



## SPONSOR & EXHIBITOR PROSPECTUS

**SEPTEMBER 26-30, 2007**  
**NEW ORLEANS MARRIOTT**

**13<sup>th</sup>**  
**International  
Veterinary Emergency &  
Critical Care Symposium**

*Join us in New Orleans...  
The future looks bright!*

# Welcome Back to New Orleans!

The International Veterinary Emergency and Critical Care Symposium (IVECCS) offers the highest-quality continuing education available at any national meeting and is attended by the world's most progressive practicing veterinarians, technicians and academicians.

IVECCS brings together innovative, technology-focused professionals searching for the latest advances in equipment, instruments, pharmaceuticals, and information management tools. It is the target group for our industry partners. The "Theme for IVECCS 2007" is *Emergency & Critical Care Pharmacology* which will emphasize advances in therapeutics for clinical patient care as well as the latest diagnostics and technology.

## The City of New Orleans

The most celebrated and historic core of the city – including the Faubourg Marigny, French Quarter, Central Business District, Warehouse and Arts District, Magazine Street, Garden District, Audubon Park and Zoo and St. Charles Avenue – not only remains intact, both physically and spiritually, but is thriving. The cultural riches, sensual indulgences and unparalleled service that define the New Orleans experience continue to flourish, as they have for centuries. Like the most gracious Southern hostess, New Orleans welcomes visitors with a genuine hospitality and singular flair. The city's intricate mélange of cultures creates a *chameleon* destination; with so many aspects to its character, the city can fulfill every agenda with equal enthusiasm.

## IVECCS Profile

- Jointly conducted by VECCS, the American College of Veterinary Emergency and Critical Care (ACVECC), and the Academy of Veterinary Emergency and Critical Care Technicians (AVECCT).
- VECCS membership is over 3,500, with an average growth of over 150 members each year.
- IVECCS is one of the most well-respected CE programs worldwide.
- This international symposium presents specialist-level information on surgery, internal medicine, anesthesia and nursing, as well as emergency medicine and critical care.
- Features over 125 of the profession's top speakers
- Intense, progressive, innovative, comprehensive and practical CE that SAVES LIVES!

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13th INTERNATIONAL VETERINARY EMERGENCY  
AND CRITICAL CARE SYMPOSIUM • 2007

## HEADQUARTER'S HOTEL

MARRIOTT RESERVATIONS  
555 Canal Street • New Orleans, LA 70130  
PH: 800/228-9290  
Alt. Ph: 504-581-1000  
<http://marriott.com/property/propertypage/MSYLA>

### RATES:

Single/Double: \$175/night  
Triple: \$195/night  
Quad: \$215/night

## TRAVEL SERVICE

For discounted airfares, rental cars, hotel reservations and other travel needs for IVECCS 2007, please contact AJ TRAVEL:

PH: 800-344-8456  
SANDRA@AJTRAVEL.COM



### BOOTH SPECIFICATIONS

- Booths spaces are 10'x10', 8'x10', or multiples.
- A limited number of 20x20 and 20x16 Island spaces (multiples of 4 spaces) are available.
- See specific Terms and Conditions with enclosed Space Contract.

### FEE SCHEDULE

- 10x10 – \$1,700/space
- 8x10 – \$1,500/space
- 20x20 island – \$6,800/space
- 16x20 island – \$6,000/space

*Previous IVECCS '06 Exhibitors may submit 50% deposit by February 12, 2007 to hold their space.*

*Full payment or a minimum deposit of 50% must accompany the IVECCS 2007 Exhibitor Space Contract.*

### CONTRACT FOR BOOTH SPACE

There will be limited booth space again this year for IVECCS '07 with a total of approximately 130 spaces available. Considering this, we urge you to reserve your space early. Acceptance of contracts and assignment of booth space will be based on:

- History of being previous IVECCS exhibitor
- Number of Corporate Honor Points accrued by the company
- Date contract is paid in full.

This will give priority to those industry partners who have been most supportive of IVECCS over the past years.

