

Quality
Value
Affordability



2009 Exhibitor Prospectus

OCTOBER 14—18, 2009
GRAND SIERRA RESORT | RENO, NEVADA





THOUSANDS OF VETERINARIANS, VETERINARY TECHNICIANS, PRACTICE MANAGERS, AND OTHER VETERINARY PROFESSIONALS FROM ACROSS THE COUNTRY AND A NUMBER OF FOREIGN COUNTRIES WILL ATTEND THIS CONFERENCE & EXPOSITION.

FUTURE CONFERENCE DATES

October 13 - 17, 2010

October 12 - 16, 2011

October 10 - 14, 2012

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Quality. Value. Affordability.

WWVC offers all veterinary professionals (veterinarians, veterinary technicians, practice managers, office staff and students) a conference and veterinary exposition unlike any other on the West Coast.

WWVC offers:

- All educational sessions, laboratories, special events, exposition, hotel guest rooms and tremendous entertainment under one roof!
- More than 500 hours of CE programming.
- More than 40 CE hours can be accumulated during the conference.
- More than 200 veterinary manufacturers and suppliers fill the exhibit hall.
- Affordable hotel room rates.
- Free transportation to and from the Reno Airport and Grand Sierra Resort!
- Dining and entertainment 24/7 at cost-effective prices!
- Reno is "America's Adventure Place"!



About the Wild West Veterinary Conference

QUALITY. VALUE. AFFORDABILITY.

OUR VISION

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

OUR MISSION

To provide a distinctive 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 Annual Wild West Veterinary Conference is one of the nation's largest veterinary conferences with more than 30,000 veterinary professionals invited!

MEET WITH KEY INDUSTRY PROFESSIONALS

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



Wild West Veterinary Conference
1444 I Street, NW, Suite 700
Washington, DC 20005
(202) 712-9043 • (800) 775-7062
(202) 216-9646 fax

Your Hosts



Arizona Veterinary Medical Association
100 W. Coolidge Street
Phoenix, AZ 85013
(602) 242-7936 • (602) 249-3828 fax
ekane@azvma.org
www.azvma.org



Nevada Veterinary Medical Association
P. O. Box 34420
Reno, NV 89533
(775) 324-5344 • (775) 747-9170 fax
nevadavma@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



2009 WILD WEST VETERINARY CONFERENCE MANAGEMENT COMMITTEE

Executive Committee

Matthew Fricke, DVM <i>McKenzie Animal Hospital</i>	President
Alex Turner, DVM <i>Mobile Veterinary Services, LLC</i>	Vice President
Russell Johnsen, DVM <i>Western Animal Hospital</i>	Secretary/Treasurer
Deb Nelson, DVM <i>Casa Grande Animal Hospital</i>	Past President

Directors

Laurel Collins, DVM	Merial, Ltd.
Scott Hendy, DVM	Parkway Animal Hospital
M. Joseph Bojrab, DVM	
Emily Kane	AzVMA Executive Director
Glenn Kolb	OVMA Executive Director
Michelle Wagner	NVMA Executive Director
Silene Young, DVM	Bayer Health Care, LLC

2009 WILD WEST VETERINARY CONFERENCE PROGRAM PLANNING COMMITTEE

Scientific Program Planning Committee Co-chairs

Laurel Collins, DVM
Merial, Ltd.

Moderator Chair

Matthew Fricke, DVM
McKenzie Animal Hospital

DISCIPLINE CHAIRS

Complementary & Alternative Medicine

Matthew Fricke, DVM
McKenzie Animal Hospital

Equine

Joseph Coli, DVM
Comstock Large Animal Hospital

Exotics

Drury R. Reavill, DVM
Zoo/Exotic Pathology Service

Food Animal

Bruce Nosky, DVM
Merial, Ltd.

Wellness - HAB

Thomas E. Catanzaro, DVM
Veterinary Practice Consultants

Laboratories/Workshops

Chuck Toben, DVM
Apollo Animal Hospital

Practice Management

Mari Coryell, CVT
VCA East Mill Plain Animal Hospital

Small Animal (Co-chairs)

M. Joseph Bojrab, DVM and
Laurel Collins, DVM
Merial, Ltd.

Veterinary Technician

Michelle Noreen, DVM
Merial, Ltd.

Preliminary Conference Schedule

OCTOBER 14 Wednesday
7:00am – 6:00pm Registration Open
8:00am – 8:30pm Sessions, Late Show
8:30am – 4:45pm Front Office Academy
8:30am – 5:00pm Veterinary Technician Academy
12:00pm Annual Golf Tournament
12:30pm – 5:30pm CAPC Symposium
1:00pm – 5:00pm Changing Face of Veterinary Medicine Symposium
1:00pm – 7:00pm Exhibitor Move-in
7:00pm – 8:30pm Bryan Dodge Stay Grounded, Work and Life Balance in this Changing Economy

OCTOBER 15 Thursday
7:00am – 3:00pm Exhibitor Move-in
7:00am – 7:00pm Registration Open
7:00am – 8:30pm Sessions, Labs & Late Shows
4:00pm Special Event 3rd Annual Wild West Wildest Martini in the West Contest
4:30pm – 8:00pm Special Event President's Reception & Exhibit Hall Open

OCTOBER 16 Friday
6:30am Healthy Start Registration Open
7:00am – 6:00pm Registration Open
7:00am – 8:30pm Sessions, Labs & Late Shows
10:00am – 4:00pm Exhibit Hall Open
11:00am – 12:30pm Exhibitor Luncheon
7:00pm – 10:00pm Special Event Evening in Reno Discover Reno!

