

VITICUSGROUP™

2027 WVC Nashville Exhibitor Sponsorship Prospectus

Expanding Your Veterinary Growth from West to East

WVC is **W**here **V**eterinarians **C**onnect: Do Business, Innovate & Close Deals

For nearly a century, Viticus Group has led the way in continuing education, uniting veterinary professionals and industry leaders to advance animal healthcare. As the largest freestanding combined animal and human hands-on training and continuing education organization in the world, we are proud to continue pushing boundaries, both metaphorically and geographically, and offering our partners unprecedented ways to connect, engage, and grow.

Through Viticus Group's signature service line, the vibrant legacy of WVC Vegas and the powerful momentum of WVC Nashville, the first new national veterinary continuing education conference in more than 40 years, we are expanding your reach across two premier destinations. Coupled with our new state-of-the-art education centers in Music City and our existing headquarters in Las Vegas, Viticus Group gives your brand direct access to high-value buyers year-round.

From its landmark debut welcoming nearly 9,000 participants to record-breaking momentum, WVC Nashville shattered expectations at its first-ever conference in 2026 at the iconic Music City Center. Notably, the majority of those participants were first-timers to WVC, as well as from the east coast and reaching a completely new audience through WVC. Situated in the heart of downtown, Music City Center has easy access just steps away from Nashville's dining, entertainment, and world-class live music, providing additional opportunities for potential brand activations in iconic settings.

Why Exhibit at WVC Nashville in 2027 and Beyond? Connecting with veterinary professionals and key decision-makers, a presence with Viticus Group delivers an unmatched return on investment.

Expanded Market Reach: Maximize your potential visibility across the east coast at WVC Nashville.

Direct Access to Decision-Makers: WVC is where the global veterinary market meets, bringing top decision-makers, practice leaders, and innovators under one roof, taking over Music City Center and providing more education opportunities and brand exposure to the right audience.

Transformative Brand Visibility: Align with a trusted industry powerhouse dedicated to connecting the right audience to your organization's priorities.



Whether you join us in Nashville, Vegas, or both, partnering with Viticus Group positions your company at the forefront of veterinary continuing education.

Bottom line? WVC is THE place to do business.
We invite you to explore the opportunities, reserve your booth space early, and shape the future of veterinary medicine with us.

Respectfully,



Chief Executive Officer

Andrea Davis



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Why Exhibit at the WVC Nashville 2nd Annual Conference?

WVC exhibitors generate an average of 265 leads*
Almost 90% of our Nashville Exhibitors reported they would recommend the WVC Annual Conference to an industry company

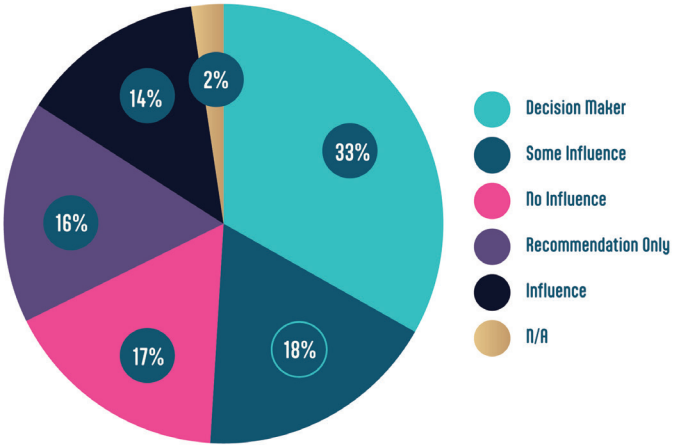
WVC promotes Exhibit Hall traffic with advertising opportunities, session-free hours, and activities such as the Learning Lounges, New Product Showcase, and Vet Detective scavenger hunt
WVC collaborates with exhibitors to identify goals and work toward ROI



