

 **MI VET CON**
MICHIGAN VETERINARY CONFERENCE

EXHIBITOR PROSPECTUS

MiVetCon 2026 | Oct 9-11, 2026 | Grand Rapids, MI

Join us at MiVetCon 2026, the premiere veterinary conference in Michigan. Hosted by the Michigan Veterinary Medical Association, MiVetCon offers the opportunity for veterinary professionals to come together for learning and community. This is where they can earn CE while recharging their batteries. As an exhibitor, you will have access to practitioners and staff who will come seeking learning, networking, and resources to better their practice.

This Year's Location

DeVos Place Convention Center
303 Monroe Ave NW
Grand Rapids, MI 49503

Complete convention facilities including easy-access loading dock for easy move-in and move-out.

Exhibit Hours

Friday, October 9
11:00 am to 3:30 pm

Show Features

Lunch 11:00 am – 1:00 pm
Break 3:00 pm – 3:30 pm
Happy Tails Hangout
Exhibit Hall Gamification

Standard Exhibit Booth

Each booth includes a carpeted 10'x10' space with a 6' covered and skirted table, 2 chairs, 1 wastebasket, pipe/drape on sides and back, 2 exhibitor staff badges, and lunch for both exhibit staff. To best serve the interests of MVMA, show management reserves the right to reject any exhibit space application without liability.

Pricing*

Reserve your booth space early to avoid not being represented.
\$1,350 per 10'x10' space *(limit 4 spaces per exhibiting company)*



Attendance

MiVetCon is introducing new features and more interactive sessions to drive attendance.

2025 attendance included:

300 Veterinarians
183 LVTs & Practice Staff

Traffic Builders

- ✓ Lunch – lunch will be offered for both exhibitors and attendees in the Exhibit Hall
- ✓ Gamification – attendees will be encouraged to participate in games in the Exhibit Hall that requires them to interact with Exhibitors.



Exhibit Hall Floor Plan

Exhibits will be in the venue's Exhibit Hall, near both registration and breakout rooms. Nearly 100 booths are available. See the MVMA website for the latest floor plan.

Booth Selection Process

The previous year's conference sponsors are given priority. Then, booth space is assigned on a first-come-first-served basis. The sooner you reserve space, the more likely you will get your first choice in booth placement. MVMA reserves the right to make adjustments to the exhibit floor plan as needed to meet the goals of the show. If changes materially affect an exhibitor's participation, you will be notified.

Booth Staff Registration

Reserving booth space does NOT register staff who will be working your booth. Once you reserve booth space, you will receive a confirmation email with instructions on how to register your staff.

Internet Access

Wi-Fi will be available in the Exhibit Hall for casual web browsing and checking email. If you need high-speed internet, you will need to order that directly from the venue.

Marketing Opportunities

The Michigan Veterinarian

A Conference Preview will be published in the summer issue of the MVMA member magazine (approximately June 20th). Exhibitors will be

listed in the conference preview and are encouraged to purchase an ad in either the summer issue or the fall issue (released approximately 3 weeks before the conference) to maximize exposure to attendees. Contact Ad Sales Manager Megan Stanley megan@kelman.ca for details.

Exhibitor signature art

Each exhibitor will gain access to custom designed email signature artwork that can be used either in your email signature block or as a social media post to promote your participation.

Pre-show Exhibitor Listing

As exhibitors reserve their booth space, they will be listed on the MVMA website along with the floor plan.

Post-show Follow Up Opportunities

Lead Retrieval

Available for an additional fee through ATS. Pre-order before the show. Limited ordering available onsite upon check in. Contact ATS at leads@ats.com for details.

Attendee list

Exhibitors will receive a list of pre-registered attendees approximately two weeks before the conference. They will receive a final list of attendees approximately two weeks after the conference. Use this list to help encourage current clients to meet you at your booth or to invite prospects to our booth to learn about your products and services, and to follow up after the show. Please note: emails are only available when provided and opted in by the attendee.

