



# Massachusetts Veterinary Medical Association

## 2010 Vendor Information

Thank you to the many familiar faces and companies that have continually supported MVMA and our events; we know 2009 was a tough year. Let us not forget the numerous new exhibitors we welcomed to our events—we hope to see you again in 2010! Program attendees benefit from your contribution as paying exhibitors or sponsors, and your enthusiasm about their profession. Our member veterinarians are passionate and regularly express their appreciation for our supporters. They remember and so do we. Thank you and we look forward to a great 2010 with you!

MVMA members' success depends on having top-rate, reliable providers of veterinary services and products. In addition, MVMA grows, in part, because of our relationships with sponsors, exhibitors, and advertisers. Knowing that, MVMA creates opportunities for veterinary vendors to gain visibility with our members—in print, on the web, and in person. Please read the enclosed information to help you decide how you and MVMA can succeed together! **Thank you for your investment in MVMA!**

### 2010 MVMA Conferences and Events Each Conference is Multi-Track

#### January 31, Winter CE Conference Holiday Inn, Boxborough

Cover Your Assets with our stellar speaker lineup

**Small & Large Animal AM Program:**

Dr. Lorraine O'Connor, Dr. Katie Brown, and Board of Registration Presentation Panel

**Small Animal PM Program:** Dr. Lynel Tocci

**Large Animal PM Program:** Dr. William Smith and Dr. Lais Costa

PLUS **Early Session:** Asset Protection

#### May 12, Spring CE Conference & Annual Meeting Best Western, Marlborough

Small Animal Pharmacology with Dr. Dawn Boothe  
Concurrent **Laboratory Animal Program**

#### October 20, Fall CE Conference Holiday Inn, Mansfield

Small Animal Gastroenterology with Dr. Michael Willard  
**Animal Welfare: Shelter Medicine & ACO Sessions**

Every veterinary vendor can contribute with our range of sponsorship levels.

To offer sponsorship by subsidizing relevant books or in other ways, please contact Executive Director Susan Curtis at [scurtis@massvet.org](mailto:scurtis@massvet.org).



#### March 27, MVMA Celebration! Crowne Plaza, Natick

Celebrating the Massachusetts veterinary community

#### Honoring Dr. Richard Rodger with the MVMA Distinguished Service Award

Presenting **MVMA Merit Awards** to

*MRFRS Volunteer Dr. Deborah Brady  
TCSVM Technician Tracy Elmes, CVT  
Mazunte Volunteer Pamela Griffeth  
CM-DART Volunteer*

*JoAnn Griffin, LICSW  
TNR Volunteer Dr. Emily McCobb  
MVMA Newsletter Team:*

*Dr. Carol Cookingham, Editor  
Marilyn Macleod, Marcia Roman,  
and Dina Tedeschi*

**Entertainment by  
Boston's own funny & talented  
Jimmy Tingle!**

*For the Dinner, we appreciate your financial support in any amount.*

#### Sponsorship & Exhibiting Fees

Small Animal CE Program	\$3,500
Animal Welfare CE Program	\$1,750
CE Conference Luncheon	\$2,000
CE Conference Refreshments	\$ 650
Exhibit at a CE Conference (electrical service add'l)	\$ 395
<b>SAVE - Exhibit at all 3 CE Conferences</b> (electrical service add'l; <u>must be paid in full by 1/16/10</u> )	\$1,125

163 Lakeside Avenue, Marlborough, MA 01752-4554  
Phone: 508-460-9333 \* Fax: 508-460-9969  
Email: [staff@massvet.org](mailto:staff@massvet.org) \* Website: [www.massvet.org](http://www.massvet.org)

### Details for Sponsors

Full-day and half-day educational session and luncheon sponsors receive exhibit table and registration for 1 representative at no charge. (See Details for Exhibitors immediately below.) MVMA acknowledges sponsors in advance publicity when possible, at the conference in handouts and on signs, in the *MassVet News*, and on [www.massvet.org](http://www.massvet.org). We greatly appreciate your additional investment in MVMA and our member veterinarians.

### Details for Exhibitors

The exhibitors' fee includes one 6-foot draped table (8-foot sometimes available, additional charge may apply), continental breakfast and refreshments, and lunch for 1 representative; lunch for each additional representative is \$35. Because of facility charges to MVMA, electrical service must be requested in advance and is subject to an additional fee of \$55 – there may be higher charges for non-standard electrical service; any exhibitor who wants electrical service but does not request it through MVMA in advance must seek resolution directly through the conference facility on the day of the conference. Exhibit space must be prepaid and is made available on a first-come, first-served basis, subject to Executive Director approval. Setup is no later than 7:00 a.m. on the day of the conference.

