YOUR LANEWAY TO CANADIAN VETERINARIANS

JULY 9–12, 2014
ST. JOHN’S, NEWFOUNDLAND AND LABRADOR
DELTA HOTEL AND CONFERENCE CENTRE
WHAT THE 2014 CVMA CONVENTION CAN DO FOR YOU

Looking for a way to meet and educate Canadian veterinarians about your products and services? Look no further than St. John’s, Newfoundland and Labrador!

This dynamic city on Canada’s east coast will be the location of the 2014 CVMA Convention! This is a place like no other, and it’s unique culture and friendly atmosphere is sure to draw a large number of delegates! As in previous years, the CVMA Convention will be a joint venture with the Canadian Association of Animal Health Technicians and Technologists (CAAHTT).

We provide you with a captive audience of over 500 delegates (veterinarians, technicians, hospital managers and students). Our continuing education sessions are presented by very dynamic speakers from Canada and the United States, and sure to interest veterinarians from across the country! With three full days of sessions that cover a wide range of pertinent topics in the veterinary field, we are the only Canadian Convention that offers multi-species sessions for all practice types. The Summit of Veterinary Leaders, the Emerging Leaders Program, wet labs and the Clinic Team day will take place on Wednesday, July 9th prior to the continuing education session schedule. Our full schedule offers over 120 hours of continuing education credits. All sessions will be held at The Delta Hotel and Conference Centre. All sessions are open to both technicians and veterinarians.

Don’t forget to put our event on your website and let veterinarians know you are supporting their annual national convention, and to come see you at your booth!
REACHING VETERINARIANS PRE-SHOW

PROGRAM AND REGISTRATION GUIDE
This is your first chance to reach not only members of the CVMA, but also any veterinarian that is interested in having a look at the program, as the promotional brochure is sent out to CVMA members in March, and is also posted in its entirety on the CVMA Web site. Targeted audience includes CVMA members and non-members, and CAAHTT members. The Guide, which is published in English, provides details of the continuing education sessions, social programs, and the registration form. Deadline for booking of advertising space: January 20, 2014; material by January 27, 2014.

(Colour rates)

| Outside Back Cover:    | $ 2,500 |
| Inside Front Cover/Inside Back Cover: | $ 2,100 |
| Full Page:             | $ 1,800 |
| Half Page:             | $ 1,000 |
| Quarter Page:          | $ 750   |

E-NEWSLETTERS
The CVMA will be sending out up to five e-newsletters to ALL veterinarians in Canada (approximately 12,000) between December 2013 and June 2014. We will provide an exclusive banner ad space in each e-newsletter for one sponsor. These e-newsletters will provide your company with a high level of visibility as we work to promote the CVMA Convention. The e-newsletter is also posted on our Facebook and Twitter accounts, allowing for an even larger reach that could include veterinary technicians, hospital managers and anyone who may have missed the email that was originally sent. Banner space that is available is 197 pixels (height) by 199 pixels (width).

Exclusive sponsorship (per e-newsletter): $ 5,000
REACHING VETERINARIANS DURING THE CONVENTION

CONNECT WITH LEADERS IN THE VETERINARY PROFESSION

SUMMIT OF VETERINARY LEADERS
The Summit of Veterinary Leaders has become an annual event that takes place the day before the scientific sessions begin at the CVMA Convention. This all day event involves discussing the most pertinent issues currently affecting Canadian veterinarians. Speakers are invited guests, however, the Summit is also open to any veterinarian that is interested in learning more about the topics being discussed. The Summit is preceded by an Invitational Breakfast that is open to invited guests only. This is your chance to network with the leaders of the profession!

This unique new opportunity gives you a chance to gain exclusive exposure amongst an audience of more than 100 decision makers and leaders from the veterinary community. Anticipated participation is between 100 to 150 veterinarians.

