Loyalty exhibition bookings open 23 October 2018

Scientific Program | 6–9 May
Exhibition | 5–9 May
Workshops | 10 May

Book online: www.eiseverywhere.com/ava19book
conference.ava.com.au
Welcome

The 2019 AVA Annual Conference will be held at the Perth Convention and Exhibition Centre, 5-10 May. It is the largest veterinary conference in the region. Rotating around Australia’s capital cities, it attracts an average 1200 veterinary professionals including over 800 paid delegates on any given day and 110 exhibitors.

The AVA Annual Conference puts you in touch with the veterinary professionals and decision makers. We offer an array of sponsorship, exhibition and promotional opportunities at various levels and will work with you to create a package that fits your needs and budget.

The scientific committee is working on a program that will offer a stellar line-up of local and international speakers, and a mix of concurrent streams. You will also see the return of the VetEd talks and Poster Competition. There will be workshops and field trips where delegates can go more in depth on topics and a social program that is a very important element for the profession. You will have the opportunity to mingle with your customers in a relaxed atmosphere at the welcome reception and exhibition opening, happy hours and the conference gala dinner.

Our delegates tell us they learn from the exhibitors about the newest products and innovations from the companies that are contributing to the advancement of the profession and it is a very important part of the overall reason why they come.

Our delegates, sponsors and exhibitors tell us it is the one conference they can’t afford to miss.

The exhibition has sold out for the past 5 years and our exhibitors tell us not only do they meet their objectives, but it also provides an opportunity to engage with clients and to better understand the current demands of the veterinary industry.

Sponsorship opportunities are open now and exhibition bookings open in October 2018.

Delegate registration opens December 2018.

Hope to see you in Perth in 2019, 5-10 May!

About the Australian Veterinary Association (AVA)

The AVA is the peak national body representing the Australian veterinary profession, delivering a range of services and benefits to over 9,500 members.

For nearly 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.
Perth, Western Australia

Embrace the best of both worlds in Perth, where soft-sand beaches and scenic parks meet a thriving metropolis of small bars, creative restaurants and curated street art.

Nature and urban life exist in harmony in Perth, on Australia’s west coast. The locals soak up more sunny days than in any other Australian capital city, you can visit nearby Rottnest Island, walk in leafy Kings Park and tour Swan Valley vineyards. For local culture, wander the nearby city of Fremantle’s winding portside streets and Perth city centre’s museum and gallery precinct.

Regular flights to Perth depart from overseas, all state capitals and many regional locations, landing just 20 minutes from the central business district.

Perth Convention and Exhibition Centre (PCEC) is in the heart of the city of Perth and along the Swan River foreshore and provides easy access to the city’s hotels restaurants, bars, cafes, retail outlets and entertainment precincts. The inner city ‘CAT Bus’ transport system is right at the doorstep.

There are over 1600 hotel rooms within walking distance and we have arranged specially negotiated rates for delegates through Ozaccom+.

The AVA conference is kindly supported by:

21 Mounts Bay Road, Perth WA 6000
+61 8 9338 0300
www.pcec.com.au
Discover Perth - www.experienceperth.com
Discover Western Australia - www.westernaustralia.com.au
Why you can’t afford to miss the AVA Annual Conference

Many delegates come to the AVA Annual Conference eager to source products and services to help them in their day-to-day working lives, so it’s essential that you don’t miss out on your opportunity to have that face-to-face conversation with those key decision makers.

It is a great opportunity for sponsors and exhibitors to directly educate the veterinary professionals attending; this is the place for your organisation to establish new business relationships or build on existing ones.

Our sponsorship program goes beyond your stand through:

• **Brand alliance** – align your brand with cutting edge continuing professional development, technology and critical issues.

• **Brand exposure** – the AVA Annual Conference will be the largest veterinary gathering in Australia covering a range of veterinary science fields.

• **Meet face-to-face** with the decision makers and people with the buying power.

• You can **showcase your products** and services to your target audience where your target audience is keen to learn and receptive to new ideas.

• **Marketing toolkit** – we provide you with a toolkit to market your presence at the show which complements our own strategic marketing and promotional campaigns.

