



**SPONSORSHIP** Opportunities

# Foire de l'ivresse

Congrès de l'ACMV **2023** CVMA Convention  
Ville de Québec, 6-9 juillet | Quebec City, July 6-9



Canadian Veterinary  
Medical Association  
Association canadienne  
des médecins vétérinaires

IN COLLABORATION WITH



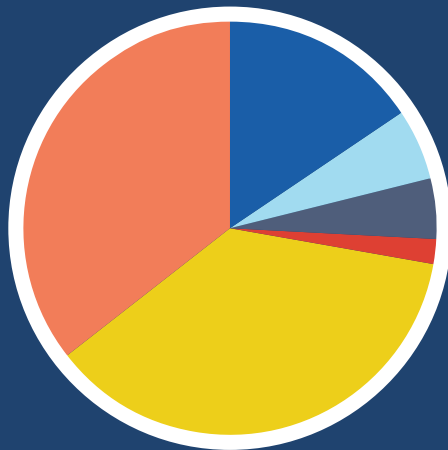
**RVTTC**  
**TTVAC**



Making the right partnership

## WHAT CVMA OFFERS YOU!

The 2023 Canadian Veterinary Medical Association (CVMA) Convention allows for veterinarians and their teams to connect with colleagues from across the country! The CVMA offers you the ideal location to meet and engage with Canadian veterinarians. The CVMA's 7,000 members are from across Canada and are educated professionals and affluent consumers. The majority of convention attendees are veterinarians with buying power as seen in the most recent in-person attendance statistics that we have.

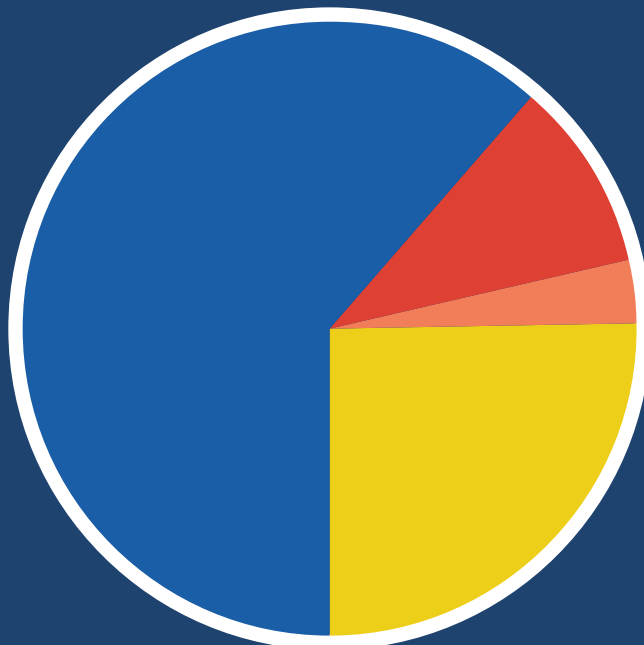


### Attendance by Position Type

- Associate - 35.7%
- Practice Owner - 15.6%
- Hospital Manager - 5.4%
- Locum - 4.8%
- Multiple Practice Owner - 1.9%
- Other - 36.6%

### Attendance by Employment Type

- Private Practice - 67.5%
- Academia - 8.79%
- Industry - 3.4%
- Other or did not specify - 15%





## WHAT IS YOUR SPONSORSHIP OBJECTIVE?



As a CVMA Convention Sponsor, you not only contribute to the success of the convention, but you also make a commitment to the profession of veterinary medicine. Your company shows leadership and support while heightening its own presence among veterinary professionals. See below for a list of sponsorship opportunities that may help you reach your company's sponsorship objectives.

Interested in learning more?  
Call or [Email](#) us for more details.



## CVMA SIGNATURE EVENT OPPORTUNITIES



### CVMA Summit

**Topic: What Works. Models for Successful and Sustainable Veterinary Practice During Challenging Times** (Working to address challenges brought about by the Current Veterinary Workforce Shortage)

**\$5,000**

**Thursday July 6, 8:00am - 12:00pm**

A signature event of the CVMA! Attendance of approximately 200 veterinary professionals, including decision makers and leaders within the Canadian veterinary community

Exclusive opportunity to sponsor event with 3 minute welcome opportunity

Company branding on signage and on welcome screen at the beginning of the event

Digital email banner ad in one of the e-newsletters to delegates (timing to be determined)

Announcement of sponsorship (one time) on CVMA social media platforms (Facebook, Twitter, Linked In)

