



EXHIBITOR GUIDE

August 25-28, 2022

Radisson Blu | Minneapolis MN



JOIN US

Dear Veterinary Industry Partners,

Thank you for your interest in exhibiting at VETgirl U, held at the Radisson Blu/MOA in Minneapolis from August 25-28, 2022. We'd be honored to have you join us for our amazing event!

We know that most of you have only ever seen or heard us from behind your computer screen or smartphone... and that's why we're excited to host our conference. By exhibiting at VETgirl U, you'll meet our most loyal fans, who are predominantly – you guessed it – female. Our demographic is 90% female, 25-45 years of age, 85% veterinarian, and 15% veterinary nurse, veterinary student, or practice manager.

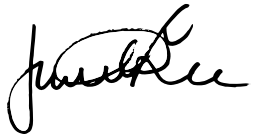
Our conference is like no other – an amazing, high-end, boutique veterinary conference with case-based, TED-like talks. From high-end conference backpacks to gourmet meals, our VETgirl fans are rabid to attend! Better yet? This will be our inaugural multi-track conference, with a separate track just for veterinary technicians too! We'll also be hosting an ophthalmology wet lab on Thursday, August 25.

You can bet we'll be sold out by the time you show up to exhibit. We've modified things to ensure that the exhibitor experience will be spot on – for \$3,000, you'll get a booth in a 5-star hotel, longer exhibit breaks, coffee/snacks in the exhibit hall, and an amazing, dynamic crowd to go with it.

As you know, we would not be able to put on this conference without you. We can't tell you how grateful we are for your support.

Thank you for joining us at VETgirl U. Let the learning begin!

Deepest regards



Justine Lee, DVM, DACVECC, DABT
CEO, VETgirl

justine@vetgirlontherun.com



Garret Pachtinger, VMD, DACVECC
COO, VETgirl

garret@vetgirlontherun.com

IMPORTANT DATES

Jan 10	Hotel registration opens
June 3	Print advertisement files due
June 3	Exhibitor badge registration form due
Aug 24	Registration opens
Aug 25	Ophthalmology wet lab
Aug 26-28	VETgirl U Conference at the Radisson Blu

EXHIBITOR'S DIRECTORY

An up-to-date list of registered exhibitors will be listed on VETgirl's website at vetgirlontherun.com.

CONFERENCE UPDATES

Follow us online and on social media for up-to-date happenings as we gear up for the conference!



vetgirlontherun.com

BARK! WOOF!

For questions about becoming an exhibitor/sponsor, please contact us at marketing@vetgirlontherun.com

TABLE OF CONTENTS

IMPORTANT DATES	2
EXHIBITOR’S DIRECTORY	2
CONFERENCE UPDATES	2
CONTACT INFORMATION	2
WHY VETGIRL	4
EXHIBITOR INFORMATION	6
Hours, Fees, Booth Dimensions, Badges/Registration, Amenities/Meals	6
Floor Plan	7
HOTEL/VENUE INFORMATION	8
EXHIBITOR POLICIES/GUIDELINES	9
Booth Guidelines, Behavior, Copyright, Social Media	9
Registration/Attendance, Liability/Damages	9
Security, Registration/Payment, Cancellation Policy, Disclaimer, Damages	10
FORMS	11
Radisson Blu/Encore Exhibitor Services Form	14
SHIPPING/LOADING DOCK INFORMATION	15



A CONFERENCE FOR DREAMERS AND DO'ERS

Looking to expand your reach? This high-end boutique, annual sell-out conference is ready and waiting to showcase your brand.

- 1,000 attendees (demographic: 90% female)
- 2018 & 2021 events sold out in months
- 20+ hours RACE approved CE (2 Tracks in 2022)
- first and only veterinary conference to offer complimentary daycare and child activities
- smaller venue allows direct interaction with attending veterinary professionals, allowing you to showcase your brand better
- exhibit space only \$3,000/booth - exclusive exhibition opportunity (limited to 50 spaces)
- sponsorship opportunities available

VETgirlU

96%

of participants plan to attend another VGU event in the future

"I thought the conference was excellent. Great speakers with practical tips. Great food. Awesome amenities for working moms. Nice exhibit hall and loved the job focus (e.g., headshots, resume review). I will definitely attend again." - VGU21 Attendee

