

What is PZ3 Live?

PZ3 Live is the first and exclusive technology conference and expo where the latest emerging technology solutions in the veterinary and pet industry will be showcased.

The core purpose of PZ3 Live is to foster technological innovation, discovery, and excellence for the benefit of future and practicing veterinarians, veterinary practice owners, and all beneficiaries of animal health and medical technologies.

Why Exhibit?

Exhibitors will be able to promote and showcase products directly to practice owners and practice managers and have one-on-one interaction with a core audience in a dedicated and intimate environment, unlike most large conferences. One of the key features of PZ3 Live is the opportunity for the exhibitors to interact with the prospective attendees virtually before, during, and after the conference.

24/7 Exposure, All Year Long!

PZ3 Live exhibit booth comes with an immersive, interactive small 3D virtual Booths2GO that generates leads and revenue throughout the year.

Who Can Attend?

- ✓ Veterinarians
- ✓ Veterinary Practice Owners
- ✓ Veterinary Practice Managers
- ✓ Veterinary Nurses
- ✓ Veterinary Assistants
- ✓ Veterinary Students
- ✓ Veterinary Nurse Students
- ✓ Veterinary Technology Companies
- ✓ Animal Health Technology Companies
- ✓ Veterinary Companies
- ✓ Pet Technology Companies
- ✓ Entrepreneurs
- ✓ Press & News

Commercial & Start-up Exhibitor Package Fee Includes:

1. Two (2) allowed badges per every 100 sq. F. (10'x10') and (1) allowed badge per additional 100 sq. F.
2. One (1) complimentary small 3D Virtual Booths2GO.
3. Eligible to submit up to three (3) nominations to the Technology Awards (\$100 per application).
4. Three (3) complimentary Press Releases uploads and Press Kit onsite.
5. Complimentary General Liability Insurance.
6. One (1) 6'L x 30"H black draped table, two (2) Limerick chairs, and one (1) corrugated waste basket.
7. One (1) booth identification sign with company name and booth number for booths 300 sq. ft. or less.
8. Each 10' x 10' booth will be set with 8' high blue back drape and 3' high side drape.
9. Listing in the Official Program Guide (if reserved before Tuesday, March 14, 2025), on PZ3Live.com, PZ3 Virtual Expo, or other medium as determined by PZ3 Live Show Management.
10. 24-7 Expo Hall perimeter security during exhibit days.
11. Opportunity for increased visibility through Sponsorships, Advertising, Marketing, PZ3 Live Virtual Expo, and PZ3 Live Publication.
12. Access to Continuing Education with CE credit.

**Note: Carpeting is required at the exhibitor's expense, which can be ordered through Freeman. Electrical, Internet, and Lead Retrieval are optional and at the exhibitors' expense. Attendee mailing list and other sponsorship items are available for a fee through support@petzone360.com or by visiting our [sponsorships information](#) page.

Booth Fees

A small 3D Virtual Booth (Booths2GO) is included with your physical booth. The option to upgrade to a medium, large, or custom 3D virtual booth is also available.

Category	Early	Standard	Late
Available	Until 10/31/24	11/01/24 - 2/14/25	Beginning 2/15/25
Premium Space, 10'x10' (In-line) Includes Small 3D Virtual Booths2GO	\$29.95/SF	\$31.95/SF	\$33.95/SF
Corner Add-On (Per Corner)	\$250.00	\$250.00	\$250.00
Premium Island (Minimum of 20'x20')	\$32.95/SF	\$34.95/SF	\$36.95/SF
Startup Exhibitor (2 years and less)	\$995.00	\$995.00	\$995.00

Schedule

Friday – April 25	Saturday – April 26	Sunday – April 27
7:00 am - 6:00 pm Registration	7:00 am - 6:00 pm Registration	7:00 am - 6:00 pm Registration
8:00 am - 5:00 pm Exhibitor Set-up	8:00 am - 10:00 am Exhibitor Early Access and Set-up	8:00 am - 10:00 pm Exhibitor Early Access & Set-up
4:00 pm - 6:00 pm VIP/Press Event (Ticket Required; Meeting Room #1)	8:00 am - 5:00 pm Education	8:00 am - 5:00 pm Education
	10:00 am - 6:00 pm Exhibit Hours	10:00 am - 6:00 pm Exhibit Hours
	12:00 pm - 2:00 pm Lunch Hours & Product Demos (Connection Zone)	12:00 pm - 2:00 pm Lunch Hours & Product Demos
	3:00 pm - 4:00 pm Start-up Pitch Competition (Connection Zone)	5:00 pm - 10:00 pm Tear-down & Departure
	7:00 pm - 8:30 pm PZ3 Live Technology & Innovation Awards (Ticket Required; Worldview, World Forum, Skyview Terrace @ World Market)	

