



Discover the secret to great trade show promotion with the CVC Power Package!

Reach your target audience with the *CVC Insider's Guide*—the official guide to the CVC Central and Kansas City area restaurants, entertainment and attractions. This year's theme is "CVC Confidential: Investigating the Opportunities."

Polybagged with *Veterinary Economics'* July issue, the *CVC Insider's Guide* reaches the more than 57,000 veterinarians—plus it's included in the pre-show mailing to registered CVC Central attendees and distributed at the event in August. You'll also benefit from bonus distribution at the AVMA Convention in July. Ads close on May 29.

Ad and logo space closing: May 29

Contact your AVHC account manager today!

**(800) 255-6864
(800) 225-4569**

Maximize your exposure with *Veterinary Economics* and earn your discounted ad

When you run the same ad in both the *CVC Insider's Guide* and July *Veterinary Economics*, you'll receive 25% off the *CVC Insider's Guide* ad rate.

Drive more traffic to your booth with the CVC Logo Program and pre-show mailing

Boost brand awareness before and during the conference—and increase your booth traffic—for only \$995! This deal includes your own promotional piece in CVC's pre-conference direct mail package to attendees and the traffic-enhancing CVC Logo Program.*

***CVC Insider's Guide* bonus distribution:
AVMA Convention in Honolulu
CVC Central in Kansas City**

The CVC Logo Program is a "stamp-and-win" contest designed to attract additional prospects to your booth. Your logo appears on the attendee-distributed exhibit hall map. To qualify for a prize, players visit all participating companies. Each stops at your booth to collect a stamp, ensuring your face-to-face selling opportunity.

Take advantage of the CVC Logo Program and pre-show mailing for only \$995!

Put the CVC Power Package to work for you. Call your account manager today!

*Requires 2,200 pieces delivered to Advanstar VHC, 8033 Flint, Lenexa, KS 66214 by July 10, 2006.