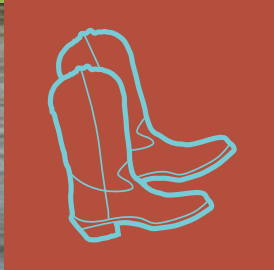




# Round up YOUR TEAM!

2024 CVMA Convention  
Calgary - June 26-30

EXHIBITOR Prospectus



Canadian Veterinary  
Medical Association  
Association canadienne  
des médecins vétérinaires

IN COLLABORATION WITH



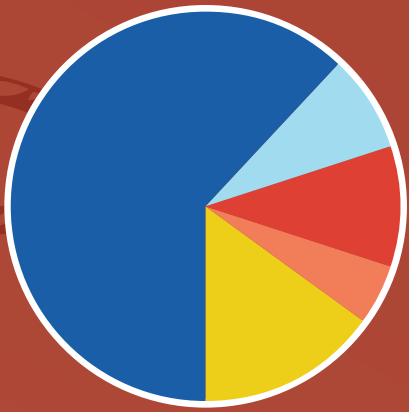
ORGANIZED IN PARTNERSHIP WITH:





**Showcase your new technologies, products, services, and successes before the most forward-thinking, diverse, veterinary audience in Canada.**





### Attendance by Employment Type

- Private Practice - 62%
- Corporate Practice - 8%
- Academia - 10%
- Industry - 5%
- Other - 15%

# Why Should you Exhibit?

It's the best way to meet Canadian veterinarians and their team.

- The city of Calgary is a special place and is sure to entice veterinarians and their teams from all across Canada to attend.
- The CVMA Convention is the national event you don't want to miss – attracting over 600 attendees annually plus virtual attendance.
- The CVMA Convention hosts a number of signature events that attract in leaders from the veterinary profession.
- Connect with virtual attendees through the event applications live
- The CVMA Convention hosts all breaks and lunches in the trade show, thus increasing traffic with industry, including a welcome reception and cocktail hour.

Come join us at the spacious and bright  
Telus Convention Centre Exhibit Hall!



### Exhibit Dates and Hours

<b>Thursday, June 27</b>	<b>5:00pm–7:00pm</b> (Welcome Reception)
<b>Friday, June 28</b>	<b>10:00am–6:30pm</b> (Evening Cocktail Hour 5pm–6:30pm)
<b>Saturday, June 29</b>	<b>10:00am–1:30pm</b>

Exhibit Hall move-in is on Thursday (June 27) from 8:00am to 4:00pm. All exhibit booths **MUST** be set-up by 4:00pm with no exceptions. The Welcome Reception will take place in the Exhibit Hall.

### Convention Centre Location

Calgary Telus Convention Centre  
120 9th Ave SE  
Calgary Alberta T2G 0P3

[www.calgary-convention.com](http://www.calgary-convention.com)





## BOOTH PRICES



### Booths are priced as follows:

<b>10' x 10' corner booth</b>	\$2,375
<b>10' x 10' Inline Booth</b>	\$2,250
<b>Non-profit table</b>	\$600
<b>Job Fair table</b>	\$600

*(+5% HST for Canadian companies)*



### Included in the rental of exhibit space

- Rental of booth space for duration of show
- Two (2) company representative badges per booth space (with access to CE sessions if space permits)
- One 1500 watt outlet (additional electrical requirements are the responsibility of the Exhibitor)
- Two chairs (if needed)
- One 6' skirted table (if needed)
- Lunches and refreshment breaks for two (2) company representatives
- Additional company representative badges may be purchased

The cost of the booth(s) includes two (2) lunches per day (for Friday and Saturday) per booth. The lunches will be served in the Exhibit Hall from 11:30am to 1:30pm on Friday and Saturday. For additional company representatives there will be a fee of \$200 for a convention pass (3 days) or \$90.00/day Friday/Saturday and \$50 for Thursday per representative, which will include lunch(es) and refreshment breaks.

### Exhibit fee does not include:

- CARPETING - Only the aisles will be carpeted. Exhibitors are encouraged to book carpeting from the display company (or bring your own).
- Transportation, set-up, customs brokerage charges, warehousing, handling of merchandise and dismantling costs
- Tables, chairs or furnishing required for display over and above that supplied by the CVMA. These materials are will be available through the display company (Global Convention Services).
- Daily cleaning or special materials

### Set-up and Dismantling:

**Set-up:** Thursday, June 27 from 8:00am to 4:00pm with no exceptions.

**Dismantling:** Saturday, June 29 from 1:30pm until 6:00pm with no exceptions. Any exhibiting company that dismantles or otherwise indicates that their booth is no longer open before the official closing time will negatively affect their ability to participate in the following year's show.