80%

of 2021 exhibitors are interested in attending again in 2022

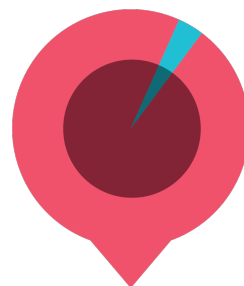
"Loved the entire experience- great speakers, food, swag, topics, and exhibitors."
- VGU21 Attendee

OUR AUDIENCE

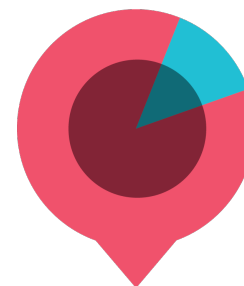
101,000+
MEMBERS

222,000+
FACEBOOK FANS

115,000+
INSTAGRAM FANS



90%
FEMALE



80%
VETERINARIANS

20%
VETERINARY TEAM
MEMBERS

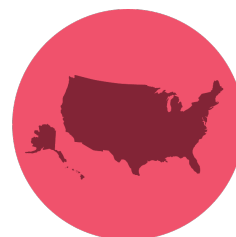


44%
0-5 YEARS
IN PRACTICE

15%
11-15 YEARS
IN PRACTICE

20%
6-10 YEARS
IN PRACTICE

24%
16+ YEARS
IN PRACTICE



47 US STATES + CANADA & GUAM
REPRESENTED IN 2021 (CHICAGO)

VETgirlU

EXHIBITOR INFORMATION

Interested in becoming an exhibitor or sponsor?
Please contact us marketing@vetgirlontherun.com



HOURS*

Th Aug 25	8am – 5pm
Fri Aug 26	8am – 5pm
Sat Aug 27	8am – 5pm
Sun Aug 28	8am – 1pm

**Hours subject to change*

Exhibits will be held on the Sky Bridge and Foyer areas on Level 2 of the Radisson Blu Hotel.

Exhibitors must have their booth set up and operational by Friday, August 26 at 7am and tear down no earlier than Sunday, August 28 at 1pm. Exhibitors who opt to not adhere to the rules will not be extended an invitation to return at future VETgirl events.

RENTAL FEES/BOOTH INFO

A standard exhibit space is \$3,000, with a 10% discount for non-profit organizations. Please see the Exhibitor Contract Form to begin the process of procuring your booth selection.

Each exhibit space rental includes the following:*

- (1) skirted 6' exhibit table
- (2) chairs
- (1) garbage can
- (2) exhibitor badges
- (1) lead retrieval device
- Name listing in the online Exhibitor Directory list
- Name listing in the printed Proceedings Guide

Note: There will NOT be a physical booth structure, but the area can fit your banners, signs, etc. behind the table provided.

Booth location is by point system and based on sponsorship value, previous year commitments, contributions and date of payment received.

EXHIBITOR BADGES + REGISTRATION

Each exhibitor booth includes two exhibitor badges for the conference. Additional exhibitor badges can be purchased for \$100/person.

Exhibitors may not attend the lectures due to space constraints, nor will CE credits be allowed unless registered for the conference as an attendee. If interested in obtaining CE credits, a full conference pass will need to be purchased at \$799/person.

AMENITIES/MEALS

Each day will begin with either a complimentary breakfast or a sponsored breakfast talk. If you would like to have your booth open earlier than scheduled exhibit hall hours, you are welcome to start at 7am.

