



Sponsorship and Exhibition Opportunities

Crown Conference Centre,
Melbourne, VIC

19-21 October 2022



Emergence

2022 VBG Summit

[Book online here](#)

KNOWLEDGE



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Conference Secretariat

Kandy Musgrave
National Events Manager
Australian Veterinary Association
E: events@ava.com.au

About the AVA

The AVA is the peak national body representing the Australian veterinary profession, delivering a range of services and benefits to over 8,490 members.

For 100 years, we've represented Australian veterinarians nationwide. Providing our members with access to continuing professional development (CPD) of the highest calibre on the latest scientific thinking is a key focus of the AVA. Our CPD program planning begins up to two years in advance to ensure it includes veterinary science and business training that is interesting, relevant and accessible, so that we maintain a highly skilled veterinary workforce. Looking ahead we will embrace new technologies to proactively assist our members with more flexible and appropriate learning outcomes.

The Veterinary Business Group (VBG) offers an array of hands-on practical and inspirational continuing

professional development opportunities for the veterinary leaders of today and tomorrow.

Our growing member base includes; practice managers/owners, veterinarians, nurses, customer service teams, and colleagues working in industry with a vision to form a strong business community fit for today and the future.

At the VBG, we are committed to driving innovation and supporting businesses to function at their peak.

By aligning your brand with us, you are not only reaching your target audience through a highly respected association, you are helping to strengthen our education program and improve the goods and services our members offer to their clients.

For more information, visit

<https://www.ava.com.au/education-events/sponsor-exhibit/about/?eid=EV001329>

About the 2022 VBG Summit

The 2022 VBG Summit is a two-day conference and trade show focusing on effectively managing a veterinary practice in today's environment. It will dive into the day-to-day management issues across specialties as well as concentrating on overcoming barriers to growing and building a sustainable veterinary business into the future.

Our theme this year is "Emergence". 2020/2021 were years of novel challenges for veterinary businesses on many levels due to the COVID-19 pandemic. 2022 is the year that veterinary businesses emerge from the fallout to move forward and grow with renewed confidence and adaptability. Despite having restricted operating environments, most veterinary businesses have been busier than ever.

Our flagship event is tailored to suit all levels of experience within veterinary business – from those just starting out and needing to establish all the key skills and framework, to those that have significant experience and knowledge already but want to enhance their skill set further. Higher-level issues are discussed as well as the future outlook of the industry itself.

The VBG Summit is not your typical generic business conference as it brings together key decision makers of veterinary businesses within Australia to provide powerful insights into key matters influencing business today as well as emerging trends.

Partner with your current clients and network with potential new ones as we celebrate our future together as one Veterinary Business Group. I hope you'll join other industry colleagues and me in Melbourne at my favourite conference.

Moss Siddle, VBG Chair

Keeping You Safe

The AVA and Crown Melbourne are committed to keeping you safe.

Click here to view the **Crown Covid-19 Safety Plan** and **AVA Safety Plan**

NEW!

From your feedback we have added some additional value for all our participating VBG partners

- **Pre-dinner drinks in exhibition, Thursday 20 October** – talk to delegates before our annual dinner and awards evening
- **Passport competition** – delegates will receive a passport in their conference satchels, and are encouraged to visit as many trade stands as possible to get them stamped and win exhibitor prizes. You can still enter the competition without contributing a prize, but we recommend that you do.

Who will attend?

The 2022 VBG Summit will attract an extensive mix of decision-making professionals from all fields of the veterinary profession including:



Corporate employed veterinarians



Nurses



Graduating students



Academics



Corporate private veterinarians



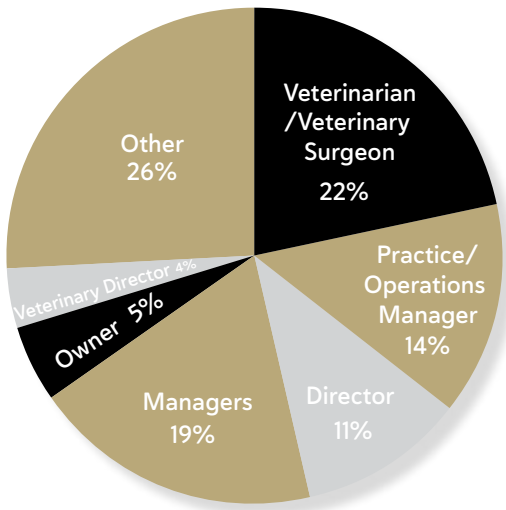
Practice owners / principals



Members of the industry



Why you should participate



What our delegates say

The VBG Summit brings together the leaders in veterinary business and is an incredible learning, networking and motivational forum

What our exhibitors say

We will definitely exhibit at VBG next year, it is a very informative summit for vet businesses and provides the opportunity for exhibitors to meet with and engage with decision makers in the veterinary industry



Brand alliance

Align your brand with cutting edge continuing professional development and innovation.



Brand exposure

Reach your target audience.



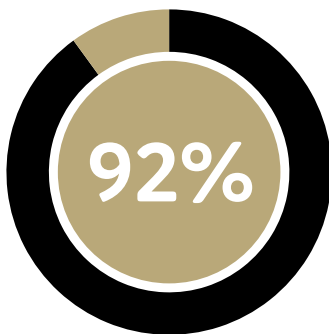
Personal contact

Meet face-to-face with your customers.

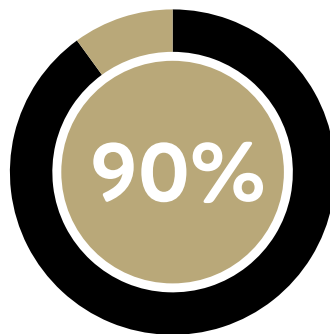


Product promotion

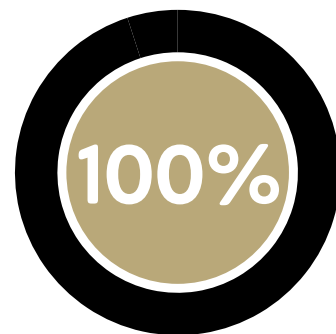
Showcase your products via our digital marketplace .