The attendees of the Summit have included the following:

• Presidents of provincial veterinary medical associations and licensing bodies, national species and specialty groups
• Deans of the Canadian veterinary universities
• Canada’s Chief Veterinary Officer
• Provincial Chief Veterinary Officers
• Presidents of foreign veterinary associations
• Registrars of the provincial licensing bodies
• Provincial Executive Directors and Communications Managers
• Student Liaison Committee members from all colleges
• Students of the CVMA board members
• CVMA Council members
• CVMA Past-Presidents
• CVMA Committee Chairpersons

2014 TOPIC: ANTI-MICROBIAL RESISTANCE
List of speakers scheduled include:
Dr. Joël Bergeron, Dr. Michel Major, Dr. Bruce Archambault, Dr. Peter Jones (current BVA President), Dr Mark Papich (University of North Carolina), Dr. Nigel Gummley, Dr. John Prescott and Dr. Jim Hutchinson, MD

Exclusive Sponsorship: $20,000
(sponsorship of the breakfast and the full day session)

Co-sponsorship: (2 maximum) $10,000

WORKSHOP: EMERGING LEADERS PROGRAM
Every year, the CVMA invites 20 new future leaders (2 from each province) who have graduated within the past 10 years, and have demonstrated an aptitude for leadership qualities within the profession to attend this workshop at no cost. The workshop also invites previous program attendees, and any other veterinarians who would like to make a difference in their profession, for a nominal fee. This is your chance to connect with the veterinarians who are influencing the future of veterinary medicine! You have a chance to meet them personally by sending someone from your company to participate in this workshop. Now going into its 5th year, this program continues to grow in popularity each year.

The Workshop takes place on Wednesday, July 9.

Major sponsor $15,000
Co-sponsorship $6,000 /ea
(5 companies max, 3 companies if there is a major sponsor)

CONTINUING EDUCATION SESSIONS
As Canada’s only multi-species convention, our continuing education sessions offer something for everyone. We offer three full days of sessions covering many aspects of veterinary medicine. A full program template is included with this package. This is your chance to associate your company with important and relevant information for today’s veterinarian.

Your sponsorship of a session allows you to directly connect with the audience by allowing you to provide a moderator for each session sponsored with an opportunity to introduce your company as the sponsor of that session; signage with company logo shown on screen at the start of each session; and signage outside of lecture room. Additional recognition is included in our Program Guide (mailed in March), and On-Site Convention Guide (time sensitive - confirmation of sponsorship must be received prior to printing deadlines).

Sponsorship of Scientific Sessions

Full day $4,000
Half day $2,000
Per hour $800
# REACHING VETERINARIANS DURING THE CONVENTION

## PRINT AND ELECTRONIC OPTIONS

### CONVENTION GUIDE

The Convention Guide is a great place for you to remind attendees to visit your booth or get more information on your company as they search for session locations or information on exhibiting companies. The Guide, which is published in English and provides all the details delegates need to know about the CVMA Convention, is distributed to every attendee. Printed in black and white only. Deadline for booking of advertising space: May 22, 2014; material by May 29, 2014.

**Colour rates**

<table>
<thead>
<tr>
<th></th>
<th>Rate</th>
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<tbody>
<tr>
<td>Outside Back Cover</td>
<td>$1,500</td>
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<tr>
<td>Inside Front Cover/ Inside Back Cover</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full Page</td>
<td>$1,000</td>
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</tbody>
</table>

### SCIENTIFIC PROCEEDINGS USB KEY

The proceedings will be published in PDF format and provided to all Convention participants on a USB key. The proceedings will include the scientific papers of lectures presented. Your company logo/ad can be incorporated onto the template so that it appears no matter which session is being read. The proceedings are also available on-line during the Convention at the internet café, and will be posted on the CVMA website after the Convention. Your company logo can also be incorporated on the USB key itself.

**Exclusive sponsorship:** $8000

Co-sponsorship with two sponsors $4000 /ea

### MOBILE CONVENTION APP FOR SMARTPHONES

We were the first to try this in 2013, and what a success! In 2013, the mobile app had a total of 23,541 page views by 499 unique visitors. The mobile app allows you, as a sponsor, to upload documents or coupons that participants can bring to your booth, thus increasing traffic at your booth. You also have the option of sending out an “Alert” message to the participants once per day. As a sponsor of this app, we would encourage you to have the poster with the downloading information at your booth and help participants upload the app as well as fill in their profile information.

