



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.



INDUSTRY PARTNER

Annually, companies who seek to promote their products and services to veterinarians may become industry council members. Two levels of industry partnerships are available. Both provide companies like yours a voice and representation on the SCAV Industry Council as well as special recognition at SCAV conferences and on the SCAV website. Industry partners also receive first choice of premier booth space, registration passes for three company representatives, and electricity and internet service at no additional cost.

INDUSTRY PARTNER BENEFITS

| Benefits | Level 1 \$4,000 | Level 2 \$2,300 |
|------------------------------------------------------------|--------------------|--------------------|
| Logo on the SCAV website with company link | X | X |
| Exhibit booth at the SCAV Annual Conference | X | X |
| Exhibit booth at the Southeast Veterinary Conference | X | X |
| Recognition at Conferences in on-site materials | X | X |
| First choice booth selection at both conferences | X | X |
| Electricity & Internet at Exhibit Booth | X | X |
| Registration for 3 representatives at exhibit booth | X | X |
| Registration for 5 representatives at exhibit booth | X | |
| Full-page, four-color advertisement in conference programs | X | |



SPEAKER, EVENT, PRODUCT SPONSOR

You may also 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, 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 venue. 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 and four newsletters 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.

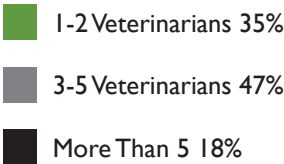


SOUTHEAST VETERINARY CONFERENCE

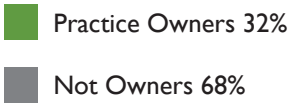
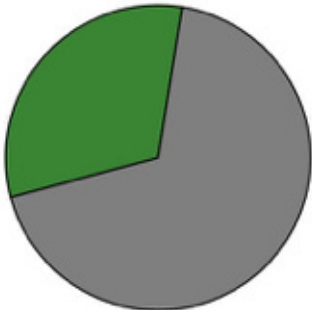
Traditionally touted as the Event Where Quality Education Meets Family Fun, the SEVC is always scheduled in the summertime at an ocean front beach resort property. It attracts more than 500 people with more than 300 who are veterinarians and includes a very vibrant Exhibit Hall where caricature artists, jugglers, balloon twisters, face painters and more are on hand to entertain all members of the veterinary family. More than 70 companies that provide products and services are in the Exhibit Hall.

SEVC STATISTICS (BASED ON PREVIOUS YEARS)

PRACTICE SIZE



PRACTICE OWNERSHIP BREAKDOWN



Attendees from across the country and Canada journey to the SEVC.

