



Idaho Veterinary Medical Association



# *Mountain West* Veterinary Conference

**Mountain West Veterinary Conference**  
**June 19 - 21, 2025**

**Sponsor & Exhibitor Packet**

**Riverside Hotel**  
**2900 W. Chinden Blvd.**  
**Boise, ID 83402**

## 2 Features & Rates



### You are invited to join the IVMA in Boise, ID June 19 - 21, 2025 for the Mountain West Veterinary Conference!

Exhibitors can meet with over 125 veterinarians and 30+ veterinary technicians who participate in the IVMA's annual summer meeting. An opening reception and multiple built-in breaks and meals per day allow you to interact with the attendees as meals are served in the same room as the exhibits.

Register early to reserve your preferred booth location as space is limited.  
Registration remains open until all booths are reserved.

#### EXHIBIT SETUP

##### **Tabletop Exhibit Space**

Booth includes 8' table, two chairs, and access to electricity.

**Choose your booth!** Please see the attached floor plan.

##### **Included**

Complimentary registration for two representatives as well as breakfast and lunch on Friday & Saturday, morning and afternoon refreshment breaks in the exhibit hall, and Thursday night opening reception.

*Registration for any additional exhibit personnel is \$150 per person.*

##### RATES

##### **Sponsor/Exhibitors**

Gold Sponsor- \$3,000

Silver Sponsor - \$2,500

Bronze Sponsor- \$2,000

Exhibitor - \$1,500

*Discounted sponsorship for companies providing a speaker. See page 2.*

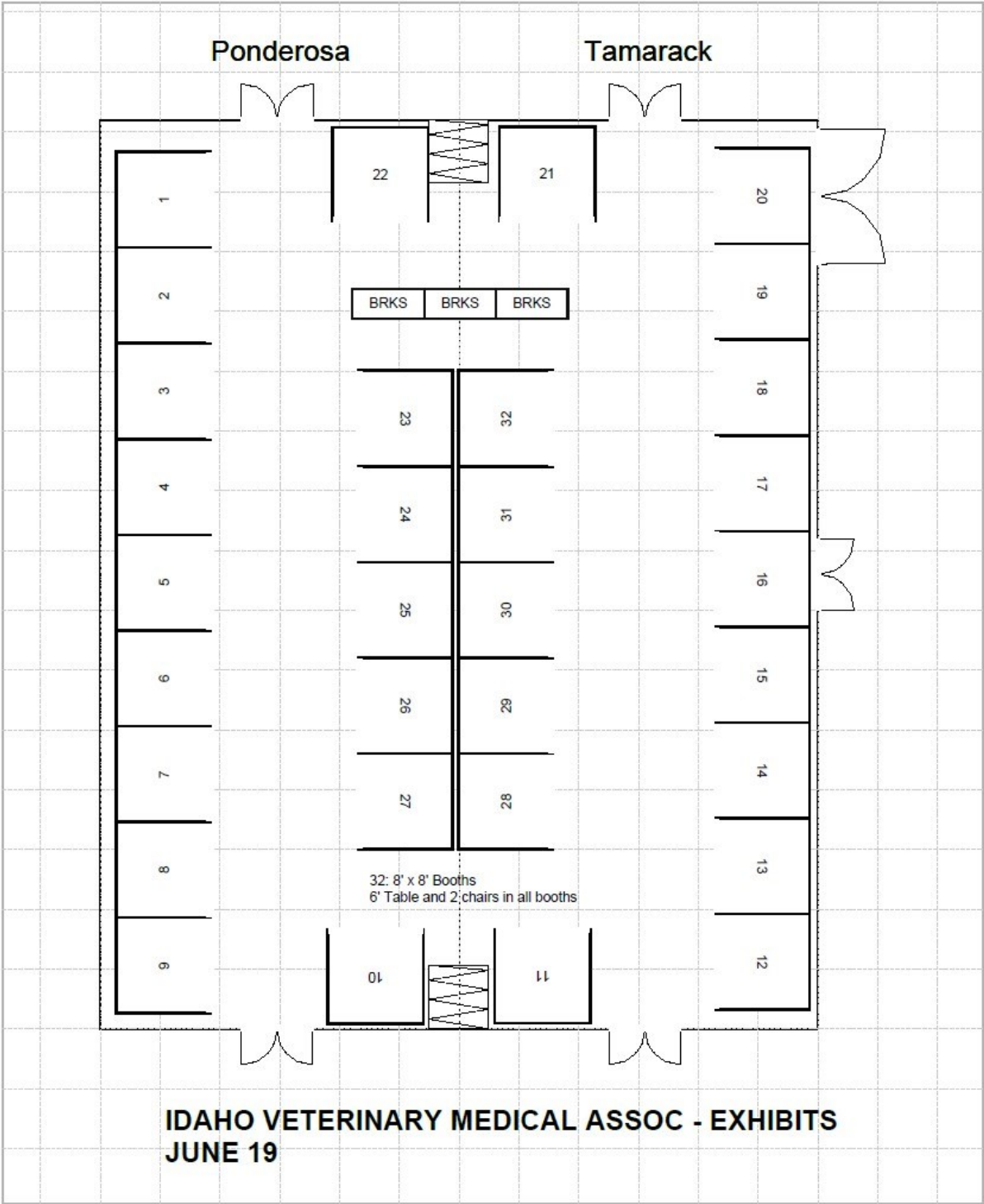
#### TRAFFIC BUILDER

Veterinarians and veterinary technicians will each receive a "Visit the Exhibits" signature sheet to encourage visiting with exhibitors. Attendees that collect signatures can enter to win one of the door prizes provided by the IVMA. The drawing will be held after lunch on Saturday.

#### AUCTION DONATION

Representatives are welcome to donate an item for the Live Auction held during the evening BBQ event. Items can be unbranded (no logos) gift baskets, handmade items (wooden bowl, etc.), experiences, artwork, etc. Please include a business card on the item. All auction proceeds will be used to fund Idaho veterinary student scholarships. Thank you!

# 3 Exhibitor Layout



The Riverside Hotel, BW Premier Collection