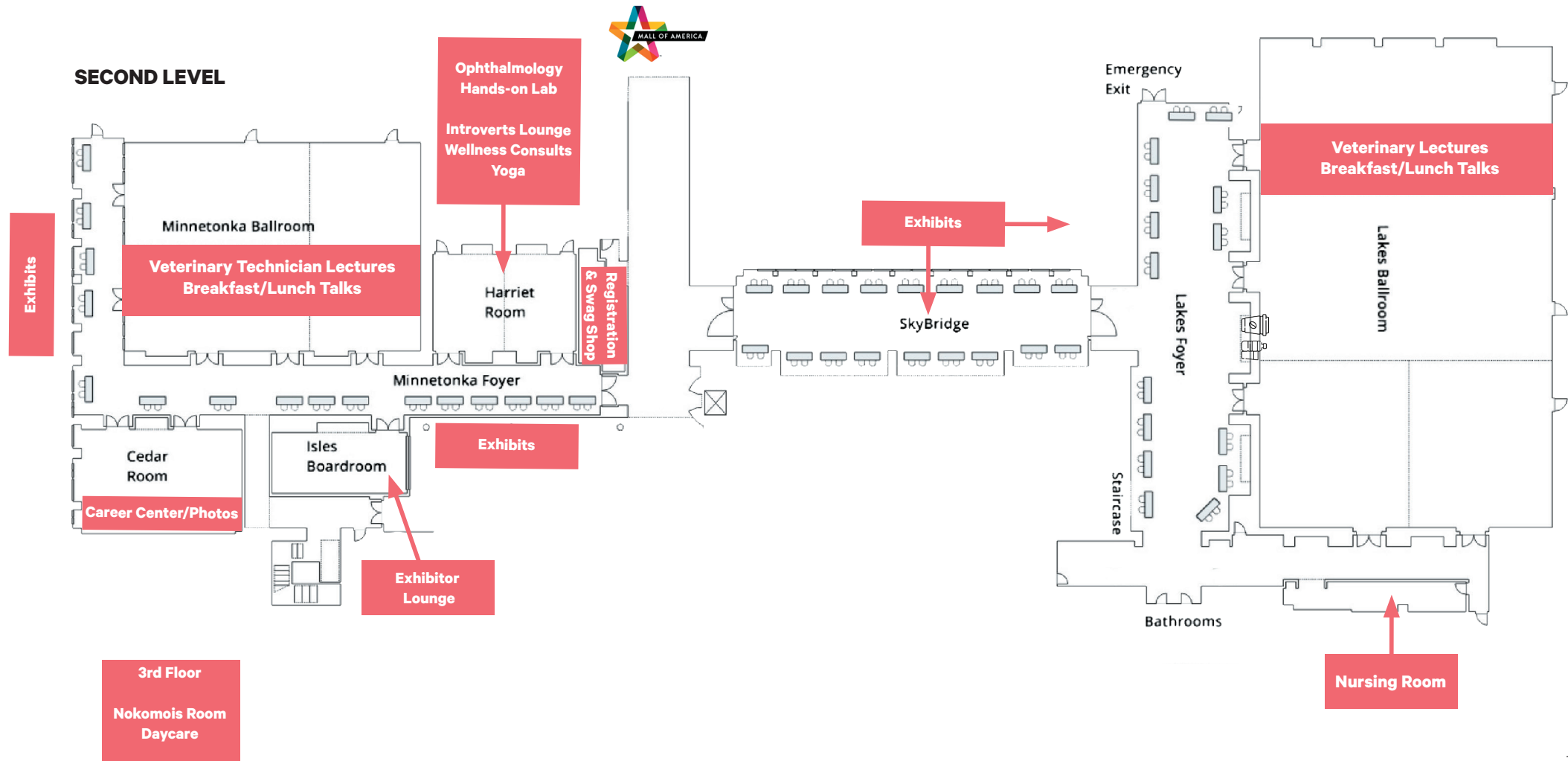
Lunch will be served each day for attendees from approximately 12-1pm. Food will be served in the Radisson Blu ballroom foyer areas.

An exhibitor-only lounge will also be available nearby. Coffee/tea, a light breakfast, and lunch will also be served there for the exhibitors.

EXHIBITOR INFORMATION

FLOOR PLAN

VETgirlU



HOTEL INFORMATION

Unique. Stylish. Entirely Radisson Blu.

Radisson Blu Mall of America is conveniently connected directly to Mall of America, the largest indoor entertainment and shopping mall in the United States. After a day of shopping or meetings, make a splash at the indoor saltwater pool or reenergize with a workout in the fitness center. The Kids' Club and pet-friendly rooms help make travel convenient for the whole family. This elegant hotel offers the ultimate in style.

