

EXHIBITOR and SPONSOR PROSPECTUS



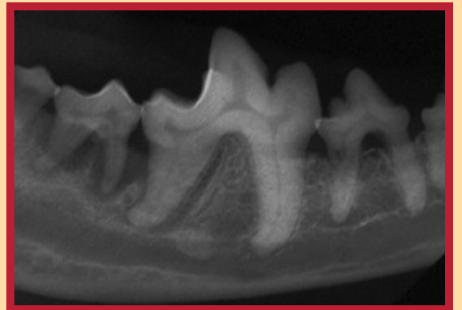
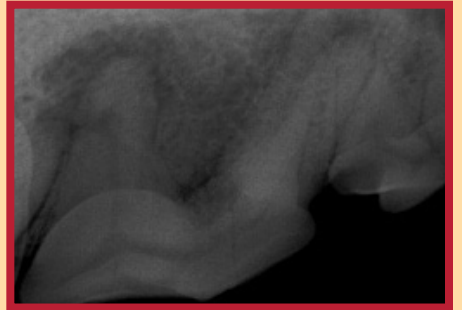
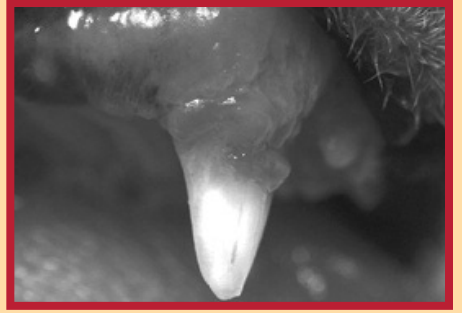
**Veterinary
Dental
Forum**

2010



San Antonio, TX
September 30 - October 3

September 30 - October 3, 2010
Marriott San Antonio Rivercenter
San Antonio, Texas



co-sponsored by
The Academy of Veterinary Dentistry • American Veterinary Dental College
• American Veterinary Dental Society

A special
THANK YOU
to the sponsors of
the 23rd Annual
Veterinary Dental
Forum!

PREMIER CROWN

Henry Schein Animal Health
Hill's Pet Nutrition, Inc.
IM3, Inc.
Midmark Corporation

PLATINUM CROWN

Pfizer

GOLD CROWN

Dentalaire
Merial
Webster Veterinary Supply
VIN.com
Virbac Animal Health

BRONZE CROWN

CK Dental Industries
HealthyMouth, LLC
SOGIVAL Laboratories, Inc.
Surgitel/General Scientific Corp.

OTHER CROWN

AFP Imaging
All Pro Imaging
Midmark Corporation
Schick Technologies

EXHIBIT SCHEDULE

EXHIBIT HALL

Thursday - September 30, 2010

Exhibitor Move-In
12:00pm - 5:00pm
Awards Ceremony &
Exhibit Hall Grand Opening
6:00pm - 8:00pm

Friday - October 1, 2010

Exhibit Hall Open
7:00am - 4:00pm

Saturday - October 2, 2010

Exhibit Hall Open
7:00am - 4:00pm

Sunday - October 3, 2010

Exhibit Hall Open
7:00am - 1:00pm
Exhibitor Move-Out
2:00pm - 5:00pm

Cover photographs provided
by Dr. Brett Beckman.

The **Veterinary Dental Forum** is considered the premier event in the business with an extensive array of educational sessions, technical updates, hand-on labs, case study presentations and exhibits.

ATTENDEES

The Veterinary Dental Forum Hosts over 800 attendees annually, which includes veterinarians, technicians company representatives and spouses/guests. In 2009 the VDF was held in Scottsdale, Arizona and drew over 500 veterinarians and over 200 technicians. These attendees came from throughout the U.S. and 21 countries including Australia, Canada, Denmark, Israel, Japan, Netherlands, United Kingdom, Poland, Finland, Belgium, Republic of Korea, Chili, Italy, Portugal, France, Germany, South Africa, Norway, Holland, New Zealand, Spain.

