ACVR 2023 ANNUAL CONFERENCE

OCTOBER 25-28 | SHERATON NEW ORLEANS HOTEL

Laissez les bon temps rouler

www.acvr.org

SPONSORSHIP & EXHIBIT PROSPECTUS
Dear Partner,

The American College of Veterinary Radiology (ACVR) invites you to be part of our upcoming annual scientific conference being held October 25-28, 2023, at the Sheraton New Orleans Hotel in New Orleans, Louisiana.

The annual conference supports the mission of the ACVR to promote excellence in patient care by providing leadership, innovation, and education in veterinary diagnostic imaging, equine diagnostic imaging, and radiation oncology. The conference showcases the collaboration among the organization, its membership, conference attendees and speakers, conference sponsors and exhibitors, and veterinarians from around the world.

We are excited to bring to you a highly requested change in the educational format of the conference. This change includes keynote speakers, curated panel discussions, and State-of-the-Art (SOTA) presentations focused on topics, such as diagnostic developments, scientific advances, and recent research findings. We are also adding new – as well as enhancing previous – social events, including a celebration for new Diplomates, a resident networking event, and exhibit-hall-focused receptions.

On behalf of the entire ACVR 2023 Planning Committee, we hope you will join us this October for four days of education, networking, social events, and comradery.

Sincerely,

Keely Brewer, DVM, DACVR
2023 ACVR Program Committee Chair
WHO IS ATTENDING?

ACVR is proud to host the largest conference designed by and for veterinary radiologists in North America.

ACVR's Conference attendance is comprised of the following:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACVR Diplomate, Distinguished Diplomate, Retired Diplomate</td>
<td>72%</td>
</tr>
<tr>
<td>ECVDI Diplomate (Diplomate of European College of Veterinary Diagnostic Imaging)</td>
<td>1%</td>
</tr>
<tr>
<td>Graduate or Veterinary Students or Interns</td>
<td>2%</td>
</tr>
<tr>
<td>Licensed Veterinary Technicians/Imaging Technologists</td>
<td>1%</td>
</tr>
<tr>
<td>Non-Member</td>
<td>8%</td>
</tr>
<tr>
<td>Post-Trainee</td>
<td>1%</td>
</tr>
<tr>
<td>Resident</td>
<td>9%</td>
</tr>
<tr>
<td>Society Member</td>
<td>6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>92%</td>
</tr>
<tr>
<td>Europe</td>
<td>2%</td>
</tr>
<tr>
<td>Canada</td>
<td>3%</td>
</tr>
<tr>
<td>Asia</td>
<td>1%</td>
</tr>
<tr>
<td>Australia</td>
<td>1%</td>
</tr>
<tr>
<td>South America</td>
<td>1%</td>
</tr>
</tbody>
</table>

"Throw me somethin', Mista!"

"Excellent Meeting... Excellent abstract presentations... Fun & informative case discussions."

"Exhibit hall and sponsors were on point this year; excellent food, conversation, sponsored evening events."

"Much appreciated the support of the sponsors and all the food/drinks."
SPONSORSHIP OPPORTUNITIES

Enhance and extend your reach beyond the exhibit hall and conference by upgrading to a conference sponsorship.

<table>
<thead>
<tr>
<th>Recognition Benefits</th>
<th>Platinum $25,000</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company name listed as official sponsor in program</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Recognition on ACVR’s conference website</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company listed on sponsorship area of mobile app</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company logo on sponsorship signage at conference</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Company name listed as official sponsor in newsletter following the conference</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Shout out on social media</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Advertising Benefits</th>
<th>Platinum $25,000</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>News/Events advertisement bundle</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Ad in ACVR newsletter (square or banner ad)</td>
<td>3 issues</td>
<td>2 issues</td>
<td>1 issue</td>
<td></td>
</tr>
<tr>
<td>Mobile app banner ad</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Participation Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum $25,000</th>
<th>Gold $15,000</th>
<th>Silver $10,000</th>
<th>Bronze $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit booth</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Premium booth location</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exhibit hall badge(s)</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Permission-based attendee report pre &amp; post conference</td>
<td></td>
<td></td>
<td>Post only</td>
<td>Post only</td>
</tr>
<tr>
<td>Sponsor ribbons for representatives</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Included in exhibit hall activity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to host FAIS DO DO (social event)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Option to provide promotional item in attendee tote bags</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full conference registration (CE)</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Enduring Materials