RADISSON BLU MALL OF AMERICA

TEL 952.314.5116

EMAIL radissonblumoasales@radissonbluamericas.com

Located in: Mall of America®

2100 Killebrew Drive, Bloomington, MN 55425

radissonhotelsamericas.com



ACCOMMODATIONS/ROOM RATE

Conference rate of \$182/night for a single or double room accommodation, not including tax/fees.

[BOOK HERE](#) to receive the discounted rate through Radisson Blu (limited availability).

PET POLICY

If you're traveling with your dog, the venue offers pet-friendly accommodations. The animal must be always on a leash and must not be left unattended in the room. Seeing-eye dogs are always welcome and exempt of charges. Please e-mail the hotel to confirm your pet will be staying with you.

DIRECTIONS

From Minneapolis–Saint Paul International Airport

BY SHUTTLE

Contact the hotel after your arrival to arrange a pickup by our complimentary airport shuttle service, which runs from 5 am to 11 pm. Please note that our complimentary service is based on availability at the time of your request.

BY BUS

From Glumack Drive and Terminal 1/Lindbergh Upper, take Bus 54 to the MOA transit station located beside the hotel.

BY TRAIN

From Terminal 1 Lindbergh Station, take the Blue light rail line to the MOA transit station.

BY CAR

The hotel is only four miles from the MSP airport via I-494 W, which is typically the fastest route.

From Mall of America Transit Station

ON FOOT

From the MOA transit station, you can head right through the mall and across the skyway for a quick walk to the hotel.

PARKING OPTIONS

Option 1) Self-parking in the South Ramp located directly underneath the hotel is \$18 per day, includes "in and out" privileges. Please see the front desk before leaving the hotel for further directions.

Option 2) Valet parking is available based upon availability at time of arrival for \$28 for overnight and \$13 for event parking.

Option 3) Complimentary self-parking is also available in the East and West Mall of America ramps. If you are a registered hotel guest and are parking overnight in either of these lots, you will be asked to fill out a form at check-in. Please be prepared to bring the following information: make, model, and color of the vehicle, license plate number and the aisle and row you park in. The hotel team will inform the Mall of America of your information. The form must be turned in to the front desk to avoid being towed.

Our recommendation is to first check-in at our front desk and drop off your luggage. Then self-park your vehicle in the mall, fill out the required parking form, and return the form to the front desk.

Please note that all parking availability is subject to change and hotel assumes no liability for any damage or loss to vehicles parked in any of the parking ramp options. Note that all parking is based on availability.

EXHIBITOR POLICIES + GUIDELINES



We're pleased to announce our VETgirl U 2022 Veterinary Conference in Minneapolis, August 25-28, 2022. At VETgirl U, you'll join various members of the veterinary community including veterinary professionals, sponsors, industry partners, and media. While we're not "rule freaks," here are a few things that you need to know about attending our conference to make it an awesome exhibitor experience for you and your team. By signing up to exhibit at VETgirl U, you are acknowledging that you agree to the following terms, which constitutes an agreement between you and VETgirl. This policy applies to all exhibitors, their agents, employees, and representatives that may attend this VETgirl U event or associated events (both on location at the Radisson Blu hotel and off-site).

BOOTH GUIDELINES / RESTRICTIONS

All exhibitors must have their booths set up and operational by Friday, August 26, 2022, at 7:00a and tear down no earlier than Sunday (August 28) at 1:00p. Noisemakers, obtrusive lighting/signage, or other undignified methods and materials are prohibited in exhibit booths. No obstructing aisles or sight lines to other booths. No fire hazards, sound or attention-getting devices (aside from silenced audiovisual material) are permitted. No medical, surgical, imaging, dental, anesthesia, or other demonstrations on live specimens or cadavers of any kind are allowed. No biohazards (like fresh meat) are allowed at booths. No animals or pets unless previously approved by the Radisson Blu Hotel. All promotions must be maintained to the confines of your exhibit booth space. Failure to do so may result in future ability to exhibit at VETgirl U.

BEHAVIOR

We're excited for this conference. We want you to be excited also! However, we don't want any disruptive or harassing behavior. Any form of discrimination, retaliation, or harassment will not be tolerated. If it's egregious, you will be asked to leave, a refund will not be issued, and you will not be authorized to attend future VETgirl events. (Although we know you will be professional...we also know there are some outliers out there!) No smoking in meeting rooms, the exhibit area, or the hotel.

