



Expand your business with the WSVMA

Reach over 1,600 Veterinarians in Washington -

Build Relationships and Get Noticed!

Why Partner with the WSVMA?

In a world of increasing competition and a challenging economy, a positive relationship with your clients is key to remaining successful. There is no better way to stay on top and show Washington veterinarians that you value their business, than by participating in the WSVMA's Corporate Marketing Opportunities.

The WSVMA offers a menu of opportunities you can tailor to your needs as an industry professional in veterinary medicine for 2010.

- ♦ WSVMA Corporate Membership 2010 (page 3)
- ♦ Advertising in *Insight* Magazine, WSVMA's premier bi-monthly publication (pages 4-6)
- ♦ WSVMA Member Services Directory 2010 (page 7)
- ♦ WSVMA 2010 Annual Conference, Exhibiting & Sponsorship (pages 8-13)
- ♦ Top Dogs Program (page 14)

WSVMA recognizes companies that participate in our Top Dog program. The more support your company gives Washington veterinarians, the more recognition you receive. See page 14 for details.

Included in this packet are forms for you to complete depending upon your level of interest. We invite you to take a look and thank you in advance for your participation.

About the WSVMA

The Washington State Veterinary Medical Association is a statewide not-for-profit organization for the benefit of veterinary medicine, with a membership of over 1,600 veterinarians and veterinary students, representing a broad spectrum of veterinary practice.

Page 3 - Corporate Membership

Become a Corporate Member of the WSVMA and enjoy all of the benefits!

- Discounts on advertising in *Insight Magazine* and exhibiting at the 2010 Annual Conference.
- Your listing and link on the WSVMA website.
- Use of the WSVMA Corporate Member logo.
- Access to over 1,600 WSVMA members with one set of complimentary mailing labels per year.
- Access to the members only section of the website.
- Complimentary subscriptions to *Insight Magazine* and *Sparks* e-newsletter.

Page 4-6 - Magazine Advertising

The WSVMA magazine *Insight* enjoyed a successful third year! Now, we are looking to build and keep the magazine growing. This is the perfect opportunity for you to reach over 80% of Washington State clinics with a readership of over 3,000 people! Commercial advertising space is available so reserve your space today. Available advertisement locations include inside covers, outside back cover, interior full page, half, quarter and eighth page.

Page 7 - Member Service Directory

Advertise in the 2010 WSVMA Member Services Directory and advertise to over 3,000 doctors, staff and practice managers around the state.

"I reach for my WSVMA Directory at least three to four times a day. It's the primary source of information when looking up colleagues, clinics and general information within the state. And my staff always has to have a copy on hand."

- Dr. James McCutchan, Owner, Pilchuck Veterinary Hospital

Page 8-13 - WSVMA 2010 Annual Conference

The WSVMA 2010 Annual Conference is an outstanding opportunity to build relationships with the veterinary community. Promote your product or service, showcase your industry leadership, build brand awareness and loyalty, introduce new products and services and interact with key contacts. The Conference grows in popularity each year with Washington and out-of-state veterinarians, as well as students, technicians and practice managers - and it puts over 400 of your potential customers within your reach.

Page 14 - Top Dogs

The WSVMA recognizes and provides added benefits to companies according to the total amount spent with the WSVMA.

Questions? Please contact the
WSVMA office at info@wsvma.org or (425) 396-3191.

Save up to \$1,350 annually

When you join the WSVMA as a Corporate Member

Why become a WSVMA Corporate Member?

Each member company receives discounts, promotions, access to WSVMA members and valuable information. Below you will find all the benefits you will receive as a corporate member. The cost of membership is **\$325** for the first representative. You may add additional members from your company for the cost of \$150 per person.

Discounts

Receive discounts on advertising in *Insight Magazine*.
Receive discounts on advertising in the 2010 WSVMA Member Services Directory.
Receive discount on exhibiting at the 2010 Conference.

Access

Access to over 1,600 WSVMA members with one complimentary set of mailing labels per year (subject to rental agreement).
Complimentary copy of the WSVMA Member Services Directory.
Serve on designated WSVMA committees.