***Five (5) tickets to attend the event.***

### National Issues Forum

**Title: Successful and Sustainable Veterinary Practice Showcase** (This topic is connected to the CVMA Summit topic)

**\$5,000** (co-sponsorship of up to 4 sponsors)

**Thursday July 6, 2:30pm - 5:00pm**

A signature event of the CVMA! Attendance of approximately 200 veterinary professionals, including decision makers and leaders within the Canadian veterinary community

Exclusive opportunity to sponsor event with a welcome opportunity (3-minute max)

Company branding on signage and on welcome screen at the beginning of the event

Digital email banner ad in one of the e-newsletters to delegates (timing to be determined)

Announcement of sponsorship (one time) on CVMA social media platforms (Facebook, Twitter, Linked In)

***Five (5) tickets to attend the event.***

**Both of these events will be live streamed to our virtual attendees, thereby increasing the audience reach.**

**Interested in learning more?**  
Call or [Email](#) us for more details.





## CVMA Awards Gala

**\$3,000**

**Thursday July 6, 7:00pm - 8:00pm**

Welcome opportunity at start of Awards Ceremony

Company branding on signage and on welcome screen at the beginning of the event

Digital email banner in one of the e-newsletters to delegates (timing to be determined)

Announcement of sponsorship (one time) on CVMA social media platforms ( Facebook, Twitter, Linked In) .

**Five (5) tickets to attend the event.**

## Welcome Reception in Exhibit Hall

**\$10,000** (Exclusive sponsor) or  
**\$3,500** each (Co-sponsorship for up to 3 companies)

**Thursday July 6, 5:00pm - 7:00pm**

A favourite event at the Convention! Attendance of approximately 500 veterinary professionals including veterinarians, technicians, hospital managers and students.

Company branding on event signage

Opportunity to supply gifts, branded glasses, cocktail napkins etc

Option to provide complimentary cocktails or a signature drink (additional cost)

**Five (5) event passes to participate at the event.**

## Fun(d) Run

**\$ 5,000** (Exclusive)

**Saturday, July 8 6:00am - 8:00am**

Title co-sponsor of the Fun(d) Run

Logo on release forms

Company branding on t-shirt (also used for volunteer t-shirts for the convention)

Breakfast included

Opportunity to supply gifts for draws at breakfast

Participants will be asked for a minimum \$10 donation that will go towards a charity (TBA). All donations will go directly to the charity. Participants will be supplied with a t-shirt either before or after the run (sponsor's choice). If sponsor wishes to donate as well, or do a matching donation program, this can be arranged and promoted as part of the marketing for this event.

## CVMA Social Evening

**\$10,000** or **\$5,000** each (2 co-sponsors)

**Saturday July 8, 7:00pm - 11:00pm**

One of the highlights of the CVMA Convention! A time to relax and enjoy the company of friends and colleagues and have a bit of fun! Let this be your signature event!

Title co-sponsor of the evening

Company branding on event signage and promotional material

Digital email banner in one of the e-newsletters to delegates (timing to be determined)

(Company branding on shuttle buses to event -if needed - additional cost or offered as separate item.

**Five (5) event passes to participate at the event.**

**Interested in learning more?**  
Call or [Email](#) us for more details.



## FOOD AND BEVERAGE OPPORTUNITIES



### Interactive Sessions

**\$2,750** + food & beverage

2 breakfast slots each on Friday and Saturday available  
\$2,750 + food & beverage

### Breakfast Bistro Stop

**\$4,500** with food / **\$2,000** just coffee

**July 7, 8, 9, or 24 7:30am - 8:30am**

Help get our attendees off to a good start in the day by sponsoring the coffee, muffin/yogurt stop as they head into morning sessions. Can brand the stop with your company name/logo.

### Lunch Supporting Sponsor

**\$5,000** per lunch

**Friday, July 7 and Saturday, July 8 (in exhibit hall)**

**Sunday July 9 (in foyer)**

Recognition for your support will be shown in the form of tent cards and signage by the food stations at lunch as well as on the Convention App. Notification prior to lunch will be sent on the Convention App. Verbal announcement to be broadcast onsite at start of lunch to recognize sponsor.

### Coffee & Snack Breaks

**\$2,000** per break

**Thursday July 6 & Sunday July 9 AM & PM**  
**(outside of session rooms)**

**Friday July 7 AM, PM, Saturday July 8 AM, PM (in exhibit hall)**

Attendees always appreciate their coffee and snack breaks in between sessions. Let them know that your company supports them as they strive to learn more. Your company logo will be prominently displayed on the tables where refreshments are served for the time period specified as well as in a notification sent on the Convention App. Verbal announcement to be broadcast onsite at start of break to recognize sponsor.

