

84TH ANNUAL



WESTERN™

VETERINARY CONFERENCE

PRACTICAL ▶ PROGRESSIVE ▶ EDUCATIONAL

2012

SPONSORSHIP &
ADVERTISING GUIDE



FEBRUARY 19-23, 2012
MANDALAY BAY RESORT & CASINO
LAS VEGAS, NEVADA

GET VISIBLE AT WVC!

WHY CHOOSE WVC, THE WORLD'S PREMIER VETERINARY CONFERENCE?

- ▶ Attracts the **HIGHEST NUMBER OF VETERINARY PROFESSIONALS WORLDWIDE**, with over 9,000 in attendance in 2011.
- ▶ Presents the **LARGEST VETERINARY SINGLE-SITE TRADE SHOW IN THE WORLD**
- ▶ Hosts **ATTENDEES FROM 40 COUNTRIES***
- ▶ Helps **INCREASE YOUR ROI**. 71% of Exhibitors who set ROI goals in 2011 **EXCEEDED** or **ACHIEVED** their goals.



SEE WHAT 2011 ATTENDEES HAD TO SAY

"I will definitely come back next year! I had a great time, and left with some very rewarding knowledge to boot!"

"Thanks for putting on another great conference. We're already looking forward to next year!"

"As a first-time attendee, I can only say it was a fabulous experience! Accolades to the Mandalay Bay and WVC coordinators for doing an outstanding job of providing attendees with an incredibly organized conference."

"Thank you so much for your wonderful and so well organized convention. I had a great time and discovered so many good things. Bravo!!!"

CONTENTS

Sponsorship Levels & Eligibility	1
Sponsorship Opportunities	2
Sponsorship Benefits	4
WVC Advertising & Marketing Opportunities	6
WVC Advertising Order Form	6
TriStar Publishing Advertising & Marketing Fees	8
TriStar Publishing Advertising Specifications & Order Form	14
Who Attends WVC & Target Demographics	15
About WVC	16

*2011 onsite attendee survey

2012 SPONSORSHIP & ADVERTISING GUIDE

WE WELCOME YOUR INTEREST IN THE 2012 WESTERN VETERINARY CONFERENCE.

Along with many traditional convention opportunities, WVC opens doors to a range of distinctive options that enable your organization to be a standout!

New 2012 Sponsorship Opportunities*

- Cell Phone Charging Stations
- Convention Center to Airport Bus Service
- Exhibit Hall Lounge Areas
- First Time Attendee Welcome Orientation (Sunday/Monday)
- Interactive Maps
- Luggage Storage Service (Thursday)
- Preliminary Program
- Water Service in Exhibit Hall, Foyer, or Meeting Rooms



2012 SPONSORSHIP LEVELS - New Range for Platinum and Gold

PLATINUM 200,000 & Up	GOLD \$100,000-\$199,999	SILVER \$50,000-\$99,999	BRONZE \$25,000-\$49,999	EXECUTIVE \$10,000-\$24,999	GENERAL SUPPORT < \$10,000	HANDS-ON LAB SUPPORT Equipment/Supplies
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Sponsorship levels are calculated based on direct and indirect sponsorship:

- Direct sponsorships are funds provided by sponsors to WVC as direct support for specific events or services benefitting attendees.
- Indirect sponsorships are events or services that occur at WVC but are provided directly by the sponsor to the attendees.
- Advertising and marketing dollars spent by exhibitors during the Conference are not considered sponsorship items.

NOTE: WVC will first offer sponsorship opportunities for items indicated on pages 2 and 3 to the 2011 sponsors. Sponsors must confirm with WVC by August 1, 2011, if they wish to sponsor the same item(s) in 2012. Contact Manolita Moore at manolita@wvc.org for availability.

Eligibility

Corporate sponsorships help defray the WVC registration fee and boost attendance. Your support of program tracks, hands-on laboratories, and other functions of the Conference provide exceptional exposure before and during the meeting. Sponsorship opportunities are available to contracted exhibiting companies only. Please reserve your selections by the specified deadlines to receive maximum company exposure. Sponsors must adhere to the WVC deadlines, rules, and regulations to maintain eligibility and receive the benefits described herein.

*See page 2 for more details.