- California

Connecticut

Delaware

Florida

Georgia

Iowa

Illinois

Indiana

Kentucky

Louisiana

Maryland

Maine

Michigan

Missouri

Mississippi
- North Carolina

Nebraska

New Jersey

New York

Ohio

Oklahoma

Pennsylvania

South Carolina

Tennessee

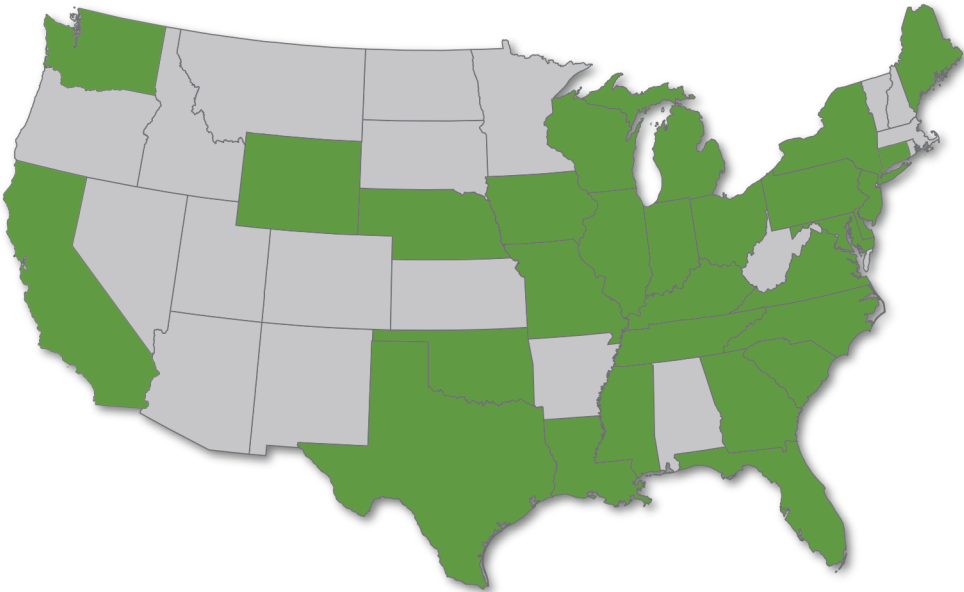
Texas

Virginia

Washington

Wisconsin

Wyoming



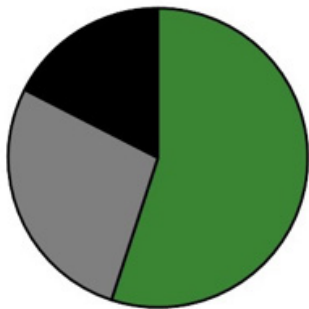
SCAV ANNUAL CONFERENCE

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.

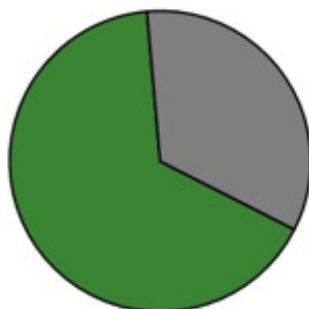
SCAV also schedules its fall academy in conjunction with this conference. Typically scheduled as the last day of the conference, SCAV members may attend this academy at no additional cost. While the conference Exhibit Hall is not open during the academy meeting, SCAV does offer fall conference exhibitors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

ANNUAL CONFERENCE STATISTICS (BASED ON PREVIOUS YEARS)

PRACTICE SIZE



PRACTICE OWNERSHIP
BREAKDOWN



■ 1-2 Veterinarians 55%

■ 3-5 Veterinarians 28%

■ More Than 5 17%

■ Not Owners 66%

■ Practice Owners 34%

THE SCAV ANNUAL CONFERENCE IS SCHEDULED IN THE UPSTATE AREA, CONVENIENT TO GEORGIA, NORTH CAROLINA, AND TENNESSEE VETERINARIANS.

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 |
| Animal Necessity | MWI Veterinary Supply |
| Antech Diagnostic | NEVSCO |
| Antech Imaging Services | Nestle Purina Petcare |
| Banfield | Novartis Animal Health US |
| Bank of America Practice Solutions | Nutramax Laboratories |
| BARFWorld, Inc. | Patterson Veterinary Supply |
| Bayer Animal Health | PAWmetto Sanitary Solutions |
| Blue Frog Construction, LLC | PNC |
| Blue Ridge X-Ray Company | Quickpacs |
| Boehringer Ingelheim Vetmedico Inc. | Rainbow Bridge Designs, LLC |
| BWCI Animal Hospital Management System | Roadrunner Pharmacy |
| CEVA Animal Health | Royal Canin Veterinary Diet |
| Christian Veterinary Mission | SCVets Care Foundation |
| Civis Capital | Silikal America |
| Companion Therapy Laser by LiteCure, LLC | Simmons & Associates |
| CryoProbe | Sound |
| Dan Scott & Associates, Inc. | Southeast Medical Books |
| Dechra Veterinary Products | Sprayregen Family Foundation, Inc |
| Digatherm LLC | The Natural Vet Companies/Vet Assured |
| Dr. Buzby's ToeGrips | Total Merchant Services |
| Elanco Companion Animal | Universal Imaging |
| Epicur Pharma | University of Georgia |
| Health, a Division of Lilly | Standard Process of South Carolina |
| Faithful Companion | Steris |
| Good Shepherd Pet Services, Inc. | TD Bank |
| Heal Housecall Veterinarian | Vetcor |
| Henry Schein Animal Health | Veterinary Education Center |
| Heska | Veterinary Imaging |
| Hill's Pet Nutrition, Inc. | Vetlab Supply |
| IDEXX | VetMatrix |
| K-LaserUSA | Vets First Choice |
| LaBella Associates | Wells Fargo Practice Finance |
| Landauer, Inc. | Wickliffe Veterinary Pharmacy |
| Live Oak Bank | X-Ray of Greenville |
| | York X-Ray, Inc. |
| | Zoetis |