OCTOBER 17 Saturday
7:00am – 5:00pm Registration Open
7:30am – 8:45am Exhibitor Appreciation Breakfast
7:00am – 8:30pm Sessions, Labs & Late Shows
9:00am – 4:00pm Exhibit Hall Open
11:00am – 12:30pm Exhibitor Luncheon
4:00pm Special Event Wine Tasting at The Reserve
7:00pm – 10:00pm Special Event Closing Party with Kevin Fitzgerald and Whiskey Dawn

OCTOBER 18 Sunday
7:45am – Noon Registration Open
8:30am – 11:30am Sessions

Exhibit Hall Installation and Dismantle Hours

OCTOBER 14 Wednesday
9:00am Vehicle Placement
1:00pm – 7:00pm Exhibitor Move-in

OCTOBER 15 Thursday
7:00am – 3:00pm Exhibitor Move-in

OCTOBER 17 Saturday
4:00pm – 11:59pm Exhibitor Dismantle

Exposition Contacts

**Exhibit Booth/Sponsorship/
Advertising Information**
Donna Jarvis-Miller, CMP
1444 I Street, NW, Suite 700
Washington, DC 20005
(800) 775-7062 • (202) 712-9043
(202) 216-9646 fax
djarvis-miller@bostrom.com

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



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.”

2009

Deadline Dates To Remember

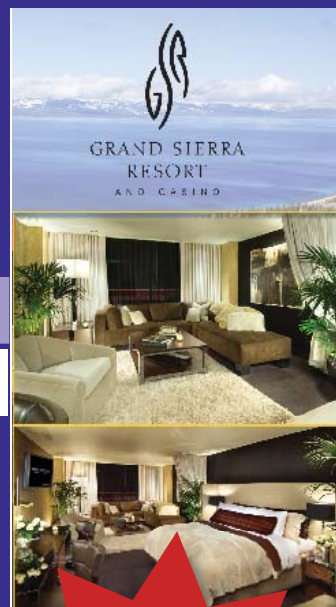
March 16	Returning Exhibitors Priority Placement
May 4	For Attendee Registration Brochure and Web Site 1. Sponsor Logos 2. Sponsor Advertisements 3. Exhibitor Advertisements
May 22	Full Payment for all Contracts
July 28	Conference Registration Bags/Portfolio Sponsorships
July 28	At-a-Glance Pocket Program/ Lanyard Sponsorships
July 31	For On-site Program 1. Sponsor Logos/ Advertisements 2. Exhibitor Advertisements
August 14	Exhibit Space Cancellation— 50% refund prior to this date
August 14	Exhibit Space Cancellation— No refunds on or after this date
September 10	Aisle Banners and Meter Boards
September 13	Cut-off date for WWVC Special Hotel Room Rates
September 15	Exhibitor Certificate of Insurance Provided to WWVC
October 9	Bag Inserts Due
October 14-15	Exhibitor Move-in complete and ready by 3:00pm, October 15



Host Hotel

Grand Sierra Resort

**2500 East Second Avenue
Reno, Nevada 89595
(800) 648-5080**



Special
Room Rate
\$89

Reservation ID
Wild West
Veterinary Conference

Room Rates

Standard Room: \$89 single/double, plus tax
Summit Room: \$107 single/double, plus tax

Students & Veterinary Technician Rates

\$39 single/double, plus tax
(Very limited availability)

Room Pricing Cut-off Date

September 11, 2009

Online Reservations

Visit **www.wildwestvc.com** for more information

WWVC ATTENDEE BENEFITS AT THE GRAND SIERRA RESORT:

- No charge for internet service in guest rooms
- Express check-in for WWVC attendees
- Resort fee waived
- Complimentary telephone access in guest rooms
- Complimentary bowling pass per person
- Discounted movie pass for each person
- \$10 casino free play voucher for each attendee
- Two casino free drink vouchers for each person

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.*

BENEFITS OF EXHIBITING

- **75% of all attendees** are purchasing decision-makers for their practice
- **Product recognition:** Exhibiting companies will be mentioned by name at educational sessions
- **SAVE Money:** Spend 55% fewer dollars to meet face-to-face with a customer vs. the cost of a direct sales call.*
- **Lead Retrieval:** An easy-to-use lead retrieval system which provides you with the ability to scan visitor badge information in your booth. (Must be requested - see Exhibitor Contract in the Exhibitor Prospectus)
- **New Prospects:** Reach unknown prospects not contacted by a sales person.*
- **Reduce costs:** reduce closing costs by 62% vs. individual sales calls.*
- **No Cold Calls:** Customers are more receptive to learning about your product.
- **Virtual Booth:** Attendees can get to your company's website directly from WWVC Web.
- **FREE** WWVC postcards to mail to your customers.
- **FREE** attendee list post show.
- **Customer Service:** Show Management is committed to providing top notch customer service to all exhibitors.
- **Four (4) Exhibit Badges** per each 10 x 10 exhibit (100 SF) includes complimentary exhibitor lunch and access to the Exhibitor's Lounge.
- **Become Engaged:** Participate in Special Events to have one-on-one time with attendees.