92% of exhibitors surveyed stated the conference helped to meet their objectives.



90% of exhibitor's rated the organisation of the exhibition good or great.



100% of exhibitors said they will or are considering exhibiting in 2022.

Source: 2019 VBG Summit exhibitor surveys

Keynote speakers



Peter Baines

Peter Baines OAM, developed his unique leadership style by leading international identification teams into Indonesia and Thailand following acts of terrorism and the 2004 South East Asian Tsunami. He went on to work in the counter terrorism area of Interpol, spent time with the United Nations Office of Drug and Crime and also worked in Saudi Arabia and Japan after natural disasters hit those countries. But it was his work in Thailand that brought the biggest change. After meeting the children left orphaned by the Tsunami, Peter felt compelled to act and founded an Australian charity called Hands Across the Water which has gone on to create opportunities for hundreds of children across Thailand. Today, Peter has a successful consulting business building engagement through corporate social responsibility and presents across the globe to major corporations and governments on Leadership. He is the author of two books, Hands Across the Water, and Doing Good by Doing Good which provides a blueprint for building experience led engagement programs with a focus on shared value. In January 2014, Peter Baines was recognised in the Australia Day honours with the awarding of the Order of Australia Medal for his International Humanitarian work. In 2016 he received the Most Admirable Order of Direkgunabhorn awarded by the King of Thailand for his devotional services to the Kingdom of Thailand.



Kirrily Dear

Kirrily Dear GAICD, FAIM

Say it can't be done and Kirrily will show you it can.

That's the mantra that drives her to achieve far beyond what others believe is possible.

When Kirrily started her first business, her ex-boss lectured Kirrily on her impending failure. She has recently celebrated its 20th anniversary.

As the media bickered about women on boards, Kirrily earned a directorship with the Australian Institute of Management - she was the youngest person appointed in 90 years to do so.

Kirrily defied history, one step at a time when she ran from Broken Hill to Sydney. The first woman on record to achieve 32 marathons in 19 days.

Kirrily Dear founded the charity, Run Against Violence, even though people said "Why bother? Family violence will never stop." It is now a global enterprise.

For more than 30 years she has redefined personal and cultural boundaries, living a life beyond what others believe is possible.

<https://www.kirrilydear.com/work-intro>

About the Venue

Crown Conference Centre is Crown's purpose built hotel conference facility, catering for large residential conferences, meetings, seminars, product launches, exhibitions and events in Melbourne. The exciting modern design provides the ideal backdrop for your conference, with natural light in breakout rooms, a flexible layout and with the latest in audio visual technology.

The VBG Summit will be situated on level 2 of the Crown Conference Centre, with lectures being held inside Conference Halls 1,2 & 3, and exhibition located on the ground floor in the Exhibition Hall.

Crown Conference Centre

Laura Sullivan | Event & Conference Manager

Crown Events and Conferences | 8 Whiteman Street Southbank 3006 VIC, Australia

Phone: +61 3 9292 8312 | Email: laura.sullivan2@crownmelbourne.com.au | Web: www.crownmelbourne.com.au



Accommodation

We have negotiated special conference accommodation rates through Ozaccom+. Details will be in the exhibitor manual.



Medallion Sponsorship Opportunities

Maximise your visibility to your target audience by investing in one of our medallion sponsorship packages, benefits begin now and continue post conference.

Platinum sponsorship - SOLD

Thank you to
Hill's Pet Nutrition



Inclusions:

- Acknowledgment as the 2022 VBG Platinum sponsor
- 12 square metres of exhibition space
- Preferential treatment regarding allocation of exhibition
- Four (4) full event registrations including event sessions and social events including VBG Awards Dinner
- Acknowledgement on selected printed material leading up to and during the conference
- Inclusion of your company logo on conference signage, including your logo in a prominent position on the sponsors' board during the conference
- Free entry in passport competition
- Signage in the lecture rooms (sponsor to supply)
- VBG website as a key sponsor together with your company name
- Prominent position of company signage throughout event registration area and trade exhibit entry
- One (1) full page advertisement in the conference handbook
- Three (3) articles in the VBG e-newsletters (month of your choice and content subject to VBG approval)
- Three (3) months of banner adverts in 2022 within the VBG digital newsletter including click through within editions of choice
- Three (3) Facebook advertisements on the VBG Facebook page at agreed times
- Speaking opportunity during the opening plenary session for three minutes
- Address delegates in a chosen session for five minutes
- Opportunity to include a branded notebook and pen in the event satchel (sponsor to provide)
- Additional value add: 6 delegate registrations for your clients



Gold sponsorship

\$20,438 incl. 10% GST

Inclusions:

- Acknowledgement as the 2022 VBG Gold sponsor
- 12 square metres of exhibition space to maximise your customer reach
- Preferential treatment regarding allocation of exhibition space
- Two (2) full event registrations including event sessions and social events including VBG Award Dinner
- Acknowledgement on selected printed material leading up to and during the conference
- Inclusion of your company logo on conference signage, including your logo in a prominent position on the sponsors' board during the conference
- Free entry in passport competition
- Company name and logo on VBG website as a key partner

Thank you Provet
& Guild Insurance



- Prominent position of company signage throughout event registration area and trade exhibit entry
- One (1) Half page advertisements in the conference handbook
- Three (3) articles in the VBG e-newsletters (month of your choice and content subject to VBG approval)
- Three (3) months of banner adverts in 2022 within the VBG digital newsletter including click through within editions of choice
- Three (3) Facebook advertisements on the VBG Facebook page at agreed times
- Address delegates in a chosen session for three minutes
- Additional value add: 4 delegate registrations for your clients

Silver sponsorship

\$13,920 incl. 10% GST

Limited opportunities

Inclusions:

- Acknowledgement as the 2022 VBG Silver sponsor
- 6 square metres of exhibition space in the industry exhibition
- Preferential treatment regarding allocation of exhibition space
- Two (2) full event registrations including event sessions and social events including VBG Award Dinner
- Acknowledgement on selected printed material leading up to and during the conference
- Inclusion of your company logo on conference signage, including your logo in a prominent position on the sponsors' board during the conference
- Free entry in passport competition
- Company name and logo on VBG website as a key partner
- One (1) Half page advertisements in the conference handbook
- One (1) articles in the VBG e-newsletters (month of your choice and content subject to VBG approval)
- One (1) month banner advert in 2022 within the VBG digital newsletter including click through within editions of choice
- Two (2) Facebook advertisement on the VBG Facebook page at agreed time
- Additional value add: 3 delegate registrations for your clients

