



UNITED STATES

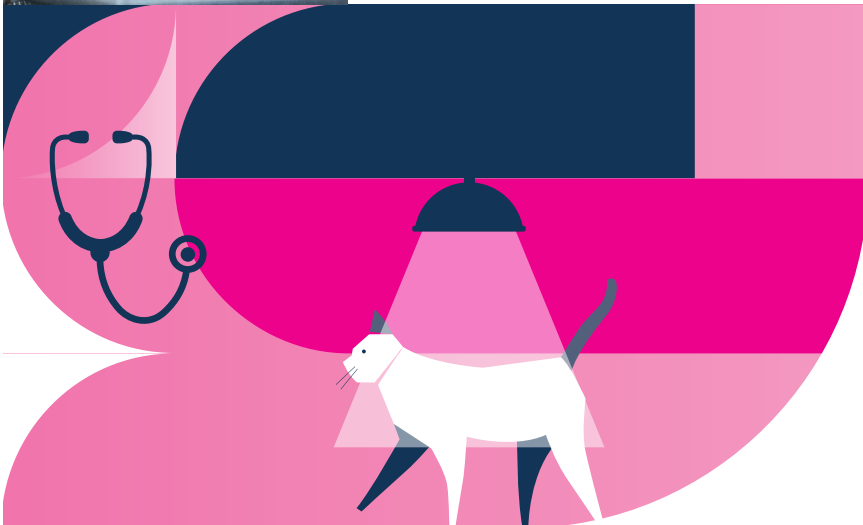
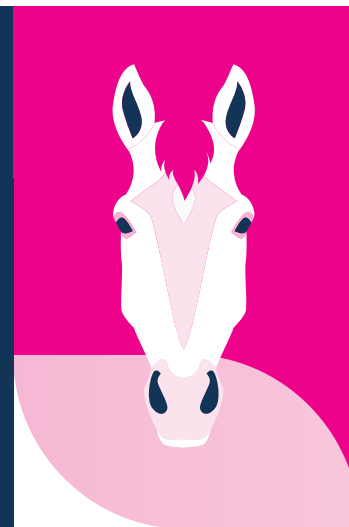
VET SHOW

SPONSORSHIP
BROCHURE

BEYOND THE BOOTH

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

Customizable Sponsorship
Opportunities



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



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**

**Our event layout guarantees
100% attendance to the
expo hall!**



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

Create your own unique opportunity or package for sponsorship. Customize your brand's experience at US Vet Shows by contacting your sales executive **today!**

Program

Deliver Your Own Session: Promote Your Own Product/Service

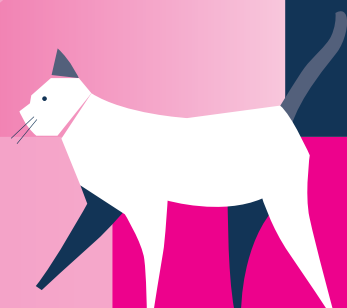
Elevate your brand presence by featuring a speaker tailored to your product or service. Educate a captivated audience to boost brand recognition, generate leads, and attract traffic to your booth!

Choose your **OWN** speaker **AND** topic+

Includes:

- 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

*Sponsor is responsible for speaker honorarium, hotel, and travel arrangements



Sponsored Speaker

Showcase your brand alongside industry leaders by sponsoring a speaker. Demonstrate your unwavering commitment to the veterinary community, ensuring your business stands out and connects with professionals from across the nation.

- Choose a session WITHIN our conference program+
- Select from:
 - Clinical sessions
 - Vet Technician Sessions
 - Vet Business Sessions
- Includes:
 - 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
- Logo featured on all conference/program promotions
- Receive a list of your session's attendees and their lead information

*Since speaker and topic is curated by us, we cover speaker honorarium, hotel and travel arrangements.

Custom Hands on Lab

Reserve a theater for a full or half day to immerse targeted groups in in-depth, hands-on learning experiences. With sponsorship, you'll have three hours in our Workshop Theater equipped with 50+ seats, arranged to your specifications for an impactful educational workshop. These sessions provide an excellent platform for practical learning and showcasing your products to a captivated audience!

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

Clinical

Starting at
\$8,795

Vet Technician

Starting at
\$7,695

Vet Business

Starting at
\$6,595



Digital

Don't wait until the show to market yourself. Have a well-rounded plan that includes pre- and post-show promotion.

