Where Canada’s Veterinary Professionals Meet

SPONSORSHIP OPPORTUNITIES
Making The Right Partnership – What CVMA Offers You!

The 2020 Canadian Veterinary Medical Association Convention 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 proven by these three-year attendance statistics.

**ATTENDANCE BY TYPE**
(3-year average 2016-2018)

- Practice Owner – 26.3%
- Associate – 25.7%
- Hospital Manager – 2.8%
- Technician – 8.7%
- WLocum – 3.4%

**EMPLOYMENT TYPE**
(3-year average 2016-2018)

- Private Practice – 66.9%
- Government – 4.8%
- Academia – 8.7%
- Research – 0.5%
- Industry – 3.4%
- Other or did not specify – 15.8%

*2019 figures not included as the CVMA hosted the World Small Animal Veterinary Congress and so did not have its own stand-alone convention.*
What Is Your Sponsorship Objective?

As a CVMA Convention Sponsor, you not only contribute to the success of the convention, you 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.
CVMA Signature Event Opportunities

CVMA SUMMIT $10,000
Thursday, July 9, 8:00am - 12:00am

Topic: Climate Change, One Health and Veterinary Medicine

- 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, Linked In)
CVMA AGM AND AWARDS LUNCHEON PARTNER  $10,000
Thursday, July 9, 12:00pm - 2:00pm

• 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, Linked In)

NATIONAL ISSUES FORUM VETERINARY MEDICINE IN NATURAL DISASTERS  $20,000 or 4 sponsors at $5,000 each
Thursday, July 9, 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 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, Linked In)
CONVENTION OPENING $1,500
Thursday, July 9, 5:00pm - 5:30pm

The CVMA Convention will have an official opening ceremony that will include a blessing from an aboriginal elder. Entertainment to include a First Nations drummer. The blessing will be followed by the opening of the Exhibit Hall and the Welcome Reception.

WELCOME RECEPTION AND EXHIBIT HALL OPENING
Exclusive sponsor for $8,000
Thursday, July 9, 5:30pm - 7:30pm, Exhibit Hall

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

- 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)
PLENARY SPEAKER: DR. PIERRE-YVES DAOUST, CANADIAN WILDLIFE HEALTH COOPERATIVE, ATLANTIC REGION  $2,000

Friday, July 10, 8:30am - 9:20am

Session title: *Wildlife and the many facets of veterinary science*

The CVMA is going to start off the CE sessions by bringing together all delegates into one room with a plenary speaker! This special one-hour session will touch on a topic that will be of interest to a wide audience.

**FUN(D) RUN** $5,000 exclusive

Saturday, July 11, 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 Quebec City 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).
CVMA SOCIAL EVENING $8,000

Saturday, July 11, 7:00pm - 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
- 5 event passes to participate at the event
- Company branding on event signage, tickets and promotional material
- Company branding on shuttle buses to event
- Opportunity to provide giveaways during the evening
- Opportunity to place pop up banners on-site
Food And Beverage Opportunities

**CVMA COUNCIL DINNER** $7,500
Thursday, July 9, 6:00pm - 9:00pm

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.

**INTERACTIVE Sessions**

Opportunity to bring in a speaker of your choice for an interactive session during a meal.

- Two (2) breakfast slots each on Friday and Saturday available;
- Two (2) dinner opportunities – one Thursday and one Friday
  $2,750 + food & beverage
Breakfast Bistro Stop $4,500
July 9, 10, 11 or 12, 7:30am - 8:30am

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. Notification of breakfast stop would be sent on the Convention App. Can brand the stop with your company name/logo. (Just coffee without snacks: $2000).

Lunch Supporting Sponsor $5,000 per lunch
Friday, July 10 and Saturday, July 11 (in exhibit hall)
Sunday, July 12 (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 9 & Sunday, July 12 AM & PM
(outside of session rooms)
Friday, June 10 AM & PM, Saturday, June 11 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 $1,500 + drinks at cost
Friday, July 10, 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**
Major co-sponsorship opportunities $3,000 (Max 3)

With over 63% of delegates using the app in 2018, 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
- One notification sent to all app users
- Complimentary participation in the CVMA Quest Passport Program

**CVMA CONVENTION APP - Other options**

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 - $450 per alert – can include both an image and a message
OTHER DIGITAL OPTIONS - Convention Microsite

- Header banner image - positioned above the website's home page banner
  1500 x 500 pixels $1000 per month (Available December 2019 through June 2020)
- Footer banner image – positioned below the website’s footer menu
  1500 x 150 pixels $500 per month (Available December 2019 through June 2020)
- Check-in kiosk banner ad: $1500 - 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 5 available (May 1, May 15, June 1, June 15, July 3).

E-NEWSLETTERS

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 2020. Your banner ad has the potential to be viewed by over 7,000 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).

