

# BEYOND THE BOOTH

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

Customizable sponsorship opportunities

**VET  
SHOW**   
**SPONSORSHIP  
BROCHURE**

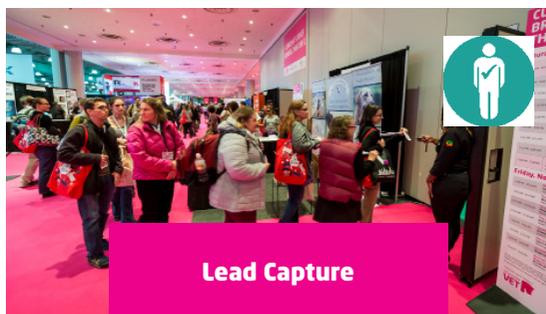


For information on exhibiting or sponsorship pricing, please contact the  
**US Vet Sales Team** at [vetshow@closerstillmedia.com](mailto:vetshow@closerstillmedia.com) or call **646-437-9080**



# Congratulations on becoming an official US Vet Show 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 the icons below to show the goals of each sponsorship.



**Brand Awareness**

Stand out from 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

- You choose your own speaker and topic for your sponsored session
- Your logo will be featured in all conference promotions
- Receive a list of your session attendees and their contact information

### Innovation Showcase Session Sponsor



### Veterinary Technician Session Sponsor



### Veterinary Business Session Sponsor



### Clinical Session Sponsor



LIMITED AVAILABILITY

#### 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.

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



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- and post-show promotion.

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

### Presitial Ads (Pop-Up Ads)

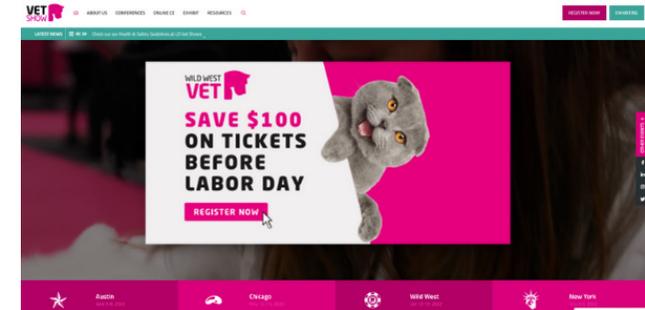
Only 4 available per show



**Make your brand "POP"! Get in front of our audience as soon as they visit our website.**

Create an ad promoting your brand with a URL included to direct potential leads back to your website. Ads are available per show homepage (Austin, Chicago, Wild West or New York) and last for 2 weeks at a time.

200+ registrations via Pop-Ads in 2021



### Countdown to Show Email



This email is sent to all pre-registered attendees. You can choose to feature your brand in any one of the 4 weeks leading up to the show or in all 4 emails!

#### Options

- 4 Weeks Out
- 3 Weeks Out
- 2 Weeks Out
- 1 Week Out
- Featured in all 4 emails



### Badge Reminder Email



This email is sent to all pre-registered attendees one week out from the show. Your brand will be featured alongside the attendees badge information for attendees to have a successful show.



Brand Awareness



Booth Traffic

### Daily Show Emails



These emails get sent out to pre-registered attendees each day of the show with reminders of what is going to be happening at the show that day including sessions, speakers, special events and more!



Lead Capture

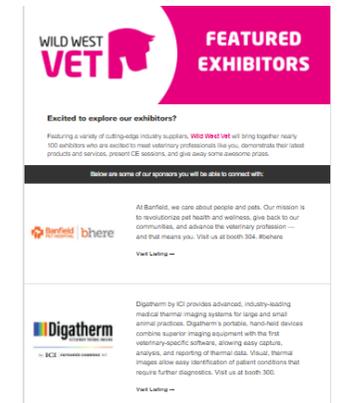


Web Traffic

### Vet Show Round-Up Email



Reach all Vet Show attendees with your ad in our Round-up email that goes out a couple days after the show. Stay top-of-mind by following up with any deals or specials for potential leads!



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.

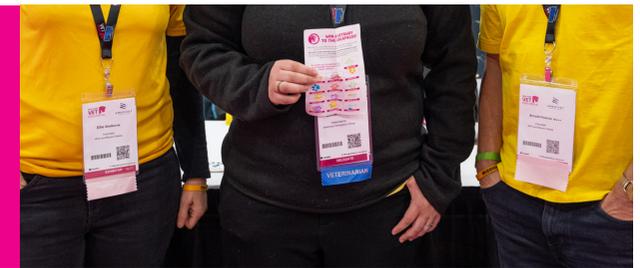
**Vet Show Registration Sponsor**



**High-profile branding!**

This sponsor is featured on all registration pages, at the event registration desk, registration signage and appears as a leading sponsor on the vast majority of event materials, both onsite and in pre-event marketing material.

