



# **AAVLD 2024 EXHIBITOR / SPONSOR PACKET**



**2024 AAVLD/USAHA Annual Meeting  
Gaylord Opryland Resort & Convention Center  
Nashville, Tennessee**

**Meeting Dates: October 10<sup>th</sup>-16<sup>th</sup>, 2024  
Show Dates: October 12<sup>th</sup>-13<sup>th</sup>, 2024**

# Exhibitor Prospectus

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**American Association of Veterinary Laboratory Diagnosticians  
67th Annual Meeting  
Gaylord Opryland Resort and Convention Center – Nashville, Tennessee  
October 10<sup>th</sup>-16<sup>th</sup>, 2024**

AAVLD returns for another 100% in-person gathering for the second time since 2020. With incredible turnout at last year's meeting in National Harbor, MD, we are expecting even better attendance at this year's Annual Meeting. AAVLD is presenting an opportunity for exhibitors to display their latest veterinary laboratory supplies, equipment, and services to our meeting attendees. 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 general breakdown of our attendee types:

- University Diagnosticians/Researchers: 36%
- Federal/State Animal Health Officials/Regulators and State Lab Diagnosticians: 37%
- Stakeholders from the Animal Health Industry and Producers/Producer Associations: 17%
- Students: 6%
- Lab Directors: 4% (representing the vast majority of USA and Canadian animal health diagnostic labs)

## IMPORTANT DATES:

Application Deadline:	August 1 <sup>st</sup> , 2024 - Midnight
Directory Text Deadline:	August 1 <sup>st</sup> , 2024 - Midnight
Exhibit Dates	Saturday October 12 <sup>th</sup> , 2024 - 9:00 AM-6:00 PM Sunday October 13 <sup>th</sup> , 2024 - 8:00 AM-12:00 PM
Setup Time:	Friday October 11 <sup>th</sup> , 2024 - 10:30 AM-5:30 PM Saturday October 12 <sup>th</sup> , 2024 - 7:00 AM-9:00 AM
Teardown Time:	Sunday October 13 <sup>th</sup> , 2024 - 12:00 PM-2:00 PM

## EXHIBIT PROGRAM INFORMATION

Exhibitors are required to use the contracted exhibit service company for all their exhibit needs and to ship all booth materials. Each company will be given access to an online portal where you can order things such as furniture and utilities, handle shipping, etc. Exhibits will be constructed in the Ryman Exhibit Hall Section B1 at the Gaylord Opryland Resort and Convention Center.

### Exhibit dates are October 12<sup>th</sup>-13<sup>th</sup>, 2024.

Annual meeting dates are October 10<sup>th</sup>-16<sup>th</sup>, 2024.

### Preliminary Program Schedule

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

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

Sunday's concurrent scientific 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

Friday October 11<sup>th</sup>, 2024, 10:30 AM-5:30 PM

Saturday October 12<sup>th</sup>, 2024, 7:00 AM-9:00 AM

### Exhibit Hours & Days

Saturday October 12<sup>th</sup>, 2024, 9:00 AM-6:00 PM

Sunday October 13<sup>th</sup>, 2024, 8:00 AM-12:00 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