PROFILE

The Veterinary Dental Forum is a collaborative effort of three veterinary dental organizations:

- Academy of Veterinary Dentistry (AVD)
- American Veterinary Dental College (AVDC)
- American Veterinary Dental Society (AVDS)

2009 EXHIBITORS

Academy of Veterinary Dental Technicians
Addison Biological Laboratory, Inc.
AFP Imaging Corp.
All Pro Imaging
AllAccem
American Veterinary Dental Society
Arizant Healthcare
CAO Group
CBi
Ceva Animal Health, Inc.
Cislak Mfg., Inc.
Coltene Whaledent, Inc.
Columbia Dentoform
Cubex System
Delmarva 2000, Ltd.
Dentalaire Products
Designs for Vision, Inc.
Dexis, LLC
Diagnostic Imaging Systems, Inc.
DVM Solutions
Ellman International
Essential Dental Systems

Greenies
Harlton's Equine
Healthy Mouth
Henry Schein Animal Health
Hill's Pet Nutrition
Hot Dog Warming by Augustine
iM3, Inc.
Inovadent
KAG Distributing, LLC
Keystone Vet
Medco Instruments, Inc.
Merial
Microsurgery Instruments, Inc.
Midmark Corporation
Miltex
MWI Veterinary Supply
PeriOptix, Inc
Peter Emily International Veterinary Dental Foundation
Petz Life Products
PKB Animal Health
Progeny, Inc.
Royal Canin Veterinary Diet
Saunders/Mosby/Elsevier
Securos

Sheervision, Inc.
Shipp's Dental
Silver Dream
Skulls Unlimited International, Inc
Smart Endodontics by Discus Dental, LLC
SOGIVAL Laboratories Inc.
Summitt Hill Laboratories
Surgitel/ General Scientific Corp
Tartar Shield Pet Products
TR BioSurgical, LLC
Tri Logic Pharma
Veterinary Anesthesia Systems, Inc
Veterinary Transplant Services
Virbac Animal Health
Webster Veterinary Supply
XDR Radiology

REMEMBER:
EXHIBIT SPACE AT THE
VETERINARY DENTAL
FORUM ALWAYS SELLS OUT
QUICKLY. SEND YOUR
FORM IN TODAY!

