FELINEVMA
FELINE VETERINARY MEDICAL ASSOCIATION

2027 EXHIBITOR & SPONSORSHIP PROSPECTUS



2027 FelineVMA Conference

November 4 – 7, 2027

Hilton Chicago | Chicago, IL

Exhibition Dates: November 5-7, 2027

www.catvets.com/conference2027

MAKE **MEANINGFUL CONNECTIONS** WITH OVER **1,500 FELINE-FOCUSED VETERINARY PROFESSIONALS**

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2027 CONFERENCE



Who is the FelineVMA?

The FelineVMA supports its members in improving the health and welfare of cats through high standards of practice, continuing education, and evidence based medicine. We are the trusted leaders in feline health and welfare for the veterinary community and cat caregivers.

	2021	2022	2023	2024	2025	2026
Veterinary Professionals In-person	345	701	681	944	1392	**1231**
Students In-person	20	15	27	64	85	**62**
Exhibitors & Guests In-person	179	255	240	256	203	**304**
Virtual Attendees	1055	1032	947	569	732	**731**
Total In-person Attendees	544	971	948	1264	1680	**1597**

Why Exhibit at the FelineVMA Conference?

The FelineVMA Conference continues to be a top priority event for all those who are interested in providing the best care for cats. Our bustling, interactive Exhibit Hall and high-quality expert speakers attracts veterinarians, technicians, and students who are dedicated to learning more about diagnosis, treatments, monitoring, enrichment, welfare, and management for feline patients.

FelineVMA attendees have asked to see NEW products and new exhibiting companies! This is a group of attendees that wants to visit each exhibit booth and ask lots of questions. You will see attendees at every coffee break, lunch, and a reception because they take place in the exhibit hall. In addition, all registered exhibitors receive a full hot lunch, and CE is also included for veterinarian exhibitors.



Over 98% of in-person attendees visit the Exhibit Hall.

Meeting Location

Hilton Chicago
720 S. Michigan Avenue
Chicago, IL 60605

Contact

Kathy LaMastra
Conference Specialist
exhibitor@catvets.com
(800) 874-0498



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EXHIBITOR INFORMATION

2027 FelineVMA CONFERENCE

Exhibitor registration for the FelineVMA 2027 Conference is open NOW!
Register today to secure your booth! We hope to see you in Chicago!

BOOTH PACKAGES

Single Inline Exhibit
Booth includes:
- Space of 10' x 10'
- Two Exhibitor Badges
- One 6' Draped Table
- Two Chairs
- One Wastebasket

Cost: $2,250.00

Single Corner Exhibit
Booth includes:
- Space of 10' x 10'
- Two Exhibitor Badges
- One 6' Draped Table
- Two Chairs
- One Wastebasket

Cost: $2,550.00
*Limited number available

Double Inline Exhibit
Booth includes:
- Space of 10' x 20'
- Four Exhibitor Badges
- Two 6' Draped Tables
- Four Chairs
- Two Wastebaskets

Cost: $4,200.00

Double Corner Exhibit
Booth includes:
- Space of 10' x 20'
- Four Exhibitor Badges
- Two 6' Draped Tables
- Four Chairs
- Two Wastebaskets

Cost: $5,100.00
*Limited number available
**double corner booth is a corner booth with an adjacent inline booth

Non-profit
Booth includes:
- Space of 10' x 10'
- Two Exhibitor Badges
- One 6' Draped Table
- Two Chairs
- One Wastebasket

Cost: $800.00

All include:
- Lunches and refreshment breaks are all held in the Exhibit Hall to build traffic which allows for more interaction with the attendees (including 9 hours of active exhibition time)
- The Happy Hour Reception is held in the Exhibit Hall on Friday Evening
- Printout of Conference Attendees in your Onsite Exhibitor Packet
- A Final Attendee List (no emails or phone numbers provided) will be emailed 2 weeks following the event
- One Identification Sign above your Booth(s)
- Pipe and Drape including 8' high back wall and 3' high side drape and carpeting
- In-person CE access for Exhibitor Veterinarians is included (this does not include Pre-conference Day which is an additional cost)

Additional exhibitor badges may be purchased for $150 per day or $400 for three days (Friday-Sunday), per representative. No sharing of badges is allowed.

