SPONSORSHIP OPPORTUNITIES

Charlottetown
CVMA CONVENTION • JULY 13 TO 16, 2017

Credit: ©Tourism PEI / Dave Brosha; John Sylvester; Paul Baglole
WHAT CVMA OFFERS YOU

If you’re looking for the best way to meet Canadian veterinarians, then the 2017 CVMA Convention is just the place! Showcase your new technologies, products, services and successes before the most influential, national, veterinary audience in Canada. Beautiful Charlottetown, with its East Coast charm, will welcome over 500 veterinarians and other staff.

WHO WILL YOU MEET?

One of the best opportunities to show your leadership, support and commitment to the veterinary profession is to be a CVMA Convention Sponsor. As a CVMA Convention Sponsor, you not only heighten your company’s profile among the Convention delegates, but also in the entire veterinary community. Our track record proves it with over 560 veterinarians and team members in Niagara Falls (2016), 566 in Calgary (2015), and 520 in St. John’s (2014), you don’t want to miss 2017!
The CVMA’s 6,000 members are from across Canada, and are educated professionals and affluent consumers. The majority of convention attendees are practice owners with buying power.

**CVMA CONVENTION 3-YEAR AVERAGES**

- **Primary Attendees**
  - Veterinarians – 81% (446)
  - Technicians/admin/hospital managers – 17% (92)
  - Students – 2% (13)

- **Attendees by Region**
  - West – 28.7%
  - Central – 46.4%
  - East – 14.5%
  - US/International – 10.4%

- **Employment Type**
  - Private Practice – 68%
  - Academia and Research – 8%
  - Government – 5%
  - Industry/Commercial – 4%
  - Other or did not specify – 15%
In order to choose the best sponsorship to fit your company’s objectives, here are some suggestions.

BUILD YOUR BRAND
To build your company’s recognition in the veterinary community, choose high visibility events attracting leaders in the veterinary profession. These events include the CVMA Summit of Veterinary Leaders, the CVMA AGM and Awards Luncheon or the President’s Dinner.

SHOW INDUSTRY LEADERSHIP
Show your leadership by being associated with cutting-edge professional development sessions and technology. Sponsor a CE session or bring in your own speaker for an interactive session.

CONNECT WITH ATTENDEES
Looking to network with the attendees? Co-host a social event, such as the Welcome Reception, Fun Run and Yoga, or the social evening; an interactive session or wine and cheese reception in order to engage in person with your target audience.

PROMOTE YOUR BRAND
To assist you in promoting your products to attendees, have a look at some of our promotional opportunities such as paw prints on venue floors, lanyards or choose opportunities to showcase your product on the Convention app or with an insert in the Convention bags.
LEVEL 1 OPPORTUNITIES
($10,000 – $20,000)

CVMA SUMMIT OF VETERINARY LEADERS PARTNER ($10,000)
Thursday July 13, Half day
A CVMA signature event “The Future of Veterinary Medicine; Embracing Change & Innovation”!
Attendance of approximately 200 veterinary decision makers and leaders within the Canadian veterinary community.

✔ Exclusive opportunity to sponsor event with 3 minute welcome
✔ Five (5) tickets to attend the event
✔ 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)

CVMA SOCIAL EVENING ($10,000)
Saturday July 15, 7:00 pm – 12:00 am
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
✔ 5 event passes to participate at the event
✔ Company branding on event signage, tickets and promotional material

CVMA AGM AND AWARDS LUNCHEON PARTNER ($15,000)
Thursday July 13, 12:00 pm – 2:30 pm
Attracts well over 200 members of the CVMA, keeping them up-to-date on the CVMA activities, and honouring CVMA Award recipients.

✔ Three (3) minute welcome opportunity at start of Awards Ceremony
✔ Five (5) tickets to attend the event
✔ 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)

ADDITIONAL BENEFITS FOR LEVEL 1 SPONSORS

✔ Logo and link on CVMA website
✔ Recognition on sponsor signage
✔ Recognition in Programs (Preliminary and On-Site)
✔ Post convention acknowledgement in The Canadian Veterinary Journal
✔ Opportunity to provide an insert in the delegate bag OR at each seat at sponsored event
✔ Complimentary participation in CVMA Quest Passport Program
✔ Two full registrations for company representatives to attend CE sessions
LEVEL 2 OPPORTUNITIES
($5,000 – $9,999)

