EXHIBITOR
GUIDE

ORANGE COUNTY
CONVENTION CENTER,
NORTH & SOUTH CONCOURSES

January 16-20 (Exhibits 17-20)
Orlando, Florida • NAVC.com/Expo
WHY EXHIBIT AT VMX?

VMX 2020 WAS OUR BIGGEST YEAR YET WITH OVER 18,000 ATTENDEES! JOIN THE LARGEST GATHERING OF VETERINARY PROFESSIONALS IN THE WORLD.

Reach Decision Makers
73.5% of attendees could initiate or had the authority to finalize purchases of products and services.

Access Qualified Buyers
82.2% made or intended to make a purchase within the following six months as a direct result of VMX Exhibitor interaction.

Receive 24/7 Exposure, All Year Long
We offer multiple opportunities before, during and after VMX for you to promote your company/brand through our channels, such as on NAVC.com, in NAVC newsletters, the VMX onsite program guide, custom eBlasts and so much more! Email Sponsorships@NAVC.com for more information.

ATTENDANCE THROUGH THE YEARS

<table>
<thead>
<tr>
<th>Role</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterinarians</td>
<td>6,834</td>
<td>7,118</td>
<td>6,719</td>
<td>7,315</td>
</tr>
<tr>
<td>Veterinary Technicians/Nurses</td>
<td>1,757</td>
<td>1,901</td>
<td>1,714</td>
<td>1,802</td>
</tr>
<tr>
<td>Practice Managers</td>
<td>553</td>
<td>691</td>
<td>641</td>
<td>658</td>
</tr>
<tr>
<td>Support Staff</td>
<td>314</td>
<td>840</td>
<td>593</td>
<td>563</td>
</tr>
<tr>
<td>Students</td>
<td>772</td>
<td>548</td>
<td>671</td>
<td>1,025</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>4,855</td>
<td>5,014</td>
<td>4,859</td>
<td>4,701</td>
</tr>
<tr>
<td>Other</td>
<td>2,104</td>
<td>1,726</td>
<td>1,707</td>
<td>2,172</td>
</tr>
<tr>
<td>Total</td>
<td>17,189</td>
<td>17,838</td>
<td>16,904</td>
<td>18,236</td>
</tr>
</tbody>
</table>

700+ Exhibiting Companies at VMX 2020!

The retention rate of repeat exhibitors tops the charts at 81%.

VMX 2021
Expo Hall Hours:
Sunday, January 17
9:00 AM - 5:30 PM
Monday, January 18
9:00 AM - 5:30 PM
Tuesday, January 19
9:00 AM - 5:30 PM
Wednesday, January 20
9:00 AM - 2:00 PM

VMX 2021 | EXHIBITOR GUIDE | NAVC.COM/EXPO
Your Booth Space Purchase Includes the Following:

- Listing in the on-site VMX Official Program Guide (if booth is reserved before December), on NAVC.com/Expo and in the VMX Mobile App.
- Allotted badges gain admission to Scientific Sessions (excluding exhibitors with booth staff only badges and guests). Guests cannot acquire CE credits, attend sessions or work in the booth.
- 24-hour Expo Hall perimeter security during exhibit days.
- One 44" x 7" identification sign with company name and booth number.
- Opportunities for increased visibility through sponsorship, advertisements and marketing.

- Admission to evening social events.
- Access to the Exhibitor Lounges with a continental breakfast from 8:00 - 9:00 AM and afternoon refreshments from 2:30 - 3:30 PM.
- Commercial and noncommercial booths are provided an 8’ high back drape and 8’ high side drapes.
- Noncommercial booths are provided one skirted table (2’x6’) with name banner, two chairs, carpet and waste basket but no electrical.
- Commercial booths are required to provide their own carpeting (excluding Start-up Circle exhibitors).

