

# DEUTSCHE VET

7 – 8 JUNE 2024

MESSE DORTMUND

20  
24

#DeutscheVET

SPONSORING &  
PARTNERSHIPS

FOR EXHIBITORS

EDUCATIONAL PARTNER



ORGANISED BY

**HINTE**  
EXPO & CONFERENCE



DEUTSCHE.VETSHOW.COM

DATE 09.11.2023

# WELCOME TO DeutscheVET 2024

As the central hub for experts, innovators, and decision-makers in the veterinary industry, DeutscheVET provides an unparalleled opportunity to showcase your company to a broad audience while gaining insights into the latest trends and developments in the field.

## WHAT SETS DEUTSCHEVET APART:

**Cross-industry Networking:** The DeutscheVET brings together experts from various educational sectors, including higher education, vocational training, e-learning, professional associations, and government institutions. Take advantage of the opportunity to establish valuable contacts and create synergies.

**Visibility and Brand Presence:** As an exhibitor at DeutscheVET, you have the opportunity to present your brand to a relevant audience. Increase your visibility and showcase your products and solutions effectively.

**Innovation Platform:** Showcase your commitment to innovations and technologies. The fair attracts decision-makers who are always looking for new approaches and solutions to make their practices more effective and efficient.

**Knowledge Exchange:** DeutscheVET promotes dialogue and the exchange of best practices. Participate in presentations, workshops, and discussions to expand your knowledge and learn from other industry leaders.

**Future Orientation:** The fair reflects the changing requirements of the veterinary industry in a global economy. Be part of this forward-thinking movement and shape the future.

EDUCATIONAL PARTNER



DEUTSCHE.VETSHOW.COM

DeutscheVET 2023

IN NUMBERS

2.000<sup>+</sup>

TRADE VISITORS

79%

OF 2023 EXHIBITORS WERE SATISFIED  
WITH THEIR PARTICIPATION \*

75%

VETS

15%

VETERINARY ASSISTANTS

10%

INDUSTRY VISITORS

36

SPEAKERS

4

KONFERENCE ROOMS

\* Results of the 2023 exhibitor survey



# WHY SPONSOR?

## 1. Increased Visibility and Reach

As a DeutscheVET 2024 sponsor, you will benefit from significantly increased visibility and reach. Your company will be prominently featured not only in event materials and on the website but also throughout the event on promotional materials, stage presentations, and information booths. This allows you to reach a broad and targeted audience of professionals, decision-makers, and stakeholders in the veterinary sector.

## 2. Branding and Positioning

DeutscheVET 2024 provides the ideal platform to position your company as an industry leader and innovator. As a sponsor, you demonstrate your commitment to educational excellence and your interest in advancing the education sector. This positioning not only strengthens your brand but also solidifies your reputation as a trusted provider of educational solutions.

## 3. Exclusivity and Differentiation

Your participation as a sponsor sets you apart from other exhibitors and gives your company exclusive presence at the event. You gain access to exclusive networking events and activities, providing valuable opportunities to connect with industry experts. This differentiation garners special attention and appreciation.

## 4. Presentation of Products and Services

DeutscheVET 2024 offers a premier stage to showcase your products and services to an informed audience. With your own booth or exhibition space, you can display your innovative educational solutions, conduct demonstrations, and engage in face-to-face discussions. This opportunity allows you to attract potential customers and deepen existing relationships.

## 5. Media Presence and PR Opportunities

DeutscheVET 2024 attracts not only a wide audience but also media representatives, industry analysts, and bloggers. As a sponsor, you have the chance to place your message in various media channels and share your expertise through interviews and discussions. This opens up valuable PR opportunities to increase your brand awareness and solidify your position as a leading player in the education industry.

JOIN THE

**DeutscheVET COMMUNITY!**



2.500

TOTAL FOLLOWERS (LINKEDIN;  
FACEBOOK + INSTAGRAM)