Cancellation of your paid exhibitor registration passes must be received in writing either via fax: (908) 292-1188 or email exhibitor@catvets.com. Cancellations received by Friday, October 22, 2027 will receive a refund minus a $25.00 administrative fee. Cancellations received after Friday, October 22, 2027 will not be eligible for refunds. Please note that exhibitor registration passes can be transferred to another individual if someone is unable to attend. Please email exhibitor@catvets.com to make the change.

IMPORTANT DATES

**Note: Times subject to change with the finalization of educational schedule.*

Set-up:	Thursday, November 4, 2027 - 1:00 pm – 6:00 pm Friday, November 5, 2027 - 7:30 am – 9:15 am
Exhibitor Hours:	Friday, November 5, 2027 - 9:30 am – 6:45 pm Saturday, November 6, 2027 - 10:00 am – 3:15 pm Sunday, November 7, 2027 - 9:45 am – 1:45 pm
Breakdown:	Sunday, November 7, 2027 - 1:45 pm – 4:00 pm ***NO EARLY DISMANTLING OF EXHIBITS WILL BE PERMITTED. EARLY BREAKDOWN WITHOUT PERMISSION MAY RESULT IN FORFEITURE OF BOOTH SPACE IN FUTURE YEARS.***

DEADLINE DATES TO REMEMBER

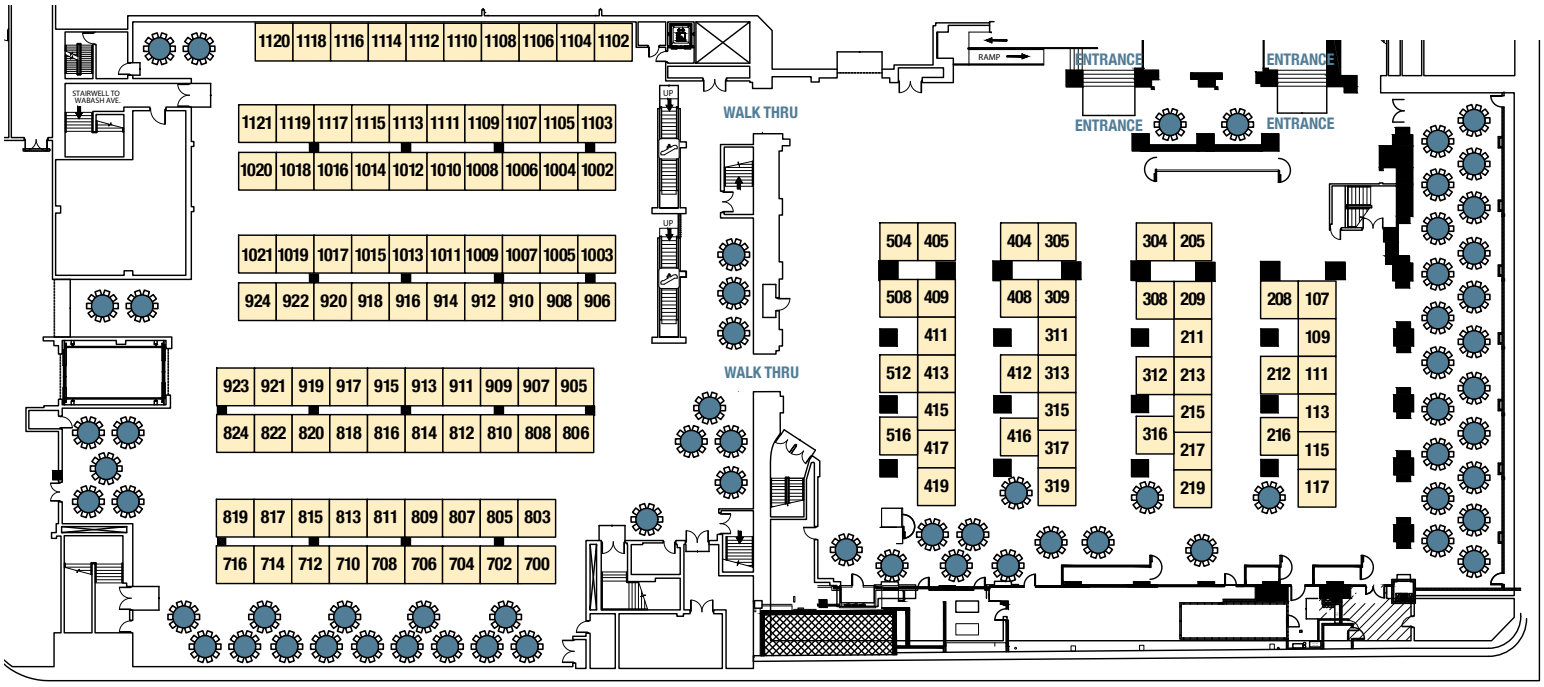
Late July	Booth Locations will be emailed to you.
August 27, 2027	Cancellation deadline for refund. Exhibitor Booth Payment due.
September 10, 2027	Deadline to submit Ads for Onsite Program Book (if purchased).
September 17, 2027	Deadline to submit Product Showcase panel (if purchased).
September 20, 2027	Deadline to submit Bag Inserts (if purchased).
October 8, 2027	Names for Exhibitor Badges must be submitted. Hotel deadline for group rate.
October 22, 2027	Cancellation deadline for refund for paid exhibitor registration passes.