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-second, pre-roll sponsor video</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Booth location for sponsors will be assigned based on level and the order that sponsorships are received.
- Permission-based attendee list will be sent 4 weeks prior to the conference.
- Promotional materials for tote bag must be approved by the ACVR staff. Once approved, they are to be shipped directly to the conference hotel to arrive no less than three days prior to the event start date.
- Social events are reserved for Platinum and Gold Sponsors. These events may not conflict with any ACVR scheduled events and must receive advance approval. This includes hospitality suites, receptions, and company-related dinners held both on and off the host hotel’s property. Please note that hosting an event that is not approved by the ACVR staff or that conflicts with an ACVR event may subject your company to suspension of exhibition/sponsorship privileges at current future ACVR conferences.
**EVENTS & EXPERIENCES**

**Introduction to Diplomates Celebration**

**$15,000 EXCLUSIVE or $6,000 (3 available)**

This amazing event recognizes the newest Diplomates for ACVR. It is a time for new Diplomates to become more acquainted with the College and established Diplomates. Sponsor will be provided a six-foot tabletop display space, opportunity to welcome attendees, distribute materials, and will be recognized through conference signage and digital media. This event may be held offsite.

**Meet the Resident Directors Networking Social**

**$10,000 EXCLUSIVE or $3,500 (3 available)**

Help students and programs get a head start by supporting this meet, greet, and network event. Sponsor will be provided a six-foot tabletop display space, opportunity to welcome attendees, distribute materials, and will be recognized through conference signage and digital media. This event may be held offsite.

**Welcome Reception**

**$10,000 EXCLUSIVE or $3,500 (3 available)**

Be the first to welcome attendees to #ACVR2023. Attendees will receive a voucher in their conference tote bags that attendees redeem at sponsor booth(s) for drink tickets. Additional vouchers/tickets may be purchased. Sponsor logo will be prominently displayed on voucher, conference signage, and digital media.

**Exhibit Hall Power Hour**

**$10,000 EXCLUSIVE or $3,500 (3 available)**

Help close out the exhibit hall experience with a bang. This fun, engaging happy hour event allows attendees a last-chance opportunity to explore the hall and take advantage of access to goods and services provided by a variety of exhibitors. Sponsor logo will be prominently displayed on conference signage and digital media.

**Session Sponsorship $5,000**

ACVR has redesigned how educational material will be delivered for the 2023 conference. The agenda will be enhanced with a balance of keynote speakers, curated panel discussions, and State-of-the-Art (SOTA) presentations. Help support this exciting transformation and sponsor a session. Sponsor will be acknowledged during session as well as logo prominently displayed on conference signage and digital media.

**Sponsor Curated Lunch Symposium $5,000**

This one-hour event will be held in the general session room during the conference lunch break. Presentation topic should focus on veterinarian radiology issues, products, and services. Sponsor is responsible for food and beverage. (400 room capacity)

*Available dates: Wednesday, October 25; Thursday, October 26; Friday, October 27*

**Morning Boost $3,500**

Help attendees refuel mid-morning by supporting a quick pick-me-up with a cup of Joe and sweet and savory treats! Sponsor logo will be prominently displayed on break signage and digital media.

**Afternoon Recharge $3,500**

Help attendees revive for the afternoon by supporting an afternoon refreshment break designed to put a pep in attendees’ steps. Sponsor logo will be prominently displayed on break signage and digital media.

