



Exhibitor & Sponsorship Packet

# OKLAHOMA VETERINARY CONFERENCE

NORMAN, OK



JANUARY, 25-27



We provide our partners with an exceptional opportunity to engage with Oklahoma veterinarians, their team members, and others passionate about animal health.

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Companies that have innovative solutions, or cutting-edge products and services, and are looking to build their market, exhibit at the Oklahoma Veterinary Conference. With the conference growing in popularity each year, you have the ability to grow your network and showcase your industry leadership.

The 2024 Oklahoma Veterinary Conference will provide the perfect opportunity to make new relationships, strengthen existing ones, heighten your company's name and brand recognition, and position your company before decision-makers and primary purchasers. Visit with over 400 veterinarians, veterinary students,

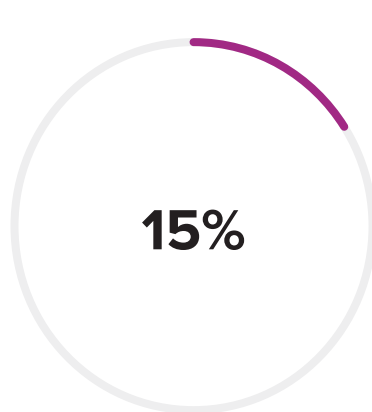
technicians, practice managers and staff at the premier educational conference and trade show in Oklahoma.

Join us at the Oklahoma Veterinary Conference. The OVMA appreciates the continued support of our industry partners and we look forward to your participation.

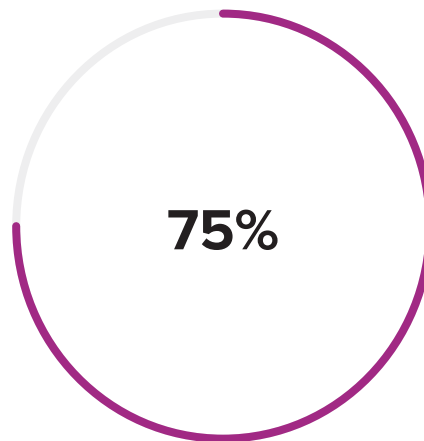
**Cordon DeKock**  
Executive Director  
Oklahoma Veterinary Medical Association

The Oklahoma Veterinary Conference is the premier CE event for Oklahoma veterinarians, technicians, veterinary students and practice managers—drawing over **400 attendees each year**.

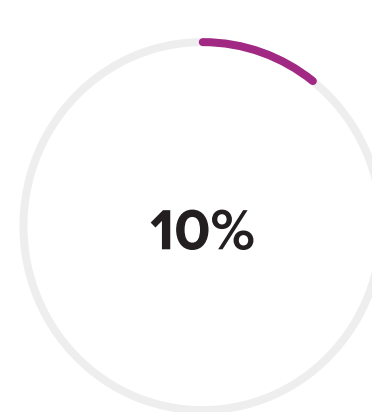
**Technicians**



**Veterinarians**



**Staff & Students**



## Booth Rates (LIMITED SPACE AVAILABLE)

### Standard Rates

<b>Booth Type</b>	<b>\$</b>
Elite Booth – 6 x 8	\$1,125
Additional Booth .....	\$1,075
Premium Booth – 10 x 10 .....	\$1,100
Additional Booth .....	\$1,050
Select Booth – 10 x 10 .....	\$1,050
Additional Booth .....	\$1,000
Standard Booth – 8 x 8 .....	\$1,000
Additional Booth .....	\$950
<b>Extras</b>	<b>\$</b>
Friday Breakfast	\$50
Friday Lunch .....	\$50
Saturday Breakfast .....	\$50

### Exhibiting Schedule

#### Thursday, January 25

10:00–4:00pm	Exhibitor Move-In <i>(booths to be set by 4:00pm)</i>
4:00–7:00pm	Exhibitor Hall Grand Opening <i>(drink tickets available)</i>

#### Friday, January 26

9:00am	Exhibit Hall Opens
6:00pm	Exhibit Hall Closes

#### Saturday, January 27

9:00am	Exhibit Hall Opens
12:00pm	Exhibitor Move-Out

## What you need to know

### Location & Accommodations

Embassy Suites by Hilton  
2501 Conference Dr  
Norman, OK 73069  
(866) 577-1273

### Your Booth Includes

Each booth includes standard back and side drape in show colors, 6' skirted table, two chairs, standard booth identification sign, exhibitor badges, **24-hour security service in the hall**, a listing of attendees following the conference, a listing in the conference program. Electricity, wifi, and additional furnishings are not included in the fee. The exhibit hall is carpeted.

