PROMOTIONAL OPPORTUNITIES 2020

Contact us

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Education Partners:

Organised by:

[Logos]
The London Vet Show is the main buying event for the veterinary industry. Established in 2009 we are now in our 12th year and still attracting new visitors every year. It’s increasingly important for you to consider additional promotional opportunities and ways to make sure you stand out. The show is packed with ways for you to make your mark: think outside your stand space and influence our visitors right across the show to visit your stand.

Our 2019 event saw 5,596 veterinary professionals in attendance. This means opportunities for you to generate sales and new contacts. With our list of promotional options, we have both new and proven ways for you to stand out as the vets’ supplier of choice.

As organisers, we only have one thing in mind for our exhibitors: making sure you have a successful show and that you come back to us time and time again!

Vital Statistics

84% of attendees have buying power

Days Attended

- 12% Thursday
- 8% Friday
- 80% Both Days

Geography

- 87.5% UK
- 12.5% International

Delegates

- 1,950
- 2,298
- 3,076
- 3,387
- 3,978
- 4,699
- 5,135
- 5,276
- 5,581
- 5,596
- 5,750
Event Partners

Becoming an Event Partner is something that exists to reward our biggest spending customers with an increased profile and presence across the show.

**PLATINUM EVENT PARTNER**

A truly high profile partnership for the exhibition elite who invest over £20,000 in sponsorship. They will benefit from all of the Silver perks, all of the Gold perks AND all of the below:

- Logo on all onsite signage in the most prominent location
- Logo will be on the front page of the show guide, the most visible place
- Logo on show advertisements in digital, print and online
- Enhanced Show Guide Listing
- One-off 3rd party access to our postal database

**GOLD EVENT PARTNER**

Invest £15,000 or more in sponsorship and you will be one of a limited number of Gold Partners. Gold partners will receive all of the Silver Partner benefits plus the following:

- Prominent logo position on selected signage
- Web Banner Advert on our website
- Enhanced Exhibitor Listing on our online exhibitor list

**SILVER EVENT PARTNER**

Any exhibitor who supports our event by investing over £10,000 on sponsorship will automatically become a Silver Partner. Silver Partners benefit from the following at no additional cost:

- Logo on appropriate on-site signage
- Logo on Sponsors’ page in our Show Guide
- Linked Logo on over 250,000 emails to veterinary professionals
- Logo on all printed collateral, we produce over 300,000 print pieces a year
London Vet Show - 2020

The London Vet Show
Official Show Guide

ADVERTISING OPTIONS

<table>
<thead>
<tr>
<th>DISPLAY ADVERTISING</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Conference Page Strip Ad</th>
<th>Quarter Page</th>
<th>DPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Belly Band</td>
<td>£5000*</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outside back cover</td>
<td>SOLD OUT</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Inside front cover</td>
<td>SOLD OUT</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£2000*</td>
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</tr>
</tbody>
</table>

FREE LISTINGS

Every exhibitor is guaranteed a 50 word profile and the chance to list themselves under up to three of our product locator categories. You can also enhance your presence through a series of simple and effective additional sponsorship opportunities. Contact us on lvs@closerstillmedia.com

Price FREE

ENHANCED LISTINGS

Stand out from the crowd. Package includes:
- 100 words
- Highlighted listing
- Company Logo

Price £299*

PREMIUM ENHANCED LISTINGS

Ensure maximum prominence. Package includes:
- 200 words
- Boxed ¼ page listing
- Wash behind copy to make it stand out from the page
- Company Logo

Price £699*

PRODUCT CATEGORY SPONSORSHIP IN THE COMPREHENSIVE INDUSTRY BUYERS GUIDE

For each of our product categories we will provide an alphabetical listing of relevant exhibitors with their stand numbers.

It’s a simple way to help visitors find relevant suppliers. For each category there is a sponsorship opportunity to allow you to get listed as the most prominent supplier.

