



Emerald Coast

Veterinary Conference

July 7 - 11, 2021

Sandestin Golf & Beach Resort

Less stress, happier clients



better work environment

A world-class beach resort makes everything better,
including a veterinary conference.

Join us and see.



ECVC is presented by the Alabama and Georgia veterinary medical associations

There is a better way

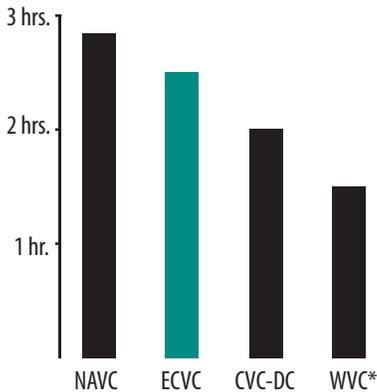
There is no comparison

In 2019 the Emerald Coast Veterinary Conference drew 725 attendees (veterinarians, practice managers & veterinary technicians--does not include exhibitors/spouses) from 34 states. One-third of our attendees continue to be Practice Owners. We did hold the conference in 2020 but because of the extraordinary circumstances, it was not representative of our normal audience.

To aid you in your decision to exhibit, we have compared the ECVC with a few of the most popular veterinary conferences in the country – events you may be considering like the North American Veterinary Conference (NAVC), the Western Veterinary Conference (WVC) or the Central Veterinary Conference in Washington, D.C. (CVC-DC). All of this information was taken directly from their websites, so we encourage you to look for yourselves.

Average hours per day dedicated exclusively to the exhibit hall

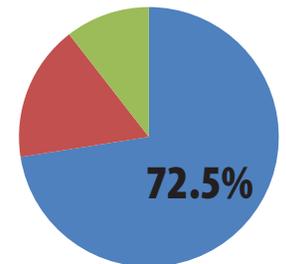
(no classes in session)



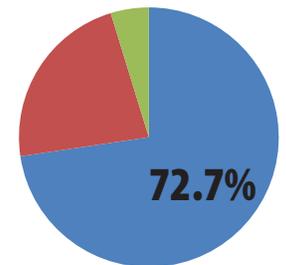
Ok, NAVC has 20 more dedicated minutes each day, but you will spend 4 hours more on your feet to get those extra 20 minutes. Our exhibit hall closes before noon and classes end shortly thereafter so you have the rest of the day. Charter a boat for your best clients or prospects, host a pool-side event, or just relax on the beach.

Western Veterinary Conference deserves an asterisk for allowing only 10 minutes between classes. Should that count as dedicated time?

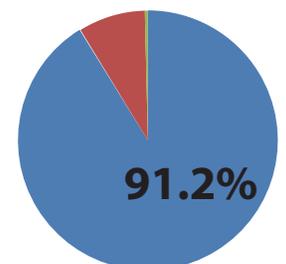
See more veterinarians



NAVC



WVC



ECVC

Total hours on your feet

NAVC	31.5 over 4 days
WVC	26 over 3 days
CVC-DC	22 over 3 days
ECVC	17 over 4 days

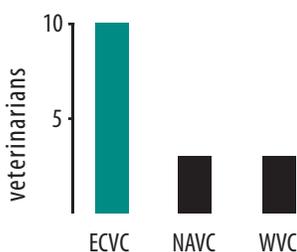
Total hours on the beach

NAVC	0
WVC	0
CVC-DC	0
ECVC	every afternoon and evening

Why stand on your feet all day waiting for those peak rush times? We give you more exclusive hours in less time, which means less down time standing in a booth and more down time relaxing on the beach. Go ahead, your clients are there too.

Less stress. Happier clients. Better work environment.

See fewer competitors and more veterinarians



According to the floorplans on their websites, NAVC has more than 2,400 booth spaces (10' x 10'). WVC has approximately 2,250 spaces. With only 82 booth spaces, we look small, but our numbers are actually BIG! With our projected total of 700 veterinarians for 2020, and because there are fewer competitors than in the big exhibit halls, **your share of clients and prospects is 3 times greater at ECVC.** So maybe less is more.

