

For information on
exhibiting or to register your booth,
please contact **Stephen Knowles**
at s.knowles@closerstillmedia.com
or call (646) 437-9080



NEW YORK



CHICAGO



RENO



AUSTIN



WASHINGTON DC

Get extra exposure to
thousands of attendees with
one of our customizable
sponsorship opportunities.

Organized by



CloserStill

VET
SHOW 
SPONSORSHIP
BROCHURE



Congratulations!

You are now an exhibitor at one of our Vet Shows! That means you'll have thousands of veterinary professionals pass your booth, and thousands of opportunities to sell your product or service. But there is more! At US Vet Shows, our priority is for you to meet your objectives and obtain a successful return on investment. That's why we're always looking for ways to offer you increased exposure to your target group. Our sponsorship packages are tailored to your goals, audience, and budget. You can use this brochure as a guide to see our options, but please do reach out to us and indicate what YOU are looking for at our Vet Show. We'd be happy to make a personalized recommendation for additional exposure.

Best,

Stephen Knowles

Group Event Director US Vet Shows
s.knowles@closerstillmedia.com
(347) 620-6240

Find the majority of our sponsorship options in this brochure. The last page shows an overview of the different pricing per show.

Looking for a sponsorship opportunity that's not listed? We're always happy to hear more ideas!

To make it easier for you to find the sponsorship that best suits your targets, we have used icons to show what the goals of each sponsorship are.



Brand Awareness



Booth Traffic



Lead Capture



Web Traffic



Thought Leadership

VET
SHOW

Partnerships

PLATINUM PARTNER

A truly high-profile partnership for exhibitors who invest more than \$40,000* in sponsorships for New York Vet or \$15,000 in sponsorships for any other Vet Show. Receive all the Silver and Gold benefits listed below, as well as:

- Logo on the cover of the Official Event Guide; the most visible place
- High-level branding throughout Vet Show promotion in digital, print and online
- Enhanced Official Event Guide listing
- Six extra conference passes

\$40,000+
for New York Vet
\$15,000+ all other shows

GOLD PARTNER

Invest at least \$25,000* in a sponsorship for New York Vet, or at least \$10,000 in a sponsorship for any other Vet Show, and you will be one of a limited number of Gold Partners, benefiting from all Silver benefits, as well as:

- Prominent logo position on selected signage
- Web banner on our website (dimensions 250x1900)
- Three extra conference passes

\$25,000+
for New York Vet
\$10,000+ all other shows

SILVER PARTNER

Any exhibitor who supports our event by investing over \$15,000 (for New York Vet) or \$5,000 (for any other Vet Show) will automatically become a Silver Partner and benefit from the following:

- Be featured as a Vet Show Silver Partner
- Logo on Sponsor's page in our Official Event Guide
- Your brand featured throughout our extensive promotional campaign, with millions of US veterinary customer touch-points across print, digital and social media.

\$15,000+
for New York Vet
\$5,000+ all other shows



*Costs for booth not included.

www.vetshow.com

CloserStill BRIEF MEDIA



Deliver Your Own Session: Promote Your Own Product/Service

All of the main conference streams and workshops are positioned in and around the exhibition. These give you the perfect platform to either deliver a session or align your brand against a relevant topic or speaker with an engaged audience. What better way to raise awareness and ultimately drive traffic to your booth?

Booths 200 square ft and larger may be eligible for a discount on these session sponsorships.

All below sponsorships will give you the opportunity to sponsor a presentation and select your own speaker & topic in consultation with our program team. You'll also receive a list of session attendees. Besides that, we will show your logo in all our program promotions (website, newsletters, event guides, and more!) as well as in Clinician's Brief program promotions.



Innovation Showcase Session





Veterinary Technician Session





Veterinary Business Session



Clinical Session




Acknowledgement of Educational Support

- Branding and awareness package at and around a relevant and approved presentation in one of our major Clinical Theaters
- As a high-level sponsor, you'll be recognized on theater and break slides, as well as in all printed and digital programs
- Seat drop of your literature before the relevant session


LIMITED AVAILABILITY!