Product listing sponsor is listed as the first entry under the relevant category:
- 50 words of copy at the start of the listing
- Logo appears alongside
- Whole page advertisement assigned to the adjacent page of your selected category

Price £2000*

All prices are excluding VAT

Product Category Listing

<table>
<thead>
<tr>
<th>Product Category</th>
<th>Supplier Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veterinary Drugs</td>
<td>Merial Animal Health Ltd</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>Lintbells Veterinary</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>J20</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>KRKA UK</td>
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<tr>
<td>Veterinary Drugs</td>
<td>C70</td>
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<td>Veterinary Drugs</td>
<td>Hypocare</td>
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<tr>
<td>Veterinary Drugs</td>
<td>G30</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>Henry Schein Animal Health</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>F40</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>Farnam, VPL, Vita Flex USA</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>Elanco</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>Ecuphar Nutriscience</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>C60</td>
</tr>
<tr>
<td>Veterinary Drugs</td>
<td>MSD Animal Health</td>
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<td>H40</td>
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<td>Veterinary Drugs</td>
<td>Dorwest Herbs</td>
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<tr>
<td>Veterinary Drugs</td>
<td>Dechra Veterinary Products</td>
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<td>Veterinary Drugs</td>
<td>Q40</td>
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Price £699*

CloserStill Media

Unit 14, Exhibition House, Addison Bridge Place, London W14 8XP

Something new in business media. CloserStill Media - often described as the fastest growing business media company in the UK - specialises in high-value, content-driven events and the nurturing of B2B or professional communities.

CloserStill’s portfolio includes some of the UK’s fastest-growing and often award winning events including Learning Technologies Europe, The Pharmacy Show and The London Vet Show.

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Price £699*
Conference Opportunities

Deliver your own programmed session
Educate vets directly with your own speaker and topic, this is your time to shine!
Promoted thoroughly to help you make the most of your investment

**Exhibitor Showcase – Capacity 30**
- New Product or Service?
- Book time to talk to vets about why you have created it
- Turn that interest into new sales and awareness
- 1 Hour Timeslot - £2,500

**Gallery Room - Capacity 80**
- 1 Hour - £3,000
- Half Day - £8,000
- Full Day - £14,000

**Gallery Suite - Capacity 160**
- Half Day - £10,000
- Full Day - £15,000

**Referral Stream**
- A dedicated conference stream for referral practices to showcase their expertise
- Use this to generate new referrals from first opinion practitioners
- Well attended and thoroughly promoted ensuring maximum ROI

**Hands-on workshop**
- A room that is available for hire in 1/2 day slots to allow enough time for detailed hands-on sessions to be delivered. Can seat up to 28 delegates.

**Sponsor of main programme session**
Align your brand with the key and topical messages within the main programme. You can be the sponsor of an RVC or BVA programmed session, or pick a session in our Business Theatre and show our visitors that you support something important to the vet industry.

- Data from those who attend the session - we have amended our processes to be GDPR compliant, so data is safe to be passed onto you after the show.
- Branding on all programme collateral
- Supporting industry and message alignment pushing you to the top of the vets’ minds

london.vetshow.com
Exhibition Opportunities

Seating Areas
- 3 seating areas located in key strategic areas so as many vets as possible see them
- Seating areas are busy and popular areas so high profile
- Design the seating area as you see fit, making it your own.

PRICE
£10,000

Speakers Lounge
- Get your company in front of high profile, key opinion leaders
- Great for new products or new companies to promote themselves to industry leaders

Washroom Sponsorship
- Brand the main washrooms used for the show
- High profile in an area where every delegate is sure to visit!
- Exclusive opportunity meaning you stand out above all other businesses by doing this

Perimeter Carpet Around Stand
- Give your stand a special feel for very little outlay
- Make your stand seem bigger and more inviting

Print

London Vet Show PEG Insert
- Sent to 12,000 named vets in the UK during September, a key time in their planning
- High profile with just one produced every year
- Limited opportunities for inserts means maximum exposure

PRICE
£7,000

Insert in Delegate Badge Mailing
- Great profile at a key time
- UK badges are posted two-three weeks prior to the show when every vet is thinking about their time at London Vet Show
- Make sure your exhibition stand is on our visitors’ shopping list so they choose you and not your competitor to buy from

PRICE
£4,000

Enhanced Show Guide Listing
- Stand out from the competition with the time tested enhanced listing
- 100 words, a logo and a border around your exhibitor listing making you easier to spot by the vets

PRICE
£299

All prices are excluding VAT
Delegate Catering Area

• Exclusive branding of the only catering area in the show
• Larger than ever before so can accommodate more vets meaning a better branding opportunity for you.
• Each of our delegates will collect their free lunch here so great visibility for your new product or your business
• A very high profile and prestigious option

POA

Registration Area - Single

• Only two entrances available
• Every visitor will have to enter the show through one entrance or the other so the opportunity is still very high profile
• Fantastic opportunity to promote a new product

£15,000

Delegate Hospitality Area

• Your opportunity to run a hospitality area for our visitors generate substantial traffic by providing nice food, drinks and entertainment perhaps
• If you are interested in doing sometime like this please get in touch and we can talk about your objectives.

