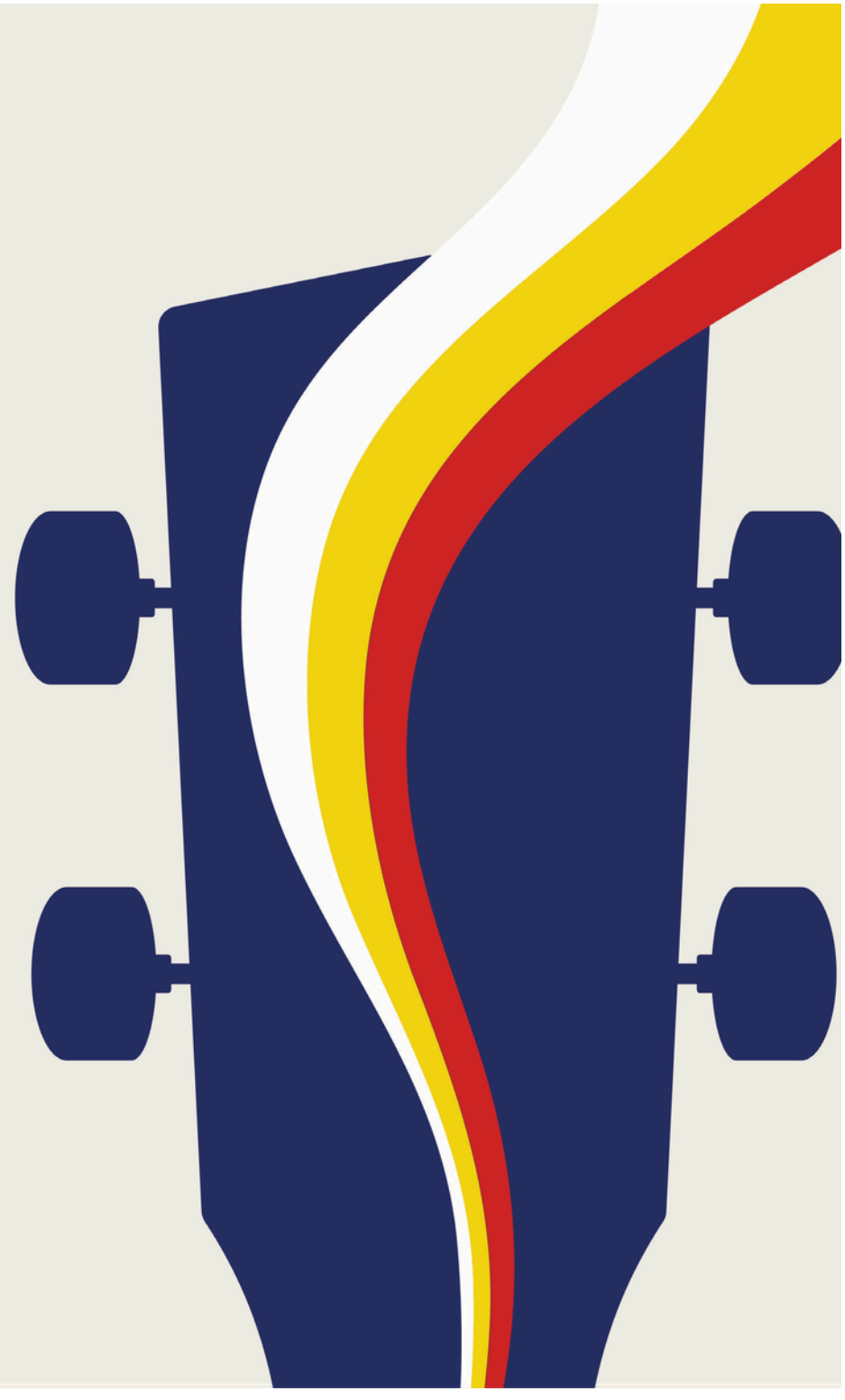
MCVC

Music City Veterinary Conference

FEBRUARY 26 - 28, 2027 // MURFREESBORO, TN

EXHIBITOR & SPONSORSHIP PROSPECTUS



Sponsored by the **Tennessee Veterinary Medical Association**

DEMOGRAPHICS

The Music City Veterinary Conference is the premier event for veterinarians, veterinary technicians, students and practice personnel of the southeast region of the USA — **drawing more than 1,000 attendees each year.**

This two-day exhibition event is held at the Embassy Suites Hotel in Murfreesbooro, TN. The exhibit hall is over 7,000 square feet and hosts more than 80 exhibitors each and every year.