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



Why You'll Want 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 profession 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 premier 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 profession and helping your clients. And, it does all this in an ideal venue where your clients gather for several days to discuss the broader issues impacting their livelihoods.

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 2009, consider linking 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 or contact Donna Jarvis-Miller at djarvis-miller@bostrom.com or (800) 775-7062.

ADVERTISE

The registration brochure is sent to more than 30,000 veterinary professionals, and 3,000 plus programs will be distributed at the 2009

Conference. Reserve your advertising space today by completing the 2009 Advertising Contract on page 18.



2008 Sponsor

General Information Rules & 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 22, 2009. 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 22, 2009, 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 SETUP AND BREAK DOWN

In the interest of safety, only those individuals directly responsible for setup 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 setup and dismantle times.

OFFICIAL SERVICE CONTRACTOR

A separate service kit will be sent by email 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 18** are allowed in the exhibit hall during setup 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 in the exhibitor lounge. No one will be admitted onto the exhibit hall floor without a badge.

Please pre-register your booth personnel. You may register your personnel online at www.wildwestvc.com with your company access code. The access code will be sent to you by J. Spargo & Associates, WWVC's online registration company, after WWVC has received the Exhibit Contract with the appropriate payment. (See page 13 & 14.) If a substitute exhibit representative is sent in place of a pre-registered representative, he or she will be required to register onsite.

Additional exhibit personnel badges may be purchased for \$95 per person. Exhibitors are encouraged to register in advance. Please go to www.wildwestvc.com to register your booth personnel after September 14, 2009.



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."

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 12.)

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

Ceilings	Grand Sierra Resort Pavilion	25'
	Grand Ballroom	20'
Freight Access	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.

- n If the exhibitor cancels prior to August 14, 2009, the exhibitor will receive a fifty percent (50%) refund on contracted exhibit space.
- n If the exhibitor cancels on or after August 14, 2009, 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 15, 2009. 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.

CONFERENCE CANCELLATION

It is mutually agreed that in the event of cancellation an equitable portion of the exhibit fees may be refunded after all expenditures and commitments already made. Such refund, if any, will be accepted by the exhibitor in full settlement of all loss or damages 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 to 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 or conflict with WWVC Conference program events.

Each exhibitor agrees 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 17, 2009. 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 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 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 Wednesday, September 15, 2009.**

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 22, 2009.** 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. 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 or 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 so as not to interfere with neighboring booths and conference activities. Raffle drawings are acceptable within a booth, but no public address system will be available for such exhibitor activities. **Music and/or entertainers must not disturb adjacent booths.**

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 who 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 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 24-hour basis beginning at 9:00am, Wednesday, October 14, 2009, until 11:59pm, Saturday, October 17, 2009. 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 in their booths.

SMOKE-FREE CONFERENCE

WWVC has a smoke-free policy that 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/dragage, 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 28, 2009, 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, 2009, and furnish an insurance certificate to WWVC in the amount of \$1,000,000 US by September 15, 2009 (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 all sections of the Exhibitor Contract application form, attach the appropriate payment and return the signed form as indicated on the form. **Please keep a copy for your records.**

	EARLY (by 03/16/09)	REGULAR (after 03/16/09)
Premium Booths*	\$2,199	\$2,299
Corner booths		
n Booths facing Exhibit Hall entrances		
n Booths facing Food Courts		
Standard Booths*	\$2,099	\$2,199



CONTRACTS WILL NOT BE PROCESSED WITHOUT PAYMENT. IF FULL PAYMENT HAS NOT BEEN RECEIVED BY MAY 22, 2009, BOOTH SPACE IS SUBJECT TO FORFEITURE.

PRICING

Booths

Contract received (with deposit) by March 16, 2009.

Deposit

- n Returning exhibitors from 2008 must pay a 50% deposit with their exhibit contract.
- n New exhibitors or previous exhibitors who did not show in 2008 must send payment in full with their contract.

Space Allocation

- n Please select (3) three options when choosing booth space.
- n 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 exposition and return their contract by March 16, 2009; 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 Show 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 Exposition 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.

