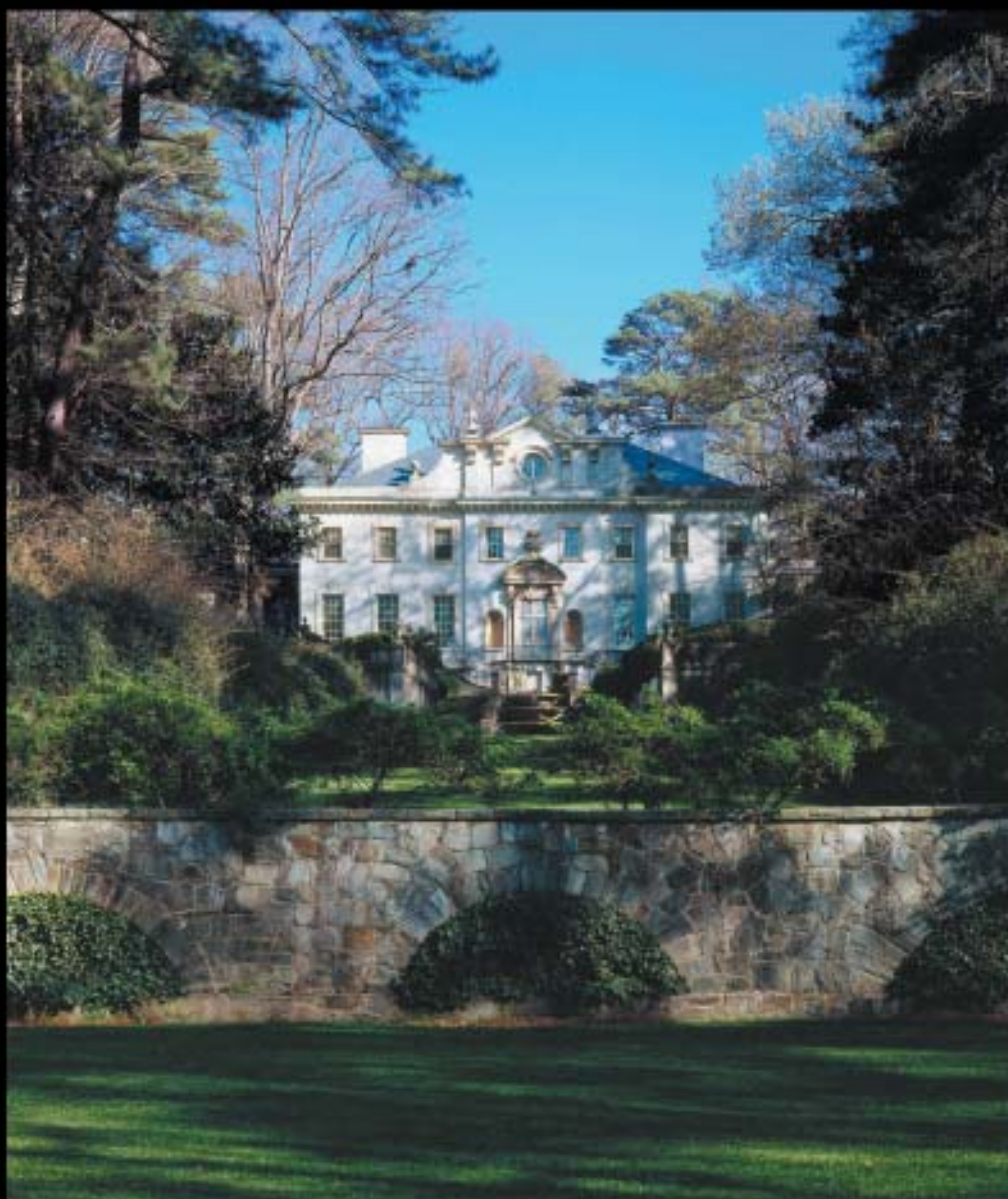


SPONSOR & EXHIBITOR PROSPECTUS



11TH INTERNATIONAL VETERINARY EMERGENCY & CRITICAL CARE SYMPOSIUM



IVECCS AND ATLANTA,
WHERE HISTORICAL BEAUTY
AND COMPREHENSIVE,
CUTTING EDGE,
CONTINUING EDUCATION
FOR VETERINARIANS
TECHNICIANS, NURSES
AND MANAGERS,
COME TOGETHER



ATLANTA
HYATT REGENCY
SEPTEMBER 7-11, 2005



RAISING THE LEVEL OF PATIENT CARE THROUGH CUTTING-EDGE CE

The International Veterinary Emergency and Critical Care Symposium (IVECCS) offers the highest-quality continuing education available at any national meeting and is attended by the world's most progressive practicing veterinarians, technicians and academicians.

