

BEYOND THE BOOTH

Stand out. Sell out. Go all out.

Customizable Sponsorship Opportunities

UNITED STATES
**VET
SHOW**
SPONSORSHIP
BROCHURE



For information on exhibiting or sponsorship pricing, please contact the
US Vet Sales Team at vetshow@closerstillmedia.com or call **+1 (646) 437-9080**



CHICAGO



RENO



NEW YORK

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**



Use the icons below to find the sponsorship that best suits your goals at the show!



Stand out from your competition and be remembered



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



Get the qualified contacts you're targeting



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?

LIMITED AVAILABILITY

For Sponsored Sessions

- 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
- Sponsor is responsible for speaker honorarium, hotel, and travel arrangements.

Clinical Session

Starting at \$8,795

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

Veterinary Technician Session

Starting at \$7,695

Veterinary Business Session

Starting at \$6,595



"It was an honor to attend the Small Animal Soft Tissue Surgical Principles Wet Lab at New York Vet. I got a chance to learn new and brush up on the old techniques of wound closure, cystotomy, gastrotomy, and enterotomy from some of the best in class Boarded Surgeons and Surgery Professors around North America. The Johnson & Johnson lab made me register for the next year's show on the same day!"

Dr. Gurk Singh

Custom Hands-On Lab

Call for pricing



- Book a theater for a full or 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.

Sponsor a Speaker

This is a fantastic opportunity to align your brand with industry thought leaders and demonstrate your commitment to supporting the veterinary community. Don't miss out on this unique chance to promote your business and connect with veterinary professionals from around the country.

Sponsored Speaker

\$8,795



Sponsor a class for a speaker and topic in our conference program.

- Your logo will be featured in all conference promotions.
- Receive a list of session attendees and their contact information.
- Since we've selected the speaker and topic, we pay the honorarium, hotel, and travel arrangements.

"What we're finding is that, when we can have one of our scientists or vets that we work with do a CE class or talk in conjunction with exhibiting, that we get a lot more interest. It's not just about them coming by the booth, but just greater awareness of the whole idea. Exhibiting with that ability to have the content also compliment your exhibition is attractive for us."

Carlton O. from Animal Biome

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.

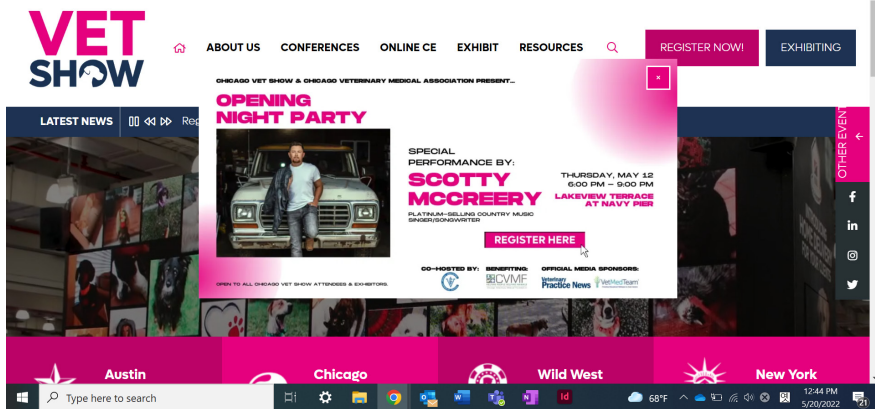
Prestitial Ads (Pop-Up Ads) - Only 4 available per show



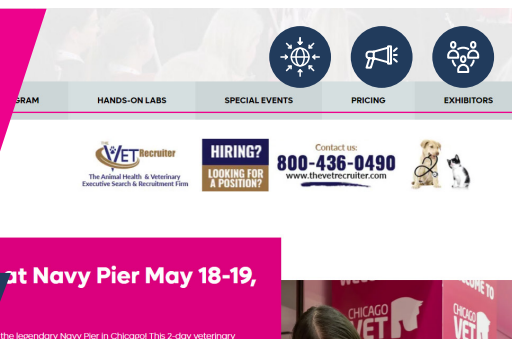
Starting at \$1,500

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.



Leaderboard Ad (SOV)



Starting at \$1,100

- Send us a 728x90 ad and URL to promote your brand on our website. Ads are available per show site (Chicago, Wild West or New York) and are available in 2-week increments.

Social Media Posts



Limited Availability

- 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 to learn about the show.



Brand Awareness



Booth Traffic



Lead Capture



Web Traffic

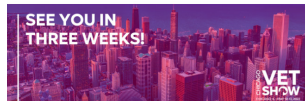
Countdown to Show Email



- Reach a highly engaged audience by featuring your brand in our weekly pre-show attendee newsletters. Select one issue or all 4 weeks leading up to the show!