COPYRIGHTS

Content from all learning sessions and other special events is protected by United States copyright laws and is the exclusive property of VETgirl or its authors. You may not, under any circumstances, share, distribute, publish, repurpose, or sell any such content, or attempt to do so, in any way without written consent from VETgirl.

SOCIAL MEDIA

We're all for promotion through social media. It's ok to post pictures (Hey! Tag us on Instagram at vetgirlontherun, Twitter @VETgirlontherun or Facebook) and videos < 10 minutes, but no posting of articles, sessions, or materials obtained from a VETgirl event without written consent from VETgirl. Again, if it's more than 10 minutes of video and/or audio recording, you must obtain written consent from VETgirl. This will respect the wishes of VETgirl as well as our speakers, so their family or boss don't randomly find them on social media. Share your conference experiences and tag us at #VETgirlU

REGISTRATION / ATTENDANCE

All exhibitors must be registered for VETgirl U. Two complimentary exhibitor badges are included per booth. Additional badges can be purchased for \$100/person access.

LIABILITY / DAMAGES

We are not responsible for any belongings, so please make sure to secure all valuables during the conference. The exhibitor promises, covenants and agrees to indemnify, defend and hold harmless VETgirl and its respective officers, directors, managers, officers, employees, shareholders, members, partners, subsidiaries, affiliates, successors and assigns (each, an "Indemnified Party"), from, against and with respect to any and all liabilities, obligations, claims, demands, causes of action, losses, expenses, damages, fines, judgments, settlements and penalties incurred by an Indemnified Party, including attorneys' fees in connection with exhibitor's participation in the VETgirl U Conference and associated events. All exhibitors shall, at its sole cost and expense, procure and maintain throughout the term of this contract, Comprehensive General Liability Insurance, insuring and specifically referring to contractual liability in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage naming VETgirl as additional insureds. VETgirl assumes no responsibility or liability.

FOLLOW US ON SOCIAL MEDIA



#VETgirl U #VETgirl #GetYourLearnOn

EXHIBITOR POLICIES + GUIDELINES



SECURITY

Exhibitor badges must be always worn while attending to your booth. Access to the exhibit hall after hours is prohibited. Please do not leave valuables unattended in the exhibit hall during conference events or after hours.

REGISTRATION / PAYMENT

Receipt of payment will secure exhibitor booth space. Due to logistics and high demand for exhibit space, refunds will not be authorized once payment has been made. Priority for booth location will be based on both payment date and previous exhibitor registration (e.g., Previous VETgirl U exhibitors and those that pay first will receive priority). When signing up for the conference, you're acknowledging that you have read this document, along with the refund and cancellation policy.

CANCELLATION POLICY

Not that we want to, but VETgirl reserves the right, in its sole discretion, to cancel any event at any time (e.g., if all our speakers bail, the hotel is no longer standing, an act of God, pandemics, COVID-19, etc.). In that case, VETgirl will refund exhibitor fees for this event, but won't have any further obligation to you of any type, whether monetary or otherwise. (Please cancel your hotel reservations on your own – we're not responsible for that or any related expenses related to travel, work, food, etc.). Accordingly, VETgirl shall in no event have any liability to you and shall have no other obligation to you of any type except as expressly stated above. Such right of termination shall not be unreasonably exercised. VETgirl is not responsible for errors or omissions on the website or promotional materials; after all, we're human.

We'll try our best to keep the website and all communication as up to date as possible, however, so you are in the know as best we can. To make sure all our VETgirl attendees are safe, we'll be monitoring state, federal and CDC guidelines carefully regarding any COVID / pandemic situations. Further updates will be available on our website.

DISCLAIMER

VETgirl may have professional or amateur photographers present at the VETgirl U conference. Please note that any photographs or videos taken at a VETgirl event may be used in future VETgirl publications, online, or in other VETgirl materials, and that there is a chance your head, face, or body may be in these pictures! Exhibiting at this meeting constitutes your consent to VETgirl's use and publication of your image or voice in photographs, videotapes, audiotapes, or other electronic media pertaining to VETgirl's events, social media posts, use on the Internet and activities. By exhibiting at our VETgirl conference, you are opting in to receive email from VETgirl and our sponsors. Not interested? No problem - you can opt out at any time by unsubscribing!

