

Animal Care Conference 2012

Collaboration, Cooperation & Partnership

Organized by the:
California Animal Control Directors Association (CACDA)
California Veterinary Medical Association (CVMA)
State Humane Association of California (SHAC)

Exhibitor / Sponsor / Advertiser Prospectus

The Animal Care Conference (ACC) is pleased to invite you to participate as an exhibitor / sponsor at ACC 2012. The ACC is a cooperative venture of the California Animal Control Directors Association, the California Veterinary Medical Association and the State Humane Association of California. The conference provides outstanding educational and network opportunities for people associated with shelter operations, shelter medicine and animal care.

Most sponsorship opportunities include a booth in the exhibit hall at the ACC. The exhibit hall will provide a powerful face-to-face marketing medium, giving you greater depth of communication with current and prospective customers. The exhibit hall will be open for two days. A continental breakfast, lunch and breaks will take place in the exhibit hall each day to maximize your time with attendees.

Exhibiting and Sponsorship at the ACC will provide:

- Visibility for your company or organization
- An opportunity to showcase your products, services and programs to a broad range of animal-sheltering and veterinary decision makers
- A forum to demonstrate your support of California's animal-sheltering and veterinary community

Please plan on joining us in Anaheim for the Animal Care Conference.

Date:

Pre-Conference Workshop
Animal Care Conference
Exhibit Hall

Saturday March 3, 2012
Sunday, March 4, 2012 - Tuesday, March 6, 2012
Sunday, March 4, 2012 & Monday, March 5, 2012

Conference Location:

Hyatt Regency Orange County
11999 Harbor Boulevard
Garden Grove, CA 92840
1-714-750-1234

Scheduled Content:

Educational Tracks and Exhibit Hall

Expected Attendance:

400+

Attendee Make Up:

Organizations

Animal care and control agencies; humane societies; societies for the prevention of cruelty to animals (SPCAs); nonprofit animal rescue organizations; private practice veterinarians.

Capacities

Executive directors, shelter managers, behaviorists, humane officers, animal control officers, veterinarians, registered veterinary technicians (RVTs), kennel staff, volunteers, adoption counselors

Contact Information:

Animal Care Conference
1400 River Park Dr., Suite 100
Sacramento, CA 95815-4505

800-655-2862
Fax: 916-646-9156
info@animalcareconference.org

Exhibitor / Sponsor / Advertiser Calendar

Important Dates

December 15, 2011	Display ad art work due for approval
January 13, 2012	Final display ad due
January 27, 2012	Booth payment due
January 27, 2012	Sponsorship payment due

Exhibitor Conference Schedule

Saturday, March 3

3:00 pm – 4:30 pm	Exhibitor Check In
3:30 pm – 9:00 pm	Exhibit Hall Set-up

Sunday, March 4

7:00 am – 9:30 am	Exhibit Hall Set-up (Must be show ready by 9:30am)
10:00 am	Exhibit Hall Opens
10:45 am–11:15 am	Session Break in Exhibit Hall
1:00 pm – 2:30 pm	Buffet Lunch in Exhibit Hall
4:15 pm – 5:30 pm	Hosted Reception in Exhibit Hall
5:30 pm	Exhibit Hall Closes

Monday, March 5

8:00 am – 9:00 am	Continental Breakfast in Exhibit Hall
8:00 am	Exhibit Hall Opens
10:45 am–11:15 am	Session Break in Exhibit Hall
1:00 pm – 2:00 pm	Buffet Lunch in Exhibit Hall
3:45 pm – 4:15 pm	Afternoon Break in Exhibit Hall
4:15 pm	Exhibit Hall Closes
4:15 pm – 6:00 pm	Tear Down

Exhibitor Information

All continental breakfasts, session breaks, buffet lunches and receptions for conference attendees that occur during exhibit hall hours will be held in the exhibit hall.

ACC exhibit hall booth consists of an 8' x 8' space and includes:

- One 6' table, two chairs, and one wastebasket
- Two complimentary badges per booth (includes breakfast, session breaks, lunches and reception)
- Company listing in ACC Conference Program

Booth prices vary depending on the type of organization that is exhibiting, the date the booth is requested, and payment received.

