



ACVC
*Atlantic Coast
Veterinary Conference*

2011
EXHIBITOR PROSPECTUS



EXHIBITOR BOOTH INFORMATION

October 10 – 13, 2011

Single Booth Space (10' x 10') \$1600

- Includes Three (3) Exhibitor Badges
- Two (2) Chairs
- One (1) Wastebasket
- One (1) 6' table

Corner Booth Space (10' x 10') \$1850

- Includes Three (3) Exhibitor Badges
- Two (2) Chairs
- One (1) Wastebasket
- One (1) 6' table

Truck Space (20' x 20') \$1950

- Includes Three (3) Exhibitor Badges
- Two (2) Chairs
- Two (2) Wastebaskets
- One (1) 6' table

Double Booth Space (20' x 10') \$3200

- Includes Six (6) Exhibitor Badges
- Four (4) Chairs
- Two (2) Wastebaskets
- Two (2) 6' tables

Triple Booth Space (30' x 10') \$4800

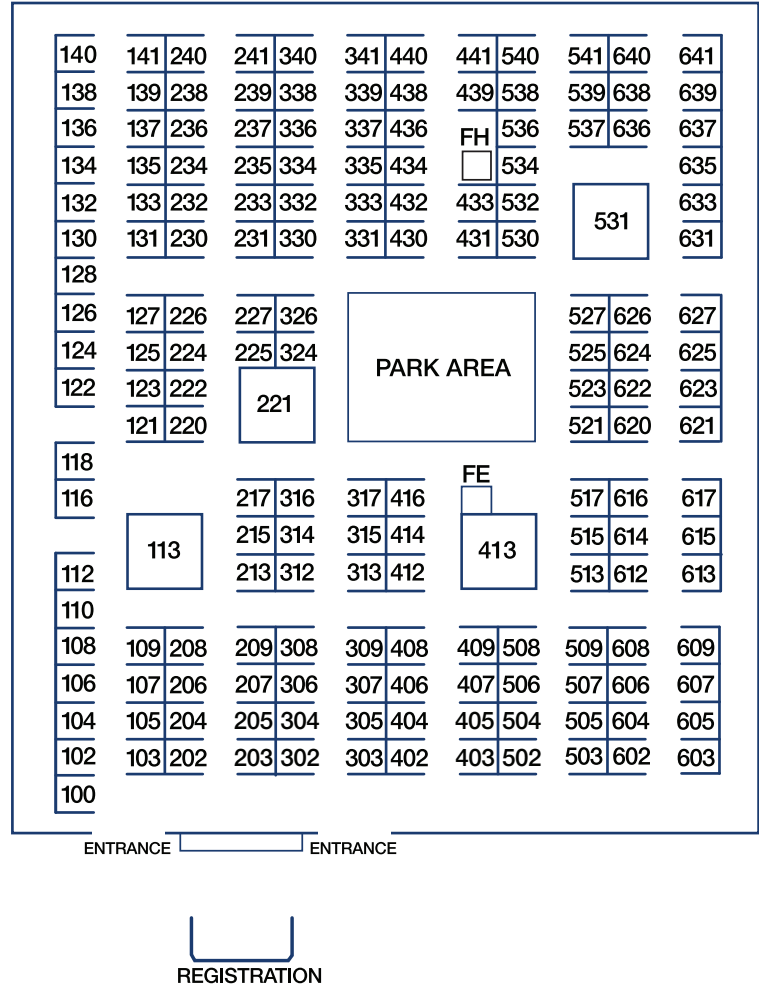
- Includes Nine (9) Exhibitor Badges
- Six (6) Chairs
- Three (3) Wastebaskets
- Three (3) 6' tables

Island Booth Space (20' x 20') \$6400

- Includes Twelve (12) Exhibitor Badges
- Eight (8) Chairs
- Four (4) Wastebaskets
- Four (4) 6' tables

All Exhibitors Receive:

- Complimentary listing on the ACVC website, www.acvc.org, including the Company Name and booth number.
- A preliminary attendee mailing list (no emails or phone numbers will be provided) approximately 3 weeks prior to the conference
- A final attendee mailing list (no emails or phone numbers will be provided) will be sent out approximately 2 weeks following the event
- 1 (one) identification sign
- Pipe & Drape



Important Dates to Remember

December 31, 2010 – Last Day for Returning Exhibitors to Secure the Same Booth Space

May 27, 2011 – Deadline Date for Exhibitors to be Included in the Registration Brochure

August 19, 2011 – Last Day to Cancel Booth Space with 50% refund

August 19, 2011 – Final Booth Space Payment Due (*Failure to submit final payment may result in forfeiture of booth space and deposit)