0 seats 3 tables  
32 booths

## 4 Sponsorship & Exhibitor Benefits



Enjoy benefits at every level!

	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Exhibitor
Exhibitor/Sponsorship fee	\$3,000	\$2,500	\$2,000	\$1,500
Special fee for companies with speakers	\$2,500	\$2,000	\$1,500	N/A
Booth in Exhibit Hall	X	X	X	X
Company name listed in Proceedings				X
Company logo included in Proceedings	X	X	X	
Breakfast, Lunch, and Beverage Breaks for Two Company Representatives	X	X	X	X
Two Tickets to Opening Reception	X	X	X	X
Attendee list PDF two weeks pre-conference (includes name & city/state, does not include email addresses)	X	X	X	X
Company Name listed on Signage for Exhibit Hall				X
Company Logo on Signage for Exhibit Hall	X	X	X	
Logo on Meeting Materials	X	X	X	
Company name listed on Website				X
Logo on Conference Website	X	X	X	
Half Page Ad in Conference Proceedings (due May 18th)		X		
Full Page Ad in Conference Proceedings (due May 18th)	X			
Logo Included in Program & Proceedings	X	X	X	
Company recognition during intro. of sponsored speaker, if applicable	X	X	X	
Company recognition by the IVMA President during lunch	X			

## 5 Additional Sponsorship Opportunities



<u>OPTIONS</u>	<u>Co-sponsor</u>	<u>Sponsor</u>
<b>BREAKS &amp; MEALS</b>		
Friday morning and afternoon breaks	\$500	\$1000
Saturday morning and afternoon breaks	\$500	\$1000
Opening Reception	\$1000	\$2000
One Breakfast	\$1500	\$3000
One Lunch	\$2000	\$4000

### Limited to one sponsor each

<u>MEETING MATERIALS</u>	<u>Quantity</u>	<u>Fee</u>
Conference Pens (supplied by sponsor)	175	
Conference Notepads at least 8.5" X 5.5" (supplied by sponsor)	175	
Conference Bags (Printed with IVMA and Sponsor logo)		\$1200

### Proceedings Ad

Full-Page	\$250
Half-Page, horizontal	\$150

### Additional Sponsorship Notes:

- **Breaks & Meals** - Company logo displayed on food and beverage table signs.
- **Conference Pens and Notepads** - Shipped to  
Idaho Vet Med Assoc Director  
c/o AMG  
Attn: Kendra Dustin  
55 SW 5th Ave. Ste. 100  
Meridian, ID 83642  
*Must arrive on or before Tuesday, June 17, 2025.*
- **Ad dimensions** -  
Full, bleed - 8.24" X 10.75"  
Half page, horizontal - 7.25" X 4.75"  
*Email to [ivmaconference@gmail.com](mailto:ivmaconference@gmail.com) by May 18, 2025*