IVECCS brings together innovative, technology-focused professionals searching for the latest advances in equipment, instruments, pharmaceuticals, and information management tools. It is *the* target group for our industry partners.



the city of atlanta

A beautiful and charming southern city filled with a wealth of attractions and activities, metropolitan Atlanta offers something for every visitor. Some of Atlanta's well-known favorites include the CNN Studio Tours, Stone Mountain Park, the Martin Luther King, Jr. National Historic Site, Braves Baseball, Six Flags Over Georgia and Zoo Atlanta. Recreational activities include train excursions, water and amusement parks, golfing, tennis, auto racing and more.

IVECCS PROFILE

- Jointly conducted by VECCS, the American College of Veterinary Emergency and Critical Care (ACVECC), and the Academy of Veterinary Emergency and Critical Care Technicians (AVECCT).
- VECCS membership is over 3,000, with an average growth of over 200 members each year.
- One of the most well-respected programs worldwide.
- The international symposium that presents specialist-level information on surgery, internal medicine, anesthesia and nursing, as well as emergency medicine and critical care.
- Features over 100 of the profession's top speakers from the clinical disciplines.
- Intense, progressive, innovative, comprehensive and practical CE that SAVES LIVES!

iveccs attendees

- Over 2,800 total attendees at IVECCS 2004.
- 2,100 veterinarians, technicians, and managers.
- Anticipated attendance of over 2,200 veterinarians, technicians and practice managers in 2005.
- 35% of attendees are from 24-hour emergency/specialty/referral practices; 25% are from progressive general practices; 30% are from emergency/CC practices; and 10% are from academia and research.
- 700 Advanced/specialty-level technicians.

iveccs 2004 attendee survey results

- 95% of attendees rated the overall quality of program as Good-Excellent.
- 98% rated the quality of IVECCS speakers as Good-Excellent.
- Over 98% would recommend IVECCS to a colleague.
- 98% indicated they would attend another IVECCS within two years.
- Over 80% of exhibitors indicated IVECCS 2004 was successful for their company.

2004 attendance breakdown

- Veterinarians: 1,300
- Technicians: 715
- Students: 85
- Exhibitors: 370
- Guests: 360

Total: 2,830

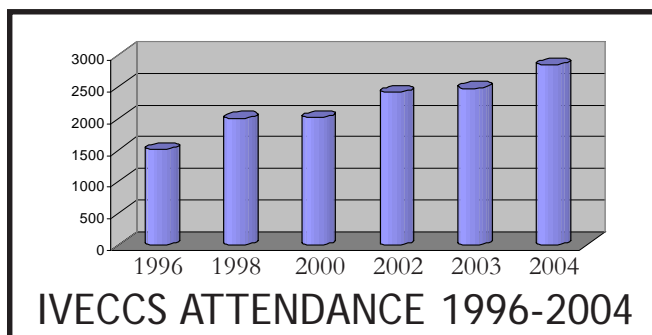


EXHIBIT SPACE FEES AND INCLUSIONS

- All booths spaces are 10'x10' or multiples.
- See specific Terms and Conditions with enclosed Space Contract.

fee schedule

- Regular registration \$1,550
 - Pre-registration (discounted fee) for companies exhibiting at IVECCS 2004 \$1,350
- 50% deposit must be received on or before February 11, 2005 to hold space.**

inclusions

- Standard pipe, drape decorating, and sign with company name.
- Carpeted exhibit hall.
- Four (4) exhibit personnel badges per 10'x10' booth.
- Virtual Trade Show, provided by IVECCS: Displays company contact information on VECCS website and links to company website.
- One (1) complimentary Proceedings Book or CD-ROM per booth.
- Complimentary admittance into General Scientific sessions.
- Lunch and refreshments for exhibitors.
- Company listing with name and description of products and services in the official IVECCS program.
- 24-hour exhibit hall security.
- Discounted set of attendee mailing labels:
 - Pre-meeting set of labels: \$100
 - Post-meeting set of labels: \$125
- Free mailing list of attendees within 10 days of the meeting's conclusion.
- Lead retrieval system available as exhibitor option.
- Receptions and refreshment breaks in the exhibit hall.