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What our 2018 delegates said about the AVA Annual Conference

- 86% of delegates ranked the AVA Annual conference good or great
- 82% ranked the exhibition good or great
- 80% of delegates re-connected with suppliers they already knew
- 73% learnt about new products and services
What our exhibitors say

- 98% of exhibitors have exhibited before
- 98% of exhibitors achieved their objectives
- 75% of exhibitors met their sponsorship objectives

Top reasons to exhibit according to exhibitors

- Increase brand awareness
- Generate new sales leads
- Maintain company profile/position

2018 AVA conference delegates by state

- 1% Tasmania
- 2% ACT
- 4% Western Australia
- 5% South Australia
- 20% Victoria
- 27% Queensland
- 41% New South Wales

2018 Stream interest

- History 1%
- Acupuncture 1%
- Conservation biology 2%
- Integrative 2%
- Industry 3%
- Wellness 3%
- Education 4%
- Public Health 4%
- Unusual Pets 4%
- Sheep, Goats, Camelid 5%
- Welfare 6%
- Equine 8%
- Cattle 8%
- Dental 8%
- Business 9%
- Behaviour 10%
- Small Animal 22%
Conference and Exhibition Marketing and Promotion

The AVA has over 9,500+ members and 6,000 non-member veterinary contacts from Australia, New Zealand and Asia Pacific providing an excellent opportunity to promote your organisation and/or products and services to your target audience of existing and potential new customers.

**Direct mail**

All AVA members receive a copy of the registration brochure.

**e-marketing**

Regular email blasts promoting the conference in VetVoice and VetEd Learning and Events gives you direct access to approximately 10,000 veterinarians and veterinary industry partners. It is the most widely-read industry publication, achieving a 34.2% open rate each month. Plus, there is a dedicated conference e-news and includes medallion partners news stories.

**Social media**

Strategic campaigns to AVA's social audience of 10,000+. Sponsored advertising to wider veterinary audience.

**Advertising**

AVA's publications include ASAV Companion, the Australian Equine Veterinarian, The Australian Cattle, and our flagship Australian Veterinary Journal which is distributed to approximately 6,000 veterinary industry professionals. Advertising also extends to industry publications and other special interest groups and external publications, providing you with excellent opportunities to extend your market reach.

**Website**

Promotion via www.ava.com.au and conference.ava.com.au which is the dedicated conference website and lists the sponsors and trade attending with direct links to your website or promotion.

**Promotion**

Target special interest group meetings and events.

**Media releases**

Articles distributed to key media and industry related journals.

**Mobile app**

Delegates will stay connected to the Conference through our dedicated mobile app, which also provides your brand with an added online presence throughout the event.

**Conference handbook**

All delegates will receive a copy of the conference handbook in their conference bag – a resource which delegates will continue to refer to throughout the event. All sponsors and exhibitors are given the opportunity to provide information about their company which includes their representative’s, contact details and a description of their products and services.

**Exhibitors marketing toolkit**

To help you promote your presence and brand at the conference, we equip you with a marketing toolkit that includes advertisements, banners, flyers and logos together with practical tips and tricks for maximising your investment and reaching your target group.

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**What our exhibitors say**

98% of exhibitors have exhibited before

98% of exhibitors achieved their objectives

75% of exhibitors met their sponsorship objectives
Partnership opportunities

Maximise your visibility for your target markets by becoming a conference partner. Our marketing will ensure that your profile is raised with the 9500+ AVA members and the profession.

You can choose one of our medallion partnership opportunities or talk to us about a tailored package to suit your needs. An early commitment will mean a greater exposure and a greater return on your investment.

If you book either a partnership or exhibition stand this year for both years you will receive:

**Guaranteed prize freeze for 2020**

**10% off the total investment**

**Terms and conditions**

A $500 non-refundable deposit paid at the time of booking is required.

Full payment for 2020 will be due in October 2019

Perth 2019: 5–10 May
Gold Coast 2020: 9–14 May

We value the support of our partners and by investing in a medallion partnership package, you will be awarded points that will contribute to stand allocation preference for the AVA Annual Conference for the next three years.

***AVA sponsor partner points***

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stand or floor space</td>
<td>54sqm</td>
<td>36sqm</td>
<td>18sqm</td>
<td>9sqm</td>
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<tr>
<td>Full conference registrations</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Conference eNewsletter articles</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Handbook advertisement</td>
<td>1 x full page</td>
<td>1 x full page</td>
<td>1 x 1/2 page</td>
<td>1 x 1/4 page</td>
</tr>
<tr>
<td>Gala Dinner</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Bag insert</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

For tailored packages please contact Kandy Musgrave, National Events Manager: email: events@ava.com.au or call + 61(02) 9431 5051.
Platinum partnerships
Only one opportunity – Sold – thank you Provet