LODGING

Hilton Chicago
720 S. Michigan Avenue, Chicago, IL 60605 Phone: (312) 922-4400
Room Rate: $234.00 Single/Double
Room rates are quoted exclusive of applicable state and local taxes.
Deadline for the Group Room Rate: October 8, 2027
Any reservations made after that day are based on availability only at the standard hotel room rate.
Use Group Discount Code: FelineVMA

2027 FelineVMA CONFERENCE

FLOORPLAN



Salon D **Salon C**

ADVERTISING & MARKETING OPPORTUNITIES

To give our exhibitors a better opportunity to highlight their newest products and services, we have devised the following opportunities to enhance exposure.

**Please note: All new exhibitors or advertisers must get pre-approval from the FelineVMA Conference Task Force.*

PRODUCT SHOWCASE

- The Product Showcase provides a forum to share and highlight information about products and services through a full panel display (38.125" x 93") for all conference attendees to view.
- Panels are limited and each company must submit their artwork by September 17, 2027.

Cost: $950.00 per panel (limit one product per panel)

BAG INSERT

- To help drive traffic to your booth and increase awareness of your brand, place a promotional flyer, drawing/raffle card, or coupon in each attendee's totebag. It's a virtual guarantee that each attendee will walk away with at least one piece of information about your company.
- The bag insert is limited to one page but can be two-sided; it can't be any larger than 8.5" x 11". You must provide and ship 1,500 (*this could change closer to the meeting based on limitations) inserts to the address on the shipping label (available in the Exhibitor Portal) no later than September 20, 2027.

Cost: $575.00 per insert

ONSITE PROGRAM BOOK ADVERTISING

- Encourage attendees to visit your booth by placing an ad inside the Onsite Program Book, which attendees will keep with them, carry around, and refer to each day of the conference.
- Ads are full color and come in half and quarter page sizes and each company must submit their artwork by September 10, 2027.

Cost: $950 Half page; $495 Quarter page (limited to 5 full pages on a first come, first serve basis)

SPONSORSHIP OPPORTUNITIES

2027 FelineVMA CONFERENCE

Build your presence at the FelineVMA Annual Conference with additional sponsorship and marketing opportunities that can be customized to fit your branding and marketing objectives. First right of refusal is provided to previous Partnership Sponsors and individual Conference Sponsors. Let's discuss a sponsorship approach that's ideal for you.