84TH ANNUAL WESTERN VETERINARY CONFERENCE

SPONSORSHIP OPPORTUNITIES

Item	Amount	Status	Type	2012 Sponsors
5K Fun Run	\$7,500	+	EXCLUSIVE	Heska
Alumni Receptions	\$30,000	OPEN	EXCLUSIVE	OPEN
Attendee Discounts - VIP Card	\$15,000	+	EXCLUSIVE	Elanco
Autotutorial Theater	\$10,000	OPEN	EXCLUSIVE	OPEN
Boarding Pass Print Stations	\$5,000	+	EXCLUSIVE	OPEN
Bus Service - Airport to Convention Center	\$35,000	+	EXCLUSIVE	Bayer
Bus Service - Hotels to Convention Center	\$60,000	+	EXCLUSIVE	Merial, Ltd.
Bus Service (Return) – Convention Center to Airport	\$35,000	New in 2012	EXCLUSIVE	OPEN
Cell Phone Charging Stations	\$7,500/Station	+	EXCLUSIVE	Elanco
Coffee Breaks for Attendees	\$25,000/Break	OPEN	NON-EXCLUSIVE	OPEN
Conference Bag (including pads and pens)	At Cost	+	EXCLUSIVE	Merial, Ltd.
Conference Bag Luggage Tag	At Cost	+	EXCLUSIVE	Merial, Ltd.
Cyber Café Stations (2)	At Cost	+	EXCLUSIVE	VIN
DVM Student Reception (approximately 130 students)	\$5,000	OPEN	EXCLUSIVE	OPEN
DVM Student Scholarship Breakfast – Monday (34 students)	\$2,500	+	EXCLUSIVE	Hill's Pet Nutrition, Inc.
DVM Student Scholarship Breakfast – Tuesday (34 students & deans)	\$2,500	+	EXCLUSIVE	Banfield Pet Hospital
Entertainment – Sunday Night	At Cost	+	EXCLUSIVE	Hill's Pet Nutrition, Inc.
Entertainment – Tuesday Night	At Cost	+	EXCLUSIVE	Bayer
Entertainment – Wednesday Night	At Cost	+	EXCLUSIVE	Virbac Animal Health
Exhibit Hall Lounge Areas – 6 Locations	\$2,500/Location	New in 2012	EXCLUSIVE	OPEN
Exhibit Hall Rocking Chairs	\$10,000	+	EXCLUSIVE	Merial, Ltd.
First Time Attendee Welcome Orientation – Sunday	\$7,500	New in 2012	EXCLUSIVE	OPEN
First Time Attendee Welcome Orientation – Monday	\$7,500	New in 2012	EXCLUSIVE	OPEN
Golf Tournament	\$10,000	OPEN	EXCLUSIVE	OPEN
Guest Program – Monday	\$7,500	OPEN	EXCLUSIVE	OPEN
Guest Program – Tuesday	\$7,500	OPEN	EXCLUSIVE	OPEN
Guest Program – Wednesday	\$7,500	OPEN	EXCLUSIVE	OPEN
Happy Hour in the Exhibit Hall – Monday	At Cost	OPEN	NON-EXCLUSIVE	OPEN
Happy Hour in the Exhibit Hall – Tuesday	At Cost	OPEN	NON-EXCLUSIVE	OPEN
Health & Fitness Program – Monday (Yoga)	\$5,000	New in 2012	EXCLUSIVE	OPEN
Health & Fitness Program – Tuesday (Jazzercise)	\$5,000	New in 2012	EXCLUSIVE	OPEN
Health & Fitness Program – Wednesday (Zumba)	\$5,000	New in 2012	EXCLUSIVE	OPEN
Interactive Map – 3 Locations	\$7,500/Location	New in 2012	EXCLUSIVE	OPEN

+ RESERVED



2012 SPONSORSHIP & ADVERTISING GUIDE

SPONSORSHIP OPPORTUNITIES

Item	Amount	Status	Type	2012 Sponsors
International Reception	\$25,000	+	EXCLUSIVE	Elanco/Hill's Pet Nutrition, Inc.
Luggage Storage Service (Thursday)	\$5,000	New in 2012	EXCLUSIVE	OPEN
Massage Stations (inside Exhibit Hall)	\$20,000	+	EXCLUSIVE	Merial, Ltd.
Mothers' Lounge	\$1,500	+	EXCLUSIVE	Beyond Indigo Marketing
Preliminary Program	\$25,000	+	EXCLUSIVE	Elanco
Press Room (inside Exhibit Hall)	\$5,000	+	EXCLUSIVE	Merial, Ltd.
Reception (Technician Party)	At Cost	+	EXCLUSIVE	Hill's Pet Nutrition, Inc.
Reception (Specialty Groups)	At Cost	+	NON-EXCLUSIVE	OPEN
Speaker and Moderator Mixer	\$7,500	+	EXCLUSIVE	Teva Animal Health
Technician Fair	\$10,000	+	EXCLUSIVE	Hill's Pet Nutrition, Inc.
Technician Lounge — Monday-Wednesday	At Cost	+	EXCLUSIVE	Nestlé Purina
Water Service (inside Exhibit Hall)	\$5,000/Day	New in 2012	NON-EXCLUSIVE	OPEN
Water Service (foyer area, Levels 2 & 3)	\$2,500/Day	New in 2012	NON-EXCLUSIVE	OPEN
Water Service (meeting rooms, Levels 2 & 3)	\$5,000/Day	New in 2012	NON-EXCLUSIVE	OPEN
WiFi/Internet Access for Attendees (Levels 2 & 3 except Exhibit Hall)	\$45,000	OPEN	EXCLUSIVE	OPEN
WVC-Connect Mobile Communications	\$28,000	+	EXCLUSIVE	Merial, Ltd.
WVC Notes	\$25,000	+	EXCLUSIVE	Elanco
WVC QuickGuide	\$40,000	+	EXCLUSIVE	Merial, Ltd.
WVC-TV Premier Sponsor	\$50,000	+	EXCLUSIVE	PetSmart Charities