- Acknowledgment as a Platinum sponsor.
- Entitlement to use the phrase “Platinum sponsor of the 2019 AVA Annual Conference”
- 54 square metres of exhibition space in the industry exhibition – either stand, or floor space only.
- Preferential treatment regarding allocation of exhibition space within the exhibition.
- 1 scientific stream sponsorship of your choice.
- 1 full page colour advertisement in the Conference Handbook.
- 2 conference related articles in the conference eNewsletter.
- 1 slot in the electronic noticeboard queue.
- Website package including placement of your logo on the conference website homepage.
- Listing in the online trade directory.
- Acknowledgment on selected printed matter 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.
- 10 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the Gala Dinner.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional material.
- Entry into free passport competition
- 1 x A4 bag insert (supplied by sponsor)

Gold partnership
Limited opportunities $36,650

- Acknowledgement as a Gold sponsor.
- Entitlement to use the phrase “Gold sponsor of the 2019 AVA Annual Conference”
- 36 square metres of exhibition space in the industry exhibition – either stand or floor space only.
- Preferential treatment regarding allocation of exhibition space within the exhibition.
- 6 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the Gala Dinner.
- Website package including placement of your logo on the conference website homepage.
- 2 conference related articles in the conference eNewsletter.
- 1 full page colour advertisement in the Conference Handbook.
- Acknowledgment on selected printed material leading up to and during the conference.
- Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.
- Entry into free passport competition
- 1 x A4 bag insert (supplied by sponsor)
Silver partnership
Limited opportunities $26,260

- Acknowledgment as a Silver sponsor.
- Entitlement to use the phrase “Silver sponsor of the 2019 AVA Annual Conference”
- 18 square metres of exhibition space in the industry exhibition – either stand or floor space only.
- Preferential treatment regarding allocation of exhibition space within the exhibition.
- 4 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the Gala Dinner.
- Website package including placement of your logo on the conference website homepage
- Listing in the online trade directory.
- 1 conference related article in the conference eNewsletter.
- 1 half page colour advertisement in the Conference Handbook.
- Acknowledgment on selected printed material leading up to and during the conference including the registration brochure and Conference Handbook.
- Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.
- Entry into free passport competition
- 1 x A4 bag insert (supplied by sponsor)

Bronze partnership
Limited opportunities $15,950

- Acknowledgment as a Bronze sponsor.
- Entitlement to use the phrase “Bronze sponsor of the 2019 AVA Annual Conference”
- 9 square metres of exhibition space in the industry exhibition – either stand or floor space only.
- Preferential treatment regarding allocation of exhibition space within the exhibition.
- 2 full exhibitor registrations to the conference, including attendance at scientific sessions, exhibition, welcome reception, happy hours and the Gala Dinner.
- Website package including placement of your logo on the conference website homepage and a free listing in the online trade directory.
- 1 conference related article in the conference eNewsletter.
- 1 quarter page colour advertisement in the Conference Handbook
- Acknowledgment on selected printed material leading up to and during the conference.
- Inclusion of your company logo on conference signage, including logo in a prominent position on the sponsors’ board during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.
- Entry into free passport competition
- 1 x A4 bag insert (supplied by sponsor)
Sponsorship opportunities - beyond your stand

Designed with flexibility in mind to help you achieve your specific objectives at the Annual Conference and to help you think outside your stand and increase your visibility. Preference is given to medallion sponsors and current exhibitors.

Onsite

**Scientific session sponsorship - Price on application**

**Limited opportunities** - The scientific program will be released in December.

Benefits:

- Signage at the entrance to the session and inside the session room (signage to be supplied by the sponsor)
- Acknowledgment by the session chairperson
- Logo on opening and closing session slide
- Opportunity to display promotional material inside the session stream room
- Opportunity for sponsor representative to attend sessions and welcome delegates as they enter the session
- Acknowledgment on selected printed material leading up to and during the conference
- Website package including placement of your logo on the conference website and a listing in the online trade directory
- Company logo on the conference handbook
- Opportunity to hand out 1 brochure as delegates enter the stream or include 1 satchel insert into the conference bags (no larger than A4)
- Conference logo for use on your promotional materials

**Conference Photo Booth**

**Price on application**

Embrace your playful side with the Social Media Photo Booth.

Provide a social media sharing station where delegates can print their photo booth pictures and send them to Facebook, Twitter, or to their email and create a big buzz!