The FelineVMA has ***three types of sponsorships:***

- **Partnership Sponsors** – These loyal sponsors receive a multitude of opportunities and recognition throughout the entire year including at the Annual Conference, on the FelineVMA website, and in the multiple advertising avenues provided by the FelineVMA. These packages include many items and are customized to meet your needs.
- **Individual Conference Sponsors** – These sponsors choose to sponsor one or multiple item(s) or event(s) during the Annual Conference and are recognized before, during, and after the conference. If you are interested in any form of sponsorship for added exposure, please let us know what might be of interest (i.e. education, social event, give-away, etc.).
- **Cat Friendly Practice Sponsors** – Acknowledgement will include logo recognition in the Registration Brochure, Onsite Program and Proceedings Books; promotion on the FelineVMA website and event signage, moderator announcements during sessions; and sponsor ribbons for all staff badges.

Please visit our website at catvets.com/2027-exhibitors-sponsors to view all available Conference sponsorships.

NON-CONFERENCE ADVERTISING

Want to reach a feline-specific audience outside of the Conference? The FelineVMA has additional advertising opportunities such as in our magazine, *The Feline Practitioner,* and in the *Feline Weekly Newsbrief* and *Journal of Feline Medicine and Surgery*. Please contact Liz Novak (lnovak@association-partners.com) for more information.



Approval Process of New Companies

The FelineVMA reserves the right to determine the eligibility of any exhibit or advertiser for inclusion in its Conference, either before or after the proper execution of the Contract for Exhibit Space or advertising. All products and services to be exhibited or advertised must be directly related to veterinary medicine or it must enhance our Exhibit Hall. The FelineVMA reserves the right to require modification of any exhibit or advertisement that, in its opinion, is not in character with the FelineVMA Core Values. The FelineVMA's acceptance of an Exhibitor or Advertiser does not constitute an endorsement of that organization's products and/or services.

CRITERIA

- Products and services to be exhibited or advertised must be directly related to veterinary medicine or it must enhance our Exhibit Hall
- Medications, diets, and products intended for treatment of illness, conditions, or disease in cats must have evidence-based support showing efficacy and safety of such products
- Products or services to be exhibited or advertised may benefit the cat and/or cat caregiver and/or improve environmental enrichment, and must have support showing efficacy and safety of such products
- Company and/or services may not contradict with the FelineVMA's core values
- Services or products may not directly compete with FelineVMA's core programs

**New products/companies will be discussed on an individual basis after companies submit additional information.*

Attendee Lists:

The FelineVMA policy for the release of attendee names for the current event is to distribute them at the event. Attendee names are not available prior to the event. An attendee list will also be available to all exhibitors two weeks after the conference ends. This list will not include the email or phone number of the attendees.

AV, Electrical, Furniture, and Material Handling:

AV, Furniture, Electrical, Internet Connections, and Material Handling are not included in the exhibit fee. If you need any of these services you will need to place a separate order. The Exhibitor Service Kit will be available in your Exhibitor Portal in July 2027.

Freight and storage information will be included in your Exhibitor Service Kit. It contains forms for ordering freight pick-up/ delivery, drayage, equipment rental (tables, chairs, audiovisual), labor, utilities (telephone, electric), and other important show information and instructions.

Badges and Registration:

Exhibitor badges must be worn at all times. Badges will not be transferable and management reserves the right to limit the quantity and to confiscate the badge used by any person other than the one to whom it was issued.

All booth representatives must be registered prior to the conference. Registration directions will be provided in the Exhibitor Portal. The individuals that are registered need to pick up their exhibitor badges at the Exhibitor Registration Desk.

Booth Locations:

Booth locations are assigned on a first-come, first-served basis. Exhibitors are allowed to select their top three booth location choices only when they pay the deposit. (Please note that sponsors receive first choice of booth location which are usually in the front of the exhibit hall. Please choose locations with this in mind.) Locations will be confirmed by the administrative office six weeks before the conference. Please refer to the exhibit hall floorplan enclosed.