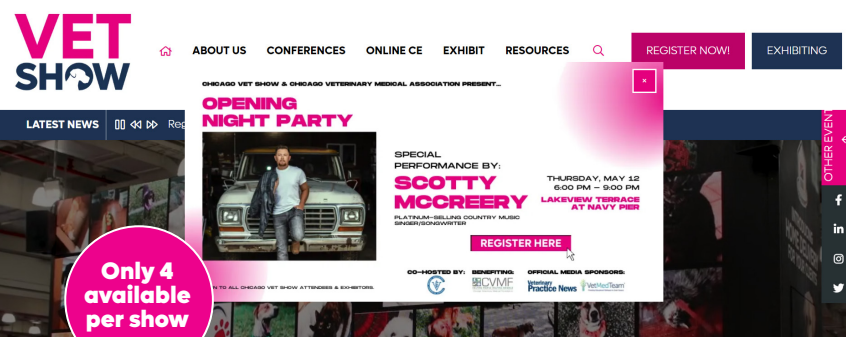
Explore our excellent options to ensure your business stands out, making a lasting impression on thousands of veterinary professionals before and after they step onto the exhibition floor.

Social Media Posts

Elevate your brand's visibility with our social media sponsorships! Whether it's before, during, or after the show, attendees closely follow our social media channels for the latest updates and insights. Let us help amplify your presence and engage with your target audience effectively.



Starting at **\$500**



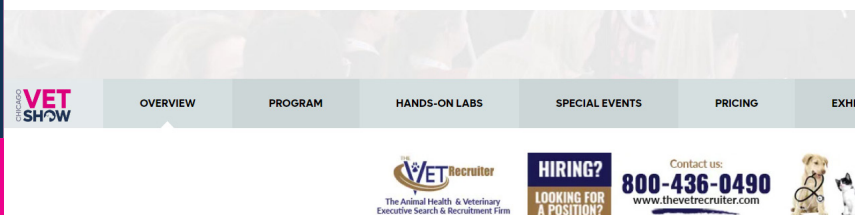
Prestitial Ads (Pop up Ads)

Make your brand **"POPI!"** 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 (Wild West or New York) and last for 2 weeks at a time.

Starting at **\$5,000**

Leaderboard Ad

Send us a 728 x 90 ad and URL to promote your brand on our website. Ads are available per show site (Wild West or New York) and are available in 2-week increments.



Starting at **\$1,250**

Email



Part of:
 CloserStill



[OVERVIEW](#) • [PROGRAM](#) • [EXHIBITORS](#)

The highly anticipated [New York Vet](#) is only 2 weeks away! From November 8-9, immerse yourself in enriching Continuing Education (CE) sessions led by esteemed speakers. Explore our bustling show floor, showcasing cutting-edge suppliers and technologies, and engage in numerous networking events for valuable connections with colleagues.

[Delve deeper into what's in store for you below!](#)

Conference Days & Hours	Exhibit Hall Days & Hours
Wednesday, November 8, 8:00 AM - 6:15 PM Thursday, November 9, 8:00 AM - 6:15 PM	Wednesday, November 8, 8:00 AM - 6:00 PM Thursday, November 9, 8:00 AM - 6:00 PM

Countdown to Show

Elevate your brand's presence by getting sponsorship space on our exclusive countdown emails sent to attendees leading up to the show.

Be part of the excitement as we build anticipation, ensuring your brand is front and center in the minds of eager participants eagerly awaiting the event. Don't miss this prime opportunity to make a lasting impression and create buzz around your brand.



Welcome to DAY 2 of Wild West Vet! Get ready for a jam-packed day of CE sessions, the Hill's Vet Tech reception, and a show floor packed with innovative exhibitors!

Here are a couple of things to keep in mind for today!

CONFERENCE HOURS	EXHIBIT HALL HOURS
Thursday, October 19, 8:00 AM - 7:30 PM Friday, October 20, 8:00 AM - 7:30 PM Saturday, October 21, 8:00 AM - 4:00 PM	Thursday, October 19, 10:00 AM - 3:00 PM Friday, October 20, 10:00 AM - 3:00 PM

Daily Show Email

Elevate your brand's visibility by securing sponsorship space in our daily emails sent to preregistered attendees. These emails offer timely reminders of daily show highlights, including sessions, speakers, special events, and more, ensuring your brand takes center stage throughout the event!

