



KEYSTONE

VETERINARY CONFERENCE



EXHIBIT OPPORTUNITIES

August 15 – 18, 2024
Hershey Lodge | Hershey, PA

Why Exhibit at the 2024 PVMA Keystone Veterinary Conference?

The PVMA Keystone Veterinary Conference (KVC) hosts one of the state's largest industry trade fairs and provides the opportunity for businesses to interact one-on-one with veterinarians, veterinary technicians, practice managers, and vet students. The MarketPlace sessions during KVC allow businesses to showcase new products, offer hands-on demonstrations, provide samples, connect with current and potential customers, and broaden their customer base. Featuring receptions and raffle prizes, the MarketPlace is also, without a doubt, the most fun and engaging trade fair in the area.

About the Pennsylvania Veterinary Medical Association

The Pennsylvania Veterinary Medical Association (PVMA) is the only statewide professional membership association dedicated exclusively to the profession of veterinary medicine and the interests of the veterinary team. Established in 1883, PVMA Membership has grown from its original 22 founding Members to 3,200+ Members. Today, the association represents every member of the veterinary team. The focus of the association is professional development, advocacy, and practice vitality to ensure the continued success of its Members.

www.PaVMA.org | 717-220-1437 | events@PaVMA.org



Keystone Veterinary Conference By the Numbers

600

AVERAGE
Attendees per event
over the past 6 years



2018

2023

94%

Attendees who visited
the KVC Marketplace
in 2023

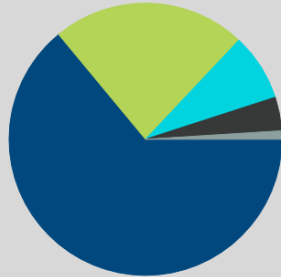


3,112

LEADS GENERATED
in the Whova App
(2023)



2023 ATTENDEE BREAKDOWNS BY ROLE IN PRACTICE



■ Vet 64% ■ CVT 23%
■ Clinic Staff 8% ■ Practice Manager 4%
■ Student 1%



83% SMALL/COMPANION

9% MIXED ANIMAL



5% LARGE/PRODUCTION

4% EXOTIC



4% EMERGENCY & REFERRAL

67%

Attendees who went to the
KVC Marketplace to see new
products or services.



IMPORTANT EXHIBITOR DEADLINES

February 1	KVC exhibitor registration opens: Register at www.pavma.org
March 15	Full balance due on all booths. If booths are not paid IN FULL within 30 days of application, they are subject to refusal to exhibit.
April 1	Hotel block opens at the Hershey Lodge: book through the link at www.pavma.org
July 3	Discounted room block at the Hershey Lodge ends
August 1	Last day to register for a booth for guaranteed printing in the KVC program
August 1	Last day to cancel booth space and receive a 50% refund. Exhibitors canceling after this date forfeit 100% of the total rental.
August 8	Deadline to submit names for attendee badges
August 8	Booth assignments will be released.
August 18	The KVC attendee list (name, company, email) will be emailed to the primary contact for each exhibitor.

HERSHEY[®]

Lodge

KVC's Host Hotel is the Hershey Lodge

325 University Avenue | Hershey, PA 17033

855-729-3108 | www.hersheylobby.com

Guest Room Rate: \$305/night

The discounted room block is available until July 3, or until it sells out, whichever comes first.

Airport: Harrisburg International Airport (MDT)

Shuttle: The Hershey Lodge offers airport shuttle services for an additional fee. Contact the hotel to make arrangements.

Hotel Parking: Complimentary self-parking

HERSHEYPARK[™]

Discounted Hersheypark tickets are
available for KVC attendees.

To purchase, visit
hersheypark.com/grouptickets
and enter code **82496458**



EXHIBIT INFORMATION

Keystone Veterinary Conference | August 15 – 18, 2024

KVC MARKETPLACE SCHEDULE	
Thursday, August 15	
1:00 pm – 4:00 pm	MarketPlace move-In <ul style="list-style-type: none"> • Welcome Packets will be available at assigned tables • We cannot guarantee the MarketPlace will be available earlier than 1:00pm.
5:00 pm – 6:30 pm	MARKETPLACE OPEN Welcome Reception with Hors D’oeuvres & Cash Bar
Friday, August 16	
7:15 am – 8:30 am	Breakfast will be available in the exhibit hall. Vendors are not required to be open during breakfast.
Time TBD	Morning break with exhibitors
Time TBD	Lunch with exhibitors
Time TBD	Afternoon break with exhibitors
Saturday, August 17	
7:15 am – 8:30 am	Breakfast will be available in the exhibit hall. Vendors are not required to be open during breakfast.
Time TBD	Morning break with exhibitors
Time TBD	Lunch with exhibitors
Time TBD	Afternoon break with exhibitors
After 4:00 pm	Exhibitor move-out
<p><i>All companies must have booths set up completely by 4:00pm on Thursday, August 15. Empty booths will be considered a no-show, space will be forfeited, and no monies will be refunded. All companies are expected to keep their booths intact and staffed until the close of the show on Saturday, August 17. Any company that is found breaking down or moving out early will forfeit its booth selection for the following year.</i></p>	

Booth Package

All booths are 10' x 10' and include one 6' table and two chairs.

