



the **premier** conference
to **network & sell**



September 20-23, 2012 | Dallas, TX
Dallas Convention Center

www.SWVS.org

- Introduce Your Business to **2,500+ Qualified Buyers**
- Sell Your Products and Services to **1,500+ DVMs**
- Market Your Organization to Over **20,000 Veterinary Professionals Nationally**

exhibitor
PROSPECTUS

“ The Southwest Veterinary Symposium (SWVS) is the premier veterinary conference for profitable face-to-face interaction, networking, sales and professional development opportunities for exhibitors. SWVS creates an unparalleled environment to cultivate connections between qualified buyers and industry experts. The Exhibit Hall offers a trade show with leading-edge veterinary medical, business, practice management products and services. We invite you to be a part of the largest veterinary conference in the Southwest. ”

Natasha Edwards | Exhibits Manager

Why Exhibit at Southwest Veterinary Symposium?

SWVS is committed to partnering with exhibitors to increase your sales pipeline and experience the greatest return on investment:

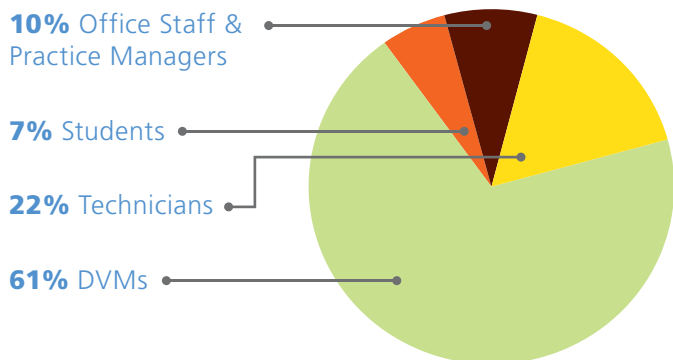
- **20,000+ veterinary professionals** to promote your organization to nationally.
- **3,000+ SWVS website visitors** to extend your brand to monthly.
- **2,500+ qualified buyers** to introduce your products and services face-to-face, **including 1,500 DVMs**.

Engaged attendees are looking for product and services to meet their specific needs.

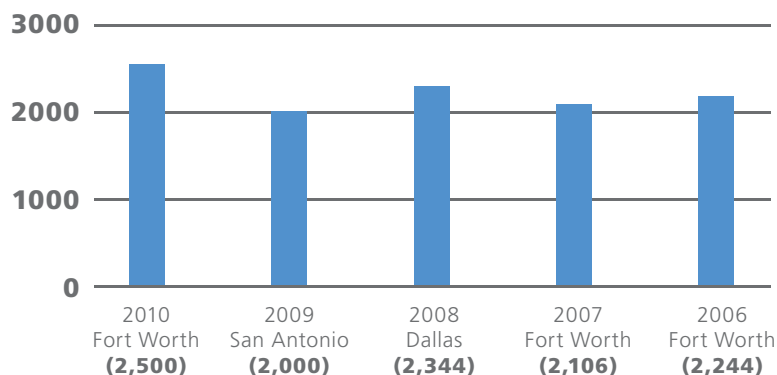
- **96%** of SWVS Attendees **say the Exhibit Hall hours are more convenient** than other symposiums.
- **90%** of SWVS Attendees **spend between 1 – 5+ hours in the Exhibit Hall**.
- **\$2 Million in sales** purchased by Attendees on the Exhibit Hall floor during the 3-day conference.



SWVS Attendee Statistics*



Over 200 Exhibiting Companies



Professional Attendees

*Based on 2010 Attendee statistics. 2011 statistics will be available after the 2011 Symposium.

Dedicated Exhibit Hall Hours

SWVS works diligently to create consistent traffic on the Exhibit Hall floor providing Attendees **21.5 hours of Exhibit Hall time** with 10 hours non-competing with CE sessions. The 2010 conference resulted in **\$2 Million in on-site sales.**



Exhibit Space Rental Includes (per 10'x10' booth)

- **Exhibitor Badges:** Each 10'x10' booth will be allotted four (4) complimentary exhibitor badges.
- **Booth Equipment:** Each 10'x10' booth will be set up with 8' high plum, green and beige back drape, 36" high plum side dividers, one 6'x30" green skirted table, two opal side chairs, one wastebasket, and a 7"x44" one-line identification sign. (The exhibit booths are NOT carpeted; however, the aisles will be carpeted in green) SWVS Official Contractor is FREEMAN.
- **Electronic Listings:** Each exhibiting company will receive a complimentary mailing list of pre-registered attendees three weeks prior to the Symposium. A listing in the Program Guide (provided exhibitor meets print deadlines of July 2). A complimentary post-symposium mailing list of professional attendees within three weeks after the Symposium.
- **CE for Exhibitors:** All veterinarians and technicians employed by an exhibiting company receive a 50% discount on conference continuing education sessions. Exhibiting company team members registering for continuing education sessions MUST be included on the company's exhibitor badge registration request. Proper registration and attendance is required to earn CE credits. Labs and additional activities require full payment at the time of registration. (Registration must be sent to Exhibits Manager for processing).