WVC Nashville Annual Conference Participant Demographics

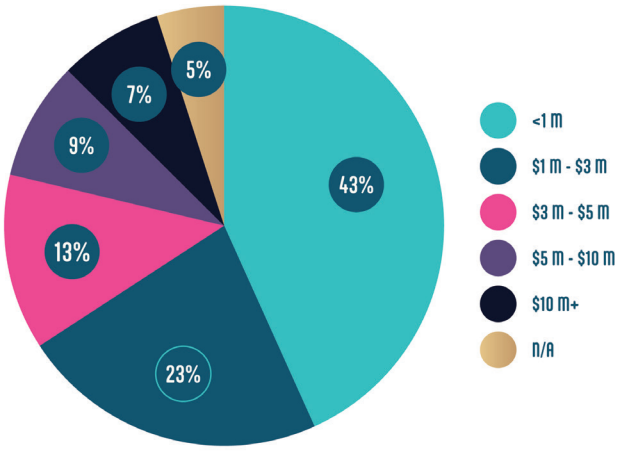
Participant Purchasing Influence

Based on reported data



Gross Annual Practice Revenue

Based on reported data



Your Target Audience

- The WVC Annual Conference attracted 8,800 participants in for our Inaugural Conference. This was 1,800 more than we had forecast in our initial research — 3031 Veterinarians and 4071 Veterinary Technicians, Assistants, Practice Managers, Administrative Staff, Students, and others
- Approximately 87% of participants were extremely satisfied or satisfied with the quality of exhibitors
- The WVC Exhibit Hall is very easy to navigate, with 78% of participants saying they were extremely satisfied or satisfied with the ease of navigation
- Spectacular reach: participants represented 18 countries, and from all 50 states.

Great show. So glad we now have a late summer show. Nice job!

2026 Exhibitor

**Very good show.
Looking forward to next year.**

2026 Exhibitor

Overall, I think it was a well-planned conference!

2026 Exhibitor



Great job creating all the hype and keeping the momentum going! The events you put on are fantastic! Keep up the good work.

2026 Exhibitor

Date	WVC Nashville Timeline
Nov 16, 2026	Nashville 2027 Booth Selection Starts Selection order will be determined by a company's Viticus Group Priority Point Standing and other factors
April 7, 2027	Exhibitor Service Kit available online
April 7, 2027	Badge registration opens; Lead retrieval opens
April 30, 2027	Deadline to receive 50% refund for booth cancellation. After this date, full forfeiture of payment.
July 21, 2027	Advance shipment may begin arriving at warehouse 8:00a
July 25, 2027	Last day for advance pricing from Viticus Group Vendors and to submit Exhibitor Appointed Contractor (EAC) information
Aug. 5, 2027	Last day for Nashville 2027 Booth Sales
Aug. 15, 2027	Last day for advance shipment to arrive at warehouse without surcharges – 4:30p
Aug. 18, 2027	Online Registration ends at 5:00p*
Aug. 19, 2027	Shipments to Music City Center can begin 8:00a

*Personnel not registered by this date must register onsite at Exhibitor Registration.

Contact:
Joel Altman at JoelA@viticusgroup.org

Note:
Reference the Fern Exhibitor Service Kit online at viticusgroup.org/conference for information and deadlines about ordering electrical, internet, and other booth services. Fern is the General Services Contractor.

Booth Fees & Payments

Invoices will be sent once the booth is confirmed and assigned. If you request a move or an increase in booth space, invoicing will take place once a new location has been agreed upon. Once the invoice has been received companies will have a net 45 days for payment. If payment is not received by this time, booth space will be released. Booths booked within 45 days of the Event start date must be paid in full prior to the first day of the Event.

Inline Booths

10 × 10 ft. Inline Booth Zone A	$4,700
10 x 10 ft. Inline Booth Zone B	$4,500
10 × 10 ft. Inline Booth Zone C	$4,300
Corner Premium (Per Corner)	$400

Island Booths

Island Booth Zone A	$54 per sq. ft.
Island Booth Zone B	$52 per sq. ft.
Island booth Zone C	$50 per sq. ft.

Specialized Booths

10 x 5 ft Start-Up Zone	$3,200
10 × 10 ft. Nonprofit Booth	$1,000

Eligibility

Viticus Group, a Nevada nonprofit organization, is the sole entity selecting new exhibitors ("Exhibitors") for the Annual Conference. Viticus Group's decisions are based on each Exhibitor's products or services, which must directly relate to the veterinary industry. Viticus Group retains the right, at its sole option, to approve Exhibitors and determine the Exhibitor's booth and space allocations ("Exhibit Booth" or "Exhibit Space") and banner/signage locations. Viticus Group makes no representations or warranties, express or implied, to Exhibitor regarding the success of Exhibitor's efforts for which the Exhibit Space will be used or to the number of Conference participants or the demographic nature of such participants.