Would you rather be lost in a sea of booths or swimming in waves of prospects?

and we found it.

Less Stress

As you can see, we do things a little differently on the Emerald Coast. All of our continuing education is in the morning, leaving time in the afternoon to enjoy a world-class golf and beach resort. Because our attendees have all afternoon to play, they can concentrate on work while they are at the conference.

Happier Clients

Our model is CE *and* vacation, and who isn't happier when they are on vacation? Happier clients and prospects will make you happy, and when everyone is happy, good things happen.

Better Work Environment

More face-to-face time, more decision makers, less working hours, less stress, happy clients, a world-class golf and beach resort; if you haven't already made up your mind, maybe these numbers will help:

Their CE



Our CE



34

states were represented in 2019. We are still a regional meeting, with 88% coming from the southeastern states, but we continue to grow – probably because folks love to see our beach brochure in cold months. Want to sponsor it?

35%

of 2019 registrants self-identified as practice owners. Did we mention this is a world-class resort? Who can afford that? Practice owners.

40.9%

growth in the past 8 years. The more the word spreads, the more we grow.

Why sponsor?

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, brand awareness, prestige and credibility. Attending an event is important but standing out in the crowd by being a sponsor will highlight you and your business.

Many of the sponsorship packages are exclusive, providing optimal visibility and identity! Your company name, logo, products and services will be promoted to well over 600 veterinarians and practice managers who are, year after year, attracted to the conference for its strong continuing education program.

In addition to being prominently featured on signage at the event, you will also be promoted as an ECVC sponsor in communications that go out to more than 9,000 registrants and potential registrants before the event. This is a valuable marketing opportunity you can't afford to miss!

ECVC is one of the most respected continuing education offerings in the country, featuring nationally known speakers. Program topics include:

- Anesthesiology
- Cardiology
- Compassion Fatigue
- Emerg Med/Critical Care
- Exotics
- Feline Medicine
- Gastroenterology
- Geriatrics
- Infectious Disease
- LEAP CE
- Mindfulness/Wellness
- Musculoskeletal
- Nutrition
- Ophthalmology
- Parasitology
- Pathology
- Pharmacology
- Poultry
- Practice Management
- Soft Tissue Surgery
- Toxicology
- USDA
- Veterinary Technician
- Wound Management

Your sponsorship will validate the leadership of your organization in the veterinary medicine community.

So, why wait? Sign up today!

ECVC 2021 Exhibit Schedule

Hours of dedicated time for exhibits with no classes scheduled. No other major veterinary conference can say that. They can't even come close. This means less time talking to your fellow vendors and more time talking to those who can purchase your products or services. Did we mention you can use your afternoons in any way you choose?

Wednesday, July 7

8:00 am – 4:00 pm	Exhibitor Move-in
5:00 pm – 6:30 pm	Welcome reception in the exhibit hall with light snacks

Thursday, July 8

7:50 am – 9:20 am	Brunch
11:00 am – 11:20 am	Break

Friday, July 9

6:30 am – 7:00 am	Early Morning
8:40 am – 10:10 am	Coffee Brunch
11:50 am – 12:10 pm	Break

Saturday, July 10

6:30 am – 7:00 am	Early Morning
8:40 am – 10:10 am	Coffee Brunch
12:10 pm – 3:00 pm	Exhibitor Move-out



ECVC Accommodations

There are a variety of room choices available for the Emerald Coast Veterinary Conference—from the standard hotel room (listed as studios) to 3 bedroom condominiums! There are also rooms available beach side or bay side, so there's something for everyone. Please note that a minimum of 5 nights is required on beach front accommodations and 4 nights on Luau accommodations. All room rates include fitness center usage.