- n Companies that do not exhibit in consecutive years lose their rights to their previous booth space.
- n Companies receive one point for exhibiting and paying their fees. No-shows do not accumulate points.
- n Companies have the right to select the same booth space occupied the previous year if their exhibit contract is returned to WWVC by March 16, 2009.



exhibitor testimonial

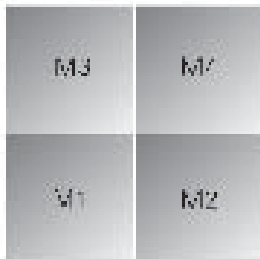
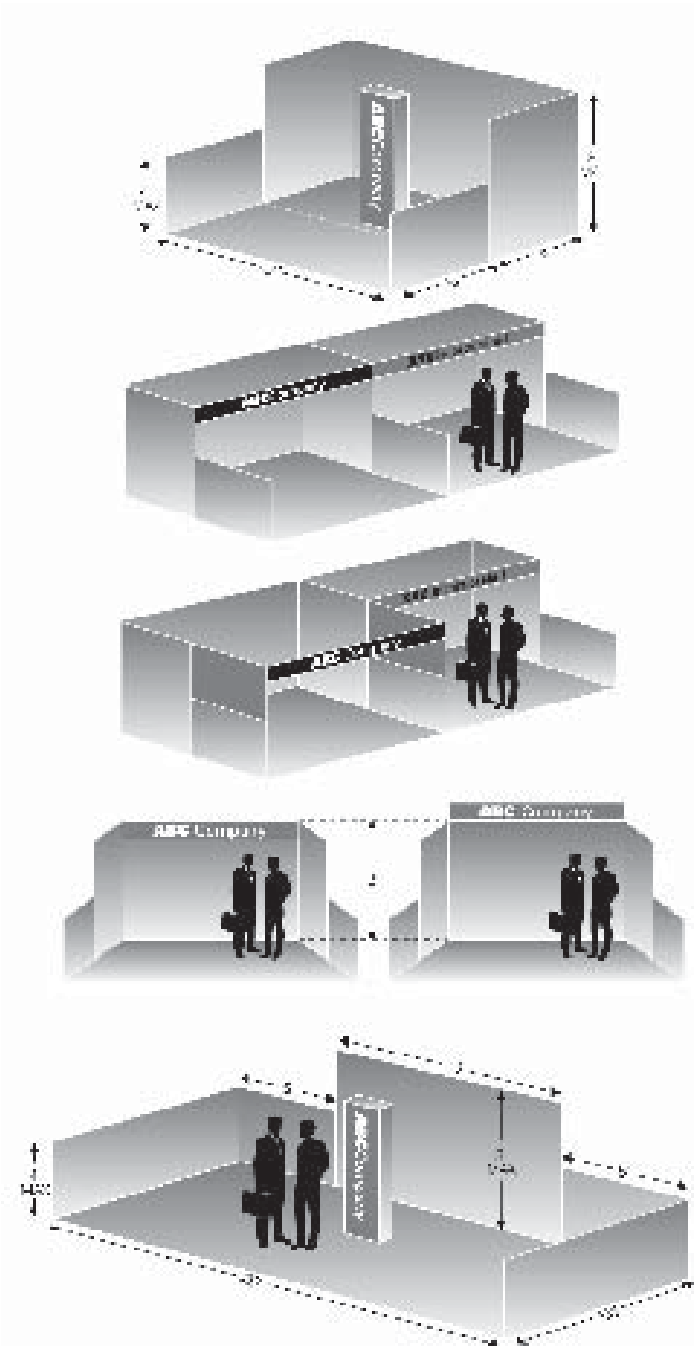
"It is one of the best destinations I have ever seen to mix business and pleasure. The Veterinarians can learn the latest trends in the sessions, visit the exhibit booths, and then find plenty of fun things to do either at the resort or nearby. Great place for a conference, and I have already told East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