DAMAGES

Exhibitor acknowledges and expressly agrees that nothing in this policy shall be construed as a waiver or limitation of any remedy available to VETgirl, including any remedies available to it at law or in equity. We're psyched that you're exhibiting with us! Please don't be intimidated by the legal mumbo-jumbo. If you have any questions about our guidelines, please contact us at info@vetgirlontherun.com.

COVID-19/PANDEMIC CANCELLATION POLICY

In the unlikely event the 2022 VETgirl U Conference is cancelled due to the COVID-19 pandemic or similar pandemic beyond VETgirl's control, the following recourse is offered to Exhibitors and Sponsors:

EXHIBITOR

Option 1: Exhibit dollars refunded in full through June 1, 2022, refunded less 10% after June 1, 2022

Option 2: Exhibit contract rolled forward to the 2023 live event.

SPONSOR

Option 1: Sponsorship dollars refunded in full through June 1, 2022, refunded less 10% after June 1, 2022. Sponsorships which require the purchase of branded materials are non-refundable once the item(s) produced but may be carried over for use at a future event.

Option 2: Sponsor contract rolled forward to the 2023 live event.

This policy applies only to a full event cancellation originated by VETgirl. For cancellations originated by Exhibitor/Sponsor, for any reason including COVID-19 concerns, the standard cancellation policy, applies.

COVID-19/Pandemic Safety Policies are subject to change as conditions evolve and new information becomes available.

LOADING DOCK DIRECTIONS

VEHICLES LESS THAN 28' LONG

VETgirlU

From 494, travel south on 24th Avenue. Turn right at Killebrew Drive and enter the security zone labeled **“Do Not Enter/Authorized Vehicles Only.”** Pull into the security checkpoint and tell the Mall of America security personnel that you have a delivery for the Radisson Blu and they will permit you access. Take the **initial right from the security check point, then follow the signs left toward the loading dock.**

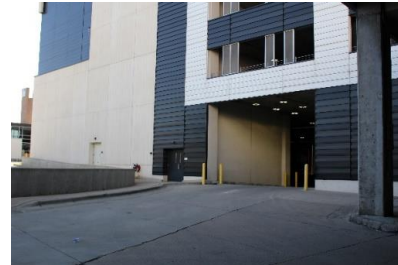
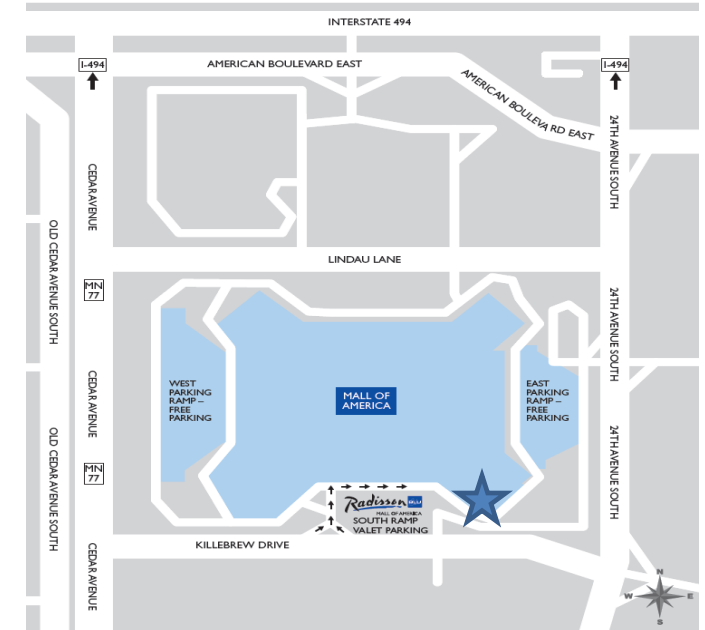
Once you have entered the lanes toward the loading dock, do not stop at the second security check point, proceed to the left lane and continue straight. **The hotel loading dock is located at the first left. Once parked in loading dock; press intercom on left hand side to contact our security team.**

*All non-hotel personnel are required to wear a Radisson Blu Vendor Badge. To obtain a badge, you must exchange a government issued ID for a badge in the Radisson Blu security office.

