

..... EXHIBITOR OPPORTUNITIES

Charlottetown

CVMA CONVENTION • JULY 13 TO 16, 2017



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CANADIAN VETERINARY
MEDICAL ASSOCIATION
L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRAIRES

In Collaboration with



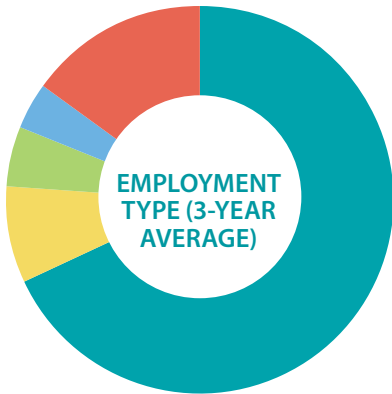
Delta Prince Edward and
PEI Convention Centre

Why should you exhibit?

If you're looking for the best way to meet Canadian veterinarians, then the 2017 CVMA Convention is just the place! Showcase your new technologies, products, services and successes before the most influential, national, veterinary audience in Canada. The East Coast is always a good draw for veterinarians from all across Canada and we are looking forward to welcoming over 500 veterinarians and clinic staff to Charlottetown!

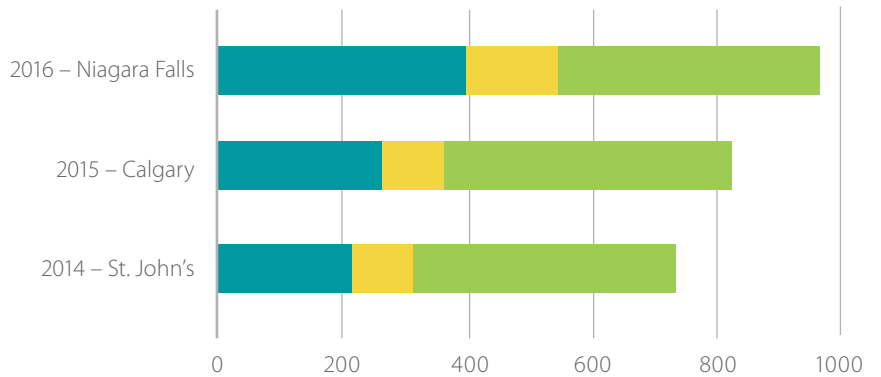


The CVMA's 6,000 members are from across Canada, and are educated professionals and affluent consumers. The majority of convention attendees are practice owners with buying power.



- Private Practice – 68%
- Academia and Research – 8%
- Government – 5%
- Industry/Commercial – 4%
- Other or did not specify – 15%

ATTENDANCE TOTALS



- Exhibitors and Guests
- Clinic Staff and Students
- Veterinarians

The Convention continues to grow each year, so we look forward to an even better 2017!



EXHIBIT DATES AND HOURS

Thursday, July 13 <i>Welcome Reception</i>	5:00 pm – 7:00 pm
Friday, July 14 <i>Evening Cocktail Hour</i>	10:00 am – 6:00 pm 5:00 pm – 6:00 pm
Saturday, July 15	10:00 am – 4:30 pm

Exhibit Hall move-in is on Thursday, July 13 from 8:00 am to 4:00 pm. All exhibit booths MUST be set-up by 4:00 pm with no exceptions. The Exhibit Hall official opening will be at 5:00 pm on Thursday, July 13 followed by the Welcome Reception in the Exhibit Hall.

CONVENTION CENTRE LOCATION

P.E.I. Convention Centre
18 Queen Street
Charlottetown, Prince Edward Island C1A 4A1
Phone: (902) 894-1230
Toll Free: 1-888-894-1203
Web site: <http://meetingsandconventionspei.com/member/pei-convention-centre>

BOOTH PRICES

Booths are priced as follows:

8' x 10' inline booth	\$1,900
8' x 10' corner booth	\$2,000
Non-profit table	\$475

+15% HST for Canadian companies

CVMA QUEST FOR DELEGATES – NEW!

New for 2017! We are introducing the CVMA Quest as a passport program for delegates that will be on the Convention App. Delegates are encouraged to visit exhibitors to obtain the exhibitor's unique passcodes in a time-sensitive manner. Daily cash prizes will be awarded to participants.