Email Banner

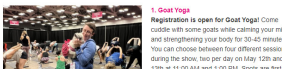
\$545+ per feature



Just three weeks until Chicago Vet! We hope you're excited to enjoy our roster of special events, incredible speakers, and top industry suppliers while experiencing all that the Windy City has to offer.

Conference Days & Hours
May 12th: 9:30 AM - 6:30 PM
May 13th: 8:00 AM - 6:30 PM

Exhibit Hall Days & Hours
May 12th: 9:30 AM - 6:00 PM
May 13th: 9:00 AM - 6:00 PM



Email Highlight

\$1,095+ per feature

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!

Starting at \$1,500



We had a great first day at Wild West Vet and we're SO happy to have everyone back together! If you didn't make it today, there's still time! Now it's on to DAY 2 at Wild West Vet with a full day of CE sessions, Hill's Vet Tech reception, and many more fun activities throughout the show.

Below are just a few important things to remember for tomorrow, Thursday, October 13th!

EXHIBIT HALL & CONFERENCE STARTS AT 8AM

Exhibit floor and conference opens at 8am tomorrow, we will have coffee available on the exhibit hall in the catering area on the way to Reno Clinical Theater and Carson City Clinical Theater.

HELPING ALL COMMUNITIES ACHIEVE

Petopia

LEARN MORE

Featured Exhibitor: Heal House Call Veterinarian

Practice grants for independent House Call start-ups in Reno—that's what we're talking about at Wild West! This is a great chance at a happy future. Brand new vets and retirees welcome. Control your own schedule. No production pressure. Fun team. Quality of life. Equity- and inclusion-centered. Guaranteed salary.



Celebrate at the annual Hill's Vet Tech Appreciation party!
*For Vet Techs Only

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!

Starting at \$1,315



Thank you for joining us at New York Vet 2022! From exciting CE sessions and awesome exhibitors to a night of fun at our Opening Night Party and so much more, we hope you had a great time this year at the Javits Center! Take a look below at some helpful information to wrap up your 2022 New York Vet experience!



1. DOWNLOAD YOUR CE CERTIFICATE!

If you haven't already, make sure to download your CE Certificate using the link below. Just enter your Reg ID or your last name and email address and you can print your certificate or email yourself a PDF of your certificate. If you need assistance, just reach out to us at vetshow@closerstillmedia.com or reply to this email!

ACCESS YOUR CE CERTIFICATE



2. FEATURED EXHIBITOR: ANTECH

Thank you for visiting us at New York Vet 2022! Get more reliable, efficient, and affordable diagnostics with Antech Diagnostics that are essential to your practice. Partner with Antech and reclaim valuable time to focus on your patients and their pet parents - and yourself!

LEARN MORE HERE



3. LET US KNOW WHAT YOU THINK!

We hope you enjoyed your time at New York Vet 2022! We would love to hear from YOU about what you loved about New York Vet and any feedback you may have for us so we



Brand Awareness



Booth Traffic



Lead Capture



Web Traffic

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

Registration Sponsor

Starting at \$10,995



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.

Lunch Partner

Available at Chicago 2024

\$15,000 per day
\$25,000 exclusive



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.).

Badge Sponsor

Starting at \$5,495



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!

Badge Sponsorship also includes your logo in our badge reminder email, sent to all pre-registered attendees one week out from the show.

Lanyard Sponsor

Starting at \$4,500



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.

Show Bag Sponsor

Starting at \$5,000



Get your brand in the hands (literally) of every single attendee. As the sponsor, you'll have the opportunity to provide branded bags for every attendee to carry around throughout the show, ensuring that your logo is front and center for everyone to see. Plus, attendees will be carrying their show materials and goodies in your bag, making it a practical and memorable way to promote your brand long after the show has ended.

Pen Sponsor

Starting at \$3,500



Our pen sponsorship is the write choice for any brand looking to leave a lasting impression on attendees! As the sponsor, you'll have the opportunity to provide branded pens for attendees to use throughout the show, ensuring that your logo is seen by everyone. From taking notes during sessions to filling out entry forms for giveaways, attendees will be using your pens at every turn. Plus, they'll be a practical reminder of your brand long after the show has ended.

Water Bottle/ Station Sponsor

Starting at \$3,500



Are you ready to quench attendees' thirst and make a splash at the tradeshow? Keep attendees hydrated and your brand top of mind! You'll have the opportunity to provide branded water bottles or a hydration station that will have attendees feeling refreshed and energized.