2012 Show Schedule

For more information and helpful hints on show procedures, visit www.freemanco.com/preshowFAQ

W Sept. 19 | 8:00 am – 5:00 pm **Exhibitor Move-In**
TH Sept. 20 | 8:00 am – 5:00 pm **Exhibitor Move-In**
F Sept. 21 | 9:30 am – 7:00 pm **Exhibit Hall Open**
SA Sept. 22 | 9:30 am – 5:30 pm **Exhibit Hall Open**
SU Sept. 23 | 9:30 am – 1:30 pm **Exhibit Hall Open**
SU Sept. 23 | 1:30 pm – 7:00 pm **Exhibitor Move-Out**

All exhibitor materials must be removed from the exhibit facility by Sunday, September 23, 2012 at 7:00 pm.

How to Reserve Exhibit Space

1. View the Floor Plan in real-time for available booths on our website at www.swvs.org
2. Complete a Contract for Exhibits
3. Email, mail or fax contract with payment to SWVS at exhibits@swvs.org or (972) 664-9805
4. SWVS Exhibits Manager will send a confirmation letter via email to primary contact listed

*A minimum 50% deposit must accompany a contract for exhibit space (see payment schedule outlined in Contract for Exhibits for deadlines)

Exhibit notifications will be emailed to primary contact and secondary contact listed on Contract for Exhibits. SWVS Exhibit Hall updates will be posted on our website at www.swvs.org.



2012 Exhibit Deadlines

June 1 Booth Space Full Payment Due
June 25 Service Manual/e-Kit Online
July 2 Print Profile for On-Site Guide Due
August 20 Proof of Liability Insurance Due
August 27 Badge Registration Due

SWVS Future Dates

2013 September 26–29 | San Antonio, Texas
2014 September 25–28 | Fort Worth, Texas
2015 September 24–27 | Fort Worth, Texas

Your Guide to a More Successful Exhibitor Profile

SWVS helps your organization **strengthen brand awareness** and **increase communication** with your target audience. The first step in doing so is to actively promote your presence as an Exhibitor through **comprehensive profile marketing** initiatives. Highlight your company profile and **stand out from the rest!**



Online Profile

	Standard Free	Upgrade 1 \$150	Upgrade 2 \$250
Online Profile Update your booth profile with all relevant company information	500 characters	750 characters	1000 characters
Product Categories Select the product subcategories that potential clients are most likely to search with to find the solutions you provide	3	5	10
Product Brands Feature specific product lines that will be introduced for the event or some of your most popular brands. Includes descriptions & images	3	5	10
Press Releases Highlight what's happening at your company. Tell your story with printable, downloadable press releases	N	5	10
Show Specials Spotlight your deals—discounts, giveaways, sweepstakes, etc.—to keep your booth buzzing through the event	N	5	10
Company Logo/Image Brand your online listing by uploading a company logo/image to display within your online profile	N	Y	Y
Website Link Live link to your website from your Online Profile	Y	Y	Y

- **Increase traffic** to your e-Booth by 2-3 times
- **Enhance web exposure** and search engine performance
- **Promote your products and services** 24/7/365
- **Maximize ROI** by generating high quality new leads
- **Increase your online leads** by 2-4 times

Online Advertising

Electronic Sponsorship

- Email Sponsorship \$1,500 ea.

Electronic Advertising

- Social Media \$1,000 ea.
- Website (Leaderboard) \$1,000 ea.
- Website (Button) \$500 ea.

We create and execute a series of promotional emails sent out to registered attendees in the months leading up to the event. Sponsor an email and get an electronic ad linked to your website!

Print Profile

Standard Print Profile (FREE)

List a description about your company products and services in the SWVS On-Site Program Guide which is distributed to over 2,200 conference Attendees (350-characters). Provided exhibitor meets print deadline of July 2, 2012.

Print Advertising

On-Site Guide Advertising

- Logo (Section Pages) \$150 ea.
- Logo (Exhibitor Listing) \$150 ea.
- Logo (Exhibitor Map) \$150 ea.
- Logo (All 3 Locations) \$350 ea.

Exhibit Hall Mobile App

One more area SWVS is getting the word out for exhibitors is via mobile application. Access the entire show floor plan and exhibitor profiles on our website AND on your smart phone through **Chirpe**, a mobile friendly version of SWVS trade show. Scan the QR code above or type **www.chirpe.com/SWVS12** in the browser on any smart phone to use the application—no download or settings required.



Marketing & Advertising Opportunities

Being a sponsor at SWVS is one of the **best opportunities of the year** to reach qualified decision makers interested in products and services that will optimize their practices and increase patient care. The marketing options provided give you **numerous opportunities to broadcast your message** to your prospects and clients. Taking advantage of these opportunities **sets you apart** from your competition as it **demonstrates your commitment** to advancing the veterinary profession.

Visit **www.SWVS.org** for a complete list of marketing opportunities.

Contact Information

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Fairfax, Virginia 22030
(866) 849-8870
swvhousing@jspargo.com

Official Service Contractor Freeman

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(214) 634-1463
FreemanDallasES@freemanco.com

SWVS Exhibits Staff NATASHA EDWARDS

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