The fee for the CVMA Quest Passport Program has been added to the booth fees for this year.

INCLUDED IN THE RENTAL OF THE EXHIBIT SPACE:

- ✓ Rental of booth space for duration of show
- ✓ Two (2) company representative badges per booth space (with access to CE sessions if space permits)
- ✓ One 1500 watt outlet (additional electrical requirements are the responsibility of the Exhibitor)
- ✓ Two chairs (if needed)
- ✓ One 6' skirted table (if needed)
- ✓ Lunches and refreshment breaks for two (2) company representatives
- ✓ Additional company representative badges may be purchased (do not have CE access)

The cost of the booth(s) includes two (2) lunches per day, for Friday and Saturday, per booth. The lunches will be served in the Exhibit Hall from 11:30 am to 1:30 pm on Friday and Saturday. For additional company representatives there will be a fee of \$65.00/day per representative, which will include lunch(es) and refreshment breaks.

EXHIBIT FEE DOES NOT INCLUDE:

- ✓ Transportation, set-up, customs brokerage charges, warehousing, handling of merchandise and dismantling costs
- ✓ Tables, chairs or furnishing required for display over and above that supplied by the CVMA. These materials are will be available through the display company (Global Convention Services PEI)
- ✓ Daily cleaning or special materials

SET-UP AND DISMANTLING

Set-up: Thursday, July 13 from 8:00 am to 4:00 pm with no exceptions.

Dismantling: Saturday, July 15 from 4:30 pm until 9:00 pm with no exceptions.

Please note: The display company will assemble any exhibit not completely set-up by 4:00 pm on Thursday, July 13 at the Exhibitor's expense.

ALLOCATION OF BOOTH SPACE

Application for booth space has been included with this information and should be forwarded to:

Laima J. Laffitte
Manager, Advertising and Sponsorship

CVMA 2017 Convention
339 Booth Street
Ottawa, ON K1R 7K1

Phone: (613) 673-2659 / Fax: (613) 673-2462
E-mail: llaffitte@cvma-acmv.org

Booth allocations will be prioritized as follows: CVMA Platinum, Gold and Silver Sponsors first, followed by Convention Level I, Level II, Level III and Level IV Sponsors, in that order. Contracts received from previous year's exhibitors will be given priority over new exhibitors up until October 31, 2016. After that, all Exhibitor contracts received will be allocated on a first come, first serve basis.

Full payment is due by **January 16, 2017**. Please remember to indicate your three (3) booth space choices on the Application Form. The exhibit floor plan is attached. Note that small changes to the floor plan may be made once booth allocation begins. Every effort will be made to accommodate you. Final confirmation of contracted space(s) will be given once full payment has been received by the CVMA, and once sponsors have been allocated their booth space.

CANCELLATION AND SUBLETTING

Exhibit space, which has been assigned and confirmed, is non-transferable. Cancellations before **April 3, 2017**, shall be subject to an administration fee of \$250. No refunds will be made on or after **April 3, 2017**.

Spaces abandoned or not occupied at the time of opening of the Exhibit Hall may be repossessed without indemnity and reassigned by the CVMA Management for exhibits or other uses.

EXHIBIT FLOOR / BOOTH SPACE

The Exhibit Area will be located in the Confederation Ballroom (Coles, Gray, Palmer and Pope rooms) of the PEI Convention Centre. All lunches and refreshment breaks for Friday and Saturday will be held in the Exhibit Hall. Booth spaces will be constructed of tubular aluminum covered with flameproof drapes. The back wall screening will be 8' high and the sidewalls will be 3' high. The floor of the convention centre is carpeted, but if different carpeting is desired, it should be provided by the exhibitor or may be rented from the display company.

SECURITY

Security and volunteers will be on station Thursday through Saturday to monitor badges for entrance to the Exhibit Hall. There will be a security guard on duty during the move in and move out. However, this does not guarantee Exhibitors from loss of any nature. Exhibitors are, therefore, encouraged to insure display materials.

FIRE REGULATIONS

Fire hose cabinets must not be obstructed and must be entirely accessible and in full view at all times. Likewise, no fire exit is to be blocked or obstructed at any time. All display material must be flameproof and is subject to inspection by the Provincial Fire Marshall. No hazardous display of any nature will be permitted in any area. This includes open flames, hot coals, candles, LPG lighters, charcoal grills, flammable liquids, LPG containers, toxic liquid or gases, hazardous chemicals, etc. or any hazardous liquid, solid or gas of a similar nature. No propane is allowed. Local fire and safety regulations and policies must be observed at all times.