Note: Electrical service is NOT included. Order forms will be provided with Service Kit.

OFFICIAL SERVICE CONTRACTOR

GES EXPOSITION SERVICES

ACCOUNT MANAGER:
Stanley Phillips

265 Peachtree Street NE
Atlanta, GA 30303
Phone: 404-460-6566
Fax: 404-460-6574
sPhillips@gesexpo.com

Service Kits will be sent to exhibitors in June 2005.

booth space assignments

Booth spaces will be assigned approximately June 1, 2005, for all those exhibitors who have contracts paid in full. Assignments will be based on several factors, including Corporate Honor Points.

factors considered in assigning space:

- Tenure as previous IVECCS exhibitor.
- Level of sponsorship for previous and current IVECCS events.
- Participation as exhibitor and/or sponsor at other (annual) VECCS CE meetings.
- Exhibitor preferences (when feasible)
- Location of industry competitors.
- Overall exhibit hall flow (at the discretion of VECCS).
- Advertising in the *Journal of Veterinary Emergency and Critical Care* (JVECC).
- Date of exhibit contracts returned and paid in full.

corporate honor points

Booth spaces are assigned as objectively as possible based on an exhibitor honor point system. Companies with the highest number of points are assigned first; those with the fewest points are assigned last.

Companies earn and accumulate Corporate Honor Points by demonstrating support of VECCS and IVECCS in several different ways, to include:

- Two (2) points for each year exhibiting at IVECCS.
- One (1) point for exhibiting at VECCS' Annual Meeting or Recreational CE Meeting.
- One (1) point for every full-page advertisement taken in JVECC during the previous 12 months.
- One (1) to fifteen (15) points awarded for IVECCS sponsorship, depending on level (Bronze, Silver, Gold, Diamond, etc.).

exhibitor no shows

All exhibitors must have their booths set up and operational by 7:30 a.m. on Thursday, September 8, 2005. Companies not establishing and confirming their presence in their assigned exhibit space by this time will be considered "no shows." IVECCS reserves the right to immediately reallocate this unclaimed space to another company without recourse to the "no show" company.

CANCELLATION POLICY

The following Space Contract cancellation policy will be in effect:

- Prior to March 1, 2005: \$100 administration fee retained.
- March 1 – June 1, 2005: 50% of contracted fee retained.
- After June 1, 2005: No refund of fees.

EXHIBIT HALL SCHEDULE

HYATT REGENCY ATLANTA - GRAND HALL

Wednesday, September 7

Registration: 7 a.m. – 6 p.m.
Move-in: 8 a.m. – 10 p.m.

Thursday, September 8

Registration: 7 a.m. – 6 p.m.
Exhibit Hall Open: 9 a.m. – 5:30 p.m.

Friday, September 9

Exhibit Hall Open: 9 a.m. – 1:30 p.m.
Exhibit Hall Closed: 1:30 p.m. – 2:30 p.m.
Exhibit Hall Open: 2:30 p.m. – 6:45 p.m.
Happy Hour in Exhibit Hall 5:15 p.m. – 6:45 p.m.

Saturday, September 10

Exhibit Hall Open: 9 a.m. – 3 p.m.
Exhibit Hall Closed: 3 p.m.
Move-out: 3 p.m. – Midnight

Note: Dismantling prior to the official exhibit hall closing time will result in loss of corporate honor points.

PRE-SYMPOSIUM TIMELINES

• February 11, 2005

Deadline for previous (IVECCS 2004) exhibitor registration discount.

• March 1 - June 1, 2005

50% cancellation fee in effect.

• May 16, 2005

Final payment must be received in full by this date to have booth assigned June 1st. All booth space contracts submitted after this date must be accompanied by full registration fee.

• June 1, 2005

Booth assignments made for all those exhibiting companies who have contracts paid in full.

• June 1, 2005

100% cancellation fee in effect after this date.

• June 15, 2005

Deadline for submitting company descriptions for publication in the official IVECCS program.

• July 15, 2005

Deadline for submitting list of personnel to receive exhibitor badges.

