



AAVLD 2021 EXHIBITOR / SPONSOR PACKET

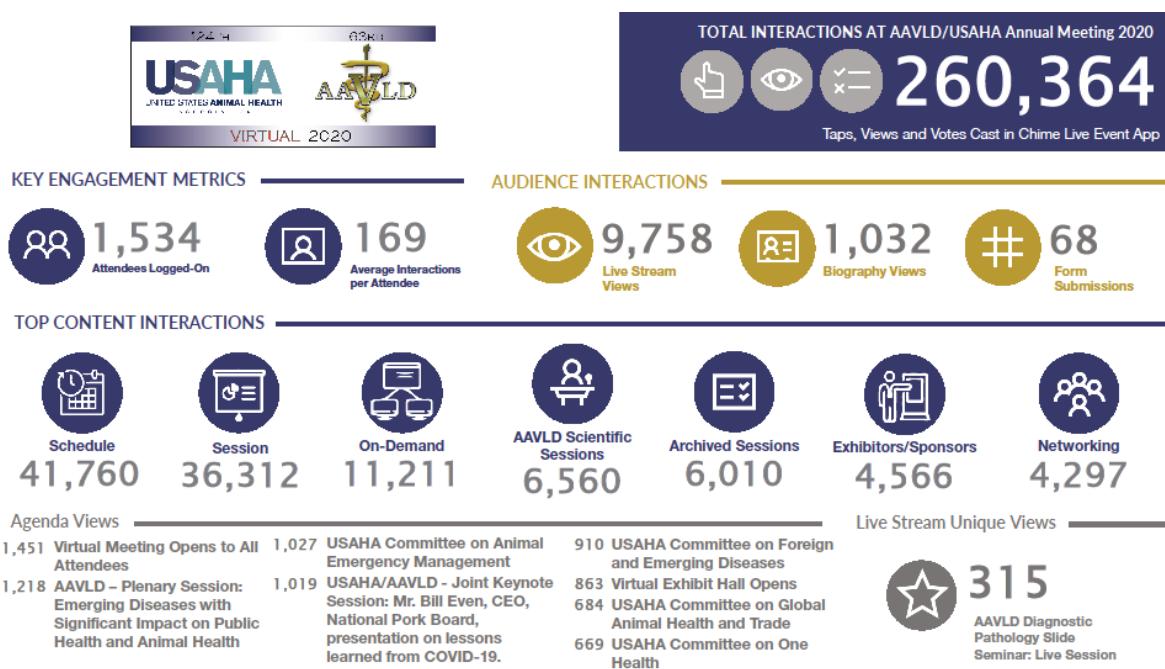
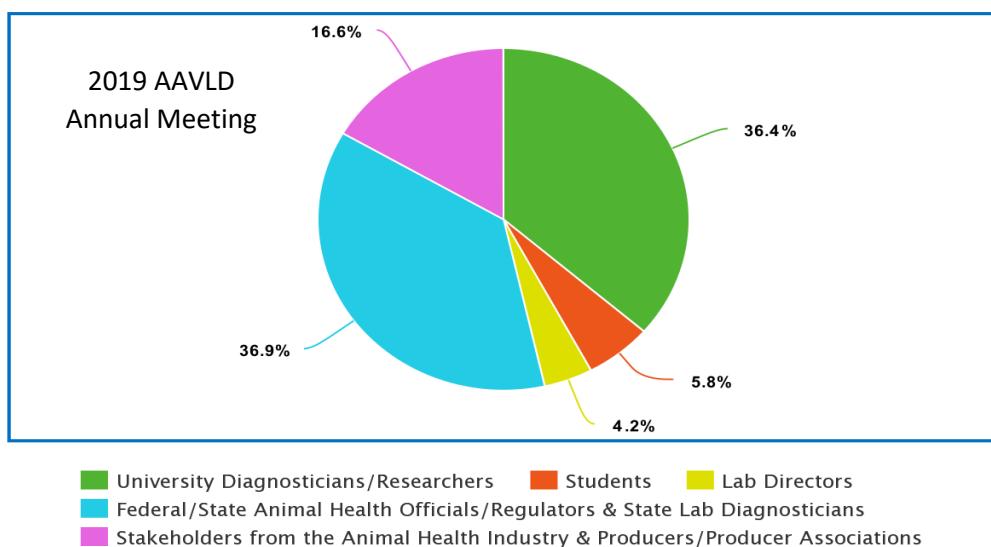