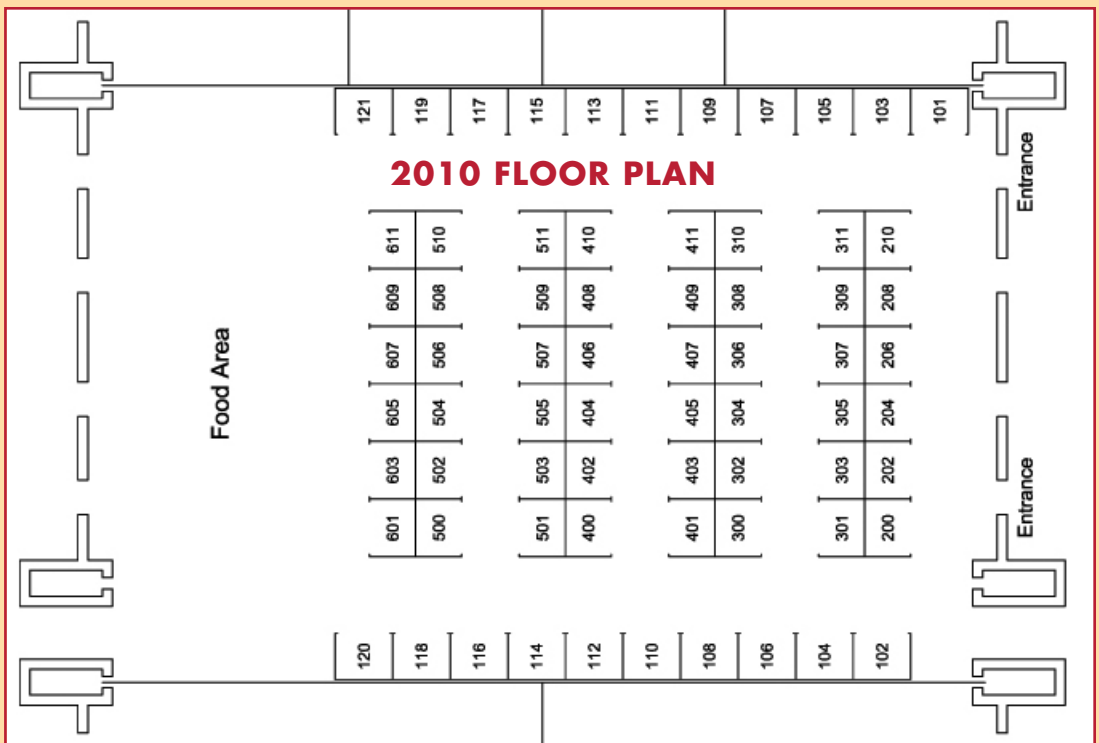


EXHIBIT SPACE FEES

EXHIBIT BOOTH SPACE INCLUDES:

- One (1) 6ft. table
- Two (2) chairs
- Pipe/Drape
- Carpeted exhibit hall
- One (1) identification sign
- Two (2) exhibitor badges per single booth; four (4) badges per double booth
- Complimentary admittance into general lectures (does not include laboratories)
- Company listing in final VDF onsite program, VDF website and in proceedings
- One (1) complimentary proceedings on CD-ROM
- Overnight exhibit hall security
- Discounted attendee mailing lists: pre-Forum list: \$50; Post-Forum list: \$75

EXHIBIT BOOTH SPACE ASSIGNMENTS

(Points will be assigned by July 1, 2010)

2010 VDF booth spaces will be assigned on a point system. The point system has two goals:

1. To provide a better exhibit booth space assignment criterion other than "first come, first served." Space assignments will be based on the highest number of points obtained.
2. To recognize those exhibitors/sponsors who have supported the Veterinary Dental Forum over the past eight (8) years.

THE POINTS WILL BE AWARDED AS FOLLOWS:

1. Two (2) points will be awarded for each year exhibiting with a single exhibit booth space at the Veterinary
2. Four (4) points will be awarded for each year exhibiting with a double exhibit booth space at the Veterinary
3. Four (4) points will be awarded for each year exhibitor was a Silver Crown sponsor, from 2000-2009
4. Six (6) points will be awarded for each year exhibitor was a Gold Crown sponsor, from 2000-2009
5. Eight (8) points will be awarded for each year exhibitor was a Platinum Crown sponsor, from 2000-2009

Note: Exhibitors who dismantle their exhibit booths prior to the official closing of the Veterinary Dental Forum exhibit hall will lose five (5) points for the 2011 Veterinary Dental Forum booth assignment process.

EXHIBITOR NO-SHOWS

All exhibitors are expected to have their booths set-up by 5:00pm on Thursday, September 30, 2010. Companies who do not establish and confirm that they are exhibiting in their assigned exhibit booth space at this time will be considered no-shows. The VDF reserves the right to reassign the unclaimed space to another company without remedy to the no-show company.

CANCELLATION POLICY

Cancellation prior to August 1, 2010 — refund of exhibit space monies, minus a \$150 (USD) administrative fee.
Cancellation after August 2, 2010 — no refund of exhibit space will be granted.

All cancellations must be received IN WRITING at the VDF office by fax or email on or before August 1, 2010.
VDF, PO Box 803, Fayetteville, TN 37334, phone:800/332-AVDS, fax: 931/433-6289, email: staci.corder@gmail.com.