To reserve your room, please call 800-320-8115 & use group code 23L3SM
A limited number of rooms at ECVC rates will only be available through June 7, 2021. Book your room before they're gone!



Pricing Information

	Standard	Premium
8'x8' booth in exhibit hall	\$1,850	\$1,950
8'x16' booth in exhibit hall	\$3,700	\$3,900
8'x24' booth in exhibit hall	\$5,550	\$5,850
6' tabletop displays* by upstairs class rooms in Baytowne Conference Center	\$850	

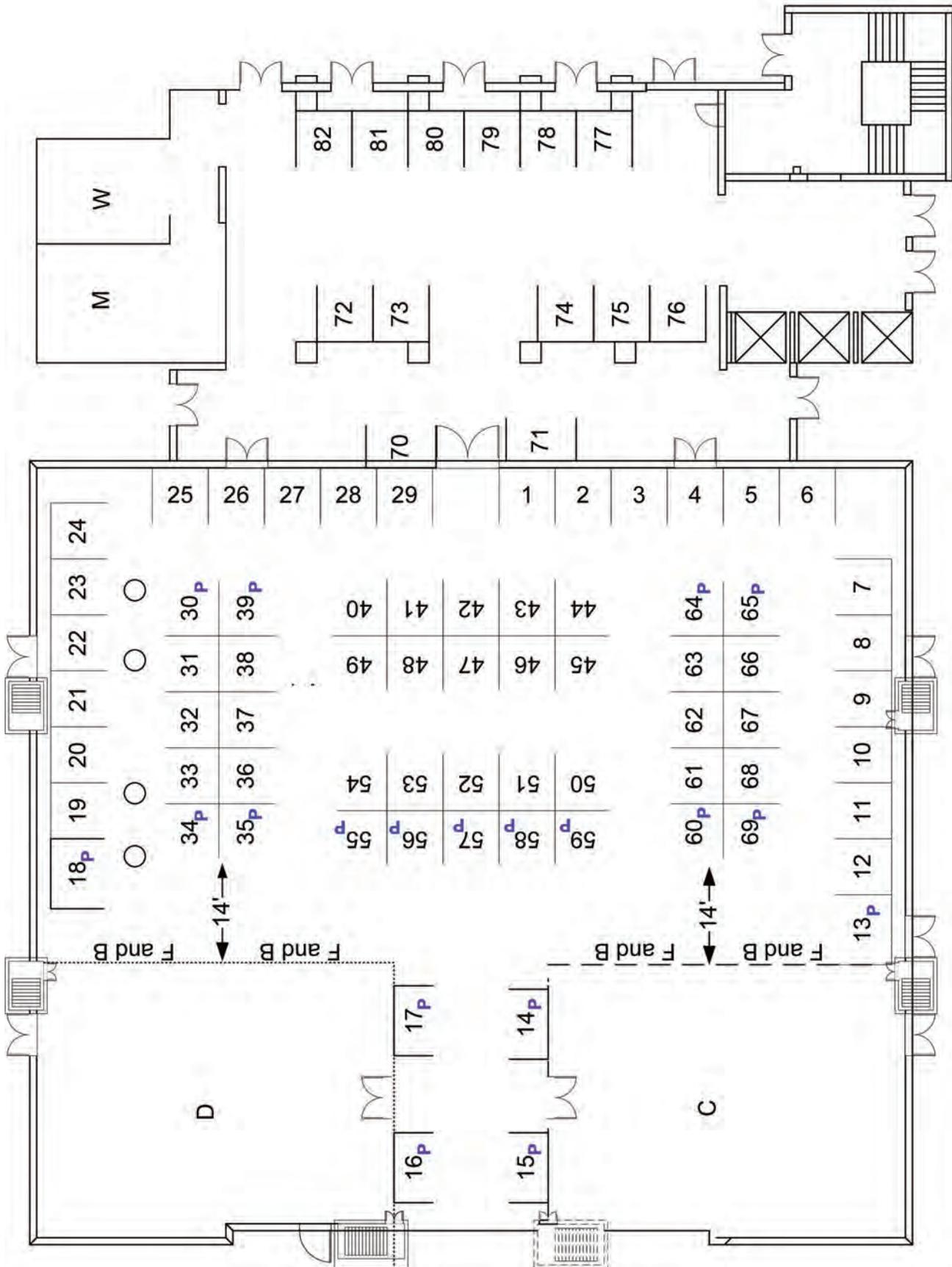
** only available to Sponsors and/or Non-Profits*