Opportunity

Listing in the WSVMA Member Services Directory & Buyers' Guide.
Listing on WSVMA website with link to your website and email with premium location for Platinum level companies.
Use of WSVMA Corporate Member logo.
Serve on the Industry Advisory Committee.

Information

Access to WSVMA Members Only section of website.
Complimentary subscription to *Insight Magazine*.
Complimentary subscription to Sparks e-newsletter.

Contact Information

Company Name _____
Representative _____ I am interested in serving on the Industry Advisory Committee
Mailing Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____

Payment Information

Total Amount Enclosed \$ _____ Check Visa Mastercard American Express
Card number _____ Expiration date _____
Billing Address (street, city, state & zip) _____
Name on Card _____
Signature _____



Advertise and Get Noticed

Space is limited - act now!

Color Advertisements

(All ads run in 4-color)

Rates Effective January 1, 2010

Display Ad Size	Width	Height	Membership	1 Issue Rate	3 Issue Rate
Full Page Outside Back Cover (bleed)	8.625"	11.25"	Member	\$1,050	\$950
			Non-Member	\$1,200	\$1,075
Full Page Inside Front or Back Cover (bleed)	8.625"	11.25"	Member	\$1,000	\$900
			Non-Member	\$1,150	\$1,025
Full Page (bleed)	8.625"	11.25"	Member	\$975	\$875
			Non-Member	\$1,125	\$1,000
Full Page (no bleed)	7.5"	10"	Member	\$975	\$875
			Non-Member	\$1,125	\$1,000
1/2 Horizontal (bleed)	8.625"	5.5"	Member	\$675	\$600
			Non-Member	\$800	\$725
1/2 Horizontal (no bleed)	7"	4.625"	Member	\$675	\$600
			Non-Member	\$800	\$725
1/4 Vertical (no bleed)	3.375"	4.625"	Member	\$425	\$375
			Non-Member	\$550	\$495
1/8 Horizontal (no bleed)	3.375"	2.187"	Member	\$195	\$175
			Non-Member	\$290	\$260

Continuing Education Inserts

Insert	Size	Rate
Full Page Black & White	8" x 11"	\$295

Advertising Schedule

2010 Publication Dates	Deadline for Space Reservation	Deadline for Ad Artwork
January	November 1, 2009	November 15, 2009
March	January 1, 2010	January 15, 2010
May	March 1, 2010	March 15, 2010
July	May 1, 2010	May 15, 2010
September	July 1, 2010	July 15, 2010
November	September 1, 2010	September 15, 2010

Agencies please note: the above rates are net. Agency commissions are not paid by WSVMA

The terms, WSVMA, Washington State Veterinary Medical Association and their respective logos may only be used with the expressed written consent of the WSVMA.

Insight Advertising Reservation Form

Advertising Reservation Form

(See opposite page for reservation deadlines)

Publication	Ad Space	Publication	Ad Space
January	<input type="checkbox"/> Full Page Outside Back Cover <input type="checkbox"/> Full Page Inside Front/Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Horizontal <input type="checkbox"/> 1/4 Vertical <input type="checkbox"/> 1/8 Horizontal <input type="checkbox"/> CE Insert	March	<input type="checkbox"/> Full Page Outside Back Cover <input type="checkbox"/> Full Page Inside Front/Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Horizontal <input type="checkbox"/> 1/4 Vertical <input type="checkbox"/> 1/8 Horizontal <input type="checkbox"/> CE Insert
May	<input type="checkbox"/> Full Page Outside Back Cover <input type="checkbox"/> Full Page Inside Front/Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Horizontal <input type="checkbox"/> 1/4 Vertical <input type="checkbox"/> 1/8 Horizontal <input type="checkbox"/> CE Insert	July	<input type="checkbox"/> Full Page Outside Back Cover <input type="checkbox"/> Full Page Inside Front/Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Horizontal <input type="checkbox"/> 1/4 Vertical <input type="checkbox"/> 1/8 Horizontal <input type="checkbox"/> CE Insert
September	<input type="checkbox"/> Full Page Outside Back Cover <input type="checkbox"/> Full Page Inside Front/Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Horizontal <input type="checkbox"/> 1/4 Vertical <input type="checkbox"/> 1/8 Horizontal <input type="checkbox"/> CE Insert	November	<input type="checkbox"/> Full Page Outside Back Cover <input type="checkbox"/> Full Page Inside Front/Back Cover <input type="checkbox"/> Full Page <input type="checkbox"/> 1/2 Horizontal <input type="checkbox"/> 1/4 Vertical <input type="checkbox"/> 1/8 Horizontal <input type="checkbox"/> CE Insert

Contact Information

Company Name _____

Representative _____ Position _____

WSVMA Corporate Member

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Invoice me per issue.