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Dressed

*Enhance your presence at ACVR by adding the lettuce, tomato, pickles, and mayo to your po-boy!*
BRANDING OPPORTUNITIES

Attendee Tote Bag $10,000
Have your brand tooted all over #ACVR2023, New Orleans, and beyond by sponsoring the attendee tote bag. Bags will be co-branded with sponsor.

Mobile App $10,000
This madly popular app gives one sponsor the opportunity to be right at attendee’s fingertips. Sponsors receive their own button on the homepage and a scrolling clickable ad to direct to a chosen webpage.

Gris-Gris! Lanyard $7,500
Let the conference lanyard and badge bring attendees some extra good luck. Given to every attendee upon arrival and worn throughout the conference, these co-branded lanyards hold name badges and in New Orleans, some good luck.

Hotel Key Cards $5,000
Put your brand right in the palm of attendees. Once a conference attendee checks into their room at the Sheraton New Orleans Hotel, they will receive their ACVR and sponsor co-branded key card.

Speaker Ready Room $5,000
A special room for conference speakers to review and practice their presentation or grab a cup of joe before their presentation. Sponsor logo will be prominently displayed on conference signage and digital media.

Conference Stationery $5,000
Call it old fashioned but it’s never a wasted opportunity to put your logo on paper. Pads will be co-branded with sponsor and ACVR logo and inserted in attendee tote bags.

Tote Bag Insert $2,500
Get your branded items in the hands of attendees immediately. ACVR staff must approve all items in advance. Items should be shipped directly to host hotel and arrive between October 18-22, 2023.

Animal Footprint Floor Decals $1,500 per decal or $5,000 for five decals
Have your logo and booth number displayed on ACVR’s fun animal footprint floor decals. These decals will be placed throughout the meeting space.

Bistro Table Decals $500 per decal or $1,500 for four decals
Let us cobrand the exhibit hall bistro tables. Sponsor information may include logo, booth number, and QR code.
ADVERTISING OPPORTUNITIES

**ACVR Monthly Newsletter Options $375-$500**
Banner Ad $375 (Limit 2 ads per newsletter) 3:1 (WxH) in PNG or JPG format

Square Ad $500 (Limit 2 ads per newsletter) 1:1 (WxH) in PNG or JPG format

**News/Events Advertisement Bundle $550**
For non-job-related promotions (event listings, continuing education opportunities, news, or any other dashboard interaction currently in development). Promotions are limited to those relating to veterinary imaging or radiation oncology. A one-time advertisement in the ACVR's monthly newsletter, a “new topic” in discourse, a tile on the events calendar (if no specific date is associated with a promotion, the tile will be displayed for two months).

**ACVR Newsletter Stats!**
- 1200 monthly recipients
- 70% open rate
- Nearly 0% unsubscribe rate (0.01%)

**Email Blast $1,000**
Sponsor ad or logo placed at end of conference email blasts.

**Mobile Application Options $500-$1,500**
Mobile App Push Notifications $500
Mobile App Banner Ads $1,500
EXHIBITING INFORMATION

By exhibiting at ACVR's conference you will meet the decision-makers and influencers face-to-face!

**Exhibiting Benefits**
- 10x10 exhibit space
- Company name & link on ACVR event website
- Company name, contact info, and description in electronic proceedings
- Two exhibitor badges per booth
- Permission-based attendee list, emailed post-event
- Dedicated breaks with food and beverages in the Exhibit Hall
- Full company listing on conference mobile app

**Exhibiting Fees**
$2,500 per space, by July 31st
$3,000 per space, on and after August 1

**Location**
Sheraton New Orleans Hotel, Napoleon Ballroom CD

**Exhibit Space**
Exhibit booths are 10’ x 10’ and will include an 8’ back wall, 3’ side rails, and 7” x 44” ID sign.

Two company representative badges will be issued for each booth. Each additional badge is $300.00. Representative badges will not include CE.