The Center for Exhibition Industry Research found that **companies save 79%** by meeting a prospective customer at an exhibit versus in the field.

Price includes:

- 8' draped back wall and 3' draped side walls
- 7"x44" ID sign showing exhibitor's name and booth number
- One (1) 6' table and two (2) chairs per 8'x8' space, trash container
- 2 complimentary exhibit hall badges per 8'x8' space (additional badges available for \$80)
- 24 hour security

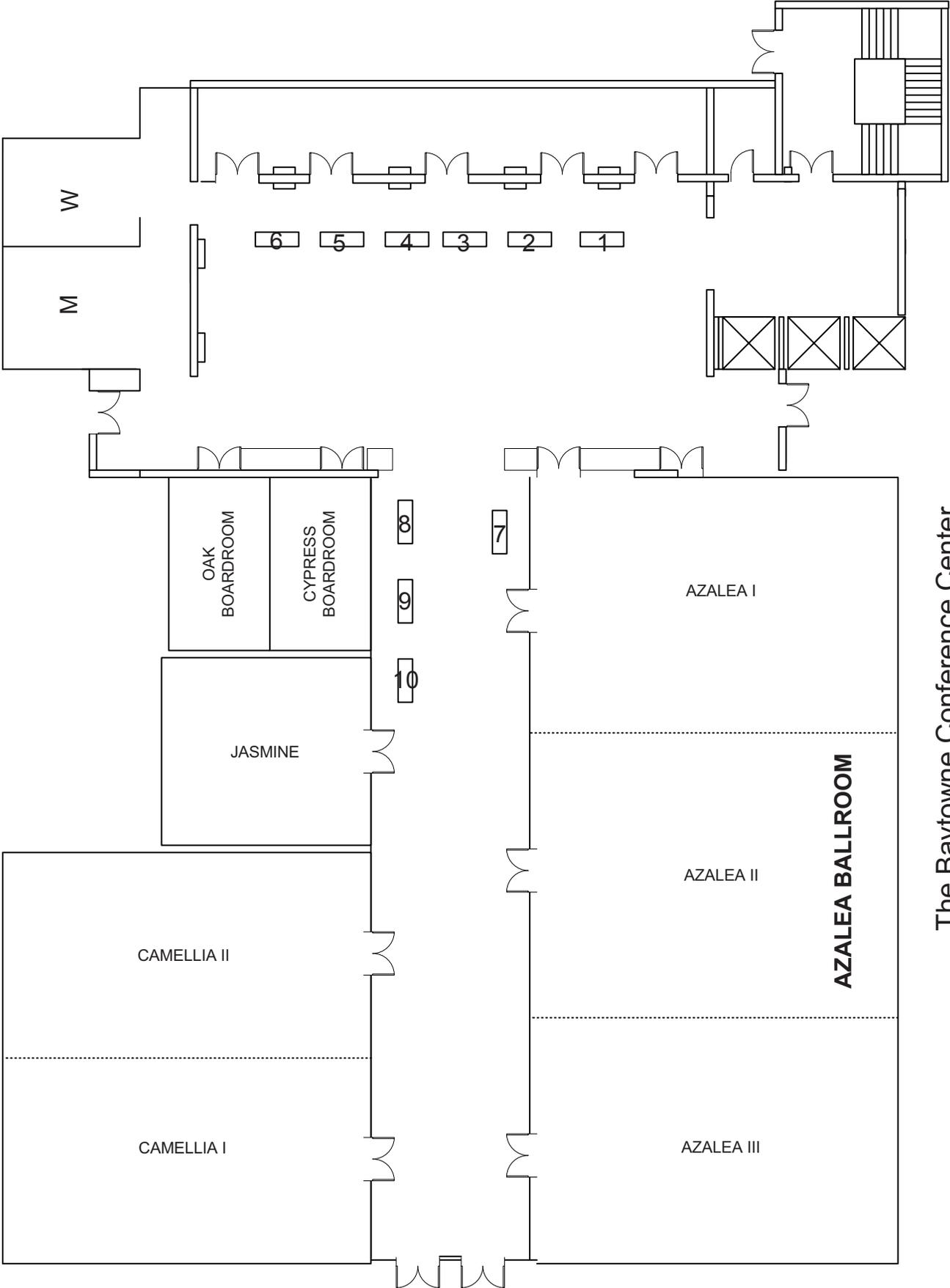
ECVC 2021 Exhibit Hall Floor Plan



74 - 8' x 8' exhibit spaces
 2 - 8' x 10' exhibit spaces (13 and 18)
 6 - 6' x 10' exhibit spaces
 (14,15,16,17,70,71)

P = Premium Booth

ECVC 2021 Tabletop Booth Floor Plan - Second Floor (NonProfits and Sponsors Only)



The Baytowne Conference Center
Second Level
10 Table Top Exhibits

2021 ECVC Sponsorship Levels

EMERALD - \$25,000 (exclusive to one company)

- 8' x 16' booth plus a tabletop space upstairs in the Baytowne Conference Center
- Listing as Sponsor in the ECVC meeting app
- Ad on back cover Buyer's Guide
- Exhibit Hall early bird coffee (Thursday) acknowledged on signage
- Exhibit Hall brunch (Thursday) acknowledged on signage
- First choice of booth space
- Advertising (pending approval from hotel) outside of the conference center
- Logo on promotional materials
- Logo on home page of ECVC website
- Signage at registration
- Opening session – acknowledged on signage, program book and recognition from podium
- Sponsor salon – Full Day Thursday
- Sponsor logo on hotel key cards
- Sponsorship of CE track of your choice

SAPPHIRE - \$15,000 (exclusive to one company)

- 8' x 8' booth plus a tabletop space upstairs in the Baytowne Conference Center
- Listing as Sponsor in the ECVC meeting app
- Ad on inside cover of Buyer's guide
- 2 complimentary Exhibitor Extra personnel registrations
