



WVC APPRECIATES YOU!

On behalf of the Board of Directors and staff, thank you for your company's participation at The 86th Annual Western Veterinary Conference. The time, money, and effort you expend to participate as an exhibitor is greatly appreciated. Your participation is extremely important to the overall success of the Conference.

In return, our commitment is to develop the very best veterinary educational programming, world-class exhibition hall, and superb entertainment to attract thousands of potential face-to-face customers to help meet your goals.

We are pleased to provide great attendee amenities in order to help increase traffic in the exhibit hall. WVC will continue the New Product Showcase, for companies needing to showcase their products released within the last 12 months from February, 2013. The 11th Annual Silent Auction will return in support of the Dr. Jack Walther Leadership Awards. The Pavilion and Plaza will once again be available for attendees to use and enjoy. New this year, in an effort to increase Exhibit Hall Attendance, we will hold "Live Stage" Demonstrations in our Plaza Area.

In order to increase your booth traffic, we will also encourage you to come up with your own booth incentives, such as discounts, coupons, raffles, prizes, etc. WVC continues to provide some of the effective advertising tools that may help bring attendees to your booth. We will again offer participation in our Vet Detective Program to help draw more traffic to your booth. Please refer to the 2014 Advertising & Sponsorship Guide for more information, or contact our Advertising & Sponsorship Coordinator, Ms. Sandra Felkner at sfelkner@wvc.org or visit wvc.org/Exhibitors.

Thank you again for your support and we wish your company a very successful 2014 show. If I can be of assistance, please call me toll-free at 866.800.7326 or via email at joel@wvc.org. We are looking forward to welcoming you to the show in February.

Sincerely yours,

A handwritten signature in black ink that reads "Joel Altman".

Joel Altman
Exhibits Manager
Western Veterinary Conference