### Cocktail Hour

**\$1,500** + drinks at cost (+ food if desired)

**Friday July 7 5:00pm - 6:30pm Exhibit Hall**

Have attendees come to your booth to pick up a complimentary drink ticket! Voucher to be included in delegate bags, and then attendee would need to come to your booth to redeem the voucher for a drink coupon. (Vouchers and coupons provided by CVMA). Option to add food for the evening if desired. A sure way to build traffic at your booth!



## PRINT AND DIGITAL OPPORTUNITIES



### CVMA Convention App

**\$3,000** Major co-sponsorship opportunities  
(Max 3)

In 2022, over 50% of attendees downloaded the app and used it as a tool during the convention. The app contains all the time and place information for the CE sessions, events, exhibitor profiles, maps, etc. Allows attendees to build their own agendas, communicate with each other, participate in the Quest Passport Program to win prizes.

Logo on promotion signage for app

One notification sent to all app users

Complimentary participation in the CVMA Quest Passport Program

### CVMA Convention App

**Push notification** (similar to a text message)

**\$400** per message

**Image alert** (can include both an image and a message)

**\$450** per alert

Interested in learning more?  
Call or [Email](#) us for more details.





## Convention Website:

### Home Page Banner

**\$1,000**

Header banner Image - positioned above the websites home page banner

### Check-in kiosk banner ad

**\$1,500**

This ad space is at the registration kiosks where every attendee will need to visit in order to print their name badge. Your ad is sure to be seen by every attendee!

## Mailshots

**\$1,000** each

Reach out to registered CVMA Convention delegates before they get to the Convention! This is an exclusive email that will be sent out to promote your company and products. Sponsor to supply artwork and URL link for advertisement. Total of 6 available, mailshot sent between May 24 and June 28.

## e-Newsletters

The CVMA will be sending out seven e-newsletters to all CVMA members as well as any non-members that have attended in the past two years between December 2022 and June 2023. Your banner ad has the potential to be viewed by over 12,000 veterinarians. The e-newsletter is also posted on the CVMA Convention Facebook page and Twitter accounts, reaching veterinary technicians, hospital managers and others in the clinic team.

### Exclusive e-newsletter

(top and bottom spots):

**\$1,000** each

Top ad spot 728 x 150 pixels:

**\$550** each

mid-ad spot 750 x 200 pixels:

**\$500** each

## Preliminary Program - Digital only

This is your chance to reach over 12,000 veterinarians in Canada. This brochure will be published as a PDF file and the link will be emailed as part of one of the e-newsletters. It will be available as of late February, The PDF version will be posted on the CVMA website Convention section for all to access. The Preliminary Program provides detailed descriptions of the CE sessions, social events and registration information. Size: 8.5" x 11".

Outside Back Cover:

**\$1,200**

Inside Front Cover:

**\$1,100**

Inside Back Cover:

**\$1,100**

Full Page:

**\$900**

Half Page:

**\$750**

## Final Program - EN/FR Tumble

The Program and Exhibit Guide is a great place for you to remind attendees to visit your booth or get more information on your company. The Program is distributed to every attendee at the CVMA Convention and details all the information for the convention. Size 8.5" x 11".

Inside Front Cover:

**\$1,950**

Full Page:

**\$1,625**

Half Page:

**\$1,100**

## Post Convention - The Canadian Veterinary Journal

Don't forget to follow up with attendees after the Convention! Advertise in our monthly publication, *The Canadian Veterinary Journal*, to remind and inform veterinarians about your company and its products or services.





## HIGH VISIBILITY ITEMS



### CE Sessions

**\$4,500** Full Day

**\$2,500** Half day

\$500 extra for any half day live streamed sessions.

CVMA's CE is one of the top reasons for attending the CVMA Convention. As Canada's only multi-species convention, align yourself with the profession's top-notch speakers and topics showing your company's leadership and commitment of education for the profession.

Session sponsorship provides the opportunity to introduce the speaker giving your company direct access to attendees (a session chair will be provided to moderate the session).

Recognition before and after session on presentation slide.

### Delegate Bags

**\$8,500** (Exclusive)

Have your logo taken everywhere - it's your walking billboard! Every delegate will receive a reusable bag with your logo and the CVMA Logo prominently displayed on it. Consider the bag as a long term exposure as these bags go home with everyone and continued to be used post-convention. CVMA sponsorship fee includes bag, set up and production costs.