%

49.5

Veterinarians

%

25.5

Technicians

%

5.5

Practice Managers

%

19.4

Students

#

34

States Represented

LOCATION & SCHEDULE

Embassy Suites by Hilton Nashville SE Murfreesboro

1200 Conference Center Blvd
Murfreesboro, TN 37129
(615) 890-4464

Hotel Accommodations

Group Rate: $162 (plus tax)
Space is limited. Please make your reservations no later than Friday, February 5, 2027 using group code **91L**.

Thursday, February 25, 2027

4:00 pm - 7:00 pm	Exhibitor Move-In

Friday, February 26, 2027

7:30 am - 5:35pm	Exhibit Hall Open
8:00 am - 4:35 pm	Educational Sessions
4:35 pm - 5:35 pm	Welcome Reception

Saturday, February 27, 2027

7:30 am - 3:45 pm	Exhibit Hall Open
8:00 am - 4:35 pm	Educational Sessions
3:45 pm - 6:00 pm	Exhibitor Move-Out
5:00 pm - 7:00 pm	TVMA Awards Banquet

Sunday, February 28, 2027

8:00 am - 2:55 pm	Educational Sessions

EXHIBITOR INFORMATION

Exhibitors Register Online

By registering online for exhibit booths and sponsorships, you will be able to complete your contract, list your booth choices and pay your fee. Registration will be on a first come first serve basis. If you have questions regarding this process, please contact the TVMA office 931-438-0070 ext. 102.

Exhibitor Event Contractor

Fern Exposition & Event Services will be the official exhibitor for the conference. After submitting your contract and fee to TVMA, an exhibitor kit will be sent electronically via email to you. Information about ordering electrical, shipping, etc. will be supplied in the exhibitor kit. Please note that the exhibit hall is carpeted.

Single Booth

- One 8’ deep x 10’ wide booth-no higher than 8’ in back and 3’ on each side
- One draped 6’ table
- Two chairs
- One identification sign
- Badges for two exhibit staff
- Carpeted exhibit hall
- List of registrants available upon request (to be emailed three weeks after meeting)
- Complimentary conference proceedings online access

Double Booth

- One 8’ deep x 20’ wide booth-no higher than 8’ in back and 3’ on each side
- Two draped 6’ tables
- Four chairs
- One identification sign
- Badges for four exhibit staff
- Carpeted exhibit hall
- List of registrants available upon request (to be emailed three weeks after meeting)
- Complimentary conference proceedings online access