Automatically charge my credit card per issue.

Pay in full.

Payment Information

Total Amount Enclosed \$ _____ Check Visa Mastercard American Express

Card number _____ Expiration date _____

Billing Address (street, city, state & zip) _____

Name on Card _____

Signature _____

Advertisement Artwork Specifications

Ads Must Be Submitted in Acceptable Format

All rates are based on ads provided in acceptable format.

Ad materials not submitted to these standards, or sized incorrectly, are subject to charges of \$95 per hour, with a minimum charge of \$50. Ad design and production assistance is available. For more information, contact Jane Rial at (888) 317-4141.

Send Ads via Email or CD:

Digital files by email are preferable. When email is not possible, ads must be sent on CD. Macintosh preferred but most PC files are acceptable.

Formats:

Press-ready, high resolution PDF format preferred. PDFs must be saved as PDFX1a format or created with the following settings: 2400 dpi, 150 line-art frequency, CMYK. Layers must be flattened. All fonts must be embedded or outlined. When saving ps files out of Quark 6, set trapping preferences to absolute.

In addition to PDF format, we also accept .tif or .eps, with all text converted to outlines and all images embedded. Files must be minimum 300 dpi and cmyk. Layers must be flattened.

We accept ads created in the following software programs:

- Adobe Photoshop CS-3 or older versions to 5.5
- Adobe Illustrator CS-3 or older versions to 8
- Adobe pdf X-1a

All other file types submitted in MS Publisher, Pagemaker, Corel Draw, MS Word, Excel etc., are not accepted.

Specifications for Graphic Files, Color & Fonts:

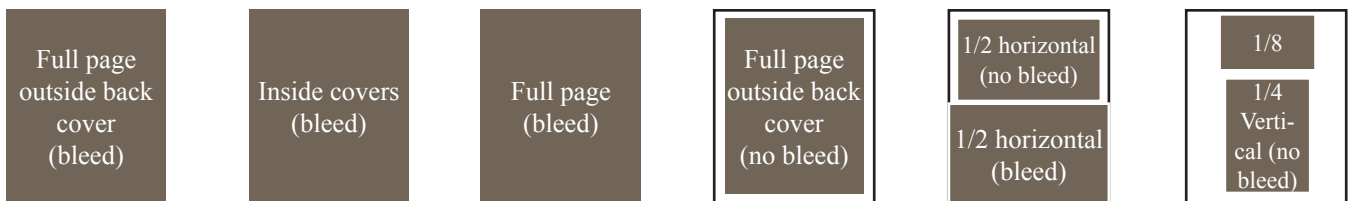
Graphic files must be at least 300 dpi at 100% in the document.

Only CMYK process colors are to be used. No RGB images or spot colors accepted. Compressed images such as JPEG or LZW are not accepted. Only Mac postscript fonts are acceptable, with both printer and screen fonts included.

Where to Send Your Ad:

Email your ad to:
info@wsvma.org

Mail your ad on CD to:
WSVMA
8024 Bracken PI SE
Snoqualmie, WA 98065



2010 Member Services Directory Advertising

Sponsor the 2010 WSVMA Member Services Directory and advertise to over 3,000 doctors, staff and practice managers around the state. This valuable resource is used continually throughout the year and is one of the most sought after and resourceful tools for veterinarians and staff alike. Take advantage of this amazing sponsorship opportunity and keep your name in front of your clients all year long! *Note: multiple formats will be made available for members' selection including: hard-copy printed, CD-Rom and downloadable.*

Advertisements

(WSVMA Corporate Members receive a \$50 discount! See page 3 for Corporate Membership information.)

