



EXHIBITOR AND PARTNER PROSPECTUS

American Association of Veterinary Laboratory Diagnosticians
Annual Meeting and Trade Show

Where:
**Monona Terrace Community and Convention Center
Madison, Wisconsin**

Meeting Dates:
October 15-21, 2026
Trade Show Dates
October 17-18, 2026

**OCT
2026**

Where Animal Health Leaders Connect, Collaborate, and Decide.

AAVLD looks forward to welcoming attendees, exhibitors, and sponsors to the 69th Annual Meeting, to be held for the first time at the Monona Terrace Community and Convention Center in Madison, Wisconsin. This landmark meeting will bring together leaders and decision-makers from across the animal health and veterinary diagnostic community in an exceptional setting designed to foster collaboration, education, and meaningful industry connection.

The Annual Meeting provides exhibitors and sponsors with a premier opportunity to showcase the latest veterinary laboratory supplies, technologies, and services to a highly engaged and influential audience. Attendees are typically responsible for evaluating, recommending, and approving purchases for state, federal, university, and private diagnostic laboratories, agencies, and research institutions, making this event an unmatched platform for visibility and relationship-building within the animal health marketplace.

AAVLD meets in conjunction with the U.S. Animal Health Association (USAHA), and together their combined memberships attract more than 1,200 professionals annually, including university diagnosticians and researchers, federal and state animal health officials and regulators, laboratory directors, industry stakeholders, producers, and students. This diverse and highly specialized audience ensures that exhibitors and sponsors engage directly with the individuals shaping policy, diagnostics, research, and purchasing decisions throughout the United States and Canada.



Who We Are



The American Association of Veterinary Laboratory Diagnosticians (AAVLD) is the leading professional organization dedicated to advancing excellence in veterinary diagnostic laboratory science. For more than six decades, AAVLD has served as a trusted authority supporting the nation's network of animal health diagnostic laboratories through accreditation, education, and the development of standards that ensure the highest quality of diagnostic testing and laboratory practices.

AAVLD's membership includes laboratory directors, diagnosticians, researchers, educators, regulatory officials, and industry partners from the United States, Canada, and around the world. Through its comprehensive accreditation program, continuing education opportunities, and collaborative scientific forums, the Association plays a vital role in strengthening laboratory capacity, improving disease detection and surveillance, and safeguarding animal, public, and environmental health.

Working in close partnership with state and federal agencies, academic institutions, and industry stakeholders, AAVLD fosters collaboration across the animal health community to address emerging diseases, enhance biosecurity, and support innovation in diagnostic technologies. By promoting scientific rigor, operational excellence, and professional development, AAVLD continues to shape the future of veterinary diagnostics and protect the health of animals and the public they serve.



AAVLD Exhibitor, Sponsor, and Advertiser Policy

To ensure the mission of the AAVLD and to create fairness to all prospective exhibitors, sponsors, and advertisers, the following policy statement applies:

1. All potential exhibitors, sponsors, and advertisers will be treated equally and fairly, provided their purpose to conduct business with the AAVLD is compatible with the mission and operating goals of the AAVLD.
2. Booth assignments, sponsorships, and advertisements will be based on a first come, first serve basis with considerations for previous years of collaboration as determined by AAVLD management.
3. Acceptable exhibits, sponsorships, and advertisements for the AAVLD include:
 - a. Veterinary diagnostic and research related products and services.
 - b. Laboratory facilities/equipment design, operational and management services.
 - c. Educational exhibits, which provide educational information directly related to some phase of professional veterinary or laboratory science related activity, and which are sponsored by a veterinary or public health organization, institution, academia, or state or federal governmental agency.
 - d. Career opportunity exhibits which provide information on laboratory science related career opportunities, procedures for obtaining employment, required qualification and professional challenges and satisfaction, and do not offer any products or materials for sale.
4. Unacceptable exhibitors, sponsors, and advertisers include, but are not limited to:
 - a. Those promoting services or activities that are illegal or illicit under laws and statutes governing the venue.
 - b. Those promoting services or activities that conflict or compete with the mission, goals and core values of the AAVLD; or do not promote excellence in advancing our discipline.
 - c. Those promoting activities that espouse philosophies or actions that are in opposition to AAVLD philosophies and actions,
 - d. Exhibit materials that are inappropriate for the venue or do not relate to the veterinary laboratory diagnostic disciplines.
5. If a decision is required for a specific exhibitor, sponsor, or advertiser as to the appropriateness or acceptability of a request to participate as an exhibitor, sponsor, or advertiser, that decision will rest solely with the AAVLD Executive Committee with logistical input from the AAVLD Executive Director and our Meeting Planner. The decision will be based on these guidelines and whatever is best for the mission and goals of the AAVLD.