### Prize Drawings make an Impact

Prizes will be given away at the Grand Opening on Thursday, January 25. Attendees must be present to win.

### Assignment of Space

Booth assignment is based on, in order of priority\*\*, date of receipt of contract and payment, and proximity to competitive or conflicting organizations. **Be sure to indicate your first, second, third, and fourth choices.**

No space can be held without payment. Early reservations are encouraged. Confirmation of booth reservations will be made promptly.

### Meals

Paid booths will receive two tickets for each of the following meals: Friday Breakfast, Friday Lunch, and Saturday Lunch. Additional tickets can be purchased with booth registration.

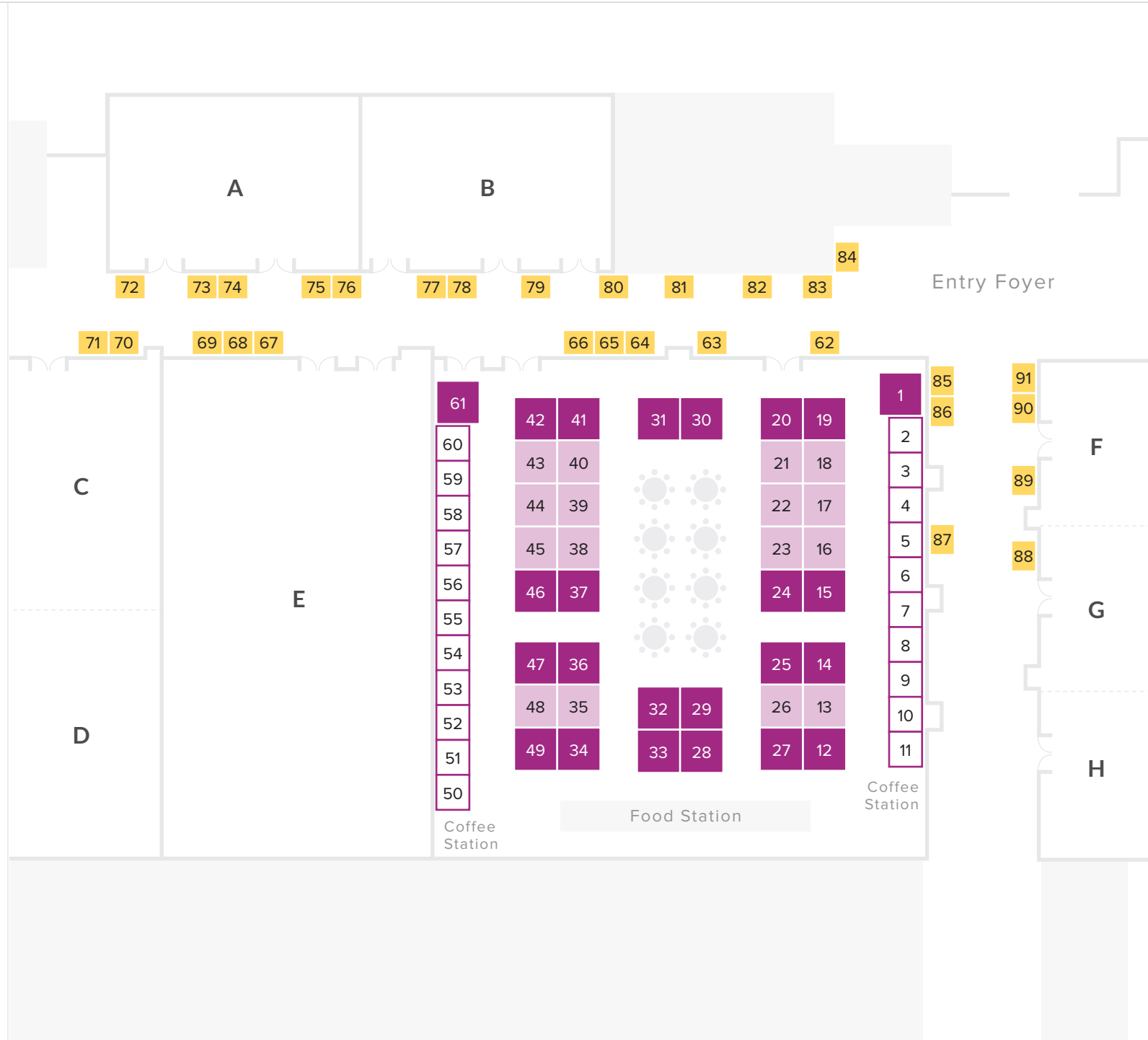
\*\* Conference Sponsors receive priority booth selection.

