VMX 2021
VETERINARY MEETING & EXPO
PRESENTED BY NAVC

EXHIBITOR GUIDE

ORANGE COUNTY CONVENTION CENTER, NORTH & SOUTH CONCOURSES

June 5-9 (Exhibits 6-9)
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.

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

700+ Exhibiting Companies at VMX 2020!

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></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>

VMX 2021
Expo Hall Hours:
Sunday, June 6
9:00 AM - 5:30 PM
Monday, June 7
9:00 AM - 5:30 PM
Tuesday, June 8
9:00 AM - 5:30 PM
Wednesday, June 9
9:00 AM - 2:00 PM

501(c)(3) Nonprofit. All rights reserved. • The Veterinary Meeting & Expo is a registered trademark of the NAVC.
BOOTH PACKAGES

VMX 2021 Exhibit Space Fee

<table>
<thead>
<tr>
<th>Category</th>
<th>Standard Pricing Until 4/1/21</th>
<th>Pricing After 4/1/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard, 10'x10' (In-line): Zone A</td>
<td>$43.95/SF</td>
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<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>Startup Circle</td>
<td>$1,795.00</td>
<td>$1,795.00</td>
</tr>
</tbody>
</table>

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.

RESERVE YOUR BOOTH TODAY!
# 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 Allotted (Commercial)</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 Allotted (Start-up Circle)</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 (Not-for-profit)</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 Additional (Excludes DVM's)</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 - 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 (No lunch/CE or session access)</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 (Non-exhibitors)</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. Requests for marketing representative badges must be sent to <a href="mailto:Expo@NAVC.com">Expo@NAVC.com</a>.</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>
EXPO DATES

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.

December 2019 • Booth assignments for Top 20 Industry Partners
January 30 • Booth selection appointments will be sent out to past exhibitors
February 4 • VMX 2022 space draw begins (Top 21+ IPs)
March 15 • Startup Circle applications open
April 1 • Booth reservations opens to new 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)
September 17 • Badge personnel ordering process opens
October 1 • Full booth payment due
  *Note: Exhibitors approved after 3/15 (revised date) are required to pay 100% upon application*
October 15 • Release of Industry Partner Power Ranking for 2022 Booth Selection
December 1 • Freeman Exhibitor Kit Available at NAVC.com/Expo
December 14-15 • VMX 2022 Booth Selection (Top 25 IPs Only)
December 21 • Housing Opens (All Exhibitors/Attendees)
  *Note: Subblock will be sent to Top 20 Industry Partners on December 16, 2020*

This schedule is subject to change. Any questions, please contact Expo@NAVC.com.
EXPO DATES

VMX 2021 EXHIBITOR DEADLINES

TBA • Startup Circle recipients will be announced

March 15 • Last day to cancel a booth with 50% refund if paid in full. No refund after this date.

April 13 • Last day to submit final rooming list to ConferenceDirect to avoid attrition for those with sub-block of 15 rooms or more. 
Exhibitor attrition goes into effect on Wednesday, April 14, 2021.

May 1 • 1. Certificate of Insurance due (upload to Exhibitor Service Center only) https://register.navc.com/conference/2021/exhibitor_insurance.cfm
2. Exhibitor Appointed Contractor (EAC) notification due
3. Request for Live Animals at booth due
4. Neil P. Overman Nominations due
5. Pre-registration Mailing List available, if purchased

May 16 • NEW: All badge orders received until this date will be mailed to Booth Manager on record. After this date they will be printed onsite.

May 4 • Advanced freight/shipping accepted at Freeman Warehouse until May 27, 2021. Materials received after May 27, 2021 will be received at the warehouse with an additional after deadline charge.

May 13 • Freeman discount price deadline (11:59 PM EST)

May 24 • Last day to make name/date changes directly with the hotel based on availability for companies with sub-blocks; attrition clause still applies

June 3 • Freeman warehouse freight move-in Top 20 exhibitor move-in (8:00 AM – 5:00 PM)

June 4 • 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)

June 5 • 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)

June 6 • Freeman Exhibitor Service Center Hours
(8:00 AM - 5:00 PM)
Exhibitor Registration Desk Hours
(7:00 AM - 7:00 PM)

Expo Hall Hours 9:00 AM - 5:30 PM

June 7 • Freeman Exhibitor Service Center Hours
(8:00 AM - 5:00 PM)
Exhibitor Registration Desk Hours
(7:00 AM - 7:00 PM)

Expo Hall Hours 9:00 AM - 5:30 PM

June 8 • Freeman Exhibitor Service Center Hours
(8:00 AM - 5:00 PM)
Exhibitor Registration Desk Hours
(7:00 AM - 7:00 PM)

Expo Hall Hours 9:00 AM - 5:30 PM

June 9 • Freeman Exhibitor Service Center Hours
(8:00 AM - 5:00 PM)
Exhibitor Registration Desk Hours
(7:00 AM - 7:00 PM)

Expo Hall Hours 9:00 AM - 5:30 PM

June 10 • All booths must be dismantled by NOON Freemn Exhibitor Service Center Hours
(8:00 AM - 12:00 PM)

Visit NAVC.com/Expo to review Exhibitor Deadlines.

This schedule is subject to change. Any questions, please contact Expo@NAVCom.
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!

2021 Pricing* (for VMX Exhibitors)
• Small Virtual booth: $5,000
• Medium Virtual booth: $15,000
• Large Virtual 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!

Contact Expo@NAVC.com for information on available discounts.

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
EXPO CONTACTS

NAVC
Expo Team:
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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

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.

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!

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

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

- **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

- **Booth Manager**
  - Name
  - Title
  - Email
  - Phone
  - Ext.
  - Mobile
  - Fax

- **Sponsorship & Marketing Manager**
  - Name
  - Email
  - Phone
  - Ext.
  - Mobile
  - Fax

---

### Category Standard Pricing (1/1/20–11/1/20) 
**Pricing After 11/1/20**

- Standard, 10’x10’ (In-line): Zone A  
  - $43.95/SF  
  - $45.00/SF
- Standard, 10’x10’ (In-line): Zone B  
  - $42.95/SF  
  - $44.00/SF
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- Corner Pricing  
  - $450.00/Corner  
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- Not-For-Profit (NFP)**  
  - $795.00/10’x10’ Booth  
  - $795.00/10’x10’ Booth
- Start-up Circle  
  - $1,795.00  
  - $1,795.00

**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: _________________________________

---

**NAVUC USE ONLY**

- Booth Reserved _______________________________
- Code Priority _______________________________
- Booth Size _______________________________
- Date Reserved _______________________________

**RETURN COMPLETED FORM BY EMAIL TO:**  
Expo@NAVC.com  
Phone: +1.352.244.3730

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**JUNE 5-9, 2021 (EXHIBITS 6-9) • ORLANDO, FLORIDA • NAVC.COM/EXPO**

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