**Please note:** The display company will assemble any exhibit not completely set-up by 4:00pm on Thursday, June 27 at the Exhibitors' expense.



## Allocation of Booth Space

Application for booth space will be done via an on-line portal for the 2024 CVMA Convention. Booth allocations will be prioritized as follows: CVMA Platinum, Gold and Silver Sponsors first, followed by Convention Level I, Level II, Level III and Level IV Sponsors, in that order. Exhibitors from previous years will be given priority for a two-week period over new exhibitors from November 1-15, 2023. As of November 15, any remaining booths will be available for booking online on a first come, first serve basis.

Full payment is due at time of booking or by **February 1, 2024**. The exhibit floor plan can be viewed on the last page of this document. Final confirmation of contracted space(s) will be given once full payment has been received by the CVMA.

## Cancellation and Subletting

Exhibit space, which has been assigned and confirmed, is non-transferable. Cancellations before **March 1, 2024**, shall be subject to an administration fee of \$300.00. Cancellations by April 15, 2024, shall be refunded 50% of booth fee. No refunds will be made on or after **April 16, 2024. In the event that the convention goes all virtual or is cancelled, all fees will be reimbursed in full.**

Spaces abandoned or not occupied at the time of opening of the Exhibit Hall may be repossessed without indemnity and reassigned by the CVMA Management for exhibits or other uses.

Interested in learning more?  
Call or [Email](#) us for more details.

## Exhibit Floor/Booth Space

The Exhibit Area will be located in Exhibition Halls D and E of the Calgary Telus Convention Centre. All lunches and refreshment breaks for Friday and Saturday will be held in the Exhibit Hall. Booth spaces will be constructed of tubular aluminum covered with flameproof drapes. The backwall screening will be 8' high and the sidewalls will be 3' high. The floor of the convention centre is NOT carpeted, so exhibitors are encouraged to rent from the display company or bring their own carpeting/flooring.

## Security

Security and volunteers will be stationed on Thursday through Saturday to monitor badges for entrance to the Exhibit Hall. There will be a security guard on duty during the move in and move out period. The Calgary Telus Convention Centre is locked once all programming has ended. However, this does not guarantee Exhibitors from loss of any nature. Exhibitors are, therefore, encouraged to insure display materials.

## Fire Regulations

Fire hose cabinets must not be obstructed and must be entirely accessible and in full view at all times. Likewise, no fire exit is to be blocked or obstructed at any time. All display material must be flameproof and is subject to inspection by the Provincial Fire Marshall. No hazardous display of any nature will be permitted in any area. This includes open flames, hot coals, candles, LPG lighters, charcoal grills, flammable liquids, LPG containers, toxic liquid or gases, hazardous chemicals, etc. or any hazardous liquid, solid or gas of a similar nature. No propane is allowed. Local fire and safety regulations and policies must be observed at all times.

## Liability

CVMA will not be responsible or liable for injury to the person or property of the Exhibitors, their guests, employees, or agents. Furthermore, the Exhibitor agrees to hold harmless and defend the CVMA, its officers, directors, employees, and agents from any liability of personal injury and loss or property damage. All property of an Exhibitor is understood to remain in his/her care, custody, and control in transit to or from within the confines of the Exhibit Hall. Should the exhibit fail to arrive, the Exhibitor is nevertheless responsible for the booth rental fees.

## Restrictions and Regulations

The CVMA Show Management reserves the right to restrict exhibits which, because of noise or other reasons, become objectionable, and also to close without indemnity the exhibit of an Exhibitor who shall refuse, after notice, to conform to the regular rules, which apply to all other Exhibitors.

Products to be exhibited must be germane to the practice of veterinary medicine. They may not include live animals, unless authorization has been sought separately from Laima Laffitte, Advertising and Sponsorship Consultant, who can be reached at (613) 925-2659 or e-mail: [advertising@cvma-acmv.org](mailto:advertising@cvma-acmv.org)

Advertising and distribution of promotional material must be limited to the confines of the booth(s) of each respective Exhibitor.