EDUCATIONAL SPONSORSHIP OPPORTUNITIES

Item	Amount	Status	Type	2012 Sponsors
Corporate Hands-on Lab (4-hour lab)	\$3,000	OPEN	NON-EXCLUSIVE	OPEN
Corporate Symposium Program	\$1,500/Hour+ \$1,500/Speaker	FULL	PREFERENCE TO PLATINUM, GOLD, & SILVER SPONSORS	Multiple Sponsors
Corporate Workshops (4-hour track)	\$3,000/track	FULL	NON-EXCLUSIVE	OPEN
Hands-on Lab Support	At Cost	OPEN	NON-EXCLUSIVE	Multiple Sponsors
Industry Seminar	\$1,500/Hour+ 400 Box Lunches	FULL	PREFERENCE TO PLATINUM, GOLD, & SILVER SPONSORS	Multiple Sponsors
Practice Management Keynote Speaker	At Cost	+	EXCLUSIVE	CareCredit
Lunch & Learn Session — Interactive	\$1,500/Session (8 available)	OPEN	NON-EXCLUSIVE	OPEN
Scientific Program Track (4-hour track)	\$4,000/track	OPEN	NON-EXCLUSIVE	Multiple Sponsors

+ RESERVED



84TH ANNUAL WESTERN VETERINARY CONFERENCE

SPONSORSHIP BENEFITS - COMPLIMENTARY ITEMS

COMPLIMENTARY ITEMS

COMPLIMENTARY ITEMS	Platinum \$200K +	Gold \$100K - \$199,999	Silver \$50K - \$99,999	Bronze \$25K - \$49,999	Executive \$10K - \$24,999	General Support < \$10,000	Hands-on Lab Support
Attendee Mailing List (1)	•	•	•	•	•	•	+
Registration with CE option	5	3	1				
Hotel Suite (1) (up to 5 nights)	•	•					
Bag Insert (1)	•	•					
Exhibit Hall Video Wall* (up to 3 minutes)	•	•	•				
Exhibitor Priority Points	•	•	•	•	•	•	•
Recognition in the Scientific Program & Exhibit Hall Guide	•	•	•	•	•	•	•
Recognition on Conference Banner/Meter Boards	•	•	•	•	•	•	•
Online Recognition on the WVC Website	•	•	•	•	•	•	•
Exclusive Meter Board (1)	•						
Signage for Sponsored Events	•	•	•	•	•	•	•
Sponsor Ribbons for Company Representatives	•	•	•	•	•	•	•
WVC-TV Promotional Ad* (up to 3 minutes)	•	•	•				
WVC-TV On-site Exhibit Hall Interview	•	•					

• ELIGIBLE + LAB PARTICIPANTS ONLY (available upon request)

*Video content must be provided in final format or additional charges may apply.



SPONSORSHIP BENEFITS - PRIORITY TO PURCHASE

Priority to Purchase Limited Advertising Items	Platinum \$200K +	Gold \$100K - \$199,999	Silver \$50K - \$99,999	Bronze \$25K - \$49,999	Executive \$10K - \$24,999	General Support < \$10,000	Hands-on Lab Support
New Sponsorship Items	•	•					
Exhibit Hall Banners (15 x 15 ft. each)	•	•	•	•	•	•	•
Exhibit Hall Rotating Kiosks	•	•	•	•	•	•	•
Exterior Banner (20 x 28 ft.)	•	•					
Meter Board(s)	•	•	•	•			
Gobo Projection	•	•					
Hotel Door Drops	•	•	•	•	•	•	•
In-room Delivery Service	•						
Hotel Key Branding	•	•					
Industry Seminar(s)	Up to 3 Hours	Up to 2 Hours	Up to 2 Hours	Up to 1 Hour	Up to 1 Hour		
Symposia	Up to 20 Hours	Up to 16 Hours	Up to 12 Hours	Up to 8 Hours	Up to 4 Hours		
Hands-on Laboratories/ Workshops	•	•	•	•	•	•	•

- ELIGIBLE

PRIORITY TO PURCHASE

Right Of First Refusal: Sponsors at all levels are offered the right of first refusal regarding sponsorship of the same previously sponsored item at the next annual WVC. 2011 sponsors must contact WVC to reserve or renew previously sponsored items by August 1, 2011.