There will be opportunity to purchase a corner booth for an additional cost, but corner booths are not guaranteed. If you purchase a corner booth and there are none available, the FelineVMA will refund you the difference between an inline booth and corner booth. If additional corner booths are available by more than those who purchased one, you have the option to upgrade from an inline booth to a corner booth.

Partnership and Conference Sponsors have the first choice of booth location.

Exhibitor Giveaway and Drawings Policy:

Exhibitors may sponsor individual drawings or giveaways at their booths. Each exhibitor is solely responsible for its own drawing and contacting the winners. The FelineVMA will not provide for announcements of the winners during the show.

Food and Beverage:

Any food or beverage dispensed or given away at a booth must be supplied and prepared by the Hotel staff and requests must be approved by Management.

GENERAL EXHIBITOR INFORMATION

2027 FelineVMA CONFERENCE

Payment and Remittance Policy:
It is the policy of the FelineVMA that all exhibitors must be paid prior to the show. A 50% deposit of the total amount must be submitted to reserve an exhibit booth. Your booth location will not be held pending payment; booth locations are assigned on a first-come, first-served basis.You will not be admitted to the Exhibit Hall if a balance is due on your account. All booth payments must be received by August 27, 2027. It is the policy of FelineVMA that all exhibit space must be paid prior to the show or you may not exhibit.

Cancellation:
You may cancel your Exhibit Booth registration with a refund, less $400 administrative charge, provided the FelineVMA registration office receives notification in writing on or before Friday, August 27, 2027. Cancellations after this date will not be refunded. Substitutions of participants from the same company may be made at any time. Please notify the association in writing of any change in participants. If the FelineVMA unilaterally cancels your registration before the show, the FelineVMA shall reimburse all amounts paid by your institution to the FelineVMA under this registration policy. This will be the sole and exclusive right and remedy of your company in this respect.

Schedule of Events:
The current schedule of events can be downloaded from www.catvets.com/education. We encourage you to take full advantage of all sessions and networking opportunities to maximize your exposure and the results of your participation. Exhibitors who are veterinarians can receive CE credit for attendance in conference sessions.

Display Arrangements:
No display containing a banner, placard, sign or other item is permitted beyond the limits of the booth without prior consent from management, which has the discretion to allow, refuse or charge additional fees for such a display.

All exposed parts of the display must be finished so as not to be objectionable to other exhibitors or management. All flammable materials must be flame-proofed before being taken into the building, to the end that such materials withstand the tests of all inspection authorities. No attachment shall be made to any part of the building or any of the furnishings and fixtures therein.



"I'd have to say (the best part of the conference is) the education but it was great to see a vibrant, happy exhibition floor."

Security Information:
Private security for the exhibit area will be provided overnight. However, it is recommended that exhibitors take reasonable care to secure valuable equipment, as the FelineVMA is not responsible for the loss or damage of exhibit equipment.

The following are some additional security recommendations: ship your materials with a qualified carrier and be sure to lock trunks/crates. Securely tape or band cartons and, under no circumstances, mark the name or type of articles contained therein. Furnish your shipping company with accurate details and complete bill information. Do not leave your booth unattended during the set-up period. Do not leave exhibit material under tables or displays. Do not include exhibit materials in containers to be stored as empties. Do not leave small laptop computers, CD players, cell phones, pagers, equipment or prototype software/ hardware in your booth. At the close of the exhibit, pack as quickly as possible and, under no circumstances, leave your space unattended. If at all possible, have one of your staff remain in your booth space with your shipment until it is picked up by official service personnel. Promptly report any missing items or suspicious person to hotel security.



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GENERAL TERMS & CONDITIONS FOR 2027 EXHIBITORS

APPLICATION TO EXHIBIT

Applications to exhibit are subject to the criteria below. Exhibits may not be inconsistent with the professional nature and goals of the event.

The criteria shall include:

- Exhibiting companies must be approved by the Conference Task Force.
- Deposit is needed to secure an exhibit booth.
- Exhibit fees must be paid in full prior to the show.
- The FelineVMA reserves the right to request a description of company, products and/or services.

