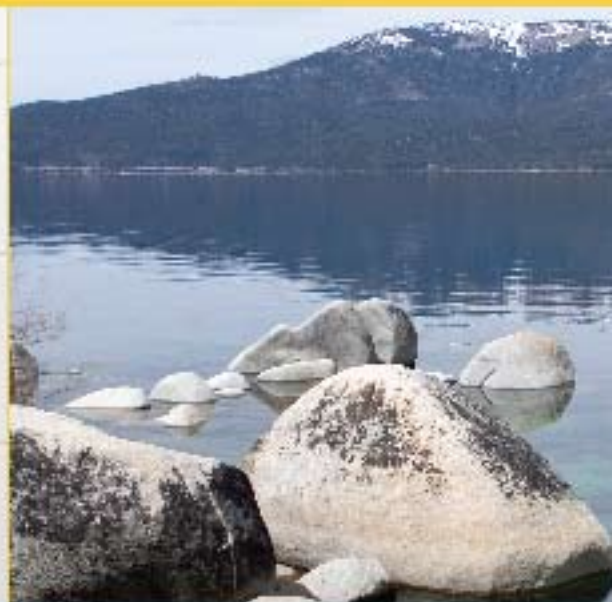


# 2008

## EXHIBITOR PROSPECTUS



OCTOBER 15-19, 2008 | GRAND SIERRA RESORT | RENO, NEVADA



# President's Message



## Welcome to the Wild West Veterinary Conference!

Dear Friends:

Thank you for taking the time to review the 2008 exhibitor prospectus. We look forward to having you partner with us to present one of the finest veterinary conferences in the country. We think you will be pleased that we are responding to your comments by creating new and better opportunities for you to have a successful show.

WWVC attracts veterinary professionals from the 50 states and several foreign countries who come for its quality innovative education, including all the most sought after speakers and most contemporary labs. It is also known for its value, affordability, friendly atmosphere, fun events, and the convenience of having everything under one roof. All this makes Wild West a very desirable veterinary conference, but there's more.

The newly renovated Grand Sierra Resort has become the destination playground that gives comfort and fun a whole new meaning. All meeting space and guest rooms will be totally redone by October 2008. With so many amenities, and so many rave reviews, the word is surely spreading that this conference is one not to miss.

With a solid and growing attendee base and a newly renovated facility, Wild West is focused on providing you the best possible return on your investment. After reading your survey responses, talking to many allied representatives and conducting numerous board discussions within the profession, we are ready to provide you with more exclusive exhibit hall hours and new enticements for attendees to visit the hall. Our allied partners are considered VIPs who deserve, and will get, our very best foot forward.

Thank you for giving Wild West consideration as your conference of choice for 2008. We will be happy to work with you in every way we can to make it a profitable and memorable experience.

Best regards,

Dr. Deb Nelson  
Wild West Veterinary Conference President



MORE THAN THREE THOUSAND VETERINARIANS, VETERINARY TECHNICIANS, PRACTICE MANAGERS, AND OTHER VETERINARY PROFESSIONALS WILL ATTEND THIS CONFERENCE & TRADESHOW FROM ACROSS THE COUNTRY AND A NUMBER OF FOREIGN COUNTRIES.

### FUTURE CONFERENCE DATES

October 14-18, 2009

October 13-17, 2010



Image courtesy of Reno-Sparks Convention & Visitors Authority



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## HOSTING ORGANIZATIONS

The Wild West Veterinary Conference was created in 1994 to provide continuing education for veterinary professionals in a friendly and relaxed atmosphere. So, they searched for a destination that would offer great food and fun, flavored by the hospitality of the Wild West—and selected Reno, Nevada.

As the annual event grew in size and stature, so did its ownership which now includes the Arizona, Nevada and Oregon Veterinary Medical Associations. We look forward to you exhibiting this year at our annual conference and trade show.

visit [www.wildwestvc.com](http://www.wildwestvc.com)



Wild West Veterinary Conference  
 950 Glenn Drive, Suite 150, Folsom, CA 95630  
 (800) 775-7062 • (916) 723-9920 • (916) 723-8781 fax

## 2008 WILD WEST VETERINARY CONFERENCE MANAGEMENT COMMITTEE

### Executive Committee

Deb Nelson, DVM <i>Casa Grande Animal Hospital</i>	President
Matthew Fricke, DVM <i>McKenzie Animal Hospital</i>	Vice President
Alex Turner, DVM <i>Mobile Veterinary Services, LLC</i>	Secretary/Treasurer
M. Joseph Bojrab, DVM	Past President

### Directors

Laurel Collins, DVM	Merial, Ltd.
Scott Hendy, DVM	Parkway Animal Hospital
Russell Johnsen, DVM	Western Animal Hospital
Emily Kane	AzVMA Executive Director
Glenn Kolb	OVMA Executive Director
Michelle Wagner	NVMA Executive Director
Silene Young, DVM	Bayer Health Care, LLC
Stephen Hamilton	Conference Manager

## 2008 WILD WEST VETERINARY CONFERENCE PROGRAM PLANNING COMMITTEE

### Scientific Program Planning Committee Co-chairs

Laurel Collins, DVM <i>Merial, Ltd.</i>
Silene Young, DVM <i>Bayer Health Care, LLC</i>
Matthew Fricke, DVM <i>Oregon Director</i>

### Moderator Chair

### Discipline Chairs

### Complementary & Alternative Medicine

Matthew Fricke, DVM <i>Oregon Director</i>
---

### Equine

Joseph Coli, DVM <i>Comstock Large Animal Hospital</i>
---

### Exotics

Drury R. Reavill, DVM <i>Zoo/Exotic Pathology Service</i>
--

### Food Animal

Bruce Nosky, DVM <i>Merial, Ltd.</i>
---

### Wellness - HAB

Thomas E. Catanzaro, DVM <i>Veterinary Practice Consultants</i>
--

### Laboratories/Workshops

Chuck Toben, DVM <i>Apollo Animal Hospital</i>
---

### Practice Management

Mari Coryell, CVT <i>VCA East Mill Plain Animal Hospital</i>
---

### Small Animal (Co-chairs)

M. Joseph Bojrab, DVM
Laurel Collins, DVM <i>Merial, Ltd.</i>

### Veterinary Technician

Tracy Rock, CVT <i>National Pet Co.</i>
--

# ABOUT THE WILD WEST VETERINARY CONFERENCE

## OUR VISION

To distinguish the Wild West Veterinary Conference as a premiere forum for providing innovative solutions to real issues in contemporary veterinary medicine.

## OUR MISSION

To provide a unique and friendly experience for animal care professionals that emphasizes educational excellence, promotes the stewardship of animals, fosters industry partnerships and embraces diversity within the profession.

## ATTENDANCE

The 14th Annual Wild West Veterinary Conference is one of the nation's largest veterinary conferences with over 30,000 invited!

## MEET WITH KEY INDUSTRY PROFESSIONALS!

- Veterinarians
- Veterinary Technicians
- Practice Managers
- Technicians
- Assistants
- Office Staff
- Veterinary Students
- Technician Students



## Your Hosts



### Arizona Veterinary Medical Association

100 W. Coolidge Street  
Phoenix, AZ 84013  
(602) 242-7936 • (602) 249-3828 fax  
ekane@azvma.org  
www.azvma.org



NEVADA  
VETERINARY  
MEDICAL  
ASSOCIATION

### Nevada Veterinary Medical Association

P.O. Box 34420  
Reno, NV 89533  
(775) 324-5344 • (775) 747-9170 fax  
wagnermm@sbcglobal.net  
www.nevadavma.org



### Oregon Veterinary Medical Association

1880 Lancaster Drive NE, Suite 118  
Salem, OR 97305  
(503) 399-0311 • (503) 363-4218 fax  
glenn.kolb@oregonvma.org  
www.oregonvma.org

# PRELIMINARY CONFERENCE SCHEDULE

## WEDNESDAY, OCTOBER 15

11:00am – 7:00pm Registration Open  
12:30pm Golf Tournament  
12:30pm – 8:30pm Sessions, Late Show  
3:00pm – 7:00pm Exhibitor Move-in

## THURSDAY, OCTOBER 16

7:00am – 3:00pm Exhibitor Move-in  
7:00am – 7:00pm Registration Open  
7:00am – 8:30pm Sessions, "The Doctors In",  
Late Shows & Labs  
4:30pm – 7:30pm Presidents' Reception  
& Exhibit Hall Open  
7:00pm – 9:00pm Dessert Party

