



PARTNER WITH THE SOUTH CAROLINA ASSOCIATION OF VETERINARIANS

to Promote Your Brand and Increase Sales—Pick Those that Best Meet Your Needs and Budget

The South Carolina Association of Veterinarians is pleased to offer you several different ways to promote your products and services. They include partnerships, speaker and event sponsorships, exhibiting opportunities, and advertising options.



SPEAKER, EVENT, PRODUCT SPONSOR

You may select to sponsor a speaker, lunch, other event or product at SCAV conferences. These sponsorships provide sponsoring companies with additional exposure and recognition before and during the conference. Speaker sponsors recommend the topic and the speaker who makes the presentation at the conference. Breakfast or lunch sponsorships ensure that you use these times to further educate the conference attendees through your chosen speaker. To increase brand recognition, your company may also wish to sponsor the conference lanyards, tote bags, proceedings DVD, and more.

EXHIBIT AT CONFERENCES

In addition to these partnerships and sponsorships, SCAV also offers you booth space to exhibit at its two major annual conferences. Exhibit booth space is either 8' x 10' or 6' x 10', depending on the ven-

ue. Exhibit space is carpeted and each booth includes a 6' table, two chairs, and trash basket. Two company representative registrations are included with the purchase of an exhibit booth.

ADVERTISING IN SCAV PUBLICATIONS

SCAV publishes two magazines, four newsletters, and one membership directory annually. All of these are printed and mailed to almost 1,000 veterinary professionals. Promote your products and services in these publications and increase your visibility.

WEBSITE ADVERTISING

Opportunities exist for you to promote your products and services on SCAV's website. Company logos with links to companies of industry partners are automatically included on SCAV's website. Ads on the SCAV website are also available.

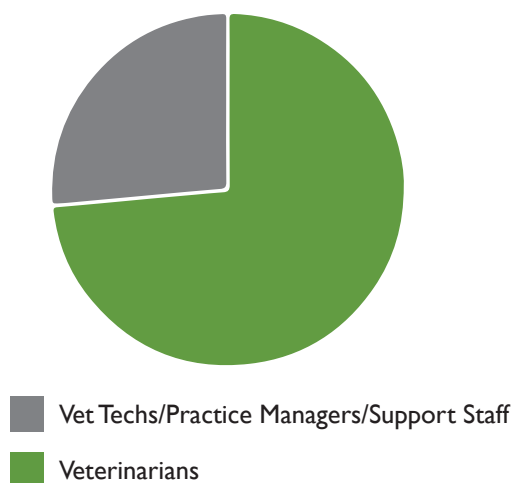
2018 SCAV ANNUAL CONFERENCE: NOVEMBER 8-11 IN GREENVILLE, SOUTH CAROLINA

During the autumn, SCAV schedules its annual conference and academy meeting. More than 300 people attend to obtain continuing education hours and hear about the latest in veterinary medicine and practice. They also come to visit company representatives in the Exhibit Hall seeking end of year purchases.

SCAV also schedules its fall academy in conjunction with this conference. Typically scheduled as the last day of the conference, SCAV members may attend this academy at no additional cost. While the conference Exhibit Hall is not open during the academy meeting, SCAV does offer fall conference exhibitors the option to have a table top display at a discounted rate of \$100 instead of \$300.

Of the 300 attendees at the 2017 fall conference, 228 were veterinarians and the remaining 72 were veterinary technicians, practice managers, or support staff.