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

WWVC Web site— Post Your Company Description

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

Booth Construction Guidelines



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

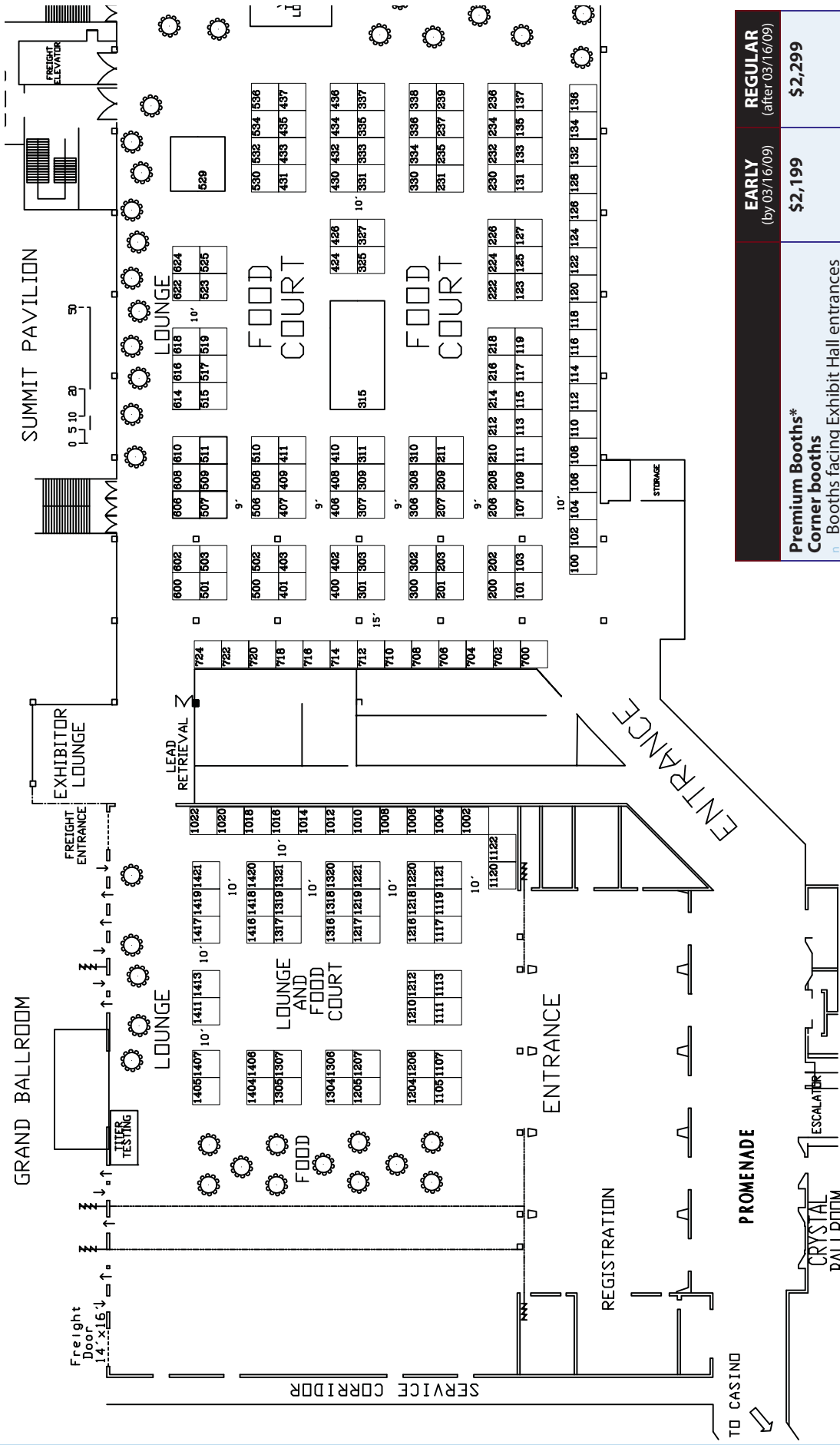
Definition: End cap booths (two or more booths side by side at the end of an aisle) may not exceed the back wall height of 8 feet in the center 10 feet. Booths may also not exceed the back wall height of 4 feet in the outer 5 feet.

Intent: Each exhibitor is entitled to a reasonable sightline from the aisles. Please refer to Pre-show Inspection & Violation Notice section on page 8.

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 exhibitors a greater presence at the show.

GRAND SIERRA RESORT



	EARLY (by 03/16/09)	REGULAR (after 03/16/09)
Premium Booths* Corner booths n Booths facing Exhibit Hall entrances n Booths facing Food Courts	\$2,199	\$2,299
Standard Booths*	\$2,099	\$2,199



2009 EXHIBIT CONTRACT (FORM 1 OF 2)
IN ORDER TO BE ACCEPTED, BOTH SIDES OF FORM MUST BE COMPLETED AND RETURNED TO WWVC.

NEW EXHIBITOR

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

RETURNING EXHIBITOR

Please fully complete this form and return it to WWVC no later than March 16, 2009, 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, carpeted exhibit hall; virtual booth on WWVC Web site, Exhibitor Lounge privileges, complimentary registration to non-fee sessions, complimentary Flash Drive syllabi, morning and afternoon breaks, and 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 person you identify below for WWVC to contact regarding your company's booth space will receive, via email, updates, requests for information, booth assignments and a password to edit company information on the Web site, etc.

(PLEASE PRINT CLEARLY)

Company Name _____

Address _____

City _____

State or Province _____ Postal Code _____ Country _____

Telephone _____ Ext. _____

Fax _____

Cell _____

Email (Required) _____

Authorized by (Signature) _____ Date _____

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

Print Name _____

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

Name _____

Telephone _____ Ext. _____

Cell Phone _____

Fax _____

Email (Required) _____

EXHIBITOR SCHEDULE

WEDNESDAY, OCTOBER 14

9:00am Vehicle Placement
 3:00pm – 7:00pm Exhibitor Setup

THURSDAY, OCTOBER 15

7:00am – 3:00pm Exhibitor Setup

SATURDAY, OCTOBER 17

4:00pm – 11:59pm Exhibitor Dismantle

BOOTH PRICING

Contract received by March 16, 2009

Premium Booths\$2,199
 Standard Booths\$2,099

Contract received on or after March 17, 2009
(with deposit)

Premium Booths\$2,299
 Standard Booths\$2,199

Wild West Veterinary Conference
 1444 I Street, NW, Suite 700
 Washington, DC 20005
 (800) 775-7062 • (202) 712-9043
 (202) 216-9646 fax
 www.wildwestvc.com
 djarvis-miller@bostrom.com



2009 EXHIBIT CONTRACT (FORM 2 OF 2) COMPANY NAME _____

BOTH SIDES OF FORM MUST BE COMPLETED AND RETURNED TO WWVC.