## FRIDAY, OCTOBER 17

6:30am Annual Fun Run  
7:00am – 6:00pm Registration Open  
7:00am – 8:30pm Sessions, "The Doctors In",  
Late Shows & Labs  
10:00am – 4:00pm Exhibit Hall Open  
11:00am – 11:45am Exhibitor Luncheon  
7:00pm – 10:00pm Friday Night Party

## SATURDAY, OCTOBER 18

7:00am – 5:00pm Registration Open  
7:00am – 8:30am Allied Industry Breakfast  
7:00am – 8:30pm Sessions, "The Doctors In",  
Late Shows & Labs  
9:00am – 3:00pm Exhibit Hall Open  
11:00am – 11:45am Exhibitor Luncheon  
7:00pm – 10:00pm Closing Reception

## SUNDAY, OCTOBER 19

7:00am – Noon Registration Open  
8:30am – 11:30am Sessions

# INSTALLATION AND DISMANTLE HOURS

## WEDNESDAY, OCTOBER 15

9:00am Vehicle Placement  
3:00pm – 7:00pm Exhibitor Move-in

## THURSDAY, OCTOBER 16

7:00am – 3:00pm Exhibitor Move-in

## SATURDAY, OCTOBER 18

3:30pm – 11:59pm Exhibitor Dismantle

# HOTEL & TRAVEL INFORMATION

## HOST HOTEL

**Grand Sierra Resort**  
2500 East Second Avenue  
Reno, Nevada  
(800) 648-5080

**Reservation ID**  
Wild West Veterinary Conference

**Room Rates**  
\$107 single/double plus tax

**Students & Vet Technician Rate**  
\$54 single/double plus tax  
(very limited availability)

**Room Pricing Cut Off**  
September 14, 2008

## OVERFLOW HOTEL

**John Ascuaga's Nugget Resort-Hotel**  
1100 Nugget Avenue  
Reno, Nevada 89431  
(800) 736-6386  
*Please note transportation is not provided  
from other hotels to the Grand Sierra Resort.*

## ONLINE RESERVATIONS

Visit [www.wildwestvc.com](http://www.wildwestvc.com) for more  
information.

## CONFERENCE TRAVEL AGENT

**Carlson Wagonlit Travel**  
Linda Wehling  
(800) 677-3536 for Airline Reservations

## CAR RENTAL

**Avis**  
(800) 331-1600

# 2008 DEADLINE DATES TO REMEMBER

- February 29 Returning Exhibitors  
Priority Placement
- May 2 For Attendee  
Registration Brochure  
and Web site:
1. Sponsor logos
  2. Sponsor  
Advertisements
  3. Exhibitor  
Advertisements
- May 23 Full Payment for all  
Contracts
- July 28 Conference  
Registration  
Bags/Portfolio  
Sponsorships
- July 28 At-a-Glance Pocket  
Program/Lanyard  
Sponsorships
- July 31 For On-site Program:
1. Sponsor logos/  
Advertisements
  2. Exhibitor  
Advertisements
- August 15 Exhibit Space  
Cancellation—  
50% refunds prior  
to this date
- August 15 Exhibit Space  
Cancellation—  
no refunds on or  
after this date
- September 10 Aisle Banners and  
Meter Boards
- September 14 Cut off for WWVC  
Special Hotel  
Room Rates
- September 15 Exhibitor Certificate  
of Insurance  
Provided to WWVC
- October 15-16 Exhibitor Move-in,  
complete and  
ready by 3:00pm,  
October 16'

# Conference Contacts

## Exhibitor Booth Information

Carol Hamilton  
950 Glenn Drive, Suite 150 • Folsom, CA 95630  
(800) 775-7062 • (916) 723-9920  
(916) 932-2234 fax  
[carolh@4arc.com](mailto:carolh@4arc.com)

## Sponsorship/Advertising Information

Carol Hamilton  
950 Glenn Drive, Suite 150 • Folsom, CA 95630  
(800) 775-7062 • (916) 723-9920  
(916) 932-2234 fax  
[carolh@4arc.com](mailto:carolh@4arc.com)

## Official Service Contractor

GES Exposition Services  
900 Grier Drive  
Las Vegas, NV 89119  
(800) 475-2098 • (702) 515-5970

## OPPORTUNITIES & BENEFITS

This is your opportunity to meet with thousands of veterinary industry professionals—veterinarians, veterinary technicians and practice managers.

Your sales representatives will have quality time to present and discuss your products or services without distractions. Expositions are the primary source for gathering product information.\* Take advantage of this opportunity to make the right contacts with a highly targeted group!

### UNIQUE OPPORTUNITIES AROUND

- Just you and thousands of veterinary industry professionals!
- Hosted Buffet Luncheons open to all registered attendees and exhibitors in the exhibit hall!
- Sponsorship—choose from many categories or —suggest your own unique opportunity!
- Program advertising opportunities!
- Registration bag and include your insert—so every attendee will have your materials! (see page 15)
- “Virtual Booth” from WWVC Web site link to your company’s Web site!
- After Show Attendee Directory!

### BENEFITS OF EXHIBITING

- Draw a top-level, buying-power audience—an estimated 75% of all attendees will be purchasing decision-makers!
- Reach prospects for less than 58% of the cost of a direct sales call.\*
- An easy-to-use lead retrieval system which provides you with the ability to scan visitor badge information in your booth. (If requested - see Exhibitor Contract)
- Reach unknown prospects not contacted by a salesperson.\*
- Reduce closing costs by 62% versus sales calls.\*
- Have the client see the product or meet a representative on his or her own initiative—it’s more successful than cold calls!
- On-line listing of your company information and products with a link to your Web site.

\*According to research by Simmons Market Research Bureau and the Center for Exhibition Industry Research

## WHY YOU NEED TO EXHIBIT, SPONSOR AND/OR ADVERTISE

### EXHIBIT

It is the “must attend” event of the year—the one venue that suppliers, marketers and media are locking into their calendars in advance. During these five days in October the industry will pause to learn, share and plan.

### SPONSOR

The WWVC is an ideal opportunity—a rare chance to tie your company name to the industry’s premiere gathering of west coast veterinary professionals. Think about it. From a marketing perspective, a WWVC sponsorship gives you a unique chance to broadcast your message to your clients. It sets you apart from your competition as a supporter of WWVC. It demonstrates your commitment to advancing our industry and helping your clients.

And, it does all of this in an ideal venue where your clients gather for several days to discuss the broader issues impacting their livelihood. Sponsorship of WWVC puts your name before your clients—and prospective clients—not only while they are making buying decisions, but also while expanding their professional knowledge, networking and even dining. There are few sales or marketing opportunities as significant and as powerful!

As you develop your marketing plans for 2008, consider marrying your name and reputation to WWVC as a sponsor. It is a marketing investment that will pay long term dividends. To obtain more information on sponsorship, visit our Web site, [www.wildwestvc.com](http://www.wildwestvc.com) or contact Carol Hamilton at [carolh@4arc.com](mailto:carolh@4arc.com) or (800) 775-7062.

### ADVERTISE

The Registration Brochure is sent to more than 30,000 veterinary professionals, and over 3,000 programs will be distributed at the 2008 Conference. Reserve your advertising space today by completing the 2008 Advertising Contract on page 18.



(2007 Sponsor)



## EXHIBITOR TESTIMONIAL

"I enjoy the Wild West Conference most out of all the shows we attend. The attendees are friendly and receptive to everyone and it is a very relaxed atmosphere."

# GENERAL INFORMATION RULES AND REGULATIONS

These Rules and Regulations governing the Wild West Veterinary Conference (WWVC) are part of the Exhibitor Contract. The interpretation and enforcement of the Rules and Regulations by Show Management is final. All matters not specifically covered by these Rules and Regulations are subject to the decision of Show Management. Show Management is defined as the WWVC Management Committee or their designated appointee.

## BOOTH PAYMENT

Booth space must be paid in full by May 23, 2008. If your booth is already contracted and not paid in full by this time, it will become available for reassignment and resale. If you are requesting a booth after May 23, 2008, your booth number will be confirmed and reserved after your payment is made in full.

Payment must be made by check drawn on a U.S. bank, wire transfer or credit card (Visa, MasterCard, or American Express). Dishonored checks or credit cards will prevent booth(s) being assigned until rectified. There will be a \$25 charge for returned checks or dishonored cards.

## EXHIBIT HALL ACCESS FOR BOOTH SET UP AND BREAK DOWN

In the interest of safety, only those individuals directly responsible for set up and/or break down of booths will be permitted in the exhibit area. Work badges will be issued by the security guards at the freight door or at registration for authorized individuals. Please be prepared to provide identification and/or a business card. Work badges are good only during set up and dismantle times.

