65th CANADIAN VETERINARY MEDICAL ASSOCIATION
CONVENTION

In partnership with the CVMA-SBCV Chapter

Best Medicine Practices – Timely Topics

EXHIBITOR PROSPECTUS

VICTORIA
BRITISH COLUMBIA 2013

THE FAIRMONT EMPRESS HOTEL AND
VICTORIA CONFERENCE CENTRE

JULY 10 – 13, 2013

Ocean of Knowledge, Mountains of Progress!

www.canadianveterinarians.net

In Collaboration with: The Canadian Association of Animal Health Technicians and Technologists
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## EXHIBITOR INFORMATION

### LOCATION

**EXHIBIT HALL:**
Victoria Conference Centre  
721 Government Street  
Victoria, British Columbia  
V8W 1W5 Canada  
Tel: (250) 384-8111  
Fax: (250) 381-4334

**CONVENTION HOTEL:**
The Fairmont Empress Hotel  
721 Government Street  
Victoria, British Columbia  
V8W 1W5 Canada  
Tel: (250) 384-8111  
Fax: (250) 381-4334  
E-mail: theempress@fairmont.com  
Website: [http://www.fairmont.com/empress-victoria](http://www.fairmont.com/empress-victoria)

### CONVENTION DATES

**WEDNESDAY, JULY 10 to SATURDAY, JULY 13, 2013**

### EXHIBIT DATES AND HOURS

<table>
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<th>Time</th>
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<tr>
<td><strong>Thursday, July 11</strong></td>
<td>5:30 PM – 7:30 PM (Welcome Reception)</td>
</tr>
<tr>
<td><strong>Friday, July 12</strong></td>
<td>10:00 AM – 4:30 PM</td>
</tr>
<tr>
<td><strong>Saturday, July 13</strong></td>
<td>10:00 AM – 2:00 PM</td>
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The Welcome Reception will take place in the Exhibit Hall (Carson Hall – Level 2) on Thursday evening, July 11. Exhibit Hall move-in is on Thursday (July 11) from 8:00am to 4:00pm. All exhibit booths MUST be set-up by 4:00pm with no exceptions.
EXHIBITOR INFORMATION

COST

The cost of an 8’ x 10’ inline booth is $1,700 plus taxes (+ 5% GST for Canadian companies). The cost of an 8’x10’ corner booth is $1800 plus taxes. The cost of a non-profit table is $400 plus taxes.

INCLUDED IN THE RENTAL OF EXHIBIT SPACE

- Rental of booth space for duration of show
- Two company representative badges per booth space with access for scientific sessions
- One 8’ x 10’ booth space
- One 1500 watt outlet (additional electrical requirements are the responsibility of the Exhibitor)
- Two chairs
- One 6’ skirted table
- One wastebasket
- Lunches and refreshment breaks for two company representatives
- Private room exclusively for 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 exclusively for Exhibitors in Sidney Room, Level Two in the Victoria Conference Centre (VCC) from 11:30am to 1:30pm on Friday and Saturday. The room will be available for Exhibitors all day Friday and Saturday till 2:00pm. 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 available through the VCC In-House Display
- Daily cleaning or special materials

SET-UP AND DISMANTLING

Set-up: Thursday, July 11 from 7:00AM to 4:00PM with no exceptions.

Dismantling: Saturday, July 13 from 2:00PM until 8:00PM with no exceptions.

Please note: The VCC In-House Display will assemble any exhibit not completely set-up by 4:00PM on Thursday, July 12 at the Exhibitors’ expense.
ALLOCATION OF BOOTH SPACE

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

Laima J. Laffitte, M.Agr.
Manager, Advertising & Sponsorship
CVMA 2011 Convention
339 Booth Street
Ottawa, ON K1R 7K1
Canada
Tel.: (613) 673-2659
Fax: (613) 673-2462
E-mail: llaffitte@cvma-acmv.org

In an effort to recognize companies that invest in the CVMA and become Corporate Partners, advance booking of booth space is offered to the Corporate Partners. Booth allocations are first made to the CVMA Platinum, Gold and Silver sponsors (in that order). Second priority will be given to sponsors of the CVMA Convention (Level IV, Level III, Level II and Level I in that order). All other space will be allocated on a first come, first serve basis. To allow for discrepancies due to authorization and other variables, Exhibitor Contracts may be received and held without payment for a period of 15 days. If no payment is received after that time period, the booth space will be released. All Exhibitor contracts must be paid in full no later than January 15, 2013.

