



KVMA presents the

Mid-America Veterinary Conference



EXHIBITOR'S PROSPECTUS

SEPT. 26-28, 2025

Central Bank Center • Lexington, KY

Welcome exhibitors,

We are proud to invite you to the 2025 Mid-America Veterinary Conference. Due to overwhelming positive feedback, we are once again going to be in the beautiful Central Bank Center in vibrant downtown Lexington, KY, September 26-28. We are looking forward to having over 500 attendees again this year, primarily veterinarians and practice managers.



This year, we've made several improvements to enhance your experience, including better traffic flow in the exhibit hall, expanded opportunities for interaction with attendees, and more dedicated exhibit hours. We're also enhancing our educational offerings with top-tier speakers and an expanded Sunday wet lab program. Tracks will include business management, companion animal, food animal, and equine medicine and surgery.

The KVMA knows that we could not put on this extraordinary conference every year without your continued support. We are excited to have this conference in a vibrant city that will allow our exhibitors and our attendees to have access to tremendous entertainment options ranging from horse races at Keenland, Lex live entertainment complex and gaming at the famous Red Mile to world class dining and nightlife.

We look forward to another successful year of partnership between the KVMA and our exhibitors again this year. Together we can bring your innovative products and services and world class education to our attendees and help continue to move the veterinary profession forward improving the lives of our animals and their people. Thank you for your support and welcome to the Mid-America Vet Conference!

Thank you for being a part of the 2025 Mid-America Vet Conference!

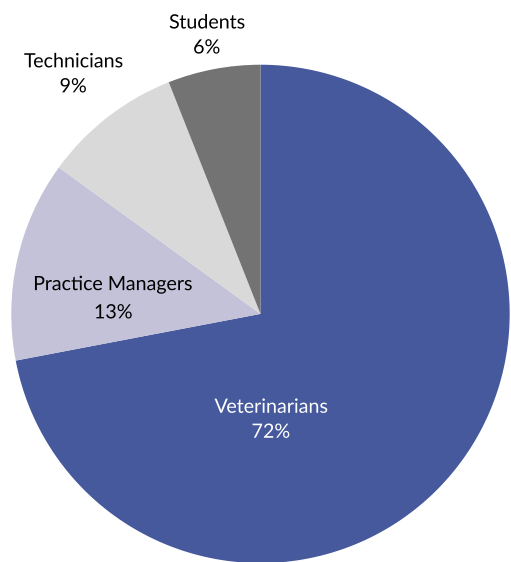
Have a great Conference!

A handwritten signature in blue ink, appearing to read "James Beckman".

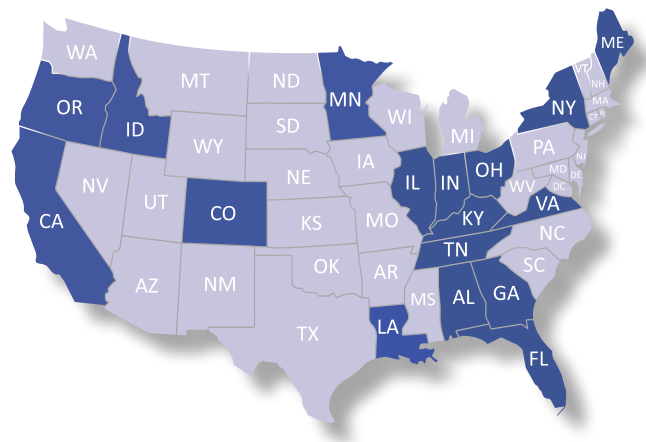
James Beckman DVM
KVMA President-Elect

Welcome Exhibitors!

The KVMA Mid-America Veterinary Conference is one of the premier CE events for Kentucky and Midwest veterinarians, veterinary technicians, students and practice managers – drawing over **550 attendees each year.**



In 2024 the KVMA Mid-America Conference hosted attendees from **17 states.**



HOTEL

Please note that reservations need to be confirmed no later than August 15, 2025.

The convention will be held at The Hilton Downtown in Lexington, Kentucky. A block of rooms has been held in the KVMA's name. Hotel reservations can be made by contacting the hotel directly at 859-231-9000 and referencing the KVMA Mid-America Conference or by using [this link](#).

REGISTRATION

Exhibitor badges will be provided for each company representative and may be picked up at the main registration desk. Badges are required for admittance to exhibit area.