Benefits include:

- Your logo included on each printed photo strip
- Recognition as the sponsor on the conference website, mobile app and selected printed material
- 4 exhibitor badges (does not include scientific sessions or social events)
- Possibility to display promotional materials at the photo booth stand (sponsor is responsible for design, production and delivery).

**Breakfast sessions**

**Four opportunities $6,900**

Sponsors and exhibitors only.

*(Sponsor pays catering, venue hire and audio-visual costs)*

Popular with delegates, the breakfast sessions provide sponsors with the opportunity to showcase their industry experts and create your own session.

180 recommended capacity.

**Exhibition floor tiles**

$500 each per square metre

Direct delegates to your stand or promote your marketing message on a customised floor tile. Placement to be determined.
‘Chill out’ lounges

36 square metres extra space to showcase your brand.

Existing exhibitors - $6,900 per lounge
Non-exhibitors - Price on application

Delight delegates with a place to network and chill out in the exhibition in the ‘Games Lounge’, the ‘Winning Post’ or ‘Cattle Capers’ or insert your brand name and come up with your own theme, games and fun things to do.

A great way to extend your brand past your stand and provide fun and interaction for delegates.

The sponsor is responsible for furniture and theming. Height restrictions of 1.2 metres.

Welcome reception and exhibition opening

One opportunity $4,500

The welcome reception and exhibition opening will be on Sunday 5 May 2019, 6.00pm-8.00pm.

• Naming rights to the welcome reception.
• Acknowledgment by the AVA National President.
• Opportunity to display signage at the entrance to the exhibition hall and around the catering stations. Signage must not block or cover other exhibitors’ displays or signage.
• Logo and sponsors messages displayed on television monitors during the welcome reception.
• Opportunity to upgrade food and beverage package, at sponsor’s cost.
• Opportunity for theming or to provide entertainment during the welcome reception, at sponsor’s cost.
• Opportunity for appropriately qualified representative to address the audience during the welcome reception for a maximum of 3 minutes.
• Acknowledgment on selected printed material leading up to and during the conference.
• Verbal acknowledgment (opportunities to be determined).
• Conference logo for use on your promotional materials.

Official Speakers’ Lounge

One opportunity - $2,500

Become the host of the Official Speakers’ Lounge which will welcome over 130 speakers. The lounge includes catering and work stations. Branded with your logo and promotional material, the lounge will be the exclusive networking spot for speakers before and after they go on stage.

Benefits include:

Opportunity to add branded stationary and promotional material in the room.

• Sponsors logo on signage and in the room
• Sponsor’s logo with hyperlink on the conference website.
• Opportunity to display sponsor’s logo on screensavers at each workstation.

Trade table centrepieces

$595 per day

Lunch tables are scattered throughout the exhibition and are central gathering/networking zones where participants meet each other to enjoy conference breaks and happy hours. As a company, you can sponsor the trade centrepieces and motivate participants to visit your stand.
Conference catering

Daily catering – morning tea, lunch, afternoon tea - $3,500 per day – Monday-Thursday

Happy Hours - $3,500 per happy hour – Monday-Wednesday

Catering is included and is served in the exhibition area.

- Naming rights to the nominated catering day/happy hour function.
- Opportunity to display signage at the entrance to the exhibition hall and around the catering stations. Signage must not block or cover other exhibitors’ displays or signage.
- Logo and sponsor’s messages displayed on television monitors during the happy hour.
- Opportunity to upgrade food and beverage package, at sponsor’s cost.
- Opportunity for theming or to provide entertainment during happy hour, at sponsor’s cost.
- Opportunity for appropriately qualified representative to address the audience during the happy hour for a maximum of 3 minutes.
- Acknowledgment on selected printed material leading up to and during the conference.
- Verbal acknowledgment (opportunities to be determined).
- Conference logo for use on your promotional materials.

Gala Dinner - Sold - Thank you Guild Insurance

One opportunity $17,995

Join us at Gala Dinner which will be held on the Thursday evening of the conference, attended by over 400 guests.

- Naming rights to Gala Dinner.
- Opportunity to display signage throughout the venue.
- Opportunity to have input into theming and entertainment.
- Option of wait staff to wear aprons with the sponsor logo (provided by sponsor).
- 2 complimentary Gala Dinner tickets.
- Opportunity to have dedicated sponsor VIP area.
- Opportunity to give guests a gift.
- Opportunity for appropriately qualified representative to address the audience during the night for a maximum of 3 minutes.
- Conference logo for use on your promotional materials.