Notebook Sponsor

Starting at \$3,500



Give attendees a blank canvas to jot down all their ideas and inspiration. Showcase your brand and provide a practical tool for attendees! From taking notes during sessions to keeping track of what they want to buy, attendees will be carrying your brand with them every step of the way.

Floor Plan Highlight

Starting at \$500



Brand Awareness



Booth Traffic



Lead Capture



Web Traffic

Show Guide Ads

Starting at \$1,250



- Our newly redesigned Show Guide features the conference schedule and show floor map, helpful tips for traveling the host city, and now includes our extremely popular Passport Competition.

1. Print Ads

Runs for all days of the show |
Ads starting at \$1,250

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: \$3,300	Inside of Back Cover: \$3,850	Back Cover: \$3,850	Table of Contents: \$3,500
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Passport Competition

Starting at \$3,850

ONLY 14 AVAILABLE



- Be one of only 14 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!

On average, over 50% of attendees complete their passport!

On average, over 50% of attendees complete their passport!		
BOOTH #825	BOOTH #1014	BOOTH #1019
BOOTH #500	BOOTH #701	BOOTH #1208
BOOTH #325		
BOOTH #308		

Welcome Reception



Starting at \$8,000

Are you ready to welcome veterinary industry leaders and make a lasting impression at the conference? Our welcome reception sponsorship is the purr-fect opportunity to showcase your brand and engage with attendees in a relaxed and social setting. As the sponsor, you'll have the opportunity to provide a warm and inviting atmosphere for attendees to mingle and network with fellow industry professionals, all while enjoying delicious food and drinks. With your logo prominently displayed throughout the reception, you'll be top of mind as attendees kick off the conference with a paw-some first impression. So, let's raise a glass to the veterinary industry and make your brand the star of the show with our welcome reception sponsorship!

Re-Charge Zone



Starting at \$7,500

With a steady stream of attendees taking a break, relaxing and recharging themselves and their devices throughout the day, this is the perfect chance to make a lasting impression. As the sponsor, you'll have the opportunity to display your brand prominently in the lounge, ensuring that your company is top of mind when attendees are ready to get back to the tradeshow floor.

Speakers Lounge

EXCLUSIVE SPONSOR



Starting at \$7,500

Support the most prominent and influential attendees of our event, in the lounge where they will spend most of their free time. Lounge branding can be modified to meet your wishes. Includes lounge access for one of your representatives, creating an outstanding opportunity to engage with leaders of our industry.

"You Are Here" Board



Starting at \$2,195

Our map is an essential resource for conference attendees, helping them navigate their way around the conference venue and find the sessions, exhibitors, and other important areas. With your logo placed prominently on our map, you can gain valuable exposure and increase brand recognition among a captive audience of industry professionals.

Happy Hour



Call for pricing

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!

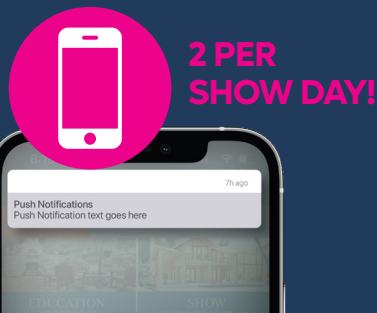
Rotating Banners



Starting at \$1,315

Your banner on the home page of the app. Link to your profile or a website of your choice. Banner specs: 1080x360px (No larger than 300KB)

Push Notifications



Starting at \$1,650

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!

Tell attendees to come by your booth for something special and you will see your booth traffic increase.



Mobile App Title Sponsor



Starting at \$8,800

Are you looking for a high-impact sponsorship opportunity to showcase your brand to a captive audience of veterinary professionals and industry leaders? Look no further than the US Vet Show mobile app!

As the Mobile App Title Sponsor you'll receive:

- Your banner displays first when all users open the event app, with a link to your profile or a website of your choice. You will receive the click data post show
- Banner specs: 1080x1920px (No larger than 1MB)
- You receive rotating screen banners throughout the app, maximizing your brand exposure to a highly targeted audience
- Exclusive outbound email announcing your sponsorship
- Your logo on any app-related emails or promotions on-site
- Acknowledged as the show's Mobile App Title Sponsor on the US Vet Show website landing page
- Dedicated meter boards will encourage attendees to download the app, putting your brand front and center
- Don't miss this chance to position your brand as a leader in the veterinary industry and gain invaluable exposure at the US Vet Show!



**Brand
Awareness**



**Booth
Traffic**



**Lead
Capture**



**Web
Traffic**

Contact Us

Reach out to discuss opportunities and availability!

Please contact:

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M : +1 (858) 603-3902

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Schedule a call at

bit.ly/VetShow-Max



UNITED STATES
**VET
SHOW**

Organized by  CloserStill


CHICAGO


RENO


NEW YORK