



Reach over **4,100*** Veterinary Hospital Decision-Makers and Influencers Through VHMA – Their **Trusted Source** for Community and Information.

94% OF VHMA MEMBERS SAID THEY MADE THE FINAL PURCHASING DECISION OR THEIR OPINION CARRIED SIGNIFICANT WEIGHT

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VHMA’s sponsorship, exhibiting, and advertising opportunities get your brand and products in front of the key decision-makers and influencers for veterinary hospitals throughout the United States and Canada.

Veterinarians recognize that professional management of their practice has become a critical priority to remaining competitive with today’s consumer savvy clients. Practice owners look to their practice managers to make product and service recommendations and purchasing decisions that facilitate an efficient and profitable practice.

VHMA brings practice managers together in a tight community, facilitating networking and communication. **Managers frequently share user experiences and recommendations on products and services they use in their practice. More than 25% of VHMA’s forum discussions are directly tied to products and services.** Supporting VHMA and sharing information about your brand with practice managers can push your products and services to the forefront of the discussion.

VHMA Supporting Sponsor Packages

If you want to go beyond exposure and join VHMA in influencing the delivery of veterinary medicine, **consider becoming a VHMA Supporting Sponsor.** The VHMA Supporting Sponsorship provides an opportunity for veterinary industry stakeholders to join the VHMA in advancing and assuring a high overall quality of professional service in the veterinary field.

**Membership number as of December 2020.*

Advertising/Sponsorship Contact: Kelli Albarado, Kelli@VHMA.org or 518-433-8911 x9.
 VHMA • P.O. Box 2280 • Alachua, FL 32616-2280 • www.vhma.org

| VHMA Supporting Sponsor Packages | Silver \$6,000 (Value: \$9.5k) | Gold \$10,000 (Value: \$14.6k) | Platinum \$15,000 (Value: \$21.4k) |
|--|--|--|--|
| Bi-Monthly "Health Check" status of used and unused benefits. | √ | √ | √ |
| VHMA Sponsor Logo to use | √ | √ | √ |
| Premium Product and Service Review (PSR) Profile (12 month term) | √ | √ | √ |
| Banner ads in monthly Practice Pulse eNewsletter | 4 ads | 4 ads | 4 ads |
| Ad Retargeting -1 ad campaign | Bold Impression Package 50k Impressions | Ultimate Impression Package 100k Impressions | Ultimate Impression Package + 150k Impressions |
| VHMA Annual Meeting and Conference (AMC) <i>See page 5 of brochure for sponsorship options.</i> | 15% discount on Exhibit Booth 10% discount on AMC Sponsorships | 25% discount on Exhibit Booth 10% discount on AMC Sponsorships | Complimentary Exhibit Booth 10% discount on AMC Sponsorships |
| Monthly Member Perks eNewsletter with special Member-only offers | √ | √ | √ |
| Online Member Perks Marketplace listing of product and service special offers. Links with Member Perks eNews | √ | √ | √ |
| Early selection for all VHMA sponsorships and advertising | √ | √ | √ |
| Sponsorship acknowledgment on VHMA website | √ | √ | √ |
| Complimentary Membership with Community Access (for company rep) | (1) | (3) | (5) |
| 1 insert in physical mailing to VHMA members (summer 2021) | | √ | √ |
| One commercial/educational Webinar* | | √ | √ |
| Option to participate in CVPM Scholarship sponsorship (additional cost) | | √ | √ |
| 1x 60-minute Advisory Group Access virtual or in-person at Annual Conference | | | √ |
| Dedicated CVPM Advisory Liaison | | | √ |

* **Commercial Webinar:** Advertiser is responsible for creation and presentation of webinar. Webinar will be promoted in monthly Membership eNewsletter.

Quarterly payment plans available. Definitions and Terms on pages 11-12.