Bronze sponsorship

\$7,618 incl. 10% GST

Limited opportunities

Inclusions:


- Acknowledgement as the 2022 VBG Bronze sponsor
- 6 square metres of exhibition space in the industry exhibition
- Preferential treatment regarding allocation of exhibition space
- Two (2) full event registration including event sessions, social events and VBG Awards Dinner
- Acknowledgement on selected printed material leading up to and during the conference
- Free entry in passport competition
- Inclusion of your company logo on conference signage, including your logo in a prominent position on the sponsors' board during the conference
- Company name and logo on VBG website as a key partner
- One (1) Quarter page advertisements in the conference handbook
- One (1) month banner advert in 2022 within the VBG digital newsletter including click through within editions of choice
- One (1) Facebook advertisement on the VBG Facebook page at agreed time
- Additional value add: 2 delegate registrations for your clients



Other Sponsorship Opportunities

Designed with flexibility in mind to help you achieve your specific objectives at the Summit and to help you think outside your stand and increase your visibility.

Coffee Cart	\$1,000 incl. 10% GST Expression of interest
<p>The smell of coffee in the morning is always a hit and a real draw card for delegates to visit your stand. This opportunity is available for one day hire only during catering breaks and is only suitable in specific areas within the exhibition space.</p>	
<p>Inclusions:</p> <ul style="list-style-type: none"> • Exclusive rights to serving barista coffee on your selected day • Acknowledgment as the Coffee Cart sponsor at event • Inclusion in the conference handbook exhibitor listing 	
<p><i>*Note: The coffee cart sponsor is also required to pay for the coffee on consumption, this will be invoiced post-conference.</i></p> <p><i>**Note: The coffee cart can only be situated in certain locations on the exhibition floor that have three phase power. Please contact the conference secretariat for more information</i></p>	


Welcome Drinks Wednesday 19 October Sold	Thank you  <small>AVA Platinum supporter</small> Greencross Vets
<p>Opportunity to partner with the VBG and sponsor the official conference welcome event which will be held inside the exhibition on Wednesday 6 October from 6.00pm – 8.00pm.</p>	
<p>Inclusions:</p> <ul style="list-style-type: none"> • Acknowledgement as the Welcome Drinks sponsor • Opportunity to display signage at the entrance to the exhibition and around catering stations • Opportunity to provide theming and entertainment during the Welcome Drinks, at sponsor's cost and subject to AVA approval • Opportunity to upgrade food and beverage package, at sponsor's cost • Opportunity to address the audience during the Welcome Drinks for a maximum of three (3) minutes • Acknowledgement on selected printed and digital advertising leading up to the summit 	

Breakfast Sponsorship	\$2,893 incl. 10% GST
<p>Thursday 20 October</p>	
<p>Inclusions:</p> <ul style="list-style-type: none"> • Company signage at the entrance to the room and included in the room (provided by sponsor) • Holding slide with logo during introduction of speaker • Acknowledgment by session chairperson • Opportunity for sponsor representative to attend sessions and welcome delegates as they enter • Opportunity for a hand out upon entry of one piece of marketing material provided in a selected session (250 pieces provided by sponsor) • Acknowledgment on selected conference marketing materials 	
<p><i>Note: Catering, room hire & audio-visual costs are in addition to the sponsorship amount</i></p>	

VBG Awards Dinner Sponsorship

\$11,825 incl. 10% GST

Sold

Thank you Vetpay 

Join us at the annual VBG Awards Dinner, one of the most popular events on the business events social calendar providing a great networking opportunity for all. Held on Thursday 20 October, we anticipate attendance of 200 guests.

Inclusions:

- Acknowledgement as the VBG Summit Award Dinner sponsor
- Opportunity to display signage throughout the room (sponsor to provide)
- Opportunity for theming or to provide entertainment during the VBG Summit Award Dinner (sponsor's cost and subject to AVA approval)
- Opportunity for wait staff to wear sponsor logo branded aprons (sponsor to provide)
- Two (2) complimentary VBG Awards tickets
- Two (2) registrations to attend sessions (day 2)
- Opportunity to have a dedicated sponsor VIP table
- Opportunity to provide either a guest gift to all attendees, a table piece or place setting (sponsor to provide)
- Opportunity to address the audience during the dinner for a maximum of five (5) minutes

Session Sponsorship

\$2,189 incl. 10% GST (per plenary)

Limited opportunities available

Profile your business to a dedicated audience at one of our panel discussions, HUB or day two sessions.

Inclusions:

- Holding slide with logo during introduction of speaker
- Acknowledgement by session chairperson
- Opportunity for sponsor representative to address the audience during the plenary session for a maximum of three (3) minutes
- Opportunity for three (3) sponsor representatives to attend a session
- Acknowledgement on selected conference marketing materials



Exhibition Opportunities

Exhibiting at the Summit gives you an excellent opportunity to engage face-to-face with your target market, demonstrate your products and services, establish a rapport and build relationships, all while raising your organisation's profile.

To ensure you have the maximum exposure to delegates, the following steps have been taken:

- Welcome drinks on Wednesday night will be held in the exhibition area
- Refreshment breaks including morning tea, lunch and afternoon tea, will be served in the industry exhibition area
- Pre-dinner drinks will be held in the exhibition area after close of sessions on Thursday
- Acknowledgment on selected printed material leading up to and during the conference, including the trade directory on the conference website and conference handbook.

Additional Registrations and Tickets

*Additional exhibitor registrations and social event tickets will be available to registered exhibitors; details will be included in the exhibitor manual which will be distributed prior to the conference.

Exhibition Services

An exhibitor's manual will be sent to participating exhibitors in the lead up to conference.