Display Ad Size	Width	Height	Membership	Rate
Full Page Inside Front or Back Cover	7"	9.5"	Member	\$775
			Non-Member	\$825
Full Page	8.625"	11.25"	Member	\$525
			Non-Member	\$575
Full Page Tab Section Dividers	7"	9.5"	Member	\$625
			Non-Member	\$675
1/4 Vertical	3.5"	4.5"	Member	\$325
			Non-Member	\$375
1/8 Horizontal	3.5"	2"	Member	\$175
			Non-Member	\$225
1/2 Horizontal	7"	4.5"	Member	\$425
			Non-Member	\$475

Advertising Schedule

2010 Publication Date	Deadline for Space Reservation	Deadline for Ad Artwork
May 2010	January 15, 2010	February 15, 2010

Contact Information

Company Name _____

Representative _____ Position _____

WSVMA Corporate Member

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Payment Information

Total Amount Enclosed \$ _____ Check Visa Mastercard American Express

Card number _____ Expiration date _____

Billing Address (street, city, state & zip) _____

Name on Card _____

Signature _____

Build Relationships and Get Noticed

Join us in Spokane October 1-3, 2010!

Build Relationships

The WSVMA Annual Conference is an outstanding opportunity to build relationships with the veterinary community. Promote your product or service, showcase your industry leadership, build brand awareness and loyalty, introduce new products and services and interact with key contacts. The Conference grows in popularity each year with Washington and out-of-state veterinarians, as well as students, technicians and practice managers - and it puts over 400 of your potential customers within your reach.

Why Exhibit and/or Sponsor an Event?

The WSVMA Annual Conference will provide the perfect opportunity for you to:

- ◆ Strengthen existing customer relationships and add valuable additions to your clientele list for strong business in 2010 and beyond.
- ◆ Heighten your company's name and brand recognition within the veterinary community.
- ◆ Showcase your services and present hands-on demonstrations of your products.
- ◆ Strategically position your company before decision makers and primary purchasers.

Exhibit Schedule-at-a-Glance

Exhibitor Registration

- ◆ Friday, October 1 at 7:00am

Exhibitor Move-In

- ◆ Friday, October 1 - 7:00am to 10:00am
- ◆ Saturday, October 2 - 7:00am to 8:30am

Exhibitor Hall Open

- ◆ Friday, October 1 - 10:00am to 6:00pm
- ◆ Saturday, October 2 - 8:30am to 3:30pm

Prize Drawings During Breaks

- ◆ Friday, October 1
- ◆ Saturday, October 2

Exhibitor Hall Food Events (Please note that there are no CE courses scheduled during these events.)

- ◆ Friday, October 1 - Coffee Break - 9:50-10:30am
- ◆ Friday, October 1 - Box Lunch - 12:30-1:30pm
- ◆ Friday, October 1 - Coffee Break - 3:20-4:00pm
- ◆ Friday, October 1 - Exhibitor Appreciation Hour - 5:00-6:00pm
- ◆ Saturday, October 2 - Business Meeting Breakfast - 7:30-8:30am
- ◆ Saturday, October 2 - Coffee Break - 10:20-11:00am
- ◆ Saturday, October 2 - Awards Lunch - 12:00-1:00pm
- ◆ Saturday, October 2 - Coffee Break - 2:50-3:30pm

Exhibitor Move-Out

- ◆ Saturday, October 2 - 3:31pm to 6:00pm

2010 Annual Conference Sponsorship Opportunities

Event	Co-Sponsorship	Sole Sponsorship
Executive Board Meeting Luncheon (Thursday, 9/30/10)	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500
Strategic Planning (Thursday, 9/30/10)	<input type="checkbox"/> \$150	<input type="checkbox"/> \$300
Executive Board Social (Thursday, 9/30/10)	<input type="checkbox"/> \$250	<input type="checkbox"/> \$500
Power Break (Friday am, 10/1/10)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$600
Box Lunch (Friday pm, 10/1/10)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000
Energizer Break (Friday pm, 10/1/10)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000
Exhibitor Appreciation Hour	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,500
Networking Social Hour (Friday, 10/1/10)	<input type="checkbox"/> \$500	<input type="checkbox"/> \$1,000
Business Meeting Breakfast (Saturday, 10/2/10)	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,500
Power Break (Saturday am, 10/2/10)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$600
Awards Lunch (Saturday, 10/2/10)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$3,000
Technician Lunch (Saturday, 10/2/10)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$600
Energizer Break (Saturday pm, 10/2/10)	<input type="checkbox"/> \$300	<input type="checkbox"/> \$600
BBQ Dinner on the River (Saturday, 10/2/10)	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$5,000
Power Break (Sunday am, 10/3/10)	<input type="checkbox"/> \$100	<input type="checkbox"/> \$200