RATES & FLOOR PLAN

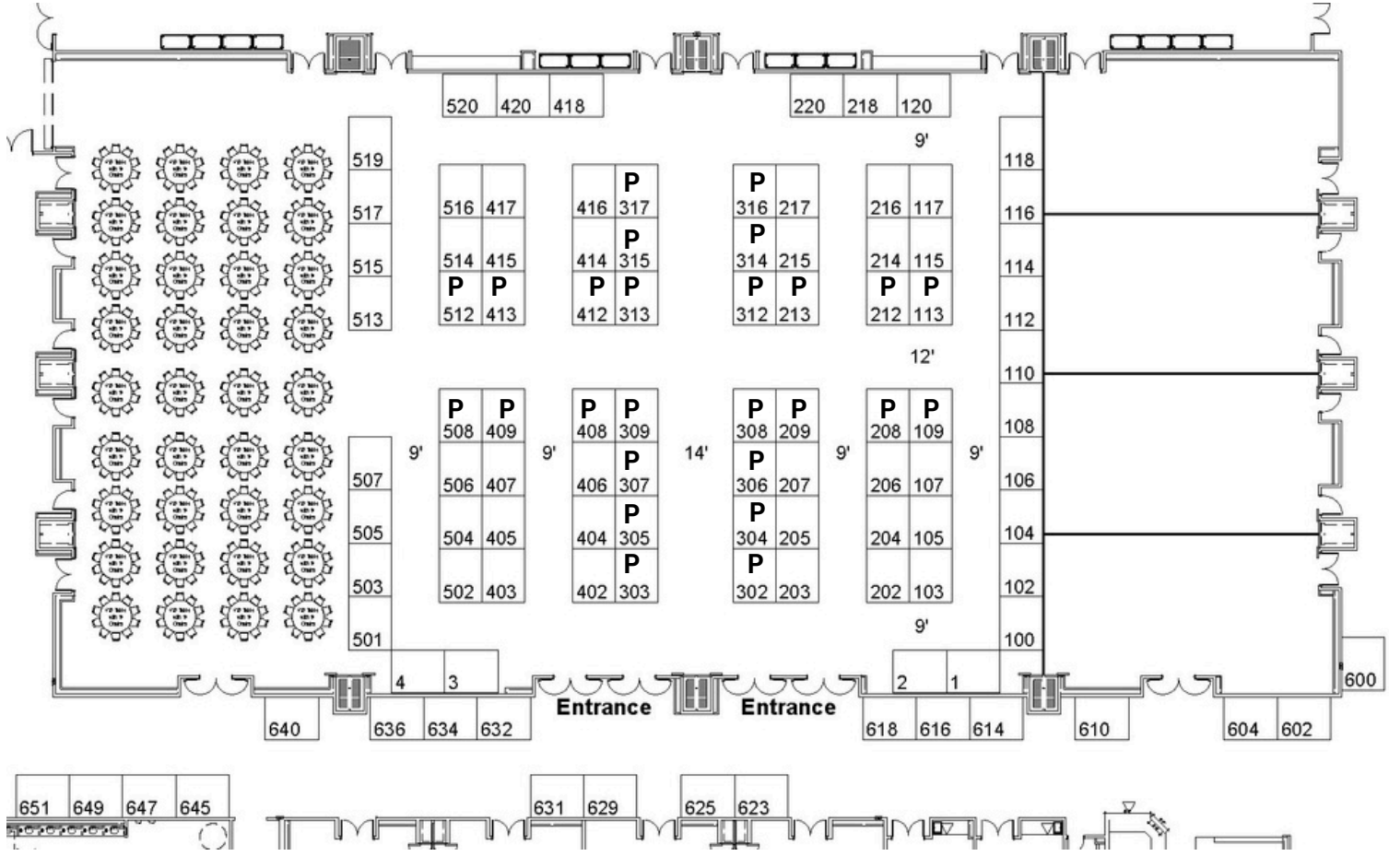
Exhibit Hall Layout for 2027

More Booth Options - Attendee seating in Exhibit Hall

Single Booths	$
Standard Booth	$1,350
Premium Booth	$1,850

Double Booth	$
Standard Booth	$2,050
Premium Booth	$2,550

P = ***Premium Booths***



SPEAKER SPONSORSHIPS

Full Sponsorship - $5,000

Partial Sponsorship - $3,000

2027 MCVC SPEAKERS

(AS OF 06/5/26)

Becky Debolt, DVM – Shelter Medicine

Lisa Ebner, DVM – Anesthesia

Stephen Galloway, DVM – Denistry

Cheryl Greenacre, DVM – Avian/Exotics

Bonnylee Kennedy, LVMT, VTS (Anesthesia/Analgesia) – Anesthesia SOLD

Logan Kopp, DVM – Exotics

Cynthia Leveille-Webster, DVM – Hepatology

Alex Lynch, DVM – Emergency and Critical Care SOLD

Jacquline Risalvato, DVM – Cardiology SOLD

Alex Sigmund, DVM – Ophthalmology

Leslie Wereszczak, MS, LVMT, VTS (ECC) – Emergency/Critical Care

Additional speakers are available. Please contact the TVMA office for a list of speakers at (931) 438-0070.

PROMOTIONAL ITEMS & EVENT SPONSORSHIPS

Registration Bags SOLD

Limit 2-color logo

$5,000 Full Sponsorship

Lanyards

$3,000 Full Sponsorship

MCVC Conference App

$3,500 Full Sponsorship
$1,750 Partial Sponsorship

Conference Wifi

$5,000 Full Sponsorship

MCVC Program Advertising

Your company's ad may be placed in the on-site booklet which will include all on-site information.