## OFFICIAL SERVICE CONTRACTOR

A separate service kit will be sent from our Official Service Contractor, GES Exposition Services, to each contracted exhibitor. This will include information about furniture, labor, cleaning, drayage (shipping), electrical, union jurisdictions and other services. For GES customer service, call (800) 475-2098. It is expressly understood that the Official Service Contractor is not the agent or the employee of WWVC and that the Conference shall have no liability to the exhibitor or any other person for the acts or omissions of GES.

## CHILDREN AND SAFETY

Because of the presence of heavy equipment and other dangers, absolutely **no children under the age of 16** are allowed in the exhibit hall during set up or dismantle times.

## ADMISSION TO EXHIBIT HALL DURING OFF HOURS ON SHOW DAYS

Exhibitors with badges will be permitted to enter the exhibit hall one hour prior to the opening of exhibits and will be permitted to remain in the hall one hour after close of the exhibit each day. In an emergency, please contact Show Management for special access to the exhibit hall.

## REGISTRATION AND BADGES

Registration badges for your booth representatives are included with each paid booth rental (4 badges per 100 sq. ft.). This includes complimentary luncheons on the exhibit hall floor. No one will be admitted on the exhibit hall floor without a badge.

Additional badges may be purchased for \$95 per person. Exhibitors are encouraged to register in advance. Please go to [www.wildwestvc.com](http://www.wildwestvc.com) to register your booth personnel after September 15, 2008; \$105.

## BOOTH INFORMATION

Booth rental fee includes an 8' draped backdrop, 3' draped side rails, booth identification sign (company name and booth number) and one lead retrieval machine per exhibit if requested in advance. Please see Exhibit Contract, page 13 & 14.

**Standard Booths:** All booths are 10' deep by 10' wide with the exception of island booths. The exhibit halls are entirely carpeted. Standard booths may not exceed the back wall height of 8', including signs or special lighting. All booths and end caps must maintain the open sight lines as outlined in the Booth Construction Guidelines on page 11. Failure to comply with regulations and/or any violation of the Booth Construction Guidelines on page 11 may result in the dismantling of the booth and loss of priority points.

**Non-Standard Booths:** Any exhibit booth exceeding the dimensions outlined under "Standard Booth" must be approved by Show Management. Show Management will locate non-standard booth space so as to not infringe upon the rights of other exhibitors.

**Island Booths:** Renting island booths requires purchasing an additional two (2) booths to allow for 360 degree traffic access. For example, if a four booth island is selected, the exhibitor will pay for six booths. This requirement can be waived if the Conference does not have to remove booths to create an island. For example, if an island is created from a group of 10' x 10' booths with existing aisles approved by the fire marshal, the Conference would not have to remove additional booths to make the island. If two neighboring island booths exist, the two companies will share the cost of the two booths that would be removed.

**End Cap/Peninsula:** End cap or peninsula booths (two or more booths side by side at the end of an aisle) may not exceed the back wall height of eight feet in the center ten (10) feet. Booths may also not exceed the back wall height of four (4) feet in the outer five (5) feet. Your booth neighbor also needs the same visual exposure from the aisles. (See diagram on page 11.)

**All Booths:** No exhibit will be permitted to span an aisle by ceiling or floor covering. Exposed or unfinished sides and/or exhibit back-grounds must be draped to present an attractive appearance.

## BUILDING CEILINGS/ACCESS HEIGHTS

<b>Ceilings</b>	Grand Sierra Resort Pavilion	25'
	Grand Ballroom	20'
<b>Freight Access</b>	Freight Door	14' wide x 16' high
	Freight Elevator	11'8" wide x 25'6" deep x 12' high
	Freight Elevator	Maximum weight: 20,000 lbs.

**Cancellations:** Cancellation is not in effect until WWVC receives the notice in writing by fax, mail or email. The date the written cancellation is received will be the official cancellation date. The reasons for cancellation must be included in the written notice.

- If the exhibitor cancels prior to August 15, 2008, the exhibitor will receive a fifty percent (50%) refund on contracted exhibit space.
- If the exhibitor cancels on or after August 15, 2008, the exhibitor will pay one hundred percent (100%) of the total contracted booth space fee.

## PRE-SHOW INSPECTION & VIOLATION NOTICE

A walk through will take place by Show Management at 3:00pm on Thursday, October 16, 2008. Any booths not meeting the Rules and Regulations set forth in this Exhibitor Prospectus are in violation of show standards. A violation notice, stipulating required action, will be posted in the booth. The violation(s) include exceeding booth height and width restrictions as specified on the Booth Construction diagram on page 11. Any pop-up, pre-fabricated or other custom designed booth that appears unfinished from the sides or the back will be draped by GES and billed to the contracting exhibitor. No refunds will be issued for booths that are dismantled due to a violation of the Booth Construction Guidelines.

## BADGES

Please pre-register your booth personnel! You may register your personnel online at [www.wildwestvc.com](http://www.wildwestvc.com) with your company access code. The access code will be sent to you by J. Spargo & Associates, WWVC's Web registration company, after WWVC has received the Exhibit Contract with the appropriate payment. The access code will be sent to the exhibit contact on the Exhibit Contract. (See page 13.) If a substitute exhibit representative is sent in place of a pre-registered representative, he or she will be required to register onsite.

## CONFERENCE CANCELLATION

It is mutually agreed that in the event of cancellation an equitable basis for the refund of such portion of the exhibit fees as is possible (after due consideration of expenditures and commitments already made) Such refund, if any, will be accepted by the exhibitor in full settlement of all loss or damage suffered by exhibitor.

## FIRE REGULATIONS

Permits may be required for any heat-producing device, hazardous electrical device or for the use or storage of compressed gases or combustion engines. Helium is not allowed. Certificates of flame-proofing are required. Decorative materials must be flame proofed before being taken into the exhibit hall and must comply with fire regulations. Aisles and exits as designated on the approved floor plan shall be kept clean, clear and free of obstructions at all times during official show hours. Questions regarding the above should be directed to the Official Service Contractor, GES. Please refer to your service kit for complete fire regulations.

## RULES/REGULATIONS AND FLOOR PLAN CHANGES

The exhibitor agrees that the Wild West Veterinary Conference shall have the right to make such rules and regulations or changes in the floor plan arrangement of booths for said exhibition as it shall deem necessary. All determinations by WWVC regarding the enforcement of rules, regulations and conditions under this contract shall be final and binding on the exhibitor.

## EVENTS, ACTIVITIES AND HOSPITALITY SUITES

All requests for any exhibitor events, activities and hospitality suites must first be approved by WWVC. Events include: seminars, sessions or receptions conducted at one of the WWVC contracted properties or off-property during any WWVC scheduled activity. Exhibitors requesting a suite should notify WWVC if it will be used for hospitality. Industry-related events, entertainment and hospitality activities may not overlap with WWVC Conference program events.

Each exhibitor will agree to observe the above policy as a condition of exhibiting. Any event or other form of planned presentation that is scheduled, other than those approved by WWVC, will be regarded as an exhibit contract violation. Non-exhibiting suppliers will not be

permitted to host events or hospitality functions at any WWVC contracted hotels or at any other facility or location. If a non-exhibiting supplier violates this policy, the supplier risks being excluded from WWVC in the future.

## DISMANTLING OF EXHIBITS

The official closing time of the exposition is 4:00pm, Saturday, October 18, 2008. The exhibit hall must be clear of all attendees before dismantling can begin. The return of empty crates/packing materials will begin after all attendees have left the hall, approximately 15 to 30 minutes after the close of the show. Early dismantling is strictly prohibited and will result in loss of priority points.

## LABOR AND DRAYAGE/SHIPPING

The Official Service Contractor's service kit will include shipping information and rates. Material shipped directly to the Grand Sierra Resort will be accepted only within the published shipping dates, and they must be addressed c/o GES. Please follow shipping instructions in your service kit carefully.