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*This form can also be filled out online at: [ivma.org](http://ivma.org)*

## CONFERENCE COORDINATOR CONTACT INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Company Website \_\_\_\_\_

Send pre-convention information requests to (Email) \_\_\_\_\_

Company description for the proceedings (products, services, etc.) \_\_\_\_\_

\_\_\_\_\_

## CHOOSE ONE TYPE OF REGISTRATION

### BOOTH RESERVATION ONLY

\_\_\_\_ Exhibitor (\$1,500)

### OR BOOTH RESERVATION + SPONSOR

\_\_\_\_ Gold (\$4,000)

\_\_\_\_ Silver (\$3,000)

\_\_\_\_ Bronze (\$2,000)

\_\_\_\_ Gold w/speaker (\$2,500)

\_\_\_\_ Silver w/speaker (\$2,000)

\_\_\_\_ Bronze w/speaker (\$1,500)

\_\_\_\_ # of Additional Booth Attendees (\$150 each which includes reception, meals, breaks, name badge)

**Booth preferences** (write your 1st, 2nd, 3rd choice of booth location): Booth # \_\_\_\_\_, # \_\_\_\_\_, # \_\_\_\_\_ .

**Choices subject to availability.**

## **COMPANY REPRESENTATIVES—Name Badges** (Up to 2 names per booth included. Additional charges for more representatives)

Attendee #1 Name \_\_\_\_\_ Attendee #2 Name \_\_\_\_\_

Attendee #1 Cell \_\_\_\_\_ Attendee #2 Cell \_\_\_\_\_

Attendee #1 Email \_\_\_\_\_ Attendee #2 Email \_\_\_\_\_

Attendee #3 Name \_\_\_\_\_ Attendee Name #4 \_\_\_\_\_

Attendee #3 Cell \_\_\_\_\_ Attendee #4 Cell \_\_\_\_\_

Attendee #3 Email \_\_\_\_\_ Attendee #4 Email \_\_\_\_\_

# 7 Reservation Form pg. 2 of 2



## CHECK ADDITIONAL SPONSORSHIP OPPORTUNITIES

Pens (supplied by sponsor)       Notepads (supplied by sponsor)       Logo Tote Bags (\$1200)  
 Full Page Ad (\$250)       Half Page Ad (\$150)

## MEAL SPONSORSHIP

Friday breaks:  Sponsor (\$1,000)       Co-sponsor (\$500)  
Saturday breaks:  Sponsor (\$1,000)       Co-sponsor (\$500)  
Opening Reception:  Sponsor (\$2,000)       Co-sponsor (\$1,000)  
Breakfast:  Sponsor (\$3,000)       Co-sponsor (\$1,500)  
Lunch:  Sponsor (\$4,000)       Co-sponsor (\$2,000)

## PURCHASE CALCULATION

Sponsor/Exhibitor Level      \$ \_\_\_\_\_  
Additional Representatives      \$ \_\_\_\_\_  
Other Purchases/Ads      \$ \_\_\_\_\_

<b>TOTAL</b>	<b>\$ _____</b>
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## PAYMENT METHOD

Check (made payable to Idaho Veterinary Medical Association)  
 Visa       MasterCard       American Express

By purchasing booth space you agree to the Exhibitor Rules and Regulations.

Payment must be received by the IVMA to hold your booth space reservation.

<b>Credit Card Information</b>
Name on Card: _____
Card Number: _____ Exp Date: _____ Security Code: _____
Billing Address/St/Zip: _____
Send receipt to this email: _____

Please send both pages of your Reservation Form to: [ivmaconference@gmail.com](mailto:ivmaconference@gmail.com)

# 8 Rules & Regulations



## **Booth Space**

Vendor subscribes for booth space in the Conference Center at the 2025 Mountain West Veterinary Conference at the Riverside Hotel, Boise, ID on June 19 - 21, 2025. The 2025 MWVC reserves the right to reject any applicant or vendor and will refund the amount paid for that space. The 2025 MWVC reserves the right to assign, designate, or change your booth location.

## **Payment**

Payment for vendor's booth space shall accompany the Exhibit Booth Reservation form and must be received by the IVMA to hold your booth space reservation. Refunds must be requested in writing before May 18, 2025, and will receive 50% of the original fee. No refunds after May 18, 2025.