$500 Back Page
$450 Inside Front Cover
$350 Full Page
$250 1/2 Page
$150 1/4 Page

Continental Breakfast

Friday
$3,000 Full Sponsorship
$1,500 Partial Sponsorship

Saturday
$3,000 Full Sponsorship
$1,500 Partial Sponsorship

AM / PM Refreshments

Friday
$3,000 Full Sponsorship
$1,500 Partial Sponsorship

Saturday
$3,000 Full Sponsorship
$1,500 Partial Sponsorship

Sunday
$3,000 Full Sponsorship
$1,500 Partial Sponsorship

MCVC Lunches

Friday
$10,000 Full Sponsorship
$5,000 Partial Sponsorship

Saturday
$10,000 Full Sponsorship
$5,000 Partial Sponsorship

Welcome Reception

Friday
$10,000 Full Sponsorship - Allow marketing materials to be displayed thoughout reception area.

$5,000 Partial Sponsorship

We are delighted to extend an invitation to the Music City Veterinary Conference Welcome Reception in the exhibit hall on Friday, February 26th from 4:35 - 5:35 pm. Reception will feature hors d'oeuvres and a cash bar.

This event provides a unique opportunity for exhibitors to interact with registered attendees and their families. In order to create a welcoming and inclusive environment, we encourage exhibitors to feature family-friendly games or activities at your booth. We will also be presenting the Outstanding Commercial Representative Award.

We will be passing out **5 Golden Tickets** to select exhibitors prior to the Welcome Reception. If you receive one, please hide it somewhere within your booth space. You should only give the Golden Ticket to an attendee if they specifically ask, "Do you have a Golden Ticket?" This promotion is designed to drive traffic to all booths and encourage attendees to engage with exhibitors throughout the Exhibit Hall. Each Golden Ticket attendee winner will receive a $100 Amazon gift card.

As a special benefit, you have the opportunity to provide drink tickets to your key customers, creating an additional touchpoint for engagement and appreciation.

Please see the pricing information below.

$300 10 Drink Tickets
$450 25 Drink Tickets
$500 50 Drink Tickets

Tickets to be provided by TVMA.

Grand Ole Opry

Friday
$5,000 Full Sponsorship
$2,500 Partial Sponsorship

TVMA Awards Ceremony

Saturday
$10,000 Full Sponsorship
$5,000 Partial Sponsorship

SPONSORSHIP BENEFITS

Platinum Sponsor $10K+

- Complimentary double booth
- Additional four (4) complimentary exhibitor registrations
- Complimentary conference proceedings online access
- Link from the TVMA Website to sponsor's Website
- Listing and logo on the TVMA Website
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary full page advertisement in MCVC program
- 50% off TVMA Magazine Ad
- One complimentary list of conference pre-registrations in Excel format
- Complimentary post conference list of attendee registrants
- Two (2) tickets to the TVMA awards banquet
- Choice of one of the following:
  - Logo on the hotel key card
  - Complimentary insert in registration bag - provided by sponsor
  - Your choice breakfast or lunch one day sponsorship
  - Information article of product/service in one issue of TVMA Tidbits and on TVMA website for one month

Gold Sponsor $7.5K+

- Complimentary single booth at the conference
- Additional three (3) complimentary exhibitor registrations
- Complimentary conference proceedings online access
- Link from the TVMA Website to sponsor's Website
- Listing and logo on the TVMA Website
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary 1/2 page advertisement in on-site program
- One complimentary list of conference pre-registrations in Excel format
- Complimentary post conference list of attendee registrants
- Your choice AM or PM break one day
- Two (2) tickets to the TVMA awards banquet held during the MCVC
- 40% off TVMA Magazine Ad

Silver Sponsor $5K+

- Additional two (2) complimentary exhibitor registrations
- Complimentary conference proceedings online access
- Listing and logo on the TVMA Website
- Listing with logo in the conference program
- Listing with logo in promotional materials
- Complimentary 1/4 page advertisement in on-site program
- One complimentary list of conference pre-registrations in Excel format
- Complimentary post conference list of attendee registrants
- Two (2) tickets to the TVMA awards banquet held during the MCVC
- 30% off TVMA Magazine Ad