Full payment must be received no later than **September 15, 2023**. No space will be reserved without payment.

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**Exhibitor Schedule**

| Check-in and Booth Set Up | Wednesday, October 25  
11:00 am - 4:00 pm |
| Exhibit Hall Hours | Wednesday, October 25  
5:00 pm - 7:00 pm  
**Thursday, October 26**  
7:00 am – 5:00 pm  
**Friday, October 27**  
7:00 am – 5:00 pm |
| Booth Dismantle | **Friday, October 27**  
5:00 pm – 9:00pm  
**Saturday, October 28**  
8:00 am – 12:00 pm |

*schedule subject to change*

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**Assignment of Space**
All booths will be assigned on a first come, first served basis in the order of sponsorship level from highest to lowest. Non sponsoring exhibitors will be assigned booth space following exhibiting sponsors. Sponsors and exhibitors who have not submitted payment by September 15, 2023 will not be assigned a booth.
Payment
Sponsor/Exhibitor agrees in consideration of the sponsorship benefits and exhibit fees outlined in the Sponsorship & Exhibitor Prospectus to pay in full the selected sponsorship level amount(s) and or exhibitor fees by the required due date. The ACVR and Sponsor/Exhibitor acknowledge that the Sponsor/Exhibitor’s role in the annual conference is limited to making a financial contribution and receiving sponsorship and or exhibitor benefits, and that the Sponsor/Exhibitor is not otherwise involved in the ACVR. The Sponsor is neither a decision-maker nor an advisor to the ACVR.

All payments must be paid in USD. For wire transfer information, please email acvr@pamedsoc.org.

Payment Schedule
Full payment is due within 30 days of sponsorship registration, a 2.5% fee will be applied to payments after 30 days and sponsorship will be cancelled for no payment after 60 days. Please contact ACVR staff for additional payment options which are reviewed and approved on a case-by-case basis. Full payment is due immediately for sponsorship and exhibitor registrations received after September 15, 2023. Checks should be made payable to American College of Veterinary Radiology (ACVR) and mailed to:

ACVR Annual Conference
400 Winding Creek Blvd
Mechanicsburg, PA 17050

Hotel Information

Sheraton New Orleans Hotel
500 Canal Street
New Orleans, LA 70130

To secure the amount of meeting and exhibit space required to hold our annual conference, ACVR must guarantee our attendees will occupy hotel rooms at the official hotel. If they don’t, the College incurs financial penalties—which would increase our costs and fees. So, it’s very important that all attendees, sponsors, and exhibitors stay in official ACVR hotel to keep our costs as low as possible. Items should be shipped directly to host hotel and arrive between October 18-22, 2023.

Room Rates for Sheraton New Orleans Hotel

<table>
<thead>
<tr>
<th>Room Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>$224.00</td>
</tr>
<tr>
<td>Double</td>
<td>$224.00</td>
</tr>
<tr>
<td>Triple</td>
<td>$249.00</td>
</tr>
<tr>
<td>Quads</td>
<td>$274.00</td>
</tr>
<tr>
<td>Additional Person</td>
<td>$25.00</td>
</tr>
</tbody>
</table>

*Room rates posted do not include taxes and fees.*

Last day for conference room rate is Monday, September 22, 2023

Please note: We do not use a third party for hotel reservations, all bookings should be directly with hotel using the contact details listed above. If you are contacted by a group or individual regarding your hotel reservations for attending the conference, please forward that email to acvr@pamedsoc.org immediately. It is best not to respond to the email and delete after forwarding. We will use the information to provide awareness to other sponsors, exhibitors, and attendees.
TERMS AND CONDITIONS

1. ELIGIBILITY TO SPONSOR/EXHIBIT - ACVR reserves the right in its sole discretion to decline applications for exhibits.

2. BOOTH SPACE ASSIGNMENT – Platinum and Gold Sponsors will be able to select their space in advance. All other levels and non-sponsoring exhibitors will have their space assigned by ACVR staff.