**We encourage sponsors and exhibitors to provide MVMA with a short promotional statement about their products and services, along with contact information.** A compiled list is distributed to attendees.

(Email to [staff@massvet.org](mailto:staff@massvet.org) preferred, must be received at least 10 days prior to the conference to be included.)

### Additional Information for Veterinary Vendors

#### MVMA'S WEBSITE: [www.massvet.org](http://www.massvet.org)

Our website, [www.massvet.org](http://www.massvet.org) is the premier place for veterinarians to learn about legislation and regulations; CE opportunities, meetings, and other events; relief veterinarians and specialists; and news that affects them, animals, and practice. The public learns about veterinarians, caring for their pets, and animal-related news. Our Job Bank is open to the public, both to post and seek opportunities.

Website Sponsorship (annual; includes vendor advertisement)	\$1,500
Vendor Advertisement (annual)	\$ 250
Job Bank Posting (monthly)	\$ 60
Event Listing on MVMA Calendar	N/C

**Website sponsors get high visibility with hotlink logos appearing on each page's top banner.** A limited number are available. In addition, if interest warrants, we plan to open our website for vendor advertisements. For online advertisement information, contact Executive Director Susan Curtis at [scurtis@massvet.org](mailto:scurtis@massvet.org).

#### MVMA'S NEWSLETTER: *The MassVet News*

The *MassVet News*, our 24-page (or more) newsletter published nine times each year, provides readers with information about happenings in Massachusetts and in veterinary medicine, updates about MVMA's activities, case studies, opinion pieces, member news, and more. We invite you to read the *MassVet News* to keep abreast of developments in our Massachusetts veterinary community. **Upon request, we offer complimentary subscriptions to sponsors, exhibitors, and advertisers who commit at least \$750 to MVMA annually.**

MVMA accepts display and classified ads for publication in the *MassVet News*. We also welcome educational or informational, non-promotional, non-commercial article submissions; send proposals or articles to [editor@massvet.org](mailto:editor@massvet.org). For advertising information, contact Assistant Executive Director Marilyn Macleod at [staff@massvet.org](mailto:staff@massvet.org) or visit our website's Publications section.

#### MVMA'S CONTINUING EDUCATION PROGRAM REVIEW FOR MA CREDITS

Submit your CE programs to the MVMA Education Committee to receive Massachusetts CE credits. This is a free service; click the [Meetings & Events](#) link at [www.massvet.org](http://www.massvet.org) for more information and to submit your application.

#### MVMA'S CONFERENCE ROOM IS AVAILABLE TO YOU

MVMA invites members of the veterinary community to use our conference room for small meetings and seminars. Located in Marlborough just off I-495, it's a convenient location and a comfortable space. A nominal fee may apply; use is subject to advance approval. Contact Assistant Executive Director Marilyn Macleod at [staff@massvet.org](mailto:staff@massvet.org).

## Massachusetts VMA 2010 Vendor Reply – Contact Information

◆ Include this information as you would like it listed in handout materials

◆ COMPANY NAME: \_\_\_\_\_

◆ WEBSITE: \_\_\_\_\_

CONTACT FOR MVMA BUSINESS: \_\_\_\_\_

Information about company representatives attending the conference is requested below

