

EXPERIENCE THE DIFFERENCE

TGAVC 2022

The Gulf-Atlantic Veterinary Conference

Sept. 22-25, 2022 | JW Marriott Miami Turnberry Resort & Spa | Aventura, FL

Look Inside For:

- Venue & Accommodations
- Booth Information
- Exhibit Hall Floor Plan
- Sponsorship & Marketing Opportunities
- Exhibit Rules & Regulations
- Exhibit Enhancement Programs

Your invitation to exhibit at

THE GULF-ATLANTIC VETERINARY CONFERENCE 2022

JW Marriott Turnberry Miami
19999 West Country Club Drive,
Aventura, Florida 33180

**EXHIBIT HALL OPEN
SEPTEMBER 23-24, 2022**

Questions?

Exhibiting & General Questions: Jason Smith, External Relations Coordinator
jason.smith@fvma.org, 800.992.3862

Sponsorships: Ralph Huber, Business Development Manager
bizdev@fvma.org, 407.463.4395



Florida VETERINARY MEDICAL ASSOCIATION

The Gulf-Atlantic Veterinary Conference (TGAVC) is the premiere veterinary conference buying event in Florida. Showcase products and services to your targeted clientele through unmatched conference programming that focuses on attendee engagement in the exhibit hall.

Motivated buyers...

900+ Attendees

600+ Veterinarians

Perfectly timed to coincide with
end-of-year budget cycles



in your target markets...

70% of attendees are based in Florida

Remaining 30% include most desired markets:

Alabama
Georgia
New York
Pennsylvania
Texas



and the tools to close the deal!

NEW lead retrieval rental

DIRECT-to-attendee marketing now available

MORE sponsorship opportunities

PROVEN traffic builders



LEARN MORE ON PAGE 5

DOING BUSINESS IN STYLE

Beautiful, new host hotel

JW Marriott Turnberry Miami
19999 West Country Club Drive,
Aventura, Florida 33180

**EXHIBIT HALL OPEN
SEPTEMBER 23-24, 2022**

**SPECIAL
RATE!**
Only
***\$249**
per night

*PRICE DOES NOT INCLUDE
\$20 RESORT FEE.

- *RESORT FEE INCLUDES
- ACCESS TO TIDAL COVE WATERPARK,
 - DAY PASS TO SELECT SPA SERVICES AND
 - A WHOLE LOT MORE!



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BOOK ONLINE:

Scan QR Code or visit:

<https://book.passkey.com/go/2022FVMAConference>

BOOK OVER THE PHONE:

