

Dear AVMA Exhibitor:

Thank you for exhibiting at AVMA Convention 2025. We are excited to see you in Washington D.C. 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 review the menu options on this portal. 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](#).

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 **May 13th, 2024**.
- **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 2024*
- **Update Company Profile:** Your company profile will be visible to attendees through the convention website, www.avmaconvention.org, and the Mobile App.
- **Exhibitor Housing**
- **If you have questions about logging into the Exhibitor Service Center, please contact**

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 1st.

Please submit the [Mailing List order form](#) and your marketing piece for approval by **May 6th, 2024** to receive the complimentary rate. The list will be distributed the week of May 13th. For questions on this program, please contact 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 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 2024!