



**Business
Grant
Funding
Available**

ACV Finding New Ways 2021 Conference

Click here to book your exhibition and sponsorship

Apply now for a grant between \$10,000 - \$250,000.
See page 16 for more information.

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About the Australian Cattle Veterinarians

The Australian Cattle Veterinarians (ACV) is one of the largest special interest groups of the Australian Veterinary Association (AVA). ACV's special interest group members are predominately mixed practitioner veterinarians in private practice, but also include members working in the government sector (including agricultural and biosecurity), in research facilities, in academia as well as veterinary students who all share a passion and interest in bovine medicine.

The special interest group is in the enviable position of having membership of over 90% of all practicing cattle vets in Australia. This is in part to the strong collegiality of this group, but also for economic drivers as to access the PregCheck® and BullCheck® accreditations systems they must be members. It is important to note that many of our members are mixed practice veterinarians, often in regional and rural locations. This is a great opportunity to get your product range in front of these veterinarians, who otherwise are difficult and expensive to reach because of the remoteness of their practices. We also have members who are mobile operators, that there is no other way to reach with your messages.

The ACV members are interested and engaged with bovine science and have a significant responsibility in managing and maintaining animal welfare. ACV are proud to have a committed and engaged Executive Committee and membership base of over 1100 veterinarians actively promoting policy and protecting the interests of cattle, industry and cattle veterinarians alike. The ACV members engage with our sponsors because we know that the success of our practices are reliant on strong partnerships with our trade.

ACV provides crucial services to Australia's agricultural producers, while also playing a key role in disease surveillance, securing our quarantine status and protecting ongoing productivity in all facets of the Australian cattle industry.



About the ACV Annual Conference

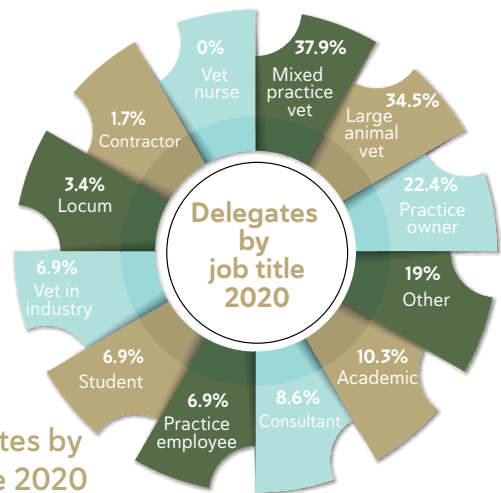
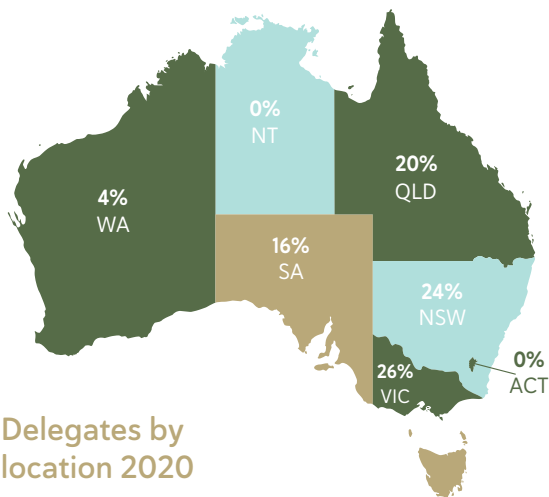
ACV's Finding New Ways 2021 Conference will be held in Canberra at the Canberra Rex Hotel, from Wednesday 1 September to Friday 3 September 2021, with the annual Welcome Dinner on Tuesday 31 August.

The ACV Conference is a major initiative in the AVA's comprehensive annual Continuing Professional Development Program for 2021 and showcases the latest trends in bovine veterinary practice.

Boasting three full days of world-class scientific sessions accompanied by an array of unrivalled networking opportunities and an extensive social program, the ACV Conference continues to be the highlight of the Australian Cattle Vet calendar, and due to Covid-19, it has been a long time between drinks!

Opportunities to connect with your audience

The ACV's Finding New Ways Conference 2021 will attract an extensive mix of veterinarians from all fields of cattle veterinary science including:



Helping your brand achieve success is top of mind, so what better way to build your brand awareness among cattle veterinary professionals than at the ACV Conference. We are providing you with more opportunities to connect with your audience and establish meaningful relationships to promote your brand and generate sales.

The ACV Conference affords you unparalleled access to your targeted market as it is Australia's largest gathering of cattle practitioners. The exhibition hall is alive with energy and the perfect opportunity for you to engage with our members, leading professionals, rising stars, and the people with the buying power, in an intimate and captive environment. Participation as a sponsor or exhibitor gives you direct access to an audience keen to learn and receptive to new ideas and technologies – the ideal opportunity to showcase your products and services. The event provides an array of different face-to-face networking opportunities for you to build those important

personal relationships with new and existing customers, align your brand with their proud member organisation and show your continued commitment to the veterinary market.

The ACV Conference provides the perfect platform to showcase new advances in industry equipment or new pharmaceuticals, services or techniques, particularly if you alert members prior to the conference through our advertising options. Our veterinarians are engaged and happy to discuss ideas and provide feedback and suggestions from a clinician's perspective. This represents a valuable one-to-one market research opportunity.

Australian Cattle Veterinarians are from regional and rural locations, and they have infrequent visits from trade representatives. This means it's a cost-effective way of having face to face contact with these remotely located vets. This is their annual opportunity to find out about your products, what's new and make buying decisions!



Brand alliance

Align your brand with cutting edge continuing professional development and innovation.



Brand exposure

Reach your target audience.

What our exhibitors say

“This is the one conference each year we look forward to.”

“We have found that this is one of the only ways we get access to mobile vets from regional and remote locations.”

“Out of all the conferences we attend, the Australian Cattle Vets conference is our best conference each year.”

“It’s good networking with younger vets and getting to know the older vets better as well as the exhibitors.”

A word from ACV’s Scientific Convenor

Finding New Ways!