All exhibitor booth representatives must adhere to the FelineVMA's Code of Conduct and all Exhibitor Policies. Exhibit space is not intended for airing views of a controversial social, political, or professional nature. In addition, the FelineVMA reserves the right to decline exhibit requests from companies exhibiting products and services that could be considered competing with the intent of the event.

ELIGIBILITY

The FelineVMA reserves the right to determine the eligibility of any exhibit for inclusion in its Conference, either before or after the proper execution of the Contract for Exhibit Space. Products and services to be exhibited must be directly related to veterinary medicine or it must enhance our Exhibit Hall. Examples of ineligible exhibits include: illegal services or activities; products or services that are in direct competition with the FelineVMA; products or services that are not applicable to the veterinary profession; exhibits that support philosophies or actions in direct opposition to those held by the FelineVMA; exhibits deemed harassing, discriminatory, or in violation of the FelineVMA Core Values and Mission; any exhibit not appropriate for positive learning environment. The FelineVMA reserves the right to require modification of any exhibit that, in its opinion, is not in character with the FelineVMA Core Values. The FelineVMA's acceptance of an Exhibitor does not constitute an endorsement of that organization's products and/or services.

FelineVMA CONFERENCE CODE OF CONDUCT

All Exhibitors are required to abide by the FelineVMA Conference Code of Conduct. Your attendance at the conference is confirmation that you have read and agreed to abide by that Code. Any Exhibitor determined by the FelineVMA leadership to have violated the Code of Conduct will be asked to leave the conference, and the FelineVMA will not be liable for any refund or expenses. You can find the Code of Conduct here (link - https://catvets.com/education/conferences/policy/)

CONTRACTUAL AGREEMENT

It is agreed that the Exhibitor will abide by the rules and regulations cited during and after the exhibit and by other reasonable rules considered necessary by the Association or Hotel provided that these rules do not materially alter the Exhibitor's contractual rights.

All matters and questions not covered by these regulations are at the decision of Show Management. These regulations may be amended at any time by the FelineVMA, and all amendments that may be so made shall be equally binding upon publication on all parties affected by them, as are the original regulations.

Exhibitor agrees to adhere to the space restrictions as defined in the 'Exhibit Fees' section of this Exhibitor Prospectus. Failure to comply may result in the termination of Exhibit privileges, at the discretion of Show Management. In such cases, no refund of Exhibitor fees will be offered.

Exhibitor gives consent for an official professional photographer hired by the FelineVMA to take photographs during the conference of their company's booth and exhibitor registrants and that the FelineVMA may use them in future instances such as on the FelineVMA website, publications, articles, blast emails, and anywhere else they see fit.

Exhibitors and sponsors may not hold events outside the scope of the FelineVMA meeting which coincides with the FelineVMA event, or in the FelineVMA conference facilities (Convention Center, hotel, etc.) without permission from the FelineVMA.

SHOW MANAGEMENT SOLE DISCRETION

Space assignment shall be as indicated on the exhibit space floorplan, which will be included with your confirmation and Exhibitor manual. However, should conditions or situations warrant, Show Management reserves the right to rearrange Exhibitors or adjust the floorplan to accommodate the best interests of the show. The floorplan maintained by Show Management shall be the official floorplan. Changes may occur at any time to accommodate show needs.

The Exhibitor agrees to comply with and be bound by all laws of the United States, the state and city where the exhibit is held, and wherever applicable, all rules and regulations of the police department and fire department and those policies and criteria which have been established by the Hotel for use of the designated exhibit area.

The Exhibitor must conform to all standard fire codes. Combustible materials or explosives are not permitted in or around the exhibit areas. Displays must not block view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment. No smoking is allowed at any FelineVMA Conference.

Neither Show Management nor the Hotel shall be responsible for any damage or injury that may happen to the Exhibitor or its agents, employees, or property from any cause whatsoever, except the gross negligence or willful misconduct of Show Management, or employees, arising out of Show Management's duties and responsibilities under the agreement. The Exhibitor expressly releases Show Management and the Hotel, its directors, officers, agents, and/or employees, from any such loss, damage or injury.