October 4, 2011 – Bag inserts must be received at the ACVC holding warehouse in Atlantic City

IMPORTANT EXHIBITOR INFORMATION

October 10–13, 2011

EXHIBITOR SET-UP HOURS

Monday, October 10
1:00 PM – 7:00 PM

**Note: If any exhibiting company would like to request entry into the Exhibit Hall for set-up prior to 1:00 PM, please contact the ACVC Headquarters at (908) 359-1184. Show Management approval is required.*

Tuesday, October 11
7:00 AM – 11:00 AM

EXHIBIT HALL HOURS

Tuesday, October 11
11:00 AM – 6:00 PM

Wednesday, October 12
11:00 AM – 6:00 PM

Thursday, October 13
10:45 AM – 1:30 PM

EXHIBITOR TEARDOWN

Thursday, October 13
1:30 PM – 6:00 PM

NO DISMANTLING OF EXHIBITS WILL BE PERMITTED UNTIL THE TRADE SHOW IS FORMALLY CONCLUDED. EARLY BREAK DOWN WITHOUT PERMISSION MAY RESULT IN FORFEITURE OF BOOTH SPACE IN FUTURE YEARS.

**All times are tentative and subject to change*

CONVENTION CENTER INFORMATION

Atlantic City Convention Center
One Convention Boulevard
Atlantic City, NJ 08401
(609) 449-2000
www.accenter.com

Exhibitor Kit (Drayage, Audiovisual, Electrical)

Each exhibiting company will receive the ACVC Exhibitor Kit in August from Atlantic Expo Services (AEX), the official convention services provider for the ACVC. The kit contains forms for ordering freight pick-up/ delivery, drayage, equipment rental (tables, chairs, audiovisual), labor, utilities (telephone, electric), as well as other important show information and instructions.

Lead Retrieval

ExpoTrac is proud to be the lead retrieval/scanner provider for the ACVC. Two types of scanners will be offered. More information regarding purchasing a lead retrieval system will be available in August.

Exhibitor Drawings & Giveaways

Exhibitors may sponsor individual drawings or giveaways at their booths. Each exhibitor is solely responsible for its own drawing and contacting the winners. The ACVC will not provide for announcements of the winners during the show.

Badges and Registration

Online exhibitor badge registration will be available in August. Each exhibiting company receives a certain number of exhibitor passes, depending on booth size. Additional exhibitor badges may be purchased at an additional fee.

Booth Payment & Cancellation

It is the policy of the ACVC that **all exhibitors must be paid prior to the show**. You will not be admitted to the exhibit hall if a balance is due on your account. All booth payments must be received by August 19, 2011.

Booth space cancellation on or before August 19, 2011 will result in 50% of the booth rental refunded, provided Show Management resells the space. No refunds or cancellation of space will be accepted or made after August 19, 2011.

Hotel Accommodations & Information

Sheraton Atlantic City Convention Center Hotel

Two Convention Boulevard
Atlantic City, New Jersey 08401

Single/Double Room Rate: \$140

Additional Person: \$20/night

* Hotel room rates are subject to applicable state and local taxes (currently 14% plus \$1.00 room use fee) in effect at the time of check-in.

Deadline for the Group Room Rate is **September 13, 2011**. Any reservations made after 5:00 PM that day are based on availability only at the standard hotel room rate.

Reservations can be made online (**COMING SOON**) or via the Reservations Department at (888) 627-7212. Please reference Group Discount Code **Atlantic Coast Veterinary Conference**.

CONFERENCE INFORMATION AND POLICIES



Space Allocation & Payment

Exhibitors must reserve space by completing the enclosed contract form. Mail your contract back to the ACVC, 390 Amwell Road, Suite 402, Hillsborough, NJ 08844. You will receive a copy back as confirmation of space assigned to your firm after Show Management has completed the bottom portion of the contract. You will also receive information on drayage costs, electrical, signage, audiovisual, and florist services, etc. at a future date.

To recognize companies contributing to the ACVC, a system has been established to highlight the ACVC Sponsors. The system is based on financial support of the ACVC during the previous calendar year, and includes conference participation during the current year.

The level of annual support will determine whether a company is a Diamond, Platinum, Gold or Silver partner. Companies who have met the Diamond level threshold each year will have the first opportunity to make their booth location selection for the upcoming conference, followed by the Platinum, Gold and Silver Sponsors.