Custom Workshop



Book a theater for a half day and engage targeted groups with in-depth, hands-on learning. Sponsorship entails three hours in our Workshop Theater with 50+ seats, laid out as you wish for an educational workshop. These workshops are great for practical learning and for showing off your products.



Custom Wet Lab



Veterinarians will have the opportunity to learn in a small-scale environment, get their hands dirty, and experience working with your product during this three-hour wet lab.

Want more exposure than one session can offer? Sponsor a theater!

With thousands of eyes focused on your brand, sponsoring a theater is a great way to associate your company with top-notch education.

The theater branding is all yours.

With each sponsorship you receive 1 to 2 sponsored sessions, allowing you to consult with our program team to select your session's speaker and topic. Take advantage of our website, newsletter, and direct mail piece promotions and you'll be all over the place before the conference has even started!

Choose which of the multiple Theater Sponsorships we offer best fits your goals and budget. If you want help deciding, you can always ask us for advice.

Choose all of these and you'll automatically become a Silver Partner!

- Clinical Theater One Sponsorship (includes 2 clinical sessions)
- Clinical Theater Two Sponsorship (includes 1 clinical session)

- Clinical Theater Three Sponsorship (includes 1 clinical session)
- Business Track Sponsorship (includes 1 business session)
- Veterinary Technicians' Theater Sponsorship (includes 1 vet tech session)
- Title Sponsorship of a Theater

Other content-related opportunities:

Lightning Talks

Host an open-air talk (ranging from 35-45 minutes) in a designated section on the show floor. We will provide 50 seats and headsets for your audience to listen with while you speak on a subject of your choice. Lightning talks are a great way to make your company more memorable!

Breakfast Session

Nourish attendees' stomachs and minds at the same time during a Breakfast Session! At this session delicious breakfast will be provided while attendees hear interesting content from your brand.

Pre-event Sponsorships



Why wait until the show if you can increase your brand exposure pre-event?

We have several great options that guarantee your company will be noticed by thousands of veterinary professionals before they even set foot on the exhibition floor.

Badge Mailers






Place your brand in the hands of every single registered attendee for the Vet Show.

Keep your brand at the forefront of attendees' minds by having your messaging share the same envelope as the attendee event badge.

Only 4 Available

Attendee Emails





- Badge reminder email one week pre-event, to all registered attendees
- Final info email 3 days pre-event, to all registered attendees
- Day 1 Email and Day 2 Email to all attendees

50 words, URL and logo

Average open rate of **37%***

* Tradeshow industry norm is 17.2% - according to Campaign Monitor.




Exclusive Online Registration



Have your brand seen after every successful online Vet Show registration. Link to your website profile included.

A truly powerful connection!

Vet Show Round-up





Reach all Vet Show attendees with your ad in our Round-up email that goes out a couple days before the show. Make an impression by getting recommended as one of a few, select, must-see exhibitors!

50 words, URL and logo

2018 open rate of round-up email = **52%***

* Tradeshow industry norm is 17.2% - according to Campaign Monitor.

Website Banner



Appear on the front page of the website for three months with a clickable banner created by our designer (in consultation with you and taking your house style into account).

Average minimum of **4,300** views per month!

Example of a Roundup Email



Exclusive Opportunities



Official Bag Sponsor



Have your branding on the bag that every visitor will receive with their registration. This bag will be used constantly by attendees; containing valuable information such as lunch vouchers, event guide, and floorplan.



Official Badge Sponsor



Your brand will be featured on attendee badges. Visitors will need to wear their badge every day at the event, making this a high profile opportunity for your business.



Official Lanyard Sponsor



Your company will be hanging around the neck of every attendee at the conference. Everyone will see your brand countless times, either on themselves or on others passing by.

EXCLUSIVES!



High-profile branding!

Registration Sponsor



This sponsor headlines the whole front of the event in a branded registration area and appears as a leading sponsor on the vast majority of event materials, both on-site and in pre-event marketing material.



Stand out from the crowd!

'You Are Here' Boards



These boards are located in busy areas (such as registration area) to ensure the attendees know where they are. By purchasing this sponsorship, you will be the only company highlighted on these boards.



