

# BEYOND THE BOOTH

**Stand out. Sell out. Go all out.**

Customize our sponsorship opportunities to reach your goals

**VET  
SHOW** 

**SPONSORSHIP  
BROCHURE**

Organized by  
**CloserStill** 



For information on exhibiting or to register your booth, please contact **Christina Zoccoli** at [c.zoccoli@closerstillmedia.com](mailto:c.zoccoli@closerstillmedia.com) or call **929-446-4509**



RENO



NEW YORK



AUSTIN



CHICAGO

# Congratulations on becoming an official Vet Shows US exhibitor! Our events give you the chance to:

- Be seen by thousands of veterinary professionals in a learning environment
- Sell your product or service to real decision-makers and interested buyers
- Create custom and unique sponsorship packages to meet your needs
- Reach your goals with a successful ROI



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**

Stand out over your competition and be remembered



**Booth Traffic**

Draw a wider audience for more demos, sales, and prospects



**Lead Capture**

Get the qualified contacts you're targeting



**Web Traffic**

Send attendees to your site with the push of a button

# Deliver Your Own Session: Promote Your Own Product/Service

Educate an engaged audience by bringing in your own speaker relevant to your product/service. What better way to raise brand awareness, capture leads, and drive traffic to your booth?

## FOR ALL SPONSORED CONTENT

1. Select your own speaker & topic with our program team
2. Have your logo in all program promotions
3. Receive a list of session attendees and their contact info

### Innovation Showcase Session Sponsor



### Veterinary Technician Session Sponsor



### Veterinary Business Session Sponsor



### Clinical Program Sponsor



#### Acknowledgement of Educational Support

- Branding package for a relevant 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 digital programs
- Seat drop of your literature before the relevant session

### Custom Workshop Sponsor



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.

*\*Labor & equipment not included. Sponsor is responsible for all equipment and supplies.*

### Custom Wet Lab Sponsor



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.



Brand Awareness



Booth Traffic



Lead Capture



Web Traffic

## Don't wait until the show to market yourself. Have a well-rounded plan that includes pre-show

We have great options that guarantee your business 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 52%

Only 3 Available



### 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 = 47%

LIMITED



### 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 5,500 views per month!

LIMITED



### Example of a Roundup Email



3 more days until we meet online!

We can't wait to (virtually) meet you in a few days. Vet Show @ Home is not just about learning, but the connections you will make!

During the event you will be able to browse through our sponsor's listings and make connections with individual company representatives, schedule 1:1 video meetings, ask questions through chat, view their products or services, and download a variety of resources.

Below are just a few of the sponsors you will be able to connect with:



IDEXX is a leader in pet healthcare innovation, serving veterinarians around the world with a broad range of diagnostic and laboratory technology-based products and services. IDEXX solutions enhance veterinarians' ability to provide advanced medical care, improve staff efficiency, and build more economically accessible practices.

Vet Listing —



Ogena Solutions, the company that introduced animal health to the accelerated hydrogen peroxide disinfectant Fluorox (Accel), introduces the \$450 OgenaShield Air Purifier that's crown free, kills viruses and bacteria over multiple rooms, fits in the car as well as on surfaces, and covers up to 3000 sq ft per unit.

Vet Listing —



Are you looking to grow your career or find that perfect job? The VET Recruiter can help! The VET Recruiter is a premier executive search firm focused on the veterinary industry. We have hundreds of veterinary openings right now. Contact us or visit our booth, we would love to help!

Vet Listing —



Starting a new clinic? Upgrading your equipment? Opening a second location? We show you the pros and the smartly upstart. Digital X-Ray \$25K - Dental X-Ray \$125K - Ultrasound \$10K - Autoclave \$4K - LED Surgery Lighting \$2400 - Wall Mounted Flocking Exam Table \$400. See Website - www.newvetequipment.com

Vet Listing —

With exclusive sponsorship options, you—and only you—have the chance to represent a big part of an attendee’s day: from registration to lunch time.

Registration Sponsor



High-profile branding!

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.

‘You Are Here’ Boards



Stand out from the crowd!

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.

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 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).

Breakfast Session



Capture attention and leads with the first session of the day

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.



### Attendee Bag Insert



Let all attendees see you as they look through their show bag to get their pen and notepad ready for their sessions. Place a special offer or sample to push traffic directly to your booth.

### Floorplan Call Out



This is one unique opportunity to gain more visibility for your brand and better influence those navigating the expo floor. Your booth/logo/brand highlighted on our digital floorplan.

### 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 directly to your booth.

### Theater Holding Slides



**ONLY 10 AVAILABLE**

Get extra exposure in one of our theaters. As attendees enter and exit, your branding will be on the screens. Whether they're watching online or in person, our attendees will see your messaging while they prepare for their session.

### Speakers Lounge



**EXCLUSIVE SPONSOR**

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.

## Passport Competition

ONLY 12 AVAILABLE



- Be one of only 12 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!

 BOOTH #621	 BOOTH #608	 BOOTH #842	 BOOTH #921
 BOOTH #639	 BOOTH #317	 BOOTH #906	 BOOTH #1012
<p><b>On average, 50% of attendees complete their passport!</b></p>		 BOOTH #513	 BOOTH #1029
		<p><b>THE WINNER WILL BE ANNOUNCED AT 3:30 PM ON WEDNESDAY, MAY 15 IN CLINICAL THEATER 2.</b></p>	

## 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.

## Digital Voucher Book Entry

UNLIMITED



- This booklet contains offers from our 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

## Sponsored Lounges



Everyone needs a break at some point. While resting their feet, attendees will be able to read your promotional material carefully spread out over the seating area.

