

C♥CONNECTING IN HALIFAX

2022 CVMA Convention
JULY 21-24

SPONSORSHIP Prospectus

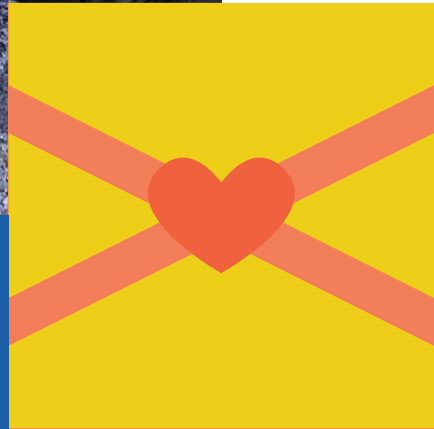


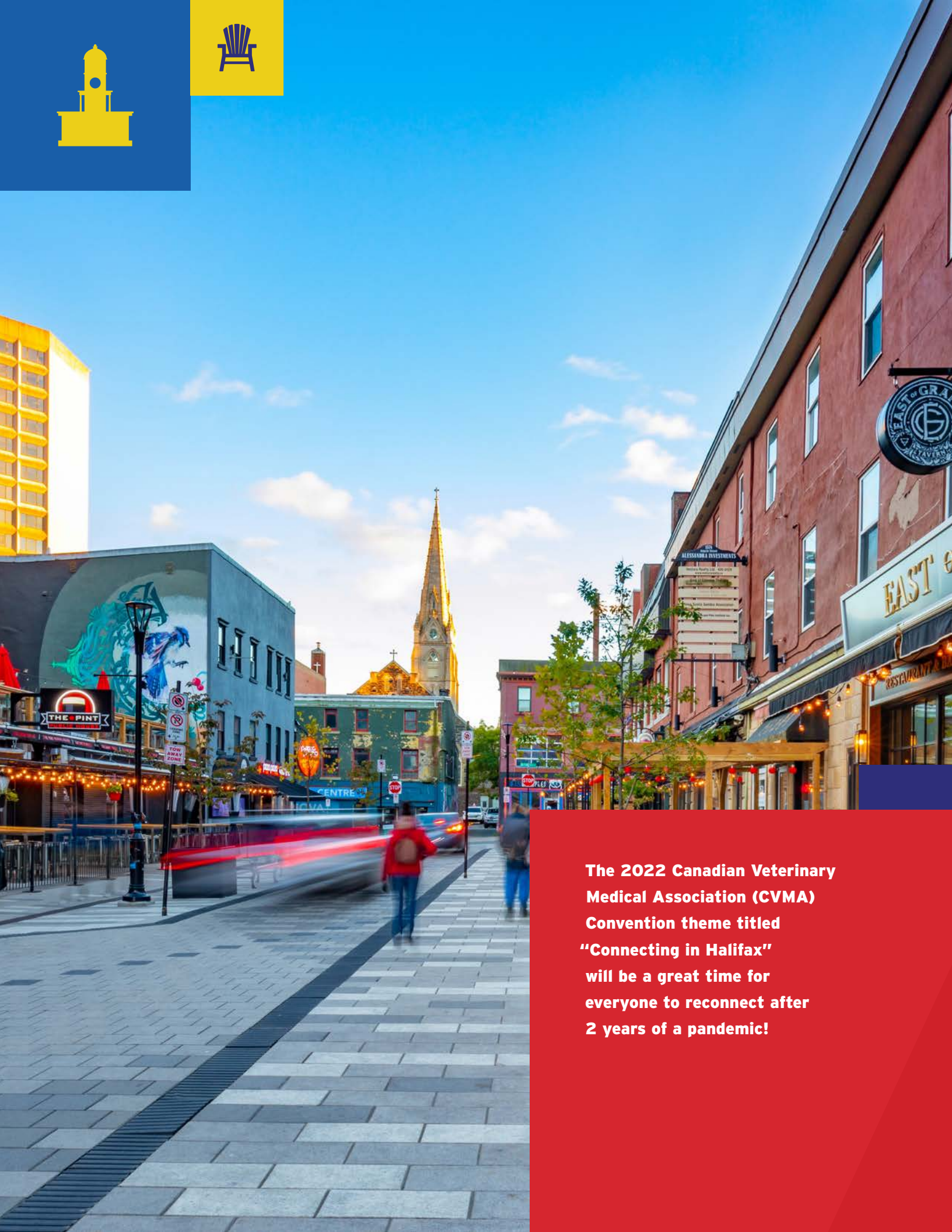
CANADIAN VETERINARY
MEDICAL ASSOCIATION
L'ASSOCIATION CANADIENNE
DES MÉDECINS VÉTÉRINAIRES