The 2021 ACV conference theme is "Finding New Ways". In recent times, we've had to find new ways to do lots of things, so let's continue that theme. Isn't it strange that attempting a face-to-face conference could almost be considered a new way of doing things!

We will use the conference to take a good hard look at ourselves and the things we do. We'll have sessions on finding new ways of using technology, improving animal welfare, marketing, tele-health, diagnosis, treating animals and more.

I invite you to take up the challenge and I bring to the conference your ideas of new ways we can use your products and services. We'd love to see things that are NEW.

I also invite you to contact me directly (editor@acv.com.au) if you have any ideas for sessions or speakers that you would like to offer us for the scientific program.

It's not all new though. Sponsors are an integral part of our conferences, and we hope that we can learn, trade and socialise in the old ways we used to. I look forward to seeing you in Canberra!

Dr David Beggs ACV Scientific Convenor

What our delegates say

“ACV is the conference real vets attend to discuss real issues and learn real solutions.”

“With so many cattle vets operating across rural and remote Australia, the ACV conference is a fantastic way to catch up with old friends, hear the latest research and make new connections - all over a beer or ten!”

“Fantastic event showcasing some of the cattle industries best and a great networking opportunity for everyone.”



Product promotion

Showcase your products to an audience that is keen to learn and receptive to new ideas.



Personal contact

Meet face-to-face with your customers.



About the venue

ACV Finding New Ways 2021 Conference will be held at the Canberra Rex Hotel.

Built in 1959 as “the Luxury Hotel” in the nation’s capital, the Canberra Rex has stood as an iconic landmark for over 55 years. A home away from home for accommodations and celebrations enjoyed by all including Royalty, Foreign dignitaries, world famous entertainers, prime ministers and US Presidents.

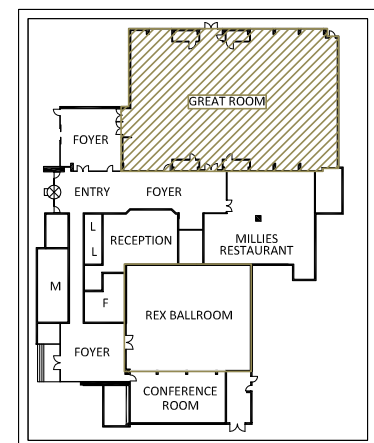
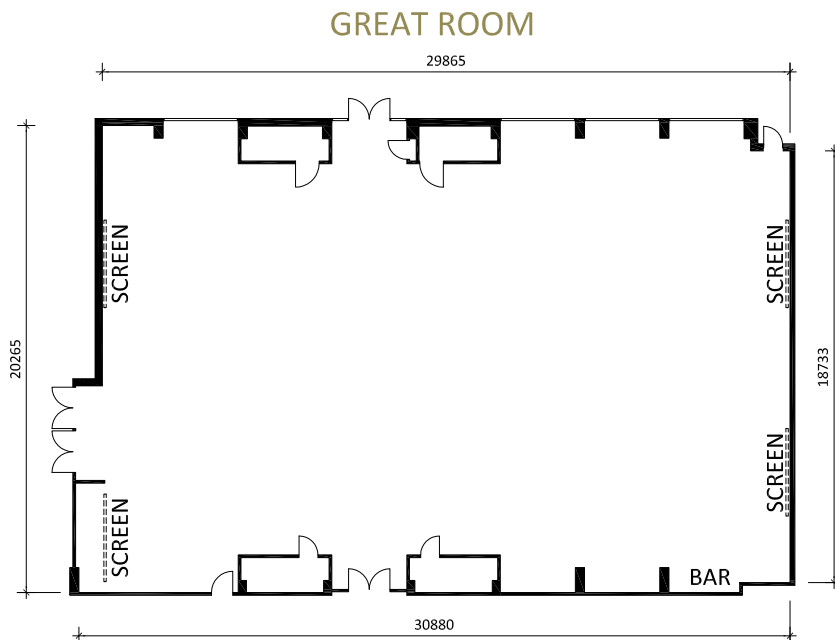
The Rex Hotel has been beautifully restored to its former glory, making it one of Canberra’s prominent landmarks the epitome of classic elegance and style. A convenient central location located on Northbourne Avenue, the gateway to the CBD, with easy access to National attractions, shopping, restaurants and business precedents.

A block of hotels has been reserved for conference exhibitors and delegates at discounted rates and details on how to book will be available shortly.

Exhibition Floor Plan

The exhibition will be located in the Great Room and Foyer. The exhibition will be the networking hub of the conference, giving delegates the opportunity for direct contact with sponsors and exhibitors alike. All refreshment breaks are held in the exhibition.

The exhibition floor plan and booth inclusions will be released in early 2021.



LOCATION PLAN

Medallion Sponsorship Opportunities

Maximise your visibility to your key target market by partnering with the Australian Cattle Veterinarians at the ACV Finding New Ways 2021 Conference. All major sponsors have first right of refusal for packages in subsequent years.

Platinum Partner	\$19,400 (ex GST)
One opportunity available	
Inclusions:	
<ul style="list-style-type: none"> • Acknowledgement as an ACV Conference Platinum Partner in all conference marketing collateral, comprising of website, registration brochure, on-line registration, handbook, signage • Twelve (12) square metres of exhibition space (2 stands) • Preferential treatment regarding allocation of exhibition space within the industry exhibition • Four (4) inclusive full exhibitor registrations to the conference including: <ul style="list-style-type: none"> • Morning tea, lunch and afternoon tea in the exhibition • Access to the scientific sessions • Access to the exhibition • Welcome Dinner ticket • Happy Hour Drinks ticket • Event Dinner ticket • One (1) Scientific Session Sponsorship <ul style="list-style-type: none"> • Opportunity for a company representative to give 3-minute welcome presentation prior to speaker session 	<ul style="list-style-type: none"> • Opportunity to display banners and distribute promotional material in session room, during your selected session (exhibitor responsible for set-up before start of session/s) • Acknowledgement as sponsor of selected scientific session • Company logo featured on screen in session room at beginning and end of session slide • Company logo featured in conference program for sponsored session • Company logo on conference signage • One (1) full-page colour conference handbook advertisement • One (1) conference satchel bag insert • Four (4) full-page colour advertisements in The Australian Cattle Veterinarian Journal during 2021 • Two (2) inserts in the ACV Moosletter (electronic newsletter) during 2021 – the article can either link to a story or promotion on your company's website