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 March 16, 2009

No. of Premium Booths _____ x \$2,199 \$ _____

No. of Standard Booths _____ x \$2,099 \$ _____

Contract received on or after March 17, 2009
(with deposit)

No. of Premium Booths _____ x \$2,299 \$ _____

No. of Standard Booths _____ x \$2,199 \$ _____

No. of Additional Syllabi _____ x \$55
(Flash Drive) \$ _____

Total Charges \$ _____

New Exhibitor (100% payment) \$ _____

Returning Exhibitor Deposit (50%) \$ _____

Balance due by May 22, 2009 \$ _____

PAYMENT INFORMATION

AMEX MasterCard Visa Check

Check # _____

Company Name _____

Contact Person (if different from cardholder) _____

Phone _____ Ext. _____

Cell _____

Card Number _____

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 22, 2009 for any balance due.

Signature _____

Date _____

MY SIGNATURE ON THIS EXHIBIT CONTRACT ACKNOWLEDGES THE GENERAL INFORMATION AND RULES AND REGULATIONS OF PARTICIPATING IN THE 2009 WILD WEST VETERINARY CONFERENCE HAVE BEEN PROVIDED TO ME.

REMIT ALL PAYMENTS TO

Wild West Veterinary Conference
1444 I Street, NW, Suite 700, Washington, DC 20005
(800) 775-7062 • (202) 712-9043 • (202) 216-9646 fax
www.wildwestvc.com • djarvis-miller@bostrom.com

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

FOR OFFICE USE ONLY

Date _____ 50% Deposit Amt \$ _____

Check No. _____ CC Auth. No. _____

Date _____ Balance Due Amt \$ _____

Check No. _____ CC Auth. No. _____

Date _____ Other _____

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NOTES



DO NOT SHIP BAG INSERTS WITH BOOTH MATERIALS/EQUIPMENT.

BAG INSERT REGISTRATION FORM

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 2009 Conference. Ship your insert to the address below, and we will put it in the bag for you!

\$750 PER BAG INSERT

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

SHIPPING

Labels will be forwarded on receipt of form..

Ship dates: NO EARLIER THAN SEPTEMBER 9, 2009
MUST ARRIVE BY OCTOBER 9, 2009

Shipping address: c/o GES Exposition Services
101 Panther Drive
Reno, NV 89506

Wild West Veterinary Conference assumes no liability for items not properly labeled or received between September 8, 2009 and October 9, 2009.

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

COMPLETE THE FORM BELOW (PLEASE PRINT CLEARLY)

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 _____

Name of Cardholder _____ Exp. Date _____

Card Billing Address _____

City _____

State/Province _____ Postal Code _____ Country _____

You are authorized to charge the above credit card for any balance due.

Signature _____ Date _____

REMIT ALL PAYMENTS TO

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www.wildwestvc.com • djarvis-miller@bostrom.com

Sponsorship/Partnership Levels

ALL WWVC PARTNERS RECEIVE

- n **Website:** Recognition as a sponsor on the WWVC Web site
- n **Advertising Priority:** Sponsors have priority to advertising space until July 15, 2009.
- n **On-Site Program:** Recognition as a sponsor in on-site program.
- n **Ribbons:** Sponsor ribbons on all company representatives' badges at the Conference.
- n **Pre-Registration List:** Electronic Pre-Registration Attendee list 30 days prior to the Conference.

SPONSORSHIP/PARTNERSHIP LEVEL OPPORTUNITIES

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

DIAMOND (\$100,000 AND ABOVE)

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—back cover, 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)
Bag Insert	(1) Bag Insert
One-Meter Board	(4) One-Meter Boards for advertising (all board are double sided) [sponsor provides artwork]
Trade Show Banner	(3) Trade Show Aisle Banners (branded) [sponsor provides artwork]

TITANIUM (\$75,000 - \$99,999)

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, or inside pages (first paid = first choice)
Bag Insert	(1) Bag Insert
One-Meter Board	(3) One-Meter Boards for advertising (all board are double sided) [sponsor provides artwork]
Trade Show Banner	(2) Trade Show Aisle Banners (branded) [sponsor provides artwork]

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

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	(2) One-Meter Boards for advertising (all board are double sided) [sponsor provides artwork]
Trade Show Banner	(1) Trade Show Aisle Banners (branded) [sponsor provides artwork]

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) One-Meter Boards for advertising (all board are double sided) [sponsor provides artwork]
Trade Show Banner	Able to purchase a Trade Show Aisle Banner (branded)

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) Bag Insert

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

Onsite Program	(1) Half-page Black/White Ad—inside pages
Bag Insert	(1) Bag Insert

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
Pre-Reg List	Electronic Pre-registration Attendee List 30 days prior to conference



SEE PAGE 17 FOR SPONSORSHIP SELECTION FORM

See page 5 for advertisement and logo deadline; page 19 for art specifications.