### BOOTH ASSIGNMENTS

Booths will be assigned approximately June 15, 2007, for all those exhibitors who have contracts paid in full. Assignments will be based on several factors, including:

- Exhibitor preferences (when feasible)
- Location of industry competitors.
- Overall exhibit hall flow (at the discretion of VECCS).
- Date of exhibit contracts returned and paid in full.

**SUBLETTING SPACE IS NOT ALLOWED.** Exhibitors may NOT re-assign or sublet their space or any part thereof; further, the company will not advertise or display goods for sale other than those normally manufactured or distributed in the regular course of business. Failure to comply with this directive will be grounds for removal from the exhibit hall and will jeopardize future contracts to exhibit at IVECCS. See Exhibitor Terms and Conditions for details.

### CORPORATE HONOR POINTS

Booth spaces are assigned as objectively as possible based on an exhibitor honor point system. Companies with the highest number of points are assigned first; those with the fewest points are assigned last. Companies earn and accumulate Corporate Honor Points by demonstrating support of VECCS and IVECCS in several different ways, to include:

#### Tenure as previous exhibitor

- Two (2) points/booth space for each year exhibiting at IVECCS.
- One (1) point for each year exhibiting at VECCS' Annual Meeting or Recreational CE Meeting.

#### Level of sponsorship for previous and current IVECCS events.

- One (1) to fifteen (15) points awarded for IVECCS sponsorships, depending on level (Bronze, Silver, Gold, Diamond, etc.).
- One (1) to five (5) points awarded for sponsoring events at VECCS Annual or Recreational CE meetings

#### Advertising

- One (1) point for every full-page 4-color advertisement in JVECC during the previous 12 months.
- One (1) point for every full-page 4-color advertisement in the IVECCS preliminary and/or final programs.

### INCLUSIONS

- Standard pipe, drape decorating, and sign with company name.
- Carpeted exhibit hall.
- Four (4) exhibit personnel badges per 10' x 10' or 8' x 10' booth.
- Virtual Trade Show, provided by IVECCS: Displays company contact information on VECCS website and links to company website.
- One (1) complimentary IVECCS 07 Proceedings on CD-ROM per booth.
- Complimentary admittance into General Scientific sessions.
- Lunch and refreshments for exhibitors.
- Company listing with name and description of products and services in the official IVECCS program.
- 24-hour exhibit hall security.
- Lead retrieval system available as exhibitor option.
- Receptions and refreshment breaks in the exhibit hall.
- Free mailing list of attendees (excel file) within 10 days of the meeting's conclusion. (Labels available for an additional charge.)

**Note: Electrical service is not included; order forms will be provided with the Exhibitor Service kit.**

### EXHIBITOR NO SHOWS

All exhibitors must have their booths set up and operational by 7:30 a.m. on Thursday, September 27, 2007. Companies not establishing and confirming their presence in their assigned exhibit space by this time will be considered "no shows." IVECCS reserves the right to immediately reallocate this unclaimed space to another company without recourse to the "no show" company.

### CANCELLATION POLICY

- Prior to March 1, 2007: \$100 administration fee retained.
- March 1 – June 1, 2007: 50% of contracted fee retained.
- After June 1, 2007: No refund of fees.

### SERVICE CONTRACTOR

#### FREEMAN EXPOSITION

*Laure Chachere, CMP*  
100 Elmwood Park Blvd.  
New Orleans, LA 70123

laure.chachere@freemanco.com

(ph) 504-731-1268

(fax) 504-731-1214

www.freemanco.com

**SERVICE KITS WILL BE SENT TO EXHIBITORS IN JUNE 2007.**

## WHY YOUR COMPANY SHOULD EXHIBIT AT IVECCS 2007?

- Survey indicated that 92% of IVECCS '06 Exhibitors expressed overall satisfaction with the meeting.
- Network with highly motivated, technology-oriented vets and techs.
- Attendees are product-savvy, knowledgeable young professionals.
- Decision makers and pace setters in the profession come to IVECCS.
- Great marketing opportunities with a very progressive group of attendees.
- Broad range CE program integrates all the clinical specialties and attracts quality, motivated practitioners.
- Large number of hands-on labs and small group sessions:
  - Utilize equipment/products from IVECCS exhibitors and sponsors.
  - Puts your products in attendees' hands.
- Regarded as one of the most exhibitor-friendly national meetings.
- Very favorable "exhibitor to attendee" ratio provides you with a marketing edge.