WiFi



Be every attendee's life line: sponsor the one thing that no one can live without. As they enter the show in the morning, the first thing attendees ask is the WiFi password. This could be your company name!

Lunch Partner



Have your brand appear in front of all attendees at their favorite time of the day: *lunch!*

Each of our thousands of attendees will get their refreshments and lunches at the catering areas. By becoming our catering partner, you will be visible to every visitor quenching their thirst, refilling their coffee cups, or grabbing a bite to eat.

The sponsor can help choose the carpet color and will get plenty of exposure both on-site (on the central catering area hanging banner) and prior to the event (in the majority of marketing materials).

On-site Opportunities



Visitor Bag Insert

Let all visitors see you as they reach into their attendee bag, which will be handed to them at the entrance. Place a special offer on an insert to push traffic directly to your stand.

Notepad Sponsor

Place your brand in the official event bags that are handed out to attendees as they walk through the doors.

Pen Sponsor

Have your brand in full sight as attendees scribble notes onto their pads. This is a powerful opportunity, especially in combination with the notepad sponsorship.



Floor Decals

A simple, effective, and clear tool used to raise awareness of your company. This 3x3 placement is yours to design. Embrace your creative freedom and grab the attention of your customers, sending them wandering to your booth.

Scanner Staff T-Shirts

In order to gain entry into a theater, attendees must be scanned in. Consequently, attendees are likely to see the scanning staff countless times during the event. Take advantage of this opportunity and provide the scanning staff with branded t-shirts, driving more traffic to your booth.

Theater Holding Slides

Your slides will run during breaks in lectures. This sponsorship is sold per theater so you can target the most relevant audience for your business.

Speakers' Lounge

Support the most prominent and influential VIPs at the event, in the lounge where they will spend most of their free time. Lounge branding can be discussed and modified based on your wishes. This sponsorship includes lounge access for your representative, creating an outstanding opportunity to engage with leaders of the industry.



Floorplan Handout

The only hand-held map of the event. There will be no attendee that doesn't have one. This is one unique opportunity to gain more visibility for your brand and better influence those navigating the expo floor.



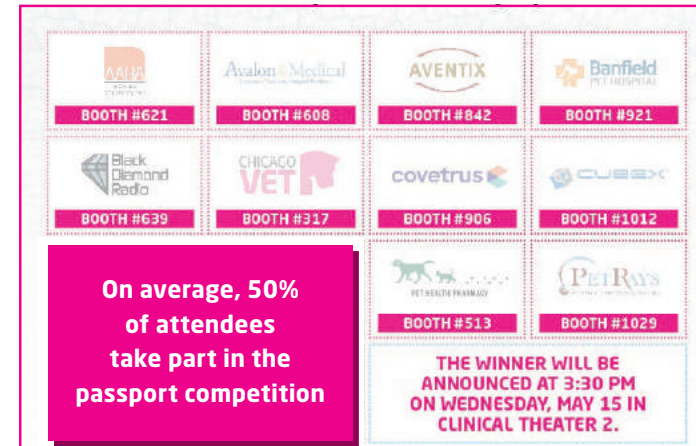
**VET
SHOW**

Other Opportunities



Passport Competition

- Be one of only 15 sponsors that benefit from the significant booth traffic, generated by being a passport sponsor
- Attendees enter this competition by visiting each sponsor's booth. Tried and tested at all of our veterinary events, this is by far the best tool to make your booth one of the busiest
- The prize of the competition is one coveted by vets all over the world: an experience of a lifetime in the Caribbean!



Water Bottles

Be there for everyone's primary need. Advertise your brand on every attendee water bottle. This way, you can simultaneously quench their thirst and their curiosity about your company.

Sponsored Lounges

Everyone needs a break at some point. Because their feet need to rest, does not mean that they can't read the promotional material that you carefully spread out over the seating area that you sponsored and branded.



Happy Hour

What makes veterinarians happier than a happy hour? Have your brand visible while attendees network and relax. We'll place your leaflet on the table so you can be at the center of the conversation.