3. COMPLIMENTARY EXHIBITOR BADGES and FULL CONFERENCE REGISTRATIONS – Please refer to sponsorship and exhibitor benefits for the total exhibitor badges and full conference registrations included, additional exhibitor badges may be purchased for $300. Exhibitor/Sponsor representatives that are diplomats and need to attend sessions, must registered for the full conference. Full conference registrations may be purchased for published pricing on ACVR’s website.

4. BADGES - All representatives of sponsors/exhibitors wear the official conference badge for admission to and while in the exhibit hall. Individuals who do not have badges will not be permitted into the exhibit area. Full conference representatives may attend all scientific sessions and social events; however, no business may be done within session rooms.

5. ACTIVITIES/Demonstrations/Presentations - Sponsors/Exhibitors are permitted to demonstrate the company’s equipment and to make informational presentations regarding the product line or service in the booth space. However, other attention getting devices in the form of entertainment, or demonstrations of non-product items or services must be approved in writing by ACVR staff. Only such activities which, in the discretion of ACVR staff, are in keeping with the professional deportment of the technical exhibits program will be permitted. All demonstrations shall be confined to the space allocated each exhibitor. The use of other than closed-sound systems will be permitted only with the prior approval of the Meeting Manager. Any exhibit may be closed if deemed by the Meeting Manager to have an excessive noise level.

6. NON-EXHIBITING COMPANY – Representatives/ Distributors of any company that is NOT a registered Sponsor/Exhibitor at the ACVR Annual Conference will not be admitted to the Exhibit Hall.

7. SHARING/SUBLETTING OF SPACE - No part of any exhibit space assigned to a Sponsor/Exhibitor may be reassigned, sublet, or shared with any other party. Sharing of exhibit space is permitted only for divisions of the same company and must be noted on the application form.

8. OFFICIAL SERVICE CONTRACTOR information will be provided upon application completion.

9. SHIPMENTS – Sponsors/Exhibitors will be directed to service contractor for shipment details.

10. INSTALLATION AND DISMANTLING - Booth installation MUST BE COMPLETED by 6:00 pm on Wednesday, October 25, 2023. Be sure to make the necessary travel arrangements. The ACVR staff reserves the right to reassign space to another Sponsor/Exhibitor or to make other use of space, as deemed necessary or appropriate, with no refund being made to the original Sponsor/Exhibitor. Booths must be kept intact until the closing of the exhibits, presently scheduled for Friday, October 27, 2023, at 5:00 p.m.

11. INSURANCE - It is the responsibility of each Sponsor/Exhibitor to maintain insurance against injury to person or damages or losses of property in such amounts as the exhibitors deems adequate. Insurance protection will not be provided either by ACVR or the Hotel.

12. ATTENDEE LISTS - These lists are permission-based list and will be distributed following the conference unless part of a sponsorship package.

13. ACKNOWLEDGEMENT - All companies providing support to ACVR 2023 Annual Conference, through educational grants, sponsorship, or exhibits, will be acknowledged during the conference and on associated literature distributed throughout the conference.

14. SECURITY - It is encouraged and recommend that nothing of significant value is left in the exhibit space during off hours.

15. LIABILITY AND INDEMNIFICATION - The Sponsor/Exhibitor will be fully responsible for any claims, liabilities, losses, damages, or expenses relating to or arising out of any property of exhibitor or any other property where such injury, loss or damage is incident to, arises out of, or in any way connected with exhibitor's participation in Annual Conference. The exhibitor shall protect, indemnify, hold harmless and defend ACVR, its officers, directors, agents and employees and the Hotel and its agents and employees from and against any and all such claims, liabilities, losses, damages and expenses; provided that the foregoing shall not apply to injury, loss or damaged by or resulting from the negligence or willful misconduct of ACVR, its officers, directors, agents and employees and the Hotel and its agents and employees.