### IVECCS Attendees

- Jointly conducted by VECCS, the American College of Veterinary Emergency & Critical Care Academy, and the American Veterinary Emergency & Critical Care Technicians
- IVECCS 2006 total attendees ..... 2,900
- Total veterinarians, technicians and students ..... 2,242
- International attendees from 20 countries ..... 160

Over 1/3 of attendees are from 24-hour emergency/specialty/referral practices; 24% are from progressive general practices

- Progressive general practices ..... 24%
- Emergency/CC practices ..... 29%
- Academia and research ..... 12%

### IVECCS 2006 Attendee Survey Results

- Overall quality of program (Good to Excellent) ..... 98%
- Quality of IVECCS speakers (Good to Excellent) .. 98%
- Would recommend IVECCS to a colleague ..... 99%
- Will attend another IVECCS within two years ..... 96%
- Exhibitors rated IVECCS overall good/excellent ..... 92%

### 2006 ATTENDANCE BREAKDOWN

Veterinarians: .....	1,323
Technicians: .....	862
Students: .....	57
Guests: .....	322
Exhibitors: .....	350
<b>Total:</b>	<b>2,914</b>

## EXHIBIT HALL SCHEDULE

### WEDNESDAY, SEPTEMBER 26

Registration: 7 a.m. – 6 p.m.  
Move-in: 10 a.m. – 10 p.m.

### THURSDAY, SEPTEMBER 27

Registration: 7 a.m. – 6 p.m.  
Exhibit Hall Open: 10:15 a.m. – 5:40 p.m.

### FRIDAY, SEPTEMBER 28

Exhibit Hall Open: 9 a.m. – 1:30 p.m.  
Exhibit Hall Closed: 1:30 p.m. – 2:30 p.m.  
Exhibit Hall Open: 2:30 p.m. – 6:30 p.m.  
Happy Hour in Exhibit Hall 5:15 p.m. – 6:30 p.m.

### SATURDAY, SEPTEMBER 29

Exhibit Hall Open: 9 a.m. – 1:30 p.m.  
Exhibit Hall Closed: 1:30 p.m.  
Move-out: 1:30 p.m. – Midnight

*Note: Dismantling prior to the official exhibit hall closing time will result in loss of corporate honor points.*

## PRE-SYMPOSIUM TIMELINES

### • FEBRUARY 12, 2007

Deadline for previous (2006) IVECCS Exhibitor's deposit to hold their space.

### • MARCH 1 – JUNE 1, 2007

50% cancellation fee in effect.

### • MAY 15, 2007

Final payment must be received in full by this date to have booth assigned June 15th. All booth space contracts submitted after this date must be accompanied by full registration fee.

### • JUNE 1, 2007

100% cancellation fee in effect after this date.

### • JUNE 15, 2007

Booth assignments made for all those exhibiting companies who have contracts paid in full.

### • JULY 1, 2007

Deadline for submitting company descriptions for publication in the official IVECCS program.

### • AUGUST 10, 2007

Deadline for submitting list of personnel to receive exhibitor badges.

### IVECCS EVENT SPONSORSHIP

- Special recognition and visibility for you and your company as IVECCS Sponsor
- Recognition and sponsor benefits depend on sponsorship level: Diamond, Platinum, Gold, Silver, Bronze
- You receive special mention in the IVECCS program brochures
- Opportunity to network closely with leaders/influencers in the profession.
- Acknowledgement of sponsorship in JVECC before and after the symposium.
- Company name prominently displayed on signs in Registration Area, Exhibit Hall and meeting rooms.
- Special sponsor ribbons for IVECCS name badge.
- Discounted advertising rates in one (1) issue of JVECC.
- IVECCS 2007 attendee mailing list made available to sponsors.
- Attendees recognize and appreciate your interest in their specialty.



