



EXHIBITOR & SPONSORSHIP
PROSPECTUS

Sheraton Grand Seattle, Seattle, Washington

May 9 - 12, 2023
www.navdf2023.com
#NAVDF2023

Plan to join us at the NAVDF in 2023!

-  Become a valued Sponsor or Exhibitor at NAVDF 2023 and participate in the premier international event for the Veterinary Dermatology community
-  Gain significant brand exposure to over 650+ key clientele
-  Receive maximum exposure through the interactive exhibit hall, outstanding social events and networking opportunities
-  Increase awareness and exposure of your organization via a variety of marketing mediums
-  Develop business connections and strengthen relationships through face-to-face engagement
-  Exhibit and generate new leads, develop your brand or launch a new product through the exhibition
-  Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions
-  Ensure your organization stays abreast of current developments and research in the field of Veterinary Dermatology and use this information to stay ahead of the market
-  See how your contribution directly affects the Veterinary Dermatology industry through this exciting Forum.



ABOUT NAVDF

The [American Academy of Veterinary Dermatology \(AAVD\)](https://www.aavd.org/) and the [American College of Veterinary Dermatology \(ACVD\)](http://www.acvd.org/) created the North American Veterinary Dermatology Forum to provide state-of-the-art education paired with outstanding social events and networking opportunities. An interactive exhibit hall where veterinary dermatologists, general practitioners, residents, interns, students and techs will learn about your company's products and services, as well as make new connections, awaits! Please join us in Seattle, the Emerald City!

MORE INFORMATION

<https://www.aavd.org/>
<http://www.acvd.org/>



Host City

Set in one of the most scenic locations of any city in the US, Seattle is located on a narrow isthmus in between the shimmering waters of Puget Sound and Lake Washington. Surrounded by vast forests and snow-capped mountains, it is fittingly nicknamed the Emerald City. It has a plethora of parks to be found amidst its skyscraper-studded center and multitude of diverse neighborhoods.

A very vibrant and multicultural place, there are countless tourist attractions in Seattle to explore. With iconic landmarks and architectural marvels alongside a stunning waterfront, Seattle is one of the best places to visit in the Pacific Northwest. A dynamic urban city surrounded by unmatched natural beauty, Seattle is one of the premier destinations for meetings and conventions.



The Venue

The Sheraton Grand Seattle is centrally located near Seattle's iconic Pike Place Market and with 77,000 square feet of flexible meeting space, it is the ideal venue for conventions. Located primarily on two levels, the meeting rooms and spacious pre-function areas provide seamless access to hotel amenities. Multiple elevators and escalators allow large groups to smoothly flow from one venue to another. Meeting spaces feature floor-to-ceiling windows with natural light and panoramic views of Seattle. As one of only seven Sheraton hotels in North America to earn Sheraton's esteemed Grand designation, you receive the highest benchmark available.

SPONSORSHIP LEVELS

	Platinum \$30,000	Gold \$20,000	Silver \$15,000	Bronze \$7,500
Complimentary 10'x10' Exhibit Booth (2) Badges included with booth	Double Booth	Single Booth	Single Booth	
Complimentary Full Conference Registrations	6	4	2	
(1) Complimentary Tote Insert (8 1/2" w x 11" h)	✓	✓	✓	✓
Prominent Location in Exhibit Hall	✓	✓	✓	
Name and Logo on Website with link and logo on Sponsor Signage	✓	✓	✓	✓
Opportunity to host one of the following events:*	<ul style="list-style-type: none"> 🐾 Pre-conference board/committee meetings lunch OR 🐾 Wednesday evening, – Social in Seattle OR 🐾 The Mite-y Big Shindig <p>Added benefits: 3 time slots for a 60 Sec. Video to be played during transition times (Videos need to be produced by sponsor and approved by committee ~ 30 days prior to conference)</p>	<ul style="list-style-type: none"> 🐾 Welcome Reception 🐾 Technicians Reception 🐾 Symposia Lunches (3) 🐾 Residents Dinner 🐾 The Mite-y Big Shindig <p>Added benefits: 1 time slot for a 60 Sec. Video to be played during transition times (only available to the first 2 Gold Sponsors) (Videos need to be produced by sponsor and approved by committee ~ 30 days prior to conference)</p>	<ul style="list-style-type: none"> 🐾 Resident Lunch 🐾 Mentor Lunch 	<ul style="list-style-type: none"> 🐾 Resident & Board Breakfast (Friday) <p><i>This is an open forum where ACVD residents have the opportunity to meet the ACVD board members and standing committee (credentials, education, exam). They can ask questions and get information about residency training</i></p>

* All sponsored/hosted NAVDF events are to be planned in conjunction with NAVDF 2023 Secretariat, as NAVDF needs to ensure that each event meets with their mission, is scheduled within the program and can be promoted accurately to the attendees. The Sponsor will pay entire cost of event directly to venue and or any additional suppliers.