## LIABILITY/INDEMNITY

Except for liability claims and damages arising from the negligence or willful acts of the Wild West Veterinary Conference, LLC, its members, Association Resource Center, the Grand Sierra Resort, the City of Reno, or their officers, directors, members employees or agents, including but not limited to GES Exposition Services, the exhibitor shall indemnify and hold harmless the Wild West Veterinary Conference, LLC, its members, Association Resource Center, the Grand Sierra Resort, the City of Reno, or their officers, directors, members employees or agents, including but not limited to GES Exposition Services, from all liability, claims, loss, damages or expenses, including counsel fees and costs, arising by reason of the death or injury of any person, including the exhibitor and any person who is an employee or agent of the exhibitor, or by reason of damage to or destruction of any property, including property owned by the exhibitor and any person who is an employee or agent of the exhibitor, caused or allegedly caused by (1) any cause whatsoever while that person or property is in or on the premises of the Wild West Veterinary Conference, LLC at the Grand Sierra Resort or in any way connected with such premises or with any improvements or personal property on the premises; (2) some condition of the premises or some building or improvement on the premises; (3) some act or omission on the premises of the exhibitor or any person in, on or about the premises with the permission and consent of the exhibitor; (4) any matter connected with exhibitor's occupation and use of the premises; or (5) exhibitor's use of, or publication of any information on, any Internet Web site owned, maintained, sponsored, or hosted by the Wild West Veterinary Conference, LLC. The exhibitor shall indemnify and hold harmless the Wild West Veterinary Conference, LLC and the Grand Sierra Resort from and against all claims of liability arising from any claims for personal injury, loss of property and any other loss of any kind whatsoever arising from the presence of its exhibit and the presence of any of its officers, directors, agents, employees, guests, and invitees at the Wild West Veterinary Conference, LLC.

## CERTIFICATE OF INSURANCE

The exhibitor assumes all responsibility and agrees to indemnify and defend the Arizona, Nevada and Oregon Veterinary Medical Associations dba Wild West Veterinary Conference, LLC, the Association Resource Center and The Grand Sierra Resort and their respective

## EXHIBITOR TESTIMONIAL

"This show is always set up so nice and the service contract people are always very helpful and efficient. We really enjoy exhibiting at the WWVC in Reno."



officers, directors, employees and agents against any claims, judgments and expenses arising out of any property damage or loss, or personal injury or death caused by or arising from the use of the leased space and exposition premises, except acts or omissions by the Grand Sierra Resort or its employees.

Neither the Wild West Veterinary Conference, LLC nor the Grand Sierra Resort maintains insurance covering the exhibitor's property or personal property belonging to exhibit personnel. Each exhibiting company is required to obtain coverage for the exhibitor's property.

A certificate of insurance for general business liability listing Wild West Veterinary Conference, LLC as Certificate Holder for a minimum of \$1,000,000 is required of all exhibitors by Friday, September 15, 2008.

## PAYMENT TERMS

All payments must be made in U.S. dollars through a bank within the U.S. For payments outside of the U.S., international money orders or credit card payments (MasterCard, Visa or American Express) are preferred. **Full payment for the assigned exhibit space for WWVC must be received no later than May 23, 2008.** If full payment is not received by this date, WWVC reserves the right to reassign the space to another exhibitor. **WWVC does not invoice for any balances due.**

## PHOTOGRAPHS

The taking of photographs, other than those taken by official WWVC photographers, is expressly prohibited during setup and dismantling. Cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have their exhibit and/or products photographed. WWVC and/or the Grand Sierra Resort assume no liability for any photographs that are taken in the exhibit hall at any time. The official convention photographer's order form will be included in the Exhibitor Service Kit from GES.

## PRINTED MATERIAL DISTRIBUTION

Distribution of printed marketing material by exhibit representatives or by their agents is limited to the exhibit space or hospitality suite contracted for by the exhibitor. Such restriction also applies to distribution in the remainder of the Grand Sierra Resort and the other contracted hotel property.

## ANIMALS, ODORS AND MUSIC

Animals in the exhibit hall will require prior authorization. Exhibitors must submit a written request to Show Management before space assignment.

Noises or odors caused by activities in an exhibitor's booth that are found to be annoying to neighboring exhibitors or guests will cease immediately upon request of the Show Management.

Music at any function held in conjunction with this conference is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the exhibitor to pay applicable fees. For more information about licensing fees, visit [www.ascap.com](http://www.ascap.com) or [www.bmi.com](http://www.bmi.com).

## RESTRICTED BOOTH ACTIVITIES

The exhibitor is permitted to demonstrate the company's equipment and to make formal presentations regarding the company's equipment and to make formal presentations regarding the product line(s) and/or service(s) in their booth. **The exhibit must be staffed during all open hours. Packing or removal of equipment, materials, etc. will not be permitted during official show hours.** The exhibitor may not advertise or display goods or services other than those designated in the Contract. Exhibitors will not be permitted to use loud noises such as video presentations with high volume, bells, sirens and buzzers, dart games or other activities that may extend into the aisle and/or compromise the safety of anyone in the vicinity. The use of illuminated signs is not permitted in order not to interfere with neighboring booths and the conference activities. Raffle drawings are acceptable within a booth, but no public address system will be available for such exhibitor activities.

## FOOD SERVICE

WWVC's agreement with the Grand Sierra Resort prohibits any food or beverage from outside sources being brought into the exhibit booths unless contracted with the Grand Sierra Resort's catering department. Any exhibitor that brings in unauthorized food and/or beverages will be asked to cease serving or risk confiscation of any such items. Additionally, such violation may result in action by WWVC to remove the entire display and booth representatives from the conference floor altogether at the violator's expense. The exhibitor understands and accepts these terms as contracted obligations with the Grand Sierra Resort and WWVC.

## SECURITY

Professional, uniformed security personnel will be provided on a twenty-four hour basis beginning 9:00am Wednesday, October 15, 2008 until 11:59pm Friday, October 17, 2008. Neither WWVC, Association Resource Center, the Grand Sierra Resort nor any of their officers, directors, members, employees or agents, including, but not necessarily limited to, GES Exposition Services are responsible for any loss or damage to exhibitor property. We encourage exhibitors not to leave electronic equipment, jewelry or other valuable items that can be hand-carried in their booths.

## SMOKE-FREE CONFERENCE

WWVC has a smoke-free rule which prohibits smoking within all WWVC areas, exhibit halls and session rooms.

## UNION JURISDICTION

Union labor is required per contract for certain aspects of your exhibit handling such as display installation and dismantling, freight/drayage, electrical and large equipment spotting. Please refer to your Exhibitor Service Kit for details on Union Jurisdiction—Reno, Nevada.

## OUTSIDE SERVICE CONTRACTORS

Exhibitors who plan to use an outside contractor must adhere to and accept full responsibility for the following regulations as described in GES's Exhibitor Service Kit: (1) exhibitor shall notify WWVC in writing by August 29, 2008 with the name, address and telephone/fax numbers of outside service contractor; (2) outside service contractor must provide the names of individuals working on the exhibit to WWVC in writing by September 15, 2008 and furnish an insurance certificate to WWVC in the amount of \$1,000,000 US by September 15, 2008 (liability is to include property damage including full coverage for installation and dismantling); (3) service company must check in with GES service desk upon arrival at the exhibit hall; (4) outside service companies may not solicit business at any time while on the exhibit hall floor; (5) service companies must follow all move-in and move-out rules in a timely and professional manner and must perform work within the WWVC deadlines; and (6) service companies must indemnify and hold harmless WWVC, the Association Resource Center, GES and the Grand Sierra Resort.

## BOOTH PRICING, DEPOSITS, LATE FEES

The floor plan is coded for booth type. Please complete the Exhibitor Contract application form completely, attach the appropriate payment and return the signed form as indicated on the form. **Please keep a copy for your records.**

	REGULAR (before 2/29/08)	LATE (as of 3/01/08)
<b>Premium Booths*</b> <b>Corner booths</b> ■ Booths facing Exhibit Hall entrances ■ Booths facing Food Courts	<b>\$1,995</b>	<b>\$2,195</b>
<b>Standard Booths*</b>	<b>\$1,825</b>	<b>\$1,925</b>
<b>Exhibitor Personnel</b> ■ Four (4) badges per paid 100 sq.ft. booth are included in your Booth fee. Additional booth personnel badges are \$95 each.	<b>\$95</b>	<b>\$105</b>

\* Premium booths are indicated in gold on the floor plan, Standard booths are in white.

**CONTRACTS WILL NOT BE PROCESSED WITHOUT PAYMENT. IF FULL PAYMENT HAS NOT BEEN RECEIVED BY MAY 23, 2008, BOOTH SPACE IS SUBJECT TO FORFEITURE.**

Please complete the form in its entirety. WWVC requests an alternate contact for expediency.

## PRICING

### Booths

**Contract received (with deposit) by February 29, 2008**

#### Deposit

- Returning exhibitors from 2007 must pay a 50% deposit with their exhibit contract.
- New exhibitors or previous exhibitors who did not show in 2007 must send in payment in full with their contract.

#### Late Fee

- A monthly finance charge of 1½% will be applied to all late payments.

#### Space Allocation

- Please select (3) three options when choosing booth space.
- Confirmation of your booth space will be sent to you upon payment in full. See Assignment of Space for further details.