SCAV FALL CONFERENCE - 2017



2018 SCAV ANNUAL CONFERENCE EXHIBIT HALL HOURS

Thursday, November 8

10:00 am – 1:30 pm	Exhibitor Set-up
1:50 – 2:15 pm	Exhibit Hall Open/Refreshment Break
4:00 – 6:00 pm	Grand Opening Reception in Exhibit Hall

Friday, November 9

7:30 – 8:25 am	Exhibit Hall Open – Coffee/Fruit
10:50 – 11:15 am	Exhibit Hall Open – Refreshment Break
4:15 – 6:00 pm	Closing party in the Exhibit Hall - Bring give away prizes and games for attendees to play at your booth (Exhibit Hall Closes)

Sunday, November 11

8:00 – 8:30 am	Academy Table Tops – in same area as breakfast
11:30 am – 12:45 pm	SCAV Annual Business Meeting/Lunch
3:50 pm	Academy concludes

PRESENT & PAST SCAV CONFERENCE EXHIBITORS

Abaxis Inc.	Live Oak Veterinary Neurology
Aces--Animal Chiropractic Education Source	MDS
Accessible Diagnostics	Medivet Biologics
Adartis Animal Health	Megadyne
Aesculight	Merck Animal Health
AKC Reunite	Merial, LTD
All Vet Imaging, Inc.	Merritt Veterinary Supplies, Inc.
American Express Open	MG biologics
Animal Health International	Multi Radiance Medical
Antech Diagnostic	MWI Veterinary Supply
Antech Imaging Services	NEVSCO
Bank of America Practice Solutions	Nestle Purina Petcare
BARFWorld, Inc.	Novartis Animal Health US
Bayer Animal Health	Nutramax Laboratories
Blue Frog Construction, LLC	Patterson Veterinary Supply
Blue Ridge X-Ray Company	PAWmetto Sanitary Solutions
Boehringer Ingelheim Vetmedico Inc.	PNC
BWCI Animal Hospital Management System	Quickpacs
CEVA Animal Health	Rainbow Bridge Designs, LLC
Christian Veterinary Mission	Roadrunner Pharmacy
Civis Capital	Royal Canin Veterinary Diet
Companion Therapy Laser by LiteCure, LLC	Silikal America
CryoProbe	Simmons & Associates
Dan Scott & Associates, Inc.	Sound
Dechra Veterinary Products	Southeast Medical Books
Digatherm LLC	Sprayregen Family Foundation, Inc
Dog is Good	The Natural Vet Companies/Vet Assured
Dr. Buzby's ToeGrips	Total Merchant Services
Elanco Companion Animal Health, a Division of Lilly	Universal Imaging
Faithful Companion	University of Georgia
Good Shepherd Pet Services, Inc.	Standard Process of South Carolina
Heal Housecall Veterinarian	TD Bank
Henry Schein Animal Health	Vetcor
Heska	Veterinary Education Center
Hill's Pet Nutrition, Inc.	Veterinary Imaging
IDEXX	Vetlab Supply
K-LaserUSA	VetMatrix
LaBella Associates	Vets First Choice
Landauer, Inc.	Wells Fargo Practice Finance
Live Oak Bank	Wickliffe Veterinary Pharmacy
	X-Ray of Greenville
	York X-Ray, Inc.
	Zoetis

EXHIBITOR APPLICATION

2018 SCAV Annual Conference Exhibit Space (Nov. 8-10)

- o \$700
- o \$500 (nonprofit rate)
- o \$100 (electricity plus internet)
- o \$100/\$300 (Tabletop on Sunday, Nov. 11)
- o \$25 (additional company representative)

Sponsorships

- o \$1,000 (SCAV Lanyard)
- o \$1000 (SCAV DVD Proceedings Sponsor)
- o \$1,500 (SCAV Writing Pad Sponsor)
- o \$2,000 (SCAV App)
- o \$3,000 (SCAV Annual Conference Speaker)
- o \$3,000 (SCAV Lunch & Learn/Breakfast)

Enhancements for the SCAV Annual Conference Tailgate Party that is scheduled Friday, Nov. 9

- o Wear your favorite team jersey or cap
- o Bring games for attendees to play at your booth
- o Bring prize giveaways
- o Purchase Conference Program Advertising Space

