Opportunities

A longstanding tradition at the University of Illinois College of Veterinary Medicine, the annual Fall Conference for Veterinarians offers continuing education programming for both small and large animal practitioners. This year’s conference will be held Thursday, October 28, and Friday, October 29, 2021, at the iHotel and Conference Center. We invite you to sponsor Fall Conference this year.

Conference attendees have the opportunity to gain continuing education credit while gaining valuable knowledge to apply to their everyday practice of veterinary medicine. This conference also serves as a homecoming of sorts for the veterinarians who once walked the halls of the College. Since this conference draws alumni now located throughout the country, you’ll be able to reach veterinary health professionals from a wide geographic area.

During the most recent in-person conference in 2019, we welcomed more than 500 conference attendees from 23 states. The first-ever virtual Fall Conference was held in 2020, and was attended by over 530 conference attendees from 30 states and Singapore. These individuals arrive with the expectation of leaving with practice-relevant resources.

As an exhibitor, you will have direct access to our attendees during the conference. We’ll include your logo on our website and marketing materials and you will have a quarter-page ad in our conference program. Additional sponsorship opportunities and benefits are available at premier and platinum levels, or we are happy accommodate the needs of your company with a virtual only sponsorship or customized sponsorship plan.

Attached is a sponsorship application. Please respond to ope@vetmed.illinois.edu with your completed application to partner with us in this longstanding tradition. Should you have any questions, do not hesitate to contact our office at 217-333-2907 or ope@vetmed.illinois.edu.

Benefits

Your $1,000 sponsorship includes:

- One exhibit table at the conference with full conference registration for two representatives
- Marketing flier or item included in the conference attendee bags
- A quarter-page advertisement in the conference brochure

Additional Sponsorship Opportunities

Virtual Only Sponsorship $250

Sponsorship of the virtual portion of the conference will include company name, logo, description, and website link featured on the virtual platform and event website.

Cash Sponsorship Opportunities

We welcome cash sponsorships. Please contact Kristen Eighner (eighner3@illinois.edu) for additional information.
**Exhibit Description**
Each space is 6’ wide. Two chairs and one 6’ table will be provided in each exhibit space.

Registration, including continental breakfasts, lunches, and the Thursday evening dinner, is provided for two exhibitor representatives.

Access to electricity and table linens is provided with sponsorship. All exhibits will be assigned on a first-come, first-served basis.

**Exhibit Location**
Exhibit space will be available along the hallways. Space will be assigned on a first-come, first-served basis. Space is subject to change based upon contracted event space.

**Exhibit Assembly**
All exhibits need to be in place by 8:00 a.m. on Thursday, October 28, for set up and will be locked at the end of each day. You are welcome to leave your table set up each day, though we suggest covering the display and removing any valuables overnight.

**Exhibit Construction**
All exhibits must remain within the confines of the assigned space. Displays built for larger spaces cannot be squeezed or tilted to fit; such displays will not be allowed. Portable, pop-up, or table-top displays are strongly encouraged. Exhibitors shall arrange their exhibits so that they do not obstruct other exhibits. Aisles must be kept clear; exhibits should be arranged so that attendants will be inside of the space assigned.

Compressed gas cylinders and helium balloons are prohibited. Inherently dangerous devices and materials are not allowed. Exhibitors are responsible for supplying their own equipment for booth set-up, including tools, tape, tacks, etc.

**Exhibit Contents**
Direct sales will be permitted provided the product being sold is directly related to the business the exhibitor is promoting. Live animals are not permitted on the premises.

There is a limit of one business per exhibit space. Exhibitors are required to staff their exhibit for the duration of the posted open exhibit hours of the Fall Conference for Veterinarians.

Security will NOT be provided during hours that exhibits are not open; however, the conference center will be locked. We recommend exhibitors remove any items of value from their exhibits prior to leaving the site. A locked storage room will be available.

**Exhibit Shipments**
Pre-conference shipments to the iHotel and Conference Center should not arrive prior to Tuesday, October 26, and should be limited to that which will be used to fill an exhibit space. All shipments should be clearly marked as materials for a Fall Conference exhibit and contain the exhibiting business’ name.