Email banner: **Starting at \$650**

Email Highlight: **Starting at \$1,200**

Show Round Up Email

Extend your reach to all Vet Show attendees by featuring your ad in our Post-Show Round-Up Email, sent just a couple of days after the event. Stay top-of-mind by leveraging this opportunity to follow up with enticing deals or specials, ensuring you make a lasting impression and generate potential leads!



[OVERVIEW](#) • [PROGRAM](#) • [EXHIBITORS](#)

Thank you for making this year a success!



We couldn't have done it without you...

From engaging discussions to insightful sessions, your active involvement truly made a difference. The New York Vet Show thrived because of professionals like you who share

Mobile



Rotating Banners

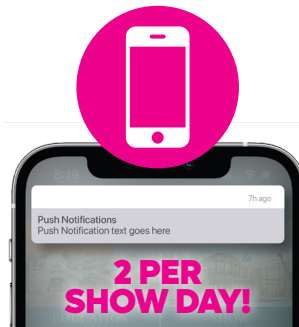
Your banner on the home page of the app. Link to your profile or a website of your choice. Banner specs: 1080 x 360px (No larger than 300 KB)

Starting at **\$1,500**

Push Notifications

Promote your brand and drive traffic to your booth with a 150 character notification. Speak to your representative to send us copy and schedule your notification at the best time for you!

Starting at **\$2,000**



Mobile App Title Sponsor

51% of our attendees use our mobile app!

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 displayed 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: 1080 x 1920px (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
- Acknowledgement as the show's Mobile App Title Sponsor on the US Vet Show website landing page
- Dedicated signage will encourage attendees to download the app, putting your brand front and center



Starting at **\$8,000**

At the Show

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

Badge Sponsor

Distinguish yourself and leave a lasting impression! Seize the chance for attendees, exhibitors, and speakers to proudly display your logo on their badges. Simply provide us with your high-res logo, and you’ll become an exclusive sponsor, making a bold statement at the event. Badge Sponsorship also includes featuring your logo in our badge reminder email, sent to all pre-registered attendees one week prior to the show.



Starting at **\$5,495**

Lunch Sponsor

Showcase your brand during the most anticipated part of the day—lunch! As the exclusive lunch sponsor, your brand will be prominently featured in front of all attendees as they gather at the catering areas to enjoy refreshments and meals. Benefit from extensive onsite exposure, including a central catering area hanging banner, lunch vouchers, napkins, and more. Maximize visibility with pre-event marketing across emails, social media, and show daily materials, emphasizing the perks of free lunch for attendees.



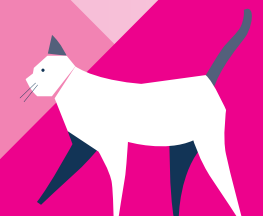
Starting at **\$30,000** per day or **\$55,000** for all days

Water Station Sponsor

Ready to keep attendees refreshed and make a splash at the show?

Keep attendees hydrated and your brand top of mind! You’ll have the opportunity to provide hydration stations across the show that will have attendees feeling refreshed and energized

Starting at **\$3,500**



At the Show



Welcome Reception

Ready to leave a lasting impression on veterinary industry leaders? Our welcome reception sponsorship offers the ideal opportunity to showcase your brand in a relaxed, social setting. As the sponsor, you'll create a warm atmosphere for attendees to mingle and network while enjoying delectable food and drinks. With your logo prominently displayed, you'll be top of mind as attendees kick off the conference with a memorable first impression. Let's raise a glass to the veterinary industry and make your brand the star of the show with our welcome reception sponsorship!

Starting at **\$8,000**



Re-Charge Lounge

Position your brand for maximum exposure by sponsoring our Recharge Lounge—a hub where attendees take a break, unwind, and power up their devices. As the sponsor, your brand will enjoy prime visibility in the lounge, leaving a lasting impression on attendees. Ensure your company stays top of mind when they return to the tradeshow floor, ready to engage and explore.



Speaker Lounge

Elevate your brand by sponsoring the Speakers Lounge—the preferred haven for our event's most prominent and influential attendees. Lounge branding can be customized to align with your preferences, providing exclusive access for one of your representatives. This exceptional opportunity allows you to engage directly with industry leaders, making a lasting impact on the key decision-makers at our event.

Starting at **\$7,500**



Happy Hour Crawl

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 – **you brand will be front and center!**

Starting at **\$7,500**

Show Items



Lanyard Sponsor

Maximize brand visibility with our Lanyard Sponsorship!