**Booth Type**

- Elite Booth
- Premium Booth
- Select Booth
- Standard Booth

**Session Rooms**

- A** General
- B** Technicians
- C** Food Animal
- D** Companion Animal
- E** Special Events
- F** Practice Management
- G** Equine



## Receive priority booth selection

Receive priority booth selection when you add a sponsorship to your purchase of any exhibit space.

	Platinum \$5,000 +	Gold \$3,000 +	Silver \$1,500 +	Bronze \$750 +
Listing in Promotional Materials & Publications	Logo	Name	Name	Name
Promotional Material in Registration Packets	✓	✓	✓	✓
Website Acknowledgment	✓	✓	✓	✓
Listing on Conference Signs	Logo	Logo	Name	Name
Conference Program Advertising	Full Page	Half Page	Qtr. Page	
Recognition ( <i>at Membership Breakfast</i> )	✓	✓		
Complimentary Tickets to Friday Night Event ( <i>60 sec. talking</i> )	2	1		
Booth Space	Standard 8x8 Booth Included	Standard 8x8 Booth Included		

Speaker / Session Sponsorships	Spiral Notebooks	Meal Sponsorships
<p>Exclusive and Contribution Co-Sponsorships Available. Check our website for more information.</p>	<p>\$2,500 <b>Exclusive Sponsor</b></p> <ul style="list-style-type: none"> <li>• Recognition in pre-conference and on-site printed materials</li> <li>• Company name or logo on front of notebook and bottom of pages</li> </ul>	<p>\$2,500 <b>OVMA Membership &amp; Awards Lunch</b>  <i>( approx. 260 attending )</i></p> <ul style="list-style-type: none"> <li>• Recognition in pre-conference and on-site printed materials</li> <li>• Personal introduction of company representative at lunch</li> <li>• Reserved table seating for two representatives</li> <li>• Company recognition during the lunch (room, podium, or overhead)</li> </ul>
Coffee Breaks	Advertising	
<p>\$3,500 <b>Exclusive Sponsor</b> <i>( All 5 Breaks )</i></p> <ul style="list-style-type: none"> <li>• Recognition in pre-conference and on-site printed materials</li> <li>• Company name at each station</li> <li>• Coffee cups with company logo will be provided by OVMA</li> </ul>	<p>\$5,000 <b>Conference Bag – Exclusive Sponsor</b></p> <ul style="list-style-type: none"> <li>• Reaches approximately 400+ attendees &amp; practice owners</li> <li>• Logo/company name on center of bag</li> </ul> <p>\$350 <b>Promotional Flyer in Registration Packet</b></p> <ul style="list-style-type: none"> <li>• Reaches approximately 400 attendees</li> <li>• Must be received by Dec. 31, 2023</li> </ul>	<p>\$2,000 <b>Exhibit Hall Grand Opening – Exclusive Sponsor</b></p> <ul style="list-style-type: none"> <li>• Provide the welcome address ( 2 min. )</li> <li>• Recognition in pre-conference and on-site printed materials</li> <li>• Company recognition at room entrance &amp; throughout exhibit hall</li> <li>• E-Vite through MailChimp to over 1,300 veterinarians and practice owners leading up to the event</li> <li>• Able to provide giveaways for the event</li> <li>• Spirits will be available</li> </ul>
Spirits & Mingling		
<p><b>Drink Tickets</b></p> <p>Opportunity to purchase drink tickets in a bundle to hand out during the Thursday evening Grand Hall Opening. Attendees will receive one drink ticket at the start of the conference.</p> <ul style="list-style-type: none"> <li>• 10 Tickets / \$90</li> <li>• 20 Tickets / \$180</li> <li>• 30 Tickets / \$270</li> <li>• 40 Tickets / \$360</li> </ul>	<p><b>Conference Program Print Ads</b></p> <p>\$750 <b>Full Page Ad</b> <i>( Back Cover )</i></p> <p>\$600 <b>Full Page Ad</b> <i>( Inside Front Cover )</i></p> <p>\$600 <b>Full Page Ad</b> <i>( Inside Back Cover )</i></p> <p>\$500 <b>Full Page Ad</b></p> <p>\$250 <b>Half Page Ad</b></p> <p>\$150 <b>Quarter Page Ad</b></p>	<p>\$2,500 <b>Friday Afternoon Snack Break – Gourmet Bar</b></p> <ul style="list-style-type: none"> <li>• Includes gourmet popcorn, trail mix, napkins with sponsor logo at snack station, and signage at snack station</li> </ul> <p>\$1,000 <b>Saturday Morning Pastry Break</b>  <i>( approx. 400+ attending )</i></p> <ul style="list-style-type: none"> <li>• Recognition in pre-conference and on-site printed materials</li> <li>• Company name at each station</li> <li>• 2-5 minutes company presentation plugs during your sponsored break</li> </ul>