Booth Height Restrictions

- In-line or corner booths with a finished back piece cannot be higher than 8 feet. Company signage or advertisements for these booths cannot exceed 10 feet in height.
- Island booths cannot exceed 20 feet. If booth elements exceed 20 feet in height, please contact Expo@NAVC.com for special authorization.
- Special booths: If you plan a multi-level booth or have enclosed spaces in your booth, please contact the NAVC for special information.
BADGES

VMX 2021 BADGE POLICY

Please reference the below chart detailing the VMX 2021 badge policy. For any questions on what your badge includes, please email NAVC.com/Expo or call Exhibit Sales Manager, Myrna Sacasas, at +1.352.244.3730.

<table>
<thead>
<tr>
<th>BADGE TYPE</th>
<th>PRICE</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Allotted Booth Badges</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitor Full-Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allotted <em>(Commercial)</em></td>
<td>Included</td>
<td>Four (4) badges included for every 10x10 booth. Every additional 10’x10’ or 100 square feet receives three (3) additional allotted badges. Includes lunch and access to CE.</td>
</tr>
<tr>
<td>Exhibitor Full-Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Allotted <em>(Start-up Circle)</em></td>
<td>Included</td>
<td>Two (2) badges included for every startup circle booth. Includes lunch and access to CE.</td>
</tr>
<tr>
<td>Exhibitor Full-Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>(Not-for-profit)</em></td>
<td>Included</td>
<td>Two (2) badges for every NFP booth. Every additional booth receives one (1) additional allotted badge. Includes lunch and access to CE.</td>
</tr>
<tr>
<td><strong>Additional Badges for Purchase (Above Allotment)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibitor Full-Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Additional <em>(Excludes DVM's)</em></td>
<td>$375</td>
<td>Select this badge after all of your allotted badges have been used. This badge grants exhibitors full-access to the event, including lunch and access to CE. Excludes DVMs, who must purchase a DVM badge.</td>
</tr>
<tr>
<td>Exhibitor Full-Conference</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- DVM</td>
<td>$695</td>
<td>Select this badge after all of your allotted badges have been used. This badge grants DVM exhibitors full-access to the event, including lunch and access to CE.</td>
</tr>
<tr>
<td>Exhibitor Booth Staff Only</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>(No lunch/CE or session access)</em></td>
<td>$250</td>
<td>Select this badge after all of your allotted badges have been used. Exhibitor can work inside of booth, but receives no lunch or access to CE sessions.</td>
</tr>
<tr>
<td><strong>OTHER Badge Types</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expo Hall Only <em>(Non-exhibitors)</em></td>
<td>$475</td>
<td>This pass provides accessibility into the Expo Hall and entertainment events only. No lunch or access to CE/educational sessions.</td>
</tr>
<tr>
<td>Exhibitor Marketing Representative</td>
<td>$275</td>
<td>Exhibitor marketing representatives can gain access to the Expo Hall floor and sponsored sessions, but do NOT get access to CE. <strong>Requests for marketing representative badges must be sent to <a href="mailto:Expo@NAVC.com">Expo@NAVC.com</a>.</strong></td>
</tr>
<tr>
<td>Exhibitor Animal Handler</td>
<td>$85</td>
<td>Must be purchased by Booth Manager in advance. Email <a href="mailto:Expo@NAVC.com">Expo@NAVC.com</a> with questions. Excludes lunch and access to CE sessions.</td>
</tr>
</tbody>
</table>
VMX 2021 EXHIBITOR DEADLINES

There are important exhibitor deadlines throughout the year leading up to VMX, so keep the 2021 time line in your records so you don’t miss anything!

Visit NAVC.com/Expo to review Exhibitor Deadlines.