- Exhibit Hall early bird coffee (Friday) acknowledged on signage
- Exhibit Hall brunch (Friday) acknowledged on signage
- Logo on home page of ECVC website
- Signage at registration
- Sponsor salon – full day Friday
- Second choice of sponsorship of CE track

JADE - \$7500 (exclusive to one company)

- Full page ad in Buyer's Guide
- Listing as sponsor in the ECVC meeting app
- Exclusive breakfast sponsor on Sunday
- Sunday breakfast sponsor acknowledgment on signage
- 2 tables to display company literature/product during Sunday sessions and personnel may man the table
- Logo on home page of ECVC website
- Signage at registration

OPAL - \$5000 (exclusive to one company)

- Full page ad in Buyer's Guide
- Listing as sponsor in the ECVC meeting app
- Exhibit Hall early bird coffee (Sat.) acknowledgement on signage
- Exhibit Hall brunch (Sat.) acknowledgment on signage
- Opportunity to provide lanyards (at sponsor's expense)
- Logo on home page of ECVC website
- Signage at registration
- Sponsor salon – full day Saturday

RUBY - \$2500 (2 available)

- ½ page Ad in Buyer's Guide
- Logo on home page of ECVC website
- Signage at registration
- Choice of one (first-come, first served):
 - o Attendee bag
 - o Proceedings (app and printed)
 - o Notepads (company to supply)

TOPAZ - \$1000 (unlimited)

- ¼ page Ad in Buyer's guide
- Listing as sponsor—meeting app
- Logo on home page ECVC website
- Signage at registration
- Sunday brunch supplier showcase (opportunity to provide materials for table, however no personnel allowed to man the table)

Golf Hole Sponsorship

Friday, July 9

Golf Tournament

This event has annually been the most popular among our exhibitors. At 1:30 play a round of golf on a championship course with your favorite clients. Golf hole sponsorships are available for \$500 per hole.