## BOOTH SPACE ASSIGNMENT

Space is assigned only when a completed contract and payment in full or required deposit is received. Priority is given to those companies that exhibited in the previous year's trade show and return their contract by February 29, 2008, otherwise, booths are assigned on a first-come, first-served basis. Management reserves the right to make final determination of all space assignments in the best interests of the Wild West Veterinary Conference. Management retains the right to refuse display space to any company whose goods and/or services are not, in the opinion of Management, compatible with the general character and objectives of the Wild West Veterinary Conference.

Subletting, sharing or reassignment of space by an exhibitor is strictly prohibited. The exhibitor agrees not to assign, sublet or apportion space or any part thereof contracted for, not to exhibit, advertise or offer for sale merchandise or services other than those manufactured or sold by the exhibiting company in the regular course of business.

Public aisles may not be used by exhibitors. All business must be conducted within the booth, and display materials must be arranged so that attendees are not required to stand in the aisles to examine products. No exhibit or advertising matter will be allowed to extend beyond the confines of the booth unless authorized by Show Management.

Default of occupancy is the responsibility of the exhibitor. Failure to occupy by the designated set up time does not excuse payment in full for the contracted booth. Management has the right, with the concurrence of the Management Committee, to mitigate contractual obligations in case of emergency.

## BOOTH ASSIGNMENT POLICY

The Wild West Veterinary Conference, LLC maintains a reputation for fairness in assigning booth spaces at its annual conference and trade show while at the same time rewarding those companies that have supported the Conference over the years. The following priority point system is in effect, subject to modification at the discretion of the Wild West Veterinary Conference Management Committee.

- Companies receive one point for exhibiting and paying their fees. No-shows do not accumulate points.
- Companies have the right to select the same booth space occupied the previous year if their exhibit contract is returned to WWVC by February 29, 2008

- Companies with the same number of priority points selecting the same booth space will have the tie broken by the earlier date of payment of fees.
- Companies that do not exhibit for three consecutive years lose all accumulated points.
- Companies that do not exhibit in consecutive years lose their rights to their previous booth space.
- Companies that are new to WWVC will have their booth space assigned after all returning exhibitor requests and the filing deadline is met.
- Companies will be placed on waiting lists based on date of receipt of application if exhibit space is sold out.
- Companies that have not met their payment obligations may lose their assigned booth space regardless of priority points at the Management Committee's discretion.
- WWVC's Management Committee reserves the right to assign space or move exhibitors to provide the best possible venue for all exhibitors.
- WWVC's Management Committee reserves the right to change the floor plan to provide the best possible venue for all exhibitors.

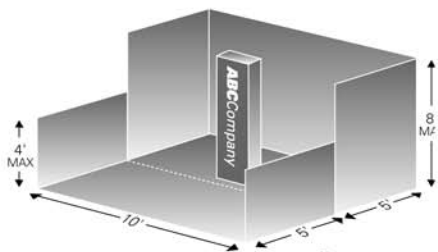


## EXHIBITOR TESTIMONIAL

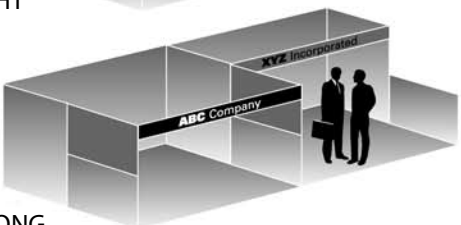
"It is one of the best destinations that I have ever seen to mix business and pleasure. The Veterinarians can learn the latest trends in the sessions; visit the exhibit booths; and then find plenty of fun things to do either at the resort or nearby. Great place for a conference, and I have already told east coast Veterinarians that they should go to this one!"



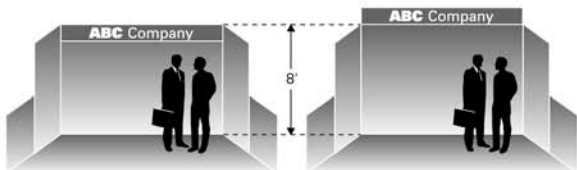
# BOOTH CONSTRUCTION GUIDELINES



RIGHT

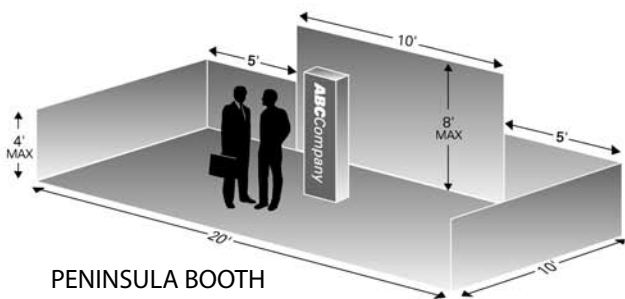


WRONG

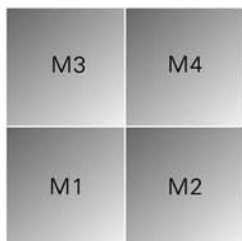


RIGHT

WRONG



PENINSULA BOOTH



ISLAND BOOTH

Space dimensions shown on floor plan are from center line of booth equipment such as side rails and/or back drape. Exhibit structures must be constructed to allow sufficient tolerance on each side for this equipment and for utility service at rear of booth.

## STANDARD BOOTH

**Definition:** One or more standard units in a straight line. If display is over 4 feet high, it is to be confined to an area within 5 feet of the back line.

**Depth:** All display fixtures over 4 feet in height and placed within 10 lineal feet of an adjoining exhibit, must be confined to that area of the exhibitor's space which is within 5 feet of the back line.

**Intent:** Each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his exhibit. Exhibitors with larger space (30 lineal feet or more) should also be able to effectively use as much of the total floor space as possible as long as they do not interfere with the rights of others. The limitation on display fixtures over 4 feet and within 10 lineal feet of a neighboring exhibit is intended to accomplish both of these aims.

**Height:** All standard booths will be confined to a maximum height of 8 feet.

**Intent:** Any portion of an exhibit extending above the 8 feet of high draped booth background will detract from the overall impact of the exhibit directly behind that booth regardless of how the rear of the offending exhibit is finished.

## END CAP/PENINSULA BOOTH

**Definition:** End cap booths (two or more booths side by side at the end of an aisle) may not exceed the back wall height of 8 feet in the center 10 feet. Booths may also not exceed the back wall height of 4 feet in the outer 5 feet.

**Intent:** Each exhibitor is entitled to a reasonable sightline from the aisles. Please refer to Pre-show Inspection & Violation Notice section on page 7.

## ISLAND BOOTHS

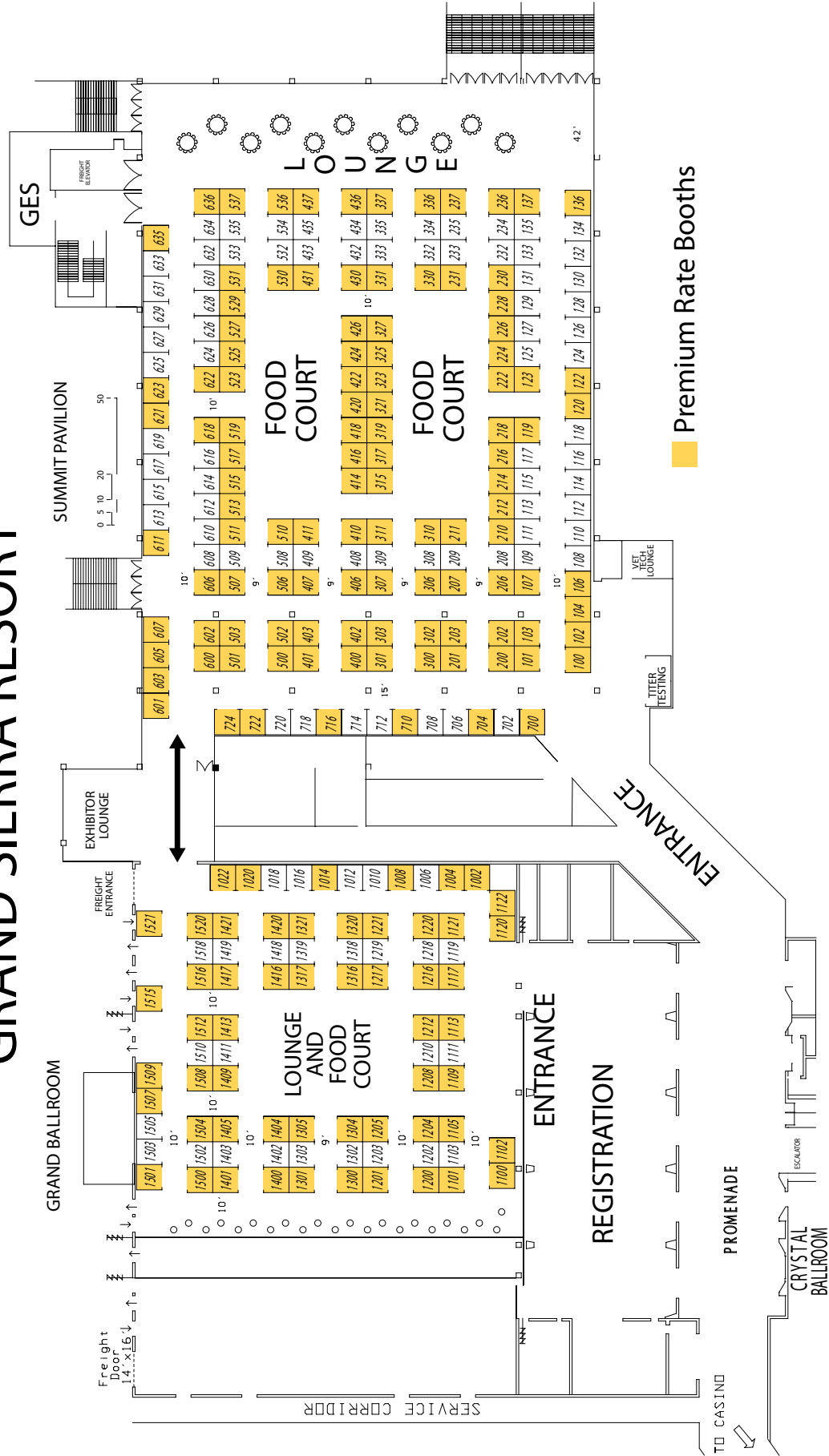
**Definition:** Island booths are a collection of four or more 10 ft. x 10 ft. booths contracted by one exhibitor with 360 degree aisle access. Since island booths are automatically separated by the width of an aisle from all neighboring exhibits, the 8 foot height limitation does not apply. Full use of the floor space is permitted; however, any back walls or drapes set along the booth perimeter may not be higher than 4 feet.

