

CONNECTING IN HALIFAX

2022 CVMA Convention
JULY 21-24

EXHIBITOR Prospectus



CANADIAN VETERINARY
MEDICAL ASSOCIATION
L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRINAIRES

IN COLLABORATION WITH



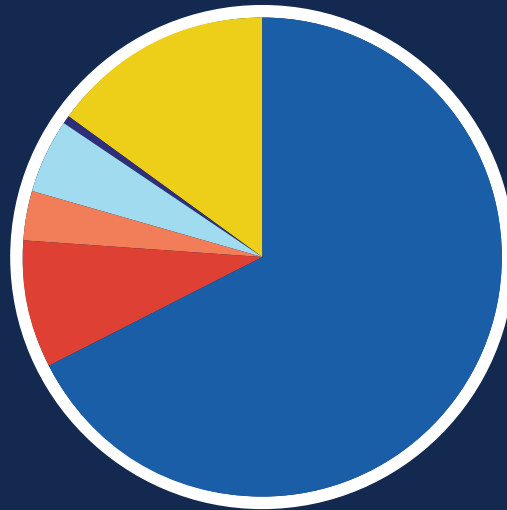
After a two-year delay, veterinarians and their teams will be eager to connect in person! Showcase your new technologies, products, services, and successes before the **most influential, diverse, veterinary audience in Canada.**



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.

Attendance by Employment Type (3 year average 2016-2018)

- Private Practice - 67.5%
- Academia - 8.79%
- Industry - 3.4%
- Government - 4.8%
- Research - 0.51%
- Other or did not specify - 15%



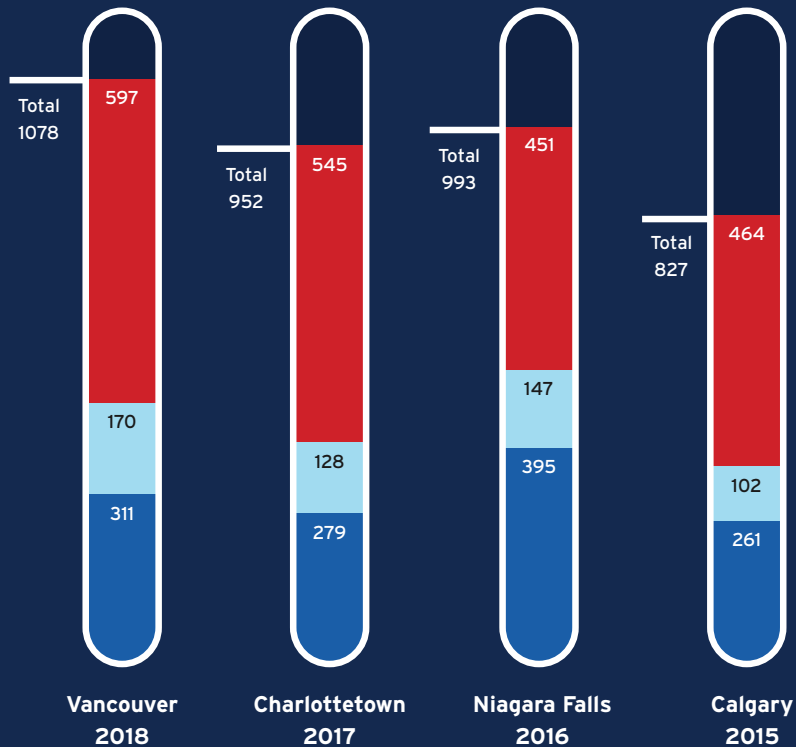
In 2018, 80% of CVMA Convention exhibitors said that their return on investment was Good or Very Good.



91% exhibitors reported that attendees spent a Good or Very Good amount of time at their booths. Allowing them to talk about their products/services in depth.

CVMA Convention Attendance Totals*

- Exhibitors and Guests
- Clinic Staff and Students
- Veterinarians



Prior to the pandemic, the Convention had been growing each year, and we expect the same in 2022!

*2019 figures not included as the CVMA hosted the World Small Animal Veterinary Congress and so did not have its own stand-alone convention.

