CVC CENTRAL

Kansas City
August 26-29, 2006

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 distributed to 3,500 professional attendees at the CVC show. You'll also benefit from bonus distribution at the AVMA Convention in July. Ads close on May 29.

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 2,000 pre-registered attendees and the traffic-enhancing CVC Logo Program.*

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.

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

* Requires 2,200 pieces delivered by July 10, 2006 to: Advanstar Communications, Attn: CVC '06 Co-op Mailing, 120 West 2nd Street, Alley Entrance, Duluth, MN 55802

Ad and logo space closing: May 29

Contact your AVHC account manager today!

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

***CVC Insider's Guide* bonus distribution:**
AVMA Convention in Honolulu
July 15-19
CVC Central in Kansas City
August 26-29

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