WELCOME RECEPTION AND EXHIBIT HALL OPENING (Exclusive sponsor for $8,000; Co-sponsor for up to 3 companies for $3000 each)
Thursday July 13, 5:00 pm – 7:00 pm (Exhibit Hall)
A favourite Convention event! Attendance of approximately 500 veterinary professionals including veterinarians, technicians, hospital managers and students.
✔ Title exclusive sponsor or co-sponsor of the reception
✔ 5 event passes to participate at the event
✔ Company branding on event signage
✔ Opportunity to supply gifts, branded glasses, cocktail napkins etc.
✔ Option to provide complimentary cocktails (additional cost)

CVMA CONVENTION SCIENTIFIC PROCEEDINGS USB KEY ($8,000) Sponsored
The proceedings will only be published in a PDF format, and will be distributed to all participants at the Convention on a USB key. The proceedings will include the scientific papers for all of the CE sessions.
✔ Your company logo/ad can be incorporated onto the table of contents pages for each day. The proceedings are also available on-line during the Convention at the internet café, and will be posted to the CVMA website after the Convention.
✔ Your company logo can also be incorporated on the USB key itself.

CVMA ONSITE REGISTRATION AREA SPONSOR ($8,000 exclusive)
The onsite registration area is the first touch point of the convention and the hub of the event. This allows for maximum visibility for a company that works with and/or supports the CVMA and its members.
✔ Integrated sponsor branding on front panel of the CVMA onsite registration area.
✔ Includes opportunity to place pop up banners around registration area.
✔ The CVMA and the sponsor will work together to develop the concept and final design of graphics and signage and the CVMA reserves the right of final approval of artwork.
CVMA COUNCIL DINNER ($7,500)
Wednesday July 12, 6:00 pm – 9:00 pm
Exclusive opportunity to sponsor the CVMA Council Dinner – an invitation only event that brings together the leaders in the veterinary community (CVMA Council, CVMA president and past presidents, International Association presidents, and special guests).

✔ 2 invitations for senior executives
✔ Logo on event invitation
✔ Company branding on event signage
✔ Opportunity to supply gifts, branded glasses, cocktail napkins etc.

FIRST TIMER’S BREAKFAST ($6,000)
Friday July 14, 7:00 am – 8:00 am
Welcome opportunity for those attendees who are at their first CVMA Convention. A great way to put them all at ease, and a chance to introduce your company to them!

FUN RUN AND YOGA SESSION ($5,000 exclusive)
Saturday July 15, 6:00 am – 8:00 am

✔ Title sponsor of the Fun Run/Yoga session
✔ 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

DELEGATE BAGS ($7,000 exclusive) Sponsored
Have your logo taken everywhere – it’s your walking billboard! Every delegate will receive a reusable bag with your company logo and the CVMA logo prominently displayed on it. Consider the bag as 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.

ADDITIONAL BENEFITS FOR LEVEL 2 SPONSORS
✔ Logo and link on CVMA website
✔ Recognition on sponsor signage
✔ Recognition in Programs (Preliminary and On-Site)
✔ Post convention acknowledgement in The Canadian Veterinary Journal
✔ One full registration for company representative to attend CE sessions
LEVEL 3 OPPORTUNITIES ($2,500 – $4,999)

CVMA CONVENTION APP (Major co-sponsorship opportunities $3,000 – 3 total available) Two available
With over 40% of attendees using the app in 2016, its popularity keeps growing. 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, as well as post photos and comments onto an activity feed. With the addition of the CVMA Quest Passport Program, everyone should be on the app in order to win prizes.

✔ Logo on promotion signage for app
✔ Rotating logo on home screen
✔ Rotating banner ad
✔ One notification sent to all app users
✔ Complimentary participation in the CVMA Quest Passport Program

CE SESSIONS (Full day: $4,000, Half day: $2,000)
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.

HOTEL KEY CARDS ($3,500) Sponsored

PAW PRINTS IN VENUE ($3,000)

LUNCH SUPPORTING SPONSOR ($5,000 per lunch)
Friday, July 14 and Saturday, July 15 (in exhibit hall)
Sunday, July 16 (outside of session rooms)

✔ Recognition for your support will be shown in the form of tent cards and signage by the food stations at lunch.

LANYARDS ($2,500) Sponsored

✔ Sponsor provides lanyards (two bull-dog clip format). This highly visible item should be co-branded with the CVMA logo and is used for the entire convention.