Voucher Book Entry

- A voucher in a printed booklet containing offers from exhibitors
- Use this to run a competition or similar incentive to drive people to your booth
- Attendees love this booklet and look out for it each year
- A cost-effective way to drive people to your stand

Shuttle Sponsor

There's always a shuttle going somewhere; conference, hotel, off-site wetlabs, or airport. Your name could be on the (mini)bus as hundreds of veterinarians come on board. Leave attendees a video or some light reading to enjoy while they rest their feet.

Seat Drops

Place your literature on every seat within your chosen sponsored session. Leave an exclusive show offer or giveaway entry to drive traffic!



Audio Recordings

Be the brand attendees notice when they listen back to session recordings after the show. We offer 5 different ways to get your branding on a session recording:

Only in combination with a session sponsorship

Provide the recording



Give RACE-approval of the session



Have your session recording hosted on the show website



Promote your session recording by show



Be our headline recording sponsor and provide webinars to all attendees



Go Mobile!



Attendees rely on their mobile device to provide the most up-to-date information, so we've created some great opportunities for your brand to be featured on their phones while they use the app.

Push Notifications



900 words to say what you want, and the time of day you want it to go out - that's all we need from you. We'll make sure it pops up on every attendee's phone that has the VetShow app. Ask them to come to your booth for a special treat and you'll see your traffic increase!

Vet Swipe



You draft a special offer and our app will show it to attending veterinarians. If they swipe right (which means they like it), you'll receive their information as part of your booth leads, without them having to physically visit your booth. This digital tool is a great way to capture lead information beyond your booth traffic.

App banner



Show up on the app homepage. Attendees will see you every time they open the app (which will happen multiple times a day). Make your banner more visually appealing by picking a good contrast with our pink app design and your ad is sure to stand out!