Virtual Legal Symposium

DATE: TBA (2 half days)

Make up of Attendees: 90% Manager/10% DVM

☐ Presenting Sponsor (Limit 2 Sponsors) – \$3,500*

- Logo will be included on agenda and on the top right hand corner of the video feed for maximum exposure during the delivery of all sponsored sessions
- Sponsor recognition on conference website
- Sponsor recognition on conference email communications
- Exclusive 30 second sponsor video clip (presentation schedule TBD by VHMA)

Podcast Sponsorship

<https://www.vhma.org/education/podcast>

Average Attendance: 300

☐ Podcast Sponsor – \$1,500/ea or \$4,000 for three Podcasts

- Company logo on the website landing page and email announcements with link to your url
- 30 second pre-recorded audio announcement at beginning of podcast. Script provided by sponsor.
- “Sponsored by” announcement during podcast by host, “This podcast brought to you through the financial support of [company name]”
- Opportunity to submit Podcast topics and subject matter podcast guests to EPAG for approval

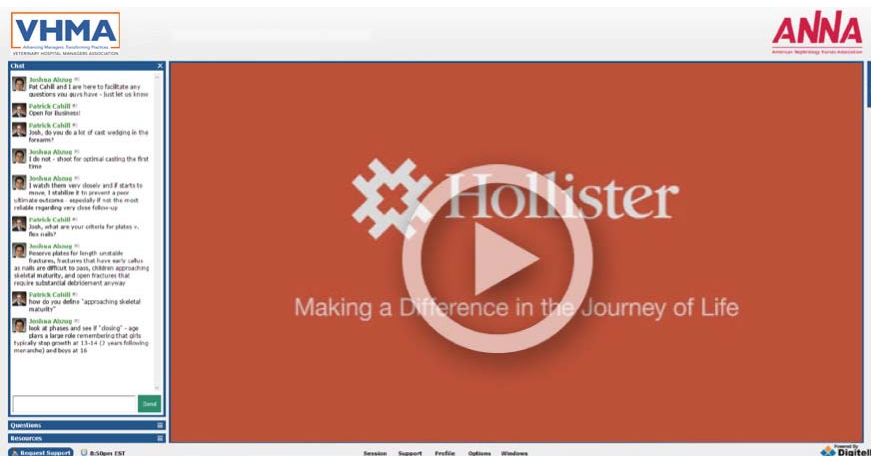
Webinar Sponsorship

www.vhma.org/education/webinars

Average Attendance: 300

☐ Webinar Sponsor – \$1,500/ea or \$4,000 for three Webinars

- Company logo on the website landing page and email announcements with link to your url
- 30 second video to be played at the beginning of the webinar
- Logo recognition on the frame of the live webinar



2021 Annual Meeting and Conference (AMC)

September 9-11, 2021
Philadelphia, PA

Average Attendance: 350-400
Make up of Attendees: 90% Manager/10% DVM

"This was one of the best conferences I have been to as a vendor. Every conversation I had was valuable and all the attendees at the VHMA conference were there with intention to get the most of their time."

Desiree Noble, Elanco Companion Animal Health

EXHIBIT SPACE CONTRACT

Companies will select space in order of priority in respect to VHMA advertising and sponsorship participation (ie VHMA Supporting Sponsor, Event Sponsor). The 2021 Exhibit Hall layout will be utilizing an online, interactive floor plan which shows live, real time booth availability.

Booth assignments will be made when exhibit space is paid in full. VHMA reserves the right to make final booth assignments and placements. Requests for booth location will be considered. Tabletop displays and smaller "pop-up" displays are recommended.

Alliance Exposition provides all exhibitor services, including furniture rental, labor, cleaning, and material handling services. Order forms for audiovisual equipment, electrical and Internet services will be provided in the Alliance Service Kit.

IMPORTANT DATES

MARCH 1, 2021

- Deadline for early bird discount

APRIL 1, 2021

- 50% cancellation fee

JULY 15, 2021

- No refund
- Deadline for submitting company descriptions for publication
- Deadline for submitting list of personnel to receive exhibitor badges

EXHIBIT FEE

Before March 1

- Exhibit Space \$1,050
- Exhibit Space w/Lead Retrieval... \$1,200

After March 1

- Exhibit Space \$1,150
- Exhibit Space w/Lead Retrieval... \$1,300

Contact kelli@vhma.org for non-profit booth rates.

The Exhibit Hall is located in the Sheraton Liberty Ballroom (A-B) on the Lobby level.

To enhance attendee traffic for exhibitors, note the following:

- Generous food/beverage provided in Exhibit areas
- Attendees routed through Exhibit Hall
- Dedicated Exhibit networking time each day
- Limited number of booths for greater exposure

INCLUSIONS

- 6' draped table, two chairs, and waste basket
- Exhibit Hall is carpeted
- Two (2) Exhibit personnel badges per 8'x8' booth (includes breakfast and lunch). **Additional badges may be purchased for \$300 each.**
- Company description and contact information posted on VHMA event app with link to company website
- Complimentary admittance into education sessions

LEAD RETRIEVAL WITH GAMIFICATION

- Lead retrieval system with Gamification available as exhibitor option.
- Exhibitors with Lead Retrieval will be assigned points to give to attendees for Gamification participation. VHMA will award prizes to the three attendees who collect the highest number of points.
- Gamification is provided to encourage attendee interaction with vendors.