Water coolers

Limited opportunities - $750 per cooler

Water coolers will be located throughout the exhibition and are visited countless times throughout the day. As a sponsor, your company logo, name or message can encourage delegates to visit your booth.

Sponsor to supply branding.
New product gallery

**Limited opportunities  $1,975**

Get noticed. Do you have a new product or service to launch? Then promote it on the new product gallery and direct delegates to your stand to find out more. The gallery will be displayed at the entry to the exhibition.

Exhibitor supplies artwork.
Dimensions: 970mm W x 2360mm H

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Product demonstration lounge

**NEW**

**$1,000 per lunchtime slot**

**3 opportunities per day–Monday-Thursday**

**15 minute lunchtime product demonstration**

If you have a new product to launch or want to demonstrate one of your existing products this is an ideal way to reach your audience.

Package includes a dedicated lounge area, pre and onsite promotion, scanned list of attendees to your session, TV monitor to play mp4 files, hand held microphone.
Exhibition opportunities

Exhibiting at the AVA Annual Conference 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:

- Reduced entry fee to the exhibition (9.30am-5.30pm) to drive non-delegates to visit the exhibition.
- Refreshment breaks including morning tea, lunch and afternoon tea, will be served in the industry exhibition area.
- Happy hour drinks will be held in the exhibition area after close of sessions on Monday, Tuesday and Wednesday.
- Acknowledgment on selected printed material leading up to and during the conference, including the trade directory on the conference website, Conference Handbook and mobile app.
Exhibition-only packages

3 m x 3 m (9 square metres) stand | $6,900 (incl.10% GST) per stand

- 2.4 m high black Corinthian Velcro compatible walls
- Charcoal colour carpeted floor.
- White corflute sign with vinyl lettering. Row booths have 1 fascia sign, corner booths have 2 fascia signs.
- 2 x 150 watt adjustable spotlights installed behind the fascia.
- 1 x 4 amp power point.
  - 2 exhibitor registrations including scientific sessions
  - Free entry in passport competition.
  - Daily catering.
  - Happy hour drinks.
  - 2 x Gala Dinner tickets (exhibitors must book tickets for this event).
  - Inclusion in the website trade directory and smartphone app.
  - Inclusion in the conference handbook
  - 1 conference bag.
2 m x 2 m (4 square metres) stand | $3,995 (incl. 10% GST) per stand
There is a limit of one stand per exhibitor for these stands.

- 2.4 m high black Corinthian Velcro compatible walls
- Onyx (light grey) carpeted floor.
- White PVC sign with lettering. Row booths have 1 fascia sign, corner booths have 2 fascia signs.
- 1 x 150 watt adjustable spotlights installed behind the fascia.
- 1 x 4 amp power point.
  - 1 exhibitor registration including scientific sessions.
  - Free entry in passport competition.
  - Daily catering.
  - Happy hour drinks.
  - 1 x Gala Dinner ticket (exhibitors must book tickets for this event).
  - Inclusion in the website trade directory and smartphone app.
  - Inclusion in the Conference Handbook.
  - 1 conference bag.

Additional exhibitor weekly and daily exhibition registrations may be purchased, which include or exclude scientific sessions. Details will be available in the exhibitors’ manual.

**Custom stands**

Custom stands include carpeted floor space only. Lighting and power are not supplied. Please note that all designs for custom stands must be submitted to the organiser and venue for approval.

A height restriction of 4.5 m applies.

**Passport competition - free for all exhibitors**

Contribute a prize to the passport competition and drive delegates to your stand to get their passports stamped so they can go into the prize draw.

**Exhibition services**

An exhibitor’s manual will be sent to participating exhibitors along with information about registering for the conference.
Exhibition information

Venue floor plans

Exhibition – Pavilions 1 & 2

Sessions & Meeting Rooms
Exhibition floor plan

The floor plan is correct at the time of printing; however, the organisers retain the right to alter the layout if necessary and these changes may occur without notice.

The exhibition will be in pavilions 1 and 2. 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 also incorporates ‘chill out’ lounges and the AVA wellness centre.

Stands 136–155 (2m x 2m). Limit 1 stand per exhibitor.

Stand 153 – community stand.

