



# AVMA Convention

July 14-18, 2023  
Denver

Registration opens early 2023

Dear AVMA Exhibitor:

Thank you for exhibiting at AVMA Convention 2023. We are excited to see you in Denver and are looking forward to a great event! Plans are underway to ensure an exceptional exhibit experience for exhibitors and attendees.

The following service kit contains all of the important information and order forms you will need in preparation for a great convention. Please be sure to carefully read the entire contents of this service kit. It has been designed to assist you in the exhibit order process and provide all necessary information and schedules. **Please note the deadlines by referring to the Exhibitor Checklist as well as the deadlines listed on all order forms.**

1 Badge will be required for admission to the Exhibit Hall (including set up and tear down), and all education sessions that do not require an additional fee. **This includes complimentary access for exhibitors to add educational sessions to earn CE.** If you have yet to register for your exhibitor badges you may do so at any time by logging into the Exhibitor Service Center ([https://s1.goeshow.com/avma/annual/2023/exhibitor\\_service\\_center.cfm](https://s1.goeshow.com/avma/annual/2023/exhibitor_service_center.cfm) )

**Please note:** In order to earn CE, the badge **must** be registered with a unique email address that isn't utilized on any other badge.

With high numbers expected, we encourage you to book your hotel early to ensure the best prices and hotels closest to the convention center. Information can be found in this kit or at: [AVMA Hotel & Travel Information](#), or by contacting MCI, the official AVMA Housing company at: [avma@mcievents.com](mailto:avma@mcievents.com).

## **Exhibit Hall Schedule:**

### **Install Hours:**

Thursday, July 13 - Exhibitor Move-In from 8:00 AM - 5:00 PM

Friday, July 14 - Exhibitor Move-In from 8:00 AM - 5:00 PM. *Carpet will be forced at 3:00 PM, if it has not been noted that the exhibitor is providing.*

Saturday, July 30 - All booths must be moved in by 10:00 AM

### **AVMA Convention 2023 Show Hours:**

Saturday, July 15 - Exhibits Open from 12:00 PM – 4:00 PM

Sunday, July 16 - Exhibits Open from 10:00 AM – 4:00 PM

Monday, July 17 - Exhibits Open from 9:00 AM – 3:00 PM

### **Dismantle Hours:**

Monday, July 17 - Exhibitor Move-Out from 4:00 PM - 8:00 PM

Tuesday, July 18 - Exhibitor Move-Out from 8:00 AM - 12:00 PM. All exhibitors/vendors must check-in before 10:00 AM with their BOL, otherwise shipment will be forced.

**\*\*\*\*Please ensure all carriers are checked-in no later than 10:00 am on Tuesday at the GES Service Desk. Exhibitors who tear down prior to 4:00 pm Monday will lose their priority point status for the 2023 space draw.**

**Please note: OSHA rules state that anyone under the age of 18 is not allowed in the exhibit hall at any time during set-up and tear-down. Please make appropriate arrangements during this time if your children will be accompanying you during your stay.**



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## **Exhibitor Service Center:**

The [Exhibitor Service Center](#) will serve as your 1-stop shop for important information, registration, deadlines and more!

- **Register Booth Staff:** – we have created a single sign-on experience! When you sign into the ESC, you will have immediate access to your MCI USA registration portal (one less password to manage!)
- **Exhibitor Service Kit:** GES is the official general services contractor for AVMA Convention
- **Booth Payments:** You can view your invoice or pay your balance online! Full payment is due **June 5, 2023**.
- **Deadlines & Vendors:** Review and add important deadlines to your calendar and know exactly which vendors are part of the AVMA Convention.
- **Marketing Toolkit:** Let your clients and followers know where you will be! *Coming in April of 2023*
- **Update Company Profile:** Your company profile will be visible to attendees through the convention website, [www.avmaconvention.org](http://www.avmaconvention.org), and the Mobile App.
- **If you have questions about logging into the Exhibitor Service Center, please contact**

[exhibits@avma.org](mailto:exhibits@avma.org).

## **Lead Retrieval:**

Each commercial exhibitor will be provided a complimentary mobile app-based lead retrieval unit upon request. Please refer to the order form located in this manual. Each veterinarian, veterinary student, veterinary technician and technician student and practice staff registrant will have their contact information stored within the bar codes on their badges which can be scanned for contact information.

## **Pre-Show Marketing**

Have you designed your pre-show marketing plan yet? Don't delay! Studies have shown that pre-show marketing is vital to your exhibiting success.

## **Postal Mailing Lists**

Each commercial exhibitor will be provided a pre-convention postal mailing list of all registered attendees upon request and completion of the agreement. Order forms for the Mailing List will be available April 1<sup>st</sup>.

Please submit the [Mailing List order form](#) and your marketing piece for approval by **June 1<sup>st</sup>, 2023** to receive the complimentary rate. The list will be distributed the week of June 5<sup>th</sup>. For questions on this program, please contact [exhibits@avma.org](mailto:exhibits@avma.org). *Note: E-mail addresses and phone numbers are NOT included in the list nor are they made available for purchase.*

## **Sponsorship Opportunities**

Signs, bag inserts, mobile passports, graphics and banner sponsorship/advertising opportunities are available in a range of sizes and costs! They represent a perfect opportunity to extend your branding beyond your booth and capture the attention of attendees throughout the meeting. Contact [exhibits@avma.org](mailto:exhibits@avma.org) for more information.

We will continue to keep you updated with our monthly Convention Newsletters. As always, please let us know if there is anything, we can do help you with your exhibit planning.

**Thank you for exhibiting with us! Best wishes for a successful AVMA Convention 2023!**