Show Management and the Exhibitor agree to waive the right of subrogation by their insurance carriers to recover loss sustained under the respective insurance contracts for real and personal property.

Show management, its staff, employees, or agents assume no responsibility or liability whatsoever in matters relating to restrictions imposed on any Exhibitor by any governmental agency. The Exhibitor is responsible for any and all demands on account of any injury or death, or damage to property occurring in or upon any portion of the hotel leased or used by the Exhibitor, or its employees, representatives, agents, licensees, invitees, patrons, guests, or contractors.

The Exhibitor shall defend, indemnify and hold harmless the FelineVMA, Professional Management Associates, LLC, and its officers, employees, and agents from and against any and all claims, demands, actions, causes of action, penalties, judgment, and liability of every kind and description (including court costs and reasonable attorney's fee) for injury to and death of persons and/or damage to or any loss of property which are caused by, arise from, or grow out of the Exhibitor's use or occupancy of the premises or from any breach by the Exhibitor of any condition of this contract, or from any act or omission of the Exhibitor, or its employees,representatives, agents, invitees, patrons, guests, licensees, or contractors.

OPERATION AND CARE OF EXHIBIT SPACE

Potential exhibitors are advised that contests, lotteries, raffles, and games of chance may not be conducted without prior approval of the FelineVMA and appropriate authorities. All business activities of the Exhibitor must be within the Exhibitor's assigned space. Each exhibit must be staffed at all times during Exhibit Hall hours by bona fide employees or representatives of the exhibiting company. Exhibitors who fail to have their booths staffed during show hours are subject to the loss of existing space for the following years conference. The FelineVMA reserves the right to restrict exhibits that, for any reason, become objectionable. The FelineVMA reserves the right to prohibit or evict any exhibit that, in the opinion of the FelineVMA leadership, detracts from the character of the conference. In the event of such restrictions or evictions, the FelineVMA is not liable for any refunds or rentals or other exhibit expenses.

Literature distribution is limited to the Exhibitor's assigned booth and will not be permitted in any other part of the Exhibit Hall, meeting rooms or other areas of the hotel. The FelineVMA reserves the right to immediately dispose of any and all unauthorized materials found outside of an Exhibitor's assigned space(s).

Questions concerning the appropriateness of any promotional materials or activities should be directed to FelineVMA Staff, who will work with the FelineVMA leadership. Any conference attendee may advise the FelineVMA staff of irregularities observed in the exhibit areas, such as unauthorized solicitation or other objectionable activity.

Exhibitors shall care for and keep in good order the space occupied. The convention center will vacuum carpets and aisles once each day during closed hours, but this service does not include individual exhibit areas, dusting or any special cleaning. Exhibitors must surrender occupied space to the management in the same condition as it was at the commencement of occupation. If the space occupied or equipment furnished to the Exhibitor is damaged by the Exhibitor, its agents or employees, the Exhibitor, on demand, shall pay such sum as shall be necessary to restore said space or equipment to the same condition as it was when first occupied or received by the Exhibitor. No early dismantling of exhibits will be permitted. Early breakdown without permission may result in forfeiture of booth space in future years.

BOOTH SUBLETTING OR SHARING

Booth subleasing is strictly forbidden. Only the Exhibitor identified on the registration form is permitted to exhibit at the booth. Exhibitors may not share booth space without express permission from the FelineVMA leadership, and approval from the Conference Task Force.

NON-EXHIBITING SUPPLIER STATUS

Non-exhibiting suppliers may not "suitcase" the show, approach attendees and exhibitors for the purpose of informing about products/services, or sell their products in the aisles. This practice is prohibited by event regulations. Anyone who is observed approaching attendees anywhere at the meeting including in the aisle or in an Exhibitor's booth, who is not a legitimate Exhibitor, should be reported to Event Management. The non-exhibitor will then be asked to curtail this activity or to exit the event. These measures will be strictly enforced with the intent of preserving the integrity of the event and maintaining a good relationship between attendee and Exhibitor.