



AUBURN

VET MED

2021

PROSPECTUS



ANNUAL 2021 CONFERENCE

AND J.T. VAUGHAN EQUINE CONFERENCE



The 2021 Annual Conference & J.T. Vaughan Equine Conference, scheduled for September 16-19, marks a tradition of 114 consecutive years of preeminent continuing education by Auburn University's College of Veterinary Medicine. The conference will once again provide diverse educational programming led by esteemed Auburn Vet Med faculty and invited guest lecturers to accommodate the interests and professional development needs of both veterinarians and technical staff. I'm pleased to extend this invitation for you to join us for this annual event held in the heart of the Auburn University campus at The Hotel at Auburn University.

We understand the value of both your time and marketing commitments, and we have designed the 2021 program, networking opportunities and social events with that in mind. A limited number of exhibit booths are available for reservation that will provide a variety of opportunities to network with conference participants while raising awareness about your organization. In addition, several sponsorship opportunities are available; one complimentary exhibit booth is included with sponsorship commitments of \$5,000 or more. Sponsorship levels and benefits are listed in this prospectus for your review.

Exhibitors will begin interacting with conference participants in the Exhibit Hall at noon on Thursday, September 16, and continue through the evening welcome reception. Attendees are also encouraged to visit the Exhibit Hall on Friday, September 17, during regular conference

hours. Our traditional Back to College event will be held on Saturday, September 18, welcoming attendees and exhibitors to the College of Veterinary Medicine campus for lunch and tours immediately following the completion of conference educational programming.

Exhibit space and sponsorship opportunities are limited and available on a first come, first served basis. To secure your exhibit space at the 2021 Annual Conference and ensure that your company name will appear in the program and pre-conference advertising, complete and submit registration materials and payment no later than August 1, 2021, through our online portal at aub.ie/vetconference-sponsor.

We appreciate your continued support and look forward to seeing you at the 2021 Annual Conference. Contact Meredith Smildsin at 334.844.2497 or vetconf@auburn.edu with any questions or visit the conference website at <https://auburnvetconference.com> for more information.

Sincerely,

Calvin Johnson, Dean

Auburn University College of Veterinary Medicine

Sponsorship, Exhibition and Advertising Opportunities

Exhibit Dates:

September 16-17, 2021

Facility:

The conference will be held at The Hotel at Auburn University and Dixon Conference Center in Auburn, AL. A block of rooms has been held for this event. Hotel reservations may be made by contacting the hotel directly at (800)228-2876.

Exhibit Booth Details:

- Each single exhibit space will include one 6' table (covered and skirted), two chairs, pipe and drape.
- Two (2) exhibitor registrations
- Meals on Thursday and Friday
- Identification sign for your booth
- Company name sign listing in the conference program

Exhibit Booth Costs:

\$795 for a single booth | \$1,500 for a double booth

Reservations:

Completed application and payment are required to secure all exhibit booth reservations. Credit card payments may be made using American Express, Mastercard or VISA.

Payment Options:



Register online:

aub.ie/vetconference-sponsor



Register by email:

ATTN: Meredith Smildsin
vetconf@auburn.edu



Register by mail:

Auburn University College of Veterinary Medicine
ATTN: Continuing Education/Annual Conference
180 Greene Hall
Auburn University, AL 36849

Exhibit Hours:

(Setup) Thursday, September 16: 8:00 a.m. - 11:30 a.m.

Thursday, September 16: 11:30 a.m. - 7:30 p.m.

Friday, September 17: 7:30 a.m. - 5:00 p.m.

(Break down) Friday, 17: 5:00 p.m. - 8:00 p.m.

Exhibitor Representatives:

Exhibitor badges will be provided for each company representative and may be picked up at the main registration desk. Badges are required for admittance to exhibit area. Two badges will be provided with exhibitor registration. Additional charge for extra representatives.