LIABILITY

CVMA will not be responsible or liable for injury to the person or property of the Exhibitors, their guests, employees or agents. Furthermore, the Exhibitor agrees to hold harmless and defend the CVMA, its officers, directors, employees and agents from any liability of personal injury and loss or property damage. All property of an Exhibitor is understood to remain in his/her care, custody and control in transit to or from within the confines of the Exhibit Hall. Should the exhibit fail to arrive, the Exhibitor is nevertheless responsible for the booth rental fees.

RESTRICTIONS AND REGULATIONS

The CVMA Show Management reserves the right to restrict exhibits which, because of noise or other reasons, become objectionable, and also to close without indemnity the exhibit of an Exhibitor who shall refuse, after notice, to conform to the regular rules, which apply to all other Exhibitors.

Products to be exhibited must be germane to the practice of veterinary medicine. They may not include live animals, unless authorization has been sought separately from Laima Laffitte, Manager, Advertising and Sponsorships, who can be reached at (613) 673-2659 or e-mail: llaffitte@cvma-acmv.org

Advertising and distribution of promotional material must be limited to the confines of the booth(s) of each respective Exhibitor.

Exhibitors will be held responsible for any damage done to the PEI Convention Centre by them or their representatives. No signs shall be fixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples, scotch tape, etc. Only paper signs using masking tape may be fastened to the walls. No nails, tacks, or screws shall be driven into woodwork or flooring of the building.





INCOMING SHIPMENTS AND RECEIPT OF DISPLAY MATERIALS

Should you need to send exhibit material in advance, it should be sent to the attention of the display company, who can receive your shipment(s) in advance, store and then deliver the shipment(s) to the Confederation Ballroom (Exhibit Hall). The display company is Global Convention Services PEI. Further information will be available in the Exhibitor Manual in February 2017.

The Delta Prince Edward Hotel and PEI Convention Centre does not accept advance freight shipments for Exhibitors or Sponsors. The same procedure will be followed for return shipment(s).

Prevailing rates for transport and storage will be charged to the Exhibitor. All labour charges, delivery, loading, unloading, crate storage and dismantling of Exhibitor owned materials are the financial responsibility of the Exhibitor.

Exhibitors not using transport services must plan their shipments to arrive on set-up day, Thursday, July 13 and should be prepared to pick up the shipment(s) at the dock area and move it to the exhibit floor. An Exhibitor's representative must be on-site to sign for the shipment(s); otherwise it will not be accepted. Neither the PEI Conference Centre nor the display company will sign for any shipment(s).

CUSTOMS BROKERS / SHIPMENTS FROM THE USA

Information on customs broker and shipments from the USA will be sent to confirmed exhibitors.

ELECTRICAL SERVICES

All electrical equipment operating at the show must be approved. CSA standard-compliant equipment will be available.

Arrangements for electrical service or electrical lighting equipment, over and above what is included with the rental of your booth (1500 watt outlet) must be made exclusively with the show provider.

Order forms for electrical and lighting will be sent to confirmed Exhibitors.

BUSINESS SERVICES

Delta Hotels By Marriott Prince Edward/PEI Convention Centre has two computers and a small printer available for limited use.

Information for telephone and high-speed internet services for Exhibitors will be supplied to confirmed exhibitors in the Exhibitor Manual.

GUIDE TO EXHIBITS

The CVMA requests that each Exhibitor submit a description of their company profile by e-mail to Laima Laffitte at llaffitte@cvma-acmv.org. This description should be less than 50 words and should briefly summarize what attendees can expect to find at your booth. Please include any contact information (telephone, fax, e-mail, website) that you would like to have appear in the listing (not part of the word count). Please send this description to the above e-mail address at your earliest convenience.

The deadline for receipt of information is **April 14, 2017.**

HOTEL ACCOMMODATIONS

The CVMA has negotiated special hotel rates at the Delta Prince Edward. Exhibitors are asked to book their own accommodations **early**, as hotel rooms are at a premium and will sell out fast in the summer tourist season. Online booking starts March 2017.