Commercial Exhibitor Package Fee

- ◊ Access to the Exhibitor Lounge
- ◊ Company listing on the webpage and mobile app
- ◊ Admittance to evening conference entertainment
- ◊ Admittance to Scientific Sessions with CE credit
- ◊ Exhibition and contact information displayed on the Viticus Group webpage
- ◊ One (1) complimentary lead retrieval device
- ◊ Four (4) complimentary badges per 100 sq. ft. of booth space
- ◊ New Flex Frame wall system for all inline booths, 8 ft back and 3 ft returns. Please note this is a hardwall system, and the actual dimensions of the booth are about 6 inches narrower.
- ◊ One 18 x 12 in. identification sign with company name and booth number
- ◊ Opportunities to sponsor and advertise for increased visibility manual

Start-Up Zone!

- ◊ Booths will be 10 x 5 ft.
- ◊ Admittance to evening conference entertainment
- ◊ Admittance to Scientific Sessions with CE credit
- ◊ Exhibition and contact information displayed on the Viticus Group webpage
- ◊ New Flex Frame wall system for all inline booths, 8 ft back and 3 ft returns. Please note this is a hardwall system and the actual dimensions of the booth are about 6 inches narrower One (1) complimentary lead retrieval device
- ◊ Two (2) complimentary badges per stall
- ◊ One Counter or Table
- ◊ Two (2) standard chairs or stools
- ◊ Booth carpet
- ◊ Opportunities to sponsor and advertise for increased visibility
- ◊ Must be new to the industry—founded no earlier than February 2026.

Schedule, Registration & Setup/Tear Down

Targeted Move-In Islands & Large Booths

Friday, August 20, 2027 8:00a–6:00p
Reference the Fern Exhibitor Service Kit for assigned start times.

General Move-In

Saturday, August 15, 2027 8:00a–8:00p
All exhibits must be in show condition and operational by 8:00p on Sunday, Aug. 21. A company with no evidence of presence by 8:00p on Sunday,Aug. 21, will be considered a no-show, and space will be reassigned.

Exhibit Days & Hours

Sunday, Aug. 22, 2027	9:00a–5:00p
Monday, Aug. 23, 2027	9:00a–5:00p
Tuesday, Aug. 24, 2027	9:00a–2:00p

Exhibiting companies that dismantle or move before 2:00p on Tuesday, Aug. 24, will not be offered an application to exhibit the following year.

Exhibitor Registration Hours

Friday, Aug. 20, 2027	8:00a–6:00p
Saturday, Aug. 21, 2027	7:00a–8:00p
Sunday, Aug. 22, 2027	7:00a–5:00p
Monday, Aug. 23, 2027	8:00a–5:00p
Tuesday, Aug. 24, 2027	8:00a–2:00p

Dismantling Hours

Tuesday, Aug. 24, 2027	2:00p–10:00p
Wednesday, Aug. 25, 2027	8:00a–10:00p

Nonprofit Exhibitor Package

- ◊ Access to Exhibitor Lounge
- ◊ Admittance to evening conference entertainment
- ◊ Admittance to scientific sessions with CE credit
- ◊ Booth carpet
- ◊ Exhibition and contact information displayed on the Viticus Group webpage
- ◊ One (1) complimentary lead retrieval device
- ◊ Four (4) complimentary badges for every 100 sq. ft. of rented booth space
- ◊ One 6 ft. x 2 ft. x 2.5 ft. skirted table
- ◊ Two (2) standard chairs
- ◊ One 18 x 12 in. ID sign with company name & booth number
- ◊ Opportunities to sponsor and advertise for increased visibility

WVC Nashville

Company Information

Company Name - Print Clearly

_____

(As it should appear in printed materials and on booth ID sign.)

Company Telephone #_____

Website_____

Email_____

Address 1_____

Address 2_____

City_____State__

Postal_____Country_____

Company Exhibit Coordinator

_____

Prefix First Name Last Name

Email_____

Business Phone #_____

Cell Phone #_____

Address if different than company

Address 1_____

Address 2_____

City_____State__

Postal_____Country_____

_____

Read, Accepted, and Approved by Exhibitor (Signature)

_____

Print Name Date

By submitting the application & contract for exhibit space, exhibitor acknowledges that the exhibitor guide, including the conference rules and regulations and the attached and/or linked general terms and conditions, have been received and read and agrees to comply with the rules and regulations as stated therein.