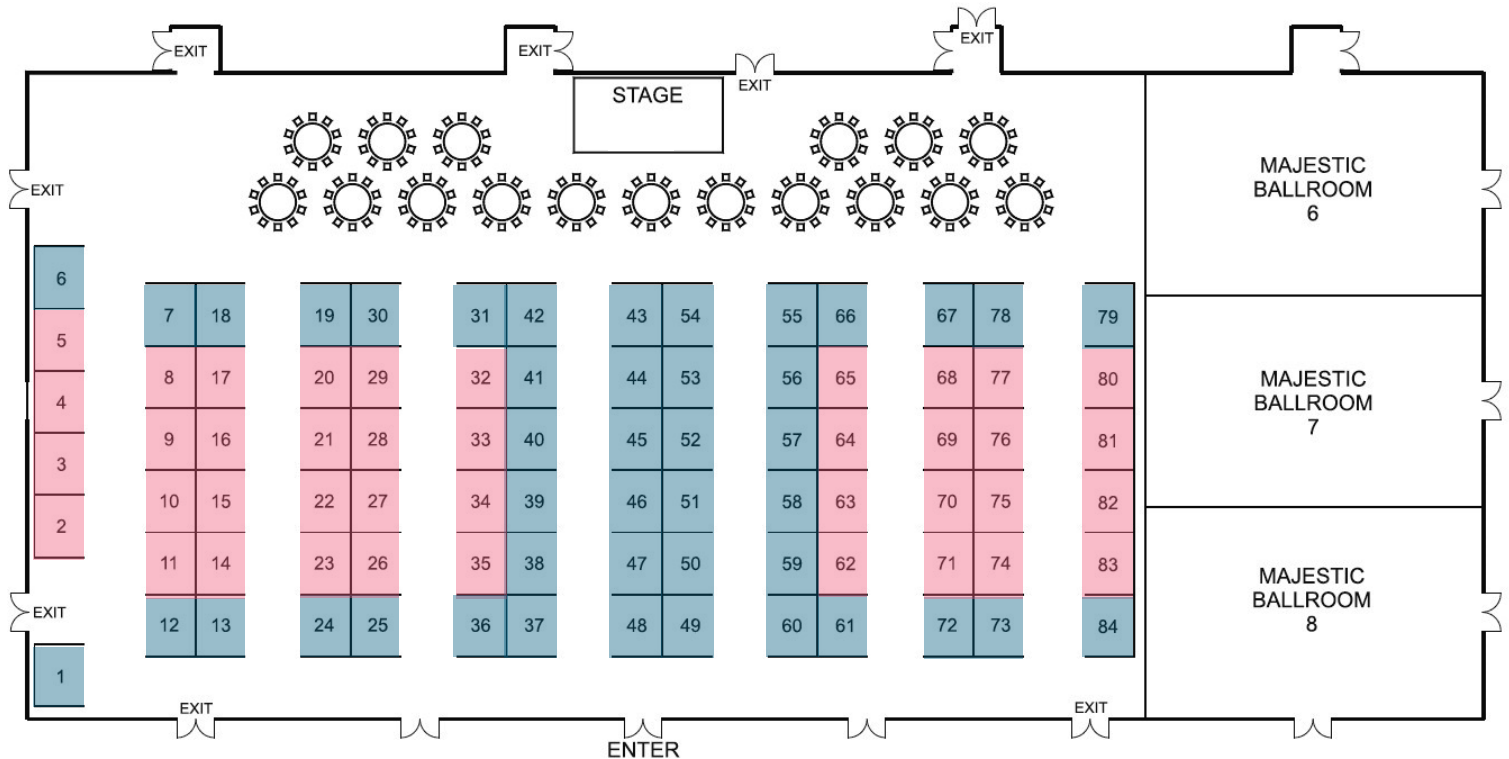
786-279-6770 or 888-236-2427

DISCOUNT CODE "FVMA"

**RESERVATION
DEADLINE:**

AUGUST 12, 2022
(or until room block is sold out)

EXHIBIT HALL INFO



BOOTH PRICING

Premium Booth: \$2,795.00

Standard Booth: \$2,295.00

Each booth will include:

- Two badges for booth personnel
- Complimentary lunch on Friday & Saturday for booth staff
- One 6' skirted table
- One waste basket
- 8'- tall back drape with 3'- tall side dividers
- Listing in the TGAVC On-site Program
- Listing on the TGAVC website
- TGAVC registered attendee mailing list provided pre- and post-conference

EXHIBIT SCHEDULE

Friday, September 23, 2022

Exhibitor Load-in: 7:00 a.m. - 11:30 a.m.

Exhibit Hall Open: 11:30 a.m. - 6:15 p.m.

Lunch in the Exhibit Hall: 12:00 p.m. - 1:30 p.m.

**Attendee Welcome Reception in the Exhibit Hall
5:10 p.m. - 6:15 p.m.**

Saturday, September 24, 2022

Exhibit Hall Open: 9:00 a.m. - 1:10 p.m.

Lunch in the Exhibit Hall: 11:40 a.m. - 1:10 p.m.

Cover-all Bingo Raffle Drawing: 12:40 p.m. - 1:10 p.m.

Exhibitor Load-out: 1:10 p.m.

**Show management reserves the right to alter floor plan and exhibit hours*

SPONSORSHIP & MARKETING

EDUCATIONAL PROGRAM SPONSORSHIPS

Description	Fees
Speaker Sponsorships	STARTING AT \$2,500
Wet Lab Sponsorships	STARTING AT \$5,000

QUESTIONS?

Contact Ralph Huber

bizdev@fvma.org

407-463-4395

PROMOTIONAL SPONSORSHIPS

Description	Fees	Scope
Wet Lab Coffee Break	\$2,000	1-Hour Service. Coffee, Decaf and Hot Tea
Wet Lab Lunch	\$7,500	Prix Fixe Box Lunch
Welcome Reception Attendee Drinks	\$5,000	1-Free beer, wine, soda to all registered attendees
Conference Bags	\$5,000	QTY 1,400
Lanyards	\$2,000	QTY 1,200
Conference Bag Inserts	\$845	QTY 1,400