**Intent:** Island booths are designed to allow for exhibitors to enjoy a greater presence at the show.

## PRODUCTS & SERVICES

A company description section is available on the WWVC Web site. After receipt of your booth fees, your company name, address, phone, fax and booth number will be uploaded to the Web site. The contact person listed on page 13 will be emailed a password to enter the interactive section and enter your company description (maximum 150 words) and list your products and services.

# GRAND SIERRA RESORT





# 2008 EXHIBIT CONTRACT (FORM 1 OF 2)

**BOTH SIDES OF FORM MUST BE COMPLETED AND RETURNED TO WWVC, IN ORDER TO BE ACCEPTED.**

### NEW EXHIBITOR

Please complete this form completely and return it to us. New exhibitors are assigned booths on a first come, first served basis.

### RETURNING EXHIBITOR

Please complete this form completely and return it to us no later than February 29, 2008 to reserve the booth(s) you had last year. A 50% deposit must accompany your contract.

### INCLUDED IN BOOTH PRICING

Four (4) exhibitor registrations per full payment of 100 sq.ft.; one 7"x 44" identification sign in your booth; one lead retrieval machine (**you must request machine—see reverse side of this form**); pipe and drape; virtual booth on WWVC Web site; Exhibitor Lounge privileges; complimentary registration to non-fee sessions, complimentary CD syllabi, carpeted exhibit hall, morning and afternoon breaks, complimentary lunch on Friday and Saturday.

### BOOTH SPACE REQUEST

*(Please refer to booth space assignment information on page 10 for details on booth assignment.)*

1st Choice Booth Space(s) \_\_\_\_\_

2nd Choice Booth Space(s) \_\_\_\_\_

3rd Choice Booth Space(s) \_\_\_\_\_

### CONTACT INFORMATION

The Exhibit Contact for your company will receive updates, requests for information, booth assignments and a password to edit company information on the Web site, etc via email. **(PLEASE PRINT CLEARLY)**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State or Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_

Fax \_\_\_\_\_

Cell \_\_\_\_\_

Email (Required) \_\_\_\_\_

Authorized by (Signature) \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

**THE EXHIBIT CONTACT PERSON AND ALTERNATE BELOW WILL BE THE ONLY RECIPIENTS OF THE PASSWORD TO ENTER THE WWVC WEB SITE.**

### WHO IS YOUR ASSIGNED BOOTH CONTACT IF YOU ARE NOT AVAILABLE?

Name \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_

Cell Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email (Required) \_\_\_\_\_

## EXHIBITOR SCHEDULE

### WEDNESDAY, OCTOBER 15

9:00am Vehicle Placement  
3:00pm – 7:00pm Exhibitor Set-up

### THURSDAY, OCTOBER 16

7:00am – 3:00pm Exhibitor Set-up

### SATURDAY, OCTOBER 18

4:00pm – 11:59pm Exhibitor Dismantle

## BOOTH PRICING

Contract received by February 29, 2008

Premium Booths .....\$1,995

Standard Booths .....\$1,825

Contract received on or after March 1, 2008  
*(with deposit)*

Premium Booths .....\$2,195

Standard Booths .....\$1,925

Wild West Veterinary Conference  
950 Glenn Drive, Suite 150  
Folsom, CA 95630  
(800) 775-7062 • (916) 723-9920  
(916) 932-2234 fax  
www.wildwestvc.com • carolh@4arc.com



# 2008 EXHIBIT CONTRACT (FORM 2 OF 2)

**BOTH SIDES OF FORM MUST BE COMPLETED AND RETURNED TO WWVC, IN ORDER TO BE ACCEPTED.**

## LEAD RETRIEVAL MACHINE

Yes, I would like one lead retrieval machine in my booth at no extra cost. I understand electricity is required at an additional cost, and it is my responsibility to order electricity from GES.

### CHARGES

Contract received by April 1, 2008

No. of Premium Booths \_\_\_\_ x \$1,995 \$ \_\_\_\_\_  
 No. of Standard Booths \_\_\_\_ x \$1,825 \$ \_\_\_\_\_

Contract received on or after April 1, 2008  
 (with deposit)

No. of Premium Booths \_\_\_\_ x \$2,195 \$ \_\_\_\_\_  
 No. of Standard Booths \_\_\_\_ x \$1,925 \$ \_\_\_\_\_  
 No. of Additional Syllabi (CD) \_\_\_\_ x \$15 \$ \_\_\_\_\_  
 No. of Syllabi (Veterinary Book) \_\_\_\_ x \$80 \$ \_\_\_\_\_  
 No. of Syllabi (Vet Tech Book) \_\_\_\_ x \$50 \$ \_\_\_\_\_

**Total Charges** \$ \_\_\_\_\_  
**New Exhibitor (100% payment)** \$ \_\_\_\_\_  
**Returning Exhibitor Deposit (50%)** \$ \_\_\_\_\_  
**Balance due by May 25, 2008** \$ \_\_\_\_\_

### PAYMENT INFORMATION

AMEX  MasterCard  Visa  Check  
 Check No. \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Contact Person (if different from cardholder) \_\_\_\_\_  
 Phone \_\_\_\_\_ Ext. \_\_\_\_\_  
 Cell \_\_\_\_\_  
 Card Number \_\_\_\_\_  
 Security Code\* \_\_\_\_\_  
 Name of Cardholder \_\_\_\_\_  
 Exp. Date \_\_\_\_\_  
 Card Billing Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Province \_\_\_\_\_  
 Postal Code \_\_\_\_\_  
 Country \_\_\_\_\_  
 You are authorized to charge the above credit card on May 23, 2008 for any balance due.  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_

MY SIGNATURE ON THIS EXHIBIT CONTRACT ACKNOWLEDGES THE GENERAL INFORMATION AND RULES AND REGULATIONS OF PARTICIPATING IN THE 2008 WILD WEST VETERINARY CONFERENCE HAVE BEEN PROVIDED TO ME.