## Contact Information

All Contact Information fields **REQUIRED**

Company Name \_\_\_\_\_  
*(For printed materials)*

**Company Contact Name\*\*** \_\_\_\_\_

Position \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Product Description \_\_\_\_\_

**Exhibit Contact Name\*\*** \_\_\_\_\_  
*(Person in charge on site, if different from above)*

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

**\*\* Which contact person should receive expo service materials?** (booth, freight, lighting information, etc)  Company Contact  Exhibit Contact

**Name Badges:** Name badges will **NOT** be printed as in year's past. Company representatives will need to bring and wear their own company name badges.

**Meals:** Paid booths will receive two tickets for each of the following meals: Friday Breakfast, Friday Lunch, and Saturday Lunch. Additional tickets can be purchased with booth registration.

Attendee #1 Name \_\_\_\_\_

Attendee #2 Name \_\_\_\_\_

Attendee #3 Name \_\_\_\_\_

Attendee #4 Name \_\_\_\_\_

## Booth Reservation

Standard Rates apply after 10/01/2022

### Standard Rates

\$

- 6x8 Elite Booth ..... \$1,125
- Additional Booth ..... \$1,075
- 10x10 Premium Booth ..... \$1,100
- Additional Booth ..... \$1,050
- 10x10 Select Booth ..... \$1,050
- Additional Booth ..... \$1,000
- 8x8 Standard Booth ..... \$1,000
- Additional Booth ..... \$950

### Extras

\$

- Friday Breakfast ..... \$50
- Friday Lunch ..... \$50
- Saturday Breakfast ..... \$50

**Please reserve Booth # \_\_\_\_\_** at the 2024 Oklahoma Veterinary Conference.

If this booth is not available, **our alternate choices are:** 2nd \_\_\_\_\_, 3rd \_\_\_\_\_, 4th \_\_\_\_\_.

*Booth space requests will be assigned on a first come, first served basis, with priority given to Allied Members and Sponsors. We make every effort to ensure you receive your preferred booth. We reserve the right to assign or change booths at our discretion.*

Our preference is to be located near the following companies:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Please do **NOT** assign my booth near the following companies:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Sponsorship Opportunities

### About Sponsorship Levels

All values, individually or combined will accumulate toward your final sponsorship level recognition.