MARKETING SPONSORSHIPS

Description	Fees	Scope
Onsite Program		
Full-page Ad	\$1,245	Limited to One (1) ad per company per program. If interested in purchasing the Back Cover, contact: meetings@fvma.org
Half-page Ad	\$945	
Quarter-page Ad	\$625	
Attendee Emails		
Pre-conference	\$875	Email blast w/ your choice of content to all registered attendees.
Post-conference	\$875	
Both pre- & post- conference	\$1,500	

EXHIBITOR ADD-ONS



LEAD RETRIEVAL DEVICE

Badge scanning now available!
 Reserve your scanning device
 for \$450.00



C.A.T. TICKETS

Customer appreciation, reception drink tickets

- 5 Tickets \$70
- 10 Tickets \$130



COVER-ALL BINGO

This fun and effective tool increases exhibit hall traffic, attracting more attendees to your booth throughout the conference. All paid, registered attendees will be given a pre-printed bingo card with the participating exhibitors listed.

The objective: To receive a stamp or sticker from each participating exhibitor. Once fully completed, the attendee turns in the card, making them eligible for thousands of dollars in prizes via a raffle.

\$195



WHAT TO DO AND WHEN!



RESERVE YOUR BOOTH ONLINE!



Scan QR code
or visit
www.fvma.org/conferences

Don't forget to add lead retrieval and sponsorships to your booth order!



IMPORTANT DEADLINES

- Onsite program artwork: July 29
- Attendee bag inserts: July 29
- Booth reservation: August 12
- Hotel reservations discount: August 12
- Email blast copy: August 19
- Lead retrieval device rental: August 31
- Bingo card participation: September 9



COMPLETE YOUR PROFILE

- Agree to terms & conditions
- Upload your logo
- Add company description
This will be used in the onsite program guide
- Provide contact information for attendees to reach you pre-, during and post- conference



COMPANY DESCRIPTION

Due date: July 29



REGISTER YOUR BOOTH STAFF

Register staff before the show to avoid delays in setting up your booth



AUGUST 1 - SEPTEMBER 14

Registration link will be emailed to booth admin on file by 8/1/22



ORDER BOOTH SERVICES

Gulf Coast Expo

- Material handling, furniture, booth set up
- Encore Global
- Internet
- Audio/visual
- Power

See Exhibitor Services Kit



CARPET COVER/FURNITURE

Due date: August 31

ADVANCED FREIGHT

Due date: September 16

RULES & REGULATIONS

1. CONTRACT

The following rules and regulations become binding upon acceptance of this contract between the applicant and The Gulf-Atlantic Veterinary Conference, the show sponsor. The Gulf-Atlantic Veterinary Conference reserves the right to interpret these rules, as well as make final decisions, on any points the rules and regulations do not cover.

2. SPACE ASSIGNMENT

Booth assignments will be made according to: exhibitor's request, sponsorship level, date the Exhibitor Contract was received, and with care to separate competing exhibitors, where possible. The Gulf-Atlantic Veterinary Conference reserves the right to reallocate space as necessary. However, no change in space assignment will be made (after space reservation has been confirmed) without consultation with the exhibitors concerned. Telephone requests for space will not be accepted. Applicants must use the official Exhibitor Contract. Booth space pricing starts at \$2,295 per 8' x 10' booth. Full payment **MUST** be received with Exhibitor Contract to reserve booth. No exhibit will be set up and displayed during the conference without payment in full.

3. SHIPPING/EXHIBITOR SERVICE DESK

Shipping and exhibitor services are handled by Gulf Coast Expo. Freight will not be received or handled directly by the host hotel or The Gulf-Atlantic Veterinary Conference for this event. Gulf Coast Expo will maintain an Exhibitor's Service Desk throughout the show's installation and tear down for your convenience. Telephone: 813.915.8066.

4. RENTAL SERVICES

Gulf Coast Expo can provide additional booth furnishings and floor coverings. For more information, contact Gulf Coast Expo at 813.915.8066 for a copy of the Exhibitor Services Kit.

5. CANCELLATION

All booth reservations are final. No cancellations or refunds.

6. FIRE & SAFETY REGULATIONS

All local, state and federal regulations will be strictly enforced. Exhibitor assumes all responsibility for compliance with such standards.

7. LIABILITY & INSURANCE

The hotel management and The Gulf-Atlantic Veterinary Conference will take all reasonable precautions to avoid loss of exhibitors' property by theft, fire or other causes. Under no circumstances shall the hotel management, nor The Gulf-Atlantic Veterinary Conference, or any of its members be responsible for such losses. It is recommended that exhibitors cover their property with suitable insurance. In the enforcement and interpretation of the following rules and regulations, the decision of the conference management is final. In the event of any unavoidable circumstances making the building unfit for use, the exhibit space contract shall not be binding. The exhibitor assumes all responsibility for any and all loss, theft or damage to exhibitor's display, equipment and other property while on the premises.

