WHAT CVMA OFFERS YOU

The 2018 Canadian Veterinary Medical Association Convention offers you the ideal location to meet and engage with Canadian veterinarians.

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 proven by these three-year attendance statistics.
CVMA CONVENTION 3-YEAR AVERAGES

PRIMARY ATTENDEES
- Veterinarians – 79% (446)
- Technicians/admin/hospital managers – 18% (92)
- Students – 2% (13)

ATTENDEES BY REGION
- Central – 31.7%
- West – 39.1%
- East – 20.1%
- US/International – 9.1%

EMPLOYMENT TYPE
- Private Practice – 67%
- Academia and Research – 10%
- Government – 4%
- Industry/Commercial – 3%
- Other or did not specify – 16%
LEVEL 1 OPPORTUNITIES ($10,000 - $20,000)

CVMA SUMMIT [$10,000]
THURSDAY JULY 5, FULL DAY

Topic: TBA
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
- 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, LinkedIn)

CVMA AGM AND AWARDS LUNCHEON PARTNER [$12,000]
THURSDAY JULY 5, 12:00 PM – 2:30 PM

- 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, LinkedIn)

CVMA SOCIAL EVENING [$8,000]
SATURDAY JULY 7, 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

ADDITIONAL BENEFITS FOR LEVEL 1 SPONSORS:

- Logo and link on CVMA website
- Recognition on sponsor signage
- Recognition in Programs (Preliminary and On-Site)
- Pre and 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 App Passport Quest and Enhanced Exhibitor profile
- 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-sponsorship for up to 3 companies for $3,000 each]
THURSDAY JULY 5, 5:00 PM - 7:30 PM, EXHIBIT HALL

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

- Title 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)

NATIONAL ISSUES FORUM [$3,500]
THURSDAY JULY 5, 2:30 PM – 5:00 PM

The National Issues Forum is a new event that began at the 2015 CVMA Convention. The Forum allows for veterinarians and veterinary leaders to take part in an interactive discussion on a specified topic that is chosen by the National Issues Committee. This is a chance for Canadian veterinarians to have input on a specific policy or position statement that has a national scope. At the end of the Forum, a live poll is conducted using our Convention App.

- Logo on signage pertaining to the event
CVMA CONVENTION SCIENTIFIC PROCEEDINGS USB KEY [$8,000]
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 the CVMA App during the convention and on our website after the convention, and will be posted to the CVMA website after the Convention. Your company logo can also be incorporated on the USB key itself.

CVMA COUNCIL DINNER [$7,500]
WEDNESDAY JULY 4, 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 (CMVA 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.

DELEGATE BAGS [$7,000 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. If you would like to provide the bags, sponsorship amount is $1500. CVMA sponsorship fee includes bag, set up and production costs.

FUN RUN AND YOGA SESSION [$5,000 exclusive]
SATURDAY, JULY 7 6:00 AM – 8:00 AM
- Title sponsor of the Fun Run/Yoga session
- Logo on event signage
- Company branding on t-shirt (also used for volunteer t-shirts for the convention)
- Breakfast included
- Opportunity to supply gifts for draws at breakfast

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]
With over 53% of attendees using the app in 2017, 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, participate in the Quest Passport Program to win prizes.

- Logo on promotion signage for app
- Rotating logo on home screen
- Rotating banner ad
- One alert sent to all app users
- Complimentary participation in the CVMA Quest Passport Program
- Enhanced Exhibitor profile on App

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.

BREAKFAST BISTRO STOP
[$4,500; Just coffee without snacks $2,000]
JULY 5, 6, 7, 8, 7:30 AM – 8:30 AM
Help get our attendees off to a good start in the day by sponsoring the coffee, muffin and yogurt stop as they head into morning sessions. Can brand the stop with your company name/logo.

HOTEL KEY CARDS [$3,500]

PAW PRINTS IN VENUE [$3,000]

LUNCH SUPPORTING SPONSOR
[$5,000 per lunch]
FRIDAY, JULY 6 AND SATURDAY, JULY 7,
IN EXHIBIT HALL
SUNDAY, JULY 8, IN FOYER
Recognition for your support will be shown in the form of tent cards and signage by the food stations at lunch.

LANYARDS [$2,500]
Sponsor provides two bull-dog clip lanyards. This highly visible item used for the entire convention!

ADDITIONAL BENEFITS FOR LEVEL 3 SPONSORS:
- Logo and link on CVMA website
- Recognition on sponsor signage
- Recognition in Programs (Preliminary and On-Site)
- Pre and Post convention acknowledgement in The Canadian Veterinary Journal
- Two exhibit hall passes for company representatives.

INTERACTIVE SESSIONS
[4 breakfast and 2 dinner opportunities – $2,750 + food & beverage]
LEVEL 4 OPPORTUNITIES (<$2,500)

POP UP BANNERS [$2,000]
For up to 10 pop up banners outside of session rooms. Sponsor to provide banners.

WINDOW CLINGS
Please call for details.

HANGING BANNERS FROM CEILINGS [$1,500]
Sponsor to provide a hanging banners that can be up to 8 feet in height (and weigh less than 25 lbs.).

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 6 5:00 PM - 6:30 PM, 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!
COFFEE & SNACK BREAKS [$2,000 per break]
THURSDAY JULY 5, SATURDAY JULY 7 PM, AND SUNDAY
JULY 8 AM, PM OUTSIDE OF SESSION ROOMS
FRIDAY JULY 6 AM, PM, SATURDAY JULY 7 AM,
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.

CONVENTION BAG INSERT [$500]
Pads of paper or pens can be inserted for free!!

CVMA CONVENTION APP [Virtual inserts – $350]
Allows you to provide a paperless insert (brochure or coupon)
so that our delegates can learn more about your products in an
environmentally friendly way. Virtual inserts would be available up
to 30 days before the convention on the app, and remain there even
after the show. We will pinpoint your booth location with a logo
on the floorplan shown in the Convention App, giving you standout
power on the Convention App.

[Push notification – $400 per message]
Similar to a text message
[Image alert – $450 per alert]
Can include both an image and a message

WET LAB SPONSORSHIPS
Call to discuss options available.

- Small Animal Dentistry Lab Extraction Techniques in the Dog
  and Cat: Level 1 – Dr. Kevin Stepaniuk & Dr. Sue McTaggart
- Dental Lab Extraction Techniques in the Dog and Cat:
  Advanced – Dr. Kevin Stepaniuk & Dr. Sue McTaggart
- Common Surgical Procedures of the Canine Abdomen –
  Dr. Ameet Singh

ADDITIONAL BENEFITS FOR LEVEL 4 SPONSORS:

- Logo and link on CVMA website
- Recognition on sponsor signage
- Recognition in Programs (Preliminary and On-Site)
- Pre and Post convention acknowledgement in
  The Canadian Veterinary Journal
MARKETING OPPORTUNITIES

PRELIMINARY PROGRAM

This is your first chance to reach over 7,000 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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E-NEWSLETTERS

[Exclusive sponsor, per e-newsletter – $1,000 – 4 available]

The CVMA will be sending out four e-newsletters to all CVMA members as well as any non-members that have attended in the past two years between January and June 2017. Your banner ad has the potential to be viewed by over 6,000 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. Banner space size is 199 pixels (width) by 197 pixels (height).

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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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.
MIX AND MATCH

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 to select different opportunities to reach the level of sponsorship desired.

CONTACT
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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.