Your logo, alongside the Vet Show logo, will be prominently displayed on every attendee, exhibitor, speaker, and guest's badge—essentially making your brand an integral part of the show experience. It's an unbeatable opportunity to ensure immediate and widespread visibility to everyone at the event.

Starting at **\$6,500**



Show Bag Sponsor

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.

Starting at **\$5,000**

Show Bag Insert

Stand out in the crowd by sponsoring an insert in our show bags! As an exclusive partner, your promotional material will be placed directly into the hands of every attendee, ensuring maximum exposure and engagement.

Starting at **\$2,500**



Show Items



Water Bottle Sponsor

Quench attendees thirst for brand recognition! Your logo will adorn every water bottle, ensuring constant visibility throughout the event. Make a splash with this exclusive opportunity to hydrate and highlight your brand simultaneously, leaving a refreshing and lasting impression at the show!

Starting at **\$3,500**



Pen Sponsor

Make your mark at the show with this sponsorship. As the exclusive sponsor, your logo will be featured on pens distributed to attendees. Don't miss this opportunity to leave a lasting impression in the hands of every participant and showcase your brand with every stroke!

Starting at **\$3,500**



Notebook Sponsor

Put your brand in the hands of every attendee with this unique opportunity! As the exclusive sponsor, your logo will adorn high-quality notebooks distributed to participants, providing lasting visibility and a tangible connection with your brand.

Starting at **\$3,500**

Preliminary Event Guide/Show Guide

Let the US Vet Shows team elevate your exhibition experience! Maximize your brand exposure before and during the show by selecting one of our exclusive print pieces to showcase your brand.

Preliminary Event Guide

Choose a prime space to spotlight your brand in one of our pre-show mailings, highlighting exciting content and features leading up to the show

Includes:

- Conference program preview
- Speaker features
- Sneak - peek into thrilling activities at the show!



2
PRE-SHOW MAILINGS PER SHOW

Show Guide

A comprehensive onsite resource given to every attendee, featuring conference content, exhibitor listings, floor map, and our extremely popular Passport Competition

Includes:

- Full conference program
- Show Floor Map
- Exhibitor Listing
- WVS Passport Competition
- Exciting activations at the show!



1
SHOW GUIDE PER SHOW

Wild West Vet Preliminary Event Guides

(~ 10,000 mailings)

PEG 1 • Release – May 2, 2024

PEG 2 • Release – August 8, 2024

New York Vet Preliminary Event Guides

(~12,000 - 15,000 mailings)