Advertising on the Conference Webpage/On-Site Program/
Conference Bag Insert

- o \$500: Banner Ad – 3 months
- o \$400: Banner Ad – 2 months
- o \$200: Banner Ad – 1 month
- o \$100: Conference Bag Insert
- o \$800: On-site Program Back Cover (4/c: 8.5" x 11" bleed)
- o \$600: On-site Front/Back Cover (4/c: 8.5" x 11" bleed):
- o \$500: Full Page Inside (4/c: 7.5" x 10")

Company Name

Work Phone/Fax

Contact Name

Website

Mailing Address

Email (confirmations will be sent via email)

City/State/Province

Zip Code

Onsite Representatives with cell phone numbers or email addresses:

Onsite Representative(s)

Phone Numbers/Email Addresses

Payment Information Total: \$

o *Check Enclosed or Provide Credit Card Information below.*

Credit Card Number

Expiration Date

Security Code

Name on Card

Telephone Number

Billing Address on Card

Signature

Questions: Call SCAV at 800-441-7228. Fax is 803-254-3773. Mail to SCAV, 1215 Anthony Avenue, Columbia, SC 29211

EXHIBITOR AGREEMENT FOR SPACE AT THE 2018 SCAV ANNUAL CONFERENCE

Thank you for your interest in exhibiting at a SCAV conference. Please sign and date in the space below to acknowledge and agree to the following terms and conditions:

1. Exhibitor will occupy space in the exhibit hall during the designated dates and time frames.
2. Exhibitor will use the Exhibit Space to exhibit specific products, services, equipment as described on the other side or on-line via the interactive exhibit page. This description will appear in the on-site program.
3. Exhibitor agrees to pay for the total cost of the booth as noted on the other side of this application. Exhibitor space may be reserved with 50% deposit. Remaining cost must be paid no later than one month prior to the conference. If Exhibitor does not make payment when required, SCAV may offer the Exhibit space to others.
4. Exhibitor agrees to maintain the highest level of integrity at the conference and in all interactions with meeting attendees.
5. If the Exhibitor must cancel this Space and notification is provided no later than one month prior to the conference, a refund, less \$150, will be refunded. Cancellations within one month of the conference are nonrefundable. If SCAV cancels the conference due to inclement weather or other force majeure event beyond its control, SCAV will provide Exhibitor with a credit toward exhibit space at a future SCAV conference. The amount of the credit will equal the amount paid by the Exhibitor up to the date of cancellation.
6. Exhibitor agrees to indemnify and hold harmless SCAV, its affiliates, and their respective officers, directors, members employees and agents from and against all claims, demands, damages, judgments, losses, penalties, liabilities, liens and expenses incurred by any of them as a result of or relating to any breach of Exhibitor's obligations under this Agreement.
7. This Agreement will be interpreted in accordance with South Carolina law.

Please sign and date below and return to SCAV, 1215 Anthony, Columbia, SC 29201 or email to marie.queen@scav.org.

Agreed to and accepted by:

Company Name: _____

Company Representative: _____

Title: _____

Date: _____

ADVERTISING

To maintain visibility to both conference and nonconference attendees, consider advertising in the seven publications SCAV produces annually or on the SCAV website.



Rate Sheet for Quarterly Newsletter, Biannual Magazine, Annual Membership Directory

The South Carolina Association of Veterinarians publishes a quarterly newsletter, biannual magazine and membership directory annually. These are the official publications of SCAV and distributed to almost 1,000 veterinarians, veterinary technicians, and veterinary students.

AD COPY DEADLINES

Newsletter: February 6, April 17, September 25, November 6

Magazine: March 13, July 17

Membership Directory: March 31

RATES—Check All That Apply

Full Page (7 1/2" x 10")

Half Page

1/2 pg horizontal (7 1/2" x 4 7/8")

1/2 pg vertical (3 5/8" x 10")

Quarter Page (3 5/8" x 4 7/8")

Back Cover (7 1/2" x 7 1/4")

Classified

Full Page (7 1/2" x 10")

Half Page

1/2 pg horizontal (7 1/2" x 4 7/8")

1/2 pg vertical (3 5/8" x 10")

Quarter Page (3 5/8" x 4 7/8")