SPONSORSHIP EVENTS

Pre-conference Board/Committee Meetings Lunch **SOLD OUT**

Monday May 8 or Tuesday May 9

\$5,000, if not part of a sponsorship package

Executive Boards for the American Academy of Veterinary Dermatology (AAVD), American College of Veterinary Dermatology (ACVD), Academy of Dermatology Veterinary Technicians (ADVT) and North American Veterinary Dermatology Forum (NAVDF) have meetings on the day prior to the start of NAVDF. Sponsorship opportunities exist for food and beverage (breakfast, lunch, and breaks during the morning and afternoon) for approximately 30 individuals. Sponsorship includes signage outside the meeting room.

Welcome Reception, “Emerald City Nights”

Tuesday, May 9 | 5:00 pm – 7:00 pm

\$10,000, if not part of a sponsorship package

The Welcome Reception is an opportunity to connect with old friends and meet new ones. The exhibit hall plays host to this icebreaker night where you become centre stage and have the opportunity to welcome everyone to the Emerald City. After a brief introduction of yourself you will introduce the co chairs of the conference while everyone enjoys the Seattle Sampler night of light local hors d’oeuvres beverages with music to soothe the soul. Benefits of sponsoring this night include recognition as the exclusive sponsor of this event, recognition in social media, digital program guide, and onsite signage.

The sponsor should be prepared to plan an engaging evening that highlights the location of the forum as well as the cost of food and a minimum of 2 drinks to reflect the region for approximately 750 people.

Technicians Reception

Tuesday, May 9 | 7:00 pm – 9:00 pm

\$5,000, if not part of a sponsorship package

Let’s Get Technical – following the Emerald City Nights, the Technicians aren’t ready to call it a night. They work hard supporting the veterinary dermatology community so now It’s time for the Technician after party. Onsite or offsite, you will host a night of beverages, music and appetizers or dessert. You receive recognition in the program, on the website and up to 2 tailored email blasts to the technicians. (included in the price)

The sponsor would pay for offsite venue, food / beverage and transportation if required for approximately 50-100 guests. Recognition in the program, website and signage.

Social in Seattle

Wednesday, May 10 | 7:00pm - 11:00pm

\$10,000, if not part of a sponsorship package

Social in Seattle is a new event for 2023 and we expect its appeal will continue for years to come. Early in the evening attendees will include primary care veterinarians, technicians, interns, students, non-veterinarians and speakers. The party will grow as the evening progresses when the dermatology residents and diplomates of the ACVD return from separate dinner events. Location and details of this event will be determined by you, the sponsor.

Recognition in the program, website and signage.

Symposia Lunches **SOLD OUT**

Thursday, May 11 | 12:30 pm -2:00 pm

Friday, May 12 | 12:30 pm -2:00 pm

\$10,000, if not part of a sponsorship package

There is an opportunity on each day of the conference for a “lunch and learn” with either a limited number of attendees through preregistration or open to all attendees, depending on the sponsor’s preference. The conference would cover basic AV in the room – screen and projector – anything additional they would be required to pay for. Sponsor would also pay for food and beverage. Recognition in the program, website and signage.

Residents Dinner, “Sleepless in Seattle” **SOLD OUT**

Wednesday, May 10 | 7:00 pm – 11:00 pm

\$5,000, if not part of a sponsorship package

This is a night of nights for the Residents you have the inclusive opportunity to show them Seattle. You host the event at the hotel or take them to an inclusive location. Your sponsorship provides recognition in the program as the Resident Dinner sponsor, promotional marketing pieces up to 2 social media posts, and recognition on the website. Sponsor is required to pay for all venue costs related to offsite locations, transportation, food and beverage and entertainment for 50-75 guests.