WHY YOUR COMPANY SHOULD EXHIBIT AT IVECCS 2005

- Survey indicated that 85% of IVECCS '04 Exhibitors expressed overall satisfaction with the meeting.
- Network with highly motivated, technology-oriented vets and techs.
- Attendees are product-savvy, knowledgeable young professionals.
- Decision makers and pace setters in the profession come to IVECCS.
- Great marketing opportunities with a very progressive group of attendees.
- Broad range CE program integrates all the clinical specialties and attracts quality, motivated practitioners.
- Large number of hands-on labs and small group sessions:
 - Utilize equipment/products from IVECCS exhibitors and sponsors.
 - Puts your products in attendees' hands.
- Regarded as one of the most exhibitor-friendly national meetings.
- Favorable exhibitor to attendee ratio provides you with a marketing edge.
- Atlanta and Southeast United States is a great meeting venue for IVECCS.

HOTEL AND TRAVEL INFORMATION

Hyatt Regency Atlanta

265 Peachtree Street NE
Atlanta, GA 30303-1294

Ph: 800-233-1234

Alt. Ph: 404-577-1234

www.hyattregencyatlanta.com

RATES:

Single/Double: \$152/night
Triple/Quad: \$172/night

TRAVEL SERVICE

For discounted fares, rental cars, hotel reservations and other travel needs for IVECCS 2005, please contact:

AJ Travel

Ph: 800-344-8456

info@ajtravel.com



MARKETING AND CORPORATE SPONSORSHIP OPPORTUNITIES

iveccs event sponsorship

- Special recognition and visibility for you and your company.
- You receive recognition in the IVECCS program brochure, indicating item(s) sponsored.
- Opportunity to network closely with leaders/influencers in the profession.
- Acknowledgement of sponsorship in JVECC before and after the symposium.
- Company name prominently listed on display signs in Registration Area, Exhibit Hall and meeting rooms.
- Special sponsor ribbons for IVECCS name badge.
- Discounted advertising rates in one (1) issue of JVECC.
- IVECCS 2005 attendee mailing list made available to sponsors.
- Attendees recognize and appreciate your interest in their specialty.