Gold Partner

\$14,900 (ex GST)

Two opportunities available

Inclusions:

- Acknowledgement as an ACV Conference Gold Partner in all conference marketing collateral, comprising of website, registration brochure, on-line registration, handbook, signage
- Six (6) square metres of exhibition space (1 stand)
- Preferential treatment regarding allocation of exhibition space within the industry exhibition
- Three (3) inclusive full exhibitor registrations to the conference including:
 - Morning tea, lunch and afternoon tea in the exhibition
 - Access to the scientific sessions
 - Access to the exhibition
 - Welcome Dinner ticket
 - Happy Hour Drinks ticket
 - Event Dinner ticket
- One (1) Scientific Session Sponsorship
 - Opportunity for a company representative to give 3-minute welcome presentation prior to speaker session
- Opportunity to display banners and distribute promotional material in session room, during your selected session (exhibitor responsible for set-up before start of session/s)
- Acknowledgement as sponsor of selected scientific session
- Company logo featured on screen in session room at beginning and end of session slide
- Company logo featured in conference program for sponsored session
- One (1) full-page colour conference handbook advertisement
- One (1) conference satchel bag insert
- Four (4) full-page colour advertisements in The Australian Cattle Veterinarian Journal during 2021
- One (1) insert in the ACV Moosletter (electronic newsletter) during 2021 - the article can either link to a story or promotion on your company's website

Silver Partner

\$9,400 (ex GST)

Unlimited opportunities available

Inclusions:

- Acknowledgement as an ACV Conference Silver Partner in all conference marketing collateral, comprising of website, registration brochure, on-line registration, handbook, signage
- Six (6) square metres of exhibition space (1 stand)
- Preferential treatment regarding allocation of exhibition space within the industry exhibition
- Two (2) inclusive full exhibitor registrations to the conference including:
 - Morning tea, lunch and afternoon tea in the exhibition
 - Access to the scientific sessions
- Access to the exhibition
- Welcome Dinner ticket
- Happy Hour Drinks ticket
- Event Dinner ticket
- One (1) half-page colour conference handbook advertisement
- One (1) conference satchel bag insert
- Two (2) full-page colour advertisements in The Australian Cattle Veterinarian Journal during 2021
- One (1) insert in the ACV Moosletter (electronic newsletter) during 2021 - the article can either link to a story or promotion on your company's website

Partnership Opportunities

Stakeholder Partnership

\$10,840 (ex GST)

Two opportunities available

Inclusions:

- Acknowledgement as an ACV Conference Key Stakeholder Partner
- Six (6) square metres of exhibition space (1 stand)
- Eight (8) inclusive full delegate and/or exhibitor registrations to the conference including:
 - Morning tea, lunch and afternoon tea in the exhibition
 - Access to the scientific sessions
 - Access to the exhibition
 - Welcome Dinner ticket
- Happy Hour Drinks ticket
- Event Dinner ticket
- Acknowledgement as a Key Stakeholder Partner in conference marketing collateral
- One (1) half-page colour conference handbook advertisement
- One (1) insert in the ACV Moosletter (electronic newsletter) during 2021 - the article can either link to a story or promotion on your company's website
- One (1) conference satchel bag insert
- Company name and logo on selected conference signage and marketing collateral

Exhibition Opportunities

Trade Stand

\$4,900 (ex GST)

Limited opportunities available

Inclusions:

- Six (6) square metres of exhibition space (1 stand)
- Two (2) inclusive full registrations to the conference including:
 - Morning tea, lunch and afternoon tea in the exhibition
- Access to the scientific sessions
- Access to the exhibition
- Welcome Dinner ticket
- Happy Hour Drinks ticket
- Event Dinner ticket
- Acknowledgement as an ACV Conference exhibitor in the conference handbook



Social Sponsorship Opportunities

The social events at the ACV Conference are a great opportunity to maximize your visibility with your target market.

Welcome Dinner Sponsorship	\$4,900 (ex GST)
One opportunity available	
Tuesday 31 August 6:30pm – 9:30pm Location TBC	
Inclusions:	
<ul style="list-style-type: none"> An opportunity for a 5-minute speech, along with display of posters and other promotional material Opportunity to brand event area, subject to approval from ACV and at sponsors' expense Acknowledgement as a key sponsor of the ACV Conference Two (2) inclusive full registrations to the conference including: <ul style="list-style-type: none"> Morning tea, lunch and afternoon tea in the exhibition 	<ul style="list-style-type: none"> Access to the scientific sessions Access to the exhibition Welcome Dinner ticket Happy Hour Drinks ticket Event Dinner ticket Acknowledgement as Welcome Dinner sponsor in conference marketing collateral One (1) conference satchel bag insert Company name and logo on selected conference signage and marketing collateral
Sponsorship Upgrade - added to Welcome Dinner Sponsorship	
<ul style="list-style-type: none"> Six (6) square metres of exhibition space (1 stand) <ul style="list-style-type: none"> Receive a 5% discount on the exhibition space rate 	

Happy Hour Drinks Sponsorship	\$2,600 (ex GST)
One opportunity available	
Wednesday 1 September 5:30pm – 7:00pm Exhibition, Canberra Rex Hotel	
Inclusions:	
<ul style="list-style-type: none"> An opportunity for a 5-minute speech, along with display of posters and other promotional material Opportunity to brand event area, subject to approval from ACV and at sponsor's expense Acknowledgement as a key sponsor of the ACV Conference 	<ul style="list-style-type: none"> Acknowledgement as Happy Hour Drinks sponsor in conference marketing collateral One (1) conference satchel bag insert Company name and logo on selected conference signage and marketing collateral

Event Dinner Sponsorship

\$9,900 (ex GST)

One opportunity available

Thursday 2 September | 7:00pm – 10:30pm | Location TBC

Inclusions:

- An opportunity for a 10-minute speech, along with display of posters and other promotional material
- Opportunity to brand event area, subject to approval from ACV and at sponsor's expense
- Acknowledgement as a key sponsor of the ACV Conference
- Six (6) tickets to the event dinner
- Acknowledgement as Event Dinner sponsor in conference marketing collateral
- One (1) conference satchel bag insert
- Company name and logo on selected conference signage and marketing collateral

Sponsorship Upgrade - added to Event Dinner Sponsorship

- Six (6) square metres of exhibition space (1 stand)
 - Receive a 5% discount on the exhibition space rate

Advertising Opportunities

Conference Satchel Sponsorship

\$3,200 (ex GST)

One opportunity available

The environmentally friendly reusable bag is overprinted with your company logo (and/or artwork) and creates a sustainable product that will ensure your company profile lives on long after the conference is over.