SPECIAL EVENTS

Friday, September 26:

Cocktail party 5:30 – 7 p.m. (Exhibit Hall)

Saturday, September 27:

Lex Live 5:30 – 7 p.m.



SCHEDULE

Thursday, September 25

4 – 6 p.m.

Exhibitor check-in and set up

Friday, September 26

7:00 – 9:00 a.m.

Exhibitor Set Up

9:50 – 10:30 a.m.

Attendee Break

12:20 – 1:50 p.m.

Box Luncheon

2:40 – 3:10 p.m.

Attendee Break

4:00 – 4:30 p.m.

Attendee Break with Snacks

Saturday, September 27

7:30 a.m.

Exhibit Hall Open

9:50 – 10:30 a.m.

Attendee Break

12:20 – 1:50 p.m.

Awards Banquet Luncheon

2:40 – 3:10 p.m.

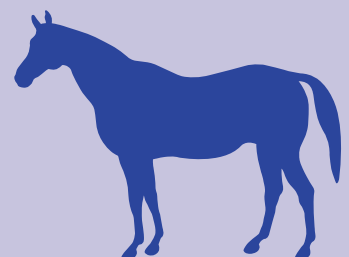
Attendee Break

3:30 p.m.

Exhibit Hall Tear Down

Sunday, September 28

No Exhibits



ABOUT YOUR BOOTH

All booths are 10' x 10' with drapes. Includes: Booth sign, 6-foot draped table, two chairs and a wastebasket.

Includes:

- Registration for representatives
- Access to special events
- Mailing list of pre-registrants
- Two lunch tickets for Friday and Saturday

BOOTH RATES

Booth Type	\$
Standard Booth	\$1,000
Double Booth	\$1,800



NEW FOR 2025:

We are excited to announce that Lexpo now has online ordering available for exhibitors. You will use this system to order any additional equipment or services for your booth such as electricity, internet, or furniture.

Please [click here](#) to access the exhibitor portal. You will be prompted to enter your booth number (if you don't know it or have not been assigned one yet, just enter TBD), then you will be directed to an online store customized for the KVMA Mid-America Veterinary Conference.

Assignment of Space:

Booth assignment is based on, in order of priority: date of receipt of contract and payment, and proximity to competitive or conflicting organizations. Be sure to indicate your first, second, third and fourth choices.

Conference sponsors and corporate members will receive priority selection.

No space can be held without payment. Early reservations are encouraged. Confirmation of booth reservations will be made promptly. Booth numbers will be assigned in mid-August.

Company Prizes:

As an exhibiting company, you are encouraged to have a prize giveaway. If you would like to hold your own drawing, indicate this on your reservation form, and it will be noted on marketing materials.

Sponsorship Opportunities

	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Complimentary Single Booth	Yes	Yes		
Sponsor Board Logos with recognition	Yes	Yes	Yes	Yes
Sponsorship recognition in the conference Proceedings	Yes	Yes	Yes	Yes
Complimentary list of all pre-registrations	Yes	Yes	Yes	Yes
Sponsorship recognition in the conference program*	Yes	Yes	Yes	Yes
Sponsorship ribbon on all company representative badges in exhibit booths	Yes	Yes	Yes	Yes
Sponsor recognition on conference website	Yes	Yes	Yes	Yes
Conference program advertising discount	Complimentary Full-Page Ad	50% Off Any Ad		
Logo on conference emails	Yes	Yes		
Complimentary ad in the quarterly print KVMA newsletter (sent to all KVMA members)	Full-Page	Half-Page		

*Sponsorship must be received by July 15, 2025

Receive Priority Booth Selection

You receive priority booth selection along with other valuable benefits when you add a sponsorship to your purchase of any exhibit space.



Reservation Form

Information & Sponsorship Level

Company name _____
 Contact name _____
 Position _____
 Mailing address _____
 City _____
 State _____ Zip _____
 Phone _____
 Website _____
 Contact Email _____
 Send pre-convention information requests to (Email):

Product description _____
 Booth sign to read _____
 Our company would like to have its own giveaway:
☐ Yes
☐ No

Sponsorship Level

- ☐ **Platinum** — \$7,500
☐ **Gold** — \$5,000
☐ **Silver** — \$2,500
☐ **Bronze** — \$1,000

Booth Reservation

- ☐ **Standard Booth** — \$1,000
☐ **Double Booth** — \$1,800

Please reserve Booth # _____ at the Mid-America Veterinary Conference.