PARTNER/EXHIBITOR APPLICATION

Industry Council Membership (Runs Jan. 1 through Dec. 31) Includes exhibit space at both conferences, plus a whole bunch more (see chart on last page)

- o \$4,000 Level 1
- o \$2,300—Level 2

SEVC Exhibit Space

Additional \$200 fee for payments received after June 1

- o \$1,600 (Standard)
- o \$1,700 (Premiere)
- o \$800 (Nonprofit)
- o \$100 (Electricity plus internet)
- o \$25 (Additional company representative)

SCAV Annual Conference Exhibit Space

Additional \$200 fee for payments received after October 15

- o \$700 (Standard)
- o \$800 (Premiere)
- o \$500 (Nonprofit rate)
- o \$100 (Electricity plus internet)
- o \$200 (Tabletop on Saturday & Sunday)
- o \$25 (Additional company representative)

Sponsorships

- o \$500 (Demo at SEVC)
- o \$2,000 (SEVC or SCAV Lanyard)
- o \$2,000 (SEVC or SCAV Conference Bags)
- o \$3,000 (SEVC or SCAV Writing Pad Sponsor)
- o \$2,000 (SEVC or SCAV App)
- o \$3,000 (SCAV Annual Conference Speaker)
- o \$4,000 (SEVC Speaker)
- o \$3,000 (SCAV Lunch & Learn/Breakfast)
- o \$4,000 (SEVC Lunch & Learn/Breakfast)

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

- o \$200: 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 29201

EXHIBITOR AGREEMENT

Thank you for your interest in exhibiting at an SCAV event. 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 info@scav.org.

Agreed to and accepted by: _____

Company Name: _____

Company Representative: _____

Title: _____

Date: _____

ADVERTISE IN SCAV PUBLICATIONS

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



Rate Sheet for Quarterly Newsletter, Biannual Magazine and Online Advertising

The South Carolina Association of Veterinarians publishes a quarterly newsletter and biannual magazine. 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

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

Newsletter (Single Issue)

☐ \$400

☐ \$300

☐ \$175

☐ \$500

☐ \$50 (60 words/members)

☐ \$150 (60 words/non members)

Magazine (Single)

☐ \$600

☐ \$350

☐ \$225

☐ \$500

☐ \$600

☐ \$50 (60 words/members)

☐ \$100 (60 words/non members)

All Four Issues (Billed Annually)

☐ \$1,200 (\$300 each)

☐ \$1,000 (\$175 each)

☐ \$600 (\$150 each)

☐ \$1,700 (\$425 each)

☐ \$175 (\$43.75 each/members)

☐ \$350 (\$87.50 each/nonmembers)

Two Issues (Billed Annually)

☐ \$1,000 (\$500 each)

☐ \$600 (\$300 each)

☐ \$400 (\$200 each)

☐ \$900 (\$450 each)

☐ \$1000 (\$500 each)

☐ \$90 (\$45 each/members)

☐ \$200 (\$100 each/nonmembers)

Issue) 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

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)

To place a classified ad on the SCAV website, visit the Career Center tab on our homepage. This interactive Job Board will allow employers to post new job openings, search resumes, and find current job postings.

In addition, employers can choose add on features such as:

- **Job Posting Distribution:** Don't wait to get your job posting in front of the perfect candidate! Automatically email the job to every member of SCAV today.
- **Featured:** Choose to feature your new listing and it will be promoted at the top of the board, be a highlighted post, and be published to the Google Jobs Network.

Rates

30 Day Listing

Non-member: \$150

Member: \$100

60 Day Listing

Non-member: \$200

Member: \$150

90 Day Listing

Non-member: \$250

Member: \$200

Job Distribution Add On:

Non-member: \$50

Member: \$25

Featured Add On:

Non-member: \$100

Member: \$50

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.

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: \$ _____

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: \$ _____