Contact Susan Blevins at susan@gvma.net or 678-309-1135.





ECVC2021 Sponsorship Contract

Our company is pleased to be a sponsor of the 2021 Emerald Coast Veterinary Conference (ECVC) at the level of sponsorship indicated below, in return for the benefits described at that level in the sponsor package chart.

Company Name _____

Contact Name _____

Contact Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Company Website _____

_____ hereby agrees to support the 2021 Emerald Coast Veterinary Conference, July 7 - 11, 2021, at the Sandestin Golf and Beach Resort, Miramar Beach, FL.

Sponsorship Level *(please select one)*

- Emerald \$25,000 Exclusive
- Sapphire \$15,000 Exclusive
- Jade \$7,500 Exclusive
- Opal \$5,000 Exclusive
- Ruby \$2,500 2 Opportunities Available
- Topaz \$1,000 Unlimited

Signature _____ Date _____

Payment Method *(circle one)*

Check MC VISA AMEX Card # _____ Exp. date _____

Signature _____ Zip _____

Name on card _____

Please make checks payable to: ECVC, Attn: Susan Blevins, Emerald Coast Veterinary Conference, 6050 Peachtree Parkway, Ste. 240 -381,

Norcross, GA 30092

ECVC 2021 Exhibitor Contract

Meeting Sponsorship and Management

The Emerald Coast Veterinary Conference and exhibit halls are produced and managed by the Emerald Coast Veterinary Conference, LLC, hereinafter referred to as the "ECVC".

Floor Plan Assignments

- A) The arrangement of exhibit space is shown approximately on the diagram. All dimensions and location shown on the floor plan are believed, but not warranted, to be accurate. The ECVC reserves the right to make such modifications to the floor plan as may be needed without notification. Space is assigned on the following criteria: 1) 2021 ECVC sponsors; 2) 2020 ECVC exhibitors; 3) first come, first served. 4) others in order of payment received.
- B) 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.

Show Dates (Subject to Change) July 7 - 10, 2021

Move-In/Move-Out

- A) All exhibitors are to remain set up until the closing of the exhibit hall. Those not in compliance may be subject to a fine or ineligible to exhibit at future ECVC conventions.
- B) ECVC move-in is Wednesday, July 7, 2021, 8 am to 4 pm. Move out is 12:10 pm to 3 pm, Saturday, July 10, 2021.
- C) Arrangements and payment for transporting and receiving goods, decorating and removal of exhibits are the responsibility of the exhibitor.

Booth Equipment

Each summer exhibit includes an **8' x 8'** space of pipe and drape, a 6' table, 2 chairs, 2 complimentary exhibitor badges, listing of convention attendees, and a list of vendors. Utilities or extra furnishings must be arranged prior to the convention directly with the facility or service contractor. The exhibit hall is carpeted.

Use of Exhibit Space During Exhibit Hours/Prohibition

- A) Acceptance of exhibit space makes it obligatory on the part of exhibitor employees that he/she or they not deface, injure or mar the area. Any damage done shall be made good by the exhibitor to the owners of the building.
- B) The exhibitor shall not display or place any product, sign, partition, apparatus, shelving, or other construction that extends beyond their exhibit area.
- C) Sound levels may not be distracting to neighboring exhibits.
- D) Exhibitors must conform to rules and regulations concerning flammable and hazardous chemical products and materials as set by OSHA.