SPONSORSHIP OPPORTUNITY CHECKLIST

SPONSORSHIP OPPORTUNITY PRICE LIST

- Conference Badges \$6,500
- VIP Room Per Day \$1,500
- Golf Tournament \$6,000
- President's Reception \$40,000
- Rabies Titer Testing \$5,000
- Friday Night Party \$40,000
- Closing Night Party \$40,000
- Conference Tote Bags Sponsored by Merial
- Writing Pads & Pens Sponsored by Merial
- Lanyards Sponsored by Campbell Pet Co.
- Lunch in the Exposition \$10,000
- Hotel Room Key Cards Sponsored by Pet Rays
- Pocket Program Sponsored by Hill's Pet Nutrition

SPEAKER SPONSORSHIPS..... PRICE LIST

Please refer to Speaker Sponsorship Checklist.

- Opening General Session Keynote Sponsored by Hill's Pet Nutrition
- Speaker (4-90 minute session) \$3,500 each
- Wet Labs \$1,500 each
- Two-hour Workshop \$900 each
- Chuckwagon Session \$1,000 each
- Late Shows \$1,500 each
- Symposiums \$10,000

YES, I AM INTERESTED IN BECOMING A SESSION SPONSOR. (Please check one or more tracks.)

- | | | | |
|---------------------------------------------------------------|----------------------------------------------|-------------------------------------|-------------------------------------------------------------|
| <input type="checkbox"/> Complementary & Alternative Medicine | <input type="checkbox"/> Equine | <input type="checkbox"/> Exotics | <input type="checkbox"/> Veterinary Technician |
| <input type="checkbox"/> Practice Leadership | <input type="checkbox"/> Small Animal | <input type="checkbox"/> Symposiums | <input type="checkbox"/> Wellness and Human Animal Bond |
| <input type="checkbox"/> Veterinary Technician Academy | <input type="checkbox"/> Chuckwagon Sessions | <input type="checkbox"/> Wet Labs | <input type="checkbox"/> Veterinary Technician Academy Core |
| <input type="checkbox"/> Food Animal | <input type="checkbox"/> Late Shows | | |

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 _____

PAYMENT INFORMATION

AMEX MasterCard Visa Check Check # _____ Amount \$ _____

Card Number _____

Name of Cardholder _____ Exp. Date _____

Card Billing Address _____

City _____ State/Province _____ Postal Code _____ Country _____

Signature _____ Date _____

SPONSORSHIP LEVELS

Please credit our sponsorship(s) to the level checked below:

- 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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NEW THIS YEAR!

Sponsor WWVC enduring materials and help educate the Veterinary Community. Help educate the Veterinary Community by sponsoring the creation of products that emanate from the WWVC Conference. WWVC wishes to productize all of the education from this meeting with your logo! Sponsor speaker sessions and add your logo to their proceedings. Receive year-round exposure on the Wild West Live Learning Center.

SPEAKER SPONSORSHIP CHECKLIST

Please select the speakers that you would like to sponsor.

COMPLEMENTARY & ALTERNATIVE MEDICINE

- Ella Bittel, DVM
- Jody Kinkaid, DVM

EQUINE

- Chrysanna Collatos, VMD, PhD
- K. Jack Easley, DVM, MS
- Michelle LeBlanc, DVM
- Robert Miller, DVM
- Ted Stashak, DVM, MS
- Dave Wilson, DVM, MS

FRONT OFFICE ACADEMY

- Debbie Gair
- Rick Schulkey
- Margie Wood, MS

PRACTICE LEADERSHIP

- Joy Borgman, MS, MHR
- Nan Boss, DVM
- Thom Haig, DVM
- Douglas Jack, LL.B.
- Shelly Johnson, CVPM
- Jim Nash, MHA, CVPM
- Darren Osborne, MA
- Jeff Thoren, DVM

WET LABS

- K. Jack Easley, DVM, MS

CHUCKWAGONS

- M. Joseph Bojrab, DVM, PhD
- Laurel Gershwin, DVM, PhD
- Craig Griffin, DVM
- Kristin MacDonald, DVM, PhD
- Dennis Macy, DVM
- Kristin MacDonald, DVM, PhD
- Reuben Merideth, DVM
- Rick Schulkey

SMALL ANIMAL

- Rick Alleman, DVM, PhD
- Everett Aronson, DVM
- Rodney Bagley, DVM
- Mark Bohling, DVM, PhD
- M. Joseph Bojrab, DVM, MS, PhD
- Lisa Brownlee, DVM, DACVIM
- Rebecca Burwell, DVM, DACVO
- Curt Coffman, DVM, FAVD
- Mark Cousins, DVM
- Joni Freshman, DVM, MS
- Laurel Gershwin, DVM, PhD
- Elise Gingrich, DVM, MPH
- Jana Gordon, DVM
- Craig Griffin, DVM
- Wayne Hunthausen, DVM
- Tess Kommedal

- Butch KuKanich, DVM
- Kristin MacDonald, DVM, PhD
- Dennis Macy, DVM
- Steve Martinez, DVM
- John Mattoon, DVM
- Reuben Merideth, DVM
- Andrea Oncken, DVM
- Sharon Patton, MD, PhD
- Heidi Shafford, DVM, PhD
- Am Stone, DVMS, PhD