EXHIBIT FEES

SINGLE EXHIBIT BOOTH - \$1,200 (USD)
DOUBLE EXHIBIT BOOTH - \$1,800 (USD)

- All booth spaces are 8'x10' or multiples
- See the Terms & Conditions section for more specific details

*Full payments and exhibitor contract must be received before exhibit booth space will be assigned. Booths will be confirmed after payment is processed.

**Official Forum
Decorating Contractor:**
Scott Shepherd
George Fern Company
615/256-0357
sshepherd@georgefern.com

EXHIBITOR RULES AND REGULATIONS

CONTRACT FOR SPACE:

The application for exhibit booth space and the formal confirmation constitutes a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding.

USE OF SPACE:

1. No exhibitor shall assign, sublet, or share the whole or any part of the space allotted without the knowledge and consent of the Veterinary Dental Forum (VDF). Aisles must be kept clear. Exhibitor must comply with all safety, fire, and health requirements during move-in, operation, and moveout.
2. VDF does not endorse the products or services of the companies who exhibit during the forum.
3. VDF shall have the right to require dismantling of an exhibit or part of an exhibit which in their opinion is not suitable to or in keeping with the character or purpose of the Forum.

EXHIBIT SPACE:

All dimensions and locations of the booths on the enclosed floor plan are believed, but not warranted, to be accurate. Show management reserves the right to make modifications to the floor plan as deemed appropriate. Space is assigned on a point system. Please see page 3 for an explanation of the point system. No space is assigned without the official contract and payment of the full exhibit fee.

HOURS OF EXHIBIT:

All times are United States Eastern Time. Move-in may begin at 1:00pm on Thursday, September 30, 2010, and should be completed by 5:00 pm that same day. Exhibitor expressly agrees not to dismantle his/her exhibit booth or do any packing before the closing hour of the exhibit, 2:00 pm on Sunday, October 3, 2010. If dismantling and/or packing up of exhibit booth does occur, exhibiting company will lose five (5) points for the 2011 VDF booth assignment process.

EXHIBIT HALL ADMITTANCE/BADGES:

Exhibitor must furnish show management with an advance list of their representatives. Representatives must pick up badges and registration packets upon arrival at the exhibit show registration counter. Only two (2) badges will be issued per single booth; four (4) badges per double booth. Additional badges will be available at the cost of \$125 (USD) per badge.

LIABILITY:

The VDF/AVDS/AVD/AVDS, any officer, employee, or agent of the same, will not be responsible for the safety or the property of the exhibitors, their agents or employees, from theft, damage of fire, accident, or other cause, but will use reasonable care to protect the exhibitor from such loss. Exhibitors wishing to insure their goods must do so at their own expense. Security will be

provided by VDF/AVDS/AVD/ AVDS during the times that the exhibits are closed. In addition, the exhibitor will indemnify and hold harmless VDF/AVDS/AVD/ AVDS, any officer, employee, or agent of the same, from any and all liabilities, claims, costs, damage and reasonable fees of counsel incurred in connection with any claim arising out of or caused by exhibitor's display or distribution of materials, or performance of any music or other material that violates any copyright, patent, trademark, trade name, service mark, or other similar right of any other party.

CONTRACTOR:

George Fern Company has been chosen as the official decorator for the meeting. Information kits will be sent by email directly to you with forms for additional furnishings, electricity, etc. September 1, 2010.

CARE OF BUILDING/EQUIPMENT:

Exhibitor, or their agents, shall not injure or deface the walls or floors of the building or tabletops. No signs or any other articles shall be posted, nailed, or otherwise attached to floors, walls, furniture, or fixtures. When damage appears, the sponsor is liable to the VDF/AVDS/AVD/AVDS and to the Marriott San Antonio Rivercenter.