PEG 1 • Release – July 3, 2024

PEG 2 • Release – September 4, 2024

Wild West Vet Show Guide Release

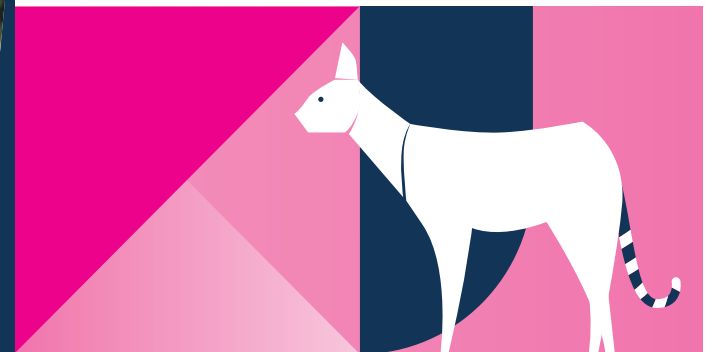
October 16, 2024

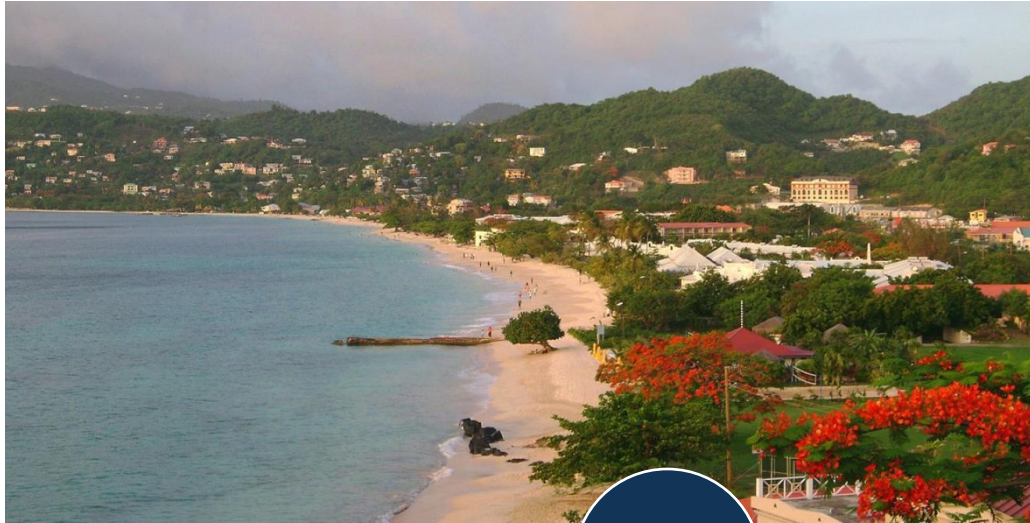
New York Vet Show Guide Release

November 7, 2024

Optimize your visibility by selecting from our exclusive print pieces, including prime slots in our preliminary event guides or the Official Show Guide, a comprehensive onsite resource featuring conference details, exhibitor listings, and exciting activations.

Don't miss the opportunity to make a lasting impression!





**LIMITED
AVAILABILITY**

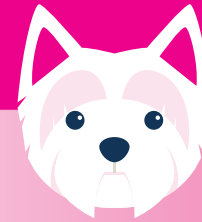
Passport Competition

Be one of only 20 sponsors that benefit from the significant booth traffic, generated by being a passport sponsor. Attendees enter this competition by visiting each sponsor's booth and receiving a stamp on their card. 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!

Starting at **\$3,850**



Floor Plan Highlight

Showcase your brand exclusively on our dynamic show floor plan. Secure the prime position on our floor plan highlight (in the Show Guide) as the premier brand that attendees encounter while navigating the exhibition space.

Starting at **\$825**



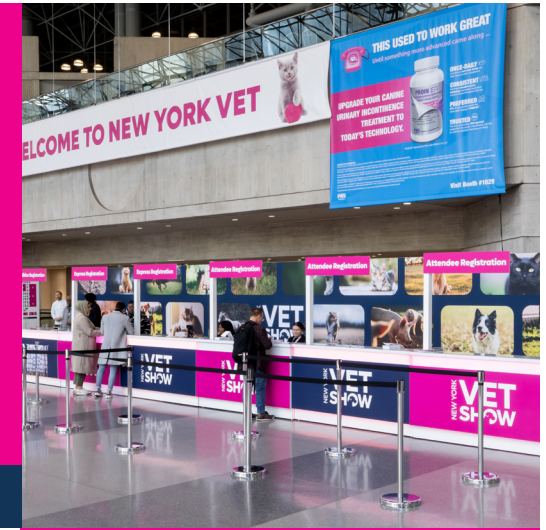
Signage

Command the attention of arriving attendees by showcasing your brand in premium signage locations outside and throughout the show. Maximize visibility and leave a lasting impression!

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.

Starting at **\$10,995**



Wild West Vet Signage Options

Exclusive Signage

- 4 Day Main Walkway

Shared partially as directional signage to the Tuscany Ballroom. Artwork to be discussed in tandem, or rotated on loop

Starting at **\$8,500**

Digital Columns/Digital Display

Highlight your brand on our digital displays located around

Starting at **\$3,500** per side



Contact Us



Reach out to discuss opportunities and availability! **Please contact:**

Joseph Kowalsky

Event Director

P: +1 (929) 446-4512

j.kowalsky@closerstillmedia.com

Schedule a call at
<https://bit.ly/VetShow-Joe>

Lauren Filicia

Group Sales Manager

P: +1 (929) 446-4873

l.filicia@closerstillmedia.com

Schedule a call at
<https://calendly.com/closerstill-l-filicia>

Kim-Anthony Jones

Sales Executive

P: +1 (929) 446-4505

ka.jones@closerstillmedia.com

Schedule a call at
<https://calendly.com/ka-jones/30min>

Jacob Hellenschmidt

Sales Executive

P: +1 (929) 468 - 9018

j.hellenschmidt@closerstillmedia.com

Schedule a call at
<https://calendly.com/j-hellenschmidt/30min>

John Erich

Sales Executive

P: +1 (646) 968-2611

j.erich@closerstillmedia.com

Schedule a call at
<https://calendly.com/j-erich>