Viticus Group Use Only
Booth Reserved_____Priority Points_____
Booth Size_____Date Reserved_____

Booth Selection

Please indicate your selection below

Booth Type	Quantity	Fee/ Booth
☐ 10 x 10 ft. Inline Booth Zone A		$4,700
☐ 10 x10 ft. Inline Booth Zone B		$4,500
☐ 10 x10 ft. Inline Booth Zone C		$4,300
☐ Corner Premium (Per Corner)		$400
☐ Island Booth Zone A		$54 per sq. ft.
☐ Island Booth Zone B		$52 per sq. ft.
☐ Island Booth Zone C		$50 per sq. ft.
☐ 10 x10 ft. Nonprofit Booth		$1,000
☐ 8 X 5 ft. Start-Up Zone*		$3,200
TOTAL AMOUNT $		

List companies you would prefer not to be across from or adjacent to

_____

_____

_____

_____

Booth Preference Number _____

DO NOT submit payment with application. An invoice will be emailed when space is assigned.
Full payment is due 45 days after the invoice is sent.

*Start-Up Zone - booths will open in September

Questions

702.739.6698 | Toll-free: 866.800.7326 | JoelA@ViticusGroup.org

Submit Completed Application to

Mr. Joel Altman, CEM exhibits director
Viticus Group
2425 East Oquendo Road
Las Vegas, NV 89120
Fax: 702.739.6420
JoelA@ViticusGroup.org

FACILITY

Music City Center
201 Rep. John Lewis Way S
Nashville, TN 37203

EXHIBIT LOCATION

Exhibit Hall ABCD
Music City Center level 3
To view the latest 2027 Exhibit Hall Floor Plan online, Please visit viticusgroup.org and click on the Exhibitor tab.

TERMS & CONDITIONS

By registering for the WVC Annual Conference, you agree to the following terms:

Booth Selection:

If your company exhibited at the WVC Nashville in 2026, you will receive information on booth selection starting in mid-October regarding the booth selection process.
If you did not exhibit in 2026, please apply online at viticusgroup.org or complete this form and return it to Viticus Group with information on the products and/or services you want to promote during the conference for approval to participate.

Booth Payment:

Full payment for the Exhibit Space is due 45 days after the invoice date. Exhibit Spaces booked within 45 days of the Event start date must be paid in full before the first day of the Event. Exhibit Spaces not paid for after 45 days or by the Event start date for bookings made less than 45 days before the Event will
be released for reassignment to another company

Insurance:

By completing this application, the exhibiting company ("Exhibitor"), understands that it will be the responsibility of the Exhibitor to secure the required insurance and will need to provide the Certificate of Insurance (COI) with the required additional parties listed by name, as outlined in the Conference Rules and Regulations, to Viticus Group no later than July 20, 2027. After this date, any company that has not uploaded the COI, will be assessed a fee for Viticus Group to provide insurance coverage. This coverage fee must be paid prior to the conference starting. Registration of booth personnel will be restricted until this fee is settled.
Alternatively, Viticus Group can purchase the short-term general liability insurance on behalf of the Exhibitor for an additional fee of $135.00.

Cancellation:

Cancellation notices must be sent in writing to Viticus Group. A 50% refund will be provided only if a cancellation notice is received 110 days before the conference start date. No refunds will be made after this date. Please see Conference Rules and Regulations for more information. The Exhibitor understands and agrees that Exhibit Space sharing is not allowed.

The Application & Contract for Exhibit Space: The 2027 Exhibitors Prospectus and the Rules and Regulations (including the Fern Exhibitor Service Kit) contained herein and as amended shall collectively constitute the agreement ("Agreement") between Viticus Group and Exhibitor. Upon the Exhibitor's execution of the Application & Contract for Exhibit Space, this Agreement shall become a binding contract between Viticus Group and Exhibitor. The person signing this Agreement on behalf of the Exhibitor represents and warrants that he/she has the necessary power, consent, and authority to execute and deliver this Agreement on behalf of the Exhibitor.

BY SUBMITTING THE APPLICATION & CONTRACT FOR EXHIBIT SPACE, THE EXHIBITOR ACKNOWLEDGES THAT THE EXHIBITOR GUIDE, INCLUDING THE CONFERENCE RULES AND REGULATIONS AND THE ATTACHED AND/OR LINKED GENERAL TERMS AND CONDITIONS, HAS BEEN RECEIVED AND READ AND AGREES TO COMPLY WITH THE RULES AND REGULATIONS AS STATED THEREIN.

Applications should be submitted via email to Exhibits@viticusgroup.org
For more information, please visit viticusgroup.org/exhibitor