Enacted by AAVLD BOD February 5, 2026



Important Dates



Times are subject to change based upon final program.

→ APPLICATION

August

All applications will be due by August 21, 2026.

→ NAME BADGES

October

Names **and email addresses** for all company representatives attending the show will need to be provided by October 2, 2026.

→ MOVE IN & MOVE OUT

October

Exhibitor Move-in:

- Friday, October 16: 10:30 AM-5:30 PM
- Saturday, October 17: 7:00 AM-9:00 AM.

Exhibitor Move-out:

- Sunday, October 18: 12:00 PM-2:00 PM

→ SHOW DATES & TIMES

October

- Saturday, October 17: 9:00 AM-6:00 PM
- Sunday, October 18: 8:00 AM-12:00 PM



Exhibitor Prospectus

Exhibit Service Company:

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 Exhibit Hall B at the Monona Terrace Community and Convention Center.

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.

Security and Staffing:

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:

A 50% refund is available through August 21, 2026. No refunds will be issued after August 21, 2026. Full refunds will be provided in the event of a necessary cancellation by AAVLD.

Use of Space:

The managers of this event reserve the right to reject or prohibit, at any time, any exhibit, or part of an exhibit that is not in compliance with the aforementioned exhibitor, sponsor, and advertiser policy. The goal of the exhibition is to provide an opportunity for businesses to be showcased in a tasteful and professional manner. 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.



Exhibitor Prospectus Cont.

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 14, 2026, from 3:00 PM-6:00 PM.
- 4 badges will be issued for each booth space contracted (Ex: 3 10'x10' booth spaces = 12 badges).
- Registration is for AAVLD meetings Thursday-Monday, October 15-19, 2026. Registration DOES NOT include special symposiums which require a separate fee and/or registration to attend or CLOSED committee sessions which are indicated as such in the program guide. If you are interested in attending a special symposium please reach out to Kaylin Taylor (contact information provided below).
- Additional badges may be purchased for \$300.00 each.
- Booth personnel names must be provided by October 2, 2026.

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 Monona Terrace requirements. Any displays using fire, chemicals, plants, or any material harmful to people or that could damage the convention center property must be pre-approved.

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 Monona Terrace Community 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 Monona Terrace Community and Convention Center, its employees and agents.



Exhibitor Prospectus Cont.

Meeting Planner Contact:

Kaylin Taylor, Exhibit Coordinator

Taylor Made Event Company, LLC

Phone: 386-490-7803

E-Mail: kaylin@taylormadeeventco.com

Acknowledgement:

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

Printed Name: _____

Signed: _____

Company: _____

Title: _____

Date: _____



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 while also providing valuable exposure for your company among AAVLD members. Thank you for your support!

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.

Lanyard Sponsorship – \$5,000

- Lanyard with company name/logo 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.
- 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.

Program Guide – \$5,000

- Distributed to approximately 1,200 attendees.
- Sponsored by (Company Name) on front cover of guide.
- Logo and Link on AAVLD website.
- Logo on signage displayed in the registration area.
- Thank you acknowledgement in Program Guide.
- 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 - \$2,000

- Company can provide up to 1,200 brochures or 5x7 postcards that will go in every attendee bag.
- Distributed to approximately 1,200 attendees.
- Logo and Link on AAVLD website.
- Logo on signage displayed in the registration area.
- Thank you acknowledgement in Program Guide.