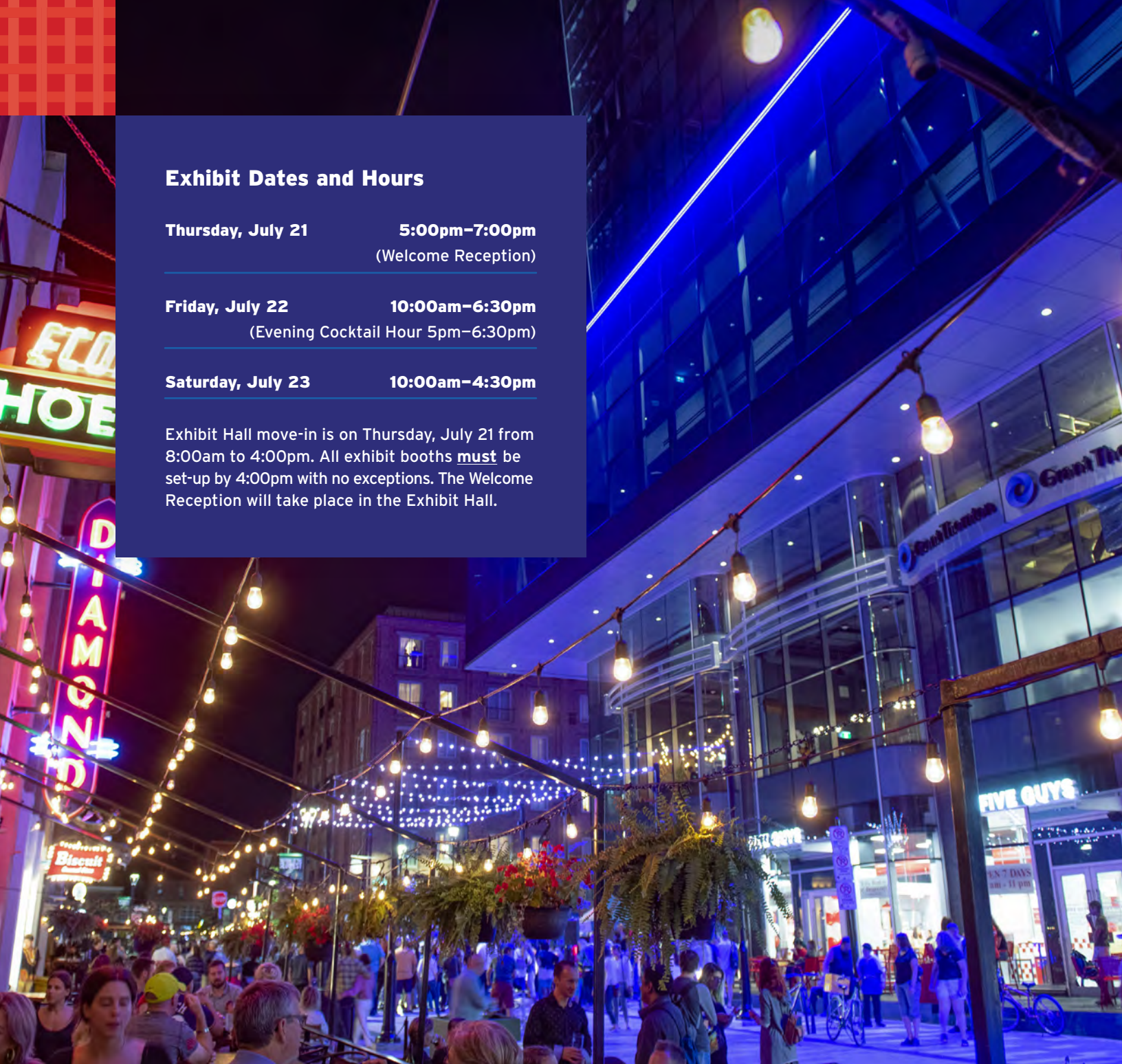


Exhibit Dates and Hours

Thursday, July 21 **5:00pm–7:00pm**
(Welcome Reception)

Friday, July 22 **10:00am–6:30pm**
(Evening Cocktail Hour 5pm–6:30pm)

Saturday, July 23 **10:00am–4:30pm**

Exhibit Hall move-in is on Thursday, July 21 from 8:00am to 4:00pm. All exhibit booths **must** be set-up by 4:00pm with no exceptions. The Welcome Reception will take place in the Exhibit Hall.

Convention Centre Location

Halifax Convention Centre
1650 Argyle Street
Halifax, Nova Scotia B3J 0E6

halifaxconventioncentre.com

BOOTH PRICES



Booths are priced as follows:

10' x 10' corner booth	\$2,150
10' x 10' Inline Booth	\$2,050
Non-profit table	\$550

(+15% HST for Canadian companies)

Included in the rental of 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

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 11:30am to 1:30pm on Friday and Saturday. For additional company representatives there will be a fee of \$80.00/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 will be available through the display company (Global Convention Services).
- Daily cleaning or special materials

Set-up and Dismantling:

Set-up: Thursday, July 21 from 8:00am to 4:00pm with no exceptions.