Exit doors will open 15 minutes after breaks begin.
## Bump in and out information

<table>
<thead>
<tr>
<th>Set up exhibition</th>
<th>Saturday 4 May</th>
<th>6.00am-11.59pm</th>
<th>PerthExpo</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Move In</strong></td>
<td>Saturday 4 May</td>
<td>10.00am</td>
<td>Custom stand builders only</td>
</tr>
<tr>
<td></td>
<td>Sunday 5 May</td>
<td>10.00am-5.00pm</td>
<td>Exhibitor bump in</td>
</tr>
<tr>
<td><strong>Exhibition opening hours</strong></td>
<td>Sunday 5 May</td>
<td>6.00pm-8.00pm</td>
<td>Welcome reception and exhibition opening</td>
</tr>
<tr>
<td></td>
<td>Monday 6 May</td>
<td>9.30am-7.00pm</td>
<td>Exhibitor access – 9.00am</td>
</tr>
<tr>
<td></td>
<td>Tuesday 7 May</td>
<td>9.30am-7.00pm</td>
<td>Exhibitor access – 9.00am</td>
</tr>
<tr>
<td></td>
<td>Wednesday 8 May</td>
<td>9.30am-7.00pm</td>
<td>Exhibitor access – 9.00am</td>
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<tr>
<td></td>
<td>Thursday 9 May</td>
<td>9.30am-2.00pm</td>
<td>Exhibitor access – 9.00am</td>
</tr>
<tr>
<td><strong>Dismantling/Move Out</strong></td>
<td>Thursday 9 May</td>
<td>2.00pm</td>
<td>Exhibitor Bump Out</td>
</tr>
<tr>
<td></td>
<td>Thursday 9 May</td>
<td>3.00pm-11.59pm</td>
<td>Stand dismantling</td>
</tr>
</tbody>
</table>
# Advertising opportunities

## Conference proceedings on USB

**One opportunity $6,975**  
*or joint sponsorship will be considered*

All delegates will receive a conference proceedings USB containing papers for all scientific sessions. This is an ongoing resource for delegates in their practice.

- Logo and acknowledgment printed on USB.
- Conference logo for use on your promotional materials.
- Acknowledgment on selected printed material leading up to and during the conference.
- Inclusion of your logo on conference signage, including sponsors’ board during the conference.
- Website package including placement of your logo on the conference website and a listing in the online trade directory.

## Conference Handbook

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

## Mobile app

Delegates can download the official AVA Annual Conference mobile app and stay up-to-date with the latest conference information.

## Tradeshow directory

The conference website attracts 29,000 unique users with 74% from Australia which is an 8% increase from last year.

## Electronic noticeboard

Highlight your special offer or new products in one of 10 rotating 5-minute slots on a 140 cm LCD screen right in the field of vision as delegates enter the exhibition. You can choose from a static message or a 5-minute video. It’s a perfect complement to the professional spruiker if you want to promote a special giveaway or new product.

## Pens and merchandising

**Limited opportunities $1,890**  
*(Sponsor pays production cost)*

Branding delegate accessories such as a notepad, pen or water bottle with your company logo ensures ongoing promotion of your brand as delegates will keep and continue to use these items after the conference. Items can either be sourced by the sponsoring company or by the AVA. The style and design are to be approved by the AVA prior to production.

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Highlight your special offer or new products in one of 10 rotating 5-minute slots on a 140 cm LCD screen right in the field of vision as delegates enter the exhibition. You can choose from a static message or a 5-minute video. It’s a perfect complement to the professional spruiker if you want to promote a special giveaway or new product.

**Bag inserts**

All delegates will receive a delegate pack upon arrival at the conference. The AVA Annual Conference organising committee must approve the size and content of bag inserts prior to the conference. All inserts must comply with AVA Policy.
### Advertising

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Size</th>
<th>Exhibitor (incl. GST)</th>
<th>Non-exhibitor (incl. GST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Handbook</td>
<td>Full page colour</td>
<td>$2,025</td>
<td>$4,045</td>
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<tr>
<td>Conference Handbook</td>
<td>Full page colour inside back cover</td>
<td>$2,560</td>
<td>$5,125</td>
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<tr>
<td>Conference Handbook</td>
<td>Full page outside back cover</td>
<td>$2,840</td>
<td>$5,680</td>
</tr>
<tr>
<td>Conference Handbook</td>
<td>Half page colour</td>
<td>$1,320</td>
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<td>Electronic Noticeboard</td>
<td>5-minute slot</td>
<td>$1,500</td>
<td>$3,150</td>
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<tr>
<td>Mobile app</td>
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</tr>
<tr>
<td>Bag inserts</td>
<td></td>
<td>$2,025</td>
<td>$4,045</td>
</tr>
</tbody>
</table>