Sponsorship Opportunities

Joint Presidents' Reception Sponsor – \$8,500

- Logo on signage displayed in the registration area.
- 24x36 sign with Company Name and logo at the Reception.
- Option for company to provide post card in attendee bags.
- (1) Reserved Table for 10 guests at the Presidents' Dinner and Keynote Address.
- Logo and Link on AAVLD website.
- Thank you acknowledgement in Program Guide.
- 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.

Keynote Sponsor – \$10,000

- Up to two minutes of speaking time directly before the Keynote Address (800 attendees)
- Thank you acknowledgement projected on the screen during your two minute remarks.
- (1) Reserved Table for 10 guests at the Presidents' Dinner and Keynote Address.
- Option for company to provide post card in attendee bags.
- Logo and Link on AAVLD website.
- Logo on signage displayed in the registration area.
- Thank you acknowledgement in Program Guide.
- 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.



Sponsorship Opportunities Cont.

AAVLD Sponsorship Opportunities

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

AAVLD New/Retired/Lifetime Member Welcome Reception - \$4,000

- This event is held on Thursday from 5:30 PM-6:30 PM and offers one hour of hosted bar and lite appetizers for 75+ attendees.
- Sponsor will be given up to 3 minutes to address attendees at the start of the reception (no A/V equipment will be in the room).
- Sponsor will be permitted to set up a table inside the room with promotional materials.
- 24x36 sign with Company Name/logo thanking and recognizing the sponsor.
- Logo on signage displayed in the registration area.
- Logo with link on AAVLD website.
- Thank you acknowledgement in Program Guide.

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.
- OPTIONAL BONUS FOR WINE AND CHEESE RECEPTION: 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 9:00 AM Break: \$2,500
- Saturday 10:00 AM Break: \$2,500
- Saturday 11:00 AM Break: \$900
- Saturday 2:00 PM Break: \$2,500
- Saturday 3:00 PM Break: \$2,500
- Saturday 5:00 PM Wine and Cheese Reception: \$10,000
- Sunday 9:00 AM Break: \$2,500
- Sunday 10:00 AM Break \$2,500
- Sunday 11:00 AM Break: \$900



Sponsorship Opportunities Cont.

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.
- 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.
- 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.



Sponsorship Opportunities Cont.

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.