Inside F or B Cover (8 1/2" x 11"; 1/8" bleed) 4/C

Back Cover (8 1/2" x 7 3/4"; 1/8" bleed) 4/C

Classified

Newsletter (Single Issue)

\$240

\$200

\$175

\$350

\$30 (60 words/members)

\$100 (60 words/non members)

Magazine (Single Issue)

\$500

\$350

\$225

\$500

\$600

\$25 (60 words/members)

\$80 (60 words/non members)

Membership Directory

Full Page (Inside): \$500 (7 1/2" x 10")

Quarter Page: \$200 (3 5/8" x 4 7/8")

Inside (F or B Cover): \$600 (8 1/2" x 11"; 1/8" bleed) 4/C

Back Cover: \$800 (8 1/2" x 11"; 1/8" bleed) 4/C

All Four Issues (Billed Annually)

\$840 (\$210 each)

\$700 (\$175 each)

\$600 (\$150 each)

\$1,300 (\$325 each)

\$100 (\$25 each/members)

\$260 (\$65 each/nonmembers)

Two Issues (Billed Annually)

\$800 (\$400 each)

\$600 (\$300 each)

\$400 (\$200 each)

\$900 (\$450 each)

\$1000 (\$500 each)

\$80 (\$40 each/members)

\$200 (\$100 each/nonmembers)

Half Page (Inside): \$350

1/2 pg horizontal (7 1/2" x 4 7/8")

1/2 pg vertical (3 5/8" x 10")

SCAV Member Discount: 10% discount on selection of full page, half page, or other non-classified advertisements. Discount applicable to single issue purchases or multiple issue purchases.

Special Opportunities:

Lanyard Sponsor
at all Conferences

\$2,000

Conference Bag Sponsor
at all Conferences:

\$2,000

Writing Pad Sponsor
at all Conferences:

\$3,000

SCAV WEB SITE (www.scav.org)

Place your banner ad with link of your choice on the SCAV homepage (left sidebar). Ads must be 275 pixels wide x 50 pixels high and in either JPEG or GIF format. The order of banner ads are random. Preferential placement is not guaranteed.

1 month \$100

6 months \$500 (a \$100 discount)

3 months \$250 (a \$50 discount)

12 months \$1000 (a \$200 discount)

1 month (Classified) Less Than 60 Words- \$50 | 1 Month (Classified) more than 60 words \$100

3 month (Classified) Less Than 60 Words- \$120 | 3 Month (Classified) more than 60 words \$160

FORMAT

Display Ads: PDF (Adobe Acrobat), JPG, TIFF, PSD (Photoshop), Illustrator EPS, or InDesign. Please include all fonts, placed graphics, pictures, etc. Graphic files should be 300 dpi or higher in resolution for greyscale or color (600 dpi or higher for bitmaps) for print advertising.

Classified Ads: Submissions preferred as either an email attachment (MS Word or plain text format) or in the body of an e-mail message. Please specify in email what issue and publication the ad should appear in.

DESIGN SERVICES

The SCAV Office will design your ad at a cost of \$75 per hour.

(Please Complete Advertising Agreement Below)



SCAV Advertising Payment Method:

Check Enclosed Charge my Credit Card: VISA MC AmExp

Name on Card _____ Security code _____

Billing Address: _____

Card #: _____ Exp Date: _____

Signature: _____ Date: _____

Magazine # Insertions: _____ Total Magazine Advertising Cost: \$ _____

Newsletter: # Insertions: _____ Total Newsletter Advertising Cost: \$ _____

Membership Directory: Location/Size: _____ Total Directory Advertising Cost: \$ _____

Website: # of months: _____ Total Website Advertising Cost: \$ _____

SCAV & SEVC Sponsors: Landyard Sponsor Cost: \$ _____

Bag Sponsor Cost: \$ _____

Writing Pad Sponsor Cost: \$ _____

Design Services Quarter or Half Page \$50, Full Page \$100 Cost: \$ _____