4.203

IMPRESSIONS ON YOUTUBE  
CA. 30 H PLAYBACK



2.200<sup>+</sup>

NEWSLETTER SUBSCRIBERS  
OPEN RATE Ø 27%

**CATERING II**

**REBOOKING**

**MEDIA-CENTER**

**PET-STATION**

**BILDUNGSPARTNER**

**KONFERENZRAUM**

**MAX. 2 each  
14.800 €**

**PLATINUM PARTNER**

**MAX. 5 each  
6.900 €**

**GOLD PARTNER**

**MAX. 7 each  
3.900 €**

**SILVER PARTNER**



# SERVICES AT A GLANCE

	PLATINUM PARTNER	GOLD PARTNER	SILVER PARTNER
Exclusive stand position	✓	–	–
Prominent presence on all promotional materials, including posters, flyers and digital media	✓	–	–
Logo presence on all promotional materials, including posters, flyers and digital media	✓	✓	✓
Company logo on the official website of DeutscheVET with a link to your own website	✓	✓	✓
High visibility on the DeutscheVET sponsor website page	Logo and Text max. 1000 characters	Logo and Text max. 500 characters	Logo and Text max. 200 characters
Logo presence on all printed materials and onsite banner advertising	✓	✓	✓
Logo presence on selected onsite printed materials	✓	✓	–
Advertisement(s) in the DeutscheVET newsletter	2	1	–
Standalone newsletter	✓	–	–
Editorial in the trade fair magazine	1/1 page	1/2 page	–
Advertisement in the trade fair magazine	1/1 page	1/2 page	1/4 page
Premium listing in the exhibitor directory	✓	✓	–
Logo on the visitor badges	✓	–	–
Logo on the WVS travel raffle	✓	✓	–
Interview with CEO of the company incl. sharing the video content on the website and in the social media channels	✓	–	–
Short teaser video to showcase highlights incl. sharing on the website and social media channels	✓	–	–
Editorial in the DeutscheVET newsletter with special reference to the sponsor	✓	✓	–
Sponsorship promotion on DeutscheVET's social media channels	✓	✓	✓
Banner on the DeutscheVET website	✓	–	–
Lecture slot in the conference program - 30 minutes	✓	–	–
Invitation to the Speaker Dinner on the eve of DeutscheVET	1 Person	–	–
Conference bag insert	✓	✓	–
Free conference tickets	10	5	2
Discount on additional upgrades/marketing services	<b>20 %</b>	<b>15%</b>	<b>10%</b>
	<b>PLATINUM PARTNER</b>  MAX. 2 each <b>14.800 €</b>	<b>GOLD PARTNER</b>  MAX. 5 each <b>6.900 €</b>	<b>SILVER PARTNER</b>  MAX. 7 each <b>3.900 €</b>



## EVENING EVENT SPONSOR

At the end of the first day, there will be an evening event for all visitors. A great opportunity to stand out at the start of the event. You will receive recognition during the event. Billboards provided by your company will be displayed during the event.

Participants have the opportunity to attend the evening event, providing your company with an excellent opportunity to engage with congress participants. This option includes:

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Naming as the sponsor of the event

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Opportunity for a representative to give a brief presentation in front of the guests

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Billboards provided by your company to be displayed during the party

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Company logos printed on the menus

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Sponsor presentation in the DeutscheVET newsletter with logo and ext (max. 500 characters)

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MAX. 2  
7.500 €



## LANYARD SPONSOR

Wear your success around your neck: Become a lanyard sponsor and secure exclusive visibility for every event participant.  
Max. 2 Logos plus organiser Logo.

MAX. 2  
3.900 €



## REGISTRATION AREA SPONSOR

A welcome in your hands: As a registration area sponsor, you personally greet participants and leave a positive first impression.

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Your logo and company design prominently in the onsite registration area

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Your logo on the ticket terminals onsite

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MAX. 1  
4.900 €





# CONFERENCE ROOM SPONSORSHIP

**Maximize your trade fair visibility.**

Your logo prominently at the entrance of the conference room

Holding slide in the conference room during lecture breaks

Your sponsor logo in every program preview

List advertisement in the trade fair magazine

Sponsor logo in the program preview of the conference room in the trade fair magazine

Company advertisement in the DeutscheVET newsletter

3-month advertising banner on the DeutscheVET website

Presentation of your company/product in a digital interview (limited)



## CONFERENCE ROOM I

CONFERENCE ROOM I & II EACH  
**4.500 €**



## CONFERENCE ROOM II



## CONFERENCE ROOM III

CONFERENCE ROOM III & IV EACH  
**3.600 €**



## CONFERENCE ROOM IV



## NOTEPAD SPONSOR

As a notepad sponsor, your brand remains present as participants jot down valuable information. Your company logo will be printed on the notepad.

MAX. 1  
2.500 €



## FEEDING STATION SPONSOR

Many of our visitors bring their four-legged companions to the event. Ensure the culinary well-being of these pets in prime placement and showcase your food products directly to end consumers.

MAX. 1  
1.400 €



## CONFERENCE BAG SPONSOR

Each DeutscheVET participant receives a congress bag at the entrance.

Your company logo will be printed alongside the congress logo.

MAX. 3  
3.000 €



## DOG TOILET SPONSOR

Even four-legged companions need a break. Ensure the well-being of our four-legged friends in the outdoor area and create a comfortable oasis.

Sponsor presentation in the DeutscheVET Newsletter with logo and text (max. 500 characters).

Roll-up or banner in the outdoor area.

MAX. 1  
2.400 €



# TRAVEL COMPETITION SPONSOR

STAMP SPONSOR  
**1.500 €**



**TRAVEL RAFFLE**

**Together with Worldwide Veterinary Service, HINTE Expo & Conference GmbH is hosting a unique travel competition: One of our participants has the chance to win a fantastic two-week trip for two people!**

The winners will support local veterinarians and discover stunning places. To participate in the competition, visitors must collect exhibitor stamps in their passports – that's where you come in:

**Participate and become one of these exhibitors.**

**Your benefit:** This is by far our most effective measure to boost customer traffic to your booth and make your participation a resounding success!

Alternatively, you can help us fill our passport and bring your special offers to our visitors. The passport is an A5-sized voucher booklet. It will be included in the visitor bags and contains numerous offers and vouchers from exhibitors.

**Reach all participants with your unique offer!**





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