Speaker	Co-Sponsorship	Sole Sponsorship
Small Animal	<input type="checkbox"/> ***	<input type="checkbox"/> \$2,500
Large Animal	<input type="checkbox"/> ***	<input type="checkbox"/> \$2,500
Equine	<input type="checkbox"/> ***	<input type="checkbox"/> \$2,500
Practice Management	<input type="checkbox"/> ***	<input type="checkbox"/> \$2,500
Complementary Medicine	<input type="checkbox"/> ***	<input type="checkbox"/> \$2,500

*** Please contact the WSVMA office for information regarding direct payments to speakers, co-sponsorship or specific speakers/topics.

Contact Information

Company Name _____

Representative _____ Position _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Payment Information

Total Amount Enclosed \$ _____ Check Visa Mastercard American Express

Card number _____ Expiration date _____

Billing Address (street, city, state & zip) _____

Name on Card _____

Signature _____

2010 Annual Conference Exhibitor Information

Exhibit

Build Relationships, Showcase Products

Featured Highlights:

- ♦ Lunches in the exhibit area with expanded casual seating
- ♦ Popular booth layout design
- ♦ Staggered coffee breaks
- ♦ Daily drawings for those who make a purchase at your booth
- ♦ Expanded social hour on Friday evening
- ♦ Advance notification of speakers so you may tailor your product line and much, much more!

Registration

Booth space is \$795 per booth (save \$50 if you register before April 30, 2010, Corporate Members save an additional \$50) and includes complimentary registration for two representatives as well as Friday's Exhibitor Appreciation Hour, the Business Meeting Breakfast on Saturday and lunches on both days in the exhibit area. Registration for any additional exhibit personnel is \$150.00 per person.

Hours

The exhibit area will be open Friday, October 1 from 10:00 am to 6:00 pm and Saturday, October 2 from 8:30 am to 3:30 pm. Set-up of exhibits will begin on Friday, October 1 at 7:00 a.m. Tear down of exhibits will begin Saturday, October 2 at 3:31 pm. Please do not begin breakdown before this time. There is an afternoon coffee break on Saturday, and attendees will be told that this is their last chance to complete their contacts with the exhibitors.

Friday's schedule for the exhibit area includes morning and afternoon coffee breaks and a box lunch. From 5 to 6 pm there will be a social hour in the exhibit area. Coffee breaks, box lunch and evening social are included in the registration fee for exhibitors and attendees. This is a great opportunity to spend a relaxed time with attendees and other exhibitors.

Drawings

In order to encourage higher exhibit attendance by veterinarians, attendees who place an order with an exhibitor will be eligible for a drawing for a convention registration fee refund. These drawings will be held on Friday during the 5:00–6:00 pm social hour and on Saturday during the afternoon coffee break. If you would like to hold your own drawing, indicate this on your reservation form, and we will assist you.

Enclosed is a diagram of the exhibit area, contract, and a booth reservation form. All requests must include a \$750.00 per booth payment. No space can be held without payment. Early reservations are encouraged. Confirmation of booth reservations will be made promptly.