**Exclusive sponsorship:** $6000

Co-Sponsorship (max 2) $3000

### ENHANCED EXHIBITOR PACKAGE

Have your company information stand out in the list of exhibitors. An enhanced exhibitor profile will show your company name at the top of the list of exhibitors (after the two main sponsors, in order of purchase) and allows you to upload your company logo, social media links and resource material to the app for attendees, as well as upload any coupons or discount offers that attendees can access and then bring to your booth. A great way to drive traffic to your booth!

**Enhanced exhibitor package:** $600 (5 available)
REACHING VETERINARIANS DURING THE CONVENTION

SOCIAL AND REFRESHMENT EVENTS

WELCOME RECEPTION – THURSDAY, JULY 10
This is always a well attended event! Reception takes place in the Exhibit Hall from 5:30pm - 7:30pm. Four (4) Sponsors maximum. Recognition in the Exhibit Hall with signage, logos to be printed on cocktail napkins used throughout evening to serve hot & cold hors d’oeuvres. Cash bars will also be open.

Co-sponsorship (4 maximum) $2,000 /ea

COMPLIMENTARY COCKTAILS
Have attendees come to your booth to pick up a complimentary drink ticket! Vouchers will be placed in Convention bags, attendees will need to visit your booth in order to redeem for a drink coupon. (Vouchers and coupons provided by CVMA). A sure way to build traffic at your booth! Available for Thursday evening during the Welcome Reception.

Sponsorship: $1,500 + drinks at cost

FUN RUN / YOGA SESSIONS WITH BREAKFAST
Part of helping our attendees maintain a work-life balance is encouraging some physical activity. We would like to offer the choice of two activities that will take place at the same time. A 5K Fun Run route will be a way for our participants to burn off some extra energy before continuing to sit in on CE sessions for the day. A yoga session would take place at the hotel for 45 min – 1 hour. A light breakfast would follow both activities.

Exclusive sponsorship: Sponsored

COFFEE & SNACK BREAKS
Delegates always appreciate their coffee and snack breaks in between sessions. Let them know that your company supports them as they strive to learn more. Your company logo will be prominently displayed on the tables where refreshments are served for the time period specified. Note: Thursday’s breaks are in the hallway as the Exhibit Hall is not open.

Time slots available:

<table>
<thead>
<tr>
<th>DAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>$1,650</td>
<td>$1,650</td>
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<tr>
<td>PM</td>
<td>$1,650</td>
<td>$1,650</td>
<td>$1,650</td>
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</table>

INTERACTIVE BREAKFAST SESSION
Bring in your own speaker and help our delegates start their day the right way - with a CE session and a good breakfast.

$2,500 + cost of food/beverage

LUNCH SUPPORTING SPONSOR
Our delegates get hungry after sitting in sessions all morning! Let them see your support with your company logo prominently displayed at the two food stations in the exhibit hall. Available for Thursday, Friday and Saturday.

$6,000 per day (single)
$3,000 per 2 co-sponsors
## REACHING VETERINARIANS DURING THE CONVENTION

### INDIVIDUAL ITEMS

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convention bag sponsorship</td>
<td>$6,000</td>
</tr>
<tr>
<td>Convention bag insert</td>
<td>$500</td>
</tr>
<tr>
<td>Pads of paper or pens inserted into bag</td>
<td>No Charge</td>
</tr>
<tr>
<td>Hotel key cards</td>
<td>$3,000</td>
</tr>
<tr>
<td>Paw prints on hotel floors</td>
<td>$3,000</td>
</tr>
<tr>
<td>Shuttle buses between Delta and Sheraton hotels</td>
<td>$5,000 for Wed–Sat or $1,500 per day</td>
</tr>
<tr>
<td>Lanyards for participants (includes company logo on name badge)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Volunteer t-shirts</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Wet lab sponsorship</td>
<td>Sponsored</td>
</tr>
</tbody>
</table>

### PACKAGE DEALS

Choose one of these package deals, or consult with Laima Laffitte, CVMA’s Manager of Advertising and Sponsorship (llaffitte@cvma-acmv.org or (613) 673-2659), to build a customized package that will suit your needs.