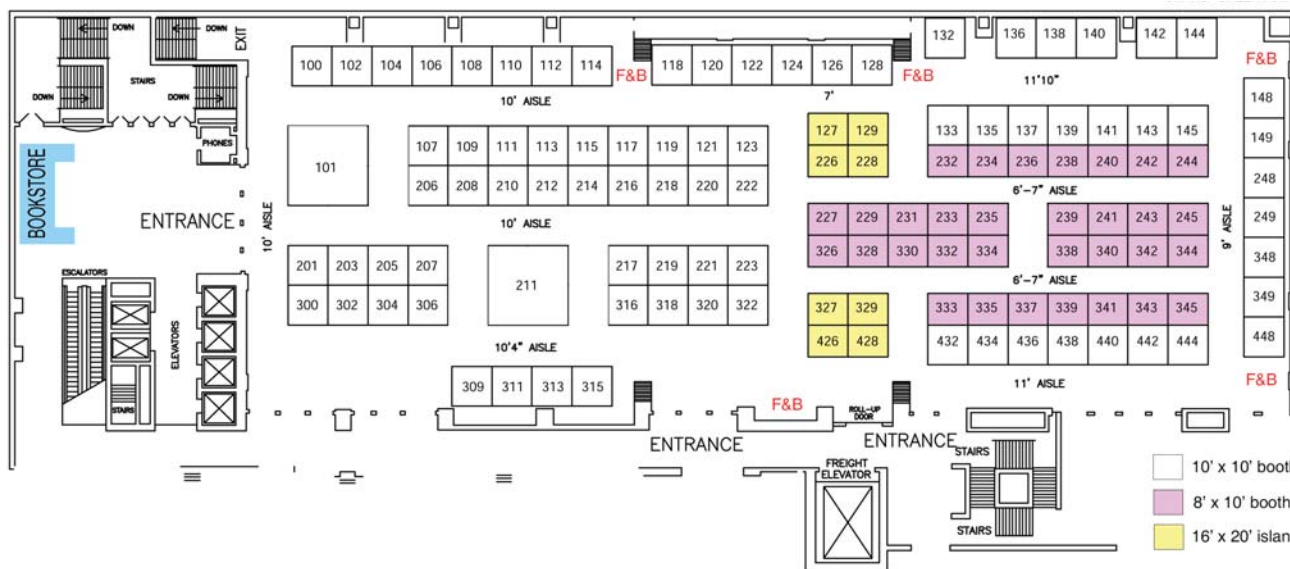
### DIRECT MAIL TO ATTENDEES

- Utilize the valuable tool of direct mail to a target group for your product line.
- Let them know the importance of you seeing them at IVECCS.
- Follow up on leads obtained at the meeting.
- Discounted Pre-meeting list (excel file) for exhibitors: \$150
- Pre-meeting and post-meeting attendee list provided to Gold and Diamond Level sponsors.

### ADVERTISING

- Receive discount for ads placed in either the September or December 2007 issue of JVECC, the authoritative Emergency/Critical Care publication distributed around the world.
- The IVECCS program has high visibility and will be sent to approximately 50,000 veterinarians. You can benefit from this visibility and let industry professionals know you will see them at IVECCS with your advanced line of products.

## IVECCS 2007 • SEPTEMBER 26-30 NEW ORLEANS MARRIOTT NEW ORLEANS, LOUISIANA



Please review the following sponsorship options, indicating your preferred options and level of support. A final Scientific Program schedule will be sent to you in a few weeks; however, if you know that you would like to sponsor specific program topics or speakers please advise us immediately and write them in now. VECCS will consider other sponsorship options based on your corporate interests and objectives.