### Hotel Key cards

**\$3,500**

Have delegates keep your logo at hand as they head to and from their hotel rooms. Key cards are for the Delta Hotel by Marriott Quebec City.

### Lanyards

**\$4,000**

This highly visible item used for the entire convention (CVMA will supply the lanyards - company logo placement is an option)

### Pop up banners

**\$2,000** for up to 10 pop up banners outside of session rooms (sponsor to provide banners)

Interested in learning more?  
Call or [Email](#) us for more details.



## Quebec City Convention Centre – Large Display Options

### Paw prints in venue:

**\$3,000**

Have your logo or message prominently displayed on a pawprint that is adhered to the convention space floors and leads delegates to your booth! Includes production of pawprints.

### Carpet decals in registration area:

Two sizes to choose from:

8' x 12' carpet decal with non-slip laminate: **\$2,000**

3' x 3' (round) carpet decal with non-slip laminate:

**\$400; \$1,500 for 5 decals**

### Table wraps in exhibit hall:

Bistro tables(52 to choose from) 30" round: **\$250 per table; \$1,000 for 5 tables.**

Hanging Banners inside or outside of Exhibit Hall. Pricing depends on requirements. Contact us to get a quote.

Other options available, contact Laima Laffitte for details.

### Convention bag insert:

**\$500**

Pads of paper or pens can be inserted for free!! The CVMA would like to adhere to being environmentally friendly, so inserts should be re-usable, useful or made from sustainable products.

### Speaker Ready Room:

**\$1,000**

A special room set aside for our speakers to go over their notes or grab a quick cup of coffee before their presentation. Your company name would be prominently displayed outside of the room.

### Wet Lab Sponsorships:

Call for details on lab sponsorship

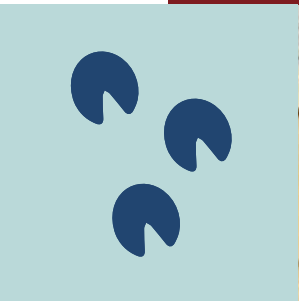




## SPONSORSHIP BENEFITS



	Level I (\$10,000 and up)	Level II (\$5,000 - \$9,999)	Level III (\$2,500 - \$4,999)	Level IV (up to \$2,500)
<b>Priority Selection of booth location</b>	1 <sup>st</sup>	2 <sup>nd</sup>	3 <sup>rd</sup>	4 <sup>th</sup>
<b>Full registration to convention</b>	2	1 full registration and 1 exhibit hall pass	2 exhibit hall passes	
<b>Recognition on sponsor signage</b>	Large colour logo	Colour logo	Small colour logo	Text only
<b>Logo and link on CVMA website</b>	Large colour logo	Colour logo	Small colour logo	Text only
<b>Pre and post-convention acknowledgement in <i>The Canadian Veterinary Journal</i></b>	Large colour logo	Colour logo	Small colour logo	Text only
<b>Recognition in Programs (Preliminary and Final)</b>	Large colour logo	Colour logo	Small colour logo	Text only



Let me work with you to find the sponsorship that best fits your company's needs and objectives or work with you to select different opportunities to reach the level of sponsorship desired.

## Contact

### Laima Laffitte

Consultant, Advertising and Sponsorships

Phone: (613) 925-2659

Toll-Free: 1-800-567-2862 ext 131

Fax: (613) 236-9681

E-mail: [advertising@cvma-acmv.org](mailto:advertising@cvma-acmv.org)

## Force Majeure Event

Force Majeure Event is defined as and includes any circumstance beyond the will and control of the Canadian Veterinary Medical Association Annual Convention that impedes permanent or temporary compliance with the obligations, such as "acts of god" including war, danger of war, government regulations, revolts, strikes, transportation difficulties, fire, earthquake or severe disturbances affecting the Canadian Veterinary Medical Association Annual Convention or its suppliers.

In the case of a Force Majeure Event, we will use commercially reasonable efforts to mitigate the effects arising from the Force Majeure Event.

In the event of it being impossible to carry out the Canadian Veterinary Medical Association Annual Convention due to a Force Majeure Event, the Canadian Veterinary Medical Association shall only be obligated to reimburse the payments received after deduction of any costs it has incurred in organizing the event up to the date of the Force Majeure Event. The Canadian Veterinary Medical Association Annual Convention will not be liable for any payments made to third parties but relative to the Canadian Veterinary Medical Association Annual Convention, such as travel expenses.