<table>
<thead>
<tr>
<th>OPTION</th>
<th>LEVEL IV PACKAGE – $10,000</th>
<th>LEVEL III PACKAGE – $7,500</th>
<th>LEVEL II PACKAGE – $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A</strong></td>
<td><strong>• Exclusive sponsor of USB key</strong>&lt;br&gt;<strong>• Full page ad in each of Program Guide and Convention Guide</strong></td>
<td><strong>• Sponsorship of one full day CE session or 2 half day CE sessions</strong>&lt;br&gt;<strong>• Co-sponsor of Welcome Reception</strong>&lt;br&gt;<strong>• One Coffee &amp; Snack break</strong></td>
<td><strong>• Sponsorship of one full day CE session or 2 half day CE sessions</strong>&lt;br&gt;<strong>• Full page ad in Convention Guide</strong>&lt;br&gt;<strong>• Insert in Convention bag</strong></td>
</tr>
<tr>
<td><strong>B</strong></td>
<td><strong>• Sponsorship of one lunch</strong>&lt;br&gt;<strong>• Sponsorship of one full day CE session or 2 half day CE sessions</strong>&lt;br&gt;<strong>• Full page ad in the Convention Guide (or half page ad in Program Guide)</strong></td>
<td><strong>• Co-sponsorship of Convention App</strong>&lt;br&gt;<strong>• Full day of Coffee &amp; Snack breaks</strong>&lt;br&gt;<strong>• Full page ad in Program Guide</strong></td>
<td><strong>• Sponsorship of one half day CE session</strong>&lt;br&gt;<strong>• Full page ad in Program Guide</strong>&lt;br&gt;<strong>• One Coffee &amp; Snack break</strong></td>
</tr>
<tr>
<td><strong>C</strong></td>
<td><strong>• Co-sponsor of Emerging Leaders Program</strong>&lt;br&gt;<strong>• Co-sponsor for one lunch</strong>&lt;br&gt;<strong>• One Coffee &amp; Snack break</strong></td>
<td><strong>• Sponsor of all shuttle buses</strong>&lt;br&gt;<strong>• One coffee &amp; Snack Break</strong>&lt;br&gt;<strong>• One full page ad in the Convention Guide</strong></td>
<td><strong>• Co-sponsor of Welcome Reception</strong>&lt;br&gt;<strong>• Full page ad in Program Guide</strong>&lt;br&gt;<strong>• One Coffee &amp; Snack break</strong></td>
</tr>
<tr>
<td><strong>D</strong></td>
<td><strong>• Sponsor of one e-newsletter</strong>&lt;br&gt;<strong>• Sponsorship of one full day CE session or 2 half day CE sessions</strong>&lt;br&gt;<strong>• Sponsor of shuttle bus for one day</strong></td>
<td><strong>• Co-sponsor of Emerging Leaders Program</strong>&lt;br&gt;<strong>• Full page ad in Program Guide</strong></td>
<td><strong>• Co-sponsor for one lunch</strong>&lt;br&gt;<strong>• ½ page ad in Program Guide</strong>&lt;br&gt;<strong>• One Coffee &amp; Snack break</strong></td>
</tr>
<tr>
<td><strong>E</strong></td>
<td><strong>• Sponsorship of one lunch</strong>&lt;br&gt;<strong>• Sponsor of one e-newsletter</strong></td>
<td><strong>• Sponsor of e-newsletter</strong>&lt;br&gt;<strong>• Co-sponsor of one lunch</strong></td>
<td><strong>• Sponsor of shuttle bus for one day</strong>&lt;br&gt;<strong>• Sponsorship of half day of CE sessions</strong>&lt;br&gt;<strong>• One Coffee &amp; Snack break</strong>&lt;br&gt;<strong>• Insert in Convention bag</strong></td>
</tr>
</tbody>
</table>
REACHING VETERINARIANS AFTER THE CONVENTION

Don’t forget to follow up with Canadian veterinarians after the Convention! One option is to advertise in our monthly publication, *The Canadian Veterinary Journal*, to remind and inform veterinarians about your company and its products or services.