### Speaker / Session Sponsorship

- Exclusive Speaker Session*
- Contributing co-Sponsor*

Write in Speaker / Session to sponsor:

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### Coffee Breaks

- Exclusive Sponsor*  
\$3,500

### Drink Tickets

- 10* / \$90
- 20* / \$180
- 30* / \$270
- 40* / \$360

### Spiral Notebooks

- Exclusive Sponsor*  
\$2,500

### Conference Bags

- Exclusive Sponsor*  
\$5,000

### Advertising

- Promotional Flyer in Registration Packet*  
\$350

### Conference Program Print Ads

- Full Page Ad ( Back Cover )*  
\$750
- Full Page Ad ( Inside Front Cover )*  
\$600
- Full Page Ad ( Inside Back Cover )*  
\$600
- Full Page Ad*  
\$500
- Half Page Ad*  
\$250
- Quarter Page Ad*  
\$150

### Meal Sponsorships

- OVMA Membership & Awards Lunch*  
\$2,500
- Exhibit Hall Grand Opening – Exclusive Sponsor*  
\$2,000
- Snack Break – Gourmet Bar*  
\$2,500
- Morning Pastry Break Saturday*  
\$1,000

## Payment Information

Booth Space \$ \_\_\_\_\_

Sponsorship Total + \$ \_\_\_\_\_

**Total** \$ \_\_\_\_\_

### Sponsorship Level

- Platinum** \$5,000+     **Silver** \$1,500+
- Gold** \$3,000+     **Bronze** \$750+

### Send Reservation to:

Email: [admin@okvma.org](mailto:admin@okvma.org)

- Check     Visa     Mastercard     American Express

**Total Amount Enclosed** \$ \_\_\_\_\_

Name on Card \_\_\_\_\_

Card number \_\_\_\_\_ Exp. \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

**Note:** Payment must be received by OVMA to hold your booth space reservation. By purchasing booth space you agree to the Exhibitor Rules and Regulations (see pg 9).

### Adherence to Show Rules

The following provisions become binding upon acceptance of the OVMA Application and Contract for Exhibit Space between the applicant, his employees and agents, and OVMA, and any additions and amendments thereto that may hereafter be established or put into effect by OVMA. OVMA reserves the right to disqualify potential exhibitors which do not meet the specifications on the Application and Contract for Exhibit Space and as stated herein. Failure by the exhibitor to comply with these rules and regulations as agreed by the parties or the breach of any representation, warranty, or guarantee by the exhibitor shall render the exhibitor liable for direct and consequential damages, expenses, allocations of overhead, etc. The Application/Contract for Exhibit Space and these Rules and Regulations represent the complete understanding of the parties.

### Service Information

The official decorating service contractor is Midwest Decorating Company. All services customarily required by exhibitors will be available. Complete shipping instructions and information regarding booth furnishing, electricity, shipping and freight handling will be forwarded to those assigned space.

The exhibitor is responsible for ordering and payment of all extra services including the draping for extra tables, carpeting, or extra furniture from Midwest Decorating Company. The exhibit hall is carpeted.

Midwest Decorating Company  
1510 S. Memorial  
Tulsa, OK 74112  
P (918) 585-0988 F (918) 585-9517

### Floor Plan/Space Assignments

The arrangement of exhibit space is shown on the floor plan. All dimensions and locations shown on the floor plan are believed, but not warranted, to be accurate. OVMA reserves the right to make such modifications, to whatever extent OVMA

deems appropriate, to the floor plan as may be in the best interest to the Exposition.

Space is assigned on a first-come, first-served basis. If space selected has previously been reserved, OVMA retains the right to assign the next best available space. OVMA shall assign display space as indicated on the official floor plan, insofar as possible, but reserves the right to reassign, decline or prohibit any exhibit that, in their judgment, is out of keeping with the character of the conference, this reservation being all-inclusive as to person, things, printed matter, products, and conduct.

No exhibit shall assign, sublet, or share the whole or any part of their space, unless assignee is a partnership, subsidiary or joint venture with contract holder and is an integral part of exhibitor's product presentation.

### Participation

OVMA determines the eligibility of any company or product for exhibit. Until an exhibitor's application has been accepted by OVMA, no rights to exhibit are granted. OVMA may prohibit installation or request removal of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the Association's character or purpose.

### Advertising

Distribution of souvenirs, advertising or printed matter is prohibited in any area other than the exhibitor's own booth and must have prior approval by the OVMA.