### REMIT ALL PAYMENTS TO

Wild West Veterinary Conference  
 950 Glenn Drive, Suite 150, Folsom, CA 95630  
 (800) 775-7062 • (916) 723-9920 • (916) 932-2234 fax  
 www.wildwestvc.com • carolh@4arc.com

**THANK YOU FOR YOUR PARTICIPATION.  
 WE LOOK FORWARD TO SEEING YOU THIS YEAR!**

## FOR OFFICE USE ONLY

Date \_\_\_\_\_ 50% Deposit Amt \$ \_\_\_\_\_  
 Check No. \_\_\_\_\_ CC Auth. No. \_\_\_\_\_  
 Date \_\_\_\_\_ Balance Due Amt \$ \_\_\_\_\_  
 Check No. \_\_\_\_\_ CC Auth. No. \_\_\_\_\_  
 Date \_\_\_\_\_ Other \_\_\_\_\_

Wild West Veterinary Conference  
 950 Orchard Drive, Suite 150, Folsom, CA 95630  
 (800) 775-7062 • (916) 723-9920 • (916) 932-2234 fax  
 www.wildwestvc.com • carolh@4arc.com

## NOTES

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



# BAG INSERT REGISTRATION FORM

**DO NOT SHIP BAG INSERTS WITH BOOTH MATERIALS/EQUIPMENT.**

### GREAT MARKETING OPPORTUNITY!

Custom bags are provided to all attendees at the Wild West Veterinary Conference. Take advantage of this cost-efficient way to increase your company's visibility at the 2008 Conference. Ship your insert to the address below, and we will put it in the bag for you!

### \$750 PER BAG INSERT

- Quantity—2,500 provided to WWVC by exhibitor
- Insert dimensions: 8.5" x 11" (one sheet of paper size, \$750 per insert)
- Maximum weight per insert: 1oz (boxed pens, key chains, etc.)

### SHIPPING

YOU MUST USE THE DESIGNATED LABELS ON PAGE 19.

**Ship dates:** NO EARLIER THAN SEPTEMBER 9, 2008  
MUST ARRIVE BY OCTOBER 10, 2008

**Shipping address:** C/O GES Exposition Services  
101 Panther Drive  
Reno, NV 89506  
**PLEASE USE LABELS ON PAGE 19.**

Wild West Veterinary Conference assumes no liability for items not properly labeled or received between September 9, 2008 and October 10, 2008.

### COMPLETE THE FORM BELOW (PLEASE PRINT CLEARLY)

**PLEASE DO NOT SHIP YOUR INSERTS WITH BOOTH MATERIALS/EQUIPMENT.**

Name (Print Name) \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State or Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_

Fax \_\_\_\_\_

Cell \_\_\_\_\_

Email (Required) \_\_\_\_\_

Authorized by (Signature) \_\_\_\_\_ Date \_\_\_\_\_

### PAYMENT INFORMATION

AMEX  MasterCard  Visa  Check Check No \_\_\_\_\_ Amount \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Security Code\* \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

City \_\_\_\_\_

State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

You are authorized to charge the above credit card on May 23, 2008 for any balance due.

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*The security code is a 3 or 4 digit number on the back of your card following your card number; front of card for AMEX.

### REMIT ALL PAYMENTS TO

Wild West Veterinary Conference  
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www.wildwestvc.com • carolh@4arc.com

# SPONSORSHIP LEVELS/BENEFITS

## ALL SPONSORS

- See page 5 for deadlines for advertisements and logos; page 18 for art specifications.
- Recognition as a sponsor on WWVC Web site.
- Sponsors have priority to advertising space until July 2, 2008.
- Recognition as a sponsor in onsite program.
- Sponsor ribbons on all company representatives' badges at Conference.
- Electronic Pre-registration Attendee list no later than 30 days prior to Conference.

## SPONSOR LEVEL OPPORTUNITIES

- Gold Level and above can purchase Trade Show Aisle Banner Signs and Meter Boards in addition to their level benefit.
- Meter Boards can be purchased by any company.
- Trade Show Aisle Banner Signs are for company "branding" only and are only available to Gold Level and above sponsorships.
- All sponsored events, sessions, labs, chuckwagons, late shows, VIP rooms, etc. will have signage with the sponsor's logo.
- Sponsored sessions will include a "walk-in" logo slide on the screen.

## DIAMOND (\$100,000 AND UP)

Syllabi CD and Books	Logo on back of jewel case, Full Page Color Ad in both books—either inside front cover, inside back cover (first paid = first choice)
Registration Mailer	(1) Full Page Color Ad—either inside front cover, inside back cover, or inside pages (first paid = first choice)
Postcard Recognition	Your logo and sponsorship level on one postcard mailing to all potential attendees (approximately 30,000 addresses)
Onsite Program	(1) Full Page Color Ad—back cover, inside front cover, inside back cover, or inside pages (first paid = first choice)
2008 Registration Bag Insert	(1) Full Page Color Ad—inside pages
One-Meter Board	(1) Bag Insert
Trade Show Banner	(2) One-Meter Boards for advertising
Web site	(2) Trade Show Aisle Banners (branded)
Onsite Program	Recognition as a sponsor on the WWVC Web site
Onsite Program	Recognition as a sponsor in the official/ final program
Ribbons	Sponsor ribbons on all company representatives' badges
Pre-Reg List	Electronic Pre-registration Attendee list 30 days prior to conference
<b>TITANIUM (\$75,000 - \$99,999)</b>	
Syllabi CD	Logo recognition on Jewel Case Insert
Registration Mailer	(1) Full Page Color Ad—either inside front cover, inside back cover, or inside pages (first paid = first choice)
Onsite Program	(1) Full Page Color Ad—either inside front cover, inside back cover, or inside pages (first paid = first choice)
Bag Insert	(1) Bag Insert
One-Meter Board	(1) Bag Insert
Trade Show Banner	(2) One-Meter Boards for advertising
Web site	(1) Trade Show Aisle Banner (branded)
Onsite Program	Recognition as a sponsor on the WWVC Web site
Ribbons	Recognition as a sponsor in the onsite program
Pre-Reg List	Sponsor ribbons on all company representatives' badges at conference
	Electronic Pre-registration Attendee list 30 days prior to conference

## PLATINUM (\$50,000 - \$74,999)

Registration Mailer	(1) Full Page Color Ad—either inside front cover, inside back cover, or inside pages (first paid = first choice)
Onsite Program	(1) Full Page Color Ad—either inside front cover, inside back cover, outside back cover, or inside pages (first paid = first choice)
Bag Insert	(1) Bag Insert
One-Meter Board	(1) Bag Insert
Trade Show Banner	(1) One-Meter Board for advertising
Web site	(1) Trade Show Aisle Banner (branded)
Onsite Program	Recognition on the WWVC Web site
Ribbons	Recognition as a sponsor in the onsite program
Pre-Reg List	Sponsor ribbons on all company representatives' badges at conference
	Electronic Pre-registration Attendee list 30 days prior to conference

## GOLD (\$30,000 - \$49,999)

Registration Mailer	(1) Full Page Color Ad—inside pages
Onsite Program	(1) Full Page Color Ad—inside pages
Bag Insert	(1) Bag Insert
One-Meter Board	(1) Bag Insert
Trade Show Banner	(1) One-Meter Board for advertising
Web site	Able to purchase a Trade Show Aisle Banner (branded)
Onsite Program	Recognition on the WWVC Web site
Ribbons	Recognition in the onsite program
Pre-Reg List	Sponsor ribbons on all company representatives' badges at conference
	Electronic Pre-registration Attendee list 30 days prior to conference

## SILVER (\$15,000 - \$29,999)

Registration Mailer	(1) Half Page Color Ad—inside pages
Onsite Program	(1) Half Page Color Ad—inside pages
Bag Insert	(1) Half Page Color Ad—inside pages
Web site	(1) Bag Insert
Onsite Program	Recognition on the WWVC Web site
Ribbons	Recognition in the onsite program
Pre-Reg List	Sponsor ribbons on all company representatives' badges at conference
	Electronic Pre-registration Attendee list 30 days prior to conference

## BRONZE (\$7,500 - \$14,999)

Onsite Program	(1) Half Page Black/White Ad—inside pages
Bag Insert	(1) Half Page Black/White Ad—inside pages
Web site	(1) Bag Insert
Onsite Program	Recognition on the WWVC Web site
Ribbons	Recognition in the onsite program
Pre-Reg List	Sponsor ribbons on all company representatives' badges at conference
	Electronic Pre-registration Attendee list 30 days prior to conference

## CONTRIBUTOR (UP TO \$7,499)

Web site	Recognition on the WWVC Web site
Onsite Program	Recognition in onsite program
Ribbons	Sponsor ribbons on all company representatives' badges at conference
Pre-Reg List	Electronic Pre-registration Attendee list 30 days prior to conference

SEE PAGE 17 FOR SPONSORSHIP SELECTION FORM



# SPONSORSHIP LEVELS/BENEFITS FORM

## SPONSORSHIP LEVELS

- Diamond \$100,000 and up
- Titanium \$75,000 - \$99,999
- Platinum \$50,000 - \$74,999
- Gold \$30,000 - \$49,999
- Silver \$15,000 - \$29,999
- Bronze \$ 7,500 - \$14,999
- Contributor \$Up to \$7,499

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 (916) 723-8781 fax  
 www.wildwestvc.com • carolh@4arc.com