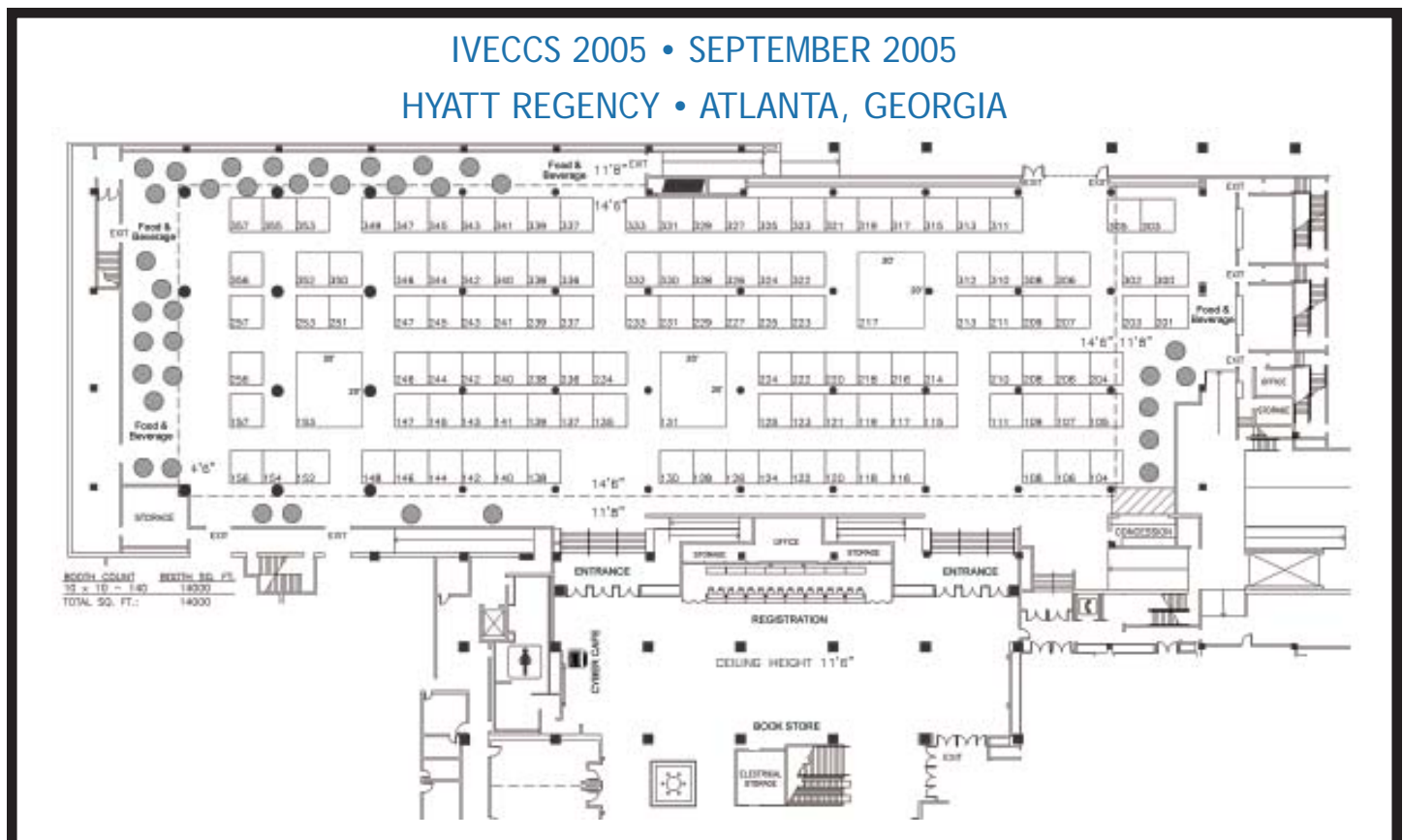


direct mail to attendees

- Utilize the valuable tool of direct mail to a target group for your product line.
- Let them know the importance of your seeing them at IVECCS.
- Follow up on leads obtained at the meeting.
- Pre-meeting and post-meeting attendee list provided to Gold and Diamond Level sponsors.

advertising

- Receive discount for ads placed in either the September or December 2005 issue of JVECC, the authoritative Emergency/Critical Care publication distributed around the world.
- The IVECCS program has high visibility and will be sent to approximately 40,000 veterinarians. You can benefit from this visibility and let folks know you will see them at IVECCS with your advanced line of products.



SPONSORSHIP OPPORTUNITIES (CONT.)

SPONSORSHIP OPTIONS

Please review the following sponsorship options, indicating your preferred options and level of support. A final Scientific Program schedule will be sent to you in a few weeks; however, if you know that you would like to sponsor specific program topics or speakers please advise us immediately and write them in now. VECCS will consider other sponsorship options based on your corporate interests and objectives.

proceedings, bags and folios

- **Proceedings Book:** 1,500 copies of 900-page IVECCS Proceedings book. Full-page advertising available on inside covers and outside back cover. Cost: \$30,000 (partial sponsorships accepted).
- **CD-ROM:** Symposium proceedings also made available on CD-ROM. Cost: \$8,000.
- **Book Bags:** Very popular item. Approximately 2,200 bags with corporate and VECCS logos. Cost: \$7 – \$9/bag.
- **Folio Note Pads:** Attractive folios with blank note pads. Corporate logo on cover and opportunity for promotional literature inside. Cost: 2,200 folios @ \$3 – \$4 each.
- **Pocket Program:** Very handy resource. Extremely popular with attendees. Contains complete scientific program schedule, daily events and room locator guide. Exclusive company promotion. Cost: \$5,000.
- **Bag Inserts:** Promotional items for all bags. Item required on site 10 days prior to symposium. Cost: \$1,000 per item
- **Bag Tags:** Your logo and insert for registrant business card. Cost: \$2,000

social events and receptions

- **Opening Reception:** Traditional, fun-filled Opening Reception for all attendees. Generous food and beverage offerings. Approximately 2,200 attendees. Cost: \$65,000 (Partial sponsorships: \$10,000).
- **Speaker & Moderator Reception:** A special evening to reward our outstanding speakers, moderators and hardworking IVECCS committee. Approximately 200 attendees. Cost: \$12,000.