Trade stand only: 6sqm (3m x 2m) - \$4,153 incl. 10% GST

Inclusions:

- 6 square metres of exhibition space in the industry exhibition (3m x 2m)
- 2.5m high polished aluminum frame with white melamine infill panels (octanorm)
- Carpeted floor
- White corflute sign with vinyl lettering. Row booths have 1 fascia sign, corner booths have 2 fascia signs
- 2 x LED spotlights
- 1 x 4amp power point
- Inclusion in the conference handbook exhibitor listing
- Listing in the online trade directory
- Two (2) complimentary exhibitor registrations including attendance to lecture sessions and two (2) VBG Summit Award Dinner tickets
- All daily catering including morning tea, lunch and afternoon tea
- Free entry in passport competition

**VBG reserves the right to offer either a 3m x 3m, or a 3m x 2m exhibition stand each year dependent on exhibition space constraints at the venue.*

*there is a limit of 2 exhibition passes per exhibitor

Advertising Opportunities

Advertising in the 2022 VBG Summit Handbook

The A4 Conference Handbook is given to each delegate upon arrival and has become a keepsake and useful resource long after the conference has finished.

All advertisements must be approved by the Conference Secretariat prior to the conference and comply with AVA Policy.

Prices incl. GST	Exhibitor	Non-exhibitor
Full page	\$980	\$1,800
Half page	\$640	\$1,080
Quarter page	\$340	Unavailable

All branded merchandise must comply with AVA Policy.

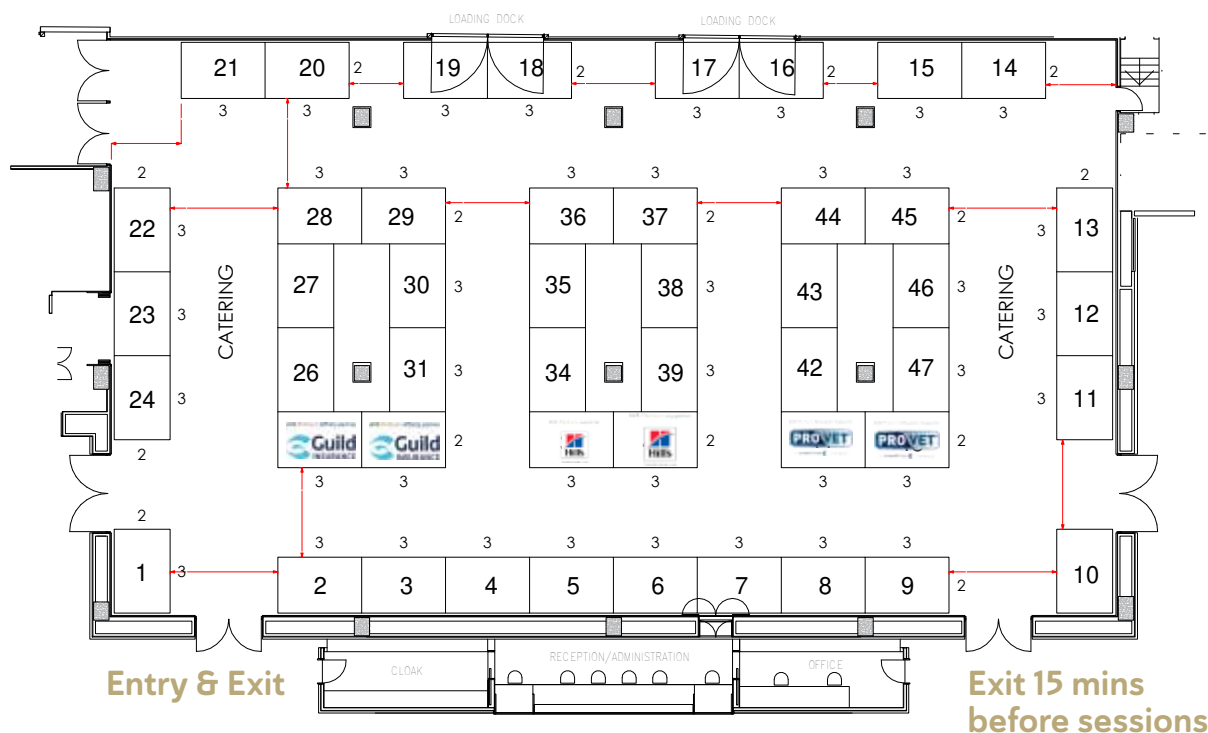
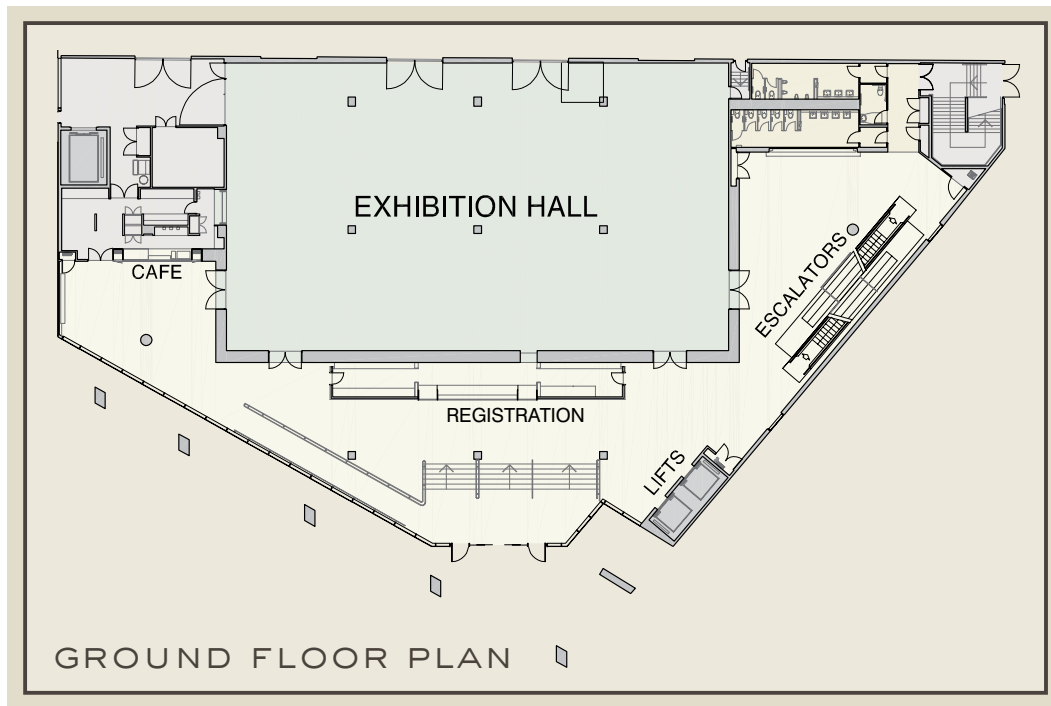
Working towards a sustainable conference.