Inclusions:

- Your company logo (and/or artwork) co-printed with the ACV Conference branding or ACV logo on the bag that will be distributed to each attendee at the conference
- Acknowledgement as a key sponsor of the ACV Conference
- Acknowledgement as the Conference Satchel sponsor at event
- One (1) conference satchel bag insert



2020 satchel

Coffee Cart Sponsorship

\$3,600* (ex GST)

One opportunity available

Wednesday 1 - Friday 3 September

Inclusions:

- An opportunity to display posters and other promotional material in the coffee cart area
- Acknowledgement as a key sponsor of the ACV Conference
- Acknowledgement as the Coffee Cart sponsor at event
- One (1) conference satchel bag insert
- Company name and logo on selected conference signage and marketing collateral

* Includes coffee consumption.

Conference Handbook

Limited availability

Advertising in the printed ACV Finding New Ways 2021 handbook is the perfect way to increase awareness of your attendance and encourage the ACV members to interact with your exhibitors.

Full page \$600 (ex GST)

Half page \$345 (ex GST)

**The 2021 conference handbook will be standard A4 size.*

Conference Satchel Bag Insert

\$600 (ex GST)

Each delegate receives an ACV Conference satchel at registration. Increase your brand awareness with delegates from the very first moment they arrive at the Conference by including marketing material or a promotional item in their conference satchel.

**All inserts are subject to ACV approval and must comply with the Terms and Conditions outlined in this Prospectus (see page 19 and 20 for details).*



The Australian Cattle Veterinarian (ACV) is the voice of Australia’s specialist cattle veterinarians and its progressive content ensures that most veterinarians keep it and reuse it, for their own clinical, scientific reference or industry practice purposes.

The journal provides the latest information to the profession, including disease updates, scientific papers, veterinary education, legislation, practice innovation and other matters relevant to rural veterinary practice in Australia.

FREQUENCY OF PUBLICATION

Quarterly each March, June, September and December

FORMAT

Generally 48 pages, gloss full colour paper professionally printed; downloadable PDF

READERSHIP

- Cattle and mixed practice veterinarians
- Student veterinarians
- Industry opinion leaders
- Practice owners and managers

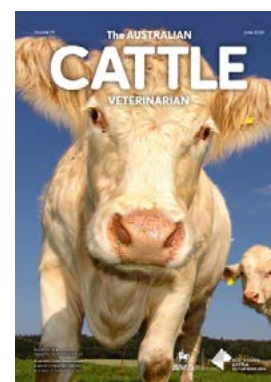
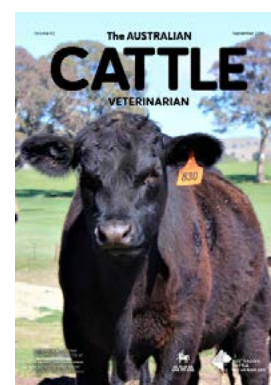
ADVERTISING BOOKINGS

Artwork supply due by the 20th day of the month prior

DISTRIBUTION to about 1200 national and international Australian Cattle Veterinarian subscribers via Australia Post registered mail.

RATES

Full colour advert	Full Page	Half Page	DL 1/3 page Horizontal	Quarter Page
Single insertion	\$1,720	\$1,090	\$840	\$740
Multiple insertion in each 4 editions	\$5,920	\$3,360	\$3,150	\$2,480



Moosletter

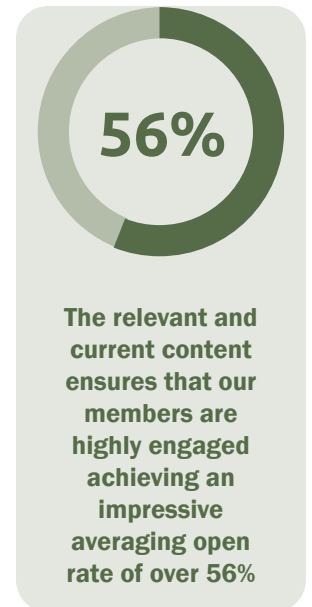


Our regular Moosletter e-news communication has become a trusted source of information for all ACV individual members, keeping them up-to date with the latest news, covering remote and regional issues, events, training and briefings.

An alliance with ACV will provide your company with an exclusive advertisement position and enable you to target specific marketing messages that will reach an unprecedented number of qualified recipients, keeping you ahead of your competitors.

Associated benefits include:

- Ability to convey a specific message to influential ACV members
- Access to a previously untapped market segment across a range of industries
- Opportunity to have web traffic directed to your nominated web portal
- Capability to adapt each message to suit changes within the economic climate and relative business needs
- Leverage off the trusted ACV brand name to further enhance your message
- Your logo to be kept at the forefront of the cattle veterinarians' minds



RATE per inclusion \$365

FREQUENCY Monthly

ADVERTISING BOOKINGS and artwork supply are due by the 20th day of the month prior

READERSHIP ACV's individual members

FORMAT Online – two formatting options available:

Banner layout - banner advertisement at the bottom of edition with one external link included



Story layout – thumbnail and short blurb with up to three clickable buttons to link to more information



Webinar Advertising



If you wish to showcase your business to a dedicated audience, our 2021 webinar series may be the right fit for you.