IN COLLABORATION WITH



RVTTC
TTVAC



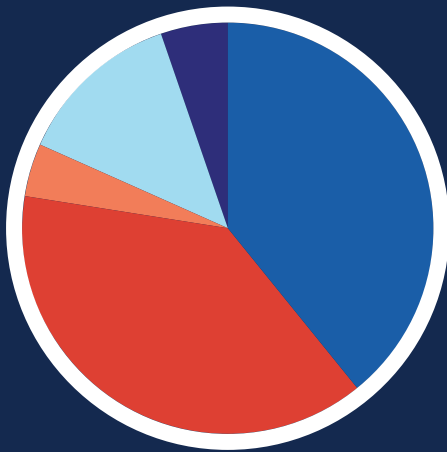


The 2022 Canadian Veterinary Medical Association (CVMA) Convention theme titled “Connecting in Halifax” will be a great time for everyone to reconnect after 2 years of a pandemic!

Making the right partnership

WHAT CVMA OFFERS YOU!

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.

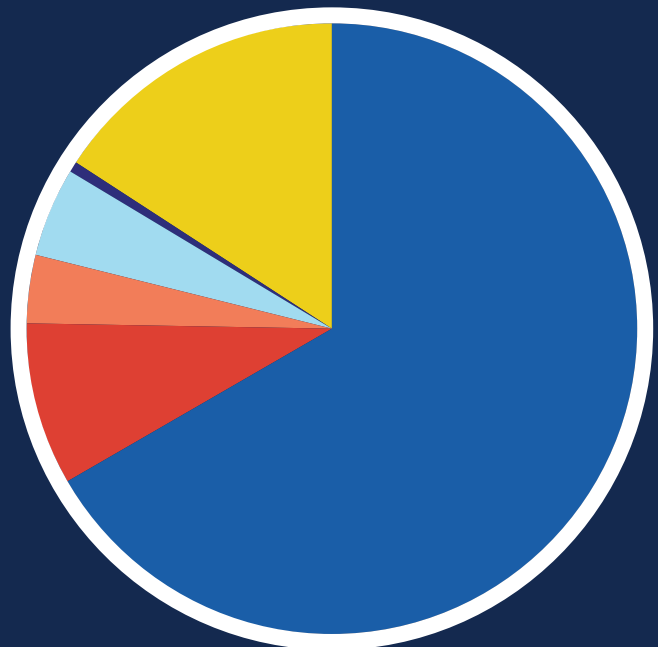


Attendance by Type
(3 year average 2016-2018)

- Practice Owner
- Associate
- Hospital Manager
- Technician
- Locum

Employment Type
(3 year average 2016-2018)

- Private Practice
- Academia
- Industry
- Government
- Research
- Other or did not specify





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: A Paradigm Shift in Veterinary Medicine

\$5,000 Sponsored

Thursday July 21, 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 two 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 email blasts to potential delegates (timing to be determined). Announcement of sponsorship (one time) on CVMA social media platforms (Facebook, Twitter, LinkedIn).

Five (5) tickets to attend the event.

National Issues Forum

Title Veterinary Medicine and Natural Disasters

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

Thursday July 21, 1:30pm - 4:00pm

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

Company branding on signage and on welcome screen at the beginning of the event. Digital email banner ad in one of the email blasts to potential delegates (timing to be determined). Announcement of sponsorship (one time) on CVMA social media platforms (Facebook, Twitter, LinkedIn).

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 Gala Awards Host Bar

\$3,500

Thursday July 21, 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 email blasts to potential 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)
Sponsored

Thursday July 21, 5:00pm - 7:00pm, Exhibit Hall

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 (additional cost).