Once the ACVC Sponsors have had an opportunity to reserve space, all other prospective exhibitors may submit an Exhibitor's Application and Contract form on a first-come, first-served basis. To allow for discrepancies due to delivery, authorization and other variables, exhibitors may submit their application via fax without payment. Space will be allocated on a tentative basis, as requested and as available. The exhibitor then has 14 days to submit full payment, or the space will be released. Confirmation of booth space will not be made until payment has been received in full.

Consequently, it is not only important to respond early, but also please indicate your first through- third choices on the Exhibitor's Application and Contract (please refer to the floor plan to make your choices).

Every effort will be made to accommodate the choices of as many exhibitors as is possible. However, in the event space cannot be allocated as requested, the ACVC reserves the right to apply their own judgment in actual booth allocation. Exhibitors will be notified in writing after February 6, 2011, of booth location. Please note that the ACVC reserves the right to allocate more booths than appear on the enclosed floor plan should exhibitor demand warrant.

Deposit & Cancellation Policy

A non-refundable minimum deposit of 50% of total price of requested space must accompany all reservations. Any remaining balance must be paid no later than August 19, 2011. Booth space cancellation may be made and 50% of the booth rental refunded on or before August 19, 2011, provided Show Management resells the space. No refunds or cancellation of space will be accepted or made

after August 19, 2011. Failure to submit payment in full by this date may result in forfeiture of booth space and deposit. If ACVC unilaterally cancels your registration before the show, ACVC shall reimburse all amounts paid by your institution to ACVC under this registration policy. This will be the sole and exclusive right and remedy of your institution in this respect.

Exhibit Restrictions

No construction in the exhibit area shall exceed eight feet in height and any construction in excess of four feet in height must be kept within three feet of back line of exhibit space. Any variations to height restrictions must be pre-approved by Show Management at least sixty days prior to trade show opening.

No natural gas or propane burning equipment is to be displayed.

All exhibit materials used in the exhibit area must conform to the fire regulations of the Atlantic City Convention Center. Nothing can be affixed to convention hall walls.

Truck exhibitors must conform to the rules and regulations of the Atlantic City Convention Center.

Helium balloons are permitted in the Center only when they are securely anchored to exhibits. Balloons may not be given away or sold.

Any exhibitor offering food and/or beverage sampling must be approved in advance. The Center maintains an exclusive Food and Beverage Department with Ovations. All arrangements for food and beverage should be contracted directly with the Food & Beverage Department.

Exhibit Shipping Instructions

ACVC has made excellent arrangements for the handling of your exhibit equipment with Atlantic Expo Services. Whether you use their services completely or have your exhibit delivered to the Convention Center, Atlantic Expo Services will be available if you require their services. You can handle your exhibit without assistance at the designated loading dock area.

Truck Exhibitors

All trucks must strictly adhere to the rules set forth in the conditions outlined in the information package sent to each truck exhibitor.

If a vehicle arrives at the Convention Center and fails the vapor sniffer test, it will be turned away and will forfeit its opportunity to exhibit in the show. No refunds will be made.

Truck exhibitors will not be afforded additional time to prepare the vehicle beyond their specified arrival time. A fee of \$75 will be imposed if any Truck Exhibitor has failed to disconnect their vehicle's battery.

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CONFERENCE INFORMATION AND POLICIES



Booth Equipment & Services

Booth rental will include an 8' high backdrop, 3' side rails, and sign with the exhibiting company's name, city and state.

The exhibit area is not carpeted. Furniture, carpet and other accessories may be ordered from Atlantic Expo Services. In addition, labor for set up and dismantling, if required, may be ordered from Atlantic Expo at hourly rates.

Electrical service, telephone service, and internet service are available, as well as audiovisual, florist services, etc. Detailed information and order forms will be sent to you at a future date.

Labor Policy

Atlantic Expo Services has been designated as the official general service contractor for the Atlantic Coast Veterinary Conference.

Atlantic Expo Services' labor policy brings benefits and savings to all exhibitors. There are no restrictions on exhibitors working in the booth as long as the person working in the booth is a fulltime employee of the exhibitor.

Atlantic Expo Services will offer labor to those exhibitors who wish to hire Atlantic Expo Services' employees to work in the booth.

In addition, exhibitors can unload and reload their own vehicle at the loading dock in a specified area provided:

- They provide their own hand trucks;
- They utilize no motorized lift equipment;
- The vehicle is no larger than a panel van.

Exhibitors can hand carry exhibit material through the garage entrance provided they do not utilize material handling equipment other than personal baggage luggage carriers.

Order forms for all services will be included in the exhibitor kit provided to all exhibitors.

Aisle Space

All aisle space is under the control of the ACVC and shall not be used for exhibit or demonstration purposes.