### OPPORTUNITY

### PRICE LIST

- 1½ hour lectures (4).....\$2,500
- Lab (1) .....\$1,500
- 2-hour workshop (1).....\$2,500
- Chuckwagon session (1) .....\$1,000
- Late Show (1).....\$1,500
- VIP Room per day (1) .....\$2,500
- Golf Tournament.....\$6,000
- Presidents' Reception ..... Call for details
- Dessert Party ..... Call for details
- Fun Run/Jog/Walk .....\$1,500
- Rabies Titer Testing ..... Call for details
- Friday Night Party..... Call for details
- Closing Night Party..... Call for details
- Conference Tote Bags..... Cost of 2,500 bags
- Writing Pads & Pens ..... Cost of 2,500 sets
- Lanyards..... Cost of 3,000 each
- Lodging Room Key Cards ..... Call for details
- Pocket Program ..... Call for details
- Conference TV Program ..... Call for details

**I WOULD LIKE FURTHER INFORMATION ABOUT SPONSORSHIP OPPORTUNITIES.**

**YES, I AM INTERESTED IN BECOMING A SESSION SPONSOR.** (Please check which track you are interested in.)

- Complementary & Alternative Medicine     Equine     Exotics     Food Animal     Human Animal Bond
- Practice Management     Small Animal     Veterinary Technician     Wellness

### COMPLETE THE FORM BELOW (PLEASE PRINT CLEARLY)

Name (Print Name) \_\_\_\_\_

Company Name \_\_\_\_\_

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City \_\_\_\_\_ State or Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email (Required) \_\_\_\_\_

Authorized by (Signature) \_\_\_\_\_ Date \_\_\_\_\_

### PAYMENT INFORMATION

AMEX    MasterCard    Visa    Check   Check No \_\_\_\_\_   Amount \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Security Code\* \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*The security code is a 3 or 4 digit number on the back of your card following your card number; front of card for AMEX.



Wild West Veterinary Conference  
 950 Glenn Drive, Suite 150  
 Folsom, CA 95630  
 (800) 775-7062 • (916) 723-9920  
 (916) 723-8781 fax  
 www.wildwestvc.com • tracyb@4arc.com

# ADVERTISING INFORMATION/CONTRACT

## SPECIFICATIONS AND DEADLINES

DEADLINES—BROCHURES; MAY 2, 2008

ONSITE PROGRAM; JULY 31, 2008

Formats PC or Mac (CDs)

PDF (High Resolution preferred), QuarkXpress 4-5-6.x, InDesignCS 2-3, Illustrator 8-10; CS 2-3

All artwork must be sent with accompanying graphic files, fonts, and proof copy

Sizing Trim size 8.5" x 11"

Full page bleed 8.625w" x 11.125h"

Full page, no bleed 7.5w" x 9.75h"

Half page, vertical 3.25w" x 9.75h"

Half page, horizontal 7.5w" x 5.0h"

MSDS pages are to be black and white, no bleed

For .pdfs under 1mb Email files to tracyb@4arc.com. Subject line of Email must contain "WWVC Advertisement". For files over 1mb—CDs must be mailed to WWVC, 950 Glenn Drive, Suite 150, Folsom CA 95630. If you would like to use our ftp site contact Tracy Brown at (800) 775-7062 or (916) 723-9920 for instructions.

## AISLE BANNERS AND METER BOARDS

(double sided promotions)

DEADLINE—SEPTEMBER 10, 2008

METER BOARDS ad: 38.25w" x 86.25h"

(\$700) .pdf, .eps, .jpg, .tif, .ai, .cdr (11.0);

300dpi MINIMUM

logo: 6.0" x 12.0"

AISLE BANNER finished size: 2w' x 8h' (under aisle signs)

(\$600) .pdf, .eps, .jpg, .tif, .ai, .cdr (11.0);

300dpi MINIMUM- provide entire graphic

Files under 1mb; Email files to shollibaugh@ges.com or call (775) 323-7700. Subject line of Email must contain "WWVC Meter Boards" or "WWVC Aisle Banner". For files over 1mb—CDs (PC only) must be mailed to GES c/o Ms. Stevie Hollibaugh, 101 Panther, Reno, NV 89506. Convert all fonts to outline. If you are using a MAC please contact Tracy Brown at (800) 775-7062 or (916) 723-9920 for ftp instructions.

## SPONSOR LOGOS

DEADLINE—JULY 31, 2008

Format .tif, .jpg, .eps, .ai minimum 300 dpi (NO .gif or Word Files)

Sizing Provide TWO sizes—2.5w"3.0h" AND 6.0w" 12.0h"

Color 4 color, black/white or grayscale

Files under 1mb; Email files to tracyb@4arc.com. Subject line of Email must contain "WWVC Sponsor Logo". For files over 4mb—CDs must be mailed to WWVC, 950 Glenn Drive, Suite 150, Folsom CA 95630. If you would like to use our ftp site contact Tracy Brown at (800) 775-7062 or (916) 723-9920 for instructions.

## PLEASE CHECK THE AD CONFIGURATION YOU PREFER.

\* Sponsors have priority to these pages prior to July 2, 2008.

## ATTENDEE REGISTRATION BROCHURE

### MAILED TO 30,000

	COST	ART DUE BY
<input type="checkbox"/> Inside Back Cover, 4C, bleed allowed*	\$6,000	May 2, 2008
<input type="checkbox"/> Inside Front Cover, 4C, bleed allowed*	\$6,000	May 2, 2008
<input type="checkbox"/> Full Page, 4C, bleed allowed	\$3,000	May 2, 2008
<input type="checkbox"/> Half Page, 4C, no bleed	\$1,800	May 2, 2008
<input type="checkbox"/> Full Page, B/W, no bleed	\$1,300	May 2, 2008
<input type="checkbox"/> Half Page, B/W, no bleed	\$ 900	May 2, 2008

### ON SITE PROGRAM (8.5" X 11")

#### PROVIDED TO 3,000

	COST	ART DUE BY:
<input type="checkbox"/> Back Cover, 4C, bleed allowed*	\$7,500	July 31, 2008
<input type="checkbox"/> Inside Back Cover, 4C, bleed allowed*	\$6,000	July 31, 2008
<input type="checkbox"/> Inside Front Cover, 4C, bleed allowed*	\$6,000	July 31, 2008
<input type="checkbox"/> Full Page, 4C, bleed allowed	\$3,000	July 31, 2008
<input type="checkbox"/> Half Page, 4C, no bleed	\$1,800	July 31, 2008
<input type="checkbox"/> Full Page, B/W, no bleed	\$1,300	July 31, 2008
<input type="checkbox"/> Half Page, B/W, no bleed	\$ 900	July 31, 2008

### SYLLABUS - BOOKS ONLY

	COST	ART DUE BY:
<input type="checkbox"/> 4C, bleed allowed	\$3,000	July 2, 2008

## COMPLETE THE FORM BELOW (PLEASE PRINT CLEARLY)

Name (Print Name) \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State or Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email (Required) \_\_\_\_\_

Authorized by (Signature) \_\_\_\_\_ Date \_\_\_\_\_

Advertising Agency/Artwork Contact Name (Print Name) \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

## PAYMENT INFORMATION

AMEX  MasterCard  Visa  Check Check No \_\_\_\_\_ Amount \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Security Code\* \_\_\_\_\_

Name of Cardholder \_\_\_\_\_ Exp. Date \_\_\_\_\_

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

City \_\_\_\_\_ State/Province \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

\*The security code is a 3 or 4 digit number on the back of your card following your card number; front of card for AMEX.

USE THESE SHIPPING LABELS AS THEY WILL EXPEDITE HANDLING. Copies of these labels are acceptable if additional labels are needed.

**B** **RUSH!**  
BAG INSERT MATERIAL

FROM:

**ADVANCE SHIPMENT**

TO:

EXHIBITING COMPANY  
*The 2008 Wild West Veterinary Conference*  
NAME OF EXHIBITION  
REGISTRATION AREA

C/O GES EXPOSITION SERVICES  
101 PANTHER DRIVE  
RENO, NV 89506

**SHIPMENTS MUST ARRIVE BETWEEN  
SEPTEMBER 9, 2008 – OCTOBER 10, 2008**

CERTIFIED WEIGHT TICKETS ARE REQUIRED FOR ALL SHIPMENTS. Drivers must check in by 2:00pm to be guaranteed same day unloading. Warehouse receiving hours are Monday - Friday, 8:00am - 4:00pm; Closed 12:00pm - 1:00pm & Holidays.

Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ pieces



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Carrier \_\_\_\_\_  
Number \_\_\_\_\_ of \_\_\_\_\_ pieces



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