2021 AAVLD/USAHA Annual Meeting
Gaylord Rockies Resort and Convention Center – Aurora, CO
AAVLD/USAHA Virtual Meeting Platform
In-person Meeting Dates: October 22nd-26th, 2021
Show Dates: October 24th-25th, 2021
Virtual Meeting Dates: October 1st, 2021-December 1st, 2021

Exhibitor Prospectus

American Association of Veterinary Laboratory Diagnosticians
64th Annual Meeting
Gaylord Rockies Resort and Convention Center - Aurora, CO
October 22nd-26th, 2021
AAVLD/USAHA Virtual Meeting Platform
October 1st, 2021-December 1st, 2021

AAVLD is presenting a **hybrid opportunity** for exhibitors to display their latest veterinary laboratory supplies, equipment, and services to our meeting attendees **both in-person and virtually**. These meeting attendees are, in general, responsible for approving supply and equipment orders for state, federal, or private laboratories, agencies, and offices. AAVLD meets in conjunction with the U.S. Animal Health Association (USAHA) and their combined memberships attract more than 1,200 people to the annual meetings. Below is a breakdown of the attendees from the 2019 Annual Meeting and the 2020 Virtual Annual Meeting:



IMPORTANT DATES:

Application Deadline:	September 1 st , 2021 - Midnight
Virtual Booth Creation Deadline:	September 20 th , 2021 - Midnight
Directory Text Deadline:	September 1 st , 2021 - Midnight
In-Person Exhibit Dates	Sunday October 24 th , 2021 - 9:00 AM-6:00 PM Monday October 25 th , 2021 - 9:00 AM-1:00 PM Saturday October 23 rd , 2021 - 10:30 AM-5:30 PM Sunday October 24 th , 2021 - 7:00 AM-9:00 AM Monday October 25 th , 2021 - 1:00 PM-3:00 PM
Setup Time:	
Teardown Time:	

IN-PERSON EXHIBIT PROGRAM INFORMATION

Exhibitors are required to use the contracted exhibit service company for all their exhibit needs and to ship all booth materials. Exhibits will be constructed in Aurora Exhibit Hall 2 at the Gaylord Rockies Resort and Convention Center.

Exhibit dates are October 24th-25th, 2021

Annual meeting dates are October 22nd-26th, 2021.

Preliminary Program Schedule

Sunday's Plenary Session is from 8:00 AM-11:30 AM with a 45-minute break.

Sunday's concurrent sessions are from 1:00 PM-3:00 PM

Monday's concurrent sessions are from 8:00 AM-12:00 PM with 45-minute breaks staggered.

Times are subject to change slightly based upon final program.

Exhibit Setup

Saturday October 23rd, 2021 10:30 AM-5:30 PM

Sunday October 24th, 2021 7:00 AM-9:00 AM

Exhibit company information and the floor plan will be emailed to all applicants.

Exhibit Hours & Days

Sunday October 24th, 2021 9:00 AM-6:00 PM

Monday October 25th, 2021 9:00 AM-1:00 PM

Times are subject to change slightly based upon final program.

Please be sure not to leave valuables at your exhibit booth when you are not there. As a courtesy to the registrants and your fellow exhibitors, the Exhibit Coordinator requests your cooperation in opening your exhibit on time each day and staffing it until the scheduled closing.

Exhibit Booth Rates

Exhibit booths will be contracted at the rate of \$1,500.00 for each 10'x10' space. Full payment should accompany the contract. Please note, if paying by Wire Transfer, an extra \$100 fee will be applied.

Refund Policy

50% refund through September 1st, 2021 and no refunds after September 1st, 2021. Full refunds will be provided in the event of a necessary cancellation by AAVLD.

Booth Assignment

Exhibit Coordinator will assign booth locations considering **sponsorship, seniority, contract date, and competitors**.

Booth Specifications

10'x 10' space

7" x 44" black lettering on white identification sign with company name and booth number

Black 8' high back drape and 3' high side rails.