Security

After exhibit hours the Exhibit Area will be secured. The exhibitor must have an attendant in charge of his exhibit each day during the hours the Exhibit Area is open. However, the ACVC assumes no liability whatsoever for materials in exhibitors' booths.

Liability

In case the premises of Atlantic City Convention Center shall be destroyed or damaged, or if the show fails to take place as scheduled or is interrupted and/or discontinued, or access to the premises is prevented or interfered with by reason of any strike, lock out, injunction, act of war, act of God, emergency declared by any governmental agency or by Management, or for any other reason, Management may, in its sole discretion, relocate the site of the show or terminate this contract. In the event of show relocation or termination, the exhibitor hereby waives any and all damages and claims for damages against Management or Atlantic City Convention Center. In the event of termination of the contract, the exhibitor agrees that the sole liability of Management shall be to return to each exhibitor his space payment less his pro-rata share of all costs and expenses incurred and committed by Management.

The Management and Atlantic City Convention Center and the Convention Services Contractor are not responsible for any injury to any exhibitor or to exhibitor's employees or property, or for loss by fire, theft, damage, delay, or any cause whatsoever, while exhibits and merchandise are in transit to and from the building or while in the building. Exhibitors who desire to carry insurance on their exhibits may do so at their own expense. Each exhibitor expressly releases Management, Atlantic City Convention Center and the Convention Services Contractor from such liabilities and agrees to indemnify them against any and all claims for such injury, loss or damage. The Management reserves the right to remove or eliminate any objectionable exhibits, persons, advertisements, souvenirs, or any other feature or action which might harm or impair the high standards of the Conference.

Conduct of Exhibitors

The ACVC reserves the right to close any exhibit that conducts solicitation in an objectionable manner or infringes on the rights and privileges of other exhibitors. All activities of each exhibit MUST be confined to the exhibitor's allotted space. The Management will immediately close any exhibit whose representatives are found conducting business in the aisle, or other public space.

Exhibitor Giveaways/Drawings

Exhibitors may sponsor individual drawings or giveaways at their booth. Each exhibitor is solely responsible for their own drawing and contacting the winners. The ACVC will not provide for announcements of winners during the show.

Monday through Thursday, October 10-13, 2011 | Atlantic City Convention Center | Atlantic City, NJ

The Atlantic Coast Veterinary Conference (ACVC), hereafter referred to as Management, is hereby requested and authorized to reserve exhibit space for our use during the ACVC to be held at the Atlantic City Convention Center, Atlantic City, New Jersey. Every effort is made to assign space per exhibitors preference. However, ACVC sponsors are given first preference.

COMPANY CONTACT INFORMATION

Company Name (for signage) _____
 Name/Title - Exhibitor Coordinator _____
 Street Address _____
 City _____ State _____ Zip Code _____
 Phone _____ Fax _____
 Email (Required) _____

EXHIBIT SPACE

BOOTH SPACE OPTIONS:

_____ Single Booth Space (10'x10'): \$ 1600
 _____ Corner Booth Space (10'x10'): \$ 1850
 _____ Double Booth Space (10'x20'): \$ 3200
 _____ Triple Booth Space (10'x30'): \$ 4800
 _____ Quad/Island Booth Space (20'x20'): \$ 6400
 _____ Truck Space: \$ 1950
 _____ Website link from www.acvc.org: \$ 175
 Please enter website address here:

BOOTH LOCATION CHOICES:

First Choice _____
 Second Choice _____
 Third Choice _____

PLEASE NOTE: Management reserves the right to assign exhibitors to the best alternate space in the event that all of first three choices are already reserved and/or to make reasonable shifts in location for the benefit of the exhibitor or the betterment of the exhibition.

Please list any competitors that the ACVC should be aware of when confirming booth location:

TOTAL PAYMENT DUE \$ _____

PAYMENT INFORMATION

FULL PAYMENT IS DUE AUGUST 19, 2011

We agree to comply with the **CONFERENCE INFORMATION AND POLICIES** (on previous pages) printed in the conference brochure and made a part of hereof and enclose \$ _____. (At least 50% of the total price of the requested space must be submitted with this form, with the balance due by August 19, 2011. Entire payment may be enclosed if you so desire). Failure to submit payment in full by August 19, 2011 may result in forfeiture of booth space and deposit. [Please initial here](#) _____

Make checks payable to: ACVC

PLEASE NOTE OUR NEW MAILING ADDRESS:
 390 Amwell Road, Suite 402, Hillsborough, NJ 08844
 Phone: (908) 359-1184 Fax: (908) 450-1340

Credit Card: Visa MasterCard Discover Amex

Account Number _____ Exp. Date _____

Printed Name as it appears on card _____

Signature (Required) _____