£20,000

London Vet Show Mobile App

• Sponsor the only app to help vets navigate the show, the content and their time at London Vet Show.
• High profile and current sponsorship available to just one sponsor

£10,000

All prices are excluding VAT
# Digital Opportunities

<table>
<thead>
<tr>
<th><strong>Delegate eNewsletter</strong></th>
<th><strong>Web Banner</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Sent monthly to our veterinary distribution list of 12,000</td>
<td></td>
</tr>
<tr>
<td>• Great way to share your messaging or updates with the industry</td>
<td></td>
</tr>
<tr>
<td><strong>PRICE</strong> £750</td>
<td><strong>PRICE</strong> £1,600</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Sponsorship of Delegate Registration Email</strong></th>
<th><strong>Vet Show Select</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• When a vet registers for the show they are sent an email confirmation. We will have over 5,800 to our 2020 show so that’s a lot of emails!</td>
<td></td>
</tr>
<tr>
<td>• The email sponsor will have 100 words and a logo on this email so every vet who registers can see your message and branding before the show.</td>
<td></td>
</tr>
<tr>
<td>• Use this to raise awareness in the run up to the show and turn that into new sales during the exhibition.</td>
<td></td>
</tr>
<tr>
<td><strong>PRICE</strong> £4,200</td>
<td><strong>PRICE</strong> £2,100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Use of LVS data for 1 email (3rd party access)</strong></th>
<th><strong>Sponsorship of Badge Email</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Design your own html and we will send it to our database</td>
<td></td>
</tr>
<tr>
<td>• London Vet Show database is one of the most up-to-date date available so your email will reach as many people as possible</td>
<td></td>
</tr>
<tr>
<td><strong>POA</strong></td>
<td><strong>PRICE</strong> £3,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>VetSwipe</strong></th>
<th><strong>Vetswipe!</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Within the LVS app, it allows you to highlight any special offers or discounts.</td>
<td></td>
</tr>
<tr>
<td>• Includes up to 30 words and an image.</td>
<td></td>
</tr>
<tr>
<td>• App users will be able to swipe and put into a special basket on the app to remind them to visit your stand and you will be provided the data post-show of everyone that said yes.</td>
<td></td>
</tr>
<tr>
<td><strong>PRICE</strong> £350</td>
<td></td>
</tr>
</tbody>
</table>
Brand Awareness

Delegate Bags
- When they come into the show every vet is given a show bag which they then carry around the show for two days and take back to practice with them.
- This is a high profile and continual promotional tool you can use to promote a new product

PRICE £7,000

Delegate Bag Inserts
- Time tested tool to raise your company’s profile among our vets
- Every delegate is handed a bag containing your inserts on entry to the show so you can be sure of a mass impact
- Limited number means good effectiveness, just 20 inserts from 450 exhibitors ensures good ROI

PRICE £2,500

Delegate Badges
- Brand the badges of every delegate at the show
- High profile as every single visitors has to have a badge so has to see your logo!

Floorplan Handout
- Page after page of advertising space for the sponsor to generate maximum profile
- The only hand held map of the show so a cherished item by our delegates, they keep hold of it which means continued branding for the sponsor
- Combine advertising with messaging to turn a unique opportunity into new revenue

PRICE £7,000

Hanging Banner
- Your chance to hang a banner above your exhibition space at the show
- Use this to stand out from afar, making your location easier to see from different parts of the show floor

PRICE £2,500

Theatre Holding Slides
- Your slides to run during breaks in lectures
- Sold per theatre so you can target the most relevant audience for your business

PRICE £1,100 PER DAY
## Brand Awareness

### Notebooks
- Show your support for the industry by providing notebooks to the London Vet Show Conference goers.
- Pads can be branded so use that to make sure they know who is supporting them.
- Turn that brand awareness into a busy stand.
- Placed into every delegate bag.