Exhibit area is an open area where there is foot traffic.

Exhibitors will order furniture and services from the contracted exhibit service company.

VIRTUAL EXHIBIT PROGRAM INFORMATION

Companies that choose to exhibit in-person will receive a complimentary virtual booth in our virtual meeting platform. The virtual meeting platform will be open for two full months, however, you do not need to "staff" your virtual booth as you would for an in-person show. You will get access to an Exhibitor Portal where you may periodically log in to view interactions with your booth and booth material, chat with attendees, schedule video calls, etc. The two-month window will allow ample time to reach both in-person and virtual attendees alike before, during and after the in-person trade show.

Virtual Meeting Dates are October 1st, 2021-December 1st, 2021.

Preliminary Program Schedule

October 1st, 2021: Virtual Meeting Platform Opens

October 4th-18th, 2021: USAHA Virtual Committee Meetings

October 22nd-26th, 2021: 2021 AAVLD/USAHA Annual Meeting (simultaneous in-person and virtual sessions)

October 24th-25th, 2021: AAVLD In-Person Trade Show

December 1st, 2021: Virtual Meeting Platform Closes

Times are subject to change slightly based upon final program.

Virtual Exhibit Setup

The link to access your exhibitor portal will be emailed to you.

For more information regarding the virtual booth, please visit this link: [Exhibitor Guide \(bee-events.s3.amazonaws.com\)](https://bee-events.s3.amazonaws.com)

What is included with your virtual booth:

- (2) User Licenses to access the Virtual Meeting Platform and your booth.

- (5) 30-minute video appointments which attendees can book with you based on your availability.

Additional two-user licenses may be purchased for \$150 and additional 30-minute video appointments may be purchased in blocks of 5 for \$150.

Virtual Exhibit Booth Rates

Virtual Exhibit booths are included for free to those who exhibit in-person. For those who wish to only exhibit virtually, a fee of \$500 will be required. Full payment should accompany the contract. Please note, if paying by Wire Transfer, an extra \$100 fee will be applied.

Refund Policy

50% refund through September 1st, 2021 and no refunds after September 1st, 2021. Full refunds will be provided in the event of a necessary cancellation by AAVLD.

USE OF SPACE

The coordinator of this event reserves the right to reject or prohibit, at any time, any exhibit, or part of an exhibit that is not suitable to and in keeping with the character of the event, which is to provide an opportunity for a business to be tastefully and reasonably showcased. Demonstrations and distribution of promotional materials must be confined to the limits of the exhibitor's space. Please follow the Good Neighbor Rule as it pertains to noise and line of sight.

REGISTRATION

- Registration must be approved prior to the meeting. On-site registration will not be accepted.
- Exhibitor personnel may pick up their badges and meeting materials at the conference registration desk as early as Thursday October 21st, 2021 from 3:00 PM-6:00 PM.
- 4 badges will be issued for each in-person booth space contracted. 2 virtual meeting registrations will be issued for those who only plan to exhibit virtually.
- Registration is for AAVLD meetings Friday-Tuesday, October 22nd-26th, 2021. Registration DOES NOT include special symposiums which require a separate fee to attend or CLOSED committee sessions which are indicated as such in the program.
- Additional badges or virtual registrations may be purchased for \$300.00 each.
- Booth personnel names must be provided by September 20th, 2021.

FIRE and SAFETY

Exhibitors must comply with all local fire regulations. No open flames of any kind will be permitted without prior notification and permission. Electrical wiring will be denied if materials or electrical equipment is substandard to Gaylord Rockies Resort requirements. Any displays using fire, chemicals, plants, or any material harmful to people or that could damage the convention center property must be preapproved.

LIABILITY

The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Taylor Made Event Company, LLC., it's employees and agents, American Association of Veterinary Laboratory Diagnosticians, Inc., its Executive Board, employees and members, and the Gaylord Rockies Resort and Convention Center and its employees and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Taylor Made Event Company, LLC., it's employees and agents, the American Association of Veterinary Laboratory Diagnosticians, Inc., its Executive Board, employees and the Gaylord Rockies Resort and Convention Center, its employees and agents.