In 2023 we work towards phasing out the conference satchel/bag. Our first step is we are no longer accepting paper satchel inserts from our conference partners and exhibitors. We understand that our conference partners and exhibitors may wish to gift delegates instead. Although we don't want to discourage companies from including their corporate promotional items, we do encourage that they consider providing an item with is either sustainable and/or biodegradable.



Exhibition Floor Plan

The exhibition will be in the Exhibition Hall on Ground Floor at the Crown Conference Centre. The exhibition will be the networking hub of the conference, giving delegates the opportunity for direct contact with sponsors and exhibitors alike. All refreshment breaks are held in the exhibition, which will also host the Exhibition Welcome Night on Wednesday and Pre-dinner drinks on Thursday night.



Additional 2022 opportunities

Contact: vbg@ava.com.au

2022 Webinar Series

\$1,293 incl. 10% GST

If you wish to showcase your business to a dedicated audience, our 2022 webinar series may be the right fit for you.

Webinars are on-line, live, and fully interactive. They are also recorded, giving our members the flexibility to watch them at convenient time, and providing you with additional exposure.

We are offering each webinar to one sponsor as a presenting partner.

Inclusions: Company logo on all email marketing pieces and speaker slides, with hyperlink to website of choice, acknowledgment of sponsorship by presenter, two complimentary registrations for your staff to participate in webinar.

Wednesday 24 August

How to manage clients who cannot afford veterinary care for their pets. *Debbie Osborne*

September (date TBA)

VETFEST online – Seven rules for successful veterinary change management. *Sue Crampton*

Wednesday 14 December

Technical review of cloud-based software management programs.



Business Bites

New in 2022

\$2,500 incl. 10% GST

Our morning networking meetings are hot off the press. These two hour discussion sessions aim to provide veterinary business professionals an opportunity to socialise over a light breakfast whilst discussing the latest hot topics relevant to veterinary business today.

Inclusions:

- Company branding on event marketing
- Acknowledgement as event sponsor
- Opportunity to present for ten minutes
- Two complimentary registrations for team members to participate
- 2022 Seminars are planned for Sydney, Melbourne and Brisbane



Draft Bump In and Out Schedule

Wednesday 19 October	
7:00am onwards	ExpoNet bump in/mark out
3:30pm - 5:30pm	Exhibitor bump in
6:00pm - 8:00pm	Exhibition opens for Welcome drinks event
Friday 21 October	
2:00pm	Lunch ends
2:15pm - 4:45pm	Exhibition bump out: Crown Melbourne
4:45pm - Midnight	ExpoNet pack down

Please note this schedule is a draft and is pending final approval by various stakeholders. A more accurate schedule will be provided in the exhibitor manual.

Booking and Stand Allocation Process

Bookings are to be submitted via the online booking form

<https://www.ava.com.au/education-events/sponsor-exhibit/about/?eid=EV001329>

Upon receipt of your booking you will be issued a confirmation email.

Stand allocations will be allocated in the following order:

1. AVA Corporate Supporters/industry partners
2. Companies wishing to sponsor the conference
3. Companies that have exhibited at prior VBG Summit's. Stands will be allocated on a first come, first served basis
4. All other companies wishing to exhibit at the conference. Stands will then be allocated on a first come, first served basis

Key Contacts

Conference Secretariat

Kandy Musgrave
National Events Manager
Australian Veterinary Association
Unit 40/6 Herbert Street
St Leonards NSW 2065
E: events@ava.com.au

Crown Conference Centre

Laura Sullivan
Event & Conference Executive
Crown Events and Conferences
8 Whiteman Street Southbank 3006 Melbourne
Phone: +61 3 9292 8312
Email: laura.sullivan2@crownmelbourne.com.au
Web: www.crownmelbourne.com.au

Money Matters

All amounts stated in this document are in Australian dollars and are inclusive of GST.

Conditions of Sponsorship and Exhibition Payment

A deposit of 50% of the total amount payable will be required 14 days from signing the enclosed booking form and to secure your sponsorship package preference. The outstanding balance must be received no later than Friday 29 July 2022.

International Exhibitors

International exhibitors are required to pay the total amount at time of booking.

Payment Methods

A tax invoice will be raised for payment, you can pay this via:

1. Direct bank transfer - please contact the Conference Secretariat for bank account details
2. Credit card – Visa and MasterCard accepted

Cancellation

1. Requests for cancellations must be submitted in writing
2. If cancellation is accepted, 50% of the contracted cost to exhibit will be retained
3. If cancellation occurs within two (2) months of the commencement of the exhibition, 100% of the contracted cost to exhibit will be retained
4. See the Terms and Conditions for more information

Please note that the details in this document are correct at

the time of printing and prices are subject to change. The Organising Committee does not accept responsibility for any changes that may occur.

Conditions of exhibition and sponsorship payment

- All amounts stated in this Prospectus are in Australian dollars and are inclusive of GST.
- An invoice for your stand and written confirmation of your entitlements will be sent to you upon receiving the completed Exhibition Booking form. Stand allocations may not be finalised at time of invoicing and will be advised via written confirmation once allocation has been completed.
- Stand allocation is based on sponsorship level, receipt of booking form, and history and positive involvement with the conference. The organisers will make every effort to place exhibitors in their preferred position, with due diligence given to the location and placement of products and services within the Industry Exhibition.
- A deposit of 50% of the total amount payable will be required upon the submission of your booking form to secure your sponsorship or exhibition package preference. The outstanding balance must be received no later than Friday 29 July 2022 and is non-refundable. Please note: International exhibitors are required to pay the total amount at time of booking.
- Additional exhibitor registrations and social event tickets will be available to purchase, details will be available in the Exhibitor Manual which will be distributed prior to the conference.
- Please forward evidence of your public liability coverage to the Conference Secretariat with the balance of monies owed no later Friday 29 July 2022. If not received the Conference Secretariat will charge the exhibitor an additional fee for this coverage.
- Please note that the details in this document are correct at the time of printing and prices are subject to change. The Organising Committee does not accept responsibility for any changes that may occur.