The Mite-y Big Shindig **SOLD OUT**

Thursday, May 11 | 6:30 pm – 11:00 pm

\$15,000, if not part of a sponsorship package

This is a social event generally held off site that serves as a casual evening of dinner, beverages, and entertainment for all delegates. The sponsor should plan on about 500+ guests, providing the transportation to the site and costs associated with the venue, food, beverages, and entertainment. Planning of this event is required to be approved by NAVDF and co-branded as a NAVDF event. Sponsor will receive promotional marketing pieces up to 2 social media posts, and recognition on the website.

Resident Lunch **SOLD OUT**

\$2,500, if not part of a sponsorship package

The Resident's Lunch is the opportunity for residents to network while enjoying a lunch with their fellow residents while conducting committee meetings. Sponsor responsible for cost of all food and beverage.

Recognition in the program, website and signage.

Mentor Lunch (Estimate 90-100 people) Invitation only **SOLD OUT**

Wednesday, May 10 | 12:30 pm - 2:00 pm

\$5,000, if not part of a sponsorship package

This is an opportunity for mentors involved with resident training to discuss training requirements, changes and recommendations with the ACVD board and members of the standing committees. Open forum style. Sponsor responsible for cost of all food and beverage.

Recognition in the program, website and signage outside of the room.

Resident & Board Breakfast (Estimate 75-80 people) Invitation only **SOLD OUT**

Friday, May 12 | 7:30 am - 8:45 am

\$5,000, if not part of a sponsorship package

Residents and the ACVD board and committee chairs of the credentials, education and examination committees have the opportunity to meet. It's a chance to provide training information, answer questions from residents, address concerns and for residents in all years of training to meet each other and network. Sponsor responsible for cost of all food and beverage. Recognition in the program, website and signage outside of the room.

Sponsors are required to:

-  Adhere to dates and times of any events set by NAVDF, to ensure that it fits within the overall program schedule
-  Have the selected venue approved by NAVDF, to ensure no other event is overlapping
-  Ensure that invitees are transported to the event, if offsite
-  The theme, food & beverage, décor and entertainment is completely the decision of, and paid for by the sponsor

Booth location for sponsors will be chosen based on level and the order that sponsorships are received and paid.

Conference tote inserts, which are to be created and printed by the sponsor, and promotional materials must be approved by the NAVDF. Once approved, they are to be shipped to arrive before May 4, 2023. The shipping address will be provided to you. If the conference tote inserts are not received by this date, NAVDF cannot guarantee they will be provided to the attendees.





ADDITIONAL SPONSORSHIP OPPORTUNITIES

Meeting App - \$10,000

1 Opportunity

Includes button on app homepage with link to company website.

Conference Tote - \$7,500 **SOLD OUT**

1 Opportunity

Includes company logo on delegate bag, NAVDF will design and order materials.

Speaker Ready Room - \$6,000

1 Opportunity

Sole sponsor of the Speaker Ready Room. Includes company name on sign outside Speaker Ready Room and company name/logo on sign inside Speaker Ready Room. Company provides logo. NAVDF will design and order signs.

Meeting Stationery - \$5,000 **SOLD OUT**

1 Opportunity

Includes company logo on writing pad and pens. Cost of pens and stationery to be paid by sponsor.

Water Bottles - \$5,000

1 Opportunity

Includes company logo on water bottle. Cost of water bottles to be paid by sponsor.

Lanyards - \$5,000 **SOLD OUT**

1 Opportunity

Includes company logo on conference lanyards. NAVDF will design and order materials.

Hotel Key Cards - \$5,000

1 Opportunity

Includes company logo on custom hotel key cards. Company to design card based on specifications and pay for cards. NAVDF will order cards.

Session Sponsorship - \$2,000

Multiple Opportunities

Company logo and name listed as session sponsor on the website, signage, and program. Pre-recorded company video played prior to speakers talk and the company can introduce the speaker. Video to be no more than 60 seconds in length.

Round Table Sponsorship - \$10,000 per day

2 Opportunities

The 18 Roundtables are a NAVDF tradition at least back to 1989. The informal breakfast session where 20-30 attendees discuss current topics in forum is intended to share clinical/practical experiences not typically covered in peer reviewed format or lectures.

Sponsor will have logo on signage and can provide branded pens/notepads for each participant this sponsorship is name only, no contact with participants.



Supporter Spotlight Ad - \$1,500

Multiple Opportunities

Ad at the bottom of ONE (1) of our event pages on our Event Website. Pages where we can put an Ad are: Speaker, Agenda, Fees, FAQ and Registration.

Ad would include: • Company Name • 150 Words • Video—2 min. max • URL Link.