Pipe and drape (navy and white drapes)

The electricity order form and shipping information will be available on the PVMA website in mid-July.

Conference Sponsorships

The Keystone Veterinary Conference offers businesses enhanced sponsorship opportunities to increase exposure to conference attendees. Please visit www.pavma.org for more information.

Whova App

PVMA utilizes the event app “Whova” (HOO-va) to enhance the attendee and exhibitor experience. Each exhibitor is provided with 2 complimentary registrations to the app. Employees who are attending the conference are encouraged to participate, as there are in-app messaging features utilized onsite. Additional app access passes are available for purchase at \$25 each.

An email will be sent to the person listed as the primary contact on the exhibitor application with instructions are provided in the app for how to set up a profile. Questions about Whova access should be directed to Corinne Tolan at ctolan@PaVMA.org.

Exhibitor In-Booth Contests

Exhibitors are encouraged to offer a contest/drawing at their booths to encourage attendance. Exhibitors are responsible for drawing the names and notifying any winners. PVMA is not responsible for delivering any raffle items to the winners. Raffles can be conducted through Whova and are great lead-generation tools! Interested exhibitors may contact Corinne Tolan at ctolan@PaVMA.org for instructions and/or a demonstration.

PVMA MarketPlace Exhibitor Contract Policies

Booth Staffing

Booths must be staffed at all times during posted show sessions. No dismantling is permitted until the official closing of the MarketPlace on August 17, 2024. All exhibitors have an obligation to the conference attendees to make certain this rule is not violated. If an exhibitor chooses to dismantle or unman early, PVMA will bill the exhibitor the cost of one additional booth space (\$1800 total).

Exhibits may be dismantled on Saturday, August 17, 2024 at 4:00 pm. Any displays not dismantled by 7:00 pm will be dismantled by the Hershey Lodge at the exhibitor’s expense. All exhibit materials not removed by the posted deadline will be transferred to the hotel and held for disposition at the exhibitor’s expense.

Code of Conduct

- PVMA has zero tolerance for any form of discrimination, intimidation, or harassment by participants or staff at its meetings. Anyone who experiences harassment or hears of any incidents of unacceptable behavior of harassment, intimidation, or discrimination in any form, should notify a PVMA staff member or a PVMA board member. If you see something, say something.
- Verbal abuse of any attendee, speaker, volunteer, exhibitor, staff member, service provider, or another meeting guest will not be tolerated. Examples of verbal abuse include but are not limited to, comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin; inappropriate use of nudity and/or sexual images in public spaces or presentations; or threatening or stalking any attendee, speaker, volunteer, exhibitor, staff member, service provider, or another meeting guest.
- Disruptions during sessions or at other events organized by PVMA throughout the meeting will not be tolerated. Participants must comply with instructions from the moderator and/or any event staff.
- Participants should not copy, take screenshots, or record the content of any presentation, Q&A session, or any chat room activity that takes place in the virtual space.
- Participants may not share event login credentials with other individuals.

PVMA reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and PVMA reserves the right to prohibit attendance at any future meeting, virtually or in person.

Data Protection

PVMA reserves the right to provide a list of registered attendees’ names and emails to the event sponsors and exhibitors. Registrants who do not wish to receive communications or wish to opt out of communications via the

conference app should contact PVMA event organizers at events@PaVMA.org.

Media Consent

PVMA reserves the right to use any attendee's photograph obtained during the event in any pictorial medium of any nature whatsoever for trade, advertising, publicity, and otherwise, without compensation to the attendee, and all rights titled and interest-bearing (including all worldwide copyrights therein) will be PVMA's sole property, free of any claims of the attendee or any persons deriving any rights or interest from the attendee.

Use of Space

PVMA reserves the right to decline, prohibit or expel an exhibit which, in its judgement, is out of keeping with the character of the exhibition, this reservation being all inclusive as to persons, things, printed materials, product, conduct, sound level, etc. All activity relating to a company must be confined to its booth space, no part of any exhibit or product shall extend into the aisle or block the view of the booths immediately surrounding a space.

Force Majeure

If any part of the MarketPlace exhibit is unavailable for a portion or entire event as a result of conditions out of management's control such as flood, fire, government intervention, strike, war, labor dispute, riot, act of war, damage due to malice, or any other cause; or if show management should decide to postpone, re-site or cancel the MarketPlace, or reduce the schedule, move in/out, etc., the management will not be liable to reimburse or indemnify the exhibitor of damage or loss, either indirect or direct arising as a result thereof.

Insurance

It is the responsibility of exhibitors to carry insurance to cover all hazards including loss or damage to their exhibits or other personal property while such property is located at or is in transit to or from the exhibition site. PVMA nor the facility is not responsible for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents and employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever. The exhibitor expressly agrees to indemnify and hold harmless PVMA, its management, agents, and employees from any and all claims, damage to property arising in connection with exhibitor's use of the exhibit space.

Protection of Facilities

Nothing shall be posted on, or tacked, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the convention hall area without permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the exhibits manager, the convention hall manager, or their assistants.

PVMA reserves the right to modify these policies and procedures at any time. Changes or updates will be provided in bold to alert attendees and potential attendees when items have been updated.

[CLICK HERE TO REGISTER TODAY!](#)

Participate as an exhibitor at the 2024 KVC MarketPlace!



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