Booking Terms

The size and location of all logos included in conference collateral, on the conference website or conference signage will be at the discretion of the Conference Secretariat and will reflect the level of commercial support given.

There is to be no sale or promotion of products or services that conflict with AVA policy. Nor is there to be sale or promotion of any unregistered products unless an application for registration has been lodged with the APVMA and it is stated on the promotional material that the product is not registered, and an application has been lodged. The conference organisers have the right to remove any products from display that they feel are inappropriate without penalty. To view the current AVA policies, visit www.ava.com.au.

Policies

Competing Products and Services - Clause 41

The AVA reserves the right to refuse to enter into a contract, or to restrict the activity of a sponsor, exhibitor or advertiser, when in the view of the AVA the product, exhibits, images or advertising content will:

- Not comply with AVA policies and values.
- Not comply with the relevant Australian Standards or legislation
- Contravene contractual relationships with commercial partners that we are legally bound to including Credit card providers, Health/Professional Indemnity, Business Insurance and On-Line Vet Bookings
- Directly promote membership of a competing veterinary membership association to AVA members and potential members.

Privacy Policy

The Australian Veterinary Association Ltd (AVA) supports good privacy practice, and aims to manage personal information in an open and transparent way. Our policy sets out how the AVA aims to comply with the Privacy Act 1998 (Act) and the Australian Privacy Principles (APP's) which came into force on 12 March 2014. View AVA Privacy Policy or visit <https://www.ava.com.au/privacy-policy>.

The AVA takes photos of this event. By attending you give AVA permission to use images taken at the conference, as well as any written comments on our evaluation forms in our communications.

AVA Policy: Love is Blind



Breeds of dogs with exaggerated physical features in advertising

The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals.

Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'.

We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy across all advertising, and we ask that you make sure that all of your team involved in the exhibition are aware of our policy and the animal welfare issues involved.

What this policy means for conference advertising:

The AVA will not accept artwork displaying animal breeds with exaggerated physical features which are associated with adverse health and welfare outcomes. These breeds include:

Dog Breeds

- | | |
|--------------------|---------------------------------|
| • Affenpinscher | • Bullmastiff |
| • Basset hound | • Cane Corso |
| • Bloodhound | • Cavalier King Charles Spaniel |
| • Boston Terriers | • Chow Chow |
| • Boxer | • Corgies |
| • Brussels Griffon | • Dachshunds |
| • Bulldog | • Dogue de Bordeaux |

- English Toy Spaniel
- French Bulldog
- Japanese Chin
- Lhasa Apso
- Neapolitan Mastiff
- Pekingese
- Pug
- Shar-Pei
- Shih Tzu

Below we have provided example images of the most common breeds listed above.

We believe this is great opportunity for the AVA and our valued industry partners to demonstrate a partnership that promotes healthy dogs and contributes to a positive animal welfare outcome.

Please **click here** to read the full AVA 'Love is Blind' policy.

If you need more information please contact Meredith Flash, Head of Education; meredith.flash@ava.com.au or Melanie Latter, National Manager - Policy and Veterinary Science; melanie.latter@ava.com.au.

You can also visit www.loveisblind.org.au to learn more.



Terms and Conditions

The Contract

1. "Organiser" means The Australian Veterinary Association Ltd (ABN 63 008 522 852).
2. "Exhibitor" means the person, company or other legal entity identified as such in the Booking Form and its employees and agents.
3. A contract is formed between the Organiser and the Exhibitor when the Organiser accepts the Booking Form by issuing a written letter of confirmation to the Exhibitor. The Booking Form together with these Terms and Conditions constitute the "Contract" between the Organiser and the Exhibitor and any additional terms and conditions in any documentation or purchase order provided by the Exhibitor will

not form part of the Contract or be binding on the Organiser.

4. The Organiser may terminate the contract by notice in writing to the Exhibitor if the agreed deposit (as provided for in the Booking Form) is not received within 28 days of lodging the Booking Form. Additionally, the Organiser reserves the right to terminate the contract by notice in writing to the Exhibitor within 28 days of receipt of the Booking Form without penalty and will return any deposit received. Termination shall be effective on the termination date specified in the termination notice, or if no date is specified, then on the date of the termination notice.
5. The Organiser is not bound to accept any Booking Form and no binding contract is formed between the Exhibitor and the Organiser until the Organiser accepts the Booking Form in accordance with clause 3.

Obligations and rights of the Organiser

6. Any decision of the Organiser is final and no negotiation will be entered into on any question not covered in this contract.
7. The Organiser agrees to hold the exhibition however, it reserves the right (without penalty or liability):
 - (a) to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible;
 - (b) to shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open to visitors;
 - (c) to amend or alter the location of the exhibition; and
 - (d) to change the exhibition floor layout.
8. The Organiser will only exercise the rights in clause 7 if it is reasonably necessary to protect the legitimate business interests of the Organiser