AMC SPONSORSHIP OPPORTUNITIES

Presenting Sponsor – \$6,500*

- Complimentary exhibit space in premium location
- Lead retrieval with gamification*
- Mobile app ad
- 3-slide screen presentation during meals
- Sponsor recognition on conference signage, website, mobile app and email blasts
- Sponsor recognition on General Session PowerPoint slide
- Choice of either 3-minute speech (or video) during a General Session, or a 30 second video in one AMC recorded session for On-Demand access. Option may be assigned by VHMA due to availability.
- Promotional insert
- Opportunity to present an in-person or online Commercial/Educational Session. Sponsor is responsible for creation and presentation of session. VHMA will include in conference agenda.

Participating Sponsor – \$3,500*

- Complimentary exhibit space in premium location
- Lead retrieval with gamification*
- Mobile app ad
- 1-slide screen presentation during meals
- Sponsor recognition on conference signage, website, mobile app and email blasts
- Sponsor recognition on General Session PowerPoint slide

Welcome Reception – \$20,000*

- Social reception Friday evening immediately following Membership meeting
- Attendees provided 2 drink tickets - cash bars available
- Beer, wine, soft drinks and light hors d'oeuvres
- Sponsor recognition on conference signage, website, mobile app and marketing email communications
- Branded beverage cups
- 10 complimentary drink tickets
- Can be co-sponsored - please email kelli@vhma.org with your interest in co-sponsorship

Gourmet Cookie Break – \$4,000*

- Afternoon Cookie Break for all attendees
- Sponsor recognition on conference signage, website, mobile app and email blasts

Junior Spiral Notepads – \$4,000*

- Corporate logo on cover
- Opportunity for promotional literature inside (sponsor to supply)
- Sponsor to supply artwork

Promotional Insert – \$1,000*

- 1 flat insert 8.5 x 11
- Must be a registered exhibitor or sponsor
- Included with Presenting Sponsorship

Hotel Room Key Cards – \$2,000*

- Display your company logo & product brand on attendee room keys
- Sponsor to supply artwork

**10% Discount available to VHMA Supporting Sponsors.*

Product and Service Reviews (PSR)

Check out What our Members are Saying About You!

<https://psr.vhma.org/>

VHMA Product and Service Reviews (PSR) provides candid evaluations from vet pros “in the know.” Enhance your company listing, respond to reviews, and receive leads with a PSR Advertising Package.

FOLLOW

[Thank Reviewer \(0\)](#)

Contact

Your e-mail address >

Website:
<https://idexxlearningcenter.com>

Share [f](#) [t](#) [G+](#)

| | |
|--|---|
| <p>Excellence ★★★★☆</p> <p>Value for Price ★★★★☆</p> | <p>Customer Service ★★★★☆</p> <p>Strategic Impact ★★★★☆</p> |
|--|---|

How long have you used this product or service?: 5+ years
Primary Job Function: Hospital Administrator
Name: Jessica Woernley

[Report Review](#)

I am one who doesnt give 5 stars lightly, so 4 stars is excellent. The free education they provide is great for RVTs and VAs. I reeommend using their free tools for great training.

Premium Review Site Advertiser – \$599 per year

- INCLUDED IN VHMA ASSOCIATION SPONSOR PACKAGES
- Listed towards the top search area on listings page
- Listing displayed with a silver border and trophy
- Receive email notifications of new reviews and followers
- Receive leads/contact form notifications
- See reviews on all listings, including your own
- Edit your listing’s logo
- Edit your listing’s short description
- Edit your listing’s full description page
- Respond to reviews on your own listing

Practice Pulse eNewsletter

Circulation as of August 2020: 3,770

Opened Rate: 32%

Click Through Rate: 25%

VHMA’s Practice Pulse is a monthly content-rich newsletter that aggregates association information, updates, resources, and management insights.

Banner Ad – \$650

- Limited Availability (4 ad spaces per issue)
- Banner Size: 903 x 200

Sponsored Article – \$550

- Limited Availability (2 articles per issue)
- Article provided by sponsor with educational purpose (can be product/service specific)
- Sponsor recognition

Ad Retargeting

Sweeten Your Advertising Dollars with our Cookies.