### Delegate Lanyards
- Your brand goes around every visitor’s neck to hold their badge.
- Every visitor will see your branding countless times during the show on themselves and other vets.

### Pens
- Only one sponsored pen will be placed into our show bags and it could be yours.
- Pens can be branded so use this opportunity to make sure they recognise your business.
- Turn that recognition into a busy stand.

### Delegate Lanyards
- Want exhibitors to know who you are? Brand their lanyards.
- Every exhibitor uses a lanyard to hold their badges during the show and will see your company on their own and their colleagues necks.

### Reusable Water Bottle Sponsorship
- Branded reusable water bottles given to every visitor, colour matched to suit sponsor.
- Unique opportunity for one company.
- Sponsors also receive a water dispenser FOC to their stand.

### Exhibitor Lanyards
- Want exhibitors to know who you are? Brand their lanyards.
- Every exhibitor uses a lanyard to hold their badges during the show and will see your company on their own and their colleagues necks.

### Branded Theatre Scanning Staff
- Provide branded uniforms for the scanning staff.
- To get into a theatre a delegate must be scanned so every visitor will see scanning staff countless times during their time at the show.
- Use this brand recognition to generate interest and a busy stand.

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**All prices are excluding VAT**

<table>
<thead>
<tr>
<th>Brand Awareness</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Notebooks</td>
<td>£4,500</td>
</tr>
<tr>
<td>Delegate Lanyards</td>
<td>£8,000</td>
</tr>
<tr>
<td>Pens</td>
<td></td>
</tr>
<tr>
<td>Reusable Water Bottle Sponsorship</td>
<td>£10,000</td>
</tr>
<tr>
<td>Exhibitor Lanyards</td>
<td>£5,000</td>
</tr>
</tbody>
</table>
| Branded Theatre Scanning Staff | £2,000 PER THEATRE

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LONDON VET SHOW - 2020

london.vetshow.com
Maximise Footfall

**Voucher Book Entry**
- A printed A5 voucher booklet containing offers from the exhibition floor
- Use this to run a competition or similar incentive to drive people to your stand
- Delegates are aware of the offers in this booklet and look out for it each year, a cost effective way to drive people to your stand

**Floorwalkers Licence**
- As an exhibitor talking to delegates is restricted to the confines of your stand but this allows you free roam
- Move around the show handing out leaflets, talking to delegates in the aisles and having the freedom to bring them over to your main stand

**Passport Competition Sponsor**
- Be one of just 15 sponsors who benefit from the significant footfall generated by being a passport sponsor
- Delegates enter this competition by visiting each sponsor’s stand
- The prize is a £12,000 holiday of a lifetime, so it’s a prize worth winning and the vets love it.
- By far our best stand-alone tool to make your exhibition a busy one

**Floorstickers**
- Simple effective and clear tool to raise awareness of your company and drive people to your stand
- 1mx1m placement for you to design attractive artwork to entice visitors to your stand
- Can be located in countless locations across the exhibition floor to bring delegates to your stand from all corners of the show

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**London Vet Show - 2020**

**All prices are excluding VAT**

**Voucher Book Entry**
- £600

**Floorwalkers Licence**
- £2,000

**Passport Competition Sponsor**
- £4,000

**Floorstickers**
- £500
Place your business at the forefront of equine practice
• Place your business at the forefront of equine practices by sponsoring a session
• Branding in related areas
• Pick a session to sponsor that relates to your business and watch the pile of leads grow

Price £1,500

Email to Equine Vets
• Use our email template or send your own html to target our equine vets specifically
• Promote your existing or upcoming equine range to a key group of prospective customers

Price £1,500

Place your business at the forefront of farm vet practices
• Place your business at the forefront of farm vet practices by sponsoring a session
• Branding in related areas
• Pick a session to sponsor that relates to your business and watch the pile of leads grow

Price £2,000

Email to Farm Vets
• Use our email template or send your own html to target our farm vets specifically
• Promote your existing or upcoming farm species products to a key group of prospective customers

Price £1,500

Plus countless other opportunities please contact: lvs@closerstillmedia.com to find out more about Equine and Farm