	<u>By 2/3/12</u>	<u>After 2/3/12</u>
Commercial	\$825	\$875
501(c) (3)	\$625	\$675

Sponsorship Opportunities

PREMIUM SPONSOR – *Exclusive Sponsorship Opportunities*
Sponsorship includes recognition on the attendee bag. Only one available.

Conference Attendee Bags

\$15,000

Be recognized as the Premium Sponsor for the ACC

- Company logo on attendee bag
- Complimentary booth in premium location in exhibit hall
- Complimentary full-page ad in conference program (outside back cover)
- Five-minute presentation by your representative at the Sunday luncheon
- Complimentary conference registration and lunch tickets for three staff members
- Logo and link to your website on Animal Care Conference homepage in Premium location
- Recognition as the Premium Sponsor in the conference program
- One piece of literature in attendee bags
- Full list of conference attendees after the show

SELECT SPONSOR – *Exclusive Sponsorship Opportunities*

LUNCH SPONSOR – *Available for Sunday and Monday lunch*

\$7,000 per day

Sponsor a buffet lunch for attendees to enjoy and keep them going through the day!

- Your company's name on signage at Sunday luncheon
- Complimentary booth in select location in exhibit hall
- Complimentary full-page ad in conference program
- Five-minute presentation by your representative at the sponsored luncheon
- Special recognition at the Sunday luncheon
- Logo and link to your website on Animal Care Conference homepage
- Complimentary conference registration and lunch tickets for two staff members
- Recognition as a Select Sponsor in conference program
- One piece of literature in attendee bags
- Full list of conference attendees after the show

SUNDAY EVENING RECEPTION IN EXHIBIT HALL

\$6,500

Help jump-start the conference by supporting this popular social and networking event.

- Opportunity to welcome conference attendees during the reception*
- Your company's name on signage at reception in exhibit hall
- Complimentary booth in a select location exhibit hall
- Complimentary full-page ad in conference program
- Logo and link to your website on Animal Care Conference homepage
- Complimentary conference registration and lunch tickets for two staff members
- Recognition as a Select Sponsor in conference program
- One piece of literature in attendee bags
- Full list of conference attendees after the show

DELUXE SPONSOR

CE TRACK SPONSOR (Four Available)

\$6,000

Show your company's commitment to the welfare of animals. Make an impact by sponsoring an education track.
Select from one of these conference tracks – Behavior & Training, Field Services, Management Services or Shelter Medicine.

- Your company's name or logo on a placard outside the CE track room for the entire conference
- Complimentary booth in exhibit hall
- Complimentary half-page ad in conference program
- Listing in the sponsor section of the Animal Care Conference website
- Complimentary conference registration and lunch tickets for two staff members
- Included in conference program as a Deluxe Sponsor
- Full list of conference attendees after the show

NECK WALLET SPONSOR – Exclusive Sponsorship Opportunity

\$6,000

Secure attendees' valuables in a neck wallet with your company's name & logo!

Note: Only available if the Name Badge and Lanyard sponsorship have not been taken.

- Your company's name or logo on neck wallet
- Complimentary booth in exhibit hall
- Complimentary half-page ad in conference program
- Listing in the sponsor section of the Animal Care Conference website
- Complimentary conference registration and lunch tickets for two staff members
- Included in conference program as a Deluxe Sponsor
- Full list of conference attendees after the show

NAME BADGE SPONSOR – Exclusive Sponsorship Opportunity

\$4,500

Put your company's name or logo on hundreds of walking billboards!

Note: Only available if the Neck Wallet sponsorship has not been taken.

- Your company's name or logo on name badge
- Complimentary booth in exhibit hall
- Complimentary half-page ad in conference program
- Listing in the sponsor section of the Animal Care Conference website
- Complimentary conference registration and lunch tickets for two staff members
- Included in conference program as a Deluxe Sponsor
- Full list of conference attendees after the show

SESSION BREAKS (Five Available)

\$3,500

Sponsor a "beverage and nibbles" break to feed hungry attendees while the conference feeds their minds!

- Your company's name on placard at break site
- Complimentary booth in exhibit hall
- Complimentary business card ad in conference program
- Listing in the sponsor section of the Animal Care Conference website
- Complimentary conference registration and lunch ticket for one staff member
- One piece of literature included in attendee bag
- Included in conference program as Choice Sponsor
- Full list of conference attendees after the show

CHOICE SPONSOR

SPECIAL GIFT SPONSOR (Multiple Available)**

\$2,000 plus gifts*

Sponsor a special gift for attendees to take home.