### How to book

**Sponsorship - contact Kandy Musgrave, events@ava.com.au**  
or call + 61 2 9431 5051  
**Book online: www.eiseverywhere.com/ava19book**

### What next?

Applications for exhibition space will be allocated in the following order:

1. AVA corporate supporters/industry partners.
2. Companies wishing to sponsor the conference.
3. Companies with loyalty points and who have exhibited at three or more consecutive AVA Annual Conferences.
4. Companies that have exhibited at three or more consecutive AVA Annual Conferences:
   - Online contract/booking form to be submitted by 1.00pm AEDT on Tuesday 23 October 2018. Space will be allocated on a first come, first served basis.
5. Companies that have not exhibited at the last three AVA Annual Conferences:
   - Online contract/booking form to be submitted by 1.00pm on Thursday 25 October 2018. Space will be allocated on a first come, first served basis.

6. Stands allocation will commence in December and companies that have not paid their deposit will not receive their stand allocation until payment is received.

Please complete the enclosed contract/booking form specifying your preferred sponsorship items and exhibition location, and return it to the AVA on the relevant date, as specified above. Upon receipt of your application form, you will be issued with a written letter of confirmation stating your sponsorship entitlements.

Please forward evidence of your public liability coverage to the Conference Secretariat with the balance of monies owed no later than 23 February 2019. If not received, the Conference Secretariat will charge the exhibitor an additional fee for this coverage.
Money matters

Conditions of sponsorship 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 22 February 2019.

Payment methods
1. Tax invoice – an invoice will be raised for payment.
2. Direct bank transfer – please contact the Conference Secretariat for bank account details.
3. Company cheque.
4. Credit card – Visa, MasterCard and Diners 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.

Conditions of exhibition payment
A deposit of 50% of the total amount payable will be due 14 days after signing the enclosed booking form and to secure your preferred location. The outstanding balance must be received no later than 22 February 2019.

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

AVA team

Conference Secretariat
Kandy Musgrave
National Events Manager
Australian Veterinary Association Ltd.
Unit 40, 6 Herbert Street, St Leonards NSW 2065
T. +61 (02) 9431 5051
F. +61 (02) 02 9437 9068
E. events@ava.com.au
Website: conference.ava.com.au
ABN: 63 008 522 852

AVA Conference Exhibition Coordinator
Lucy Rhodes
Senior Events Coordinator
T: +61 (02) 9431 5065
E: events@ava.com.au

PerthExpo

PERTHEXPO is pleased to be the official contractor for the AVA Annual Conference. To make the most of your Exhibition experience, they offer custom stand upgrades, audio visual equipment, electrical options, graphics and signage services, along with a vast range of furniture.

Their custom displays division can assist you in the design, manufacture and installation of all custom-built displays and exhibits.

Grace Cheng
Phone: +61 8 9475 2049
Email: gracecheng@perthexpo.com.au
www.perthexpohire.com.au
Conditions of sponsorship and exhibition

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

Support AVA in removing brachycephalic breeds from 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 at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved.

If you need more information please contact Melanie Latter, melanie.latter@ava.com.au. You can also visit www.loveisblind.org.au to learn more.

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.

Read the AVA policy

Watch the video

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 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.
Terms and conditions

The Contract

1. The term “Organiser” refers to The Australian Veterinary Association Ltd (ABN 63 008 522 852).
2. The term “Exhibitor” (as identified in the Booking Form or other written request for exhibition space) means any person, firm, company or other entity and its employees and agents.
3. A contract is formed between the Organiser and the Exhibitor when the Organiser accepts the Booking Form and issues a written letter of confirmation to the Exhibitor. The Booking Form and any payment obligation contained therein form part of these Terms and Conditions, such that a breach of the Booking Form shall constitute a breach of these Terms and Conditions.
4. The Organiser may cancel the contract at its discretion 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 cancel the contract by returning the deposit within 28 days of receipt of the Booking Form.
5. The Organiser reserves the right in its absolute discretion to refuse any Booking Form or prohibit any Exhibitor from participation without assigning a reason for such refusal or prohibition. Obligations and Rights of the Organiser.