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

Fun(d) Run]

\$ 5,000 (Exclusive)

Saturday July 23, 6:00am - 8:00am

Title co-sponsor of the Fun(d) Run. Logo on event invitation. 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 local Halifax animal charity. 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 **Sponsored**

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

Saturday July 23, 7w:00pm - 12:00am

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, tickets and promotional material. (Company branding on shuttle buses to event - if needed).

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 Breakfast Sessions

\$2,750 + food & beverage

One spot Saturday morning remaining

2 breakfast slots each on Friday and Saturday available; 2 dinner opportunities - one Thursday and one Friday. **Sponsored**

Breakfast Bistro Stop

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

July 21, 22, 23, 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 22 and Saturday, July 23
(in exhibit hall)

Sunday July 24 (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.

Coffee & Snack Breaks

\$2,000 per break

Thursday July 21 & Sunday July 24 AM & PM
(outside of session rooms)

Friday July 22 AM, PM, Saturday July 23 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.

Cocktail Hour **Sponsored**

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

Friday July 22 5:00pm - 6:30pm Exhibit Hall

Have attendees come to your booth to pick up a complimentary drink ticket! Voucher to be attached to delegate name badges, 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 Sponsored

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

At the last CVMA in-person convention, the app was a very popular tool during the convention. The app is the main hub for information relating to the program, speaker profiles, exhibitor listing and networking. The Convention app 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

Marketplace Section Ad

\$350 per ad

Promote your products or services in the new Marketplace Section of the app. Information can be uploaded as of April 15 thereby extending the exposure window of this feature.

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 per month

Header banner Image - positioned above the websites home page banner.

Check-in kiosk banner ad

\$1,500 Sponsored

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 **4 remaining**

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 25 and July 13 - dates to be confirmed at booking.

e-Newsletters Top and mid spots open for April newsletter; mid spot for May and June

The CVMA will be sending out six e-newsletters to all CVMA members as well as any non-members that have attended in the past two years between January and June 2022. Your banner ad has the potential to be viewed by over 10,000 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.

Top ad spot 728 pixels by 150 pixels:	\$550
mid-ad spot 750 x 200:	\$500
Exclusive e-newsletter (top and bottom spots):	\$1,000

Preliminary Program - Digital only - Completed

This is your first chance to reach over 13,000 veterinarians in Canada. The links for this brochure will be emailed with the Convention e-newsletters in February and March. 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 based on 8.5" x 11" page.

Colour rates

Inside Front Cover:	\$1,000
Full Page:	\$900
Half Page:	\$750
Quarter Page:	\$500

Final Program

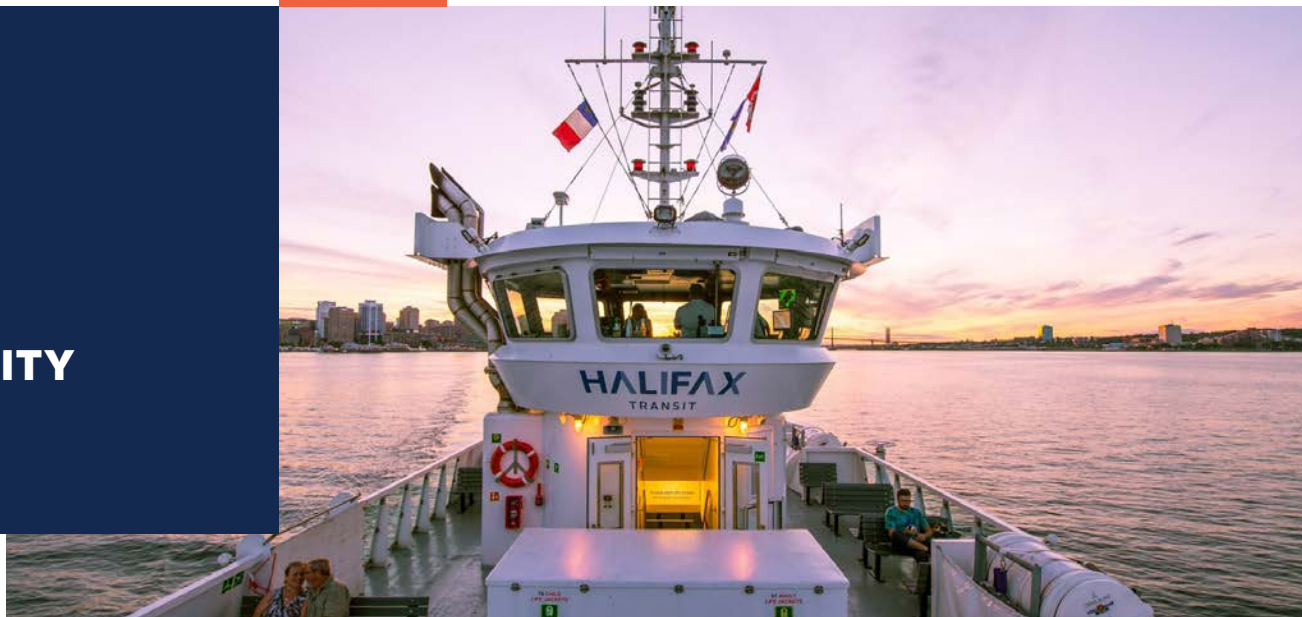
The Final Program is a great place for you to remind attendees to visit your booth or get more information on your company. The Program is distributed to every attendee at the CVMA Convention and details all the information for the convention. Size 8.5" x 11".