Use of Exhibit Space:

All exhibits and demonstrations must be confined to the exhibit booth. The exhibit chairperson reserves the right to decline or prohibit any exhibit or part of an exhibit which in her/his opinion is not suitable and in keeping with the character of the conference. No spaces shall be sublet without the consent of the exhibit chairperson. Displays will be permitted on the exhibit floor only by official exhibitors. Distribution of advertising matter by representatives of firms who are not official exhibitors is strictly forbidden. The exhibit chairperson reserves the right to restrict exhibit to a minimum noise level and to suitable methods of operation and display of materials. If for any reason an exhibit or its contents are deemed objectionable by the College of Veterinary Medicine or Auburn University, the exhibit will be subject to removal. This reservation includes person, items, conduct, printed material or any item of poor character which the College of Veterinary Medicine or Auburn University consider objectionable to the conference's well-being. In the event such eviction or restriction is enforced, the College of Veterinary Medicine and Auburn University will not be liable for refunding

rental fees or funds for exhibit equipment rental except at its own discretion. Exhibitor agrees that the College of Veterinary Medicine or Auburn University may substitute the actual space assigned to exhibitor if necessary. Exhibitors are urged to use novel and unique ways to attract attention to their exhibit space. The basic responsibility for attracting meeting participants to the exhibit is the exhibitor's.

Exhibitor expressly agrees not to dismantle her/his exhibit or begin any packing before the closing hour (5:00 p.m. on Friday, September 17) of the Exhibit Hall. Exhibitor must vacate exhibit hall by 8:00 p.m. on Friday, September 17.

Electrical Service:

An electrical outlet is NOT included in exhibit booth rental and will need to be pre-ordered from the hotel.

Shipping:

Exhibitors are responsible for their own shipping arrangements. All shipping inquiries should be directed to the hotel.

Insurance:

Exhibitors who desire to carry insurance on their exhibits must secure it at their own expense.

Security:

Auburn University, the College of Veterinary Medicine and staff of the same are not responsible for the safety or the property of the exhibitors, their agents or employees, from theft, damage of fire, accident or other causes. Reasonable care will be used to protect the exhibitor from such loss.

Cancellation Policy:

All confirmed/contracted exhibit space(s) cancelled by July 15, 2021, will be subject to a \$50 service charge. Cancellations made after July 15, 2021, will forfeit the entire booth fee. All cancellation and refund requests must be made in writing and emailed to: vetconf@auburn.edu or mailed to: Auburn University College of Veterinary Medicine, ATTN: Continuing Education/Annual Conference, 180 Greene Hall, Auburn University, AL 36849.



2021 Sponsorship Benefits

*Listings in publication offerings is based on time of commitment

PLATINUM SPONSORSHIP BENEFITS

Minimum donation: \$10,000

- Listed on website
- Included in eNewsletters sent to alumni and referring veterinarians, monthly
- Included in promotion on CVM social media platforms
- Included in *Auburn Veterinarian* magazine—distributed to alumni and friends of the college
- Signage at the sponsored event (Select from event options on next page, based on your level of sponsorship)
- General signage to thank all of our sponsors
- Half page color ad in the 2021 Annual Conference program (artwork due by July 1, 2021)
- Complimentary conference exhibit booth
- Up to 4 additional representative badges at no charge
- Inclusion of company promotional information in attendee packets—Item to be chosen/provided by sponsor (up to two items)

GOLD SPONSORSHIP BENEFITS

Minimum donation: \$5,000

- Listed on website
- Included in eNewsletters sent to alumni and referring veterinarians, monthly
- Included in promotion on CVM social media platforms
- Included in *Auburn Veterinarian* magazine—distributed to alumni and friends of the college
- Signage at the sponsored event (Select from event options on next page, based on your level of sponsorship)
- General signage to thank all of our sponsors
- Quarter page color ad in the 2021 Annual Conference program (artwork due by July 1, 2021)
- Complimentary conference exhibit booth
- Up to 2 additional representative badges at no charge
- Inclusion of company promotional information in attendee packets—Item to be chosen/provided by sponsor (one item)

SILVER SPONSORSHIP BENEFITS

Minimum donation: \$2,500

- Listed on website
- Included in eNewsletters sent to alumni and referring veterinarians, monthly
- Included in promotion on CVM social media platforms
- Included in *Auburn Veterinarian* magazine—distributed to alumni and friends of the college
- Signage at the sponsored event
- General signage to thank all of our sponsors