In case any part of the exhibition hall is destroyed or damaged so as to prevent ACVR from permitting an Sponsor/Exhibitor to occupy assigned space during any part of the whole of the exhibition period, or in case occupation of assigned space during an part or the whole of the exposition period is prevented by strikes, Acts of God, national emergency or other cause beyond the control of ACVR, then the exhibitor will be charged for space only for the period the space was or could have been occupied by exhibitor; and the exhibitor hereby waives any claim against ACVR, its officers, directors, agents and employees for losses or damages which may arise in consequence of such inability to occupy assigned space.

16. FORCE MAJEURE - In case of Force Majeure, ACVR reserves the right to modify dates, time schedules, event plans and programs. In case of forced cancellation of the event, money paid by Sponsors/Exhibitors will be reimbursed, subsequent to proportional deduction of expenses incurred.
CANCELLATIONS POLICIES

EXHIBITOR CANCELLATIONS OR REDuctions IN SPACE
Requests for cancellations or reductions in exhibit space must be made in writing. Refunds will be made in accordance with the following schedule:

<table>
<thead>
<tr>
<th>Cancellation Date</th>
<th>Cancellation Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 90 days (July 27, 2023)</td>
<td>5% of total fee</td>
</tr>
<tr>
<td>30 – 89 days (July 28, 2023 – September 25, 2023)</td>
<td>25% of total fee</td>
</tr>
<tr>
<td>After September 25, 2023</td>
<td>100% of total fee</td>
</tr>
</tbody>
</table>

SPONSORSHIP CANCELLATION/REFUND POLICY
Notification of cancellation must be done in writing to acvr@pamedsoc.org. The benefits provided to conference sponsors start immediately upon payment or receipt of purchase order. No refunds will be given for any cancellations of a sponsor within 30 days of the conference.

In the event of cancellation by the Sponsor (other than because of any restrictions enforced by COVID-19 government regulations), the following cancellation fees will apply:

<table>
<thead>
<tr>
<th>Cancellation Date</th>
<th>Cancellation Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 90 days (July 27, 2023)</td>
<td>25% of total fee</td>
</tr>
<tr>
<td>60 – 89 days (July 28, 2028 – August 26, 2023)</td>
<td>50% of total fee</td>
</tr>
<tr>
<td>30 – 60 days (August 27, 2023 – September 25, 2023)</td>
<td>75% of total fee</td>
</tr>
<tr>
<td>After September 25, 2023</td>
<td>100% of total</td>
</tr>
</tbody>
</table>
Please feel free to reach out if you have any questions regarding our sponsorship, participation, or advertising opportunities.

**Sponsorship & Exhibits:**
cpowers@pamedsoc.org  
Phone: (717) 909-2694

**General Conference Inquiries:**
acvr@pamedsoc.org  
Phone: (833) 770-1540

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**Common NOLA Phrases:**

**Laissez les bon temps rouler**  
(lay-ZEH leh BAWN taw ROO-leh)  
Let the good times roll

**Where y’ at?**  
This standard NOLA greeting means simply “How are you?” or “What’s going on?” So don’t tell the asker where you are. Just say you’re doing alright.

**Throw me somethin’, Mista!**  
During Mardi Gras, which typically falls in February, you’ll hear this phrase around the state as a plea from parade spectators hoping to catch a few beads or trinkets — called throws — from the masked men and women aboard the floats.

**Faid Do Do**  
(fa-dough dough)  
A Cajun dance party. Lots of good food, lots of good music.

**Dressed**  
When you order a po-boy, ”dressed” means you want lettuce, tomatoes, pickles, and mayo on it (all the fixins)

**Gris-Gris!**  
Pronounced gree-gree, it refers to a Voodoo good luck charm that protects the wearer from evil.