CONTACT

Kaylin Taylor, Exhibit Coordinator
Taylor Made Event Company, LLC
371 West Holly Drive
Orange City, FL 32763
Phone: 386-490-7803 Fax: 386-218-6129
E-Mail: kaylin@taylormadeeventco.com

ACKNOWLEDGEMENT

I have read, understand, and acknowledge the information set forth in this Exhibitor Prospectus.

Name (print, please): _____

Signed: _____

Company: _____

Title: _____

Date: _____



Exhibit/Sponsorship Application Agreement

October 22nd-26th, 2021

Aurora, CO

Exhibit booths will be contracted at the rate of \$1,500.00 for each 10x10 square foot physical space plus a virtual booth in the Virtual Meeting Platform. Full payment should accompany the agreement. The agreement deadline is September 1st, 2021. **Please note, if paying by Wire Transfer, an extra \$100 fee will be applied.**

PAYMENT METHOD:

- Check (payable to AAVLD)
- Money Order
- Master Card
- Visa
- Wire Transfer

Account Number: _____ CVV _____

Expiration Date: _____ Cardholder Name: _____
Month Year

Cardholder Signature: _____

Exhibit Booth Quantity: Virtual _____ In-Person: _____ Amount: \$ _____

Email Marketing List (\$300): Yes _____ or No _____

On behalf of Committee (If applicable): _____

Refund Policy: 50% refund through September 1st, 2021; no refunds after September 1st, 2021. Full refunds will be provided in the event of a necessary cancellation by AAVLD.

EXHIBITOR: Please print/type the information below as you wish it to appear in the Exhibit Directory:

Contact Person: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____ Website: _____

E-Mail Address: _____

EXHIBIT DIRECTORY TEXT – Attach a brief text - up to 150 words - for inclusion in the Proceedings Book and in the meeting app. Deadline is September 1st, 2021.

I am authorized by my company to contract for exhibit space at the **64th Annual Meeting of the American Association of Veterinary Laboratory Diagnosticians**.

Signature

Date

Make checks payable to AAVLD and mail to Reda Ozuna, P.O. Box 6396, Visalia, CA 93290

Please address all communications regarding exhibits
to Kaylin Taylor:
Email: kaylin@taylormadeeventco.com Phone: 386-490-7803

OFFICE USE ONLY

Date Received _____
Payment _____
Check/CC _____
Booth # _____

In-Person Sponsorship Opportunities

AAVLD is a nonprofit organization dedicated to the advancement of veterinary diagnostic laboratory science and the education of the next generation of laboratory diagnosticians. Your sponsorship helps us achieve these goals as well as exposes your company to AAVLD members. Won't you please consider sponsoring one or more of the following?

Thank you!

AAVLD and USAHA Joint Branding Opportunities

The following sponsorships put your company name or logo in front of approximately 1,200 attendees for both organizations.

Schedule-at-a-glance – \$1,500

Last year everyone received a Program-at-a-glance. It was a huge hit and a great reference for all meetings. Attendees looked at it continuously throughout the meeting.

- Logo on both sides of Program-at-a-glance – one side for AAVLD schedule and one side for USAHA schedule.
- Distributed to approximately 1,200 attendees.
- Logo on signage displayed in the registration area.
- Thank you acknowledgement in program guide.

Lanyard Sponsorship – \$3,500

- Lanyard with company name exclusively for AAVLD and USAHA attendees.
- Logo on signage displayed in the registration area.
- Logo and Link on AAVLD Website
- Thank you acknowledgement in program guide.

Program Guide – \$2,800

- Distributed to approximately 1,200 attendees.
- Sponsored by (company name) on front cover of guide.
- Logo on signage displayed in the registration area.
- Thank you acknowledgement in program guide.

Registration Sponsor - \$1,500 (Open to 3 companies)

Company can provide up to 1200 brochures or 5x7 postcards that will go in every attendee bag.

- Distributed to approximately 1,200 attendees.
- Logo on signage displayed in the registration area.
- Thank you acknowledgement in program guide.

Wi-Fi Sponsor – \$5,000 - **SOLD**

Each time an attendee logs onto the internet, an introduction – or splash page – will show your company information.

