

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



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! This means you'll soon have thousands of veterinary professionals passing your booth, and thousands of opportunities to sell your product or service. At US Vet Shows, our priority is for you to meet your objectives and obtain a successful return on investment. 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're always looking for ways to offer you increased exposure and are more than happy to mold a unique, custom package.



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

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

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

PLATINUM PARTNER

A truly high-profile partnership for exhibitors who invest more than \$40,000* in sponsorships. 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
and above**
For New York: \$15,000 for all other shows

GOLD PARTNER

Invest \$25,000* or more in sponsorship 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

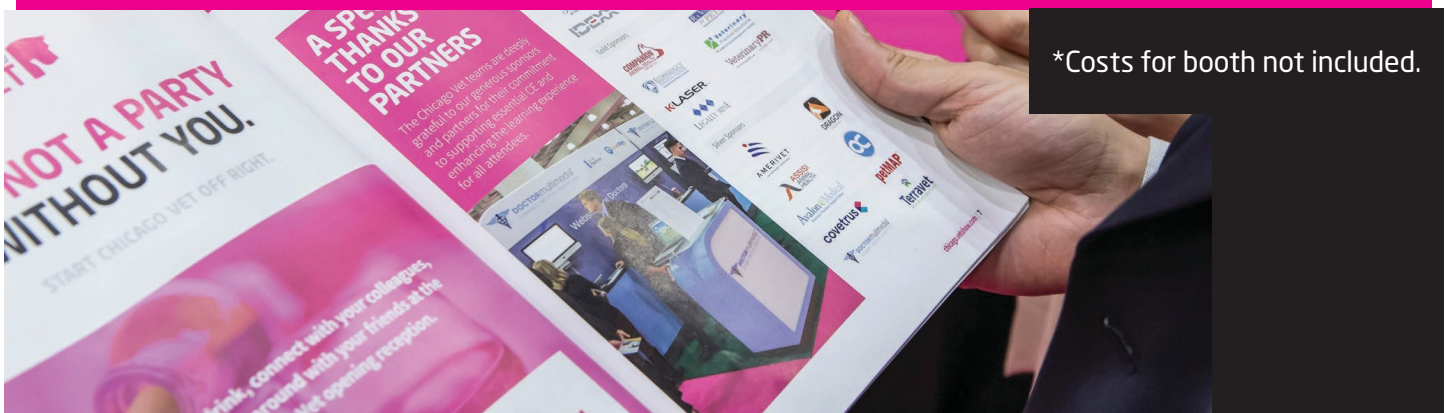
**\$25,000
and above**
For New York: \$10,000 for all other shows

SILVER PARTNER

Any exhibitor who supports our event by investing over \$15,000* 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
and above**
For New York: \$5,000 for all other shows



*Costs for booth not included.

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!)



**Innovation Showcase
Session Sponsor**



**Veterinary Technician
Session Sponsor**



**Veterinary Business
Session Sponsor**



Clinical Program Sponsor



**LIMITED
AVAILABILITY!**

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



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.



Custom Wetlab 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.

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!

All theaters sponsorships exclusive to 1 company

Clinical Theater One Sponsorship
(includes 2 clinical sessions)



Clinical Theater Three Sponsorship
(includes 1 clinical session)



Business Track Sponsorship
(includes 1 business session)



Clinical Theater Two Sponsorship
(includes 1 clinical session)



Veterinary Technicians' Theater Sponsorship (includes 1 vet tech session)



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 stomach and mind 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



Only 4 Available

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.

Attendee Emails



Only 3 Available

- 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%**

Vet Show Round-up



Limited

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%**

Website Banner



Limited

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

NEW YORK VET

ROUND UP...

Welcome to this year's New York Vet Round Up! This year's New York Vet will once again feature hundreds of cutting-edge exhibitors, opportunities to network, and a competition to win a trip to Grenada. See our exciting attractions below to help you plan your visit to New York Vet.

WIN A GETAWAY IN GRENADA

This year's New York Vet attendees have a superb opportunity to win a eight day trip to Grenada with Worldwide Veterinary Service (WVS) for two people by simply collecting stamps in their voucher passport from each of the participating sponsor booths in the exhibition hall.