Cancellation of Exhibit Space

Notification of space cancellations must be made in writing. The ECVC's policy for refund of fees allows an 80% refund **IF THE SPACE IS RESOLD**. In the event of cancellation, ECVC assumes no responsibility for having included the name of the canceled exhibitor in convention materials.

Staffing

Exhibitors must open their exhibits on time and staff them at all times during show hours. Only representatives who are employed by the exhibiting company and who will be working the exhibit are to be registered as company personnel.

Security

It is the responsibility of each exhibitor to provide for the security of the booth and its contents, and to take whatever precautions deemed necessary to prevent loss or damage. **Please do not leave any small hand carried items such as a DVD player in your booth unattended.** Compliance with these rules will help provide maximum security.

Exhibit Hall Admittance/Badges

- A) Exhibitors will furnish the ECVC with an advance list of their representatives. Representatives must register upon arrival at the exhibit hall. Two free badges per exhibit space are included.
- B) No one will be allowed in the exhibit hall without an official convention name badge during the course of the exhibition, except during move-in and move-out.

Cannabis and Hemp Derived Products

It is the policy of ECVC to prohibit cannabis or hemp derived products to be possessed, distributed or sold at our events. No one individual or entity is permitted to bring any products into the venue or onto the show floor or function space that contains cannabis, hemp or ingredients derived from the cannabis or hemp plant, including without limitation cannabidiol or CBD.

Copyright Policy

Exhibitors 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. Exhibitors shall indemnify and hold harmless the ECVC, and its officers, directors, employees, and agents from any and all liabilities, claims, costs, damages and reasonable fees of counsel of the ECVC's choice incurred in connection with any claim against the ECVC 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.

Liability & Insurance

It is expressly understood and agreed by each and every contracting exhibitor and his/her guests that neither the ECVC nor its employees nor its contractors shall be liable for loss or damage to the goods or properties of exhibitors. On signing the Exhibit Rental Agreement Contract, the exhibitor releases and agrees to indemnify the ECVC, and its agents and hold them harmless from any suit or claim for property damage or personal injury (including punitive damages) by whomever sustained, including exhibitor and its agents or employees on or about the exhibitor's display or arising out of exhibitor's participation in the exhibition, expressly including such damage or injury resulting in any part from the negligence of one or more of the aforementioned indemnities. The performance of this agreement by either party is subject to acts of God, war, government regulation, disaster, civil disorder, curtailment of transportation facilities, or other emergencies over which neither party has control making it illegal or impossible to provide the facilities or to hold the function.

Exhibitors agree to maintain such insurance that will fully protect the ECVC from any and all claims of any nature whatsoever, including claims under the Workmen's Compensation Act, and for personal injury, including death, which may arise in connection with the installation, operation or dismantling of the exhibitor's display. Exhibitor agrees to indemnify and hold harmless the ECVC, and its agents for any such claims, irrespective of insurance coverage.

Conditions of Contract

This contract is subject to all conditions under which space at the Sandestin Golf & Beach Resort Baytowne Conference Center is made available to the ECVC. The Exhibitor agrees to abide by all applicable fire, utility and building codes. Exhibitors are responsible for knowing and abiding by the ECVC Exhibit Contract. The ECVC reserves the right to make such reasonable changes, amendments, and additions to this contract as may be considered necessary. This instrument contains the entire agreement between the parties relating to the rights herein granted and the obligations herein assumed, except as otherwise provided in this instrument. The contract is governed by Georgia laws.

Important Notice

ECVC has a contractual obligation to fill a guaranteed block of rooms at the Sandestin Golf and Beach Resort. Significant financial penalties will be assessed should ECVC fall short of the expected number of occupied guest rooms. By staying at the convention hotel you will enjoy the convenience of residing at the convention venue and to a far greater extent provide valued assistance in support of the ECVC's financial obligations.

Call 800-320-8115 and mention the Emerald Coast Veterinary Conference when making reservations, or visit EmeraldCoastVC.com to download an ECVC housing request form.