- **American College of Veterinary Emergency and Critical Care (ACVECC) Diplomat Dinner:** The world leaders in emergency and critical care medicine from academia and private practice (approximately 120 Diplomates) will attend. Great opportunity for networking. Cost: \$10,000.
- **ACVECC Exam Candidate Reception:** For residents completing their certifying exam. Approximately 120 people (ACVECC Regents, Diplomates and Exam Committee members) expected to attend. Cost: \$6,500.
- **Academy of Veterinary Emergency and Critical Care Technicians (AVECCT) Pinning Ceremony & Reception:** AVECCT is the premier clinical certification organization and will recognize the most recent class of members. Unique opportunity to support this outstanding group and participate in the ceremony. Approximately 110 attendees. Cost: \$5,000.
- **Student, Intern and Resident Reception:** A turnout of over 150 students, interns and residents is expected for IVECCS 2005. SVECCS maintains a chapter at every veterinary school across the country. Cost: \$7,500.
- **Speaker Lounge & Ready Room:** Continental breakfast and refreshments for speakers and VIPs, Sept. 7 – 11. Serves as a slide previewing and warm-up room for speakers. Cost: \$2,000/day.
- **Refreshment breaks:** Morning and afternoon refreshment breaks for all attendees (approximately 2,000). Cost per break: \$5,000 – \$8,000 (depending on menu selections).
- **Happy Hour in Exhibit Hall:** Social hour (5:15-6:45 p.m.) in the exhibit hall Friday evening with beer, wine, soft drinks and munchies. Cost: \$14,000.
- **Lunch in the Exhibit Hall:** Lunch coupons distributed to attendees Thursday, Friday and Saturday to encourage maximum lunchtime flow in the exhibit hall. High Recognition. Cost: \$7,500/day.
- **Student Luncheon:** IVECCS is a favorite meeting for student leaders (approximately 100). Cost: \$2,000.

scientific program

- **General Scientific Program:** Program draft will be available in mid-December for you to select the specific lectures, labs and course modules you would like to sponsor. Cost: \$2,500/half day module; \$4,000/full day.
- **Multidisciplinary (Resident) Review Course:** A full-day series on Wednesday, prior to the general program. Comprehensive review, interactive, clinical resident-level lectures. Includes separate proceedings with logo and ad. Cost: \$3,000/half day; \$5,000/full day.
- **Technician Program:** IVECCS technician program draws over 700 of the most advanced techs and animal nurses in the profession. The program consists of a lecture track and limited enrollment/lab track:
- **Lecture Track:** Seven half-day modules of lectures covering a range of emergency/critical care topics and techniques, to include advanced nursing care, patient monitoring, laboratory testing and more. Cost: \$12,500 for entire lecture program; \$2,000/half day; \$3,500/full day.
- **Limited Enrollment sessions/labs:** 10 half-day techniques and procedures labs. Cost: \$2,000/half day.

SPONSORSHIP OPPORTUNITIES (CONT.)

- **Knowles Memorial Keynote Lecture & General Session:** Leading authority and world-renowned speaker on sepsis and multiple organ failure will present this year's lecture. Awards program will follow. Cost: \$2,000.
- **Management Program:** Two days of lectures, workshops, panels on personnel, financial and facility issues facing new and established emergency and critical care practices. Cost: \$3,500/day or \$6,000 for both days.
- **Equine Emergency & Critical Care:** 3¹/₂ days on critical care for the adult equine and neonate. Presented by world's leading authorities on equine critical care medicine. Cost: \$1,500/half day; \$2,500/full day.
- **Small Animal Abstracts Program:** Two half-day sessions with basic and applied research findings presented. A \$500 cash award for the best resident abstract. Cost: \$2,000/half day; \$3,500/full day.
- **Equine Abstracts:** A half-day program presenting over 20 original papers and abstracts on equine emergency/CC. This is a rapidly growing segment of IVECCS. Cash award for best abstract. Cost: \$1,500.
- **Case Reports:** Extremely popular series with real cases and practice tips presented by leading practitioners. Half-day program conducted the first day (Thursday). Cost: \$2,500/half day.
- **Resident's Forum:** A two-hour session conducted by residents for residents. Fast-paced, lively and advanced-level program. Cost: \$1,500/half day.
- **Student VECCS Program:** Two special tracks for students interested in emergency/CC. Lectures and dry labs geared to this motivated group. A personal development module will also be presented. Cost: \$1,000/one track; \$1,500/for both.