Bronze Sponsor $1K+

- One (1) complimentary exhibitor registration - in addition to 2 registrations with each booth
- Complimentary conference proceedings online access
- Listing and logo on the TVMA Website
- Listing with logo in the conference program
- Listing with logo in promotional materials
- One complimentary list of conference pre-registrations in Excel format
- Complimentary post conference list of attendee registrants
- Two (2) tickets to the TVMA awards banquet held during the MCVC
- 20% off TVMA Magazine Ad

2026 EXHIBITORS / SPONSORS

American Regent Animal Health
Antech Diagnostics
Apex Veterinary Surgery
Auburn University
Banfield Pet Hospital
Bayfield Veterinary Advisors
BCP Veterinary Pharmacy
Bionote USA
Blue Ridge Imaging Technologies
BluePearl Pet Hospital
Boehringer-Ingelheim Animal Health
Breedwise Pet Provisions
BrightLife Wealth
Capital X-ray
CareCredit
Center Point Bio-Tech
Choice Medical Systems
Christian Veterinary Mission
Covetrus
Dechra Veterinary Products
Design Build Partners
Elanco Animal Health
Elite Veterinary Products
Epicur Pharma/Stokes Pharmacy
Esaote North America
Faithful Companion
Family Pals
Feed Real Institute
GateKeeper Proximity
Golden Hour
Good Shepherd Pet Services, Inc.
Heritage Bank & Trust
Hill's Pet Nutrition
IDEXX
Imperial Imaging Technology
Indiba/K-Laser USA
KARL STORZ Veterinary Endoscopy America Inc.
Legacy Veterinary Advisors
Lighthouse Veterinary Allergy and Dermatology
Lincoln Memorial University-Richard A. Gillespie College of Veterinary Medicine
MAI Animal Health
MediLoupes
Merck Animal Health
Midwest Veterinary Supply
Monarch Practice Transitions
MWI Animal Health
Nashville Veterinary Specialists & Animal Emergency
National Veterinary Associates
Norbrook, Inc.
Nutramax Laboratories Veterinary Sciences, Inc.
Paychex
Pet Angel
PetDesk
Petscript Pharmacy
Phibro Animal Health Corporation
Practice Enhancement Services
Practice Sales Advisors
Priest Lake Veterinary Hospital
PRN Pharmacal
Refill Vet Pharmacy
Rose Micro Solutions
Schultz Technology
Scratch Financial
Southeast Medical Books
Southern Practice Consulting Group
Starfaring Advisors
Stockdale Building Group
TN Department of Agriculture
TN Veterinary Surgical Specialists
TN Veterinary Technician Association
The Eye Vets
The Farmer's Dog
The Pet Hospitals
TMGvets
Total Practice Solutions Group
Universal Imaging
University of Tennessee at Martin
University of Tennessee CVM
VEG, ER for Pets
Vet Assured
Vet Positive
Vetericyn Animal Wellness
Veterinary Care & Specialty Group
Veterinary Ophthalmology Services
VetEvolve
Vetrix
VetScalpel Surgical Lasers
Volunteer X-Ray, Inc.
Your Pet Dentist of Nashville
Zoetis

Silver Sponsors

Bionote USA
CareCredit
Zoetis

Bronze Sponsors

Antech
Aventix
BIAH
Elanco Animal Health
Epicur/Stokes Pharmacy
Jorgensen Laboratories
Lighthouse Veterinary Allergy and Dermatology
Nestle Purina Pet Care
Simmons & Associates MidSouth
Southern Practice Consulting Group
UTCVM

Speaker Grant

Veterinary Emergency & Critical Care Society

TERMS & CONDITIONS

CONTRACT FOR SPACE:

The application for space and the formal notice of assignment constitute a contract for the right to use the space allotted. In the event of fire, strikes, or other uncontrollable circumstances, this contract will not be binding.