**Door Prizes**
Exhibitors are encouraged to conduct a door prize drawing at their booth. Exhibitors should provide their own materials for collecting entries for their door prize drawing, including a drop box, paper, and pencils.

Exhibitors are also responsible for making arrangements for the delivery of the door prize.

**Cancellation Policy**
Exhibit pre-registration is required. Exhibit space is reserved only on receipt of payment. Refunds will not be given after Sunday, October 3, or for failure to exhibit. Cancellations prior to October 3 will be assessed a $100 processing fee.

**Questions?**
Contact Kristen Eighner at the College of Veterinary Medicine:
217-333-2907
eighner3@illinois.edu

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**Important Dates:**
- **Sunday, August 15**
  - Lanyard/Bag Sponsorship Deadline
- **Sunday, October 3**
  - Exhibit Cancellation Deadline
- **Monday, October 11**
  - Marketing Item for Bag Deadline
- **Thursday, October 28**
  - Exhibit Set-up – 7:00 a.m. - 8:00 a.m.
  - Exhibits Open – 8:00 a.m. - 5:15 p.m.
- **Friday, October 29**
  - Exhibits Open – 7:00 a.m. - 3:00 p.m.
  - Exhibit Tear Down – 3:30 p.m. - 5:00 p.m.
Company Information

Business Name _______________________________________________
Registration Contact ___________________________________________
Title ________________________________________________________
Email _______________________________________________________
Address _____________________________________________________
City ________________________________________________________
State _______________________________________________________ 
ZIP _________________________________________________________
Phone ______________________________________________________
Fax _________________________________________________________
Website _____________________________________________________

Company description __________________________________________
____________________________________________________________
____________________________________________________________
____________________________________________________________

List the names of the individuals staffing the exhibit. For each representative listed over the provided two, you will be assessed $75 per individual.

1. ___________________________________________________________________________________________
2. ___________________________________________________________________________________________
3. ___________________________________________________________________________________________
4. ___________________________________________________________________________________________

Please locate my exhibit in the following space (rank order):

1. ___________ 2. ___________ 3. ___________ 4. ___________

Please do not locate my exhibit adjacent to the following business (or type of business) _____________________________________________________________

We pledge to support Fall Conference

Company Representative Signature __________________________ Date ______________ 

The signature above expresses our intent to provide a sponsorship to support the conference. I understand that a sponsorship agreement will be emailed to me at the email address provided. Once the agreement has been executed, an invoice will be sent to me and at that time payment will be provided.

We would like to sponsor Fall Conference

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Packages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Exhibitor</td>
<td>$1,000</td>
</tr>
<tr>
<td>Premier Sponsorship</td>
<td>$1,500, $3,000</td>
</tr>
<tr>
<td>Platinum Sponsorship</td>
<td>$4,000, $6,500, $9,500</td>
</tr>
<tr>
<td>Virtual Only Sponsor</td>
<td>$250</td>
</tr>
<tr>
<td>Cash Sponsor</td>
<td>Amount __________________________________________________________________</td>
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</tbody>
</table>

We would like to sponsor Fall Conference

Premier Sponsorship

<table>
<thead>
<tr>
<th>Package</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Break</td>
<td>$1,500</td>
</tr>
<tr>
<td>Lanyards</td>
<td>$1,500</td>
</tr>
<tr>
<td>Conference Bags</td>
<td>$3,000</td>
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<tr>
<td>Speaker</td>
<td>Starts at $1,500</td>
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</table>

Platinum Sponsorship

<table>
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<tr>
<th>Package</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Room or Track</td>
<td>$4,000</td>
</tr>
<tr>
<td>Breakfast</td>
<td>$4,000</td>
</tr>
<tr>
<td>Lunch</td>
<td>$6,500</td>
</tr>
<tr>
<td>Dinner</td>
<td>$9,500</td>
</tr>
</tbody>
</table>

Please return to Kristen Eighner • eighner3@illinois.edu

Mail or fax to:

Fall Conference for Veterinarians Sponsorship
University of Illinois College of Veterinary Medicine
2001 S. Lincoln Ave., Urbana, IL 61802
Fax 217 333 4628

*Map is not to scale and will allow for space between booths. Booth positions are subject to change based upon contracted event space.