### Staffing

Exhibitors must open their exhibits on time and staff the booth at all times during show hours. The designated booth manager shall represent the exhibitor in connection with setup, operation, and dismantling of the exhibits. Only representatives who are employed by the exhibiting company and who will be working in the booth are to be registered as booth personnel. False certification of individuals as exhibitor's representatives, sharing of exhibitors badges, or any other method

used to assist unauthorized persons to gain admission to the exhibit floor will be just cause for expelling the violator from the conference.

### Hospitality Suites/Rooms

Hospitality suites/rooms by exhibitors are prohibited. Exhibitors may be requested to leave; no refund will be issued for booth space.

### Copyright Policy

Exhibitor must obtain all necessary authorization from third parties concerning copyrights, music licensing rights, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor. Exhibitor's operations at the Exposition do not infringe any copyright, patent, trademark, trade name, service mark, or other similar right of any other party. Exhibitors shall indemnify and hold harmless OVMA, and its officers, directors, employees, and agents from any and all liabilities, claims, costs, damages and reasonable fees of counsel of OVMA's choice incurred in connection with any claim against OVMA arising out of or caused by Exhibitor's display or distribution of any promotional materials, or performance of any music or other material that violates any copyright, patent, trademark, trade name service mark, or other similar right of any other party.

### Payment Policy

Booth payments are by before January 4, 2024. Cost of booth space for exhibitors wishing to purchase space after this date will be between \$850 and \$1,100, as indicated in Floor Plan (see page 3). No one will be allowed to exhibit unless exhibit fee is **paid in full**. The OVMA reserves the right to cancel and/or re-sell any booth space not paid in full by January 4, 2024.

### Move-in/Move-out

Move-in/Move-out hours will be posted prior to the event.

Name badges are not required for move-in or move out.

At the risk of being penalized no exhibitor will be permitted to move-out prior to the closing of the hall on Saturday, January 27, 2024, at 12:30 PM

Arrangement and payment for transporting goods to and from the Exposition, receiving, decorating and removal of exhibits are the responsibility of the exhibitor.

### Cancellation of Exhibit Space

Notification of booth space cancellations must be made in writing. The OVMA's policy for refund of booth fees allows a full refund through November 1, 2023. In the event of cancellation, OVMA assumes no responsibility for having included the name of the canceled exhibitor or description of their products in conference materials.

**AFTER NOVEMBER 1, NO REFUNDS WILL BE GIVEN - UNLESS THE SPACE IS RESOLD**

### Subletting of Space

Exhibitors may not assign, sublet, or apportion any part of the space allotted to them and may not advertise or display goods or services other than those manufactured or sold by them in the regular course of their business.

### Use of Exhibiting Space During Exhibit Hours/Prohibition

Acceptance of exhibit space makes it obligatory on the part of exhibitor employees that he/she or they not deface, injure or mar the exhibit area. Nothing shall be pasted, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts of the building or furniture. Exhibitors are not permitted to suspend, attach or affix any materials to ceiling, ceiling fixtures, pipes, ducts, sprinkler heads, lighting fixtures, etc. unless written permission has been granted by the conference center manager. Any damage done shall be made good by the exhibitor to OVMA or the owners of the building.

OVMA shall have the unqualified right to prohibit or require the dismantling of any exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character or purpose of the exposition. Exhibits shall be modified or dismantled at the request of OVMA. OVMA reserves the right to remove from the Exposition any advertising, programs, materials, literature or costumed persons or mannequins which are, in the opinion of OVMA, in bad taste.

Exhibitors shall reflect the highest standard of professionalism while maintaining the booth during exhibit hours. The booth must be maintained by at least one company representative during exhibit hours. The OVMA reserves the right to expel from the exhibit area any exhibitor who misrepresents their product, service or firm, in name or action.

The exhibitor shall not display or place any product, sign, partition, person, apparatus, shelving, or other construction that extends more than eight feet above the floor or more than four feet forward from the back wall of the booth. Display between back construction and front of the booth may be no higher than four feet. No interference with the light or view of other exhibitors will be permitted.

Sound levels may not be distracting to neighboring exhibits.

Exhibitors must conform to rules and regulations concerning flammable and hazardous chemical products and materials as set by OSHA, the State of Oklahoma, and the City of Norman.