Set and Strike

Move In

Fri, Oct 9 6:00 am – 10:30 am

Move Out

Fri, Oct 9 3:45 pm – 6:00 pm

Hotel Accommodations

Hotel reservations are the responsibility of the exhibitor. Available room blocks can be found on the conference website beginning May 1st.

Live Animals Policy

Attendees and exhibitors are not permitted to bring pets, animal companions, service-animals-in-training or emotional support animals into the venue or MVMA-sponsored events. The MVMA wishes to assure the health, safety, and welfare of all participants and attendees to MVMA-sponsored events and activities at MiVetCon—this includes human presenters and exhibitors, sanctioned animal participants, and all attendees. The MVMA follows the AVMA Guidelines for Live Animals at Convention and applicable regulations or standards relevant to the categorization of animal use. See the full policy at www.michvma.org.

Rules and Regulations

The following will govern the Exhibit Hall and are made part of all contracts for space between MVMA and the person, partnership, or corporation engaging space for MiVetCon. MVMA reserves the right to bar from the Exhibit Hall any exhibit or part of an exhibit, person or thing, that is not, in the opinion of show management, in keeping with the character and purpose of MiVetCon or that violates any of the Rules and Regulations herein.

- Exhibits must be related to providing a product, service, or other resource to the veterinary field and otherwise advance the field of veterinary medicine.
- No exhibitor shall neither change booths nor sublet any part of the space allotted to them, except upon permission of show management.
- Solicitation of business shall be confined exclusively to exhibiting companies and must be limited to within the confines of the assigned booth space. Anyone observed suit casing, whether with an exhibiting company or not, will be ejected from the Exhibit Hall at the sole discretion of show management.
- Exhibitors may install signs, display counters and similar items that do not impede any booth's visibility. All materials used must be confined to the allotted booth space.
- Booth activities may not result in excessive noise nor infringe upon neighboring exhibitors' ability to conduct their activities.

- Exhibitors must purchase all food and beverage consumed in the Exhibit Hall from the venue. No outside food and beverage may be brought in from an outside vendor.
- Large overhead signs are permitted directly over the assigned booth space but must be installed by the venue or its designated partners.
- The Exhibit Hall will be adequately illuminated for general use. Power may be ordered directly from the venue.
- Additional tables, special displays, decorating, and other booth furnishings may be obtained by advance request from the official show decorator, Art Craft Display.
- Any unsanctioned animals brought into the Exhibit Hall may result in expulsion and suspension from participation in future MVMA events. See Live Animals Policy noted previously.
- All advanced freight must go through Art Craft Display. Instructions are in the Exhibitor Kit, available after June 1st.
- All exhibits must conform to the ordinances and regulations of the venue, as well as local, state, and federal authorities.



Insurance and Liability

While show management provides security service, MVMA is not responsible for any loss of any exhibit or part thereof, by theft, fire, water, accident, or any other cause; nor for the loss or damage to any goods consigned to their care; nor will they be responsible for any injury that may occur to an exhibitor or their employees. Exhibits and exhibit equipment are brought into the building, maintained, and removed at the exhibitor's own risk.

NEW! Buyer's Guide Listing

MVMA is introducing a Buyer's Guide edition of its magazine *The Michigan Veterinarian* with a companion digital directory. All exhibitors will be listed in the digital directory that is live during the month of conference. Exhibitors must opt in to the print Buyer's Guide and may select an enhanced listing. Advertising rates apply to print listings.

Cancellation

A request for a reduction in space must be received in writing and receipt confirmed. A one-time reduction is permitted at no charge through August 10, 2026, after which time the cancellation policy applies.

Space cancellation must be received in writing and receipt confirmed. Cancellations made prior to August 10, 2026 are eligible for a refund less a \$250 processing fee. Cancellations received



between August 10, 2026 and September 9, 2026 are eligible for a 50% refund. Cancellations received after September 9, 2026 are not eligible for a refund.

We are confident that MiVetcon can help meet your sales and marketing goals. We hope you will join us!

Contact Information

If you have any questions about exhibiting, please contact Kara Henrys, director of learning and strategic partnerships, at henrys@michvma.org or (517) 347-4710.

Reserve booth space now