EXHIBIT FEE:

The fee for a single booth is \$1200 (USD); \$1,800 (USD) for a double booth. The full fee is due when the contract for exhibit space is submitted. Contracts and fees must be received no later than September 5, 2010, in order for the exhibitor's name to be printed in the conference materials. Checks should be made payable to Veterinary Dental Forum and mailed with the contract to Veterinary Dental Forum, P.O. Box 803, Fayetteville, TN 37334. Credit card payments should be directed via fax: 931-433-6289. Questions should be directed via fax: 931-433-6289 or email at staci.corder@gmail.com.

CANCELLATION/REFUND POLICY:

If written notice of cancellation is received by the VDF no later than August 1, 2010, a refund of monies received minus a \$150 (USD) administrative fee will be made. Beginning August 2, 2010, no refunds will be given.

COPYRIGHT POLICY:

Exhibitors must obtain all necessary authorizations from third parties concerning copyrights, music licensing, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor.

ASSISTANCE FOR PERSONS WITH DISABILITIES AVAILABLE:

If exhibitor requires a reasonable accommodation or auxiliary aid to participate in this meeting, please contact the VDF office by September 1, 2010.

EXHIBITOR CONTRACT

Company Name: _____

(as it should appear on conference signage and materials)

Contact Person: _____

(for confirmation purposes)

Mailing Address: _____

City/State/Zip: _____

Province/Postal Code: _____

Authorized by: _____

Phone: _____ Fax: _____

Email: _____

(required for confirmation purposes)

Products/Services to be exhibited: _____

Two (2) complimentary badges are provided with each single booth exhibit space. Please list the names and email addresses of the individuals who will staff your exhibit booth. If you have a double booth, please provide two (2) additional names. Additional badges are available at a cost of \$125 per badge. Please attach a list of the names and addresses of the additional individuals who will staff your exhibit booth.

Name: _____ Name: _____

E-mail Address: _____ Email Address: _____

(required for confirmation purposes)

Booths will be assigned according to the point system after July 1, 2010. See page 3 for explanation of the point system.

EXHIBIT SPACE SELECTION:

- Single Booth - \$1,200 (USD)
- Double Booth - \$1,800 (USD)
- Yes, we will provide a prize for the "Fun Run".
Prize: _____

- Yes, we will provide a prize for the "Dental Millionaire" game.
Prize: _____

- Yes, we will be providing a door prize.
Prize: _____

PAYMENT

- CHECK** enclosed in the amount of \$ _____ (USD)
Make check payable to Veterinary Dental Forum

- CREDIT CARD**
 - AMERICAN EXPRESS
 - MASTERCARD
 - VISA

The terms and conditions printed in this brochure are hereby incorporated by reference; the exhibitor agrees to be bound thereby, and will comply with all exhibit rules and regulations.

Signature _____ Date _____

Please list any companies you do not wish to be near:

Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

FOR OFFICE USE ONLY:

DE _____ A _____ C _____ AppCode _____

SPONSORSHIPS AVAILABLE

LABORATORIES

Various labs will be available. Please contact the VDF office at 800/332-AVDS or staci.corder@gmail.com if you are interested in sponsoring a lab. A full list of labs will be available after March 1, 2010. (All Sponsorships in USD.)

- Full Sponsorship: \$2,000
- Partial Sponsorships: \$750 each

LECTURE SERIES

- Full Sponsorship: \$3,000 per series
- Partial Sponsorships: \$750 each

Please indicate the series your company will sponsor:

- Fundamental Series (Beginner): The Foundation Series
- Intermediate Level Presentations
- Advanced Series
- Brief Clinical Reports
- Exotic Animal Dentistry
- Original Clinical Research
- Other _____

KEYNOTE ADDRESS

- Full Sponsorship: \$3,000
- Partial Sponsorships: \$750 each

MARKETING & MANAGEMENT

- Full Sponsorship: \$5,000
- Partial Sponsorships: \$750 each

EQUINE SERIES/LAB

- Full Sponsorship: \$3,500
- Partial Sponsorships: \$750 each

TECHNICIAN SERIES/LAB

- Full Sponsorship: \$3,500
- Partial Sponsorships: \$750 each

BADGE WALLETS

We will recognize your company on the attendee badge wallets!