BRONZE SPONSORSHIP BENEFITS

Minimum donation: \$750

- Listed on website
- Included in eNewsletters sent to alumni and referring veterinarians, monthly
- Included in promotion on CVM social media platforms
- Included in *Auburn Veterinarian* magazine—distributed to alumni and friends of the college
- General signage to thank all of our sponsors

Sponsorship Opportunities

Increase your company's exposure to Annual Conference attendees with one or more of our sponsorship opportunities listed below. Please select the opportunities you would like to include with your exhibit booth by listing those options on your registration form.

*Complimentary exhibit booth with sponsorship of \$5,000 or more.

FULL SPONSOR	PARTIAL SPONSOR	SPONSORSHIP ITEM
Events		
\$12,000	SOLD	Exhibit Hall Opening Reception–Thursday evening
\$10,000	\$5,000	Back to College Social–Saturday
\$5,000		Keynote Speaker sponsor
\$5,000		Full Day Track sponsor
\$3,000		Half Day Track sponsor
\$5,000		Dental Lab
\$3,000		Equine Lab
\$2,500		Clinical Pathology Lab
\$750		Single lecture sponsor
Lunches & Breaks		
\$12,000	\$3,000	Lunch Thursday
\$12,000	\$3,000	Lunch Friday
\$10,000	\$5,000	Breakfast Friday
\$10,000	\$5,000	Breakfast Saturday
\$1,500		Coffee Service Thursday
\$1,500		Coffee Service Friday
\$750		Coffee Service Saturday
Merchandise		
(sponsor to supply and ship these items once sponsorship is secured)		
\$3,000		Lanyards with company logo
\$3,000		Attendee conference bags (to include Auburn Logo)
\$3,000		USB Drive (for proceedings)
\$2,000		Water bottles
\$1,000		Conference notepads
\$750		Bag insert (5 available)
\$500		Conference pens

2021 Exhibit Booth Application

Online registration is available at: www.auburnvetconference.com
or complete and return this form by August 1, 2021:

Auburn University College of Veterinary Medicine
ATTN: Continuing Education / Annual Conference
180 Greene Hall | Auburn University, AL 36849

ATTN: Meredith Smildsin
vetconf@auburn.edu

Company Name: _____

Primary Contact Name: _____

Email: _____

Telephone: _____

Address: _____ City: _____ State: _____ ZIP Code: _____

Company website: _____

Name of Representative(s) Attending:

1. _____ 2. _____

Will you need vegetarian meals: Yes No

Will you need vegetarian meals: Yes No

****Any additional attendees \$50 each. Additional Attendee(s) names:**

1. _____ 2. _____

Will you need vegetarian meals: Yes No

Will you need vegetarian meals: Yes No

Booth Size: Single (\$795) Double (\$1500)

Please distance our booth from the following companies: _____

(We will make every effort to separate your company from up to two others at your request)

Do you need electrical power for your booth (Additional charges for electrical): Yes No

Please contact me regarding sponsorship at the following level: Platinum Gold Silver Bronze

REQUISITION & CONTRACT FOR EXHIBIT SPACE:

For the sum of \$ _____ USD, Auburn University CVM is hereby requested to reserve exhibit space for the above named applicant at the 2021 Annual Conference to be held at The Hotel at Auburn University and Dixon Conference Center, Auburn, Alabama September 16-19, 2021. Enclosed is a check payable to Auburn University, in the sum of \$ _____ USD. Both parties agree to abide by all contract conditions, rules and regulations governing the Auburn University College of Veterinary Medicine Annual Conference, and further agree that this contract is binding between the company herein contracting for space and the Auburn University College of Veterinary Medicine. It is agreed that in the event the Annual Conference shall fail to open the exhibition or furnish space to us, it will refund all sums paid hereunder, which shall be in full liquidation of all loss or damage suffered by us.

CANCELLATION POLICY:

All confirmed/contracted exhibit space(s) cancelled by August 15, 2021 will be subject to a \$50 service charge. Cancellations made after August 15, 2021 will forfeit the entire booth fee.