Conference Location

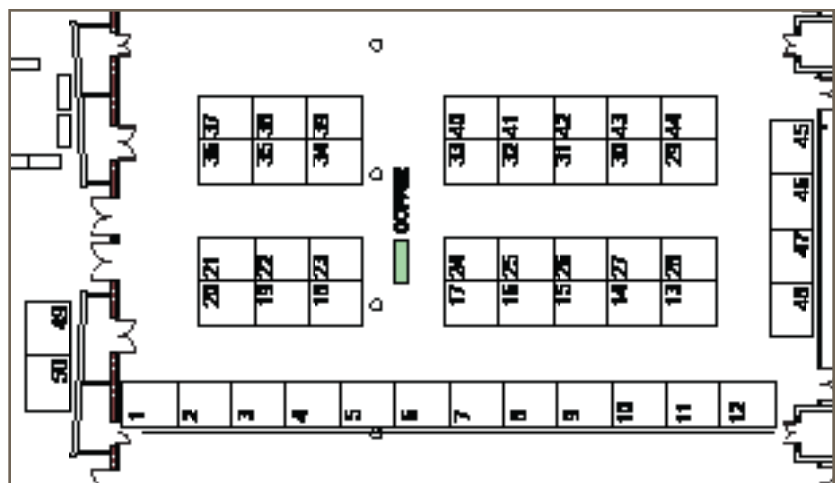
Spokane Convention Center
334 West Spokane Falls Boulevard
Spokane, Washington 99201

Accommodations

The WSVMA has arranged special rates for accommodations during the 2010 Conference. To make your reservation, call the Doubletree Hotel Spokane City Center reservation line at (509) 455-9600.

Spokane Doubletree Hotel Spokane City Center
322 North Spokane Falls Court
Spokane, WA 99201

WSVMA Annual Conference Exhibitor Floor Plan



Exhibitor Booth Reservation Form

The undersigned company does hereby make application to participate as a vendor at the WSVMA 2010 Annual Conference at the Spokane Convention Center in Spokane, WA on October 1-3, 2010. This will be a binding contract when accepted by the WSVMA. Acceptance of contract is reflected by payment for booth space.

Please reserve Booth # _____ at the WSVMA 2010 Annual Conference at the Spokane Convention Center on October 1 through October 3, 2010. If this booth is not available, our alternate choices are (at least two): _____ or _____.

Reservation Fee:

- | | |
|---|---|
| <input type="checkbox"/> Non-Member | <input type="checkbox"/> Corporate Member |
| <input type="checkbox"/> \$745 before 4/30/2010 | <input type="checkbox"/> \$695 before 4/30/2010 |
| <input type="checkbox"/> \$795 after 4/30/2010 | <input type="checkbox"/> \$745 after 4/30/2010 |

Your registration fee will include the following: A piped and draped 8'x 10' booth with 3' high side dividers and an 8' high back-wall drape, one 8' draped table, vendor booth sign, and a multiple 500 watt electrical outlet. LCD Expositive Services has been selected as the official decorator for this event. Additional requirements are to be ordered directly from the decorator. Confirmation of booth reservations will be made promptly, and the name and address of the drayage contractor and decorator will be furnished at that time.

Do you intend to sell from your booth or display area? Yes No

Note: If you intend to sell your product, the Washington State Dept. of Revenue requires your WA State UBI number.

(The WSVMA 2010 Annual Conference retains the right to approve all retail activity.)

UBI# _____ - _____ - _____ Are you a corporate member? Yes No

Contact Information

Company Name _____

Representative _____ Position _____

WSVMA Corporate Member

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____ Website _____

Product Description _____

Booth Sign to Read _____

Name Badges (Up to 2 names per booth). Please print clearly.

1. _____ 2. _____

Additional Name Badges (May be purchased for \$150 each). Please print clearly.

1. _____ 2. _____

Payment Information

Total Amount Enclosed \$ _____ Check Visa Mastercard American Express

Card number _____ Expiration date _____

Billing Address (street, city, state & zip) _____

Name on Card _____

Signature _____

Exhibitor Agreement

Company Name: _____ agrees to:

Booth Space

Vendor subscribes for booth space at the WSVMA 2010 Annual Conference at the Spokane Convention Center, Spokane, WA on October 1-3, 2010. The WSVMA 2010 Annual Conference reserves the right to reject any applicant or vendor and will refund the amount he/she has paid for space. The WSVMA 2010 Annual Conference reserves the right to assign, designate, or change your booth location.

Payment

Payment for vendor's booth space shall accompany this signed Vendor Agreement and must be received by the WSVMA to hold your booth space reservation.