Webinars are on-line, live, and fully interactive:

- Participation by ACV members is complimentary; non-members may attend at a fee
- Each webinar is worth one CPD point for participants
- Webinars are stored on the ACV website for members to view afterwards

We are offering each webinar to one sponsor as a presenting partner.

Inclusions:

- Company logo on all email marketing pieces, with hyperlink to website of choice
- Company logo on webinar recording on Vet Ed library (for member access only)
- Verbal acknowledgment of sponsorship collaboration during webinar
- 2x complimentary registrations for your staff to participate in webinar

FREQUENCY 6 per year

FORMAT Online via Zoom Conferencing

AUDIENCE ACV's individual members

SPONSORSHIP BOOKINGS/TOPICS to discuss this opportunities for your business please contact Ellen Buckle, ACV Executive Officer via email ellen.buckle@ava.com.au or phone 0401 264 516

RATE \$1575 per webinar

Rates are in Australian dollars and exclusive of 10% GST

Booking and Stand Allocation Process

Bookings are to be submitted via the online booking form <https://na.eventscloud.com/bookacv2021> from 2:00pm AEDT on Friday 12 February 2021. Upon receipt of your booking you will be issued a confirmation email.

In 2021 stand allocations will be allocated in the following order:

- AVA Corporate Supporters who are sponsoring the conference.
- AVA Corporate Supporters.
- Companies that have exhibited at three or more consecutive ACV Annual Conferences. Stands will be allocated on a first come, first served basis.
- Companies wishing to sponsor the conference
- All other companies wishing to exhibit at the conference. Stands will then be allocated on a first come, first served basis.

Exhibition Bump In

Tuesday 31 August 2021

Exhibition Open

Wednesday 1 -
Friday 3 September 2021

Scientific Program

Wednesday 1 -
Friday 3 September 2021

Business Grant Funding

In September 2020 the Australian Government announced it would establish a \$50 million Business Events Grants program to help boost the events and exhibitions sector which, due to COVID-19, has seen the cancellation of events.

We are pleased to inform you that the Australian Cattle Veterinarians Conference, Tuesday 31 August – Friday 3 September 2021 is an approved event under the \$50 million Business Events Grants Program which entitles AVA Conference Exhibitors to apply for a grant.

The Business Events Grant Program will provide grants between \$10,000 and \$250,000 (up to 50% of eligible expenditure) to support business attending exhibitions.

Please note the details below, as you are required to submit your application (AVA cannot submit applications on your behalf) and the Grant is limited to \$50 million.

Important information:

- Exhibitors must apply themselves.
- Go to [Business Events Grants website](#) to submit your application.
- Applications for grant funding are open now.
- Applications close when the funds are exhausted or on 30 March 2021, whichever comes first.

Further information:

What is eligible expenditure?

- Floor/booth space
- Set up costs (e.g., design, manufacture, and shipping of exhibits)
- Event stand management (e.g., exhibiting staff and on-costs)
- Travel, accommodation, and registration
- Promotional material
- Furniture and equipment hire
- Display and signage
- Freight (e.g. courier, postal services)

Program guidelines and the application form are now available at [Department of Industry, Science, Energy, and Resource's website](#).

Booking Terms

The size and location of all logos included in conference collateral, on the conference website or conference signage will be at the discretion of the Conference Secretariat and will reflect the level of commercial support given.

There is to be no sale or promotion of products or services that conflict with AVA policy. Nor is there to be sale or promotion of any unregistered products unless an application for registration has been lodged with the APVMA and it is stated on the promotional material that the product is not registered, and an application has been lodged. The conference organisers have the right to remove any products from display that they feel are inappropriate without penalty. To view the current AVA policies, visit www.ava.com.au.

Policies

Support AVA in removing breeds with exaggerated features from advertising, including brachycephalic breeds.

The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals. The exaggerated features of concern include brachycephaly (flat faces), chondrodystrophy (dwarfism) and excessive skin folds.

Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'.

We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.
- The AVA will be enforcing this policy at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved.
- The dog breeds governed by this policy are:
- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels

- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

If you need more information please contact Melanie Latter, melanie.latter@ava.com.au. You can also visit www.loveisblind.org.au to learn more.

We believe this is great opportunity for the AVA and our valued industry partners to demonstrate a partnership that promotes healthy dogs and contributes to a positive animal welfare outcome.

[Read the AVA policy](#)

[Watch the video](#)



Competing Products and Services - Clause 41

The AVA reserves the right to refuse to enter into a contract, or to restrict the activity of a sponsor, exhibitor or advertiser, when in the view of the AVA the product, exhibits, images or advertising content will:

- Not comply with AVA policies and values.
- Not comply with the relevant Australian Standards or legislation
- Contravene contractual relationships with commercial partners that we are legally bound to including Credit card providers, Health/Professional Indemnity, Business Insurance and On-Line Vet Bookings
- Directly promote membership of a competing veterinary membership association to AVA members and potential members.

Privacy Policy

The Australian Veterinary Association Ltd (AVA) supports good privacy practice, and aims to manage personal information in an open and transparent way. Our policy sets out how the AVA aims to comply with the Privacy Act 1998 (Act) and the Australian Privacy Principles (APP's) which came into force on 12 March 2014. View AVA Privacy Policy or visit www.ava.com.au/privacy-policy.

The AVA takes photos of this event. By attending you give AVA permission to use images taken at the conference, as well as any written comments on our evaluation forms in our communications.

Money Matters

Conditions of exhibition and sponsorship payment

- All amounts stated in this Prospectus are in Australian dollars and are exclusive of GST.
- An invoice for your stand and written confirmation of your entitlements will be sent to you upon receiving the completed online Exhibition Booking form. Stand allocations may not be finalised at time of invoicing and will be advised via written confirmation once allocation has been completed.
- Stand allocation is based on sponsorship level, receipt of expression of interest form, and history and positive involvement with ACV. The organisers will make every effort to place exhibitors in their preferred position, with due diligence given to the location and placement of products and services within the Industry Exhibition.
- A deposit of 50% of the total amount payable will be required upon the submission of your booking form to secure your sponsorship or exhibition package preference. The outstanding balance must be received no later than 1 August 2021 and is nonrefundable. Please note: International exhibitors are required to pay the total amount at time of booking.
- Additional exhibitor registrations and social event tickets will be available to purchase, details will be available in the Exhibitor Manual which will be distributed prior to the conference.
- Please forward evidence of your public liability coverage to the Conference Secretariat with the balance of monies owed no later 1 August 2021. If not received the Conference Secretariat will charge the exhibitor an additional fee for this coverage.
- Please note that the details in this document are correct at the time of printing and prices are subject to change. The Organising Committee does not accept responsibility for any changes that may occur.