Company/Firm: _____ Date: _____

Signed by: _____ Title: _____

1. CONTRACT CONDITIONS:

The terms and conditions of these Official Regulations shall apply to and be in effect between The Auburn University College of Veterinary Medicine and any exhibitor whose application is received and to whom booth space is rented. All points not covered are subject to the decision of The Auburn University College of Veterinary Medicine whose word will be final.

2. APPLICATIONS FOR EXHIBIT SPACE:

Applications by exhibitors shall be made on the official application only. Exhibit Management shall accept or reject each application received and will furnish additional information to each exhibitor whose application has been accepted. Booth space will be assigned by The Auburn University College of Veterinary Medicine, guided by the requirements of the exhibitors and their choice of location wherever possible. However, Exhibit Management reserves the right to rearrange or renumber the floor plan and relocate any exhibit if it appears necessary for the general good of all exhibitors.

3. RENTAL:

Booth price includes booth space, one booth identification sign per exhibitor, one draped 6ft. table, two chairs, one wastebasket and one 500/watt electrical outlet. Any other services required by the exhibitor must be acquired from the appropriate service contractor and paid for by the exhibitor. This application for booth space must be signed by a duly authorized agent of the exhibitor and accompanied by payment as indicated in the payment policy. Failure to comply can result in loss of booth space. Returned checks will be assessed a \$25.00 service charge, and may result in loss of booth space. We agree to comply with all contract conditions, rules and regulations governing the exhibit area. Any payment made shall be refundable in accordance with the Cancellation Policy. Any exhibitor reserving a booth who fails to abide by the above payment schedule, or fails to occupy his space by the expositions opening, shall forfeit all rights to the use of assigned space, and Exhibit Management reserves the right to dispose of such space with no refund to the exhibitor, in such a way as they may consider to be in the best interest of the exposition, without any liabilities to The Auburn University College of Veterinary Medicine, the landlord or exhibitor services.

4. EXHIBITOR SERVICE:

The Auburn University College of Veterinary Medicine will select official suppliers for booth decorations, signs, electrical, drayage, exhibit erection and booth cleaning. After Exhibit Management receives your application for exhibit space, an exhibitors' information kit will be sent containing information pertinent to planning your exhibit. Order forms from the official suppliers will be included for all necessary services including drayage, electrical, furniture, and carpet rentals.

5. RESTRICTIONS IN OPERATION OF EXHIBITS:

- a) NOISE MAKING DEVICES: Exhibits which include the operation of musical instruments, radios, talking motion pictures, public address systems, or any noise making machines, must be conducted or arranged so that the noise resulting from the demonstration(s) will not annoy or disturb adjacent exhibitors.
- b) CARE OF BUILDING EQUIPMENT: Exhibitors or their agents shall not injure,

deface the walls of the building, the booths or the equipment of the booths. Exhibitors are forbidden to drive tacks, nails, or screws into the walls or woodwork. When such damage appears, the exhibitor is liable to the owner of the property so damaged.

c) FIRE PREVENTION: All booth decorations must be flame proof, and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspections indicate that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his/her exhibit as may be irregular. City fire regulations must be observed. All fabrics decorative or otherwise must be flame-proofed in accordance with the fire prevention requirements of the City of Auburn, Alabama.

d) SAFETY PRECAUTIONS: Exhibitors shall take all necessary precautions for the safety of their personnel, other exhibitors and all other persons upon the premises, and shall comply with all applicable provisions of federal, state and municipal safety laws, building codes and ordinances to prevent accidents or injuries.

e) MAINTENANCE OF BOOTH SPACE: Exhibitors shall keep their booth space clean and orderly at all times, and shall not engage in any activity which would unduly interfere with visitors or other exhibitors, or would be in violation of law, regulations or ordinances. A representative of the Retail or Wholesale Exhibitor shall be attending the booth while the Exposition is open to the public.

f) CONSTRUCTION: In general, each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his/her exhibit. Specific construction limitations will be included in the Exhibitor Service Kit.