- or to enable the Organiser to fulfil its legal obligations to third parties (including but not limited to, obligations to the lessor or manager of the venue at which the exhibition is to be held or to other exhibitors, sponsors or attendees) or in response to a Force Majeure Event. The Exhibitor undertakes to agree to any alterations made in exercise of the rights in clause 7.
9. The Organiser agrees to promote the exhibition to maximise participation. The Organiser does not however make any warranty that the venue of the exhibition or its facilities and equipment will be adequate or fit for display purposes or for any other intended use.
 10. Subject to clause 7, the Organiser will use reasonable endeavours to allocate the Exhibitor an exhibition space as close as possible to their desired location.
 11. The Organiser is responsible for the control of the exhibition area.
 12. The Organiser agrees to provide the Exhibitor with an Exhibitor Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor. The Exhibitor must comply with all requirements of the Exhibitor Manual. A failure to comply with the Exhibitor Manual shall be deemed to constitute a breach of this Contract.
 13. The Organiser has the right to take such action as is necessary (including such action as may be contemplated in the Exhibitor Manual) to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person/people or property and to maximise the commercial success of the exhibition.
 14. The Organiser may refuse without limitation to permit activity within the exhibition or may require the cessation of particular activities at their discretion.
 15. The Organiser reserves the right to specify heights of walls and coverings for display areas.
 16. The Organiser reserves the right to review the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition. Should this review indicate that, in the absolute discretion of the Organiser, the item is offensive or conflicts with the Organiser's policy the Organiser shall provide the Exhibitor with a verbal or written request to immediately remove the item from distribution at the exhibition. Failure to comply with this request shall constitute a breach of this Contract.
 17. The Organiser may determine the hours during which the Exhibitor has access to the exhibition venue for the purpose of setting up and dismantling.
 18. The Organiser reserves the right to refuse any person, including Exhibitor staff, representatives, visitors, contractors and/or agents, entry to the exhibition if they do not hold a purchased or complimentary entry card.
 19. The Organiser may in its discretion specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
 20. The Organiser may in its discretion specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The Exhibitor agrees to abide by these regulations.
 21. The Organiser will arrange security onsite during the period of the exhibition.
 22. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.
- ## Obligations and Rights of the Exhibitor
23. The Exhibitor must ensure that all accounts are finalised and paid by that date which is 78 days prior to the start date of the exhibition and that all payments are otherwise made strictly as required under the Booking Form or as otherwise required in this Contract.
 24. The Exhibitor must occupy their allocated exhibition space by the advertised opening time. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the exhibition for the duration of the exhibition or such lesser period determined by the Organiser. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
 25. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
 26. The Exhibitor must not carry onto the venue of the exhibition anything that is dangerous, noxious, offensive, illegal, immoral, or that is otherwise likely to harm any person, the venue or the reputation of the Organiser or its related entities.
 27. The Exhibitor must not include in their display animal breeds with exaggerated physical features which are associated with adverse health and welfare outcomes. These breeds include: Pugs, French Bull Dogs, Pekinese and other flat-faced breeds; breeds with dwarfism such as Dachshunds and Corgies; and breeds with excessive skin wrinkle such as Shar-peis. This applies to:

- Any form of advertising in print and digital AVA products
 - Exhibits at AVA conferences and events
 - Any other form of marketing undertaken under the AVA brand.
 - For more information read the AVA policy and visit www.loveisblind.org.au.
28. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition. The Exhibitor acknowledges that the Organiser makes no promise or warranty in connection with the commercial viability of the Exhibitor participating in the exhibition.
 29. The Exhibitor must comply with all directions/requests issued by the Organiser including those outlined in the Exhibitor manual.
 30. The Exhibitor must observe, perform and fulfil the requirements of any statute, regulation, by-law or local law including without limiting the generality of the foregoing, all statutes, regulations, by laws and local laws relating to health, safety, water supply, sewerage, fire protection and building requirements and any lawful requirement of the venue's lessor or manager.
 31. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
 32. The Exhibitor will not display an exhibit or behave in a way that would obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition space. The Exhibitor will abide

by any requests made by the Organiser to stop such activity and will abide by all other reasonable and lawful directions of the Organiser.

33. The Exhibitor agrees to engage the Organiser's preferred freight forwarder and to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged.
34. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

Compliance with Standards and AVA values

35. The Exhibitor and any part of the Exhibitor's exhibit, services, products or advertising displayed or offered for sale at the exhibition or in connection with the exhibition must:
 - (a) comply with the relevant Australian Standards or legislation;
 - (b) comply with the Organiser's policies and values (as displayed on the Organiser's website www.ava.com.au or as made known to the Exhibitor by the Organiser);
 - (c) not contravene contractual relationships with commercial partners that the Organiser is legally bound to including Credit card providers, Health/Professional Indemnity, Business Insurance and On-Line Vet Bookings;
 - (d) not bring the Organiser into disrepute;

(e) not interfere with the intellectual property rights of other Exhibitors; and

(f) not directly promote membership of a competing veterinary membership association to Organiser's members and potential members.

36. The Organiser reserves the right to refuse to enter into a contract, to terminate a contract or to restrict the activity of a sponsor, exhibitor or advertiser (without penalty), including the right to remove any product from display, when in the view of the Organiser, such product or display violates any matter specified in clause 35.

Stand services and construction and dismantling of stand

37. Instructions regarding storage will be outlined in the Exhibitor manual distributed prior to the exhibition. Under no circumstance are goods permitted to be stored in public access areas.
38. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for insurance, public liability and Occupational Health and Safety. Access will be denied without such documentation.
39. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to set up, or may be requested to cease building.