WIN A GETAWAY!

BREAKFAST SESSION



SPONSORED BY:
VitalPet

MORNING COFFEE WITH JACKSON

Tips to improving the relationships between cats and their guardians
Jackson Galaxy

Host of Animal Planet hit
"My Cat From Hell"

Thursday, November 8, 8:00am - 8:50am
Veterinary Team Brief Business Theatre

CALLING ALL CORNELL VETERINARY MEDICINE ALUMNI

Cornell University College of Veterinary Medicine Alumni Reception
Hosted by Mara Digrazia-Weigand DVM '96, CALS '92, Alumni Executive Board Member
Thursday, November 8, 6:30pm - 8:30pm
Room 1801, Javits Center
Hors d'oeuvres will be provided
Cash bar will be available

RSVP to Paula Aiken at
607.253.3716 or
psa2@cornell.edu

SPREAD THE WORD!

JOIN US



SPONSORED BY:
ARATANA

NETWORKING RECEPTION

Inappetence Challenge and networking reception

Thursday, November 8, 5:45pm - 7:00pm
Exhibition Hall Central Catering Area

BOOK AND AUTOGRAPH SIGNING

Book and autograph signing with

Brandon McMillan

Celebrity animal trainer and author of "Lucky Dog Lessons"

Nutramax Laboratories

Veterinary Sciences Inc.

Thursday, November 8, 5:45pm - 6:45pm

Exhibition Hall Catering Area



SPONSORED BY:
NUTRAMAX

VETERINARY SCIENCES INC.

MEET BRANDON

We look forward to seeing you in November!

Kind Regards,

The New York Vet Team



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.

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



Limited Availability

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



Exclusive Sponsor

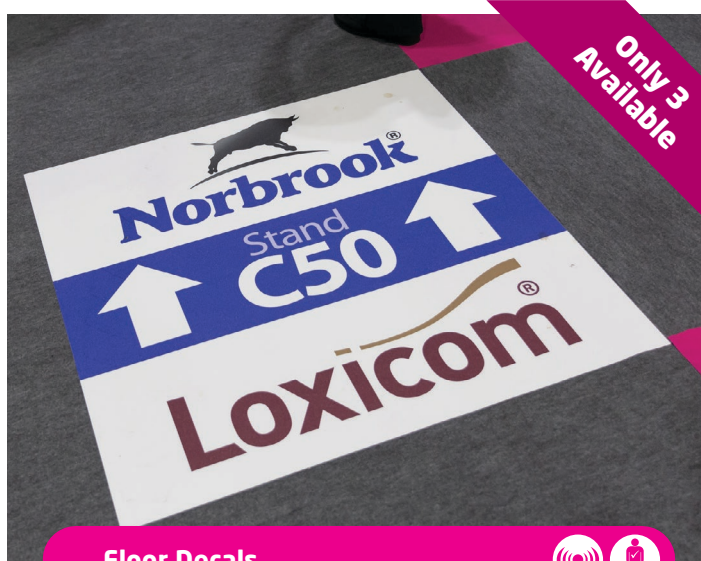
Place your brand in the official event bags that are handed out to attendees as they walk through the doors.

Pen Sponsor



Exclusive 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.

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.



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.

Theater Holding Slides



Only 10 Available

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.

HOLIDAY PASSPORT

Only 12 Available

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!

| | | | |
|---|---|--|---|
|  BOOTH #621 |  BOOTH #608 |  BOOTH #842 |  BOOTH #921 |
|  BOOTH #639 |  BOOTH #317 |  BOOTH #906 |  BOOTH #1012 |
| | |  BOOTH #513 |  BOOTH #1029 |

On average, 50% of attendees complete their passport!

THE WINNER WILL BE ANNOUNCED AT 3:30 PM ON WEDNESDAY, MAY 15 IN CLINICAL THEATER 2.

Preliminary Event Guide

Unlimited

Get your message out before the event by securing ad space in the Preliminary Event Guide. Mailed to over 25,000 veterinary professionals before the event, the Preliminary Event Guide features exhibitor news and event information. Pages in this decisive guide are limited and reserved on a first come, first-serve basis.