We also have a number of ongoing opportunities throughout the year that will help you keep in touch with veterinarians. For details, contact Laima Laffitte at llaffitte@cvma-acmv.org or call (613) 673-2659.

SPONSOR RECOGNITION LEVELS

By becoming a Sponsor of the CVMA Convention, you not only heighten your company’s profile amongst the participants of the Convention, but also in the veterinary community, as we promote your company’s name in our promotional activities for the Convention.

In addition to being recognized for the particular item or event that you sponsor, your total sponsorship may allow you enjoy more benefits by reaching one of the levels of sponsorship that are offered. Sponsorship levels are defined as follows:

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsorship Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>IV</td>
<td>&gt; $10,000</td>
</tr>
<tr>
<td>III</td>
<td>&gt; $7,500</td>
</tr>
<tr>
<td>II</td>
<td>&gt; $5,000</td>
</tr>
<tr>
<td>I</td>
<td>&gt; $2,000</td>
</tr>
<tr>
<td>Contributor</td>
<td>&lt; $2,000</td>
</tr>
</tbody>
</table>

THE VARIOUS ADDITIONAL SPONSOR BENEFITS ARE LISTED IN THE TABLE BELOW:

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>LEVEL IV</th>
<th>LEVEL III</th>
<th>LEVEL II</th>
<th>LEVEL I</th>
<th>CONTRIBUTOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice of Exhibit Hall Location (after CVMA Corporate Partnership sponsors)</td>
<td>1st</td>
<td>2nd</td>
<td>3rd</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Additional Exhibitor badges</td>
<td>2 full access badges</td>
<td>1 full access badge</td>
<td>1 Exhibit Hall pass</td>
<td>1 Exhibit Hall pass</td>
<td>—</td>
</tr>
<tr>
<td>Complimentary Insert in Convention Bag</td>
<td>2 inserts</td>
<td>1 insert</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>CVMA Website Convention page</td>
<td>Colour logo with link to web site</td>
<td>Colour logo with link to web site</td>
<td>B&amp;W logo</td>
<td>Company name</td>
<td>—</td>
</tr>
<tr>
<td>Signage outside of Exhibit Hall</td>
<td>Colour logo on signage &amp; in Convention mobile app</td>
<td>Colour logo on signage &amp; in Convention mobile app</td>
<td>B&amp;W logo on signage &amp; in Convention mobile app</td>
<td>Company name on signage</td>
<td>—</td>
</tr>
<tr>
<td>Recognition in Program Guide</td>
<td>Colour logo</td>
<td>Large B&amp;W logo</td>
<td>Small B&amp;W logo</td>
<td>Company name</td>
<td>Company name</td>
</tr>
<tr>
<td>Company description in Convention Guide</td>
<td>Additional 75 words</td>
<td>Additional 50 words</td>
<td>Additional 25 words</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Recognition in Convention Guide</td>
<td>Colour logo</td>
<td>B&amp;W logo</td>
<td>Small B&amp;W logo</td>
<td>Company name</td>
<td>Company name</td>
</tr>
<tr>
<td>Higher visibility on the Convention App</td>
<td>Colour logo by company name</td>
<td>Colour logo by company name</td>
<td>B&amp;W logo by company name</td>
<td>B&amp;W logo by company name</td>
<td>Company name</td>
</tr>
<tr>
<td>Recognition in The Canadian Veterinary Journal/Sponsor Recognition page</td>
<td>Colour logo in pre and post Convention issues</td>
<td>B&amp;W logo in pre and post Convention issues</td>
<td>B&amp;W logo in pre and post Convention issues</td>
<td>Company name</td>
<td>Company name</td>
</tr>
</tbody>
</table>
EXHIBIT DATES AND HOURS

THURSDAY, JULY 10 ..................... 5:30 pm - 7:30 pm (WELCOME RECEPTION)
FRIDAY, JULY 11 ........................ 10:00 am - 4:30 PM
SATURDAY, JULY 12 ..................... 10:00 am – 4:30 pm

The Welcome Reception will take place in the Exhibit Hall on Thursday evening, July 10. Exhibit Hall move-in is on Thursday (July 10) from 8:00am to 4:00pm. All exhibit booths MUST be set-up by 4:00pm with no exceptions.