40. The Exhibitor is responsible for all items within their allocated exhibition space.
41. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser.
42. The Exhibitor must ensure the cleanliness and tidiness of their allocated space. The Exhibitor must make good any damage caused to any part of the venue of the exhibition or to any adjoining premises occasioned by misuse, abuse, or want of care on the part of the Exhibitor, its servants, agents, contractors or invitees or otherwise occasioned by any breach or default of the Exhibitor. At the end of the exhibition, or sooner if required by the Organiser in accordance with this Contract, the Exhibitor must vacate any display space allocated to it, remove all of the Exhibitor's property from the display space and leave it in the same condition as when it was first occupied by the Exhibitor. The Organiser will not be liable for any property left or abandoned at the venue of the exhibition and may remove and deal with any property of the Exhibitor not removed by the Exhibitor as it sees fit, at the cost of the Exhibitor.
- a reasonable period specified by the Organiser, the Organiser may terminate the Contract with immediate effect.
44. In the event of revocation, if the Exhibitor has already erected displays or other materials or constructions, the Organiser shall have the right to require the Exhibitor to remove such displays, materials and constructions forthwith without disruption to other exhibitors or, at the Organiser's discretion, to otherwise vacate such displays, materials and constructions for the duration of the exhibition or require their dismantling by the Exhibitor at the conclusion of the exhibition to remedy any breach.
45. In the event of termination or revocation in accordance with clause 43, the Exhibitor shall not be entitled to a refund of moneys already paid to the Organiser and shall immediately pay to the Organiser all the moneys then due and owing to the Organiser and the Organiser shall not be liable to the Exhibitor or any other person for any loss or damage in connection with the revocation, removal or vacation of the Exhibitor's display or termination of this Contract. The Exhibitor shall indemnify the Organiser for any third party claim brought against the Organiser in connection with the Exhibitor's breach of this Contract.
- suffered or sustained in or around the venue of the exhibition or otherwise in connection with the exhibition except to the extent of any negligence of the Organiser or its employees, contractors or agents. Without limiting this clause, the Organiser will not be liable for or responsible to the Exhibitor or any other party for; (a) interruption, failure or variation to the supply of services to the venue of the exhibition; (b) postponement, delay or interruption, suspension or termination of the exhibition from any cause whatsoever; (c) interference with any rights granted under this Contract directly or indirectly caused by or resulting from any matter, circumstance or cause beyond the control of the Organiser.
47. The Exhibitor must effect and maintain for the period of the exhibition policies of insurance for: (a) damage to or loss of the property of the Exhibitor and their employees, contractors and agents; (b) public liability, including death injury and loss of property of third parties, including the Organiser for an amount not less than \$10 million for any one occurrence; (c) work cover, workers compensation and employer's liability as required by law. The Exhibitor must provide certificates of currency for the policies (at the request of the Organiser) prior to taking up occupation of the allocated exhibition space.

Breach of Terms and Conditions by Exhibitor

43. In the event of any breach of this Contract, the Organiser shall be entitled to revoke any right to use the exhibition space granted to the Exhibitor until the breach is remedied. If the breach does not amount to a material breach, the Organiser will issue a warning to the Exhibitor. If the breach is a material breach and the Exhibitor fails to remedy the breach within

Insurance, Indemnity and Liability

46. The Exhibitor occupies the venue of the exhibition at its own risk. The Organiser will not be liable for, or responsible to, the Exhibitor or any other party for any loss arising howsoever whether for personal injury, loss of life, damage or loss of property, loss of business or economic loss which may be
48. The Exhibitor must indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, liabilities, and expenses, however they may arise and whoever may make them in connection with or arising out of the exhibition and/or this Contract to the extent that the loss was caused or contributed to by the Exhibitor, its employees, contractors, or agents, less any loss

that could have been reasonably mitigated by the Organiser.

Payment and termination

49. The Exhibitor must make payment of amounts due by the dates set out in this Contract (and clause 23 in particular). Should payment not be made by these dates the stand will be available for sale to another person or entity. All amounts paid will automatically be forfeited and no refund will be made. Exhibitor shall not occupy its allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
50. In exceptional circumstances the Organiser will consider Exhibitor termination; but only if the following conditions are complied with:
- (a) the request for termination is submitted in writing.
 - (b) the request is received at least six (6) months prior to the exhibition.
 - (c) the Organiser is able to re-let the terminated space in its entirety.
 - (d) Exhibitor is not in breach of this Contract.

If the Organiser, in its discretion, agrees to allow the Exhibitor to terminate, the Organiser will notify the Exhibitor in writing of this decision. Termination shall be effective on the date specified in the notice. In all other circumstance, the Contract will remain on foot.

51. The Exhibitor accepts that if termination occurs in accordance with clause 50 the Organiser will not be required to refund any amounts paid by the Exhibitor and if termination occurs prior to the payment of the deposit that the Exhibitor will be invoiced and required to pay this amount

within a period of 14 days from the date of the invoice. If termination occurs within the two (2) months prior to the commencement of the exhibition, 100% of the contracted price to exhibit will be payable to the Organiser (less any amounts already paid) and the Exhibitor will be invoiced and required to pay this amount within a period of 14 days from the date of the invoice.

52. The Exhibitor may terminate this Contract if the Organiser has committed a material breach and fails to remedy the breach within 14 days of written notice from the Exhibitor.

Force Majeure

53. Neither party will be liable for failure to perform any of its obligations under this Contract, including cancellation or postponement of the exhibition due to any events beyond its reasonable control and without fault, including but not limited to fire, flood, earthquake, elements of nature, acts of God, acts of government, pandemic, riot, civil disorder, rebellion, revolution or industrial disputes (Force Majeure Event).
54. If a Force Majeure Event is ongoing for more than 20 days, the Organiser at its discretion may terminate, postpone or suspend the exhibition or terminate this Contract without penalty.
55. Subject to clause 57, if a Force Majeure Event is ongoing for more than 40 days, the Exhibitor may terminate this Contract without penalty.
56. If a Force Majeure Event affects banking operations and this prevents the Exhibitor from paying any monies due to the Organiser, the Exhibitor's obligation to pay such monies will be delayed until banking operations resume normal functionality. Force

Majeure Events affecting the revenue or profitability of the Exhibitor will not excuse it from paying monies due under this Contract by the due date for payment.

57. If this Contract is terminated by the Organiser in accordance with clause 54, the Organiser shall be entitled to retain 50% of the deposit and shall refund to the Exhibitor all other payments received under this Contract. The Exhibitor acknowledges that the Organiser will have incurred costs associated with organising the exhibition and securing a venue and the Organiser's right to retain 50% of the deposit in these circumstances is a genuine pre-estimate of the loss suffered by the Organiser as a result of termination and is not a penalty. If the exhibition is postponed but this Contract is not terminated by the Organiser, the Organiser shall be entitled to retain 100% of the deposit. If this Contract is terminated by the Exhibitor in accordance with clause 55, the Organiser shall be entitled to retain 100% of the deposit. The Exhibitor acknowledges that the Organiser will have incurred costs associated with organising the exhibition and securing a venue and may suffer a loss of profits as a result of the Exhibitor's decision to terminate in circumstances where the Organiser has been prepared to continue to run the exhibition and the Organiser's right to retain 100% of the deposit in these circumstances is a genuine pre-estimate of the loss suffered by the Organiser as a result of termination and is not a penalty.

The Veterinary Business Group would like to thank our long-standing corporate supporters of the VBG Summit.



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