Hours of Operation

Hours of show on Friday, October 1, 2010 are 10:00 am to 6:00 pm and Saturday, October 2, 2010 from 8:30 am to 3:30 pm. Set up of exhibits begins at 7:00 am and Vendor shall have their exhibit completely assembled and ready to be viewed by guests no later than 10:00 am Friday, October 1. Vendors shall staff their booth during all hours of the WSVMA 2010 Annual Convention. Vendors shall not begin disassembling their exhibit until 3:31 pm on Saturday, October 2, 2010. There is an afternoon coffee break on Saturday, and attendees will be told that this is their last chance to complete their contacts with the exhibitors.

Interference Prohibited

Excessive noise, bothersome lighting or other use by vendor which interferes with the exhibition space used by other vendors is prohibited, as is the creation or maintenance by vendor of any dangerous or hazardous condition or situation. The aisles belong to the show. Neither vendor nor advertising material shall protrude into the aisles. Booth shall not exceed 8 feet in height without show coordinators approval.

Services Not Provided

The WSVMA 2010 Annual Conference does not provide equipment, decoration, labor, carpenters, storage for exhibit materials, special lighting, gas, water supply or other related services. All arrangements for these items must be made by the vendor, and vendor shall defend, indemnify and hold harmless the WSVMA 99th Annual Conference for any and all claims, losses, damages, injuries or other charges which may occur from such arrangements made by vendor.

Security Services

Admittance to the exhibit area will be by official identification badge only. The Convention Center will be locked when we are not in the building, but the Washington State Veterinary Medical Association assumes no liability for exhibits, their contents or personnel.

Insurance Not Provided

Vendor acknowledges WSVMA 2010 Annual Conference provides no insurance covering vendor's property. It is vendor's sole responsibility to obtain interruption, property damage, personal injury, vandalism, theft and any other insurance it may need to cover any losses it may suffer at the WSVMA 2010 Annual Conference.

Indemnification

Vendor shall defend, indemnify and hold harmless WSVMA 2010 Annual Conference and their designated agents, employees and/or contractors, from and against any and all claims, losses, damages, injuries, penalties, governmental charges or fines in any amount arising out of or caused by vendor's use of the premises, the conduct of vendor's business or from any activity or work done, permitted or suffered by vendor in or around the premises, including but not limited to, the installation, operation, maintenance or removal of exhibits.

Assignment Prohibited

Vendor shall not assign any portion of its booth space to any individual, partnership, corporation, company, firm or entity, without the prior written consent of the WSVMA 2010 Annual Conference.