- Full Sponsorship: \$3,000

REGISTRATION BAGS

Your company name and logo with the VDF logo on the attendee tote bags, along with flyer of your choice inside the bags!

- Full Sponsorship: \$8,000

PROCEEDINGS

Full sponsorship includes one-page color advertisement in printed proceedings. Company logo on CD-ROM cover and disk with link to one-page ad. Partial sponsorships include link to your website on main CD-ROM page and prominent listing in the printed proceedings.

- Full Sponsorship: \$14,000
- Partial Sponsorships: \$4,000 each
- One Page Ad: \$1,000

FOOD & BEVERAGE

Opening Reception/Grand Opening of Exhibit Hall (Heavy hors d'oeuvres and one drink ticket per person for approximately 500 people)

- Full Sponsorship: \$20,000
- Partial Sponsorships: \$5,000 each

CONTINENTAL BREAKFAST

Continental breakfast including pastries/muffins, coffee/tea. If you want to sponsor a larger variety of food options, contact the VDF office for more pricing options!

Friday Continental Breakfast

- Full Sponsorship: \$7,500
- Partial Sponsorships: \$2,000 each

Saturday Continental Breakfast

- Full Sponsorship: \$7,500
- Partial Sponsorships: \$2,000 each

Sunday Continental Breakfast

- Full Sponsorship: \$7,500
- Partial Sponsorships: \$2,000 each

LUNCH

Lunches are buffet style for approximately 700 people – includes coffee/tea.

Friday Lunch

- Full Sponsorship: \$15,000
- Partial Sponsorships: \$3,000 each

Saturday Lunch

- Full Sponsorship: \$15,000
- Partial Sponsorships: \$3,000 each

Sunday Lunch

- Full Sponsorship: \$15,000
- Partial Sponsorships: \$3,000 each

REFRESHMENT BREAKS

Friday Breaks

- Full Sponsorship AM/PM: \$5,000
- Partial Sponsorships: \$500 each

Saturday Breaks

- Full Sponsorship AM/PM: \$5,000
- Partial Sponsorships: \$500 each

Sunday Breaks

- Full Sponsorship AM/PM: \$5,000
- Partial Sponsorships: \$500 each

SATURDAY BANQUET/ENTERTAINMENT

Approximate Attendance: 350 ppl

- Full Sponsorship: \$20,000
- Partial Sponsorships: \$5,000 each

FUN RUN/WALK

Friday night – Have your logo printed on our “collector’s item” t-shirts!

- Full Sponsorship: \$3,500
- Partial Sponsorships: \$750 each

SPONSORSHIP REGISTRATION FORM

SPONSORSHIP CHOICES

PREMIER SPONSORSHIP \$20,000+

- Listing in the onsite program
- Company logo on the VDF website with link to your company's website
- One (1) complimentary list of pre-registrants (upon request) two (2) weeks prior to the Forum
- One (1) complimentary list of final registrants (upon request) after Forum and no later than 2 weeks after Forum
- Recognition on signage at the Forum
- Listing in the Journal of Veterinary Dentistry
- Recognition at the sponsored session/event
- Recognition in promotional materials
- Promotional flyer of your choice inserted in the convention registration packets
- 6 complimentary copies of the conference
- Logo placed on Premier Sponsor Banner in Exhibit Hall
- Free single booth for exhibit
- Discounted ad in JVD for proceeding year
- Appreciation Banner to be displayed in exhibit hall

PLATINUM CROWN SPONSORSHIP \$10,000+

- Listing in the onsite convention program
- Company logo on the VDF website with link to your company's website
- One (1) complimentary list of pre-registrants (upon request two (2) weeks prior to Forum)
- One (1) complimentary list of final registrants (upon request after Forum and no later than 2 weeks after Forum)
- Recognition on signage at the Forum
- Listing in the Journal of Veterinary Dentistry
- Listing at the sponsored session/event
- Recognition in promotional materials
- Promotional flyer of your choice inserted in convention registration packets (1000 copies must be received by September 1, 2009, to

be included in packets)