For approval for use of MOA loading dock or any questions:

Mark Daire – 952.851.4075 | Mark.Daire@Radisson.com

Scott Huston – 952.851.4071 | Scott.Huston@Radisson.com



LOADING DOCK DIRECTIONS

VEHICLES MORE THAN 28' LONG



From 494, travel south on 24th Avenue. Turn right at Killebrew Drive and enter the security zone labeled **“Do Not Enter/Authorized Vehicles Only.”** Pull into the security checkpoint and tell the Mall of America security personnel that you have a delivery for the Radisson Blu and they will permit you access. Take the **initial right from the security check point, then follow the signs left toward the loading dock.**

Continue straight and **request access from the Dock Master** located in the small building next to the large red garage doors. Once cleared through Mall of America security find an available stall to park.

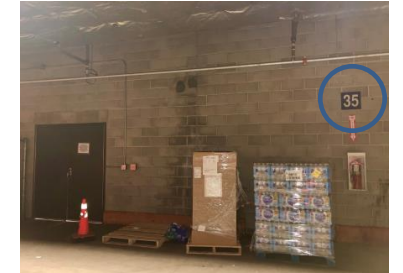
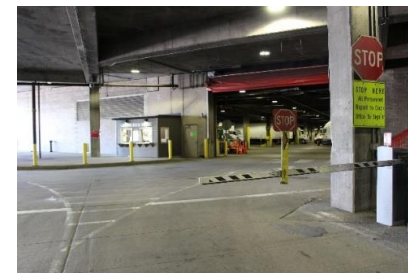
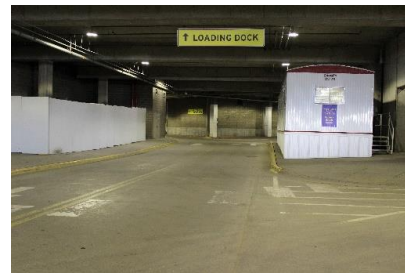
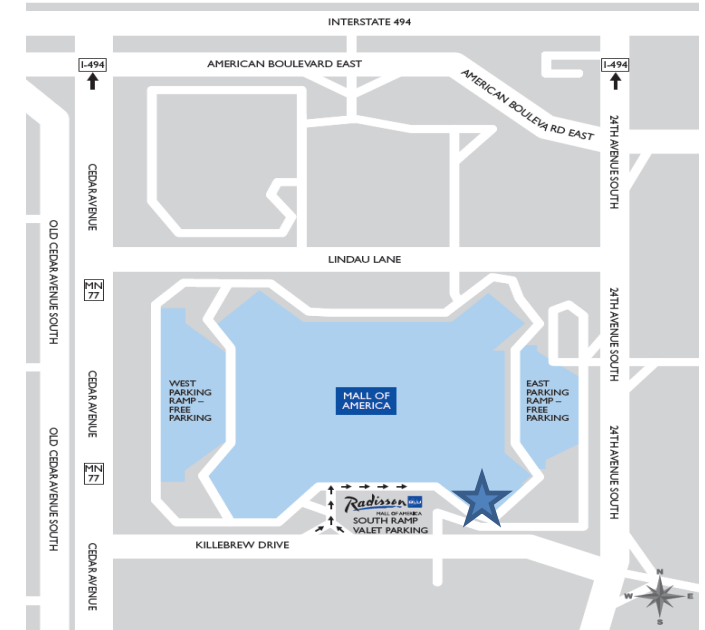
Radisson Blu is door number 35. Press intercom near door to contact hotel security. Once inside, please sign in on clipboard inside the doorway. Ballrooms are located on the second floor.

*All non-hotel personnel are required to wear a Radisson Blu Vendor Badge. To be able to use the Mall of America Loading Dock, Mall of America and Radisson Blu Security must both be notified 24-hours prior to arrival.

For approval for use of MOA loading dock or any questions:

Mark Daire – 952.851.4075 | Mark.Daire@Radisson.com

Scott Huston – 952.851.4071 | Scott.Huston@Radisson.com





August 25-28, 2022

Radisson Blu | Minneapolis MN

CONTACT US

Interested in becoming an exhibitor or sponsor?
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