Onsite Event Guide

Unlimited

Secure positioning for your message to be in the hands of all event attendees in the Official Event Guide. The Official Event Guide proves essential for navigation around the event, as well as contains relevant content to the different clinical sessions taking place. Attendees will be referring to this guide throughout the event, as well as taking it home with them.



Product Category Sponsorship

Exclusive to 1 exhibitor within each category of the Product Categories section within the OEG. This will entail the company name being brought to the top of their particular product listing within the Onsite Guide, highlighted and bolded, standing out completely from the rest. A full page opposite the category page will then also be completely free for their ad work.

Onsite Event Guide Rates

| | Standard Rate | Inside Front Cover | Outside Back Cover | Inside Back Cover | Product Categories |
|--------------|---------------|--------------------|--------------------|-------------------|--------------------|
| Full Page | \$3,650 | \$5,475 | \$5,475 | \$4,565 | \$4,745 |
| Half Page | \$2,190 | n/a | n/a | n/a | n/a |
| Quarter Page | \$1,315 | n/a | n/a | n/a | n/a |

Get in contact to inquire on premium positioning

Unlimited

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

Provide the recording



RACE-approval of the session



Hosting your session recording on the show website



Promoting your session recording by show



To be our headline recording sponsor, providing webinars to all attendees



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.



Push Notifications



2 per show day

900 words to say exactly what you want to say & the time of day that you want it to go out. That's all we need from you. What 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



Unlimited

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



Exclusive Sponsor

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



| SPONSORSHIPS: | 2021 | 2021 | 2021 | 2021 | 2021 |
|---|------------------|------------------|------------------|------------------|------------------|
| 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 Theater (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 |
| Theater Holding Slides | \$2,000.00 | \$1,995.00 | \$1,995.00 | \$1,995.00 | \$1,995.00 |
| PRE-EVENT SPONSORSHIPS | | | | | |
| Badge Mailers | \$2,995.00 | \$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 | \$995.00 | \$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 | | | | | |
| EXCLUSIVE - Official Bag | \$12,000.00 | \$7,995.00 | \$7,995.00 | \$7,995.00 | \$7,995.00 |
| EXCLUSIVE - Official Badge | \$5,500.00 | \$4,995.00 | \$4,995.00 | \$4,995.00 | \$4,995.00 |
| EXCLUSIVE - Official Lanyard | Call for pricing | \$5,995.00 | \$5,995.00 | \$5,995.00 | \$5,995.00 |
| EXCLUSIVE - Registration | \$15,000.00 | \$9,995.00 | \$9,995.00 | \$9,995.00 | \$9,995.00 |
| Exclusive - Visitor Bag Insert | \$2,495.00 | \$2,995.00 | \$2,995.00 | \$2,995.00 | \$2,995.00 |
| Exclusive - Notepads | \$2,500.00 | \$3,995.00 | \$3,995.00 | \$3,995.00 | \$3,995.00 |
| Exclusive - Pens | \$2,000.00 | \$1,995.00 | \$1,995.00 | \$1,995.00 | \$1,995.00 |
| WiFi | \$15,000.00 | \$9,995.00 | \$9,995.00 | \$9,995.00 | \$9,995.00 |
| Lunch Partner | Call for Details | Call for Details | Call for Details | Call for Details | Call for Details |
| ONSITE OPPORTUNITIES | | | | | |
| Floor Decals | \$4,500.00 | \$2,995.00 | \$2,995.00 | \$2,995.00 | \$2,995.00 |
| 'You Are Here' Boards | \$5,000.00 | \$4,995.00 | \$4,995.00 | \$4,995.00 | \$4,995.00 |
| 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 |
| Lightning Talks | \$2,500.00 | n/a | \$1,995.00 | n/a | \$1,995.00 |
| Passport Competition | \$3,500 | \$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 |
| Breakfast Session | n/a | \$4,995.00 | \$4,995.00 | \$4,995.00 | \$4,995.00 |
| Shuttle | \$10,000 | \$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 |
| Job 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 |



**VET
SHOW**



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Organized by



CloserStill