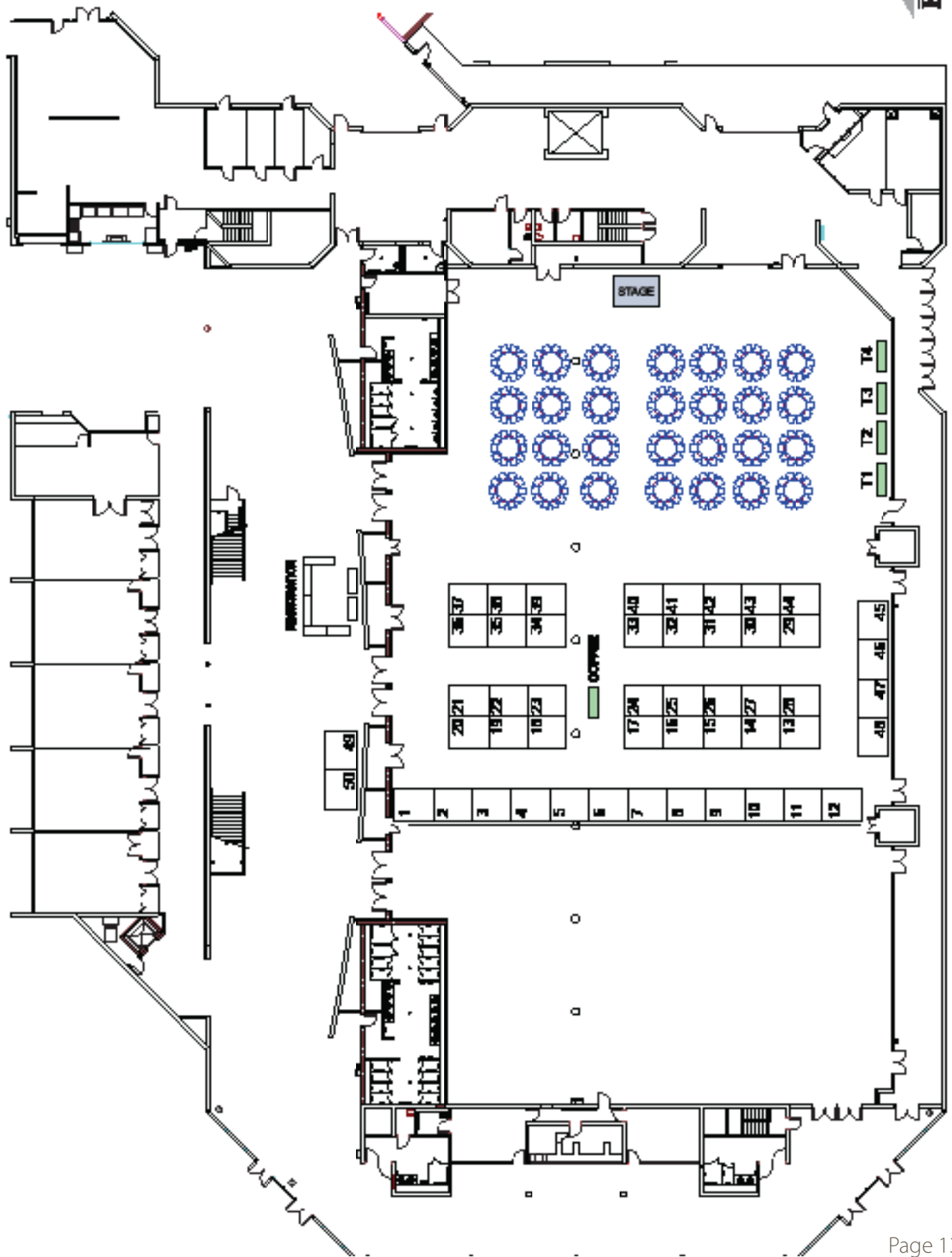
Cancellation Policy

If Vendor is not able to attend the WSVMA 2010 Annual Conference; Vendor may be entitled to a refund on the following schedule.

- ♦ 60 day—If written cancellation is received by August 2, 2010, and if booth space is resold, Vendor is entitled to an 80% refund.
- ♦ 30 day—If written cancellation is received by September 1, 2010, and if booth space is resold, Vendor is entitled to a 50% refund.
- ♦ Less than 30 days—If Vendor cancels after September 1, 2010, Vendor will not receive a refund.

Representative Signature _____ Date _____

Print Name _____ Title _____



WASHINGTON STATE VETERINARY MEDICAL ASSOCIATION 2010

50 - 8'x10' booths

Top Dogs Program

The WSVMA recognizes and provides added benefits to companies according to the total dollar amount spent at the WSVMA.

Platinum

Total amount spent: \$10,000 or more

Fastest way to become a platinum member:
Insight color advertising and Directory sponsorship

Platinum Top Dogs receive:

- Logo and link on WSVMA home page
- Monthly recognition in *Insight* Magazine
- Three complimentary ads in *Sparks* E-Newsletter
- One complimentary quarter-page ad in *Insight*
 - Commemorative plaque

Gold

Total amount spent: \$7,500 to \$9,999

Fastest way to become a gold member:
Insight color advertising and event sponsorship

Gold Top Dogs receive:

- Link, logo and description on WSVMA website
- Monthly recognition in *Insight* Magazine
- One complimentary ad in *Sparks* E-Newsletter
 - Commemorative plaque

Silver

Total amount spent: \$5,000 to \$7,499

Fastest way to become a silver member:
Sponsorships and *Insight* Advertising

Silver Top Dogs receive:

- Link and description on WSVMA website
- Monthly recognition in *Insight* Magazine
 - Commemorative plaque

Bronze

Total amount spent: \$2,500 to \$4,999

Fastest way to become a bronze member:
Insight Advertising

Bronze Top Dogs receive:

- Link on WSVMA website
- Monthly recognition in *Insight* Magazine
 - Commemorative plaque

A BIG thank you to our 2009 Corporate Partners

The Washington State Veterinary Medical Association appreciates your support and the ongoing relationship we have and look forward to many more years to come!