Outside Back Cover:	\$2,000 Sold
Inside Front Cover/Inside Back Cover:	\$1,950
Full Page:	\$1,625
Half Page:	\$1,100
Quarter Page:	\$750

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 **Sponsored**

\$8,500 (Exclusive)

\$1,500 (if bags supplied by sponsor)

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. If you would like to provide the bags, sponsorship amount is \$1,500. CVMA sponsorship fee includes bag, set up and production costs.

Hotel Key cards

\$3,500 **Sponsored**

Have delegates keep your logo at hand as they head to and from their hotel rooms. Key cards are for the Prince George and the Cambridge Suites Halifax hotels.

Lanyards

\$2,500 (Sponsored)

Sponsor to provide two bull-dog clip lanyards. This highly visible item used for the entire convention!

Pop up banners **Sponsored**

\$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.



Halifax Convention Centre - Large Display Options

Facility Entrances:

Grafton entry: 14 windows, 6 door panels, 4 side windows: **\$10,000**

Argyle entry: 6 windows, 6 door panels, 2 side windows: **\$6,000**

50" x 50" perforated window decal: **\$700 per decal**

Escalator Wrap:

Have your message prominently displayed around the escalators that lead from the ground floor up to the Convention Levels. Three locations to choose from. Pricing includes production and installation of material. Can have just decals, wrap one side, or wrap all sides

Decals: **\$250** or **\$300** per decal (20" x 20" or 20" x 40")

One side of escalator: **\$2,000** or **\$2,500** depending on location

Full sides: **\$6,200** (4 sides); **\$7,500** (4.5 sides); **\$15,000** (6 sides)

Glass Railings:

Prices range from **\$2,500** to **\$6,500**

Railings are situated at the top of the escalators. Three locations to choose from! Pricing includes production and installation of material.

Pillars:

\$250 up to **\$2,000** per pillar.

Available on all floors. Sizes range from a 2'x 2' pillar cling up to a 10' high full pillar wrap.

Elevator wraps:

Elevators are located throughout the convention centre. Various locations to choose from.

Wrap of exterior doors: **\$2,000** for 3 doors

Wrap of interior doors: **\$2,000** for 3 doors

Stair Railings:

Decals (30" x 30"): **\$275** each or **\$1,000** for 5 decals

Decals can be placed on the glass railing that border the stairs.

Paw prints in venue:

\$3,000 Sponsored

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

Washrooms:

\$1,500 for 5 stall doors **Women's sponsored**

This is one room everyone is sure to use more than once at the convention! Stall doors can be wrapped with your message.

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.

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. For product literature, please consider a Marketplace ad on the App.

NEW!

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)
Priority Selection of booth location	1 st	2 nd	3 rd	4 th
Full registration to convention	2	1 full registration and 1 exhibit hall pass	2 exhibit hall passes	
Recognition on sponsor signage	Large colour logo	Colour logo	Small colour logo	Text only
Logo and link on CVMA website	Large colour logo	Colour logo	Small colour logo	Text only
Pre and post-convention acknowledgement in <i>The Canadian Veterinary Journal</i>	Large colour logo	Colour logo	Small colour logo	Text only
Recognition in Programs (Preliminary and Final)	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

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E-mail: 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.