g) The Exhibitor agrees to produce his/her exhibit in dignified taste and in keeping with the reputation and image of The Auburn University College of Veterinary Medicine.

h) ENFORCEMENT: The Exhibitor agrees to comply strictly with the applicable terms and conditions contained in the agreements between the Landlord, the Sponsor, and Exhibit Management regarding the Exhibition premises. The Exhibit Management reserves the right to restrict exhibits which because of noise, method of operation, materials, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the Exhibit Management may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which the Exhibit Management determines is objectionable to the exhibit or does not conform to the standard of the Exposition. In the event of such restriction or eviction, the Exhibit Management is not liable for any refund or other exhibit expenses.

i) NO ASSIGNMENT OR SUBLETTING: Exhibitors shall not assign or sublet any space rented by them, nor shall they in any way represent, exhibit, solicit, demonstrate or advertise on behalf of any person or manufacturer, merchandise, equipment or services, unless such merchandise, equipment or services is sold, distributed or provided on a continuing basis by the Exhibitor.

6. LIABILITY:

(A) STATEMENT OF POLICY: The Exhibit Management, Sponsor, Landlord and Exhibitor's Service, and their officers and staff members disclaim all liability for damages, or losses caused any Exhibitor by fire, water, flood, windstorm, utility failures, rodents, acts of vandalism, insurrection, civil disorder, strikes, criminal acts,

or theft. Exhibit Management will not be responsible for any failure of electric or other services. Exhibitors wishing to insure their goods must do so at their own expense. If unusual equipment is to be installed, or if appliances that may be subject to fire codes are to be used, the Exhibitor should communicate with Auburn University College of Veterinary Medicine for information concerning facilities or regulations. No Exhibitor shall allow any article or thing to be brought into, or any act to be done on the premises which will increase the premium on any policy or policies of insurance held by Exhibit Management, the Sponsor, the Landlord, or the Exhibitor's Services, or which may cause any such policy or policies of insurance to be canceled. And further, the Exhibitor shall at all times protect, indemnify, save and keep harmless the Exhibit Management, Sponsor, Landlord, and the Exhibitor's Service against any and all loss, cost, damage, liability, or expenses arising from or out of or by reason of any accident or other occurrence to anyone, including the Exhibitor, its agents, employees and invitees, which arises from or out of or by reason of said Exhibitor's occupancy and use of the Exhibition premises or a part thereof.

(B) PERTAINING TO THEFT AND LOSSES: The Exhibit Management, Sponsor, Landlord and Exhibitor's Service and their officers and staff members will not be responsible for loss of equipment or damage to equipment.

(NOTE: Most loss or damage occurs within a 12-hour period immediately following the close of the show. It is highly recommended that all items of potential risk, including tools, be removed upon leaving the Exposition and that all displays be packed. The convention contractor will begin removing the drapes, tables, and other rental property immediately upon the close of the show. DO

NOT DEPEND ON THESE ITEMS TO PROTECT OR CONCEAL YOUR EQUIPMENT AFTER THE CLOSE OF THE SHOW.)

(C) The Exhibitor agrees to protect, indemnify, save and keep harmless Exhibit Management, Sponsor, Landlord, and Exhibitor's Service against alteration or cancellation of any previously advertised event, or section of the show deemed necessary by the Exhibit Management, Sponsor, Landlord, or Exhibitor's Service for the overall success of the show.

7. INTERPRETATION AND AMENDMENTS:

Exhibit Management shall have the full power to interpret and enforce all rules contained herein and the power to make amendments thereto and to enact such further rules and regulations as shall be considered necessary for the proper conduct of the Exhibition.

8. CORRESPONDENCE:

All correspondence relative to exhibits should be directed to Meredith Smildsin c/o Auburn University College of Veterinary Medicine, 108 Greene Hall, Auburn University, Alabama, 36849 or by email at vetconf@auburn.edu.

9. Registration and attendance at the Auburn University College of Veterinary Medicine Annual Conference and other activities constitutes an agreement by the registrant to AUCVM's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videos, electronic reproductions, marketing efforts and materials, and audiotapes of such events and activities.