8. ELIGIBLE EXHIBITS & ADDITIONAL CONSIDERATIONS

The Gulf-Atlantic Veterinary Conference executive director reserves the right to determine the eligibility of any company, product or part thereof that, in their opinion, is not in keeping with the character of the conference. All exhibits are expected to be in the best interest of veterinary medicine. Exhibitors will be expected to comply with the rules and ethics of the American Veterinary Exhibitors' Association, and any state or federal guidelines associated with any displayed equipment or services. Any undignified solicitation on the part of any exhibitor should be promptly reported. The Gulf-Atlantic Veterinary Conference reserves the right to close any exhibit which conducts its solicitations in an objectionable manner or infringes upon the rights and privileges of other exhibitors.

9. NOISY & OBNOXIOUS EQUIPMENT

No sound-making equipment or other devices may be set up in any exhibit booth which would disturb the orderly operation of the exhibit area.

10. SECURITY

The Gulf-Atlantic Veterinary Conference will arrange for security to supervise traffic flow in and out of the exhibit hall. Security will be provided during exhibit hall hours. All exhibitors and attendees entering the exhibit hall must wear The Gulf-Atlantic Veterinary Conference issued name badges.

11. USE OF BOOTH SPACE

Exhibitors may not subdivide, assign or sublet their space, nor any part thereof, nor purchase multiple booths for the intent or purpose of assigning or subletting to third parties, nor permit in their booth non-exhibiting companies' representatives without the express written permission of The Gulf-Atlantic Veterinary Conference. Only individuals or companies that have contracted directly with The Gulf-Atlantic Veterinary Conference shall be listed in the exhibit hall directory or be allowed on the exhibit hall floor as an exhibitor. Any booth sign shall display only one company name per booth. No advertising devices, signs or corporate/company logo(s) on apparel shall be displayed in or outside the exhibit booth space other than those approved or furnished by The Gulf-Atlantic Veterinary Conference. Failure to comply with this provision shall be sufficient cause for The Gulf-Atlantic Veterinary Conference to require the immediate removal of the exhibit and/or the offending exhibitor at the sole expense of the exhibitor.

12. DAMAGE TO PROPERTY

Exhibitors will be responsible for any damage caused by them or their employees to the building, floor, walls, columns, standard booth equipment or to other exhibitors' property. Exhibitors must not apply paint, lacquer, adhesive or any other coating to the building, columns, walls, floors or to standard booth equipment.

13. BADGES

Badges will be supplied for company representatives who will be manning the booth(s). Exhibitors shall not give badges to individuals who are not official representatives of their company. The badges will not admit the wearer into educational lectures, the business meeting or ticketed events. Badges can be picked up at The Gulf-Atlantic Veterinary Conference Registration Desk. Two badges included per booth. If the number exceeds two, an additional fee will be added to your company's registration fee for each additional booth attendant. The booth representative limit is five (5) in the booth at any one time.

14. BOOTH REPRESENTATIVE NAMES

Your company is entitled up to two complimentary exhibit representatives per standard booth. More than two representatives per standard booth will incur additional charges. Booth staff registration is August 1-September 12.

15. EXHIBIT HOURS (tentative schedule)

September 23, 2022

Exhibit Setup	7:00 a.m. - 11:30 a.m.
Exhibit Hall Open	11:30 a.m. - 6:15 p.m.
Lunch	12:00 p.m. - 1:30 p.m.
Afternoon Break	2:20 p.m. - 3:20 p.m.
Friday Welcome Reception	5:10 p.m. - 6:15 p.m.

September 24, 2022

Exhibit Hall Open	9:00 a.m. - 1:10 p.m.
Morning Break	9:50 a.m. - 10:50 a.m.
Lunch	11:40 a.m. - 1:10 p.m.
Cover-all Bingo Raffle Drawing	12:40 p.m. - 1:10 p.m.
Exhibit Hall Closes	1:10 p.m.

16. DISMANTLE

No exhibitor will be allowed to remove their exhibit or any part of it until the close of the exhibition without the prior consent of The Gulf-Atlantic Veterinary Conference executive director. Booths will be staffed at all times during the official exhibit hall hours.