If this booth is not available, our alternate choices are:

2nd: _____
 3rd: _____
 4th: _____

Booth space requests will be assigned on a first come, first served basis, with priority given to sponsors. We make every effort to ensure you receive your preferred booth. We reserve the right to assign or change booths at our discretion. Booth numbers will be assigned in August and disseminated via email to contact address provided.

Our preference is to be located near the following companies:

Please do **NOT** assign my booth near the following companies:

Additional Sponsorship Opportunities

Speaker Sponsor

- ☐ Please contact KVMA staff for available options

Lanyard Sponsor

~~☐ \$1,500~~ **SOLD**

Tote Bag Sponsor

~~☐ \$2,000~~ **SOLD**

Friday Cocktail Party Event

- ☐ Exclusive Sponsor \$5,000
☐ Contributing Sponsor \$2,500

Lex Live Bowling Lane Sponsor

- ☐ \$250 (Two company persons may bowl)

Friday Box Lunch

- ☐ Exclusive Sponsor \$5,000
☐ Contributing Sponsor \$2,500

Saturday Awards Lunch

- ☐ Exclusive Sponsor \$5,000
☐ Contributing Sponsor \$2,500

Coffee Stations in Exhibit Hall

- ☐ Exclusive Sponsor \$3,000
☐ Contributing Sponsor \$1,500
☐ Single Break \$500

Snack Attack! Afternoon break snacks (Fri & Sat)

- ☐ Exclusive Sponsor \$3,000
☐ Contributing Sponsor \$1,500
☐ Single Break \$750

Conference Program Ads (Black & White only)

- ☐ Full-page \$350 (7.5h x 10w)
☐ Half-page \$250 (7.5h x 5w)

Note: Ads must be 300 dpi and provided in jpg or pdf format.

Purchase Calculator

Booth Space \$ _____

Sponsorships \$ _____

Add-on Friday Box Lunch (first two come with booth)

\$ 40 x _____ \$ _____

Add-on Saturday Luncheon (first two come with booth)

\$ 50 x _____ \$ _____

TOTAL \$ _____

Payment Information

☐ Check☐ Visa☐ Mastercard☐ American ExpressName on card
_____Card Number

Exp. _____

Billing Address

City _____

State _____ Zip _____

Signature

Submit Reservation

Online: Click [here](#) to complete the registration directly on the KVMA website.

In alternative, you can submit your completed application (both pages) by email or regular email.

Email: info@KVMA.org

Mail: KVMA

108 Consumer Lane

Frankfort, KY 40601

Electrical Orders

Please note that an electrical outlet is NOT provided and will need to be pre-ordered by contacting Lexpo.

Need to order additional equipment or services like electricity, internet or furniture? Click [here](#)

scroll to the KVMA Mid-America event and click on the "Go to Store" button. You will be prompted to enter your booth number (enter "TBD" if you are waiting on a booth number assignment).

Shipping Instructions

Exhibitors will adhere to the following directions regarding their shipments:

1. All shipments must be prepaid. Collect shipments will not be accepted.
2. Shipments will only be accepted Monday through Friday between 8:30 a.m. and 4:00 p.m. EST.
3. All material should be shipped to arrive no later than one week prior to initial installation date.
4. All materials should be shipped to and picked up at the address below. Labels should include booth name and number. See below for example:

Lexpo Exposition Services

"Show Name, Business Name and Booth #"

430 W. Vine Street

Manchester Street Dock

Lexington, KY 40507

Any special services such as rental of furniture, signs or carpentry work and freight may be secured from our exhibit contractor, Lexpo Exposition Services. Orders can be placed using the link above.

All details should be arranged early to minimize confusion and charges for overtime labor.

Contract Conditions

1. CONTRACT CONDITIONS:

The terms and conditions of these Official Regulations shall apply to and be in effect between The Kentucky Veterinary Medical Association and any exhibitor whose application is received and to whom booth space is rented. All points not covered are subject to the decision of The Kentucky Veterinary Medical Association whose word will be final.