BENEFITS OF CORPORATE SPONSORSHIP

IVECCS Sponsorship! EVERYONE BENEFITS

- *Keeps registration fees affordable, thereby increasing attendance.*
- *Enhances partnership between practice/industry/research.*
- *Social events encourage professional collegiality & networking.*
- *Improves access to customers.*
- *Labs familiarize your product line with your target group.*

The officers and staff of VECCS and the entire IVECCS team will do everything possible to ensure sponsoring companies and organizations derive maximum benefit in return for the support provided to our symposium. We are sincerely grateful for your commitment and generosity.

RE M I N D E R

Booth space for IVECCS 2004 was
sold out in FEBRUARY!

SPONSORSHIP CONTACT

Gary Stamp, DVM, MS,
DACVECC
Executive Director, VECCS
Email: stamp@veccs.org

EXHIBITOR CONTACT

Ms. Donna Sullivan
IVECCS Exhibits Coordinator
Email: donna@veccs.org

ADVERTISING CONTACT

Ms. Kelli Collier
IVECCS Program &
JVECC Advertising
Coordinator
Email: kelli@veccs.org

IVECCS 2005 CONTACT INFORMATION

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Suite 14
San Antonio, TX 78257

Ph: 210-698-5575
Fax: 210-698-7138
Email: info@veccs.org
Website: www.veccs.org

2004 IVECCS SPONSORS

DIAMOND LEVEL



Hill's Pet Nutrition



Pfizer Animal Health

GOLD LEVEL



Nestlé PURINA

NOVARTIS

SILVER LEVEL

THE IAMS COMPANY

IDEXX

ROYAL CANIN

BRONZE LEVEL

ABBOTT

HESKA

AKC

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PETS CHOICE

BAYER

SYNBIOTICS

BIOPURE

TYLIFT

CARE CREDIT

UNIVERSAL ULTRASOUND

DAN SCOTT & ASSOCIATES

VCA HOSPITALS

FT. DODGE

2004 IVECCS EXHIBITORS

AAHA
ACVIM
AVMA PLIT
Abaxis
Abbott Animal Health
Accutrend Lactate
AccuVet Lasers
Akron Vet -Care/Electro Medical
ALOKA Ultrasound
Andersen Products
Animal Arts/Gates Hafen Cochrane
Animal Blood Bank
Animal Care Training - VetEd Tablet
Animal Intelligence Software, Inc.
Arizant Healthcare, Inc.
Arrow International
BASI/Vetronics
Bayer
BDA Architecture / CMP
Blackwell Publishing
CSI Veterinary Care Division
CapsuleNet
CareCredit
Care-Tech Laboratories, Inc.
Classic Medical Supply
Colonial Medical Supply Co.
DMS Laboratories, Inc.
DRE
Dan Scott & Associates, Inc.
Delta Scientific Veterinary Division
Diagnostic Imaging Systems, Inc.
Digicare Animal Health
Easterling Veterinary Supply
Eklin Medical Systems, Inc.
Ellman International
Endoscopy Support Services
Equipment Outreach
Fort Dodge Animal Health
Global Veterinary Products, Inc.
Grady Medical Systems, Inc.
Hallowell EMC
Heska Corporation
Hill's Pet Nutrition, Inc.
The Iams Company
Idexx Laboratories
Innovative Veterinary Diets
Jorgensen Laboratories
Karl Storz Veterinary Endoscopy
Lippincott Williams & Wilkins
Lyon Electric Co., Inc.

MATRIX
MEDCO Instruments
Medfurbish
MedRx, Inc.
Merial
Microsurgery Instruments, Inc.
MILA International
Nestle Purina PetCare Company
Nich Marketers, Inc.
Nova Biomedical
Novartis Animal Health
Olympus America, Inc.
PetAg, Inc.
Pet's Choice, Inc.
Pfizer Animal Health
Royal Canin Veterinary Diet
Saunders/Mosby/Churchill
Scil Animal Care Company
Sedecal USA
Shor-Line
Sneakers Software, Inc.
Snyder Manufacturing Company
Sontec Instruments, Inc.
Sound Technology
Spectrum Surgical Instruments
SurgiVet, Inc.
Synbiotics Corporation
SYNTHES USA
TW Medical
TYCO Healthcare/Kendall
Teton New Media
ThermoCare, Inc.
Tristar Metals, Inc.
Ty-Lift Enterprises
UltraSource, Inc.
Universal Surgical Instruments
Universal Ultrasound
VCA Animal Hospitals
VetCare
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Welch Allyn, Inc.
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