July 1 • Hotel reservations open to exhibitors
July 15 • NEW: VMX 2021 Exhibitor Updates will be released (including badge policy/restrictions, meals, and guidelines regarding COVID-19 social distancing and other safety measures)
August 17 • Freeman Exhibitor Kit Available at NAVC.com/Expo
September 17 • Badge orders for booth personnel open
October 1 • Full payment due*
Exhibitors approved after October 1 are required to pay 100% upon application
November 1 • Last day to cancel your booth for a 50% refund if paid in full (50% deposit is not refundable)
November 24 • Last day to submit final rooming list to ConferenceDirect to avoid attrition for those with sub-block of 15 rooms or more
December 1 • Certificate of Insurance form due
(Upload to Exhibitor Service Center)
• Exhibitor Appointed Contractor (EAC) form due
• Application for Live Animals form due
• Pre-registration mailing list available, if purchased
December 15 • NEW: All badges received after this date will be mailed to Booth Manager on record
• Advanced shipping accepted at Freeman warehouse until January 7, 2021
December 23 • Freeman discount pricing ends (11:59 PM EST)

January 10 • Last day to make any room changes directly with ConferenceDirect (sub-blocks ONLY)
January 14 • Early booth set-up, top 20 only
(8:00 AM - 5:00 PM)
January 15 • Exhibitor move-in (8:00 AM - 5:00 PM)
• Freeman Exhibitor Service Center Hours (8:00 AM - 5:00 PM)
• Registration Desk Hours (1:00 PM - 8:00 PM)
South Concourse, Hall B
January 16 • Exhibitor move-in/set-up
(8:00 AM - 5:00 PM)
• Freeman Exhibitor Service Center Hours (8:00 AM - 5:00 PM)
• Exhibitor Registration Desk Hours (6:30 AM - 7:00 PM)
January 17-20 • Expo Hall Opens
January 21 • All booths must be dismantled by NOON
• Freeman Exhibitor Service Center Hours (8:00 AM - 12:00 PM)
VMX VIRTUAL

Be a part of the future of Exhibits and reach VMX attendees year-round!

Engage with the VMX community all year with this cutting-edge opportunity to be featured as a VMX Virtual exhibitor. With VMX Virtual, VMX attendees and veterinary professionals who couldn’t physically attend the annual event can explore your booth and connect with your team 365 days a year.

As a VMX Virtual exhibitor, you’ll get:

• Access to promote and sell products and services online 24/7, 365 days per year in front of the VMX attendees PLUS the entire NAVC Community (80,000+)
• The ability to engage and secure leads from existing and prospective VMX attendees
• Robust analytics, accurately measure Return on Investment (ROI)
• The ability to earn Priority Points to enhance company ranking with NAVC

Visit NAVC.com/vmx-virtual to view different virtual booth options and learn more!

Pricing* (for VMX Exhibitors)

• Virtual Directory Listing (without Analytics): $500
• Virtual Directory Listing (with Analytics): $2,500
• Small booth: $5,000
• Medium booth: $15,000
• Large booth: $25,000
• Custom: $25,000 + labor (Contact NAVC for details)

*Pricing is valid for a calendar year from the date your Virtual booth is live on the platform

Reserve your VMX Virtual booth today!

Additional questions regarding VMX Virtual, please contact:

VMX VIRTUAL SALES
Sean O’Neill, Senior Manager
Customer Acquisition & Retention
352.244.3702 | SOneill@NAVC.com

GENERAL QUESTIONS
Manolita Moore, MBA
Vice President,
Exhibit Sales & Operations
352.244.3733 | MBMoore@NAVC.com
**Hotel Information**

VMX has three headquarter hotels - Hyatt Regency, Hilton Orlando and the Rosen Centre Hotel. All of these are walking distance to the Orange County Convention Center (5 minute walk) and are connected by a skybridge. These are very popular and sell out quickly, so act fast if you would like to stay at one of these three hotels. We also have 20+ other contracted hotels for you to choose from, so visit NAVC.com/Hotels to view your options and reserve your room NOW.

To request a room block of 15 or more rooms, please contact VMX@ConferenceDirect.com.

**Exhibitor Parking**

You can park at the OCCC for $15/day. As an exhibitor, this will give you access in and out of the parking lot throughout the day. For more information on parking, please email Expo@NAVC.com.