Why Retargeting?

Retargeting uses cookies to track visitors on the VHMA website and reaches those same visitors with ads on other sites. Now you can advertise directly to professionals making purchasing decisions for their hospital.



Guaranteed Reach

Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.



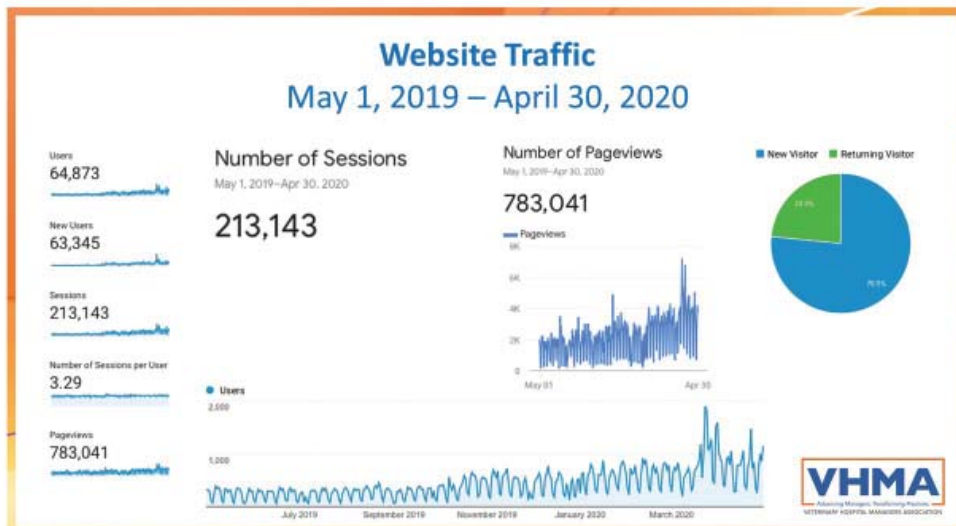
Quantifiable ROI

Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.

- Ultimate Impression** 100,000 impressions \$4,500
Reach up to 3,000 Veterinary Professionals (INCLUDED IN PLATINUM & GOLD SPONSOR PACKAGES)
- Bold Impression** 50,000 impressions \$3,500
Reach up to 1,500 Veterinary Professionals (INCLUDED IN SILVER SPONSOR PACKAGES)
- First Impression** 25,000 impressions \$2,500
Reach up to 750 Veterinary Professionals

Select from 2, 4 or 6 month campaigns.

**GUARANTEED DIGITAL REACH WITH EVERY WEBSITE VISITOR
 DIRECT. INTELLIGENT. TRACKABLE. QUANTIFIABLE.
 THE POWER OF RETARGETING!**



CVPM Scholarship Sponsorship

www.vhma.org/cvpm-certification/scholarships

Exclusively Available to VHMA Supporting Sponsors

Provide a unique scholarship opportunity for Practice Management professionals seeking the Certified Veterinary Practice Manager (CVPM) credential—the highest level of certification a veterinary practice management professional can achieve. **CVPMs are the leaders in veterinary practice management, trusted by practice owners for major decision making, and they are highly visible within the industry.**

Your Scholarship Sponsorship will be advertised on our website and through multiple email and social marketing campaigns to the VHMA membership. A joint press release announcing the award winner is also available.



CVPM Scholarship – \$3,200*

- Complimentary CVPM Exam Fee
 - \$825 value for non-VHMA Members
 - \$675 value for VHMA Members
- Complimentary registration to participate in the VHMA's eleven-week CVPM Test Preparation Program. Includes a hard copy of the CVPM Preparation Workbook and access to two VHMA Empower U Self-Assessment examinations,
 - \$625 value for non-VHMA Members
 - \$525 value for VHMA Members
- \$1,000 cash toward the purchase of publications on the CVPM recommended reading list
- One-year complimentary VHMA Membership
 - \$235 value

Applicant Qualifications (must meet current CVPM Certification program qualifications)

- Completed CVPM application required
- Active employment as a practice manager for a minimum of three (3) years within the last seven (7)
- Eighteen (18) college semester hours in management related courses
- Forty-eight (48) hours of continuing education courses, seminars, etc., specifically devoted to management earned within the preceding three (3) years
- (4) Letters of recommendation

In addition to the above, Sponsor may elect to provide additional prizes and/or require additional qualifications:

Examples of Additional Scholarship Prizes

- Hotel/Travel – set amount
- VHMA Annual Meeting and Conference Registration

Examples of Additional Sponsor Related Qualifications

- Is an employee of _____
- Submit an article/answer question on Sponsor's website
- Exhibited the potential for growth in their practice and within the association
- Applicant must be a paid VHMA member in good standing

**Does not include additional prize elections.*

VHMA Sponsorship & Advertising

Company Name: _____ Date: _____

Contact/Title: _____

Telephone: _____ Email: _____

Address: _____

City/State/Zip: _____

VHMA Supporting Sponsor Packages

- Silver Sponsor (\$6,000)
- Gold Sponsor (\$10,000)
- Platinum Sponsor (\$15,000)

Annual Meeting & Conference

- Exhibit Booth w/Lead Retrieval
(before Jan 31: \$1,200; After Jan 31: \$1,300) ^P
- Exhibit Booth
(before Jan 31: \$1,050; After Jan 31: \$1,150)
- Presenting Sponsor (\$6,500)
- Participating Sponsor (\$3,500)
- Welcome Reception (\$20,000/\$5,000)
- Gourmet Cookie Break (\$4,000)
- Junior Spiral Notepads (\$4,000)
- Hotel Key Cards (\$2,000)
- Promotional Insert (\$1,000)

Virtual Legal Symposium

- Presenting Sponsor (\$3,500)

CVPM Scholarship

(available to VHMA Supporting Sponsors only)

- \$3,200/per Scholarship

^P Included in Platinum VHMA Supporting Sponsor package

^g Included in Gold VHMA Supporting Sponsor package

^s Included in Silver VHMA Supporting Sponsor package

Podcast

- One Podcast (\$1,500)
- Three Podcasts (\$4,000)

Webinar

- One Webinar (\$1,500)
- Three Webinars (\$4,000)

Ad Retargeting

(select package and length of campaign)

- Ultimate/100k (\$4,500) ^{P,g,s}
- Bold/50k (\$3,500) ^s
- First/25k (\$2,500)
- 6 Month Campaign
- 4 Month Campaign
- 2 Month Campaign

Product and Service Reviews Website Advertising

- Premium (\$599/yr) ^{P,g,s}

Practice Pulse eNewsletter

- Banner Ad (\$650/issue) ^{P,g,s}
- Sponsored Article (\$550/issue)

- Jan Feb Mar Apr May Jun
- Jul Aug Sep Oct Nov Dec

FAX OR EMAIL THE COMPLETED FORM TO:

fax 888-795-4520 • kelli@vhma.org • ph: 518-433-8911 x9

Once received, a customized proposal and invoice will be emailed to you.

Thank you for your interest in partnering with the VHMA!

Revised 1/5/2021

VHMA SUPPORTING SPONSOR BENEFIT DEFINITIONS

Product and Service Reviews (PSR) – Website where VHMA members post reviews about their favorite products and services. PSR advertisers can update their listing at any time, receive email notifications of new reviews and followers and have the ability to respond to reviews.

Practice Pulse eNewsletter Banner Ad – VHMA's Practice Pulse is a monthly content-rich newsletter that aggregates association information, updates, resources, and management insights.

Ad Retargeting – Retargeting uses cookies to track visitors on the VHMA website and reaches those same visitors with ads on other sites. Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach.

Member Perks online Product or Service Marketplace Listing – Online listing of member-only exclusive offers. Advertiser has the opportunity to create new offers at any time. Coincides with monthly Member Perks eNews.

Member Perks eNews – Monthly electronic newsletter to our membership highlighting special discounts/offers for VHMA Members. This newsletter links directly to the Member Perks Marketplace listing.

VHMA Annual Member Mailing – VHMA educates our membership by making them aware of the products and services available to them that can help them improve their practice efficiency and operations. Through an annual membership mailer VHMA highlights our VHMA Supporting Sponsor and their product offerings.

VHMA Supporting Sponsor Logo and Recognition – The VHMA has developed a specific branded logo for each VHMA Supporting Sponsor level. VHMA encourages our VHMA Supporting Sponsors to utilize the sponsor logo to advertise your commitment to veterinary practice management professionals through your partnership with VHMA. A formal logo usage policy is provided. The sponsor logo should not be used in a way that would imply an endorsement. VHMA will proudly display a list of our partnerships on the VHMA website.

Complimentary Membership – As part of your VHMA Supporting Sponsorship complimentary Membership is provided to your representative(s) so they have full access to membership benefits and can receive member-relevant communications.