Exclusive sponsor (per e-newsletter): ........................................$1000 (6 available)
PRELIMINARY PROGRAM

This is your first chance to reach over 13,000 veterinarians in Canada. This brochure is mailed to CVMA members in 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. Will be printed in English and French (back to back)

Size: 5” x 8.5”

Inside Front Cover .................................................................$1,800
Full Page .................................................................................$1,500
Half Page ................................................................................$1,000

ON-SITE 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”.

Outside Back Cover: ...............................................................$2,000
Inside Front Cover/Inside Back Cover ..................................$1,800
Full Page: ................................................................................$1,000
Half Page: ...............................................................................$1,000
Quarter Page: ...........................................................................$750
VIDEO WALL IN PUBLIC CORRIDOR
The public corridor at the Québec City Convention Centre is a high-traffic area for delegates and visitors alike. Use the giant video wall in this area to maximize the visibility of your event with custom visuals and videos.

- 1 large video wall (18 screens, 3840 x 1080 px size in total)
- Possibility of exclusivity
- Video or static advertising
- 10-second spots on a 1-minute rotation (4) ...................$1500/day

Advertising content on the large video wall must be approved by the Convention Centre in advance.

VIDEO SCREENS IN FOYER (2 available)

- 10 second video on a 1-minute rotation .........................$500/day

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** Full day $4,500 / Half day $2,500

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) / $1500 (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 $1500. 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 (Convention hotel) that is attached to the Quebec Convention Centre.
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.

LANYARD $2,500
Sponsor to provide two bull-dog clip lanyards. This highly visible item used for the entire convention!

POP UP BANNERS
$2000 for up to 10 pop up banners outside of session rooms (sponsor to provide banners)

ESCALATOR WRAP
Have your message prominently displayed around the escalators that lead from the underground path to the Convention Centre. Pricing includes production of material and installation. Call/e-mail for details and pricing.

MAIN DOOR WRAPS
Have your message on the main doors as attendees come in from the underground path from the Delta Hotel. Pricing includes production of material and installation. Call/e-mail for details and pricing.

WINDOW CLINGs
Located beside the main doors, a highly visible location for your message. Pricing includes production of material and installation.

Window size (3 available): Call/e-mail for details and pricing.
COLUMN WRAPS IN REGISTRATION AREA

Four (4) sided columns offer a great way for you to make sure your message is seen on from any angle! Four (4) columns available. Pricing includes production of material and installation. Call/e-mail for details on column size and pricing.

ELEVATOR WRAPS

At the Delta Hotel – 3 sets of elevator doors are available to wrap with your message! Dimensions of each door: 41 x 84. Pricing includes production of material and installation.

Cost per elevator door: ....................................................$1500

WALL MURALS

Have your message shown on large wall surfaces that are located in the registration area (main foyer). Pricing includes production of material and installation. Three locations to choose from:

Wall A: Size: 14.5 ′ x 8 ′
Price: ..................................................................................$1500

Wall B: Size: 20.5′ x 8 ′
Price: ..................................................................................$2000

Wall C: Size: 3.5 ¾ ′ x 8 ′
Price: ..................................................................................$500.
WALL MURALS IN HALLWAYS BY CE SESSIONS
There is also the option to put your message on large wall areas just around the rooms where the CE sessions will take place. Pricing includes production of material and installation. Three walls sections available. Call/e-mail for details on wall sizes and pricing.

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.

CONVENTION BAG INSERT $500
Include your product brochure or a giveaway item in the Convention bag. Quantity needed: 800. Pads of paper or pens can be inserted for free!!

SPEAKER READY ROOM $1,500
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. Exclusive opportunity for the duration of the convention (Thursday to Sunday)

WET LAB SPONSORSHIPS
Call for details on lab sponsorship
## Sponsorship Benefits

<table>
<thead>
<tr>
<th></th>
<th>LEVEL I ($10,000 AND UP)</th>
<th>LEVEL II ($5000 - $9999)</th>
<th>LEVEL III ($2500 – $4999)</th>
<th>LEVEL IV (UP TO $2500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority selection of booth location</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
<td>Additional badges</td>
<td>2 full registrations</td>
<td>1 full registration and 1 exhibit hall pass</td>
<td>2 exhibit hall passes</td>
<td></td>
</tr>
<tr>
<td>Recognition on sponsor signage</td>
<td>Large colour logo</td>
<td>Colour logo</td>
<td>Small colour logo</td>
<td>Text only</td>
</tr>
<tr>
<td>Logo and link on CVMA website</td>
<td>Large colour logo</td>
<td>Colour logo</td>
<td>Small colour logo</td>
<td>Text only</td>
</tr>
<tr>
<td>Pre and post-convention acknowledgement in The Canadian Veterinary Journal</td>
<td>Large colour logo</td>
<td>Colour logo</td>
<td>Small colour logo</td>
<td>Text only</td>
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<tr>
<td>Recognition in Programs (Preliminary and On-Site)</td>
<td>Large colour logo</td>
<td>Colour logo</td>
<td>Small colour logo</td>
<td>Text only</td>
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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) 673-2659  
Voicemail only: 1-800-567-2862 ext 131  
Fax: (613) 673-2462  
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.