Delta Prince Edward allows pets to stay at the hotel.

PARKING

DELTA PRINCE EDWARD

Valet	\$18.75/day plus HST
Self-parking for a Hotel guest	\$17.00/day plus HST

**Parking rates subject to change by July 2017*

SOCIAL EVENTS

Tickets for the Saturday night social evening will need to be purchased separately. Tickets will be available with the on-line Exhibitor Registration.



Credit: ©Tourism PEI / Yvonne Duivenvoorden

HOTEL INFORMATION

Delta Prince Edward

(connected to PEI Convention Centre)

18 Queen Street
Charlottetown, PE C1A 4A1

Phone: (902) 566-2222 / Toll free: 1-888-229-9961

www.marriott.com/hotels/travel/yygdp-delta-prince-edward

CVMA ROOM RATES

July 12-16	from \$239.00
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Great George Boutique Hotel

(5 min walk - 400 m)

58 Great George Street
Charlottetown, PE C1A 4K3

Phone: (902) 892-0606 / Toll free: 1-800-361-1118

Fax: (902) 628-2079

www.thegreatgeorge.com

Online booking starts March 2017.

CVMA ROOM RATES

July 12-16	from \$249.00
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The Holman Grand Hotel

(5 blocks from Convention Centre)

123 Grafton Street, PO Box 1030
Charlottetown, PE C1A 7M4

Phone: (902) 367-7777 / Toll free: 1-877-455-4726

Fax: (902) 367-3250

www.theholmangrand.com

CVMA ROOM RATES

July 12-16	from \$239.00
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TOURISM INFORMATION

For tourist information, please visit Discover Charlottetown at www.discovercharlottetown.com and www.tourismpei.com.



EXHIBIT HALL FLOOR PLAN



Shaded booths by entrances are reserved for sponsors.



APPLICATION AND CONTRACT FOR EXHIBIT SPACE

CVMA CONVENTION – JULY 13-16, 2017 • CHARLOTTETOWN, PRINCE EDWARD ISLAND

Please complete this contract to apply for booth space at the 2017 CVMA Convention in Charlottetown, P.E.I. and send it back to:

Ms. Laima Laffitte
 CVMA 2017 Convention
 339 Booth Street, Ottawa, ON K1R 7K1

Fax: (613) 673-2462 or (613) 236-9681
 E-mail: llaffitte@cvma-acmv.org
 Visit our website: www.canadianveterinarians.net

Company name:		
Company address:		
City:	Province/State:	Postal/Zip Code:
Phone (as it will appear in listing):		Website:
Contact name:		
Contact phone:	Contact e-mail:	

Our choices for booth location are as follows (please refer to the floor plan):

First choice:	Second choice:	Third choice:
We DO wish to be next to:		We DO NOT wish to be next to:

We would like one 6' table: <input type="checkbox"/> Yes <input type="checkbox"/> No	We would like two chairs: <input type="checkbox"/> Yes <input type="checkbox"/> No
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Quantity	Item	Cost per item	Total
	In-line booth(s) – 8' x 10'	\$1900	
	Corner booth – 8' x 10'	\$2000	
	Table top in hallway (6 available)	\$1000	
	Non-profit tabletop (6 available)	\$475	
Passport fee per exhibitor			\$100
Subtotal			
HST (Canadian companies only) add 15%			
Total due			
Payment enclosed			
Balance due			

Payment terms: 50% deposit with application. Balance is due by January 16, 2017. No refunds after April 3, 2017.

<input type="checkbox"/> VISA <input type="checkbox"/> MasterCard <input type="checkbox"/> Cheque <input type="checkbox"/> Invoice	Please make cheque payable to: Canadian Veterinary Medical Association (CVMA – GST/HST #106868557)
Card holder name:	Card number:
Expiry date:	Authorized signature:

For office use only:

Date received:	Date invoice sent:
Booth(s) # assigned:	Confirmation sent:

The CVMA requests that each Exhibitor **submit a description** of their display and services by e-mail to Laima Laffitte at llaffitte@cvma-acmv.org no later than **April 14, 2017**. This description should be less than 50 words in length and should briefly summarize what participants can expect to find on display at your booth. This information will be included in the Program and Exhibit Guide, which is provided to all on-site participants, and on the Convention App.