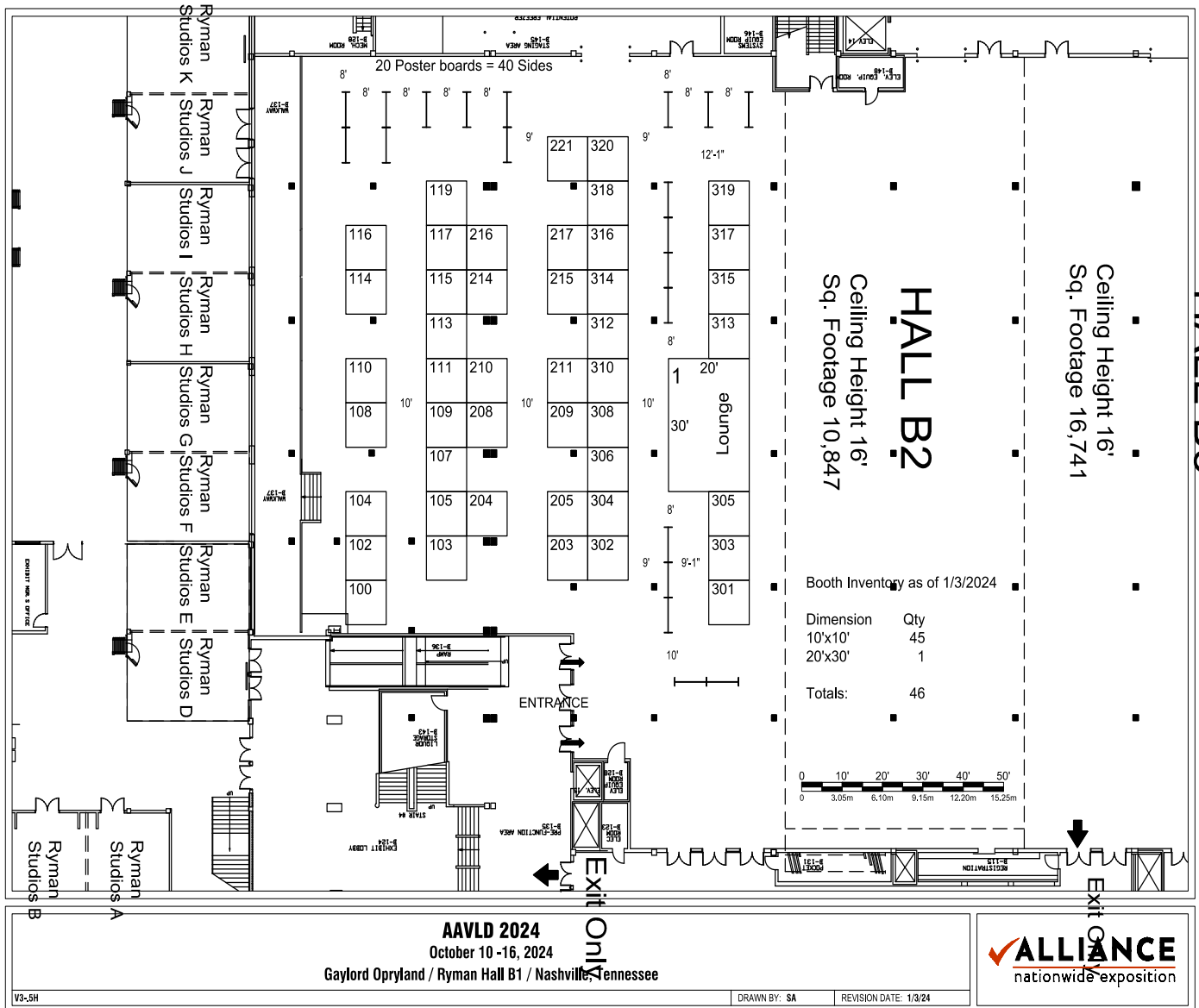
Exhibit booths will be contracted at the rate of \$2,000.00 for each 10'x10' space. Full payment should accompany the contract. Please note, if paying by Wire Transfer, an extra \$100 fee will be applied.

Refund Policy

50% refund through August 1<sup>st</sup>, 2024, and no refunds after August 1<sup>st</sup>, 2024. Full refunds will be provided in the event of a necessary cancellation by AAVLD.

Floor Plan and Booth Assignment

Exhibit Coordinator will ask each company for their top three desired booth locations and a list of competitors and assign booth locations based upon **sponsorship level, seniority (past years exhibited with us), contract date, and competitors**. Please send in your choices with the application and a list of all participating companies will be sent out after the application deadline.



### 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.

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## **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 Wednesday October 9<sup>th</sup>, 2024, from 3:00 PM-6:00 PM.
- 4 badges will be issued for each booth space contracted (Ex: 3 booth spaces = 12 badges).
- Registration is for AAVLD meetings Thursday-Monday, October 10<sup>th</sup>-14<sup>th</sup>, 2024. 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 guide.
- Additional badges may be purchased for \$300.00 each.
- Booth personnel names must be provided by September 20<sup>th</sup>, 2024.

## **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 Opryland Resort and Convention Center 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., its employees and agents, American Association of Veterinary Laboratory Diagnosticians, Inc., its Executive Board, employees and members, and the Gaylord Opryland 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., its employees and agents, the American Association of Veterinary Laboratory Diagnosticians, Inc., its Executive Board, employees and the Gaylord Opryland Resort and Convention Center, its employees and agents.