AAVLD Members-Only Email Marketing List - \$300

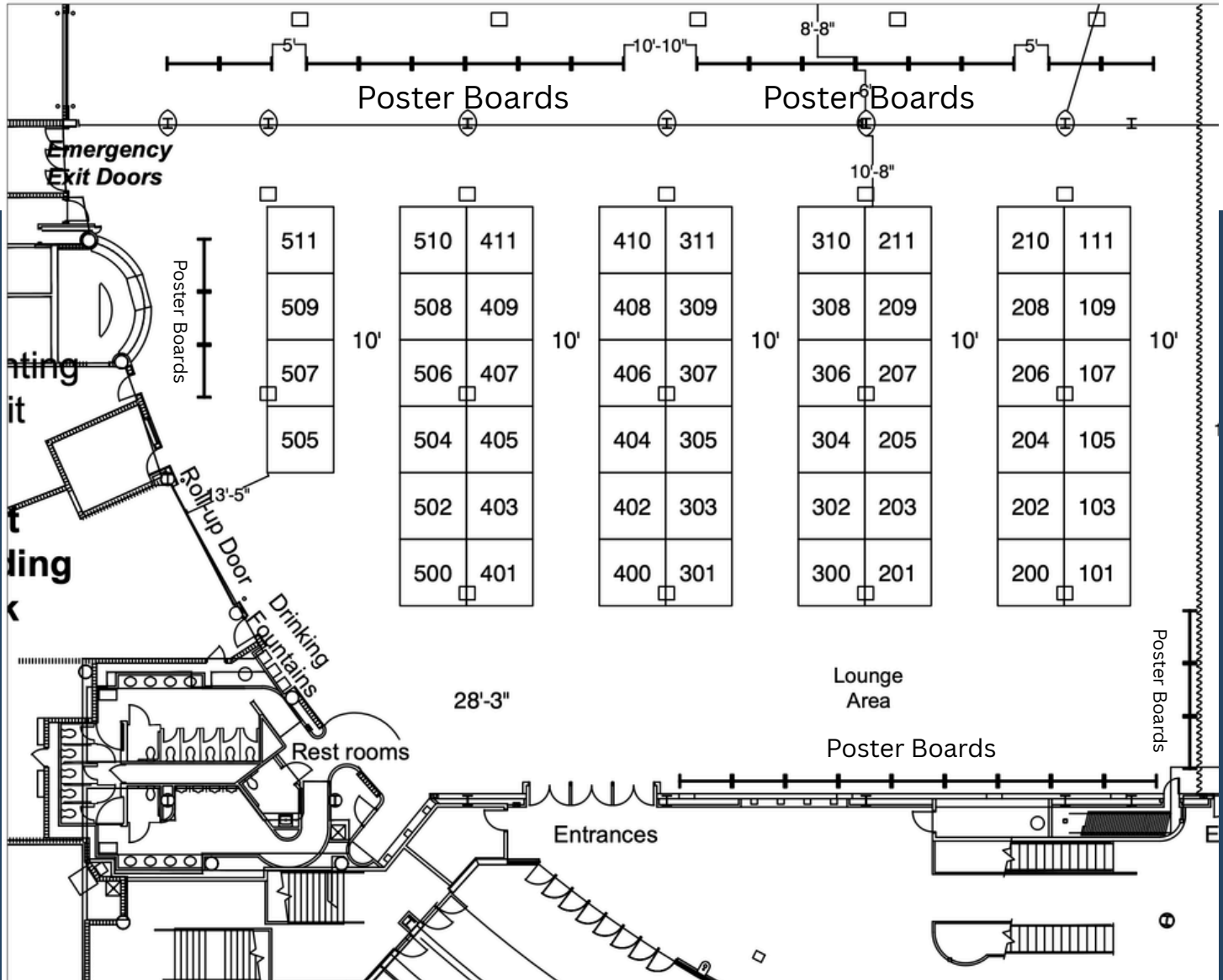
- For \$300, companies will be given 2 separate lists of AAVLD Member's email addresses. The first list will contain those who have pre-registered (vast majority) for the meeting and will be distributed before the meeting starts. The second list will contain the information of those who registered on-site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

AAVLD Corporate Showcase Presentation: SATURDAY – \$5,000

- Room for 100 attendees with A/V equipment 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: ADDITIONAL 5:30 PM-6:00 PM
 - Option 5: 6:00 PM-6:30 PM
 - Option 6: ADDITIONAL 6:00 PM-6:30 PM
 - Option 7: 6:30 PM-7:00 PM
 - Option 8: 7:00 PM-7:30 PM
 - Option 9: 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.
- 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.



Floor Plan



→ Please list your top three booth locations:

Choice 1: _____ Choice 2: _____ Choice 3: _____



Exhibit/Sponsorship Application Agreement

Exhibit booths will be contracted at the rate of \$2,000.00 for each 10'x10' exhibit space. Full payment should accompany the agreement. The agreement deadline is August 21, 2026. **Please note, if paying by wire transfer, an extra \$100 fee will be applied.**

Payment Method:

Check (Payable to AAVLD): ____ Money Order: ____ Visa: ____ MC: ____ Wire Transfer ____

Card Number: _____ - _____ - _____ - _____ CVV _____
Expiration Date: ____ - ____ Cardholder Name: _____ Month Year
Cardholder Signature: _____

Exhibit Booth Quantity: _____ Amount: \$ _____

Sponsorship Type: _____ Amount: \$ _____

Email Marketing List (\$300.00) - Yes: _____ No: _____

Refund Policy: A 50% refund is available through August 21, 2026. No refunds will be issued after August 21, 2026. Full refunds will be provided in the event of a necessary cancellation by AAVLD.

Company Information:

Contact Person: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____ Website: _____

E-Mail Address: _____

I am authorized by my company to contract for exhibit space at the 69th 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





THANK YOU FOR YOUR SUPPORT!



Trade Show Contact:
Meeting Planner: Kaylin Taylor
Email: Kaylin@taylormadeeventco.com
Phone: (386) 490-7803