- Exclusive sponsor of AAVLD Wi-Fi over 4 days (Friday-Monday).
- Over 2,500 possible hits to your splash page.
- Splash page can feature a new product, direct them to your exhibit booth, or whatever you choose to highlight.
- Logo on signage displayed in the registration area.
- Logo with link on AAVLD website.
- Thank you acknowledgement in program guide.
- Thank you acknowledgement in AAVLD proceedings book.

App Sponsorship - \$15,000 for 1 company, \$7,500 for 2 companies and \$5,000 for 3 companies

- Downloaded to 905 unique devices in 2019.
- Customized splash screen can feature a new product, direct them to your exhibit booth, or whatever you choose to highlight.
- Company logo (link) at the top of the App seen on every page.
- Sponsorship listing to include company information (up to 2 pages) plus link.
- Logo on signage displayed in the registration area.
- Thank you acknowledgement in program guide.
- Thank you acknowledgement in AAVLD proceedings book.

AAVLD Sponsorship Opportunities

The following sponsorships put your company name or logo in front of approximately 800 attendees.

AAVLD Exhibit Hall Break Sponsorships –

- Prime exhibit space near food and beverage in exhibit hall.
- 24x36 sign with Company Name and logo at food area during sponsored break.
- Option for company to provide post card in attendee bags.
- Logo on signage displayed in the registration area.
- Logo with link on AAVLD website.
- Thank you acknowledgement in program guide.
- Thank you acknowledgement in AAVLD proceedings book.

Exhibit Hall Breaks –

Saturday, Oct 17, 2021	9:30 am Break	\$5,800
Saturday, Oct 17, 2021	11:30 am Coffee Break	\$2,100 - SOLD
Saturday, Oct 17, 2021	2:00 pm Break	\$5,200
Saturday, Oct 17, 2021	5:00 pm Wine/Cheese	\$9,000
Sunday, Oct 18, 2021	9:30 am Break	\$6,100
Sunday, Oct 18, 2021	11:30 am Break	\$3,400

AAVLD Networking Reception – \$7,000

Start the conference with an advantage. A one-hour networking reception on Friday October 22nd is a fantastic opportunity to meet attendees. Cocktails and hors d'oeuvres are provided along with any printed or promotional materials you wish to provide.

- Exclusive signage and display. AAVLD will provide 24x36 sign with Company Name and logo. Sponsor can provide larger one, and/or use floor stand banners.
- Representative(s) meet and greet attendees at the door and network with guests during reception.
- Sponsor may provide/distribute giveaways.
- Logo and sponsorship acknowledgement in newsletters leading up to conference.
- Option for company to provide post card in attendee bags.
- Booth placement priority.
- Logo on signage displayed in the registration area.
- Logo with link on AAVLD website.
- Thank you acknowledgement in program guide.
- Thank you acknowledgement in AAVLD proceedings book.

AAVLD Members-Only Email Marketing List - \$300

For \$300, companies will be given 2 separate lists of AAVLD Member's emails and physical mailing addresses. The first list will contain those who have pre-registered (vast majority) for the meeting and will be distributed before the meeting starts. The second list will contain the information of those who registered on-site and will be distributed after the meeting once all the data can be collected and entered.

AAVLD Company Presentation Sponsorship: SUNDAY – \$5,000

- Room provided for your company to make a 30-minute presentation at the following times:
 - Option 1: 3:30 pm-4:00 pm
 - Option 2: 4:30 pm-5:00 pm
 - Option 3: 5:30 pm-6:00 pm
 - Option 4: 6:00 pm-6:30 pm
 - Option 5: ADDITIONAL 6:00 pm-6:30 pm
 - Option 6: 6:30 pm-7:00 pm
 - Option 7: 7:00 pm-7:30 pm
 - Option 8: ADDITIONAL 7:00 pm-7:30 pm
- Presentation listed in Program Guide.
- Logo and sponsorship acknowledgement in newsletters leading up to conference.
- Option for company to provide post card in attendee bags to announce seminar.
- Booth placement priority.
- Logo on signage displayed in the registration area.
- Logo with link on AAVLD website.
- Thank you acknowledgement in program guide.
- Thank you acknowledgement in AAVLD proceedings book.

USB drive – \$5,000

AAVLD proceedings book is provided to attendees at the meeting on a USB drive.