- Complimentary business card ad in conference program
- Listing in the sponsor section of the Animal Care Conference website
- Complimentary conference registration and lunch ticket for one staff member
- One piece of literature included in each attendee bag
- Included in conference program as Choice Sponsor
- Full list of conference attendees after the show

* In addition to sponsorship fee, sponsor will obtain and deliver attendee gifts to conference management at their own cost.

LANYARD SPONSOR – Exclusive Sponsorship Opportunity**

\$1,500 plus lanyards*

Have your company's name seen over and over again!

Note: Only available if the Neck Wallet Sponsorship has not been taken.

- Your company's name or logo on all lanyards
- Complimentary half-page ad in the conference program
- Listing in the sponsor section of the Animal Care Conference website
- Complimentary conference registration and lunch tickets for two staff members
- Included in conference program as a Deluxe Sponsor
- Full list of conference attendees after the show

* In addition to sponsorship fee, sponsor will obtain and deliver lanyards to conference management at their own cost.

CE SESSION/SPEAKER SPONSOR (Nine Available)**

\$1,000

Show your company's commitment to the welfare of animals. Make an impact by sponsoring a session or speaker.

- Your company's name or logo on a placard outside the CE session room
- Complimentary business card ad in conference program
- Listing in the sponsor section of the Animal Care Conference website
- Complimentary conference registration and lunch ticket for one staff member
- One piece of literature included in attendee bag
- Included in conference program as Choice Sponsor
- Full list of conference attendees after the show

SNACK SPONSOR (Six Available)**

\$750

Sponsor the snacks placed in attendee bags to give attendees an energizing treat during the conference!

- Complimentary business card ad in conference program
- Included in conference program as Choice Sponsor
- Listing in the sponsor section of the Animal Care Conference website
- Full list of conference attendees after the show

** Exhibit Hall booth not included with this sponsorship. Booth must be purchased separately.

***Custom sponsorship packages are available to meet your company's specific needs!
Find out more by calling 916.649.0599***

General Information/Rules and Regulations

The Animal Care Conference reserves the right to reject any application to sponsor, exhibit, or advertise. Eligibility to be an exhibitor at the Animal Care Conference is limited to organizations whose products or services relate directly to the practice of shelter medicine.

Exhibit Space

ACC Exhibit Hall exhibit space consists of one 8' x 8' space with 6' table, two chairs, and one wastebasket, plus admission to classes, breaks, reception, badges and lunch for two exhibitors. ACC will assign booths based on our assignment policy, booth availability or at management discretion.

Default of Occupancy

Default of occupancy is the responsibility of the exhibitor.

- Exhibitors must be show-ready by 9:30 a.m. on Sunday, March 4, 2012.
- Failure to occupy by the designated set-up time does not excuse payment in full for the contracted exhibit space.
- The exhibit manager for the company must check in with the ACC Attendee Registration Desk no later than 4:30 p.m. on Saturday, March 3, 2012, or the exhibitor will be considered a "no-show." Space will be reassigned at the discretion of conference management. "No shows" at the conference do not get a refund and will not be allowed to exhibit at the next Animal Care Conference at the discretion of the conference management.
- Removing display items and/or dismantling an exhibit space before the scheduled tear down time for all exhibitors is a violation of this contract and will be considered the same as a "no-show."

Tear Down

Tear down is not allowed prior to 4:15 p.m. on Monday, March 5, 2012. Exhibitors who begin tear down prior to 4:15 pm may not be allowed to exhibit at future conferences.

Badges

All exhibitors must wear a badge at all times. Everyone must have a conference badge to enter the exhibit hall and all ACC events. The exhibitor reserving the space is responsible for letting the Animal Care Conference know the names of their staff members by January 31, 2012. Additional exhibitor badges are available for \$150.00 per person (2 days) or \$75 per person (1 day), which includes all meals served in the exhibit hall. Veterinarians and veterinary technicians who are registered for the conference through an exhibitor can attend CE classes, but they must register for the conference as an attendee and pay the appropriate fees to receive a certificate of attendance.

