



NASC Exhibits At a Glance:

Location: La Quinta Resort, Palm Springs, CA

Exposition Dates: May 6-8, 2015

Setup: Tuesday May 5th 8am – 5pm

Tear Down: Friday May 8th 11:30am

Important Information

The 2015 NASC conference will take place at the beautiful Waldorf Astoria La Quinta Resort, in Palm Springs, CA. To reserve a room at the group rate, please call 760-564-4111 and mention NASC.

NASC booths are FREE for Preferred Suppliers. Other companies may purchase a booth for \$875. Each 8x10 foot booth will include a 6' x 18" table, a table cloth & 2 chairs. Access to electricity and internet will be available. 2 attendees may register with each exhibiting company at no cost. Up to 2 additional company representatives may register at a reduced rate of \$200 up until April 15.

We have attached a layout of the exhibit hall, but please note that booth placement is made internally. You will be notified of your booth space at a later time. Please note: corporate partners will receive preferential placement. If you would like more information about corporate partnership, please contact Bill Bookout at b.bookout@nasc.cc

To reserve a booth for the NASC conference, please visit www.sync-opate.com/events/NASC. Questions about booths can be directed to Syncopate Meetings & Events at 410-590-7900 or info@sync-opate.com

Conference Schedule

Tuesday May 5

8:00am – 5:00pm Exhibits Set up (*Note: Those companies not planning to participate in the golf tournament may set up Wednesday 8am – 1pm*)

1:00pm – 5:00pm **NASC Basic Training Session – Welcome & Overview**
Bill Bookout, President / Chair, Board of Directors
Ryan Cargo, Senior Compliance & Executive Officer
Theresa Brim, DVM, Ph.D., Senior Science & Compliance Officer
Ben Jones, Associate Director, Office of the Texas State Chemist

Review of NASC Strategic Objectives for NASC, Bill Bookout
NASC Members Resources, Ryan Cargo
NASC Current Good Manufacturing Practices (cGMPs) Ryan Cargo, Theresa Brim
NASC Adverse Event Reporting System (NAERS), Ryan Cargo
Intended Use & Labeling: Bill Bookout, Ben Jones, Ryan Cargo, Theresa Brim
Audits and Product Registrations: Theresa Brim, Bill Bookout

6:30pm – 8:00pm **Preferred Supplier Meeting: Preferred Suppliers, NASC Board of Directors, NASC Personnel. Drinks, Hors d'oeuvres – this meeting is for**

Preferred Suppliers only for the purpose of providing input to the NASC Board of Directors and NASC Leadership to maximize the results and benefit to Preferred Suppliers. Topics, suggestions and input to be distributed ahead of the meeting.

Wednesday May 6, 2015

8:00am – 1:00pm NASC Golf Tournament/La Quinta Spa Package/Palm Springs Tram

3:00PM – 4:00PM Market Leadership Panel – Jon Benninger, Informa:

- Overview of Virgo / Informa
- NASC Informa Partnership
- Outreach and increasing sphere of influence in the US and Globally

4:00PM – 5:00PM The Myths and Realities of Pet Industry Mergers & Acquisitions: Revelations from a pet industry M&A insider - Carol Frank, BirdsEye Consulting, Pet Industry Specialist

- Why buyers are more interested than ever in investing in the pet industry
- Maximizing Interest and Attractiveness for your Business: What buyers are looking for?
- Realistic Expectations of Value: What buyers are REALLY paying?
- Attractiveness of your Business: How to position your company to take advantage of these trends
- Top 3 Deal Killers:

6:00PM – 8:30PM Opening Reception / New Member Introduction and Welcome, Golf Awards: heavy hors d'oeuvres, refreshments

Thursday May 7, 2015

7:00AM - 8:00AM **Breakfast and Exhibit Hall**

8:00AM – 8:15PM **Welcome & Opening Remarks: Ryan Cargo**

8:15AM – 8:45AM **The NASC Mission of Brand Identity: Educate, Differentiate and Influence - Bill Bookout:**

- Telling the NASC Story – our new approach to buyers
- Our collective goals and how to make them happen
- How to maximize results for YOUR COMPANY

8:45AM – 9:45AM **PetHealthLive / HorseHealthLive – Jane Phelps: Differentiating NASC Audited Members and Increasing Consumer Recognition of the NASC Seal:**

- PHL / HHL
- What we can say, that you can't
- Categories, Explanations and Opportunities
- Social Media – the Pet and Equine Community
- Results, Drivers and Benefits

9:45AM – 10:20AM **Break – Exhibit Hall**

- 10:30AM – Noon **Key Note Speaker, “You have to Tell Your Story” – Bo Eason:** Bo Eason, former NFL star turned star of his own one-man show, Runt of the Litter, will deliver a powerful talk entitled, “Realize your Personal Story Power” that you absolutely won’t want to miss.
- Noon - 1:30PM **Lunch - Exhibit Hall**
- 1:30PM – 2:30PM **Legal Panel: Todd Harrison, Kim Pearson, Justin Prochnow –**
- Social Media – How to do it WRONG, How to do it RIGHT
 - Made in the USA
 - Research and Testimonials
- 2:30PM – 3:00PM **SmartPak Case Study and NASC’s Influence in Key Business Drivers – Paal Gisholt:** The Role NASC Played in raising capital, the Growth and Success of SmartPak, and the Acquisition by Henry Schein Animal Health.
- 3:00PM – 4:00PM **Break Exhibit Hall**
- 4:00PM – 5:00PM **Down Stream Business Partners supporting PHL / HHL –** Buyers panel and their commitment to NASC Audited Members Products
- 7:00PM- 9:00PM **NASC Documentary / NASC Awards Ceremony Jon Benninger & Informa Partnership:**
- Concept
 - Goals
 - Targets
 - Results

Friday May 8, 2015

- 7:30AM - 8:30AM **Breakfast/Exhibit Hall**
- 8:30AM – 9:30AM **Genetically Modified Organisms (GMOs) in the Animal Health Marketplace:** Rob Silver, DVM, MS, CVA -
- Genetically modified foods explained
 - Evidence to support risks and benefits
 - How GMOs can impact your business
- 9:30AM - 10:30AM **Food Safety and Modernization Act (FSMA) -** Daniel G. McChesney, Ph.D., Director, Office of Surveillance & Compliance Center for Veterinary Medicine, Food & Drug Administration
- FSMA Update
 - Timeframes
 - What to expect
- 10:30AM – 11:15AM **Break Exhibit Hall**
- 11:15AM -12:30PM **NASC Annual Members Meeting (*Closed – NASC Members Only*)**

NASC Conference Sponsorships

All Convention Sponsors will receive the following benefits:

- Convention signage
- Corporate profile included in conference materials
- Recognition in all print and web-based materials (live links)
- Invitations (2) to the Opening Reception and Awards Gala
- Recognition in NASC electronic newsletter
- Chaperoned email prior to convention

Available Sponsorships:

- Awards Gala \$1500
- Keynote Speaker \$1500
- Conference Badge \$1500
- Golf Outing Sponsorships (several available, contact us for more info!)
- Conference Tote Bag \$1000
- Water Bottles \$1000
- Lunch \$1000
- Breakfast \$ 750
- Break \$ 500

Interested in these, or have other sponsorship ideas? Contact Syncopate Meetings & Events, LLC at 410-590-7900 or info@sync-opate.com

To purchase a booth, visit www.sync-opate.com/events/nasc