2. APPLICATIONS FOR EXHIBIT SPACE:

Applications by exhibitors shall be made on the official application only. Exhibit Management shall accept or reject each application received and will furnish additional information to each exhibitor whose application has been accepted. Booth space will be assigned by The Kentucky Veterinary Medical Association, guided by the requirements of the exhibitors and their choice of location wherever possible. However, Exhibit Management reserves the right to rearrange or renumber the floor plan and relocate any exhibit if it appears necessary for the general good of all exhibitors.

3. RENTAL:

Booth price includes booth space, one booth identification sign per exhibitor, one draped 6-foot table, two chairs and one wastebasket. Any other services required by the exhibitor must be acquired from the appropriate service contractor and paid for by the exhibitor. Electric must be ordered from Lexpo Exposition Services.

This application for booth space must be signed by a duly authorized agent of the exhibitor and accompanied by payment as indicated in the deposit and payment policy. Failure to comply can result in loss of booth space. Returned checks will be assessed a \$25 service charge, and may result in loss of booth space. We agree to comply with all

contract conditions, rules and regulations governing the exhibit area. Any payment made shall not be refundable. Any exhibitor reserving a booth who fails to abide by the above payment schedule, or fails to occupy his space by the exposition's opening, shall forfeit all rights to the use of assigned space, and Exhibit Management reserves the right to dispose of such space with no refund to the exhibitor, in such a way as they may consider to be in the best interest of the exposition, without any liabilities to The Kentucky Veterinary Medical Association, the landlord or exhibitor services.

4. EXHIBITOR SERVICE:

The Kentucky Veterinary Medical Association will select official suppliers for booth decorations, signs, electrical, drayage, exhibit erection and booth cleaning. After Exhibit Management receives your application for exhibit space, an exhibitors' information kit will be sent containing information pertinent to planning your exhibit. Order forms from the official suppliers will be included for all necessary services including drayage, electrical, furniture and carpet rentals.

5. RESTRICTIONS IN OPERATION OF EXHIBITS:

- a. **Alcohol:** Possession, distribution and consumption of alcoholic beverages is prohibited except through CBC approved caterer, Levy/Hardwood & Oak. As stipulated by KRS Statute 243.036, the auction of any alcoholic beverage requires a temporary permit issued by Alcohol Beverage Control Board (ABC). The application process takes 30-45 days to complete. A permit must be presented in order for the item to be sold. For further details, please contact the ABC Board at 859.258.379
- b. **Noise Making Devices:** Exhibits which include the operation of musical instruments, radios, talking motion pictures, public address systems, or any noise making machines, must be conducted or arranged so that the noise resulting from the demonstration(s) will not annoy or disturb adjacent exhibitors.

- c. Decorations:** All decorative materials displayed or installed in the Complex must be flame retardant in accordance with the Public Safety and Fire Regulations. Proof of satisfactory flame retardant treatment (certificate) is required and must be maintained within the specific exhibit area for inspection. The Complex does not allow anything to be taped, nailed, tacked or otherwise affixed to ceilings, painted surfaces, doors, glass, fire sprinklers, lecterns, columns, fabric or decorative walls. Items such as glitter, confetti, rice, birdseed, sand, dirt, moss and mulch are NOT permitted on any carpeted areas. The use or distribution of helium-filled balloons is prohibited. Balloons filled with air are permissible
NOTE: Cleaning and/or removal of décor items such as confetti, glitter, streamers, etc. will incur additional charges.
- d. Fire Prevention:** All booth decorations must be flame proof and all hangings must clear the floor. Electrical wiring must conform to the National Electrical Code Safety Rules. If inspections indicate that any exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his/her exhibit as may be irregular. City fire regulations must be observed. All fabrics, decorative or otherwise, must be flame-proofed in accordance with the fire prevention requirements of the City of Lexington, Kentucky.
- e. Safety Precautions:** Exhibitors shall take all necessary precautions for the safety of their personnel, other exhibitors and all other persons upon the premises, and shall comply with all applicable provisions of federal, state and municipal safety laws, building codes and ordinances to prevent accidents or injuries.
- f. Maintenance Of Booth Space:** Exhibitors shall keep their booth space clean and orderly at all times, and shall not engage in any activity which would unduly interfere with visitors or other exhibitors, or would be in violation of law, regulations or ordinances. A representative of the Retail or Wholesale Exhibitor shall be attending the booth while the Exposition is open to the public.
- g. Construction:** In general, each exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of his/her exhibit. Specific construction limitations will be included in the Exhibitor Service Kit.
- h. The Exhibitor agrees to produce his/her exhibit in dignified taste** and in keeping with the reputation and image of The Kentucky Veterinary Medical Association.
- i. Enforcement:** The Exhibitor agrees to comply strictly with the applicable terms and conditions contained in the agreements between the Landlord, the Sponsor, and Exhibit Management regarding the Exhibition premises. The Exhibit Management reserves the right to restrict exhibits which because of noise, method of operation, materials, or any other reason become objectionable, and also to prohibit or evict any exhibit which in the opinion of the Exhibit Management may detract from the general character of the exhibit as a whole. This reservation includes persons, things, conduct, printed matter, or anything of a character which the Exhibit Management determines is objectionable to the exhibit or does not conform to the standard of the Exposition. In the event of such restriction or eviction, the Exhibit Management is not liable for any refund or other exhibit expenses.
- j. No Assignment Or Subletting:** Exhibitors shall not assign or sublet any space rented by them, nor shall they in any way represent, exhibit, solicit, demonstrate or advertise on behalf of any person or manufacturer, merchandise, equipment or services, unless such merchandise, equipment or services is sold, distributed or provided on a continuing basis by the Exhibitor.
- 6. LIABILITY:**
- a. Statement Of Policy:** The Exhibit Management, Sponsor, Landlord and Exhibitor's Service, and their officers and staff members, disclaim all liability for damages or losses caused any Exhibitor by fire, water, flood, windstorm, utility failures, rodents, acts of vandalism, insurrection, civil disorder, strikes, criminal acts, or theft. Exhibit Management will not be responsible for any failure of electric or other