The officers and staff of VECCS and the entire IVECCS team will do everything possible to ensure sponsoring companies and organizations derive maximum benefit in return for the support provided to our symposium. We are sincerely grateful for your commitment and generosity.

### PROCEEDINGS - BAGS - PROMOTIONS

- **Proceedings Book:** 1,500 copies of 1000-page IVECCS Proceedings book. Full-page advertising available on inside covers and outside back cover. *Cost: \$30,000 (partial sponsorships accepted).*
- **CD-ROM:** Symposium proceedings also made available on CD-ROM. *Cost: \$8,000*
- **Book Bags:** Very popular item. Approximately 2,300 bags with corporate and VECCS logos. *Cost: \$21,000*
- **Folio Note Pads:** Attractive folios with blank note pads. Corporate logo on cover and opportunity for promotional literature inside. *Cost: 2,300 folios @ \$3 – \$4 each*
- **Pocket Program:** Very handy resource. Extremely popular with attendees. Contains complete scientific program schedule, daily events and room locator guide. Exclusive company promotion. *Cost: \$7,000*
- **Bag Inserts:** Promotional items for all bags. Item required on site 10 days prior to symposium. *Cost: \$1200 per item*
- **Bag Tags:** Your logo and insert for registrant business card. *Cost: \$2,000*
- **Hotel Room Key Cards:** Display your company logo & product brand on room keys. *Cost: \$1,000 plus hotel charges*
- **Room Door Drops:** Get your message out first thing in the morning. *Cost: \$1000/drop*
- **Banners in Registration Area or Exhibit Hall:** Available to Diamond and Platinum level. *\$1000/ banner (plus installation charges)*
- **Meter Board Signs in Prefunction Areas:** Available to Gold Level and above sponsors. *Cost: \$500/sign (sign provided by sponsor)*

### SOCIAL EVENTS - RECEPTIONS

- **Opening Reception:** Fun-filled New Orleans style Opening Reception for all attendees. Generous food and beverage offerings. Approximately 2,200 attendees. *Cost: \$65,000 (Partial sponsorships: \$10,000)*
- **Speaker & Moderator Reception:** A special evening to reward our outstanding speakers, moderators and IVECCS Program Committee. Approximately 175 attendees. *Cost: \$15,000*
- **American College of Veterinary Emergency and Critical Care (ACVECC) Diplomat Dinner:** The world leaders in emergency and critical care medicine from academia and private practice (approximately 170 Diplomates) will attend. Great opportunity for networking. *Cost: \$14,500*
- **ACVECC Exam Candidate Reception:** For residents completing their certifying exam. Approximately 140 ACVECC Regents, Diplomates and Exam Candidates expected to attend. *Cost: \$8,000*
- **Academy of Veterinary Emergency and Critical Care Technicians (AVECCT) Pinning Ceremony & Reception:** AVECCT is the premier clinical certification organization and will recognize the most recent class of members. Unique opportunity to support this outstanding group and participate in the ceremony. Approximately 140 attendees. *Cost: \$7,500*
- **Student, Intern and Resident Reception:** Approximately 150 students, interns and residents will be expected. VECCS maintains a student chapter at every veterinary school in North America. *Cost: \$8,000*
- **International Attendee Reception:** Light reception for 150+ international registrants. Approximately 15 countries represented. *Cost: \$6000*
- **Speaker Ready Room & VIP Lounge:** Continental breakfast and refreshments for speakers and VIPs. Serves as a slide previewing and warm-up room for speakers. *Cost: \$2,000/day or \$7500 exclusive for 5 days*
- **Refreshment breaks:** Morning and afternoon refreshment breaks for all attendees (2,000+ attendees). Cost per break: \$3,000 – \$8,000 (depending on menu selections).
- **Happy Hour in Exhibit Hall:** Social hour (approx. 5:15-6:30 p.m.) in the exhibit hall Friday evening with beer, wine, soft drinks and munchies. *Cost: \$14,000*
- **Lunch in the Exhibit Hall:** Lunch coupons distributed to attendees Thursday, Friday and Saturday to encourage maximum lunchtime flow in the exhibit hall. High Recognition. *Cost: \$10,000/day*
- **Student Luncheon:** IVECCS is a favorite meeting for student leaders (approximately 100). *Cost: \$2,000*
- **ACVECC Business Luncheon:** ACVECC Diplomates meet for annual business meeting and working lunch. *Cost \$1500.*
- **Technician lunch:** IVECCS is one of the largest and most popular meetings for techs; over 800 attended in 2006. *Cost: approximately \$10,000/lunch (final cost determined by technician registration number)*