Sponsorship Contact

Ms. Manolita Moore, MBA
 Annual Conference Director
 2425 E. Oquendo Road, Las Vegas, NV 89120
 Tel: 702.739.6698, Fax: 702.739.6420
 Toll-free: 866.800.7326, Email: manolita@wvc.org



WVC ADVERTISING ORDER FORM

Please select your choices

- Pre-Conference Attendee Mailing List* \$1,000 Non-exclusive Available 1/23/12 - 2/9/12
- Post-Conference Attendee Mailing List \$1,000 Non-exclusive Available after 2/27/12
- Conference Bag Insert** \$2,300/Insert Non-exclusive, one complimentary Order must be received by 12/30/11.
for Platinum/Gold Sponsors Delivery must be received by 1/13/12.
Limited space. First-come, first-served.
- Exterior Banner (20 × 28 ft.) \$7,500 Exclusive to Platinum/Gold Sponsors
+ Add'l Fees^
- Exhibit Hall Banner (15 × 15 ft.) \$1,500 Non-exclusive, but location based
+ Add'l Fees^ on overall sponsorship level
- Exhibit Hall Rotating Kiosk \$5,000 Non-exclusive
+ Add'l Fees^
- Meter Board \$5,000 Exclusive to Platinum through
+ Add'l Fees^ Bronze Sponsors

**One complimentary list provided to all sponsors. **Quantity required: 10,000. ^Additional fees charged for production and hanging, handled through GES.*

Contact Name: _____ Booth No.: _____

Company Name: _____

Billing Address: _____

Phone: _____ Fax: _____ Email: _____

The undersigned hereby agrees that each Attendee Mailing List order will be for one-time use only.

Signature: _____

Payment Information

Method of Payment (Please check one):

- Fee waived due to sponsorship level. Contact WVC for more information.
- Check. Make check payable to Western Veterinary Conference and submit to the payment address below.
- Credit Card: American Express MasterCard Visa Discover

Card No.: _____ Exp. Date _____ Security Code: _____

Name on Card: _____

Total Amount: _____ Billing Zip Code: _____ Authorized Signature: _____

Return completed form to:

Mr. Joel Altman, Exhibits Manager
2425 E. Oquendo Road, Las Vegas, NV 89120
Tel: 702.739.6698, Fax: 702.739.6420
Toll-free: 866.800.7326, Email: joel@wvc.org

Submit payment to:

Western Veterinary Conference
PO Box 50755, Henderson, NV 89016



THERE ARE MANY WAYS TO BE SEEN AT WVC



TRISTAR PUBLISHING ADVERTISING & MARKETING OPPORTUNITIES AT WVC

In addition to WVC's advertising options, you can extend your reach by discovering additional advertising opportunities through TriStar Publishing, WVC's advertising partner.

- Door Drop Bag (Exclusive)
- Hotel Room Card Key Branding (Exclusive to Platinum and Gold Sponsors)
- In-room Delivery Service (Exclusive to Platinum Sponsors)
- Scientific Program & Exhibit Hall Guide (Non-exclusive)
- WVC Conference Call Newspaper (Non-exclusive)
- WVC Conference Call Rack Sponsorship (Exclusive)
- WVC Best Bets Newspaper (Non-exclusive)

If interested in any of the above-listed advertising opportunities, please contact Darcey Tenbrink with TriStar at 913.491.4200 or dtenbrink@tristarpub.com for rates and availability. Or go to wvc.org/exhibitors.

Package Buy Discounts

Frequency Package Buy Discounts apply for participation in two or more of the advertising options listed in the following TriStar rate list. Frequency Package Buy Discounts do not apply to single sponsorship items.

- 3x: 6%
- 2x: 4%

WVC Scientific Program & Exhibit Hall Guide

The WVC Scientific Program & Exhibit Hall Guide is a must have publication for all meeting attendees while onsite and post-Conference. As the single most comprehensive and informative WVC publication, the guide includes pertinent session information categorized by day, events, association announcements, educational happenings, a day-at-a-glance schedule and Exhibit Hall information. Everything an attendee wants and needs to know about the Conference is found in this helpful guide.

