. 22, 2023
- NO REFUND AFTER SAT., SEPT. 23, 2023.

I am authorized by my company to contract for exhibit space at the ISVMA Annual Convention to be held in Tinley Park, IL, Nov. 3-4, 2023. By signing and dating this contract, the exhibitor agrees to the terms of payment specified on this contract and the rules and regulations outlined on page 9. Registration is not complete until payment is received in full.

AUTHORIZED SIGNATURE

DATE

EXHIBIT BOOTH PERSONNEL

FIRST REGISTRANT (INCLUDED WITH BOOTH FEE) FULL NAME (AS IT WILL APPEAR ON NAME BADGE):	ADDITIONAL REGISTRANT (\$125 PER PERSON, PER DAY FULL NAME (AS IT WILL APPEAR ON NAME BADGE):				
	MAILING ADDRESS:				
MAILING ADDRESS:	CITY/STATE/ZIP:				
CITY/STATE/ZIP:	EMAIL:				
EMAIL:	PHONE:FAX:				
PHONE: FAX:					
ARE YOU INTERESTED IN EARNING CE CREDITS? Y N	WHAT TITLE/POSITION DO YOU HOLD? DVM CVT INDUSTRY PROFESSIONAL				
WHAT TITLE/POSITION DO YOU HOLD? DVM CVT INDUSTRY PROFESSIONAL	WHICH DAYS WILL YOU ATTEND? FRIDAY SATURDAY				
WHICH DAYS WILL YOU ATTEND? FRIDAY SATURDAY	DO YOU HAVE ANY DIETARY RESTRICTIONS? GLUTEN-FREE DIABETIC VEGETARIAN				
DO YOU HAVE ANY DIETARY RESTRICTIONS? GLUTEN-FREE DIABETIC VEGETARIAN	ARE YOU SPLITTING A SHIFT WITH A COWORKER? Y N				
SECOND REGISTRANT (INCLUDED WITH BOOTH FEE) FULL NAME (AS IT WILL APPEAR ON NAME BADGE):	IF YES, NAME OF COWORKER: ADDITIONAL REGISTRANT (\$125 PER PERSON, PER DAY) FULL NAME (AS IT WILL APPEAR ON NAME BADGE):				
MAILING ADDRESS:	MAILING ADDRESS:				
EMAIL:	CITY/STATE/ZIP:				
	EMAIL:				
PHONE:FAX: ARE YOU INTERESTED IN EARNING CE CREDITS? Y N	PHONE: FAX:				
WHAT TITLE/POSITION DO YOU HOLD? DVMCVTINDUSTRY PROFESSIONAL WHICH DAYS WILL YOU ATTEND? FRIDAYSATURDAY DO YOU HAVE ANY DIETARY RESTRICTIONS? GLUTEN-FREEDIABETICVEGETARIAN	ARE YOU INTERESTED IN EARNING CE CREDITS? Y N WHAT TITLE/POSITION DO YOU HOLD? DVM CVT INDUSTRY PROFESSIONAL WHICH DAYS WILL YOU ATTEND? FRIDAY SATURDAY DO YOU HAVE ANY DIETARY RESTRICTIONS? GLUTEN-FREE DIABETIC VEGETARIAN				
METHOD OF PAYMENT	ARE YOU SPLITTING A SHIFT WITH A COWORKER? Y N				
BY CHECK PAYABLE TO ISVMA; FORWARD COMPELTED FORM BY USPS MAIL TO ISVMA, 1121 CHATHAM ROAD, SPRINGFIELD, IL 62704.	IF YES, NAME OF COWORKER:				
BY CREDIT CARD FORWARD COMPLETED FORM BY FAX TO (217) 546-5633, OR EMAIL TO ALICIA.DAVIS-WADE@ISVMA.ORG OR BY USPS MAIL TO ISVMA, 1121 CHATHAM ROAD, SPRINGFIELD, IL 62704.	REIGSTRATION IS NOT COMPLETE AND WILL NOT BE PROCESSED UNTIL PAYMENT IN FULL IS RECEIVED. CARDHOLDER'S NAME: ACCOUNT NUMBER: EXPIRATION DATE: V-CODE				
VICA MACTEDCADD	EARIRATION DATE: V-C.CIDE				