

NAVC Video Guidelines

The North American Veterinary Community (NAVC) is a non-profit 501(c)3 operating under Eastern States Veterinary Association. All rights reserved.

The following video guidelines apply to the two subgroups below and any other brand tied to the NAVC whether listed or not.

- *NAVC Events*
 - Defined as any event hosted by or including the NAVC brand, including but not limited to VMX: Veterinary Meeting and Expo (formerly the NAVC Conference), the NAVC Institute, NAVC Discovery: Buffalo, NAVC LIVE: Portland and any subsidiaries or sub brands.
- *NAVC Entities*
 - Defined as any NAVC entity, including but not limited to NAVC Publishing which encompasses Today's Veterinary Practice, Today's Veterinary Technician and Today's Veterinary Business; NAVC Spark!; the Veterinary Innovation Council; VetFolio and NAVC Industry Services.

Any video obtained in association with, by or involving the above groups must be first cleared by the NAVC marketing team, where written approval must be presented from the NAVC BEFORE any filming is conducted. Written approval will state where and when the footage is permitted for reshare. Once approval is granted, video footage is permitted in designated areas. No video footage will be allowed inside lecture rooms or in NAVC hands-on laboratories, unless special approval is granted.

Video footage may not be reproduced. A fully inclusive copy must be provided to the NAVC before shared with the public. All rights and credits will be assigned to the NAVC. Use of any form of the NAVC logo is strictly prohibited. The NAVC reserves all rights to videos produced and has the authority and permission to use footage in any promotional and marketing materials.

Filming crews or equipment must be kept to a minimum and must not interfere with attendee experience.

The NAVC reserves the right to revoke video permission at any time and to any group. The NAVC will not be held responsible for expenses, damages or losses associated with equipment, staff or property.

To request permission to film, please email Communication & PR Director, Danna Miller at DMiller@NAVC.com. **NOTE: NO VIDEO WILL BE ALLOWED INSIDE LECTURE ROOMS OR NAVC HANDS-ON LABS, UNLESS SPECIAL APPROVAL IS OUTLINED AND GRANTED IN THE NAVC VIDEO APPROVAL FORM.**