## **CONTACT**

Kaylin Taylor, Exhibit Coordinator

Taylor Made Event Company, LLC

Phone: 386-490-7803

E-Mail: [kaylin@taylormadeeventco.com](mailto: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 10<sup>th</sup>-16<sup>th</sup>, 2024

Nashville, TN

Exhibit booths will be contracted at the rate of \$2,000.00 for each 10x10 square foot physical space. Full payment should accompany the agreement. The agreement deadline is August 1<sup>st</sup>, 2024. **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: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

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

Top Three Booth Location Preferences (please refer to the floorplan in the Prospectus portion of this packet):

Choice 1) \_\_\_\_\_ Choice 2) \_\_\_\_\_ Choice 3) \_\_\_\_\_

**Refund Policy: 50% refund through August 1<sup>st</sup>, 2024; no refunds after August 1<sup>st</sup>, 2024. 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 August 1<sup>st</sup>, 2024.

I am authorized by my company to contract for exhibit space at the **67th 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](mailto:kaylin@taylormadeeventco.com) Phone: 386-490-7803

**OFFICE USE ONLY**

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

# 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!**

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## **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 – \$2,500**

- 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.
- Thank you, acknowledgement, in AAVLD proceedings book.

### **Lanyard Sponsorship – \$4,500**

- 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.
- Thank you, acknowledgement, in AAVLD proceedings book.

### **Program Guide – \$5,000**

- 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.
- Thank you, acknowledgement, in AAVLD proceedings book.
- **OPTIONAL BONUS:** For an additional \$500 your company will be given first chance to be one of up to 10 Meeting App Sponsors. Your company will have a banner (with a hyperlink) that rotates every 10 seconds on the bottom of the App screen.

## Registration Sponsor - \$1,500 (Open to 3 companies / 3 out of 3 available)

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.
- 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.
- **OPTIONAL BONUS FOR BREAKS OVER \$5000:** For an additional \$500 your company will be given first chance to be one of up to 10 Meeting App Sponsors. Your company will have a banner (with a hyperlink) that rotates every 10 seconds on the bottom of the App screen.

#### Exhibit Hall Breaks –

Saturday, Oct 12, 2024	9:00 am Break	\$3,900
Saturday, Oct 12, 2024	10:00 am Break	\$3,900
Saturday, Oct 12, 2024	11:00 am Break	\$1,800
Saturday, Oct 12, 2024	2:00 pm Break	\$4,200
Saturday, Oct 12, 2024	3:00 pm Break	\$4,200
Saturday, Oct 12, 2024	5:00 pm Wine/Cheese	\$11,500
Sunday, Oct 13, 2024	9:00 am Break	\$3,900
Sunday, Oct 13, 2024	10:00 am Break	\$3,900
Sunday, Oct 13, 2024	11:00 am Break	\$1,800



## **AAVLD Foundation Auction –**

Be a sponsor at the AAVLD Foundation Banquet and Auction – AAVLD’s largest social event! This event raises funds to nurture the next generation of Veterinary Laboratory Diagnosticians. Please consider sponsoring this fun and high-energy event for a great cause.

### **GOLD: \$7,500**

- Logo on signage outside of the ballroom and on the bid cards.
- (2) reserved tables for 10 guests each at the banquet.
- Sponsor will have the opportunity to make brief remarks or show a video at the beginning of the Auction (please keep to under 2 minutes).
- 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.
- **OPTIONAL BONUS:** For an additional \$500 your company will be given first chance to be one of up to 10 Meeting App Sponsors. Your company will have a banner (with a hyperlink) that rotates every 10 seconds on the bottom of the App screen.

### **SILVER: \$5,000**

- Logo on signage outside of the ballroom and on the bid cards.
- (1) reserved table for 10 guests at the banquet.
- 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.
- **OPTIONAL BONUS:** For an additional \$500 your company will be given first chance to be one of up to 10 Meeting App Sponsors. Your company will have a banner (with a hyperlink) that rotates every 10 seconds on the bottom of the App screen.

### **BRONZE: \$2,500**

- Logo on signage outside of the ballroom and on the bid cards.
- Logo and sponsorship acknowledgement in newsletters leading up to conference.
- 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: SATURDAY – \$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.
- **OPTIONAL BONUS:** For an additional \$500 your company will be given first chance to be one of up to 10 Meeting App Sponsors. Your company will have a banner (with a hyperlink) that rotates every 10 seconds on the bottom of the App screen.

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 August 1<sup>st</sup>, 2024; no refunds after August 1<sup>st</sup>, 2024. 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 **67th 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