Dismantling: Saturday, July 23 from 4:30pm until 8:00pm with no exceptions.

Please note: The display company will assemble any exhibit not completely set-up by 4:00pm on Thursday, July 21 at the Exhibitors' expense.

Interested in learning more?
Call or [Email](#) us for more details.

New for 2022!

New Product Showcase

This area of the exhibit hall is reserved for new small, or local (East Coast) companies that are just starting up or have limited capital that wish to showcase their ideas, products, or services for only a portion of the day or for a full day. Up to 6 stands per day are available.

Please **contact Laima** directly if you wish to consider a stand in the New Product Showcase section.

Rates from \$500 (4 hours) to \$1000 (8 hours) and will give you access to the Exhibit Hall only for the time specified.

Allocation of Booth Space

Application for booth space will be done via an on-line portal for the 2022 CVMA Convention. 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. Exhibitors from previous years will be given priority for a two-week period over new exhibitors from November 15-30, 2021. As of December 1, any remaining booths will be available for booking online on a first come, first serve basis.

Full payment is due at time of booking or by **February 1, 2022**. The exhibit floor plan can be viewed on the last page of this document. Final confirmation of contracted space(s) will be given once full payment has been received by the CVMA.

Cancellation and Subletting

Exhibit space, which has been assigned and confirmed, is non-transferable. Cancellations before **April 1, 2022** shall be subject to an administration fee of \$250.00. Cancellations by **May 1, 2022** shall be refunded 50% of booth fee. No refunds will be made on or after **May 1, 2022**. *In the event the convention goes all virtual or is cancelled, all fees will be reimbursed in full.*

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 in the Ballroom of the Halifax Convention Center. 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 backwall 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 stationed 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 period. The Halifax Convention Centre is locked once all programming has ended. However, this does not guarantee Exhibitors from loss of any nature. Exhibitors are, therefore, encouraged to insure display materials.

Quest for Delegates

The CVMA Quest as a passport program for delegates will be once again available on our Convention App. Delegates are encouraged to visit participating exhibitors to obtain the exhibitor's unique passcodes in a time-sensitive manner. Daily prizes will be awarded to participants.

Fire Regulations

Fire hose cabinets must not be obstructed and must be always entirely accessible and in full view. 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.

Interested in learning more?
Call or [Email](#) us for more details.

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 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, Advertising and Sponsorship Consultant, who can be reached at (613) 925-2659 or e-mail: advertising@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 Halifax 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 Ballroom (Exhibit Hall). The display company is Global Convention Services. Further information will be available in the Exhibitor Manual in February 2022.

The Halifax 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 21 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 Halifax Convention Centre nor the display company will sign for any shipment(s).

For exhibitors sending material from the OVMA Conference, special shipping arrangements will be available to ensure a smooth transition of material from Toronto to Halifax. If you require this service, please let us know.

Customs Brokers / Shipments from the USA

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

Interested in learning more?
Call or [Email](#) us for more details.

Guide to Exhibits

All exhibiting companies at the CVMA 2022 Convention will receive a company listing in the “Final Program and Exhibit Guide” and on the Convention App with your company profile and respective booth number.

The CVMA requests that each Exhibitor submit their description using the online portal that will be provided once booth space has been confirmed. It will be the responsibility of the exhibitor to ensure that your company description and logo is uploaded to the site. This description should briefly summarize what attendees can expect to find at your booth. The deadline for receipt of information is **May 9, 2022**.

Hotel Accommodations

The CVMA has negotiated special hotel rates at The Prince George Hotel and at the Cambridge Suites Halifax (across from the Convention Centre). Exhibitors are asked to book their own accommodations **early**. We anticipate that hotel rooms will be at a premium and will sell out fast in the summer tourist season.

The Prince George Hotel

1725 Market Street, Halifax, Nova Scotia, B3J 3N9
princegeorgehotel.com

Cambridge Suites Halifax

1583 Brunswick Street, Halifax, Nova Scotia, B3J 3P5
cambridgesuiteshalifax.com

Parking

Halifax Convention Centre

Parking is available in the Nova Centre and is managed by Page Realty. Rates can be found here.

halifaxconventioncentre.com

Scotia Square

Scotia Square Mall Parkade is a short walk from the Halifax Convention Centre; parking rates can be found here.

scotiasquare.com/park

The Prince George Hotel

The Prince George Hotel has overnight self-parking available for \$24 per night.