**SCIENTIFIC PROGRAM**

- **General Scientific Program:** Program draft will be available in early January for you to select the specific lectures, labs and course modules you would like to sponsor. *Cost: \$2,500/half day module; \$4,500/full day*
- **Multidisciplinary (Resident) Review Course:** A full-day series on Wednesday, prior to the general program. Comprehensive review, interactive, clinical resident-level lectures. Includes separate proceedings with logo and ad. *Cost: \$3,000/half day; \$5,000/full day*
- **Knowles Memorial Keynote Lecture & General Session:** Leading authority and world-renowned speaker on assessment and management of the critical patient will present this year's lecture. Special awards program will follow. *Cost: \$2,500*
- **Management Program:** Two days of lectures, workshops, panels on personnel, financial and facility issues facing new and established emergency/critical care and referral practices. *Cost: \$3,500/day or \$6,000/ days*
- **Technician Program:** IVECCS technician program draws over 800 of the most advanced techs in the profession. The program consists of a primary lecture track and two other tracks of workshops and lectures.
  - **Lecture Track:** Nine half-day modules of lectures covering a range of emergency/critical care topics and techniques, to include advanced nursing care, patient monitoring, nutrition, laboratory diagnostics and more. *Cost: \$15,000 for exclusive sponsorship of primary lecture program; or \$2,000 /half day; \$3,500/full day*
  - **Limited Enrollment sessions/labs/lectures:** Half-day lecture modules, techniques workshops and procedures labs. *Cost: \$2,000/half day*
- **Equine Emergency & Critical Care:** Three days on critical care for the adult equine and neonate. Presented by world's leading authorities on equine critical care medicine. *\$5,000 for exclusive sponsorship of primary lecture program; or \$1,500/half day; \$2,500/full day*
- **Small Animal Abstracts Program:** Two half-day sessions with basic and applied research findings presented; a \$500 cash award for the best resident abstract. *Cost: \$3,000/half day*
- **Equine Abstracts:** A half-day program presenting over 20 original papers and abstracts on equine emergency/CC. This is a rapidly growing segment of IVECCS. Cash award for best abstract. *Cost: \$1,000*
- **Case Reports:** Very popular series with real cases and practice tips presented by leading practitioners. Half-day program conducted the first day (Thursday). *Cost: \$2,500/half day*
- **Resident's Forum:** A 90 minute session conducted by residents for residents. Fast-paced, lively and advanced-level program. *Cost: \$1,000*
- **Daybreak Sessions:** Special topics presented at pre-meeting time of 7am; highlights advances and invites discussion on high interest clinical issues. Coffee break accompanies session. *Cost: \$1000*

**IVECCS SPONSORSHIP! EVERYONE BENEFITS**

**CATEGORIES OF SPONSORSHIP**

Diamond level .....	\$75,000 and greater
Platinum Level .....	\$50,000 - \$75,000
Gold Level .....	\$25,000 – \$50,000
Silver Level .....	\$10,000 – \$25,000
Bronze Level .....	< \$10,000

*We appreciate your support!*

**SPONSORSHIP CONTACT**

Gary Stamp, DVM, MS,  
DACVECC  
Executive Director, VECCS  
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**EXHIBITOR CONTACT**

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IVECCS Exhibits  
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**ADVERTISING CONTACT**

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IVECCS Program &  
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**IVECCS 2007 CONTACT INFORMATION**