INTERACTIVE SESSIONS (4 breakfast and 2 dinner opportunities: $2,500 + food and beverage)

ADDITIONAL BENEFITS FOR LEVEL 3 SPONSORS

✔ Logo and link on CVMA website
✔ Recognition on sponsor signage
✔ Recognition in Programs (Preliminary and On-Site)
✔ Post convention acknowledgement in The Canadian Veterinary Journal
✔ Two exhibit hall passes for company representatives
LEVEL 4 OPPORTUNITIES (<$2,500)

EARLY MORNING COFFEE STATIONS ($2,000)
July 14, 15 or 16, 7:30 am – 8:30 am
Where’s the coffee? Provide the much needed kick start to the morning. A repeated request from attendees! Opportunity to add pastries for an additional fee.

POP UP BANNERS ($2,000) Sponsored
For up to 10 pop up banners outside of session rooms (sponsor to provide banners).

Window Clings
A great way to have your message repeatedly viewed throughout the convention!
Outside of exhibit hall:
20’ (h) by 12’ (w) - 4 available - $6,000 each
In foyer close to registration area:
106” (h) x 55” (w) - 10 available - $2,000 each

ELEVATOR WRAPS ($4,000) Sponsored
In the Prince Edward Hotel - 3 available
2 panels per elevator - 21” x 84” each

CHARGING STATIONS ($1,500 per station)
Opportunity to sponsor the charging stations (for mobile devices) conveniently located in key areas of the convention centre. Can also be set up in the exhibit hall at your booth.

COMPLIMENTARY COCKTAILS ($1,500 + drinks at cost + food, if desired)
Friday July 14, 5:00 pm – 6:00 pm (Exhibit Hall)
Have attendees come to your booth to pick up a complimentary drink ticket! Voucher to be placed in Convention bags, and then attendee would need to come to your booth to redeem 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!

COFFEE & SNACK BREAKS ($2,000 per break)
Thursday July 13 am and pm and Sunday, July 16 am (outside of session rooms)
Friday, July 14 am and pm, Saturday, July 15 am and pm (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.
CONVENTION BAG INSERT ($500 per insert)

CVMA CONVENTION APP
Use the App to reach our attendees directly!
Options available are:
- Image alert ($400) - an image message alert that pops up on the app screen
- Text alert ($300) - same as above but text only message
- Enhanced Exhibitor Package ($300) - includes logo with listing, ability to add social media links, flyers, pdf brochures, videos and to pass around coupons.

WET LAB SPONSORSHIPS
Call to discuss options available.
- Small Animal Dentistry Lab Extraction Techniques in the Dog and Cat: Level 1 – A. Reiter & S. McTaggart
- Common Surgical Procedures of the Canine Head and Neck (half day) – C. Gilroy & S. Burton
- Mass Excision and Wound Closure Techniques – C. Gilroy & S. Burton
- Canadian Hematology - Examining Reds and White (half day) – P. Amsellem & J. Farese
- Equine Dentistry Lab – J. Carmalt & K. MacMillan
- Dermatology Lab – C. Pye and J. Tait

ADDITIONAL BENEFITS FOR LEVEL 4 SPONSORS
- Logo and link on CVMA website
- Recognition on sponsor signage
- Recognition in Programs (Preliminary and On-Site)
- Post convention acknowledgement in The Canadian Veterinary Journal
MARKETING OPPORTUNITIES

PRELIMINARY PROGRAM
This is your first chance to reach over 6,500 veterinarians in Canada. This brochure is mailed to CVMA members in 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: 5” x 8.5”

Colour Rates

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<th>Rate</th>
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<tr>
<td>Outside Back Cover</td>
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<tr>
<td>Inside Front Cover/Inside Back Cover</td>
<td>$1,500</td>
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<tr>
<td>Full Page</td>
<td>$1,300</td>
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<tr>
<td>Half Page</td>
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E-NEWSLETTERS
The CVMA will be sending out four e-newsletters to ALL veterinarians in Canada (over 13,000) between January and June 2017. Your banner ad has the potential to be viewed by 10,000 veterinarians (based on 2016 statistics). 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. Banner space size is 199 pixels (width) by 197 pixels (height).

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<td>Exclusive sponsor (per e-newsletter)</td>
<td>$1,750</td>
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PROGRAM AND EXHIBIT GUIDE
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”

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<td>Quarter Page</td>
<td>$650</td>
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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.
Opportunities from different levels can be combined to reach a higher level of sponsorship. 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**
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**FORCE MAJEURE**
Force Majeure 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 event of a Force Majeure, 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.