Deadlines:

Ad Space/Payment Deadline: November 11, 2011
Ad Materials Due: November 18, 2011

Publication Date:

February 2012
Distribution throughout the Conference, February 19-23, 2012

Quantity:

10,000

Distribution Method:

Placed in the WVC Conference Bags and available at WVC Information Booths

Premium Advertising Positions (premium position rates include color):

Exhibit Hall Map Sponsorship (pullout)	\$18,950
- Sponsor banner placed on the bottom of the Exhibit Hall floor plan + booth highlight + full-page 4 color ad to run before or after the map.	
Bellyband (advertiser must supply printed bellybands)	\$15,330
Back Cover	\$11,390
Inside Front Cover	\$9,760
Center Spread	\$16,430
Across from Table of Contents	\$9,540
Front of Tab One – Veterinarian	\$10,240
Front of Tab Two – Veterinary Technician	\$10,240
Front of Tab Three – Practice Management	\$10,240
Front of Tab Four – Exhibit Hall	\$10,240

WVC SCIENTIFIC PROGRAM & EXHIBIT HALL GUIDE • ADVERTISING RATES & DIMENSIONS

SIZE	DIMENSIONS (W X H)	RATES (B/W)*	RATES (4/C)
Full Page	8-3/8 x 10-7/8 in.	\$5,965	\$8,190
Full Page Bleed	8-5/8 x 11-1/8 in.	\$5,965	\$8,190
Full Page Non-bleed	7-3/8 x 9-7/8 in.	\$5,965	\$8,190
2/3 Page	4-5/8 x 10 in.	\$5,175	\$7,400
1/2 Page Horizontal	7 x 5 in.	\$4,940	\$7,170
1/2 Page Vertical (island)	4-5/8 x 7-1/2 in.	\$4,940	\$7,170
1/3 Page Vertical	2-3/8 x 10 in.	\$2,700	\$4,980
1/3 Page Square	4-5/8 x 4-7/8 in.	\$2,700	\$4,980
1/4 Page	3-1/2 x 5 in.	\$2,700	\$4,360
Logo Stopper	1/2 x 1/2 in.	\$175	—
New Product Flag	1/2 x 1/2 in.	\$175	—
Product & Services Showcase	3-1/4 x 4-3/4 in.	—	\$515
Tab Bleed	8-5/8 x 11-1/8 in.	See Premiums	See Premiums
Tab Trim	8-3/8 x 10-7/8 in.	See Premiums	See Premiums
Tab Non-bleed	7-3/8 x 9-7/8 in.	See Premiums	See Premiums
Bellyband	18-20 x 2 in.	See Premiums	See Premiums
Center Spread Bleed	17 x 11-1/8 in.	See Premiums	See Premiums
Center Spread Trim	16-3/4 x 10-7/8	See Premiums	See Premiums
Center Spread Non-bleed	15-3/4 x 9-7/8 in.	See Premiums	See Premiums
Exhibit Hall Map Sponsorship Trim	16-3/8 x 10-7/8 in.	See Premiums	See Premiums
Map Banner Ad Image	15-3/4 x 2 in.	See Premiums	See Premiums

***2/Color: Add \$975**



ADDITIONAL ADVERTISING OPTIONS FROM TRISTAR PUBLISHING

WVC CONFERENCE CALL DAILY NEWSPAPER

The daily newspaper is the official communication vehicle between the WVC and attendees during the Conference. Issues are essential to disseminating important onsite, as it happens information that attendees cannot get anywhere else. New this year, the newspaper will include “daily deals” and a national news section. Because of the exclusive nature of the issues, they are a tremendous value for advertisers that want to increase their visibility at the Conference.



Deadlines:

Ad Space/Payment Deadline: January 20, 2012
 Ad Materials Due: January 27, 2012

Publication Dates: February 20-22, 2012

Quantity: 8,000/issue

Distribution: Distributed onsite daily Monday through Wednesday throughout the Convention Center via distribution racks. Additional distribution in the lounge, Cyber Café, and beverage areas.