Exhibitors will be held responsible for any damage done to the Calgary Telus Convention Centre by them or their representatives. No signs shall be fixed to walls, drapes, electrical outlets, etc., by the use of nails, tacks, staples, scotch tape, etc. Only paper signs using masking tape may be fastened to the walls. No nails, tacks, or screws shall be driven into woodwork or flooring of the building.

## Animals in the Exhibit Hall

Service animals are permitted in the Exhibit Hall and the Calgary Telus Convention Centre. Special permission is required to bring other animals into the exhibit hall. Please contact Laima Laffitte at [laffitte.on@sympatico.ca](mailto:laffitte.on@sympatico.ca) to obtain forms to request an exemption.

## Incoming shipments and receipt of display materials

Should you need to send exhibit material in advance, it should be sent to the attention of the display company, who can receive your shipment(s) in advance, store and then deliver the shipment(s) to the Exhibition Hall D&E (Exhibit Hall). The display company is Global Convention Services. Further information will be available in the Exhibitor Manual in February 2024.

The Calgary Telus Convention Centre does not accept advance freight shipments for Exhibitors or Sponsors. The same procedure will be followed for return shipment(s).

Prevailing rates for transport and storage will be charged to the Exhibitor. All labour charges, delivery, loading, unloading, crate storage and dismantling of Exhibitor owned materials are the financial responsibility of the Exhibitor.

Exhibitors not using transport services must plan their shipments to arrive on set-up day, Thursday, June 27 and should be prepared to pick up the shipment(s) at the dock area and move it to the exhibit floor. An Exhibitor's representative must be on-site to sign for the shipment(s); otherwise, it will not be accepted. Neither the Calgary Telus Convention Centre nor the display company will sign for any shipment(s).

## Customs Brokers / Shipments from the USA

Information on customs broker and shipments from the USA will be sent to confirmed exhibitors.

## Electrical Services

All electrical equipment operating at the show must be approved. CSA standard-compliant equipment will be available.

Arrangements for electrical service or electrical lighting equipment, over and above what is included with the rental of your booth (1500 watt outlet) must be made exclusively with the show provider.

Order forms for electrical and lighting will be sent to confirmed Exhibitors.



## Business Services

The Calgary Telus Convention Centre - Guest Services Desk:  
North Building - Main Entrance  
136 8th Avenue SE  
Calgary, Alberta, Canada  
T2G OK6

Information for telephone and high-speed internet services for Exhibitors will be supplied to confirmed exhibitors in the Exhibitor Manual.

## Guide to Exhibits

All exhibiting companies at the CVMA 2024 Convention will receive a company listing in the "Final Program" and on the Convention App with your company profile and respective booth number.

The CVMA requests that each Exhibitor submit their description using the online portal that will be provided once booth space has been confirmed. It will be the responsibility of the exhibitor to ensure that your company description and logo is uploaded to the site. This description should briefly summarize what attendees can expect to find at your booth. The deadline for receipt of information is **May 1, 2024**.

## Hotel Accommodations

The CVMA has negotiated special hotel rates at Hyatt Regency Calgary Hotel and the Marriott Downtown Calgary Hotel that are attached to the Calgary Telus Convention Centre. The Calgary Telus Convention Centre can also be accessed from the street level.

### Hyatt Regency Calgary

700 Centre Street South,  
Calgary, AB T2G 5P6

### Calgary Marriott Downtown

110 9th Avenue SE  
Calgary, AB T2G 5A6  
[marriott.com/YYCDT](http://marriott.com/YYCDT)

*Online links to hotel booking will open in February 2024.*

## Parking

The Calgary Telus Convention Center's central location means access to thousands of nearby parking spaces, many of which are covered or protected from the elements. Over 400 of them are in Lot 60, directly below the CTCC's north building, which also has EV charging stations.

<https://www.calgaryparking.com/findparking/lotlocations/lot60>

\*Parking rates subject to change by June 2024

## Social Events

Tickets for the Saturday night social evening will need to be purchased separately. Tickets will be available with the on-line Exhibitor Registration.

## Tourism Information

For tourist information, please visit Calgary Tourism [www.visitcalgary.com](http://www.visitcalgary.com)





# EXHIBIT HALL FLOOR PLAN

## Application for Booth Space

To apply for booth space, please follow the Exhibitor Application link:  
<https://pheedloop.com/exhibitor/contract/cvma24/apply/>