## Audio Recordings

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

Only in combination with a session sponsorship

**UNLIMITED**

Provide the recording



RACE-approval of the session



Hosting your session recording on the show website



Promoting your session recording by show



## Push Notifications



## Go Mobile!

With every attendee owning a mobile device and relying on it for the most up-to-date information, we created some perfect opportunities for your brand to show up on their phones.



**2 PER SHOW DAY!**

140 characters to say exactly what you want to say and the time of day that you want it to go out. That's all we need from you. What do we do? Make sure it pops up on every attendee's phone (if they have the VetShow app). Ask them to come by your booth for something special and you will see your traffic increase.

## Job Swipe



**2 PER SHOW DAY**

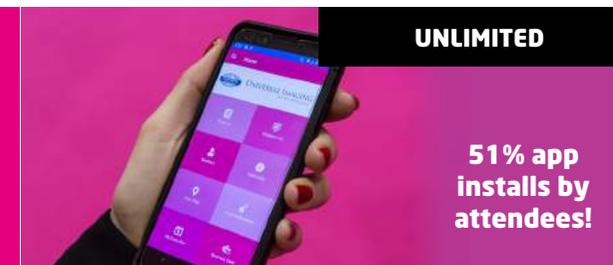


We've experienced many of our attendees looking for a new job, which led us to develop Job Swipe. You draft a job post and our app will show it to attending veterinarians. If they swipe right (which means they like it), they'll be able to see more information and you'll receive their contact details.

## App Banner



**UNLIMITED**



**51% app installs by attendees!**

Show up on the app's homepage. Every single app user will see you every single time they open the app (which happens multiple times a day). Design your banner so that it's a good contrast with our pink app design, and attendees can't miss you!



## Pricing Overview



CONTENT SPONSORSHIPS				
Innovation Showcase Session	\$5,995.00	\$8,995.00	\$5,995.00	\$5,995.00
Veterinary Business Session	\$5,995.00	\$8,995.00	\$5,995.00	\$5,995.00
Veterinary Technician Session	\$5,995.00	\$7,995.00	\$5,995.00	\$5,995.00
Clinical Session	\$7,995.00	\$9,995.00	\$7,995.00	\$7,995.00
Custom Workshop	\$9,995.00	Call for pricing	\$9,995.00	\$9,995.00
Custom Wet Lab	Call for pricing	Call for pricing	\$6,995.00	\$6,995.00
PRE-EVENT SPONSORSHIPS				
Badge Mailers	\$3,995.00	\$2,995.00	\$3,995.00	\$3,995.00
Attendee Emails	\$4,995.00	\$2,295.00	\$4,995.00	\$4,995.00
Exclusive Online Registration	\$4,995.00	\$3,500.00	\$4,995.00	\$4,995.00
Vet Show Round-up	\$995.00	\$995.00	\$995.00	\$995.00
Website Banner for 3 months	\$1,995.00	\$1,200.00	\$1,995.00	\$1,995.00
EXCLUSIVE OPPORTUNITIES				
EXCLUSIVE - Official Bag	\$7,995.00	\$12,000.00	\$7,995.00	\$7,995.00
EXCLUSIVE - Badge	\$4,995.00	\$5,500.00	\$4,995.00	\$4,995.00
EXCLUSIVE - Registration	\$9,995.00	\$15,000.00	\$9,995.00	\$9,995.00
WiFi	\$9,995.00	\$15,000.00	\$9,995.00	\$9,995.00
Lunch Partner	Call for Details	Call for Details	Call for Details	Call for Details
ONSITE OPPORTUNITIES				
Floor Decals	\$2,995.00	\$4,500.00	\$2,995.00	\$2,995.00
'You Are Here' Boards	\$4,995.00	\$5,000.00	\$4,995.00	\$4,995.00
Speakers' Lounge	\$4,995.00	\$5,000.00	\$4,995.00	\$4,995.00
EXCLUSIVE - Attendee Bag Insert	\$2,995.00	\$2,995.00	\$2,995.00	\$2,995.00
Floorplan Call Out	\$2,995.00	\$3,000.00	\$2,995.00	\$2,995.00
Theater Holding Slides	\$2,495.00	\$2,495.00	\$2,495.00	\$2,495.00
Passport Competition	\$2,995.00	\$3,500	\$2,995.00	\$2,995.00
Digital Voucher Book Entry	\$1,995.00	\$1,000.00	\$1,995.00	\$1,995.00
Breakfast Session	\$4,995.00	n/a	\$4,995.00	\$4,995.00
Water Bottles	\$9,995.00	\$5,000.00	\$9,995.00	\$9,995.00
Happy Hour	Call for Details	Call for pricing	Call for Details	Call for Details
Lounges	\$1,995.00	Call for pricing	\$1,995.00	\$1,995.00
AUDIO RECORDINGS				
Session Recording	\$995.00	\$1,000.00	\$995.00	\$995.00
Session's RACE-Approval	\$995.00	\$400.00	\$995.00	\$995.00
Hosted Session Recording	\$995.00	\$2,000.00	\$995.00	\$995.00
Promoted Session Recording	\$995.00	\$3,000.00	\$995.00	\$995.00
MOBILE SPONSORSHIPS				
Push Notifications	\$995.00	\$1,500.00	\$995.00	\$995.00
Job Swipe	\$995.00	\$350.00	\$995.00	\$995.00
App banner	\$1,995.00	\$1,000.00	\$1,995.00	\$1,995.00
Mobile Title Sponsor	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00

# Contact Us

Reach out to discuss opportunities and availability! Please contact:



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