Premium Positions (rates include color):

- Back Cover \$14,200
- Inside Front Cover \$10,340
- Inside Back Cover \$10,340
- Front Page Banner \$13,460 Includes one full-page, 4/color ad to be placed run-of-book
- Insert \$8,585 Available day 1 only; advertiser must supply inserts
- Bellyband \$14,385 Per issue; advertiser must supply bellybands

Advertising Rates & Dimensions (rates include all issues):

SIZE	DIMENSIONS (W X H)	RATES (B/W)	RATES (4/C)
Full Page	10-1/4 x 14 in.	\$6,330	\$8,800
Junior Page	7-1/2 x 10 in.	\$5,520	\$7,985
1/2 Page	10-1/4 x 7 or 5 x 14 in.	\$4,280	\$6,745
1/4 Page	5 x 7 in.	\$2,300	\$3,460
1/8 Page	5 x 3-1/2 in.	\$1,535	\$2,690
Daily Deal Coupon	5 x 3-1/3 in.	—	\$450/Day
Classified Ad	50-75 Words	\$150	—
Front Page Banner	10-1/4 x 2 in.	See Premiums	See Premiums
Bellyband	26 x 2-1/2 in.	See Premiums	See Premiums

Additional specifications provided upon space commitment.



ADDITIONAL ADVERTISING OPTIONS FROM TRISTAR PUBLISHING

WVC CONFERENCE CALL DAILY NEWSPAPER CONTINUED

Floor Guide Sponsorship

The Floor Guide is a 4-page separate section inserted into the daily newspaper. Sponsor receives print banner placed at bottom of the Exhibit Hall map, booth location highlight on the map, and back cover position in issue.

Advertising Rate: \$15,850

Online Daily Editions – Bonus Visibility

The online issues are an electronic extension of the daily newspapers distributed in conjunction with the Conference. They take the meeting to those members unable to attend, extending the benefit you provide while adding value to your products and programs. The digital edition helps extend your marketing message beyond the event and offers many dynamic media marketing opportunities. Presented using NXTBook Media technology, the digital edition matches the print versions of all content, including advertisements, and will be distributed to the WVC membership via email. Ads may link to the participant's designated website, which can be product or corporate.

WVC Conference Call Rack Sponsorship

Participating sponsor receives the side panels and signage on ten daily newspaper racks to be displayed in the convention center throughout the Conference. Sponsorship also includes a full page, 4/color ad in all issues of the daily.

Deadlines:

Ad Space/Payment Deadline: December 9, 2011

Ad Materials Due: December 21, 2011

Display Dates: Throughout the Conference, February 20-22, 2012

Distribution Method: Placed strategically throughout the Convention Center.

Advertising Rate: \$16,000

Advertising Dimensions: Specifications provided on space commitment.



ADDITIONAL ADVERTISING OPTIONS FROM TRISTAR PUBLISHING

WVC BEST BETS NEWSPAPER

This unique publication goes far beyond the typical city/destination information distributed at most meetings and includes “best bets” for dining, shopping, sightseeing, golf, shows and many other categories. Attendees will use *WVC Best Bets* to plan their visit to Las Vegas, a one-of-a-kind city, and then refer to it again and again once they arrive at the meeting. The edition will also feature updates about the Conference, including information about meeting and exhibition space.

With distribution to 70,000 potential attendees, *WVC Best Bets* is a SURE BET to reach your target audience prior to and during Western Veterinary Conference 2012. The issue will mail in late October 2011, with additional copies distributed onsite at the meeting in February.

Here is a unique, not to be missed opportunity to reach your target audience in this second year of publication. *WVC Best Bets* is an exciting take on Las Vegas that brings the city to life for meeting attendees.



Deadlines:

Ad Space/Payment Deadline: September 2, 2011
 Ad Materials Due: September 9, 2011
 Distribution: Mailed late October 2011 followed by email blast of the digital edition and onsite throughout the Conference in the registration area.

Quantity: 70,000

Distribution Method: Mailed to WVC past attendees and mailing list.

Premium Positions:

- Back Cover \$12,190
- Inside Back Cover \$10,055
- Inside Front Cover \$10,055
- Center Spread \$19,975
- Front Page Banner and Ear Ad \$13,200 Includes one full-page 4/color ad to be placed run of book.
- Bellyband \$14,125 Includes one full-page 4/color ad. Advertiser to supply printed bands.

Advertising Rates & Dimensions (rates shown include all issues):

SIZE	DIMENSIONS (W X H)	RATES (B/W)	RATES (4/C)
Full Page	10-1/4 x 14 in.	\$7,120	\$8,745
Junior Page	7-1/2 x 10 in.	\$6,340	\$8,180
1/2 Page	10-1/4 x 7 or 5 x 14 in.	\$4,525	\$7,310
1/4 Page	5 x 7 in.	\$2,210	\$4,010
1/8 Page	3-1/2 x 5 in.	\$1,380	\$2,250
Front Page Banner	10-1/4 x 2 in.	See Premiums	See Premiums
Ear Ad	2-1/2 x 2-1/2 x 3-1/2 in.	See Premiums	See Premiums
Bellyband	26 x 2-1/2 in.	See Premiums	See Premiums



ADDITIONAL ADVERTISING OPTIONS FROM TRISTAR PUBLISHING

WVC HOTEL ROOM KEY CARDS

Hotel room key cards feature the sponsor's advertisement and are given to Conference attendees on check-in. Each hotel attendee guest receives up to two key cards per room.