Floor Plan Changes

The exhibitor agrees that the Animal Care Conference shall have the right to make such rules and regulations or changes in the floor plan arrangement of exhibit spaces for said exhibition as it shall deem necessary. All determinations by Animal Care Conference regarding the enforcement of rules, regulations and conditions under this contract shall be final and binding.

Animals and Music

Animals in the hall require prior authorization. Exhibitors must submit a written request to Conference Management before space assignment.

Music in the exhibit space or at any function held in conjunction with this conference is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the exhibitor/sponsor to pay applicable fees. For more information about licensing fees, visit www.ascap.com or www.bmi.com. Music level must not disturb adjacent exhibit spaces.

Liability/Indemnity

Liability Insurance: Exhibitors must provide proof of liability insurance with the Animal Care Conference (ACC), the California Veterinary Medical Association (CVMA), the California Animal Control Directors Association (CACDA), and the State Humane Association of California (SHAC) named as additional insureds. This proof must be received no later than 1/13/2012. Please fax to 916-646-9156 or email to lbriggs@cvma.net.

Exhibitors assume responsibility and agree to release and forever discharge the Hotel, owner of the Hotel, and Hyatt Regency Orange County, ACC, CACDA, CVMA, and SHAC, and each of their subsidiaries and affiliates and each of such entities' respective officers, directors, agents, and employees (collectively, the "Indemnified Parties") from any and all actions, costs, suits, demands, claims, damages, losses and liabilities of any type or kind whatsoever in any way arising from, connected with, or related to the performance of the Services by the Vendor (collectively, "harms") including, but not limited to, damage to property, loss of property, bodily injury, and loss of life, except to the extent arising from the sole negligence or willful misconduct of the Hotel.

Fire Code Regulations

All exhibitors must comply with the fire code laws, rules and regulations governing the State of California, Orange County and the City of Garden Grove.

Exhibitors and Convention Promotion

Names of confirmed and past exhibiting companies may be used by the Animal Care Conference for promotional purposes. Photos taken in the exhibit hall or at any other Animal Care Conference event by the Animal Care Conference staff or designated photographers of exhibiting companies and their employees may be used by the Animal Care Conference for promotional purposes.

Services

All services customarily required by exhibitors (e.g., electrical) are available at current rates. Acceptance of exhibit space by an exhibitor constitutes agreement to use only the Animal Care Conference official supplier. Exhibitors may not use an independent contractor for these services.

Program Advertising

Advertisements must be approved by the conference committee.

- Submission date for approval – 12/15/11
- Deadline for receipt of ad copy – 1/13/12

Exhibit Space, Payment of Fees and Cancellation

Exhibit Space Payment

Exhibit space must be paid in full by January 13, 2012. If your exhibit space is already contracted and not paid in full by this date, it will become available for reassignment and resale. If you are requesting exhibit space after January 13, 2012 you must pay in full. Confirmation and exhibit space assignment will be sent via email after payment is received in full.

Payment must be made by check drawn on a U.S. bank or credit card (Visa, MasterCard or American Express only); dishonored checks or credit cards will prevent exhibit space(s) being assigned until rectified. There is a \$25 charge for returned checks.

All cancellation and refund requests must be received in writing on company letterhead before January 26, 2012. Fifty percent of the total exhibit space cost is non-refundable. No refunds are given after January 26, 2012.

Sponsorship Fees

Sponsorship payment must be received by January 13, 2012.

Advertising

Advertising Fees

Advertising fees vary according to the size of the ad you select.

Full page: 7.5" x 10" (non-bleed) or 8.75" x 11.25" (full bleed)

Half-page: Horizontal 7.5" x 4 7/8"

Business cards: 2" tall x 3.5" wide

Program Advertising

Advertisements must be approved by the conference committee.

Notification of intent to cancel advertising must be provided in writing on company letterhead. Cancellation, refund or advertising change requests will not be accepted if received by the Animal Care Conference after January 14, 2012, the deadline for receipt of ad copy. As of this published date, an ad is considered to be "in production."

Charges for ads in the conference program

If a sponsorship was reserved and a request is made for cancellation or deletion of any portion of the sponsorship, the canceling sponsor will be charged the non-sponsor rate for ads already published, ads in production, or ads to be subsequently published, if necessary.