Commercial/Educational Webinar – VHMA will promote a one-time commercial/educational webinar for VHMA Supporting Sponsor in monthly eNewsletter. Sponsor is responsible for creation and presentation of webinar.

Advisory Group – VHMA will convene a one-time, 10-member advisory group of veterinary management subject matter experts for a 60-minute focus group session. Session can be held virtually any time during the duration of your VHMA Supporting Sponsorship contract via VHMA's Zoom account or sponsor's video conference software. You will be allowed to share your screen and can have as many of your staff attend as you wish. Or, you can hold the Advisory Group in-person at the VHMA Annual Meeting and Conference. VHMA will coordinate the meeting space and volunteers; the VHMA Supporting Sponsor will provide a session facilitator, audio-visual requirements, and food and beverages as desired. We do ask that you give us a topic summary or agenda for the event so they can be prepared for discussion.

CVPM Liaison – A CVPM liaison will be assigned to you. The liaison is there for you to bounce ideas off of and to discuss industry trends.



VHMA SUPPORTING SPONSOR CONFIRMATION OF TERMS

The Veterinary Hospital Managers Association, Inc. ("VHMA") is a nonprofit, Section 501(c)(6) tax exempt association and the Company named on the VHMA Supporting Sponsor Program Application desires to support VHMA's activities ("Activities"). The purpose of this Confirmation is to ensure that both VHMA and the Company agree on the terms of recognition to be provided for Company's support.

1. **VHMA Program.** During the one year term of this Confirmation, VHMA agrees to identify and acknowledge Company as a VHMA Supporting Sponsor, as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and applicable U.S. Treasury regulations ("Sponsorship"). Such identification and acknowledgment will include displaying Company's corporate logo and certain other identifying information in connection with VHMA Activities. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment will be determined by VHMA in its sole discretion. VHMA and Company agree that the purposes of the Activities is educational in nature and that no product promotion or advertising services by VHMA is intended in connection with the Activities.
2. **Mutual License of the Intellectual Property.** VHMA and the Company are each the sole owner of all right, title, and interest to VHMA's and the Company's respective property, including each party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Property"). VHMA and the Company hereby grant to other party a limited, non-exclusive license to use certain of its intellectual property, including names, trademarks, and copyrights in connection with Company's Sponsorship of VHMA. It is understood that each party retains the right to review and approve in advance all uses of its intellectual property, which approval shall not be unreasonably withheld.
3. **Sponsorship Payment.** Company agrees to make a cash contribution to VHMA annually for each year covered by this Confirmation. The full payment is due within 30 days of invoice unless a quarterly payment plan has been requested. The payments described in this paragraph shall constitute payment by Company solely for Company's Sponsorship of VHMA. Such payments shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by VHMA on behalf of Company, or income from a partnership or joint venture.
4. **Relationship Between the Parties.** The parties agree that this Confirmation is not intended to create any joint venture, partnership, employment, or agency relationship of any kind. The parties agree that Sponsorship of VHMA does not constitute VHMA's endorsement, guarantee, acceptance, or approval of Company, its services, products, programs, or activities.
5. **Limitation of Liability; Indemnification.** The parties shall indemnify and hold each other, and their respective directors, officers, affiliates, and employees, harmless against any claim, loss, liability, suit or judgment (including attorneys' fees) that may arise as a result of the negligence or misconduct by the party in connection with this Sponsorship.
6. **Term and Termination of Confirmation.** This Confirmation is subject to the approval of the VHMA Board of Directors. This Confirmation will terminate at the end of the year for which Sponsorship payment is made or immediately upon written notice from one party to the other. Upon termination or expiration of this Confirmation, all rights and privileges for use of each party's Property shall expire, and each party shall discontinue the use of the other party's Property. If Confirmation is terminated prior to the conclusion of the year for which Sponsorship payment is made, payment will be refunded on a prorated basis.
7. **Confidential and Proprietary Property.** VHMA and Company, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other, except as may be authorized in writing by the other.
8. **VHMA Policies.** By submission of this application, Company agrees to adhere and abide by all VHMA polices, including **VHMA Community and Directory Rules and Etiquette**.
9. **Miscellaneous.** Either party's waiver of, or failure to exercise, any right provided for in this Confirmation shall not be deemed a waiver of any further or future right under this Confirmation. This Confirmation is binding on the parties, their successors and assigns, provided that no party may assign this Confirmation without the consent of the other party.