Tote Insert - \$1,000 Full Page

Multiple Opportunities

Company will design and print materials to provide to NAVDF. No larger than 8.5” w x 11” h. Can be front/back full color

Fun Run / Walk Host - \$1,000

1 Opportunity

An opportunity to a very popular activity at NAVDF along the Seattle Waterfront. Please reach out to NAVDF staff at navdf2023@venuewest.com for cost of Run/Walk and more information. Scheduled for Friday morning May 12, or could be rescheduled early another morning before the program starts.

Sponsor would be responsible for T-shirts, timing equipment rental, fee for permit if required plus potential “escort” and beverages/snacks for participants.

Allergen Walk - \$6,000 **SOLD OUT**

1 Opportunity

A guided tour in the area near the hotel to discover the environmental allergens and their “habitat”. A different way to explore and understand nature with an Allergen specialist.

A morning walk or lunch walk/picnic for 30-50 people

Schedule to be determined whenever sessions are not scheduled, early morning or lunch time would work best.

Sponsor responsible for cost of guide, any additional fees/permits needed and any food and beverage.

Email Ad - \$500

Multiple Opportunities

A one-time add to be included in one (1) of our marketing emails going to potential attendees. Ad would include: • 75 Words • 1 Image • 2 Hyperlinks

Please note: the purchase of individual sponsorships does not accumulate to a marquee level sponsorship.



EXHIBITOR OPPORTUNITIES

SOLD OUT

Booth Prices:

\$2,750.00 (Until December 31, 2022)

\$3,000.00 (After January 1, 2023)

- 🐾 10' x 10' booth, pipe & drape back and side walls, 6' table, two chairs, ID Sign
- 🐾 2 Complimentary Exhibitor Only Registrations Logo, 100-word profile and link on NAVDF 2023 conference website
- 🐾 Link on conference mobile app

Double Booth:

\$5,500.00 (Until December 31, 2022)

- 🐾 10' x 20' booth, pipe & drape back and side walls, 6' table, two chairs, ID Sign
- 🐾 4 Complimentary Exhibitor Only Registrations
- 🐾 Logo, 100-word profile and link on NAVDF 2023 conference website
- 🐾 Link on conference mobile app

Two exhibitor badges included per booth. Additional exhibitor badges can be purchased for \$150 each.

ELECTRICITY/AV

Any additional equipment needed for your booth, including electric and internet, must be arranged directly with the hotel and drayage company. Closer to the event, each confirmed exhibitor will receive all the necessary information, forms, and a final schedule with break times listed.

EXHIBITOR SETUP

Platinum, Gold and Silver Sponsors will be assigned a prominent location. All other levels will have their space assigned based on date of booking/payment.

Company promotion:

- 🐾 Company name & link on NAVDF event website
- 🐾 Welcome Reception and Food/Beverage hosted in the Exhibit Hall for maximum exposure to the delegates
- 🐾 Networking Opportunities with OVER 650 ATTENDEES

DISCOUNTED ROOMS WILL BE AVAILABLE at the Sheraton Grand Hotel Seattle for the official NAVDF Hotel Room Block which opens in January 2023 and can be booked during the registration process.

EXHIBITOR INFORMATION

TUESDAY, MAY 9

10:00am - 4:00pm Exhibitor Setup
5:00pm - 7:00pm Welcome Reception in Exhibit Hall
(All exhibitors are required to have their booth staffed for this reception)

WEDNESDAY, MAY 10

| 10:00am - 5:00pm

THURSDAY, MAY 11

| 10:00am - 5:00pm

FRIDAY, MAY 12

| 10:00am - 5:00pm

POLICY & PAYMENT

Please note - Sponsors agree that all of the exclusive sponsorship events are branded as an NAVDF2023 event. All signage etc....to help reinforce the NAVDF brand.

All prices listed are in USD. All sponsor and exhibitor fees must be paid in full by **April 30, 2023**. Sponsors and exhibitors will not be considered 'registered' until full payment is received. Please note: Company logo will be added on the website only after full payment has been received.

Cancellation/Refund Policy: All cancellation requests must be submitted in writing to NAVDF. Cancellation requests received on or before February 1, 2023 will receive a full refund, less a 15% cancellation fee. Cancellations received after February 2, 2023 will receive no refund.

Contact Information

To book your sponsorship or exhibition package please visit the official NAVDF 2023 website here:

www.navdf2023.com

To assist in your decision making or planning please contact the NAVDF Sponsorship/Exhibit Office:

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