

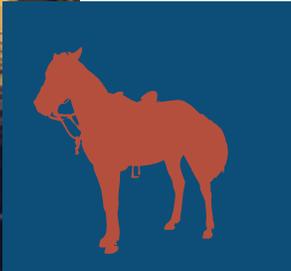


Round up YOUR TEAM!

2024 CVMA Convention
Calgary - June 26-30



SPONSORSHIP Opportunities



Canadian Veterinary
Medical Association
Association canadienne
des médecins vétérinaires

IN COLLABORATION WITH



ORGANIZED IN PARTNERSHIP WITH:

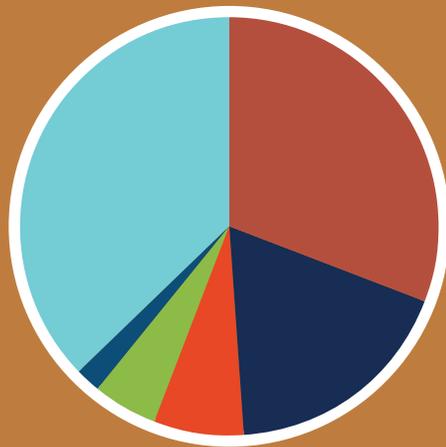




Making the right partnership

WHAT CVMA OFFERS YOU!

The 2024 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 8,000 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.

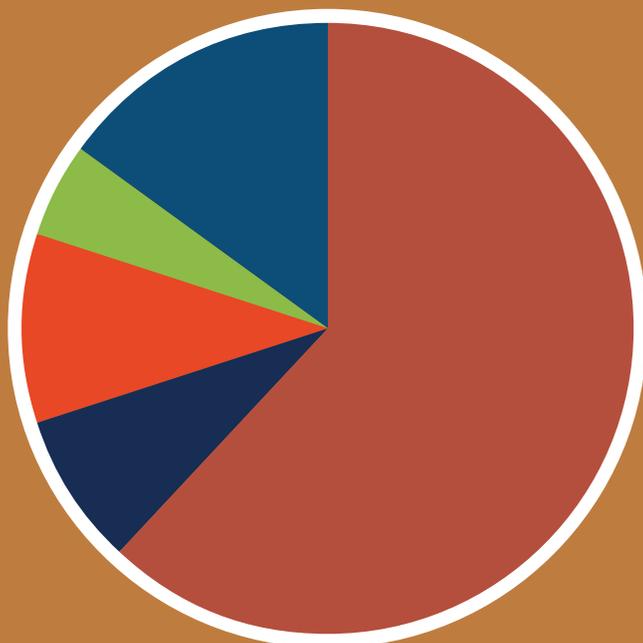


2022-23 ATTENDANCE BY POSITION TYPE

- Associate - 31%
- Practice Owner - 18%
- Hospital Team Member - 7%
- Locum - 5%
- Multiple Practice Owner - 2%
- Other - 37%

2022-23 ATTENDANCE BY EMPLOYMENT TYPE

- Private Practice - 62%
- Corporate Practice - 8%
- Academia - 10%
- Industry - 5%
- Other - 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.

View our list of sponsorship opportunities that may help you reach your company's sponsorship objectives.

CVMA SIGNATURE EVENT OPPORTUNITIES

Wednesday June 26, 2024

Opening Ceremony & Awards Gala

5:00pm - 7:00pm

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 e-newsletters to delegates (timing to be determined)
- Announcement of sponsorship (one time) on CVMA social media platforms (Facebook, Twitter, Linked In)

\$3,000

Thursday June 27, 2024

Friday June 28, 2024

Saturday June 29, 2024

CVMA Summit

Topic: Animal SentienceTimes | 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
- 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 e-newsletters to delegates (timing to be determined)
- Announcement of sponsorship (one time) on CVMA social media platforms (Facebook, Twitter, Linked In)

\$5,000

National Issues Forum

Title: Artificial Intelligence in Veterinary Medicine | 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)
- 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 e-newsletters to delegates (timing to be determined)
- Announcement of sponsorship (one time) on CVMA social media platforms (Facebook, Twitter, Linked In)

\$5,000

Welcome Reception in Exhibit Hall

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.

- 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 or a signature drink (additional cost)

\$10,000 Exclusive Sponsor

CVMA SIGNATURE EVENT OPPORTUNITIES

Thursday June 27, 2024

Friday June 28, 2024

Saturday June 29, 2024

NEW

Keynote Speaker

Topic: **Mental Health Awareness** | **8:30am - 9:20am**

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

\$3,000

SOLD

Thursday June 27, 2024

Friday June 28, 2024

Saturday June 29, 2024

Fun(d) Run

6:00am - 8:00am

Sponsor will receive:

- 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.

\$5,000 Exclusive

\$1,500 Add a Yoga hour

(for those that prefer yoga to running)

CVMA Social Evening

6:00pm - 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
- 5 event passes to participate at the event
- 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)

\$20,000

or 2 co-sponsors \$10,000 each

FOOD AND BEVERAGE OPPORTUNITIES

Morning Coffee Bar

7:30am - 8:30am

\$2,000/ per morning - 4 Available

\$8,000 Exclusive Sponsor for all 4

SOLD

Help get our attendees off to a caffeinated start in the day by sponsoring the coffee Bar as they head into morning sessions

Sponsor will receive:

- Recognition on event website with company logo
- Branding at all 'Morning Coffee Bar' stations.
- Notification prior to morning break through event application

Exclusive Sponsor will receive all of above, plus:

- Branded coffee Tumbler

Refreshment Breaks

\$2,500/ per break (8 Breaks available - mid-morning or afternoon)

\$17,500 for a single sponsor of all 8

Attendees always appreciate their refreshment and snack breaks in between sessions. Let them know that your company supports them as they strive to learn more.