USE OF SPACE:

(1) No exhibitor shall assign, sublet, or share the whole or any part of the allotted space. Aisles must be kept clear. Exhibitors must comply with all safety, fire and health requirements during move-in, operation, and move-out. Booths must be manned and in operation at all times listed in the schedule. (2) TVMA does not endorse the products/services of the companies who exhibit during the meeting. (3) TVMA shall have the right to require dismantling of any exhibit or part of the exhibit which in their opinion is not suitable to or in keeping with the character or purpose of the Music City Veterinary Conference.

HOTEL POLICY:

The Embassy Suites Hotel is a pet friendly hotel.

EXHIBIT SPACE:

All dimensions and locations of the booths on the enclosed floor plan are believed, but not warranted to be accurate. Show management reserves the right to make modifications to the floor plan or relocate an exhibitor booth as deemed appropriate. Space is chosen online by exhibiting companies. Registration will be first come first serve basis.

HOURS OF EXHIBIT:

Move-in may begin at 4:00 pm on Thursday, February 25, 2027, and must be completed by 7:00 pm. **Exhibitor expressly agrees not to dismantle his/her exhibit or do any packing before the closing hours of the exhibit at 3:45 pm on Saturday, February 27, 2027. Move out must be completed by 6:00 pm on Saturday. Those not in compliance will be subject to a fine of $500 1st offense, $1,000 2nd offense and with a 3rd offense, you will be ineligible to exhibit at future TVMA events.**

ADMITTANCE/BADGES:

Exhibitor must furnish show management with an advance list of their representatives. Only 2 badges will be issued per single booth; 4 badges per double booth. Additional badges will be available at the cost of $100 per badge.

LIABILITY:

TVMA, any officer, employee, or agent of the same, will not be responsible for the safety or the property of the exhibitors, their agents or employees, from theft, damage of fire, accident, or other cause, but will use reasonable care to protect the exhibitor from such loss. Exhibitors wishing to insure their goods must do so at their own expense. Security will be provided by TVMA during the times that the exhibits are closed. In addition, the exhibitor will indemnify and hold harmless TVMA, any officer, employee, or agent of the same, from any and all liabilities, claims, costs, damage and reasonable fees of counsel incurred in connection with any claim arising out of or caused by exhibitor's display or distribution of materials, or performance of any music or other material that violates any copyright, patent, trademark, trade name, service mark, or other similar right of any other party.

CONTRACTOR:

Fern Exposition&Event Services (615.256.0357) has been chosen as the official decorator for the meeting. Information kits will be sent electronically to you with forms for additional furnishings, electricity, wifi, etc.

CARE OF BUILDING/EQUIPMENT:

Exhibitor or their agents shall not injure or deface the walls or floors of the building or the booths. No signs or any other articles shall be posted, nailed, or otherwise attached to floors, walls, furniture, or fixtures. When damage appears, the exhibitor is liable to the TVMA and to the Embassy Suites Hotel.

EXHIBIT FEE:

The fee for a single booth is $1,350, premium single booth is $1,850, double booth is $2,050 and premium double booths $2,550. The fee is due when the contract for the exhibit space is submitted. Contracts and fees must be received no later than **January 26, 2027** in order for the exhibitor's name to be printed in the conference materials. Checks should be made payable to TVMA and mailed to TVMA, P.O. Box 803, Fayetteville, TN 37334. Mastercard, Visa and American Express, and Discover are accepted. Questions should be directed to 931-438-0070 or adele@tvmanet.com.

CANCELLATION/REFUND POLICY:

If written notice of the cancellation is received by the TVMA no later than January 26, 2027, a refund of monies received less a $100 administrative fee will be made. Beginning January 27, 2027, no refunds will be given.

COPYRIGHT POLICY:

Exhibitors must obtain all necessary authorizations from third parties concerning copyrights, music licensing, patents, trademarks, trade names, slogans, logos, service marks, and other similar tangible property rights used by the exhibitor.

CANNIBIS AND HEMP DERIVED PRODUCTS:

It is the policy of MCVC to prohibit cannabis or derived products to be possessed, distributed or sold at our events. No one individual or entity is permitted to bring any products into the venue or onto the show floor or function space that contain cannabis, hemp or ingredients derived from the cannabis or hemp plant, including, without limitation, cannabidiol or CBD.

Register at mcvc.tvmanet.com

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