- Four (4) complimentary copies of the conference proceedings on CD-ROM

GOLD CROWN SPONSORSHIP \$6,000 - \$9,000

- Listing in the onsite convention program
- Company logo on the VDF website
- Recognition on signage at the Forum
- One (1) complimentary list of pre-registrants (upon request two (2) weeks prior to the forum)
- One (1) complimentary list of final registrants (upon request after Forum and no later than 2 weeks after Forum)
- Listing in the Journal of Veterinary Dentistry
- Recognition at the sponsored session/event
- Recognition in promotional materials
- Two (2) complimentary copies of the conference proceedings on CD-ROM

SILVER CROWN SPONSORSHIP \$3,500 - \$5,999

- Listing in the onsite convention program
- Company logo on the VDF website
- Recognition on signage at the Forum
- One (1) complimentary list of pre-registrants (upon request two (2) weeks prior to the forum)
- Listing in the Journal of Veterinary Dentistry
- Recognition at the sponsored session/event
- Recognition in promotional materials
- One (1) complimentary copies of the conference proceedings on CD-ROM

BRONZE CROWN SPONSORSHIP \$750 - \$3,499

- Listing in the onsite convention program
- Company logo on the VDF website
- Recognition on signage at the Forum
- Listing in the Journal of Veterinary Dentistry
- Recognition at the sponsored session/event
- Recognition in promotional materials

SPONSORSHIP COMMITMENT

PLEASE INDICATE THE SESSIONS/EVENTS YOUR COMPANY CHOOSES TO SPONSOR BY CHECKING THE APPROPRIATE BOXES.

- PREMIER (\$20,000+)
- PLATINUM (\$10,000+)
- GOLD (\$6,000-\$9,999)
- SILVER (\$3,500-\$5,999)
- BRONZE (\$750-\$3,499)

PLEASE SEND COMPANY LOGO IN EPS OR 300 DPI JPG FORMAT.

Total Amount of Sponsorship: \$ _____

Company Name: _____

Contact Person: _____

Mailing Address: _____

City/State/Zip: _____

Province/Postal Code: _____ Country: _____

Phone: _____

Fax: _____

E-mail: _____

(required for confirmation purposes)

PAYMENT

CHECK enclosed in the amount of \$ _____
Make check payable to Veterinary Dental Forum

CREDIT CARD AMERICAN EXPRESS
 MASTERCARD
 VISA

Card Number: _____

Expiration Date: _____

Name on Card: _____

Signature: _____

RETURN FORM AND PAYMENT TO:

VETERINARY DENTAL FORUM
P.O. Box 803 • Fayetteville, TN 37334
Credit card payments may be faxed to 931-433-6289.

Questions? Call 800/332-AVDS

FOR OFFICE USE ONLY:

DE _____ A _____ C _____ AppCode _____

HOTEL INFORMATION

Marriott San Antonio Rivercenter
101 Bowie Street
San Antonio, TX 78205



HOTEL RESERVATIONS

The Veterinary Dental Forum has secured a block of rooms for attendees and exhibitors of the 2010 VDF. Reduced VDF rates are \$199 single/double. To make reservations call (800) 266-9432 or book online and receive an immediate confirmation <https://resweb.passkey.com/go/610ea529>. When calling, be sure to tell reservations that you are with VDF/Veterinary Dental Forum.

**Reservation deadline:
September 7, 2010!**

EXHIBITOR/SPONSORSHIP QUESTIONS

staci.corder@gmail.com
800/332-AVDS

Veterinary Dental Forum
P.O. Box 803
Fayetteville, Tennessee 37334

**Veterinary
Dental
Forum**

2010