Sponsor will receive:

- Recognition on event website with company logo
- Branding at all 'Refreshment Breaks' stations.
- Notification prior to refreshment break through event application

Lunch Supporting Sponsor

\$5,000/ per lunch - 3 Available

\$14,000 for a single sponsor of all 3

Sponsor will receive:

- Recognition on event website with company logo
- Branding at all 'Lunch' stations.
- Notification prior to lunch through event application
- Verbal announcement at start of lunch

FOOD AND BEVERAGE OPPORTUNITIES

Cocktail Hour with Drink Voucher

Friday June 28 - 5:00pm - 6:30pm

\$2,000 Only one Available

SOLD

Welcome attendees to your company booth to pick up their complimentary drink ticket. A sure way to build traffic at your booth!

Sponsor will receive:

- Recognition on event website with company logo
- Notification prior to lunch through event application
- Branded drink voucher to be redeemed at company booth for drink ticket
- voucher will be included in all delegate bags
- Beverage costs are extra.

Interactive Breakfast Session

\$2,750* / per session - 4 available

Host your interactive session while providing a hot breakfast for attendees.

* Food and beverage cost are extra.

PRINT AND DIGITAL OPPORTUNITIES

CVMA Convention App - Major Sponsor

\$3,000/ per sponsor - 3 Available

ONLY 1 REMAINING

CVMA Convention prime communication tool during the event. Attendees can personalize their schedule, receive most current schedule, exhibitor listing, venue maps and more. CVMA Quest (built-in gamification) allows attendees to engage with sponsors and exhibitors for a chance at winning daily prizes.

Sponsors will receive:

- Logo on promotion signage for app
- One notification sent to all app users (\$400 value)
- Complimentary participation in the CVMA Quest Passport Program

CVMA Convention App - Image Alerts

\$450/ per Alert

Push notification with image and supporting text (provided by sponsor)

CVMA Convention App - Push Notifications

\$400/ per Notification

Push notification in form of text only (provided by sponsor)

CVMA Event Microsite - Banner Ad

\$1,000 Footer Ad Banner

Positioned above the website's footer menu

Size: 1250 x 125 pixels

Ad banner will be posted for 30 days.

PRINT AND DIGITAL OPPORTUNITIES

Registration Check-In Kiosks

\$1,750

Your logo is seen by every attendee! All attendees come to registration to check-in using one of our kiosks. The logo is placed on all check-in tablet screens.

Mailshots

\$1,000 each - 6 Available

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 15 and June 19.
Size: 1000h x 770w pixels

Web banners for e-Newsletters

\$1,000 Both - 7 Available

SOLD

\$550 Top ad - 7 Available

SOLD

\$500 mid-ad - 7 Available

SOLD

Convention focused eNewsletters sent to over 12,000 veterinarians from January to June. eNewsletter is also posted on CVMA web news.

Banner Specs:
Top Ad Spot: 728 x 150 pixels
Middle Ad Spot: 750 x 200 pixels

Preliminary Program

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. The PDF version will be posted on the CVMA website as well as the Convention event microsite 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 (exclusive) **SOLD**

Inside Front Cover: \$1,100 (exclusive) **SOLD**

Inside Back Cover: \$1,000 (exclusive)

Full Page: \$900

Half Page: \$750

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: \$2,050 (exclusive) **SOLD**

Inside Front Cover: \$1,950 (exclusive) **SOLD**

Inside Back Cover: \$1,850 (exclusive)

Full Page: \$1,625

Half Page: \$1,100

HIGH VISIBILITY ITEMS

CE Sessions

\$4,500 Full Day - 6 sessions

\$2,500 Half Day - 3 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.

Sponsor will receive:

- opportunity to introduce the speaker
- company logo in printed program
- company logo on event website
- company logo on presentation screens within the CE session room

Delegate Bags

\$10,000 Exclusive

Have your logo taken everywhere - it's your walking billboard! Every attendee will receive a delegate 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

\$3,800 Exclusive

SOLD

Have attendees keep your logo at hand as they head to and from their hotel rooms. Key cards are for the Hyatt Regency Calgary Hotel

Lanyards

\$5,000 Exclusive

Used by every attendee and visible throughout the Convention, CVMA provides lanyards with sponsor logo placed along the lanyard.

HIGH VISIBILITY ITEMS

Pop up banners

\$2,000 10 banners inclusive

SOLD

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

Notebooks

\$5,000 Exclusive

SOLD

Attendees are famous for taking notes! Include a notebook in their bags with your logo on the cover! Cost includes set up, printing and inserting of 600 notebooks.

WiFi password

\$5,000 Exclusive

Have every attendee type out a product name or word that you choose for the Wi-Fi password! WiFi password will also be included in the Final Program displayed at the Registration Desk.

Paw prints in venue

\$3,000 Exclusive

SOLD

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.

Speaker Ready Room

\$1,000 Exclusive

A special room for speakers to have a quiet cup of coffee, review their presentations and more.

Sponsor will receive:

- company logo on signage located outside of meeting room
- company logo placed in printed program

Wet Lab Sponsorships

Call for details on lab sponsors

TELUS CONVENTION CENTRE LARGE DISPLAY OPTIONS

To Learn more about these opportunities, please contact:

Laima Laffitte, Consultant, Advertising and Sponsorships
Phone: (613) 925-2659
Voicemail only: 1-800-567-2862 ext 131
Fax: (613) 236-9681
E-mail: advertising@cvma-acmv.org

Download the PDF to see the options:

<https://www.canadianveterinarians.net/media/pgeahm3o/large-display-options-2024-final-oct.pdf>



All pricing includes production, installation and removal (after event).



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



QUESTIONS & SUPPORT

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

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.