COST

• The cost of an 8’ x 10 inline booth is $1,750 plus taxes (13% HST for Canadian companies).
• The cost of an 8’ x 10’ corner booth is $1,850 plus taxes.
• The cost of a non-profit table is $425 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 to 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
• Additional company representative badges may be purchased
• The hotel provides complimentary Wi-Fi in the exhibit hall

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 $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 will be available through the display company.
• Daily cleaning or special materials

SET-UP AND DISMANTLING

Set-up: Thursday, July 10 from 8:00am to 4:00pm with no exceptions.

Dismantling: Saturday, July 12 from 4:30pm until 10:00pm with no exceptions.

Please note: The display company will assemble any exhibit not completely set-up by 4:00pm on Thursday, July 10 at the Exhibitors’ expense.
EXHIBITING INFORMATION

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
2014 CVMA Convention
339 Booth Street
Ottawa, ON K1R 7K1
Tel.: (613) 673-2659 / Fax: (613) 673-2462
E-mail: llaffitte@cvma-acmv.org

All Exhibitor registration packages are being e-mailed out on the same day. To allow for discrepancies due to authorization, and other variables, all Exhibitor contracts with payment in full by January 15, 2014, or upon reaching the total number of spaces, will be drawn at random, allocating space as requested and as available. Exhibitors requesting multiple booth spaces will be drawn separately. CVMA Platinum, Gold and Silver Sponsors will be given priority followed by Convention Level IV, Level III, Level II and Level I Sponsors, in that order.

If the total number of spaces has not been sold by January 15, 2014, 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. The exhibit floor plan is 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.

EXHIBIT FLOOR / BOOTH SPACE

The Exhibit Area will be located in the St. John’s Conference Centre adjacent to the Delta Hotel. 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.

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 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.

CANCELLATION AND SUBLETTING

Exhibit space, which has been assigned and confirmed, is non-transferable. Cancellations before April 1, 2014, shall be subject to an administration fee of $250.00. No refunds will be made on or after April 1, 2014.

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.

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 Ruta Klicius, Manager, CVMA Conventions, who can be reached at (613) 236-1162 ext. 126 or e-mail: rklicius@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 Delta Hotel and 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, who can receive your shipment(s) in advance, store and then deliver the shipment(s) to the Avalon Ballroom (Exhibit Hall).

The Delta Hotel and Conference 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 10 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 Delta Hotel and Conference Centre nor the display company will sign for any shipment(s). The Delta Hotel and Conference Centre will have a pallet mover available for move-in and move-out. Loading dock allows for trucks to back in for unloading/loading.

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 display company.

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

TELEPHONE SERVICE

Complete telephone and fax line services are available throughout the Delta Hotel and Conference Centre. Telephone and high-speed internet services for Exhibitors can be arranged with Nancy McGrath at the Delta Hotel; tel: (709) 758-5498.
GUIDE TO EXHIBITS

All participants at the CVMA 2014 Convention will receive a “Convention 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 laffitte@cvma-acmv.org. This description should be less than **50 words** in length and should briefly summarize what Delegates 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, 2014.

HOTEL ACCOMMODATIONS

The CVMA has negotiated special hotel rates at the Delta Hotel and the Sheraton Hotel. Exhibitors are asked to book their own accommodations EARLY, as hotel rooms are at a premium and will sell out fast in St. John’s during the summer tourist season. The Sheraton Hotel is a 5 minute car ride or about a 20 minute walk from the Delta Hotel. (Shuttles will be available for transport between hotels).

The Delta Hotel and the Sheraton Hotel accept pets for a surcharge of $35.00 per night. Pet requests must be made at the time of reservation.

PARKING

Delta Hotel: Self-Parking: $12/day (taxes included) or Valet Parking: $24/day (taxes included).

Sheraton Hotel: Free Self Parking and paid Valet Parking ($16.95 per day) available.