## **Hours of Operation**

Exhibit should be completely assembled by 3:30 pm MT on Thursday, June 19. Vendors shall staff their booth during all hours of the conference. Vendors shall not begin disassembling their exhibit until 2 pm on Saturday, June 21.

### **Exhibit Hall open hours for attendees**

Thursday, June 19: 4 - 5 pm MT

Friday, June 20: 10 am—5 pm

Saturday, June 21: 7:30 am—2 pm

### **Full vendor schedule**

#### **Thursday, June 19**

1:00 - 3:30 pm - Exhibit booth set up in Event Center. Check-in at the Registration Desk and pick up your name badge and materials.

4 - 5 pm - Opening Reception with Exhibitors (attendees and exhibitors)

#### **Friday, June 20**

7 - 8 am - Breakfast buffet open for attendees and exhibitors - included in exhibitor registration

10 am - Exhibits open

10 - 10:30 am - Beverage break in Exhibit Hall

12:30 - 2:00 pm - Lunch

3 - 3:30 pm - Beverage break

5 pm - Exhibits closed

#### **Saturday, June 21**

7 - 8 am - Optional breakfast buffet for attendees and exhibitors - included in exhibitor registration

7:30 am - Exhibits open

10 - 10:30 am - Beverage break in Exhibit Hall

12:30 - 2:00 pm - Lunch (Exhibits open until prize drawings at end of lunch period.)

2 pm - Exhibit break down

## **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 aisles. Booth shall not exceed 8 feet in height.



## 9 Rules & Regulations continued



### Insurance Not Provided

Vendor acknowledges Idaho Veterinary Medical Association and the Mountain West Veterinary 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 2025 Mountain West Veterinary Conference.

### Services Not Provided

The 2025 MWVC 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 Idaho Veterinary Medical Association and 2025 MWVC for any and all claims, losses, damages, injuries or other charges which may occur from such arrangements made by vendor.

### Indemnification

Vendor shall defend, indemnify and hold harmless the Idaho Veterinary Medical Association and the 2024 MWVC 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.

### Booth Cancellation Policy

If written cancellation is received by May 18, 2025, Vendor is entitled to a 50% refund.

**Within 30 days** - If Vendor cancels after May 18, 2025, Vendor will not receive a refund.

## Shipments & Lodging

### Ship Exhibit Materials to:

COMPANY NAME  
c/o Riverside Hotel  
Attn: First/Last Name - Exhibitor  
2900 W. Chinden Blvd.  
Boise, ID 83714

Shipments accepted up to 5 days before the meeting and will be available during Exhibitor Set up on Thursday.

### Lodging

A guest room block and special rates are reserved under the "IVMA rate" until May 26, 2025.

### **Riverside Hotel**

2900 W. Chinden Blvd.  
Boise, ID 83714  
P: (208) 343-1871

Prior to **May 26, 2025**, make your reservation by calling (208) 343-1871 and ask for the "IVMA" rate.

Rooms - \$205 + tax

Arrival time: 4:00 pm; Check out time: 11:00 am

For information on the hotel, please visit [Riverside Hotel](#) - Boise.

# 10 Keynote Speaker



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## Senani Ratnayake, BSc RVT



Globally renowned consultant and speaker, Senani, started her career as an RVT 23 years ago and has received multiple awards for her contributions to veterinary medicine, including the 2021 RVTTC Canadian RVT of the Year, and the Founders Award from Dr. Andy Roark's Uncharted Veterinary Community.

Senani has been educating veterinary professionals since 2004. She used her experiences and knowledge as an RVT, combined with her natural way with words, to become a catalyst for change within the industry by founding Motivatum Consulting.

She has gained a unique perspective by working in practice, industry, and with a corporate group. Her work spans from management consulting with practice owners and managers, to mentorship and professional development of veterinarians and credentialed technicians, to full team workshops and training. In 2020, she joined the team at Vet Alliance, supporting over 400 independently owned hospitals across Canada. She is currently their National Director, Engagement and Practice Services.

She believes that success in patient care, client experience, and business practices, comes from focusing on strong leadership, full team utilization, communication skills and culture development. She is best known for challenging perspectives, problem solving, and her authentic and honest approach.

Passionate about the longevity of our industry, she uses her voice to be an advocate at any, and every, opportunity. She is a Past President of the Ontario Association of Veterinary Technicians, and was the first non-DVM President of the Toronto Academy of Veterinary Medicine.