- Logo on flash drives to AAVLD attendees.
- Option to upload a digital brochure to USB Drive
- Booth placement priority
- Option to provide 5x7 post card in attendee bags
- Logo on signage displayed in the registration area.
- Logo with link on AAVLD website.
- Thank you acknowledgement in program guide.
- Thank you acknowledgement in AAVLD proceedings book.

AAVLD & USAHA Virtual Sponsorship Opportunities

AAVLD and USAHA are nonprofit organizations focused on animal health in the U.S.

AAVLD is dedicated to the advancement of veterinary diagnostic laboratory science and the education of the next generation of laboratory diagnosticians.

USAHA is the leading forum for animal health issues in the United States, promoting active participation from industry, academia, and government. USAHA provides a national venue for stakeholders to identify the most effective methods to protect and improve animal health and welfare, and public health.

Your sponsorship helps us achieve these goals as well as exposes your company to AAVLD and USAHA members.
Won't you please consider sponsoring one or more of the following?

Thank you!

AAVLD and USAHA Joint Branding Opportunities

The following sponsorships put your company name or logo in front of approximately 1,500 attendees for both organizations.

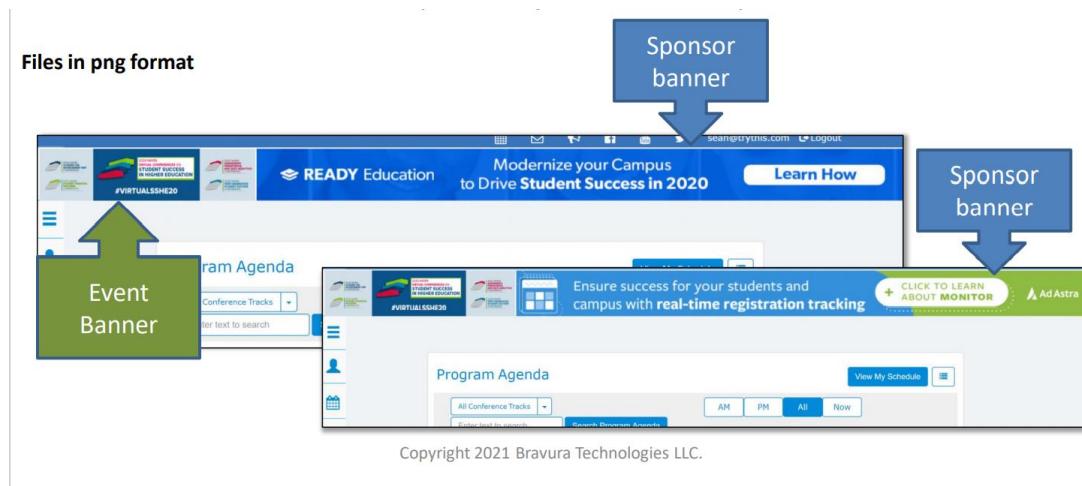
Virtual Meeting Platform Sponsor – \$3,000

10 of 10 Available

Your company will have the opportunity to showcase your company information, a new product or service, an on-demand presentation, etc. in rotation with other important announcements via a banner on the top of the screen in the Virtual Meeting Platform.

- Banner size: 960x80 PNG File Format
- Your banner will rotate every 10 seconds

- Your banner will be shown every 10 seconds on the main pages in the platform beginning on October 1st, 2021 and will run until December 1st, 2021.
- The option to record up to a 1 hour On-Demand video which can be viewed at any time during the meeting.
- Thank you acknowledgement with your logo and desired link on the AAVLD and/or USAHA websites and in email marketing campaigns leading up to and during the meeting.