Cambridge Suites Halifax

Cambridge Suites Halifax has outdoor parking for hotel guests available \$7 per night.

*Parking rates subject to change by July 2022

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.

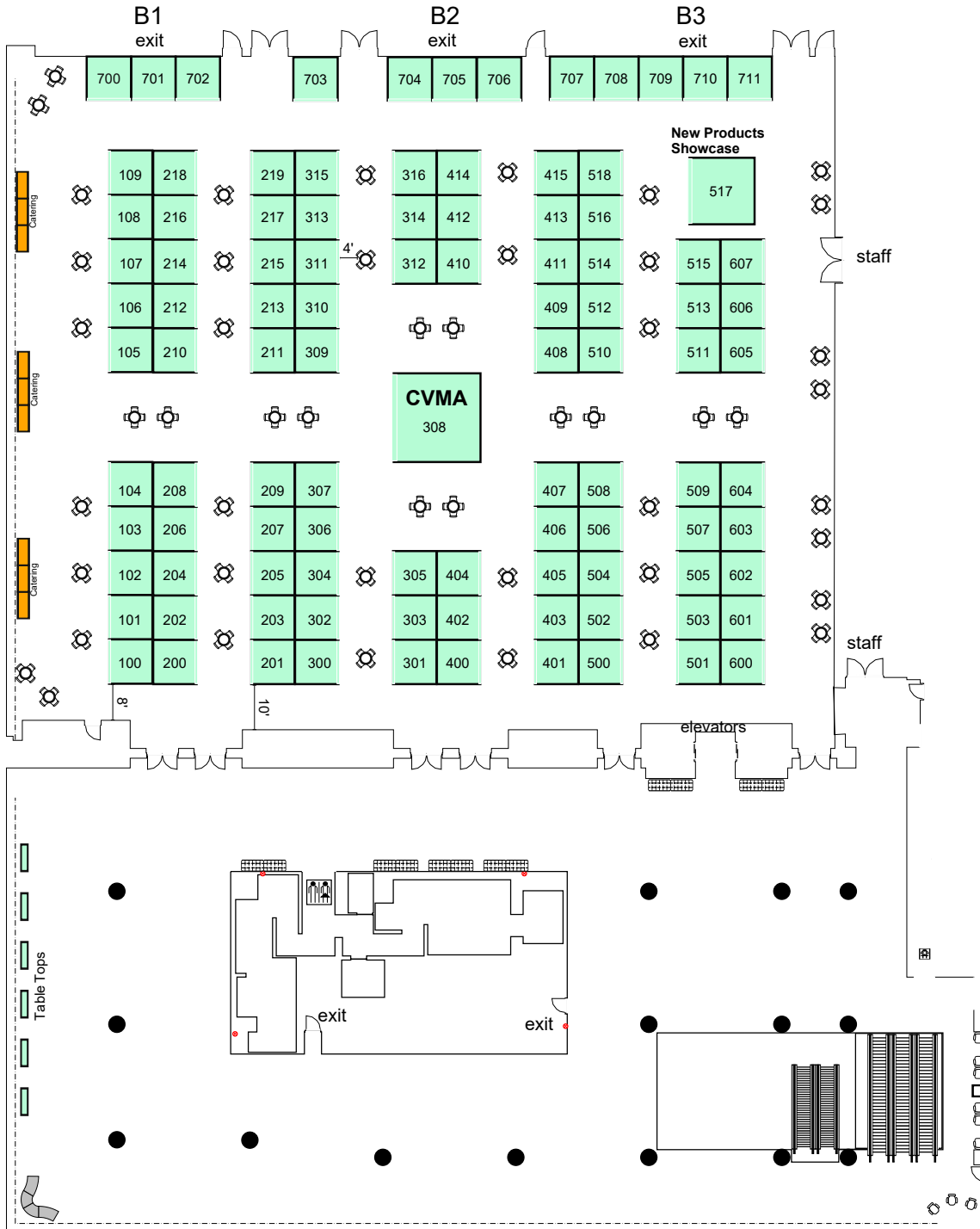
Tourism Information

Please visit the CVMA Convention COVID-19 Information Page for details on travel, vaccine and mask protocols in the Province of Nova Scotia:
pheedloop.com/cvma22/site/covidfaq/

For tourist information, please visit Nova Scotia Tourism at: tourismns.ca or for things to do in Halifax discoverhalifaxns.com

Interested in learning more?
Call or [Email](#) us for more details.

Exhibit Hall Floor Plan



Book your booth now at pheedloop.com/exhibitor/contract/cvma22/apply/