Ads and Logos must be submitted in the following quality/formats:

Color ads @ 300 dpi (dots per inch)

Color logos @ 600 dpi (as any smaller resolution may look blurry or distorted)

Logos formats: .jpg, .pdf, .eps, .tif.

Animal Care Conference 2012

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March 3 - March 6 • Hyatt Regency Orange County

Organized by the:
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California Veterinary Medical Association (CVMA)
State Humane Association of California (SHAC)

Company Name: _____ Website: _____

Contact Person: _____ E-mail: _____

Mailing Address: _____

Phone: _____ Fax: _____

A SPONSORSHIP (See Prospectus for detailed sponsor information. A requested sponsorship opportunity may not be available depending on prior commitment to another sponsor)

SPONSORSHIP INCLUDES EXHIBITOR SPACE			
<input type="radio"/> PREMIUM (1)	<input type="radio"/> SELECT (3)	<input type="radio"/> DELUXE (11)	<input type="radio"/> CHOICE* (17)
\$15,000	\$6,500 - \$7000	\$3,500 - \$6,000	\$750 - \$2,000
Premium Opportunity:	Select Opportunities:	Deluxe Opportunities:	Choice Opportunities:
<input checked="" type="checkbox"/> Full page ad - back cover	<input checked="" type="checkbox"/> Full page ad	<input checked="" type="checkbox"/> Half page ad	<input checked="" type="checkbox"/> Business card ad
<input checked="" type="checkbox"/> 5 minute presentation	<input type="radio"/> Lunch (2)	<input type="radio"/> CE Track (4)	<input type="radio"/> Special Gift**(1)
<input type="radio"/> Attendee bag (1)	<input type="radio"/> Evening Reception (1)	<input type="radio"/> Neck Wallet (1)	<input type="radio"/> Lanyards**(1)
		<input type="radio"/> Name Badge (1)	<input type="radio"/> Session/Speaker (9)
		<input type="radio"/> Breaks (5)	<input type="radio"/> Snacks (6)

*Choice sponsorship does not include exhibitor space. Booth must be purchased separately.

**Sponsor to provide gift or lanyard for this opportunity.

B EXHIBITOR (Includes two people)

Exhibitor Fee	By 2/3/12	After 2/3/12
Standard	<input type="radio"/> \$825	<input type="radio"/> \$875
Non-Profit	<input type="radio"/> \$625	<input type="radio"/> \$675

C ADDITIONAL PERSON(S)

Full Conference - 2 days	One Day
<input type="radio"/> \$150	<input type="radio"/> \$75

(Everyone must have a conference badge to enter the exhibit hall and all ACC events)

D ADVERTISING (ACC PROGRAM)

Full Page	Half Page	Business Card
<input type="radio"/> \$150	<input type="radio"/> \$100	<input type="radio"/> \$75

(Artwork must be received by 1/13/12 to be included in the program. E-mail to PBoerner@cvma.net)

A \$ _____ + **B** \$ _____ + **C** \$ _____ + **D** \$ _____ = **TOTAL DUE \$** _____

Enclosed is a check (payable to Animal Care Conference) for \$ _____

Charge my VISA MasterCard American Express (circle one) in the amount of \$ _____

Credit Card #: _____	CVV: _____	Expiration Date: _____
Cardholder Name: _____		
Billing Address: _____		
Cardholder Signature: _____	Date: _____	

AGREEMENT TO TERMS, CONDITIONS, AND RULES

This is a legally binding contract. In signing, the exhibitor, sponsor, and/or advertiser agrees to observe and abide by all the foregoing terms of the Exhibitor & Sponsor Prospectus, and by any additional terms, conditions, and rules made by the Animal Care Conference from time to time for the efficient and safe operation of the conference. This application represents the entire agreement between the Exhibitor/Sponsor/Advertiser and the Animal Care Conference concerning the subject matter of this application. The Animal Care Conference is not making any warranties or other agreements except as set forth above. Any amendment to this contract must be in writing and signed by the Animal Care Conference. If any term of this agreement shall be declared invalid or unenforceable, the remainder of the agreement shall continue in full force and effect.

Signature: _____ Date: _____

Printed Name: _____ Title: _____