SOCIAL EVENTS

Tickets for the Saturday night social evening will need to be purchased separately. Information will be available with the Exhibitor Manual that is sent to confirmed Exhibitors.
ADDITIONAL INFORMATION

Hotels

CONVENTION HOTEL AND EXHIBIT HALL: DELTA HOTEL AND CONFERENCE CENTRE
120 New Gower Street
St. John’s, Newfoundland and Labrador A1C 6K4
Phone: (709) 739-6404
Fax: (709) 570-1622
Web site: https://www.deltahotels.com/Hotels/Delta-St.-Johns-Hotel-Conference-Centre
Room Rates: $225.00 Single/Double

SHERATON HOTEL
115 Cavendish Square
St. Johns, Newfoundland and Labrador A1C 3K2
Phone: (709) 726-4980
Fax: (709) 726-2025
Website: http://www.starwoodhotels.com/sheraton/property/overview/index.html?propertyID=3455
Room Rates: $239.00 Single/Double

Tourism Information
For all information, please visit the St. John’s Tourism website:
http://www.stjohns.ca/visiting-our-city
or the Newfoundland Tourism website:
http://www.newfoundlandlabrador.com

For more information on Sponsorship or Exhibiting:

MS. LAIMA LAFFITTE, M.Ag.
2014 CVMA CONVENTION
339 Booth Street
Ottawa, ON K1R 7K1
Telephone: (613) 673-2659
Fax: (613) 673-2462
E-mail: llaffitte@cvma-acmv.org
APPLICATION & CONTRACT FOR EXHIBIT SPACE  
2014 CVMA CONVENTION  
ST. JOHN’S, NEWFOUNDLAND AND LABRADOR ~ JULY 9–12, 2014

Please complete this contract to apply for booth space at the 2014 CVMA Convention in St. John’s and send it back to:

Ms. Laima Laffitte, M.Ag.  Fax: (613) 673-2462 or (613) 236-9681  
2014 CVMA Convention  E-mail: llaffitte@cvma-acmv.org  
339 Booth Street, Ottawa, ON K1R 7K1  Visit our website: www.canadianveterinarians.net

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<tr>
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<table>
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<tr>
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<tr>
<th>Contact Mailing Address (if different from Company)</th>
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<table>
<thead>
<tr>
<th>Company Mailing Address</th>
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<thead>
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<tr>
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<tr>
<th>E-mail</th>
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1st Choice Booth # | 2nd Choice Booth # | 3rd Choice Booth #

We DO wish to be next to:  

We DO NOT wish to be next to:  

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<th>Quantity</th>
<th>Item Description</th>
<th>Cost per Item</th>
<th>Total</th>
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<tr>
<td></td>
<td>In-line Booth(s) – 8’ x 10’</td>
<td>$1750.00</td>
<td>$</td>
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<tr>
<td></td>
<td>Corner booth – 8’ x 10’</td>
<td>$1850.00</td>
<td>$</td>
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<tr>
<td></td>
<td>Non – profit tabletop (in hallway)</td>
<td>$425.00</td>
<td>$</td>
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<td></td>
<td>Additional representative(s) for Friday (includes lunch)</td>
<td>$65.00/ day</td>
<td>$</td>
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<tr>
<td></td>
<td>Additional representative(s) for Saturday, includes lunch)</td>
<td>$65.00/ day</td>
<td>$</td>
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<tr>
<th>SUBTOTAL</th>
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HST (Canadian companies only) Add 13%  

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<tr>
<th>TOTAL DUE</th>
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Payment Enclosed  

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<tr>
<th>Balance Due</th>
<th>$</th>
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Payment Terms: 50% deposit with application. Balance is due by January 15, 2014. No refunds after April 1, 2014.

<table>
<thead>
<tr>
<th>VISA</th>
<th>MasterCard</th>
<th>Cheque</th>
<th>Invoice</th>
<th>Please make cheque payable to: Canadian Veterinary Medical Association (CVMA – GST/HST #106868557)</th>
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Card Holder Name  

Card Number  

Expiry Date MM/YY  

Authorized Signature  

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, 2014. 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 On-Site Convention Guide, which is handed out on-site to all participants.

FOR CVMA OFFICE USE ONLY

<table>
<thead>
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<th>Date Received</th>
<th>Booth(s) # Assigned</th>
<th>Date Invoice Sent</th>
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