Exhibit Terms & Conditions

PZ3 Live follows its Exhibit Rules & Regulations from the International Association of Exhibition & Events (IAEE). All exhibitors must agree and sign the Exhibitor Rules & Regulations in order to exhibit. Please review the full Exhibit Rules & Regulations at pz3live.com/images/PZ3-Live_Rules-Regulations.pdf or visit our website at pz3live.com.

PAYMENT TERMS:

A 50% non-refundable Exhibit Space fee of the total is due at the time of booking to hold the space in the Exhibitor's name until the full payment is received. If paying by company check, ACH, or Wire Transfer, payment must be received within 15 days net upon receipt of the invoice. If the 50% non-refundable deposit is not received on the due date, booth space may be released. Full payment is due on Friday, January 24, 2025. Any new reservations received after Thursday, January 23, 2025, require full payment.

Note: The space reservation is not secured until the 50% deposit or full payment is remitted, and the signed Exhibit Space Application and Rules & Regulations are received and accepted by PetZONE360.

CANCELLATION POLICY:

A 50% refund (if already paid in full) may be eligible if notice is received in writing by Thursday, January 23, 2025. Send cancellation notice to msacasas@petzone360.com or support@petzone360.com.

Sponsorship Terms & Conditions

SPONSORSHIP PAYMENT TERMS:

- Due upon receipt
- If paying by company check, ACH, or Wire Transfer payment must be received within 15 days net upon receipt of the invoice.
- **Sponsorship is not secured until full payment is received (unless a special arrangement has been made with management staff)**

SPONSORSHIP CANCELLATION POLICIES:

Once sponsorship has been published and promoted, there shall be no refund for any sponsorship items that have been secured and agreed upon. However, the Sponsor may cancel the Sponsorship and/or Advertising Agreement in writing (if no promotion has been made and no costs have been incurred by PetZONE360 or its vendors) and the Sponsor agrees to the following refund schedule:

- < 150 days before the first day of the event (75% refund)
- < 120 days before the first of the event (50% refund)
- < 90 days before the first day of the program (**NO REFUND**)

Signage & Onsite Marketing

Onsite signage will be produced by our third-party vendor, Freeman. Once the signage proposal is signed and accepted, 100% of the payment will be due and payable upon receipt of the invoice. No refund will be provided.

Cancellation By PetZONE360 & Virtual Environment Changes

PetZONE360's programs are subject to change at any time without prior notice. We reserve the right in our sole discretion to cancel any event or the conference as a whole, or switch to a virtual conference or event format, at any time for any reason without prior notice. In the event we cancel the conference or any program at the conference, or if we change the format of the conference or a program or event at the conference to a virtual format, PetZONE360 will notify the Sponsor as soon as reasonably practical. If we cancel the conference as a whole or cancel certain events sponsored by the Sponsor, PetZONE360 will discuss with the Sponsor options, either to transfer the sponsorship to a virtual platform, forward the sponsorship funds to the subsequent year's event, or issue a refund. In the event of canceled events, if the Sponsor chooses to be refunded in full, PetZONE360 shall have no further liability of any kind to the Sponsor. Further, PetZONE360 cannot guarantee any specific attendee numbers in our conferences, sessions, or sponsored events, and Sponsor will not be entitled to any refund as a result of any reduced attendance. PetZONE360 shall in no event have any liability to Sponsor and shall have no other obligation to Sponsor of any type except as expressly stated in these Policies.

Force Majeure

PetZONE360 shall have no liability whatsoever if any of our events or programs are delayed, changed, or canceled at any time due to strikes, lockouts, accidents, fires, floods, severe weather, acts of God, healthcare crises, epidemics and pandemics as a result of viral or bacterial illnesses, forced shut-downs, emergencies, war, riots, terrorist attacks, any actions constituting a "force majeure," or any other causes or delays beyond PetZONE360's reasonable control, whether similar to or different from the causes above enumerated.

Revised: 3/27/2024