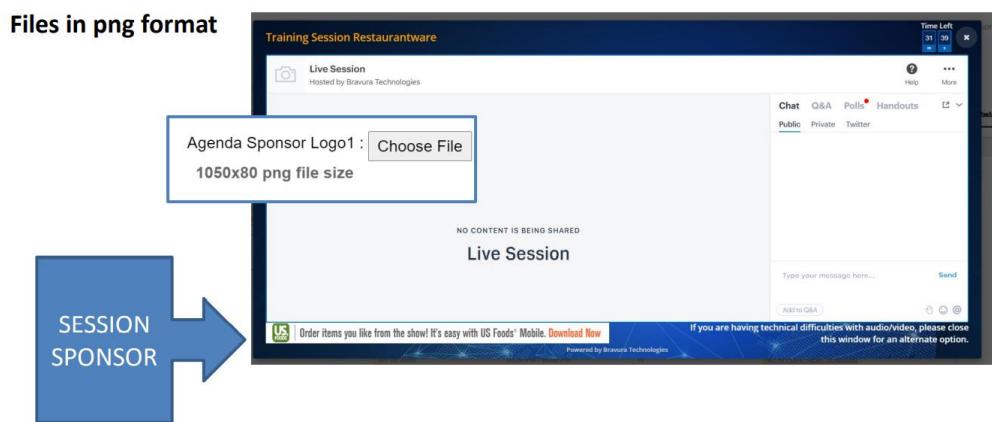


Session Sponsor – \$3,000

5 of 5 Available

Your company logo will be seen at the bottom of the screen during AAVLD and USAHA Committee Meetings of your choosing. These will be given out on a first come, first serve basis.

- Logo: 1050x80 PNG File Format
- Your logo will be seen throughout the duration of the committee meeting.
- Thank you acknowledgement with your logo and desired link on the AAVLD and/or USAHA websites and in email marketing campaigns leading up to and during the meeting.



Networking Lounge Sponsor – \$500

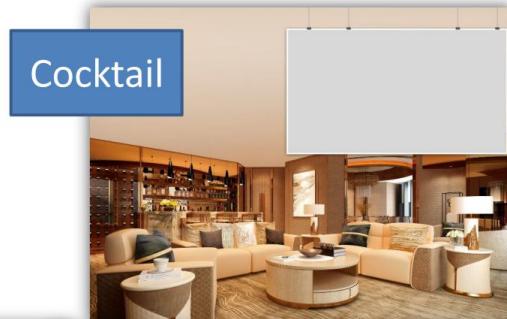
1 of 1 Available

Your company logo will be seen as attendees enter the virtual networking lounge.

- Logo: 800x455 PNG File Format
- Thank you acknowledgement with your logo and desired link on the AAVLD and/or USAHA websites and in email marketing campaigns leading up to and during the meeting.

Graphics for VIRTUAL NETWORKING

Pick one of seven graphics for each networking room



Optional networking sponsor available for all, as displayed in Cocktail image

Virtual Exhibit Hall Sponsor – \$500

8 of 8 Available

Your company logo will be seen as attendees enter the virtual exhibit hall.

- Logo: 220x470 PNG File Format
- Thank you acknowledgement with your logo and desired link on the AAVLD and/or USAHA websites and in email marketing campaigns leading up to and during the meeting.

Virtual Exhibit hall graphics

These graphics are provided by you, they can be set up using the ADMIN console.

Select 8, 4 or 2 sponsor banners:

1. 8 banners of size 220x470 png file
2. 4 banners of size 440x470 png file
3. 2 banners of size 880x470 png file



Please indicate below which sponsorship type(s) you are interested in. **Please note, if paying by Wire Transfer, an extra \$100 fee will be applied.**

Check here if you wish to use the same form of payment listed under the Exhibitor Agreement portion: _____

PAYMENT METHOD:

- Check (payable to AAVLD)
- Money Order
- Master Card
- Visa
- Wire Transfer

Account Number: _____ CVV _____

Expiration Date: ____ - ____ Cardholder Name: _____

Month Year

Cardholder Signature: _____

Sponsorship Type(s) _____ Amount: \$ _____

Refund Policy: 50% refund through September 1st, 2021; no refunds after September 1st, 2021. Full refunds will be provided in the event of a necessary cancellation by AAVLD.

I am authorized by my company to contract for sponsorship at the **64th Annual Meeting of the American Association of Veterinary Laboratory Diagnosticians**.

Signature

Date

Make checks payable to AAVLD and mail to Reda Ozuna, P.O. Box 6396, Visalia, CA 93290

Please address all communications regarding exhibits/sponsorships
to Kaylin Taylor: Email: kaylin@taylormadeeventco.com
Phone: 386-490-7803

OFFICE USE ONLY

Date Received _____

Payment _____

Check/CC _____

Sponsorship _____