If the total number of spaces has not been sold by January 15, 2013, all contracts received after that date will be allocated on a first-come, first-served basis. Please remember to indicate your three (3) booth space choices on the Application Form. Exhibit floor plan attached. 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.

CANCELLATION & SUBLETTING

Exhibit space, which has been assigned and confirmed, is non-transferable. Cancellations before April 1, 2013, shall be subject to an administration fee of $250.00. No refunds will be made on or after April 1, 2013.

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 Carson Hall in the Victoria Conference 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 booth screen colours will be blue drapes and blue tablecloth skirts.
EXHIBITOR INFORMATION

SECURITY

Security and volunteers will be stationed Thursday through Saturday to monitor badges for entrance to the Exhibit Hall. There will be a security guard on duty during the overnight hours. 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 & 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 Linda Huskins, Manager, CVMA Conventions, who can be reached at (613) 236-1162 ext 126 or e-mail: lhuskins@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 Victoria Conference 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 official transport company, Events on the Move, who can receive your shipment(s) in advance, store and then deliver the shipment(s) to Carson Hall (Exhibit Hall).

The Victoria Conference Centre and the Fairmont Empress Hotel 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 11 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 Victoria Conference Centre nor the VCC In-House Display company will sign for any shipment(s). The Victoria Conference Centre will have a dollies and a forklift with an operator available for move-in and move-out. A special form will need to be completed a minimum of two weeks prior to move-in, in order to properly schedule the forklift for move-in.

CUSTOMS BROKERS / SHIPMENTS FROM THE USA

EVENTS ON THE MOVE

To set up your shipping requirements, please contact pgripps@eventsonthemove.com
Telephone: (604) 647-0130
Fax: (604) 647-0136
For further information, please visit www.eventsonthemove.com

ELECTRICAL SERVICES

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

Arrangements for electrical service, over and above what is included with the rental of your booth (1500 watt outlet) must be made exclusively with the VCC. Contact Tara Parkinson at tel: (250) 361-1021.

Arrangements for electrical lighting equipment, over and above what is included with the rental of your booth (1500 watt outlet) must be made exclusively the VCC. Contact Tara Parkinson at tel: (250) 361-1021.

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

TELEPHONE SERVICE

Complete telephone and fax line services are available throughout the Victoria Conference Centre. Dedicated lines for any Exhibitor may be reserved. High-speed Internet lines are available from the VCC. Contact Tara Parkinson at tel: (250) 361-1021.
GUIDE TO EXHIBITS

All participants to the CVMA 2013 Convention will receive a “Convention Pocket Guide” listing the exhibiting companies and their respective booth numbers.

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. 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. Please send this description to the above email address at your earliest convenience. The deadline for receipt of information is April 1, 2013.

HOTEL ACCOMMODATIONS

The CVMA has negotiated special hotel rates at the Fairmont Empress Hotel. Exhibitors are asked to book their own accommodations EARLY, as hotel rooms are at a premium and will sell out fast in Victoria during the summer tourist season.

The Fairmont Empress Hotel accepts pets for a surcharge of $25.00 per night. Pet requests must be made at the time of reservation.

PARKING

Self parking and Valet parking is available at the Fairmont Empress Hotel for the same rate of $30/night. Hybrid & Electric Vehicles: As Victoria’s premiere Five Green Key Hotel, they are pleased to offer complimentary parking to hybrid vehicle owners during their stay. Please advise the Front Desk upon check-in.

SOCIAL EVENTS

The Exhibit Hall will be open during the Welcome Reception on Thursday evening (July 11), plus all lunches and refreshment breaks for Participants will be held in the Exhibit Hall.

Lunches will be provided exclusively for Exhibitors in Sidney Room, Level Two at the Victoria Conference Centre, Friday, July 12 and Saturday, July 13 from 11:30am to 1:30pm, however, Exhibitors will have access to Sidney Room, Level Two from 8:00am to 5:00pm on Friday and Saturday from 8:00am until 2:00pm.