WORKSHOPS

- Everett Aronson, DVM
- Patricia Kortekaas, P.T.
- Johnny Slaughter, DVM

EXOTICS

- Scott Ford, DVM, DABVP
- Jeffrey Rhody, DVM
- Helen Roberts, DVM

WWVC LEADERSHIP INSTITUTE

- Bryan Dodge

TEAM-BASED TRAINING

- Thomas Catanzaro, DVM, MHA FACHE and Thom Haig, DVM

VETERINARY TECHNICIAN

- Melissa Bain, DVM
- Lora Ballweber, DVM
- Ella Bittel, DVM
- Martin David, DVM
- Scott Ford, DVM, DABVP
- Laurel Gershwin, DVM, PhD
- Craig Griffin, DVM
- Jody Kinkaid, DVM
- John Koehm, DVM, FAVD
- Butch KuKanich, DVM
- Julie McMahan, LVT, VTS
- Steven Mensack, DVM
- Reuben Merideth, DVM
- Sharon Patton, MS, PhD
- Jeffrey Rhody, DVM
- Helen Roberts, DVM
- Heidi Shafford, DVM, PhD
- Steve Swoboda, DVM
- Tina Wismer, DVM

FOOD ANIMAL

- Franklyn Garry, DVM, MS
- James Hawkins, DVM, PhD
- John Maas, DVM, MS

WELLNESS & HUMAN ANIMAL BOND

- Seton Butler, DVM
- Dana Durrance, MA

LABORATORIES

- Patricia Kortekaas, P.T.
- Johnny Slaughter, DVM
- Dan Lavach, DVM
- John Mattoon, DVM
- Fred Pike, DVM

LABORATORIES (cont'd)

- M. Joseph Bojrab, DVM, MS, PhD
- John Koehm, DVM, FAVD
- Everett Aronson, DVM

LATE SHOWS

- Mark Bohling, DVM, PhD
- Joy Borgman, MS, MHR
- Mark Cousins, DVM
- Scott Ford, DVM, DABVP
- Joni Freshman, DVM, MS, CVA
- Douglas Jack, LL.B.
- Michelle LeBlanc, DVM
- Steve Martinez, DVM
- Reuben Merideth, DVM
- Robert Miller, DVM
- Jeffrey Rhody, DVM
- Rick Schulkey (1)
- Rick Schulkey (2)
- Johnny Slaughter, DVM
- Amy Stone, DVM, MS, PhD

VETERINARY TECHNICIAN ACADEMY CORE

- Nancy Smith
 - Thomas Catanzaro, DVM, MHA FACHE
 - Martin David, DVM
 - M. Joseph Bojrab, DVM, MS, PhD
 - Melissa Bain, DVM
 - Heidi Shafford, DVM, PhD
 - Dwight Bowman, DVM
 - Michael Paul, DVM
 - John Mattoon, DVM
 - Steven Mensack, VMD
 - Dana Durrance, MA
 - Jeffrey Rhody, DVM
 - Steve Swoboda, DVM
- ## SYMPOSIUMS
- Lora Ballweber, DVM and Dwight Bowman, DVM
 - Micaela Z. Shaughnessy, VMD
 - G. Kent Mangelson, CFP

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 _____

PAYMENT INFORMATION

AMEX MasterCard Visa Check Check # _____ Amount \$ _____

Card Number _____ Security Code* _____

Name of Cardholder _____ Exp. Date _____

Card Billing Address _____

City _____ State/Province _____ Postal Code _____ Country _____

Signature _____ Date _____



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ADVERTISING INFORMATION/CONTRACT

SPECIFICATIONS AND DEADLINES

DEADLINES—BROCHURES; JULY 17, 2009

ONSITE PROGRAM; JULY 31, 2009

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 less than 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, 1444 I Street, NW, Suite 700, Washington, DC 20005. If you would like to use our ftp site, contact Donna Jarvis-Miller at (800) 775-7062 or (202) 712-9043 for instructions.

AISLE BANNERS AND METER BOARDS

(double-sided promotions)

DEADLINE—SEPTEMBER 10, 2009

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 less than 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 larger than 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 Donna Jarvis-Miller at (800) 775-7062 or (202) 712-9043 for ftp instructions.

COMPLETE FORM BELOW (PLEASE PRINT CLEARLY)

Name (Print Name) _____

Company Name _____

Address _____

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Telephone _____ Fax _____

Email (Required) _____

Authorized by (Signature) _____ Date _____

Advertising Agency/Artwork Contact Name (Print Name) _____

Telephone _____ Email _____

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AMEX MasterCard Visa Check Check No _____ Amount \$ _____

Card Number _____

Name of Cardholder _____ Exp. Date _____

Card Billing Address _____

City _____ State/Province _____ Postal Code _____ Country _____

Signature _____ Date _____

SPONSOR LOGOS

DEADLINE—JULY 31, 2009

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 less than 1mb: Email files to tracyb@4arc.com. Subject line of Email must contain "WWVC Sponsor Logo." For files larger than 4mb: CDs must be mailed to WWVC, 1444 I Street, NW, Suite 700, Washington, DC 20005. If you would like to use our ftp site, contact Donna Jarvis-Miller at (800) 775-7062 or (202) 712-9043 for instructions.

PLEASE CHECK THE AD CONFIGURATION YOU PREFER.

* Sponsors have priority to these pages prior to July 2, 2009.

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