services. Exhibitors wishing to insure their goods must do so at their own expense. If unusual equipment is to be installed, or if appliances that may be subject to fire codes are to be used, the Exhibitor should communicate with the Kentucky Veterinary Medical Association for information concerning facilities or regulations. No Exhibitor shall allow any article or thing to be brought into, or any act to be done on the premises which will increase the premium on any policy or policies of insurance held by Exhibit Management, the Sponsor, the Landlord, or the Exhibitor's Services, or which may cause any such policy or policies of insurance to be canceled. And further, the Exhibitor shall at all times protect, indemnify, save and keep harmless the Exhibit Management, Sponsor, Landlord, and the Exhibitor's Service against any and all loss, cost, damage, liability, or expenses arising from or out of or by reason of any accident or other occurrence to anyone, including the Exhibitor, its agents, employees and invitees, which arises from or out of or by reason of said Exhibitor's occupancy and use of the Exhibition premises or a part thereof.

- b. Pertaining To Theft And Losses:** The Exhibit Management, Sponsor, Landlord and Exhibitor's Service and their officers and staff members will not be responsible for loss of equipment or damage to equipment.
(NOTE: Most loss or damage occurs within a 12-hour period immediately following the close of the show. It is highly recommended that all items of potential risk, including tools, be removed upon leaving the Exposition and that all displays be packed. The convention contractor will begin removing the drapes, tables, and other rental property immediately upon the close of the show. DO NOT DEPEND ON THESE ITEMS TO PROTECT OR CONCEAL YOUR EQUIPMENT AFTER THE CLOSE OF THE SHOW.)
- c. The Exhibitor agrees to protect, indemnify, save and keep harmless Exhibit Management, Sponsor, Landlord, and Exhibitor's Service** against alteration or cancellation of any previously advertised event, or

section of the show deemed necessary by the Exhibit Management, Sponsor, Landlord, or Exhibitor's Service for the overall success of the show.

7. INTERPRETATION AND AMENDMENTS:

Exhibit Management shall have the full power to interpret and enforce all rules contained herein and the power to make amendments thereto and to enact such further rules and regulations as shall be considered necessary for the proper conduct of the Exhibition.

8. CORRESPONDENCE:

All correspondence relative to exhibits should be directed to Debra Hamelback c/o Kentucky Veterinary Medical Association, 108 Consumer Lane, Frankfort, KY 40601 or by email at info@kvma.org.

9. CONSENT TO USE PHOTOGRAPHIC IMAGES:

Registration and attendance at the KVMA Mid-America Veterinary Conference and other activities constitutes an agreement by the registrant to KVMA's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videos, electronic reproductions, marketing efforts and materials, and audiotapes of such events and activities.