Payment Methods

A tax invoice will be raised for payment, you can arrange payment by one of the following methods:

- Direct bank transfer — please contact the Conference Secretariat for bank account details
- Credit Card — Visa and MasterCard accepted

Cancellation

1. Requests for cancellations must be submitted in writing to the Conference Secretariat.
2. If cancellation is accepted, 50% of the contracted cost to exhibit/sponsor will be retained.
3. If cancellation occurs within two (2) months of the commencement of the exhibition, 100% of the contracted cost to exhibit/sponsor will be retained.
4. See the Terms and Conditions for more information.

Terms and conditions

The Contract

1. "Organiser" means The Australian Veterinary Association Ltd (ABN 63 008 522 852).
 2. "Exhibitor" means the person, company or other legal entity identified as such in the Booking Form and its employees and agents.
 3. A contract is formed between the Organiser and the Exhibitor when the Organiser accepts the Booking Form by issuing a written letter of confirmation to the Exhibitor. The Booking Form together with these Terms and Conditions constitute the "Contract" between the Organiser and the Exhibitor and any additional terms and conditions in any documentation or purchase order provided by the Exhibitor will not form part of the Contract or be binding on the Organiser.
 4. The Organiser may terminate the contract by notice in writing to the Exhibitor if the agreed deposit (as provided for in the Booking Form) is not received within 28 days of lodging the Booking Form. Additionally, the Organiser reserves the right to terminate the contract by notice in writing to the Exhibitor within 28 days of receipt of the Booking Form without penalty and will return any deposit received. Termination shall be effective on the termination date specified in the termination notice, or if no date is specified, then on the date of the termination notice.
 5. The Organiser is not bound to accept any Booking Form and no binding contract is formed between the Exhibitor and the Organiser until the Organiser accepts the Booking Form in accordance with clause 3.
- which the exhibition is to be held or to other exhibitors, sponsors or attendees) or in response to a Force Majeure Event. The Exhibitor undertakes to agree to any alterations made in exercise of the rights in clause 7.
9. The Organiser agrees to promote the exhibition to maximise participation. The Organiser does not however make any warranty that the venue of the exhibition or its facilities and equipment will be adequate or fit for display purposes or for any other intended use.
 10. Subject to clause 7, the Organiser will use reasonable endeavours to allocate the Exhibitor an exhibition space as close as possible to their desired location.
 11. The Organiser is responsible for the control of the exhibition area.
 12. The Organiser agrees to provide the Exhibitor with an Exhibitor Manual prior to the exhibition for the purpose of communicating required actions on the part of the Exhibitor. The Exhibitor must comply with all requirements of the Exhibitor Manual. A failure to comply with the Exhibitor Manual shall be deemed to constitute a breach of this Contract.
 13. The Organiser has the right to take such action as is necessary (including such action as may be contemplated in the Exhibitor Manual) to ensure that all laws in connection with the exhibition are complied with, to prevent damage to person/people or property and to maximise the commercial success of the exhibition.
 14. The Organiser may refuse without limitation to permit activity within the exhibition or may require the cessation of particular activities at their discretion.
 15. The Organiser reserves the right to specify heights of walls and coverings for display areas.
 16. The Organiser reserves the right to review the content and presentation of the Exhibitor catalogues, acknowledgements, handbills and printed matter with respect to the exhibition. Should this review indicate that, in the absolute discretion of the Organiser, the item is offensive or conflicts with the Organiser's policy the Organiser shall provide the Exhibitor with a verbal or written request to immediately remove the item from distribution at the exhibition. Failure to comply with this request shall constitute a breach of this Contract.
 17. The Organiser may determine the hours during which the Exhibitor has access to the exhibition venue for the purpose of setting up and dismantling.
 18. The Organiser reserves the right to refuse any person, including Exhibitor staff, representatives, visitors, contractors and/or agents, entry to the exhibition if they do not hold a purchased or complimentary entry card.
 19. The Organiser may in its discretion specify conditions relating to the movement of goods and displays, prior, during and after the exhibition.
 20. The Organiser may in its discretion specify any regulations with regard to sound levels including microphones, sound amplification, machine demonstrations and videos. The Exhibitor agrees to abide by these regulations.
 21. The Organiser will arrange security onsite during the period of the exhibition.
 22. The Organiser will arrange for daily cleaning of aisles outside the exhibition open hours.

Obligations and Rights of the Exhibitor

Obligations and rights of the Organiser

6. Any decision of the Organiser is final and no negotiation will be entered into on any question not covered in this contract.
7. The Organiser agrees to hold the exhibition however, it reserves the right (without penalty or liability):
 - a. to postpone the exhibition from the set dates and to hold the exhibition on other dates as near to the original dates as possible;
 - b. to shorten or lengthen the duration of the exhibition and alter the hours during which the exhibition is open to visitors;
 - c. to amend or alter the location of the exhibition; and
 - d. to change the exhibition floor layout.
8. The Organiser will only exercise the rights in clause 7 if it is reasonably necessary to protect the legitimate business interests of the Organiser or to enable the Organiser to fulfil its legal obligations to third parties (including but not limited to, obligations to the lessor or manager of the venue at
23. The Exhibitor must ensure that all accounts are finalised and paid by that date which is 78 days prior to the start date of the exhibition and that all payments are otherwise made strictly as required under the Booking Form or as otherwise required in this Contract.
24. The Exhibitor must occupy their allocated exhibition space by the advertised opening time. In the event that the Exhibitor fails to occupy their allocated exhibition space by the advertised opening time, the Organiser is authorised to occupy this space in any manner deemed to be in the best interest of the exhibition for the duration of the exhibition or such lesser period determined by the Organiser. The Exhibitor contracted to this space will remain liable to all Terms and Conditions of Contract and will not be eligible for a refund.
25. The Exhibitor must use allocated space only for the display and promotion of goods and/or services within the scope of the exhibition.
26. The Exhibitor must not carry onto the venue of the exhibition anything that is dangerous, noxious, offensive, illegal, immoral, or that is otherwise likely to harm any person, the venue or the reputation of the Organiser or its related entities.
27. The Exhibitor must not include in their display animal breeds with exaggerated physical features which are associated with adverse health and welfare outcomes. These breeds include: Pugs, French Bull Dogs, Pekinese and other flat-faced breeds; breeds with dwarfism such as Dachshunds and Corgies; and breeds with excessive skin wrinkle such as Shar-peis. This applies to:

- Any form of advertising in print and digital AVA products
 - Exhibits at AVA conferences and events
 - Any other form of marketing undertaken under the AVA brand.
 - For more information read the AVA policy and visit www.loveisblind.org.au.
1. The Exhibitor must make every effort to maximise promotion and commercial benefits of participating in the exhibition. The Exhibitor acknowledges that the Organiser makes no promise or warranty in connection with the commercial viability of the Exhibitor participating in the exhibition.
 2. The Exhibitor must comply with all directions/requests issued by the Organiser including those outlined in the Exhibitor manual.
 3. The Exhibitor must observe, perform and fulfil the requirements of any statute, regulation, by-law or local law including without limiting the generality of the foregoing, all statutes, regulations, by laws and local laws relating to health, safety, water supply, sewerage, fire protection and building requirements and any lawful requirement of the venue's lessor or manager.
 4. The Exhibitor agrees to adhere to all fire regulations and will refrain from using flammable or dangerous materials within the exhibition. Written approval must be sought from the Organiser if flammable or dangerous materials are required for the success of the exhibit.
 5. The Exhibitor will not display an exhibit or behave in a way that would obstruct or affect neighbouring exhibitors. This includes blocking or projecting light, impeding or projecting into aisles or neighbouring exhibition space. The Exhibitor will abide by any requests made by the Organiser to stop such activity and will abide by all other reasonable and lawful directions of the Organiser.
 6. The Exhibitor agrees to engage the Organiser's preferred freight forwarder and to comply with all instructions relating to delivery times. If an alternate freight forwarder is engaged, the Exhibitor acknowledges that the Organiser will not be able to provide assistance in tracking lost deliveries. The Exhibitor agrees that the Organiser will not be liable for any goods rejected by the venue or lost or damaged.
 7. The Exhibitor agrees to conduct all business transactions within their allocated exhibition space unless otherwise approved by the Organiser.

Compliance with Standards and AVA values

8. The Exhibitor and any part of the Exhibitor's exhibit, services, products or advertising

displayed or offered for sale at the exhibition or in connection with the exhibition must:

- (a) comply with the relevant Australian Standards or legislation;
 - (b) comply with the Organiser's policies and values (as displayed on the Organiser's website www.ava.com.au or as made known to the Exhibitor by the Organiser);
 - (c) not contravene contractual relationships with commercial partners that the Organiser is legally bound to including Credit card providers, Health/ Professional Indemnity, Business Insurance and On-Line Vet Bookings;
 - (d) not bring the Organiser into disrepute;
 - (e) not interfere with the intellectual property rights of other Exhibitors; and
 - (f) not directly promote membership of a competing veterinary membership association to Organiser's members and potential members.
9. The Organiser reserves the right to refuse to enter into a contract, to terminate a contract or to restrict the activity of a sponsor, exhibitor or advertiser (without penalty), including the right to remove any product from display, when in the view of the Organiser, such product or display violates any matter specified in clause 35.

Stand services and construction and dismantling of stand

10. Instructions regarding storage will be outlined in the Exhibitor manual distributed prior to the exhibition. Under no circumstance are goods permitted to be stored in public access areas.
11. Official contractors will be appointed by the Organiser to undertake stand construction and freight forwarding plus supply furniture, electrics, telecoms and IT equipment. This is for insurance and security reasons. All non-official contractors wishing to enter the exhibition are required to produce current Certificates of Currency for insurance, public liability and Occupational Health and Safety. Access will be denied without such documentation.
12. The Exhibitor will submit plans and visuals of custom designed exhibits to the Organiser for approval prior to the commencement of the exhibition. Exhibitors failing to do so may be denied access to the exhibition to set up, or may be requested to cease building.
13. The Exhibitor is responsible for all items within their allocated exhibition space.
14. The Exhibitor will not use nails, screws or other fixtures on any part of the premises including walls and floor unless authorised by the Organiser.
15. The Exhibitor must ensure the cleanliness

and tidiness of their allocated space. The Exhibitor must make good any damage caused to any part of the venue of the exhibition or to any adjoining premises occasioned by misuse, abuse, or want of care on the part of the Exhibitor, its servants, agents, contractors or invitees or otherwise occasioned by any breach or default of the Exhibitor. At the end of the exhibition, or sooner if required by the Organiser in accordance with this Contract, the Exhibitor must vacate any display space allocated to it, remove all of the Exhibitor's property from the display space and leave it in the same condition as when it was first occupied by the Exhibitor. The Organiser will not be liable for any property left or abandoned at the venue of the exhibition and may remove and deal with any property of the Exhibitor not removed by the Exhibitor as it sees fit, at the cost of the Exhibitor.