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**NAVC Expo Team:**

**Myrna Sacasas, CEM**  
Exhibit Sales Manager  
MSacasas@NAVC.com  
+1.352.244.3730

**Sean O’Neill**  
Senior Manager, Customer Acquisition & Retention  
SOneill@NAVC.com  
+1.352.244.3702

**Manolita Moore, MBA**  
Vice President of Exhibit Sales & Operations  
MBMoore@NAVC.com  
+1.352.244.3733

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**Exhibitor Services Contacts:**

**Freeman**  
FreemanOrlandoES@Freeman.com  
+1.407.816.7900

**Orange County Convention Center (OCCC)**  
Exhibitor.Services@OCCC.net  
Toll Free: +1.800.345.9898  
+1.407.685.9824

The full Freeman Exhibitor Services Kit is available online at NAVC.com/Expo!

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**Sponsorship at VMX**

If you are interested in promoting your company on a larger scale, VMX has a variety of sponsorship opportunities for you! For information on sponsorships and pricing, please email Sponsorships@NAVC.com.

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If you have any questions about our many sponsorship opportunities, please reach out to your Strategic Account Manager or email Sponsorships@NAVC.com.
NEW EXHIBITOR APPLICATION

COMPANY INFORMATION (Please complete or go to NAVC.com/Expo)

**Company Name** (Please Note: Company information must be listed as it should appear in printed materials and on the booth ID sign)

**Address**

City State Zip Country

Phone Ext.

Website

**BOOTH MANAGER**

**Name**

**Title**

Email

Phone Ext. Mobile Fax

**SPONSORSHIP & MARKETING MANAGER**

**Name**

Email

Phone Ext. Mobile Fax

<table>
<thead>
<tr>
<th>Category</th>
<th>Standard Pricing (1/1/20–11/1/20)</th>
<th>Pricing After 11/1/20</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Standard, 10'x10' (In-line): Zone A</td>
<td>$43.95/SF</td>
<td>$45.00/SF</td>
</tr>
<tr>
<td>☐ Standard, 10'x10' (In-line): Zone B</td>
<td>$42.95/SF</td>
<td>$44.00/SF</td>
</tr>
<tr>
<td>☐ Standard, 10'x10' (In-line): Zone C</td>
<td>$40.95/SF</td>
<td>$42.00/SF</td>
</tr>
<tr>
<td>☐ Premium (Island): Zone A</td>
<td>$55.00/SF</td>
<td>$55.00/SF</td>
</tr>
<tr>
<td>☐ Premium (Island): Zone B</td>
<td>$54.00/SF</td>
<td>$54.00/SF</td>
</tr>
<tr>
<td>☐ Premium (Island): Zone C</td>
<td>$53.00/SF</td>
<td>$53.00/SF</td>
</tr>
<tr>
<td>☐ Corner Pricing</td>
<td>$450.00/Corner</td>
<td>$450.00/Corner</td>
</tr>
<tr>
<td>☐ Not-For-Profit (NFP)**</td>
<td>$795.00/10'x10' Booth</td>
<td>$795.00/10'x10' Booth</td>
</tr>
<tr>
<td>☐ Start-up Circle</td>
<td>$1,795.00</td>
<td>$1,795.00</td>
</tr>
</tbody>
</table>

**TOTAL AMOUNT:** $ $

☐ NEW Exhibiting Company

Our space is limited and treated on a first come first served basis for first time exhibitors and open to new exhibitors the first part of April. Please complete this form and return as soon as possible and you will be contacted in the order it is received.

List companies (if any) you would prefer not to be across from or adjacent to: ________________________________

**RETURN COMPLETED FORM BY EMAIL TO:**

Expo@NAVC.com

Phone: +1.352.244.3730

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**NAVUC USE ONLY**

Booth Reserved ________________________________

Code Priority ________________________________

Booth Size ________________________________

Date Reserved ________________________________