BILLING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

### 1/31/10 (Sunday) – WINTER CE CONFERENCE

◆ REPRESENTATIVE(S): \_\_\_\_\_

*Indicate the representatives who will attend so we can prepare name badges.*

Luncheon preference: \_\_\_ chicken \_\_\_ vegetarian \_\_\_ no lunch

REPRESENTATIVE(S) CONTACT INFORMATION *(add pages if you need more space)*

◆ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

CELL: \_\_\_\_\_ ◆ EMAIL: \_\_\_\_\_

ELECTRICAL REQUIREMENTS:  No electric  Standard outlet  Other: \_\_\_\_\_

### 5/12/2010 (Wednesday) – SPRING CE CONFERENCE & ANNUAL MEETING

◆ REPRESENTATIVE(S): \_\_\_\_\_

*Indicate the representatives who will attend so we can prepare name badges.*

Luncheon preference: \_\_\_ chicken \_\_\_ vegetarian \_\_\_ no lunch

REPRESENTATIVE(S) CONTACT INFORMATION *(add pages if you need more space)*

◆ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

CELL: \_\_\_\_\_ ◆ EMAIL: \_\_\_\_\_

ELECTRICAL REQUIREMENTS:  No electric  Standard outlet  Other: \_\_\_\_\_

### 10/20/2010 (Wednesday) – FALL CE CONFERENCE

◆ REPRESENTATIVE(S): \_\_\_\_\_

*Indicate the representatives who will attend so we can prepare name badges.*

Luncheon preference: \_\_\_ chicken \_\_\_ vegetarian \_\_\_ no lunch

REPRESENTATIVE(S) CONTACT INFORMATION *(add pages if you need more space)*

◆ PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

CELL: \_\_\_\_\_ ◆ EMAIL: \_\_\_\_\_

ELECTRICAL REQUIREMENTS:  No electric  Standard outlet  Other: \_\_\_\_\_

**\*\* YOU MUST COMPLETE THE REVERSE SIDE \*\***

**Massachusetts VMA 2010 Vendor Reply – Reservations & Payment**

**COMPANY NAME:** \_\_\_\_\_

Check as applicable

**CE CONFERENCE EXHIBITORS' SPECIAL – ALL THREE CONFERENCES**

- Exhibit at all three conferences (payment deadline is 1/16/2010) \$1,125
- Electrical service at conference (3 @ \$55 each = \$165) \$165
- Added representatives (fee includes 1 rep. per conference; add \$35 per rep., per conference) \_\_\_\_\_

**WINTER CE CONFERENCE: 1/31, HOLIDAY INN, BOXBOROUGH**

- Exhibit \$395
- Electrical service at conference \$55
- Lunch for additional representative \_\_\_\_\_ @ \$35 each \_\_\_\_\_
- Sponsor Small Animal CE Program: "Covering Your Assets" \$3,500
- Sponsor Large Animal CE Program: "Equine Infectious Disease Updates" \$1,750
- Sponsor Refreshments (3 available) \_\_\_\_\_ @ \$650 each \_\_\_\_\_
- Sponsor Luncheon \$2,000

**SPRING CE CONFERENCE: 5/12, BEST WESTERN, MARLBOROUGH**

- Exhibit \$395
- Electrical service at conference \$55
- Lunch for additional representative \_\_\_\_\_ @ \$35 each \_\_\_\_\_
- Sponsor Small Animal CE Program: Pharmacology \$3,500
- Sponsor Laboratory Animal CE Program \$3,500
- Sponsor Refreshments (3 available) \_\_\_\_\_ @ \$650 each \_\_\_\_\_
- Sponsor Annual Meeting Luncheon \$2,000

**FALL CE CONFERENCE: 10/20, HOLIDAY INN, MANSFIELD**

- Exhibit \$395
- Electrical service at conference \$55
- Lunch for additional representative \_\_\_\_\_ @ \$35 each \_\_\_\_\_
- Sponsor Small Animal CE Program: Gastroenterology \$3,500
- Sponsor Animal Welfare CE Session \$1,750
- Sponsor Refreshments (3 available) \_\_\_\_\_ @ \$650 each \_\_\_\_\_
- Sponsor Luncheon \$2,000

**MVMA's CELEBRATE VETERINARIANS! DINNER, 3/27, CROWNE PLAZA, NATICK**

- Sponsorship (fill in contribution amount) \_\_\_\_\_

*\* Please celebrate with us! Register online at [www.massvet.org/calendar.cfm](http://www.massvet.org/calendar.cfm) beginning in February.*

**Fax credit card to 508-460-9969**  
(complete info below  
and return this form)

**Mail with check to MVMA,**  
**163 Lakeside Avenue**  
**Marlborough, MA 01752**

<b>GRAND TOTAL:</b> \$ _____
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**Provide information for DISCOVER CARD, VISA, MASTERCARD, or AMERICAN EXPRESS:**

Credit Card No.: \_\_\_\_\_ Expires: \_\_\_\_ / \_\_\_\_

Security Code: \_\_\_\_ (The last 3 digits in signature box; for AmEx, 4 digits above the card number)

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address Starts with # (or Box No.): \_\_\_\_\_ Zip Code: \_\_\_\_\_  
(Just the number, not the street. If your bill is mailed to 123 Main St., then write "123")

**\*\* YOU MUST COMPLETE THE REVERSE SIDE \*\***