No outside food or beverage is allowed in the exhibit area.

### Exhibit Hall Admittance/Badges

Exhibitors will furnish OVMA with an advance list of their representatives. Representatives must register upon arrival at the exhibit hall. Exhibitor can pickup their welcome packets at the registration desk.

No one will be allowed in the Exhibit Hall without a company name badge during the course of the exhibition, except during move-in and move-out.

Exhibitors, with the proper name badge, will be allowed in the exhibit hall no earlier than 30 minutes prior to scheduled opening of exhibits.

### Dates to Remember

October 1	Booth Registration Deadline
December 31	Hotel Reservation Deadline
January 25	Exhibit Hall Move In
January 26	Exhibit Hall Grand Opening
January 27	Last Day/Move Out

### Embassy Suites Policies & Procedures

In order to receive advanced rates, orders must be received with full payment a minimum of 10 days prior to the first move-in date. Orders received after that date or without payment are required to pay regular rates. If you require an order form for any of the following please contact OVMA, (405) 478-1002.

### Utilities

Advance orders shall receive priority service.

A standard electrical outlet consists of one single female plug. Service does not include adapters or special wiring.

Wall, column and permanent buildings are not part of the booth space and are not to be used by exhibitors.

Unauthorized use of electrical services will be terminated or exhibitor must pay electrical service charge.

Electrical service will be provided to the booth in a location and manner that is safest and most convenient .

Exhibitors are not permitted to share electrical service. All orders must be places individually.

All floor orders or changes must be made with the Hotel Event Coordinator.

Embassy Suites' staff is not permitted to take orders directly from exhibitors.

Check okvma.org for updates and other news about the Conference!

If you'd like to submit an ad for our newsletter contact us at (405) 478-1002 for our special newsletter ad rate!

Persons with disabilities who plan to attend

this meeting and who may need auxiliary aid or service are requested to contact OVMA at (405) 478-1002 at least ten (10) working days prior to the Conference so that appropriate arrangements can be made.

The Electrical Supervisor is obligated to refuse connection when wiring is not in compliance with Federal, State, and Local Safety Codes.

All furnished materials and equipment remains the property of the Embassy Suites or its assigned agent.

All materials that are removed from the premises or damaged will be billed accordingly.

Equipment problems must be reported immediately to the Event Coordinator or Electrical Supervisor.

Claims will not be considered unless filed by the exhibitor prior to the close of the show.

A minimum of half hour labor is included in the prices for all 208 Volt Single Phase and Three Phase.

\*\*\*No credit will be issued for outlets installed but not used. Please note: All equipment must be outfitted with a fusible switch. Materials not included.

### I/T

Advance orders shall receive priority service.

Phone Service– VoIP Phone Service is Local & Long Distance Calling. International is an additional item, please contact the IT Department. Capable of doing call forwarding, rollover, and additional lines to a single phone.

Basic wireless Service– wireless connectivity is provided free of charge at the Embassy Suites Hotel. This shared wireless service and is for checking e-mail and light web surfing. Wireless signal is broadcast using 802.11g and 802.11n standards.

Premium Wireless Service (1MB up/down) - Premium wireless service provides guaranteed bandwidth and private access to the internet. This service provides an SSID and security that is customized for each client.

Hi-Speed Internet– Wired Internet Access that is shared bandwidth with other users. Addresses are provided by DHCP—no public IP addresses are available with this service.

1.5 Internet Access– This service provides 1.5 Mbps speed for uploading and downloading of information. This is a private service that provides 1 public IP address.

3.0 Internet Access- This service provides 3.0 Mbps speed for uploading and downloading of information. This is a private service that provides 1 public IP address.

6.0 Internet Access- This service provides 6.0 Mbps speed for uploading and downloading of information. This is a private service that provides 1 public IP address.

### Insurance Not Provided

All exhibitors/vendors at the 2024 Oklahoma Veterinary Conference are required to provide a certificate of insurance naming Oklahoma Veterinary Medical Association as a certificate holder and additional insured. Vendor acknowledges 2024 Oklahoma Veterinary Conference provides no insurance covering vendor's property. It is vendor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the 2024 Oklahoma Veterinary Conference.

