

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



NEW YORK



CHICAGO



RENO



AUSTIN



WASHINGTON DC

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

**VET**  
**SHOW** 

**SPONSORSHIP**  
**BROCHURE**

Organized by



**CloserStill**



## Congratulations!

You are now an exhibitor at one of our Vet Shows! That means you'll have thousands of veterinary professionals pass your booth: thousands of opportunities to sell your product or service. But there is more! At the 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**

## PLATINUM PARTNER

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

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 will be 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

## GOLD PARTNER

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

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

## SILVER PARTNER

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

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.





## 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 Clinician's Brief's program promotions.

**Innovation Showcase Session**

**Veterinary Technician Session**

**Veterinary Business Session**

### Clinical Session



**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**

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 in the way you wish for an educational workshop. A great place for practical learning and to show veterinarians your products.

**Custom Wet Lab**

During wet lab our veterinarians get to make their hands dirty and try our products. In a small-scale environment, tutored by your own brand ambassador, attendees get to experience your product during a three-hour wet lab.

# Want more content-related exposure than just one session? Sponsor a theater!

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

While our excellent speakers deliver their content, the branding of the theater is all yours. In fact, each sponsorship comes with 1 or 2 sponsored sessions, which means that you can select your own speaker and topic in consultation with our program team. In addition, you can take advantage of our promotions: website, newsletters, direct mail pieces. You'll be all over the place before the conference has even started! We offer multiple different Theater Sponsorships. Choose the one that best fits your goals and your budget – or ask us for advice.

Automatically become a Silver Partner with all of these!

**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 in a dedicated section on the show floor (ranging from 35-45 minutes). We'll provide 50 seats with headsets and you deliver a talk on a subject of your choice. A great way to make veterinarians remember your company.

### Breakfast Session



Love goes through the stomach, and your brand too! Provide attendees with interesting content, while they're eating their breakfast and sipping on coffee. Speaker and topic in consultation with our program team.

# Pre-event Sponsorships



## Why wait until the show if you can start exposure of your brand pre-event?

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

### Badge Mailers



Only 4 Available

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

Ensure you are at the forefront of attendees' minds when they get to the show by being in the same envelope as their event badge.

### 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



Be the brand seen after every single successful online Vet Show registration with a link to your website profile.

**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 of days before the show and that recommends several exhibitors to check out.

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 that our designer will design in consultation with you, and taking into account your house style.

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

## Example of a Roundup Email

The image shows a series of promotional cards for the New York Vet Round Up. The top card is titled 'NEW YORK VET ROUND UP...' and includes a welcome message and a list of attractions. Below are several event cards: 'WIN A GETAWAY IN GRENADA' (a trip to Grenada), 'MORNING COFFEE WITH JACKSON' (tips on cat relationships with Jackson Galaxy), 'CALLING ALL CORNELL VETERINARY MEDICINE ALUMNI' (an alumni reception), 'NETWORKING RECEPTION' (an inappetence challenge), and 'BOOK AND AUTOGRAPH SIGNING' (with Brandon McMillan). Each card includes details like dates, times, and locations. The email concludes with a sign-off from 'The New York Vet Team'.





### Official Bag Sponsor

Have your branding on the bag that every visitor will receive with their registration. The bag contains valuable information for them, such as lunch vouchers, event guide, and floorplan, so every attendee uses the bag constantly.



### Official Badge Sponsor

Brand the badges of every attendee at the event. High profile opportunity as every single visitor needs a badge and will wear this during the entire event.



### 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 coming by.

## EXCLUSIVES!



### 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 onsite and in pre-event marketing material.



### '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 most important time of the day: **lunch!**

Each of our thousands of attendees will collect their daily lunches and hourly refreshments at the catering areas. By becoming our catering partner, you will be visible to every visitor quenching their thirst, refilling their caffeine levels or gaining some welcome nutrition. A brilliant and extremely prestigious option.

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



## Visitor Bag Insert

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

## Notepad Sponsor

Placed into every official event bag, handed out to every attendee as they walk through the doors.