Pricing Overview



SPONSORSHIPS:	2019	2019	2020	2020	2020
CONTENT SPONSORSHIPS					
Innovation Showcase Session	\$8,995.00	\$5,995.00	\$5,995.00	\$5,995.00	\$5,995.00
Veterinary Business Session	\$8,995.00	\$5,995.00	\$5,995.00	\$5,995.00	\$5,995.00
Veterinary Technician Session	\$7,995.00	\$5,995.00	\$5,995.00	\$5,995.00	\$5,995.00
Clinical Session	\$9,995.00	\$7,995.00	\$7,995.00	\$7,995.00	\$7,995.00
Custom Workshop	Call for pricing	\$9,995.00	\$9,995.00	\$9,995.00	\$9,995.00
Custom Wet Lab	Call for pricing	Call for pricing	\$6,995.00	\$6,995.00	\$6,995.00
THEATER SPONSORSHIPS					
Clinical Theater One (includes 2 clinical sessions)	\$21,995.00	\$19,995.00	\$19,995.00	\$19,995.00	\$19,995.00
Clinical Theater Two (includes 1 clinical session)	\$14,995.00	\$9,995.00	\$9,995.00	\$9,995.00	\$9,995.00
Clinical Theater Three (includes 1 clinical session)	\$12,995.00	\$9,995.00	\$9,995.00	\$9,995.00	\$9,995.00
Business Track (includes 1 business session)	\$18,995.00	\$7,995.00	\$7,995.00	\$7,995.00	\$7,995.00
Veterinary Technicians' Theater (includes 1 vet tech session)	\$12,995.00	\$7,995.00	\$7,995.00	\$7,995.00	\$7,995.00
Title Sponsorship of a Theater	Call for pricing	Call for Price	Call for Price	Call for Price	Call for Price
Lightning Talks	\$2,500.00	n/a	n/a	n/a	n/a
Breakfast Session	n/a	\$4,995.00	\$4,995.00	\$4,995.00	\$4,995.00
PRE-EVENT SPONSORSHIPS					
Badge Mailers	\$2,895.00	\$3,995.00	\$3,995.00	\$3,995.00	\$3,995.00
Attendee Emails	\$2,295.00	\$4,995.00	\$4,995.00	\$4,995.00	\$4,995.00
Exclusive Online Registration	\$3,500.00	\$4,995.00	\$4,995.00	\$4,995.00	\$4,995.00
Vet Show Round-up	\$800.00	\$995.00	\$995.00	\$995.00	\$995.00
Website Banner for 3 months	\$1,200.00	\$1,995.00	\$1,995.00	\$1,995.00	\$1,995.00
EXCLUSIVE OPPORTUNITIES					
Official Bag	\$12,000.00	\$7,995.00	\$7,995.00	\$7,995.00	\$7,995.00
Official Badge	\$5,500.00	\$4,995.00	\$4,995.00	\$4,995.00	\$4,995.00
Official Lanyard		\$5,995.00	\$5,995.00	\$5,995.00	\$5,995.00
'You Are Here' Boards	\$5,000.00	\$4,995.00	\$4,995.00	\$4,995.00	\$4,995.00
Registration Sponsor	\$15,000.00	\$9,995.00	\$9,995.00	\$9,995.00	\$9,995.00
WiFi	\$20,000.00	\$9,995.00	\$9,995.00	\$9,995.00	\$9,995.00
Lunch Partner	\$10,000.00	Call for Details	Call for Details	Call for Details	Call for Details
ON-SITE OPPORTUNITIES					
Visitor Bag Insert	\$2,495.00	\$2,995.00	\$2,995.00	\$2,995.00	\$2,995.00
Notepads	\$2,500.00	\$3,995.00	\$3,995.00	\$3,995.00	\$3,995.00
Pens	\$2,000.00	\$1,995.00	\$1,995.00	\$1,995.00	\$1,995.00
Theater Holding Slides	\$2,000.00	\$1,995.00	\$1,995.00	\$1,995.00	\$1,995.00
Hanging Banners	Call for pricing	n/a	n/a	n/a	n/a
Floor Decals	\$4,500.00	\$2,995.00	\$2,995.00	\$2,995.00	\$2,995.00
Column Wraps	\$5,500.00	n/a	n/a	n/a	n/a
Speakers' Lounge	\$5,000.00	\$4,995.00	\$4,995.00	\$4,995.00	\$4,995.00
Floorplan Handout	\$3,000.00	\$3,995.00	\$3,995.00	\$3,995.00	\$3,995.00
Scanner Staff T-Shirts	n/a	\$1,995.00	\$1,995.00	\$1,995.00	\$1,995.00
OTHER OPPORTUNITIES					
Passport Competition	\$3,000.00	\$2,995.00	\$2,995.00	\$2,995.00	\$2,995.00
Voucher Book Entry	\$1,000.00	\$1,995.00	\$1,995.00	\$1,995.00	\$1,995.00
Shuttle	n/a	\$7,995.00	\$7,995.00	\$7,995.00	\$7,995.00
Water Bottles	\$5,000.00	\$9,995.00	\$9,995.00	\$9,995.00	\$9,995.00
Happy Hour	Call for pricing	Call for Details	Call for Details	Call for Details	Call for Details
Lounges	Call for pricing	\$1,995.00	\$1,995.00	\$1,995.00	\$1,995.00
AUDIO RECORDINGS					
Session Recording	\$1,000.00	\$995.00	\$995.00	\$995.00	\$995.00
Session's RACE-Approval	\$400.00	\$995.00	\$995.00	\$995.00	\$995.00
Hosted Session Recording	\$2,000.00	\$995.00	\$995.00	\$995.00	\$995.00
Promoted Session Recording	\$3,000.00	\$995.00	\$995.00	\$995.00	\$995.00
Headline Recording	n/a	Call for Details	Call for Details	Call for Details	Call for Details
MOBILE SPONSORSHIPS					
Push Notifications	\$1,500.00	\$995.00	\$995.00	\$995.00	\$995.00
Vet Swipe	\$350.00	\$995.00	\$995.00	\$995.00	\$995.00
App Banner	\$1,000.00	\$1,995.00	\$1,995.00	\$1,995.00	\$1,995.00



NEW YORK



CHICAGO



RENO



AUSTIN



WASHINGTON DC

Your points of contact for each show

New York Vet
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Wild West Vet
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