**Vet Show Badge Sponsor**



**Stand out from the crowd and make your mark!**

This is your opportunity for attendees, exhibitors, speakers alike to be wearing your logo. All we will need from you is a high-res logo to print on our badges and you’ll be all set to make statement as an exclusive sponsor!

**Vet Show 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 lunch 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 onsite (featured on the central catering area hanging banner, lunch vouchers, napkins etc.) and prior to the event (in marketing materials referencing free lunch - emails, social, show daily etc.).

**Vet Show Lanyard Sponsor**



**Every attendee will be wearing your logo throughout the show - can’t get much better brand awareness than that!**

Your logo along with the Vet Show logo will be holding every attendee, exhibitor, speaker and guests badge which is needed to enter the show. It’s a great way to get your branding immediately visible to everyone at the show.



## Onsite Show Bag Insert



Want to get your marketing materials into the hands of potential leads? This sponsorship allows you to place a branded item, special offer or contest entry in our Attendee Show Bag to push traffic directly to your booth.

## Show Daily Ads



Introduced in 2021, the Show Daily features content related to each day of the show such as the conference schedule and show floor map and it also includes content written for the industry by the industry. There are a few options for your brand to be included in our Show Daily:

1. **Print Ads**  
Runs for all days of the show | Ads starting at \$1,200
2. **Editorial Content (Content YOU submit)**  
Content will run day 1 or day 2 of the show | Starting at \$1,500 per day
3. **Editorial Content (Content WE write)**  
Content will run day 1 or day 2 of the show | Starting at \$1,950 per day
4. **Premium Ad Locations**  
Price and Location written out for all days of the show
  - Inside of Cover: \$3,000
  - Inside of Back Cover: \$2,500
  - Back Cover: \$3,500

## Theater Holding Slides



**LIMITED AVAILABILITY**

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.

Your holding slide will be featured for only one day in one specific theater. Note: If there is a sponsored session, your holding slide will NOT be featured.



## 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 also includes lounge access for one of your representatives, creating an outstanding opportunity to engage with leaders of the industry.



## Passport Competition



- 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 sponsors' 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 coveted by vets all over the world: an all expenses paid experience of a lifetime in a beautiful location!

 BOOTH #621	 BOOTH #608	 BOOTH #842	 BOOTH #921
 BOOTH #639	 BOOTH #317	 BOOTH #906	 BOOTH #1012
<p><b>On average, over 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



EXCLUSIVE SPONSOR

What makes veterinarians happier than a happy hour? Work with our sales team to create a customizable experience that all attendees can enjoy after a long day at the show! From sponsored napkins or cups to drink tickets or promotional pamphlets on every table - your brand will be front and center!

## Promotional Voucher Ad

UNLIMITED



- This booklet contains offers from our exhibitors and lunch & drink vouchers for our attendees
- Use this to run a competition or similar incentive to drive people to your booth
- A cost-effective way to drive people to your booth

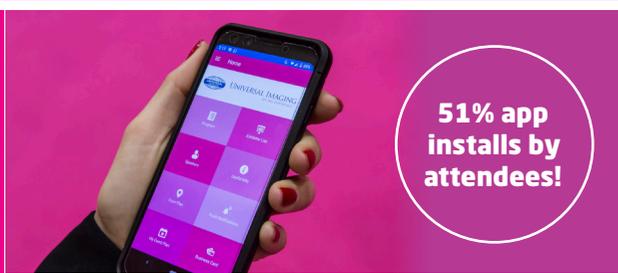
## Sponsored Lounges

EXCLUSIVE SPONSOR



During long days of learning and walking the show floor - attendees need a place to relax! In our lounges, you can create an activation to support their downtime and keep your brand top of mind.

## Vet Show App Banners



We are offering two different opportunities for your brand to be featured in our Official Vet Show app

**Title Sponsor (Exclusive Opportunity):** Anyone who downloads the app will see your brand every time they open the app which keeps your brand top of mind. Your logo will also be featured in the Mobile App launch email to all attendees prior to the show.

**Homepage Tile Sponsor:** With this sponsorship, you will get a tile on our homepage featuring your company. Your company's tile will be in great company with highly clicked tiles such as the Education Schedule, Show Floor Map, Exhibitor List and much more!



## 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!**

You have 150 words to promote your brand and drive traffic to your booth, send us the copy and time you'd like it to go and we'll do the rest! Our job is to make sure it pops up on every attendee's phone (if they have the Vet Show app). Ask them to come by your booth for something special and you will see your traffic increase.

## Mobile Push Contest



Looking to get more attendees to your booth? Our mobile push contest is JUST the thing. How it works is, you pick the day and the time and we notify all attendees via our app and social that there is an incentive if they go to your booth in the next 20 minutes. Bring on the leads!! (US Vet Show to supply incentives)

## Social Media Posts



Let us help promote your brand via our social media channels! Before, during or after the show - attendees are keeping a close eye on our social media as that is a major channel that we use to communicate important information about the show.

# Contact Us

Reach out to discuss opportunities and availability! Please contact:

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