Tickets for the Friday night social evening will need to be purchased separately. Visit the CVMA Web site, http://www.canadianveterinarians.net for updates and prices.
1. Audio Visual Services
Mediaco The Presentation Company
Tel:  613-565-0500
Fax:  613-565-8855
Website:  www.mediaco.ca

2. Display Company
The VCC In-House Display
Tara Parkison
Tel:  (250) 361-1021
Fax:  (250) 361-1030

3. Electrical & Lighting
The VCC In-House Display
Tara Parkison
Tel:  (250) 361-1021
Fax:  (250) 361-1030

4. Customs Brokers & Transportation
Events on the Move
Tel:  (604) 647-0130
Fax:  (604) 647-0136
E-mail:  pgriggs@eventsonthemove.com
Website:  www.eventsonthemove.com

5. Telecommunications
Contact:  joel.etkin@avwtelav.com
Tel:  (250) 361-1095
Fax:  (250) 361-1065
E-mail:  pgriggs@eventsonthemove.com
Website:  www.avwtelav.com

6. Hotels
The Fairmont Empress Hotel
721 Government Street
Victoria, British Columbia
V8W 1W5 Canada
Tel:  (250) 384-8111
Fax:  (250) 381-4334
E-mail:  theempress@fairmont.com
Website:  http://www.fairmont.com/empress-victoria/
Room Rates:  $219.00 Single/Double

7. Travel Agency
MKI Travel & Conference Management
(CVMA Official Travel Agency)
Mary Lynch
Tel:  613-244-1234 ext. 3351
Email:  cvma-acmv@mkitravel.com

8. Tourism Information
For all information, please visit the Victoria Tourism Web site at www.tourismvictoria.com
**APPLICATION & CONTRACT FOR EXHIBIT SPACE**

**CVMA CONVENTION 2013 VICTORIA ~ JULY 10–13, 2013**

Please complete this contract to apply for booth space at the 2013 CVMA Convention in Victoria and send it back to:

**Ms. Laima Laffitte, M.Ag., CVMA 2013 Convention, 339 Booth Street, Ottawa, ON K1R 7K1;**

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

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<table>
<thead>
<tr>
<th>Contact Name</th>
<th>Contact Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Company Name</td>
<td></td>
</tr>
<tr>
<td>Contact Mailing Address (if different from Company)</td>
<td></td>
</tr>
<tr>
<td>Company Mailing Address</td>
<td></td>
</tr>
<tr>
<td>City</td>
<td>Prov/State</td>
</tr>
<tr>
<td>Telephone</td>
<td>Fax</td>
</tr>
<tr>
<td>E-mail</td>
<td>Web site URL (as it should appear in Exhibit Guide)</td>
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<table>
<thead>
<tr>
<th>1st Choice Booth #</th>
<th>2nd Choice Booth #</th>
<th>3rd Choice Booth #</th>
</tr>
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<tbody>
<tr>
<td><strong>We DO wish to be next to:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>We DO NOT wish to be next to:</strong></td>
<td></td>
<td></td>
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<tr>
<th>Quantity</th>
<th>Item Description</th>
<th>Cost per item</th>
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<tbody>
<tr>
<td></td>
<td>In-line Booth(s) – 8’ x 10’</td>
<td>$1700.00</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Corner booth – 8’ x 10’</td>
<td>$1800.00</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Additional representative(s) for Friday (includes lunch)</td>
<td>$65.00 / day</td>
<td>$</td>
</tr>
<tr>
<td></td>
<td>Additional representative(s) for Saturday, includes lunch</td>
<td>$65.00 / day</td>
<td>$</td>
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**SUBTOTAL** $ |

GST (Canadian companies only) Add 5% $ |

**TOTAL DUE** $ |

Payment Enclosed $ |

Balance Due $ |

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**Payment Terms:** 50% deposit with application. Balance is due by January 15, 2013. No refunds after April 1, 2013.

- [ ] VISA
- [ ] MasterCard
- [ ] Cheque
- [ ] Invoice

Please make cheque payable to: Canadian Veterinary Medical Association (CVMA – GST/HST # 106646557)

Card Holder Name

Card Number

Expiry Date MM/YY

Authorized Signature

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**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 1, 2013. 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 Convention Pocket Guide, which is handed out on-site to all participants.

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**FOR CVMA OFFICE USE ONLY**

| Date Received | Booth(s) # Assigned | Date Invoice Sent | Confirmation Sent: |