Breach of Terms and Conditions by Exhibitor

16. In the event of any breach of this Contract, the Organiser shall be entitled to revoke any right to use the exhibition space granted to the Exhibitor until the breach is remedied. If the breach does not amount to a material breach, the Organiser will issue a warning to the Exhibitor. If the breach is a material breach and the Exhibitor fails to remedy the breach within a reasonable period specified by the Organiser, the Organiser may terminate the Contract with immediate effect.
17. In the event of revocation, if the Exhibitor has already erected displays or other materials or constructions, the Organiser shall have the right to require the Exhibitor to remove such displays, materials and constructions forthwith without disruption to other exhibitors or, at the Organiser's discretion, to otherwise vacate such displays, materials and constructions for the duration of the exhibition or require their dismantling by the Exhibitor at the conclusion of the exhibition to remedy any breach.
18. In the event of termination or revocation in accordance with clause 43, the Exhibitor shall not be entitled to a refund of moneys already paid to the Organiser and shall immediately pay to the Organiser all the moneys then due and owing to the Organiser and the Organiser shall not be liable to the Exhibitor or any other person for any loss or damage in connection with the revocation, removal or vacation of the Exhibitor's display or termination of this Contract. The Exhibitor shall indemnify the Organiser for any third party claim brought against the Organiser in connection with the Exhibitor's breach of this Contract.

Insurance, Indemnity and Liability

19. The Exhibitor occupies the venue of the exhibition at its own risk. The Organiser will not be liable for, or responsible to, the

1. Exhibitor or any other party for any loss arising howsoever whether for personal injury, loss of life, damage or loss of property, loss of business or economic loss which may be suffered or sustained in or around the venue of the exhibition or otherwise in connection with the exhibition except to the extent of any negligence of the Organiser or its employees, contractors or agents. Without limiting this clause, the Organiser will not be liable for or responsible to the Exhibitor or any other party for; (a) interruption, failure or variation to the supply of services to the venue of the exhibition; (b) postponement, delay or interruption, suspension or termination of the exhibition from any cause whatsoever; (c) interference with any rights granted under this Contract directly or indirectly caused by or resulting from any matter, circumstance or cause beyond the control of the Organiser.
2. The Exhibitor must effect and maintain for the period of the exhibition policies of insurance for: (a) damage to or loss of the property of the Exhibitor and their employees, contractors and agents; (b) public liability, including death injury and loss of property of third parties, including the Organiser for an amount not less than \$10 million for any one occurrence; (c) work cover, workers compensation and employer's liability as required by law. The Exhibitor must provide certificates of currency for the policies (at the request of the Organiser) prior to taking up occupation of the allocated exhibition space.
3. The Exhibitor must indemnify and hold the Organiser harmless in respect of all damages, injuries, costs, claims, demands, liabilities, and expenses, however they may arise and whoever may make them in connection with or arising out of the exhibition and/or this Contract to the extent that the loss was caused or contributed to by the Exhibitor, its employees, contractors, or agents, less any loss that could have been reasonably mitigated by the Organiser.

Payment and termination

4. The Exhibitor must make payment of amounts due by the dates set out in this Contract (and clause 23 in particular). Should payment not be made by these dates the stand will be available for sale to another person or entity. All amounts paid will automatically be forfeited and no refund will be made. Exhibitor shall not occupy its allocated exhibition space until all monies owing to the Organiser by the Exhibitor are paid in full.
5. In exceptional circumstances the Organiser will consider Exhibitor termination; but only if the following conditions are complied with:
 - (a) the request for termination is submitted in writing.

- (b) the request is received at least six (6) months prior to the exhibition.
- (c) the Organiser is able to re-let the terminated space in its entirety.
- (d) Exhibitor is not in breach of this Contract.

If the Organiser, in its discretion, agrees to allow the Exhibitor to terminate, the Organiser will notify the Exhibitor in writing of this decision. Termination shall be effective on the date specified in the notice. In all other circumstance, the Contract will remain on foot.

6. The Exhibitor accepts that if termination occurs in accordance with clause 50 the Organiser will not be required to refund any amounts paid by the Exhibitor and if termination occurs prior to the payment of the deposit that the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice. If termination occurs within the two (2) months prior to the commencement of the exhibition, 100% of the contracted price to exhibit will be payable to the Organiser (less any amounts already paid) and the Exhibitor will be invoiced and required to pay this amount within a period of 28 days from the date of the invoice.
7. The Exhibitor may terminate this Contract if the Organiser has committed a material breach and fails to remedy the breach within 14 days of written notice from the Exhibitor.

Force Majeure

8. Neither party will be liable for failure to perform any of its obligations under this Contract, including cancellation or postponement of the exhibition due to any events beyond its reasonable control and without fault, including but not limited to fire, flood, earthquake, elements of nature, acts of God, acts of government, pandemic, riot, civil disorder, rebellion, revolution or industrial disputes (Force Majeure Event).
9. If a Force Majeure Event is ongoing for more than 20 days, the Organiser at its discretion may terminate, postpone or suspend the exhibition or terminate this Contract without penalty.
10. Subject to clause 57, if a Force Majeure Event is ongoing for more than 40 days, the Exhibitor may terminate this Contract without penalty.
11. If a Force Majeure Event affects banking operations and this prevents the Exhibitor from paying any monies due to the Organiser, the Exhibitor's obligation to pay such monies will be delayed until banking operations resume normal functionality. Force Majeure Events affecting the revenue or profitability of the Exhibitor will not excuse it from paying monies due under this Contract by the due date for payment.

12. If this Contract is terminated by the Organiser in accordance with clause 54, the Organiser shall be entitled to retain 50% of the deposit and shall refund to the Exhibitor all other payments received under this Contract. The Exhibitor acknowledges that the Organiser will have incurred costs associated with organising the exhibition and securing a venue and the Organiser's right to retain 50% of the deposit in these circumstances is a genuine pre-estimate of the loss suffered by the Organiser as a result of termination and is not a penalty. If the exhibition is postponed but this Contract is not terminated by the Organiser, the Organiser shall be entitled to retain 100% of the deposit. If this Contract is terminated by the Exhibitor in accordance with clause 55, the Organiser shall be entitled to retain 100% of the deposit. The Exhibitor acknowledges that the Organiser will have incurred costs associated with organising the exhibition and securing a venue and may suffer a loss of profits as a result of the Exhibitor's decision to terminate in circumstances where the Organiser has been prepared to continue to run the exhibition and the Organiser's right to retain 100% of the deposit in these circumstances is a genuine pre-estimate of the loss suffered by the Organiser as a result of termination and is not a penalty.

Contacts

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**AUSTRALIAN
CATTLE
VETERINARIANS**

a special interest group
of the Australian Veterinary Association