## Pen Sponsor

Be in full sight as every attendee scribbles notes on their pad. Very powerful opportunity, especially in combination with the notepad sponsorship.



## Floor Decals

Simple, effective, and clear tool to raise awareness of your company and drive people to your booth. This 3ftx3ft placement is yours to design, allow your creative freedom to be embraced and ensure you grab the attention of your customers and send them wandering to your booth.

## Speakers' Lounge

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

## Scanner Staff T-Shirts

To get into a theater, an attendee must be scanned so every visitor will see the scanning staff countless times during their time at the event. Use this opportunity to provide the scanning staff with branded T-shirts, driving more traffic to your booth.



## Floorplan Handout

The only hand-held map of the event. There will be no attendee that doesn't have one. Unique opportunities to make your brand visible and influence where people are navigating on the expo floor.

## 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.





**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 our veterinary events and is by far the best tool to make your booth one of the busiest
- The prize of the competition is an experience of a lifetime in the Caribbean; a prize that's desired by vets all over the world

 BOOTH #621	 BOOTH #608	 BOOTH #842	 BOOTH #921
 BOOTH #639	 BOOTH #317	 BOOTH #906	 BOOTH #1012
<b>On average, 50% of attendees take part in the passport competition</b>		 BOOTH #513	 BOOTH #1029

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

**Water Bottles**  



**Be there for everyone's primary need.** Have your brand on every water bottle, being carried from theater to theater by every attendee. Quench their thirst, and then their curiosity to hear 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? Exactly. Be there when they relax, network, and have all the time to look at the leaflet you left on the table.

**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 to gratefully give their feet a rest. The perfect opportunity for you to leave them something to read on the way, or show a video to watch (based on availability).

**Seat Drops**  

Place your literature on every seat within your sponsored session. You can select to sponsor a specific session. Leave an exclusive show offer or giveaway entry to drive traffic!

## 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 

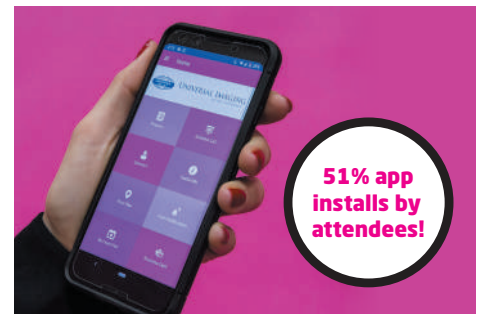
To be our headline recording sponsor, providing webinars to all attendees 



## 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.



**51% app installs by attendees!**

### Push Notifications

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.

### Vet Swipe

You draft a special offer, our app shows it to the attending veterinarians. If they swipe right (which means they like it), you'll receive their information as a part of your booth leads without them actually visiting your booth. A great way to capture lead information beyond your booth traffic.

### App banner

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:	2019	2019	2020	2020	2020
<b>CONTENT SPONSORSHIPS</b>					
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
<b>THEATER SPONSORSHIPS</b>					
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
<b>PRE-EVENT SPONSORSHIPS</b>					
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
<b>EXCLUSIVE OPPORTUNITIES</b>					
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
<b>ONSITE OPPORTUNITIES</b>					
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
<b>OTHER OPPORTUNITIES</b>					
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
<b>AUDIO RECORDINGS:</b>					
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
<b>MOBILE SPONSORSHIPS</b>					
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**  
**Christina Zoccoli**  
 c.zoccoli@closerstillmedia.com  
 (516) 654-7335

**Chicago Vet**  
**Sera Cullen**  
 s.cullen@closerstillmedia.com  
 (203) 807-1860

**Wild West Vet**  
**Jorge Moreno**  
 j.moreno@closerstillmedia.com  
 (954) 214-7576

**Austin Vet**  
**Dan Read**  
 d.read@closerstillmedia.com  
 (929) 446-4512

**Washington DC Vet**  
**Dan Read**  
 d.read@closerstillmedia.com  
 (929) 446-4512

**All US Vet Shows**  
**Stephen Knowles**  
 s.knowles@closerstillmedia.com  
 (347) 620-6240