Deadlines:

Ad Space/Payment Deadline: December 16, 2011
 Ad Materials Due: December 30, 2011

Quantity: 3,400

Distribution Dates: Throughout the Conference

Advertising Rate: \$26,000

Advertising Dimensions: Specifications provided on space commitment

WVC IN-ROOM DELIVERY SERVICE

In-room delivery service is designed to deliver material from the participating sponsor, which is placed on guest pillows or a bedside table (i.e., snack, brochure or postcard). This opportunity allows your company to pamper and get the attention of WVC attendees while providing elite exposure for your products and services.

Deadlines:

Ad Space/Payment Deadline: December 9, 2011
 Finished Product Samples to TriStar: February 9, 2012
 Finished Product Due to Hotels: February 16, 2012

Distribution Dates: Evenings of February 20 and 21, 2012

Quantity: 5,000

Advertising Rate: \$30,000/Night

SPECIAL NOTES:

- All advertisements and featured products are subject to WVC approval, including portion and serving sizes of food items.
- Sponsor must supply all advertising material.
- Fee is subject to change, pending sponsor's selection of collateral to be placed on guest pillows and/or bedside table.
- Shipping instructions will be given on commitment.
- Gift bags are limited to three items. Any additional items shall be subject to additional fees per item.
- All shipments must be sent directly to hotels.
- 20 samples of finished, approved product must be sent to TriStar by February 9, 2012.

WVC DOOR DROP BAG – EXCLUSIVE SPONSORSHIP OPPORTUNITY

The official sponsor receives company logo and booth number printed on the Exclusive Door Drop Bag along with two promotional inserts.

Deadlines:

Sponsorship Space/Payment: December 2, 2011
 Bag Sponsorship Logo Material: December 9, 2011
 Insert Prototype: January 13, 2012
 Final Printed Inserts: January 20, 2012

Bag Sponsorship Fee:

February 20, 2012 \$20,000
 February 21, 2012 \$20,000

Quantity: 5,000

Bag Sponsorship Logo Requirements:

Company logo for bag sponsorship may contain up to three Pantone colors to include black. Logo art not to exceed 9"x6" image area.



TRISTAR PUBLISHING ADVERTISING SPECIFICATIONS & ORDER FORM

- Art files, layout files and all fonts need to be provided on a CD or DVD along with a color proof. Files smaller than 10MB can be emailed to ads@tristarpub.com with the subject line listing the publication name and advertiser name. A printed proof will still need to be mailed to TriStar Publishing. Files larger than 10MB need to be submitted on disc.
- Layouts should be in QuarkXPress or Adobe InDesign.
- Fonts within Adobe Illustrator must be outlined.
- Adobe Photoshop elements need to be at least 300 dpi at the desired print size.
- All color must be converted to CMYK. (Spot colors are only accepted when purchased individually.)
- Proofs must be supplied for all ad materials. Without an accurate color proof, the publisher cannot be held responsible for reproduction quality.
- Publisher cannot be held responsible for problems on press caused by improperly distilled PDF files.
- Deviation from these guidelines may require additional time and costs and/or sacrifice reproduction predictability.

Place your advertising now for best positioning!

I am ready to reserve space in:

- | | |
|--|--|
| <input type="checkbox"/> WVC Scientific Program & Exhibit Hall Guide | <input type="checkbox"/> WVC In-room Delivery Service |
| <input type="checkbox"/> WVC Best Bets | <input type="checkbox"/> WVC Exclusive Door Drop Bag |
| <input type="checkbox"/> WVC Conference Call Daily Newspaper | <input type="checkbox"/> I have questions, please call me. Tel.: _____ |
| <input type="checkbox"/> WVC Conference Call Rack Sponsorship | |
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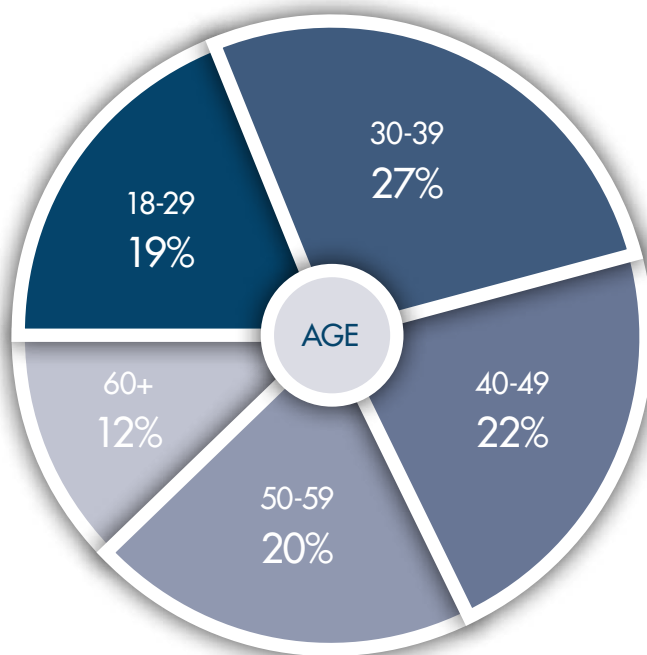
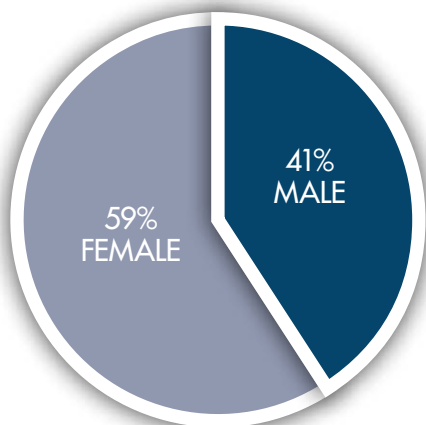
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WHO ATTENDS WESTERN VETERINARY CONFERENCE?

Your marketing dollars will hit the mark at WVC by reaching this highly sought target audience.

▶ **NEARLY 15,000
TOTAL ATTENDANCE**



**OVER 9,000
VETERINARY PROFESSIONALS** ◀

▶ **NEARLY 90% OF ATTENDEES
RATE THEIR OVERALL EXPERIENCE
AT THE 2011 WESTERN VETERINARY CONFERENCE
ABOVE AVERAGE**

Statistics collected from onsite attendee survey, 2011 demographics report, and 2011 Exhibit Hall survey.



About WVC

Western Veterinary Conference (WVC) is grounded in more than 80 years of tradition yet is a leader in finding innovative approaches to continuing education and networking for veterinarians, veterinary technicians, and other veterinary professionals. One of the largest assemblies of veterinary practitioners in the world, WVC concentrates on unsurpassed CE presented by authorities who are the finest in their fields.

Besides world-class continuing education, WVC offers the intrigue of Las Vegas, "The Entertainment Capital of the World." Today's Las Vegas is considered a desirable destination, popular for its exceptional dining, shopping, and entertainment options. Beyond the city lies the spectacular and readily accessible beauty of the desert Southwest.

Our Mission

The purpose of the Western Veterinary Conference (WVC) is to provide the highest possible quality continuing education to the veterinary medical profession and related groups. The professional material presented will be state-of-the-art information delivered by nationally and internationally recognized and emerging authorities. The mission will be accomplished in a professional and financially responsible manner in the best interest of all Conference members.

Our Value

Attendees can choose from hundreds of hours of continuing education with world-renowned instructors.

- More than 35+ focused symposia.
- 30+ hands-on laboratories in the technically advanced Oquendo Center for Clinical Education.
- Limited enrollment workshops featuring high-level faculty interaction with participants.
- Networking among more than 6,000 veterinarians and 2,000 veterinary technicians and practice managers.
- Exhibit Hall showcasing the latest products and services.

All of these highlights and many more are crafted to fit the cost-conscious practitioner's budget.

Our Center

Veterinary education evolves at the Oquendo Center. Its amenities, including a 190-seat theater, flexible meeting space, and fully equipped clinical and diagnostic laboratories, help to advance worldwide health solutions. Participants experience year-round professional development classes, networking, and special events at the 66,000 sq. ft. facility, which is just minutes from the Mandalay Bay Resort and the famous Las Vegas Strip.

Our Promise

WVC remains dedicated to its focus on continuing education quality, value, and professionalism. Conference registration automatically enrolls each registrant as an association member for the following year. Members vote for WVC officers and directors and are welcome at the annual business meeting held during Conference week.

Because WVC economically and comprehensively meets the changing needs of practitioners, they rely on our Conference. As a result WVC offers value for sponsors and advertisers that cannot be matched in the industry.

Western Veterinary Conference is American Association of Veterinary State Boards Registry of Approved Continuing Education (AAVSB RACE) Provider #3 and is a 501(c)(3) nonprofit organization.

TOGETHER WE ADVANCE THE INDUSTRY.
THANK YOU FOR YOUR SUPPORT.

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WESTERN[™]
VETERINARY CONFERENCE

FEBRUARY 19-23, 2012

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