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 to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible, utilising the right only when circumstances necessitate such action, and without any liability to the Organiser.
8. 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.
9. The Organiser agrees to allocate the Exhibitor an exhibition space as close as possible to their desired location.
10. The Organiser reserves the right (without penalty) in unforeseen circumstances to amend or alter the exact site of the location of the stand and the Organiser undertakes to agree to any alteration to the site or the space re-allocated by the Organiser.
11. The Organiser reserves the right (without penalty) to change the exhibition floor layout if necessary.
12. The Organiser is responsible for the control of the exhibition area.
13. The Organiser may in its discretion (and without penalty) shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open to visitors.
14. 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 these Terms and Conditions.
15. 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.
16. The Organiser may refuse without limitation to permit activity within the exhibition or may require the cessation of particular activities at their discretion.
17. The Organiser reserves the right (without penalty) to remove any products from display that, in its discretion it considers to be inappropriate.
18. The Organiser reserves the right to specify heights of walls and coverings for display areas.
19. 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 AVA 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 these Terms and Conditions.
20. The Organiser may determine the hours during which the Exhibitor has access to the exhibition venue for the purpose of setting up and dismantling.
21. 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.
22. The Organiser may in its discretion specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
23. 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.
24. The Organiser will arrange security onsite during the period of the exhibition.
25. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

Obligations and Rights of the Exhibitor

26. 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 otherwise required in these Terms and Conditions.
27. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
28. 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 the reputation of the Organiser or its related entities.
29. The Exhibitor agrees to abide by these regulations.
30. The Exhibitor will 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.
31. 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 these Terms and Conditions, 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.
32. The Exhibitor will not display an exhibit in such a manner as to obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition space.
33. 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.
34. The Exhibitor is responsible for all items within their allocated exhibition space.
35. 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.

36. 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.

37. 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.

38. The Exhibitor agrees to abide by requests made by the Organiser to stop any activity that may cause annoyance to others in the exhibition.

39. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

40. The Exhibitor agrees to not sell, display or promote products or services that conflict with the policies of the Organiser, and accepts that the Organiser has the right to remove any product from display that the Organiser determines conflicts with those policies, without penalty. The policies of the Organiser and shall be those which are presented on the websites of these organisations, or are those to which other written directions or guidance are provided by the Organiser.

Competing Products and Services

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.

Stand services and construction

42. 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.

Stand services and construction

43. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electronics, telecommunications 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.

Breach of Terms and Conditions by Exhibitor

44. In the event of any breach or any other contravention of any of these Terms and Conditions, the Organiser shall be entitled to immediately revoke any right to use the exhibition space granted to the Exhibitor. In the event of such 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 dismantling by the Exhibitor at the conclusion of the exhibition. In either event, the Exhibitor shall not be entitled to a refund of moneys already paid to the Organiser and shall immediately pay to the Exhibitor all the moneys then due and owing to the Organiser. The Organiser shall not be liable to the Exhibitor or any other person for any loss or damage in connection with the removal or vacation, as the case may be, of the Exhibitor’s display. The Exhibitor shall indemnify the Organiser for any loss or damage suffered by any other person as a result of the Exhibitor’s conduct referred to above and the consequences thereof.

Insurance, Indemnity and Liability

45. 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 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, cancellation, 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 Exhibitor.

46. 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 employers 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.

47. 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 or caused or contributed to by the negligence of the Exhibitor, its employees, contractors, or agents.

Payment and cancellation

48. The Exhibitor must make payment of amounts due by the dates set out in these Terms and Conditions (and clause 26 in particular). Should payment not be made by these dates the stand will be available for sale to another person or entity. All deposits paid will automatically be forfeited and no refund will be made. No exhibitor shall occupy allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.

49. 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. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.

50. In exceptional circumstances the Organiser will consider Exhibitor cancellation; but only if the following conditions are complied with:

- The request for cancellation is submitted in writing.
- The request is received at least six (6) months prior to the exhibition.
- The Organiser is able to re-let the cancelled space in its entirety.
- The reason for the cancellation is, in the opinion of the Organiser well founded. (and does not include bankruptcy, liquidation, receivership or similar event).
- The Organiser confirms acceptance of the cancellation in writing.
- All monies due under these Terms and Conditions have been paid in full.

51. The Exhibitor accepts that if cancellation occurs prior to the payment of the deposit that the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice. If cancellation occurs within two (2) months of 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 28 days from the date of the invoice.
The nation’s premier veterinary conference

International speakers
Multiple streams
VetEd talks and poster competition
AVA Awards
Specialist workshops and field trips
More than 100 exhibitors
Network with colleagues
Special interest group dinners, alumni reunions, welcome reception, happy hours and the Gala Dinner

conference.ava.com.au