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San Antonio, TX 78257

Ph: 210-698-5575  
Fax: 210-698-7138  
Email: info@veccs.org  
Website: www.veccs.org

## 2006 IVECCS SPONSORS

### DIAMOND LEVEL



**Animal Health**

### PLATINUM LEVEL



Hill's Pet Nutrition



### GOLD LEVEL



**Nestlé PURINA**

### SILVER LEVEL

BAYER  
BOEHRINGER INGELHEIM  
IDEXX  
NOVARTIS ANIMAL HEALTH  
VPI PET INSURANCE

### BRONZE LEVEL

ADDISON BIOLOGICAL LABORATORY, INC.	MILA INTERNATIONAL
ANIMAL BLOOD BANK	ROYAL CANIN
BLACKWELL SCIENCE	SHARN VETERINARY
CANINE HEALTH FOUNDATION	SOUND TECHNOLOGIES
DAN SCOTT & ASSOCIATES	VCA HOSPITALS
FORT DODGE	VDIC/LOGICRAD
HESKA CORPORATION	VETERINARY INFORMATION NETWORK
INFINITI MEDICAL	

## 2006 IVECCS EXHIBITORS

3M Animal Care Products	MediVet Products
Abaxis	Meds for Vets
Abbott Animal Health	Merial
Accutrend Lactate/Sports Resource Group	Midwest Animal Blood Services, Inc.
AccuVet Lasers	MILA International, Inc.
ACVIM	MWI Veterinary Supply
Addison Biological Laboratory, Inc.	Nestle Purina
AKC Canine Health Foundation	Nich Marketers, Inc.
ALOKA Ultrasound	Nova Biomedical
Andersen Products, Inc.	Novartis Animal Health US, Inc.
Animal Blood Bank, Inc.	Pet Ag, Inc.
Animal Intelligence Software, Inc.	Pet Poison Helpline
Arizant Healthcare	Pfizer Animal Health
ASPCA Animal Poison Control	Rauhaus Freedenfeld & Associates
AVMA PLIT	Ren-Lor Medical
Bayer Animal Health	Royal Canin Veterinary Diet
BDA Architecture / CMP, Inc.	Scil Animal Care Company
Blackwell Publishing	Sedecal USA
Boehringer Ingelheim VetMedica	Sharn Veterinary, Inc.
CapsuleNet	Shor-Line
CareCredit	Sneakers Software
Classic Medical Supply	Snyder Mfg. Company
Colonial Medical Supply Co.	Sound Technologies, Inc.
Dan Scott & Associates	Spectrum Surgical Instruments
Delta Scientific, A Henry Schein Co.	SurgiVet, a division of Smiths Medical PM, Inc.
Diagnostic Imaging Systems, Inc.	Synbiotics Corporation
DRE Medical	SYNTHES Vet
Drew Scientific	Teton New Media
DVM Solutions	ThermoCare, Inc.
Easterling Veterinary Supply a/k/a	Tristar Metals, Inc.
Southern Anesthesia and Surgical	TW Medical
Eklin Medical Systems, Inc.	Ty-Lift Enterprises
Elsevier	UltraSource
Equipment Outreach, Inc.	Universal Surgical Instruments
Fort Dodge Animal Health	Universal Ultrasound
Grady Medical Systems, Inc.	VCA Antech-VCA Animal Hospitals
Hallowell EMC	VDIC Telemedicine
Heska Corporation	Veterinary Pet Insurance
Hill Design Associates	Veterinary Practice Consultants
Hill's Pet Nutrition, Inc.	Veterinary Sales & Marketing
Horizon Veterinary Services, Inc.	Vetlab Supply
Idexx Laboratories	Vetronics
Infiniti Medical	VetSpecs
IntraVet	Vine Street Financial/BB&T
Jorgensen Laboratories	Vortech Pharmaceuticals
Matrix by Midmark	Webster Veterinary
Medfurbish	Welch Allyn, Inc.

*Join Us In New Orleans!*