Reach over 4,258* Veterinary Hospital Decision-Makers and Influencers Through VHMA – Their Trusted Source for Community and Information.

91% OF VHMA MEMBERS SAID THEY MADE THE FINAL PURCHASING DECISION OR THEIR OPINION CARRIED SIGNIFICANT WEIGHT

VHMA Supporting Sponsor Packages
Annual Meeting & Conference
Educational Sponsorships
Product & Service Review Advertising
Enewsletter Advertising
Ad Retargeting
CVPM Scholarship Sponsor
Member Demographics

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 2021.

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

Revised 7/1/2022
## VHMA Supporting Sponsor Packages

<table>
<thead>
<tr>
<th></th>
<th>Silver $6,000 (Value: $8.6k)</th>
<th>Gold $10,000 (Value: $13.8k)</th>
<th>Platinum $15,000 (Value: $19.7k)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bi-Monthly “Health Check” status of used and unused benefits.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>VHMA Sponsor Logo to use</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Premium Product and Service Review (PSR) Profile (12 month term)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1 Banner Ad and 2 Sponsored Article in monthly Practice Pulse eNewsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad Retargeting -1 ad campaign</td>
<td></td>
<td>Bold Impression Package 60k Impressions</td>
<td>Ultimate Impression Package 100k Impressions</td>
</tr>
<tr>
<td>VHMA Annual Meeting and Conference (AMC)</td>
<td></td>
<td>15% discount on Exhibit Booth 10% discount on qualifying AMC Sponsorships</td>
<td>25% discount on Exhibit Booth 10% discount on qualifying AMC Sponsorships</td>
</tr>
<tr>
<td>Monthly Member Perks eNewsletter with special Member-only offers</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Online Member Perks Marketplace listing of product and service special offers. Located on PSR profile.</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Early selection for all VHMA sponsorships and advertising</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsorship acknowledgment on VHMA website and monthly eNewsletter</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Complimentary Membership with Community Access (for company rep)</td>
<td>(1)</td>
<td>(3)</td>
<td>(5)</td>
</tr>
<tr>
<td>One “Vendor Spotlight” Member Email</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CVPM Scholarship Sponsorship ([additional cost](Details on page 9.)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>One commercial/educational Webinar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>1x 60-minute Advisory Group Access</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Dedicated CVPM Advisory Liaison</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Payment plan available.** Terms and Conditions on page 11.
VHMA Supporting Sponsor Benefit Definitions

VHMA Supporting Sponsor Logo and Recognition – The VHMA has developed a branded logo for our VHMA Supporting Sponsors. 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.

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 & Sponsored Article – VHMA’s Practice Pulse is a monthly content-rich newsletter that aggregates association information, updates, resources, and management insights. Banner Ad to be provided by Sponsor along with url link. Sponsored Article requires an image and brief description with link to your article on your website.

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.

VHMA Annual Meeting and Conference (AMC) – Booth discount with premium location and discount on conference sponsorships.

Member Perks online Product or Service (PSR) Marketplace Listing – Online listing of member-only exclusive offers. Advertiser has the opportunity to create new offers at any time. Promotion is also included in monthly Member Perks eNews.

Member Perks eNews – Monthly membership electronic newsletter highlighting the special discounts/offers posted on the PSR website. Listed under five categories. Category positions are rotated monthly.

Sponsorship Acknowledgment – Your logo with link included on the VHMA website and monthly eNewsletter.

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.

Vendor Spotlight Email – 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 a Member email blast. VHMA will determine distribution month. Verbiage provided by Sponsor. Character limit TBD. Link to a dedicated page for VHMA Members on your website is encouraged.

CVPM Scholarship – Additional Cost, exclusive to 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.

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, (up to) 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. 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.
2022 Annual Meeting and Conference

September 8-10, 2022
Orlando, FL

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

2021 Exhibitor Eval Comments:
“Great audience.”
“This was run very well, a lot of help was offered and broken up well.”
“Great group of engaged individuals.”
“Great group – had some great conversations with the managers.”
“Well planned, good layout, safety protocols kept everyone safe. Good opportunities to network and connect.”

NEW IN 2022

Exhibit Hall Happy Hour: See add-on option under Exhibit Fee. As you know, the Exhibit Hall Happy Hour can be a tremendous avenue to drive traffic to the Exhibit Hall. Your support is essential. A minimum of 12 Sponsors is required. Sponsor recognition will be included on signage, the event website, in the Mobile App and at your booth.

Meals in Exhibit Hall: Breakfast, lunch and breaks will be located in the Exhibit Hall to promote greater interaction with attendees.

Career Center: Exhibit area dedicated to companies, clinics and recruiters seeking to fill positions. Located in the foyer just outside the Exhibit Hall entrance.

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 2022 Exhibit Hall layout will be utilizing an online, interactive floor plan which shows live, real time booth availability.

VHMA reserves the right to make final booth assignments and placements. Requests for booth location will be considered. Booth size is 8’x8’. Tabletop displays and smaller “pop-up” displays are recommended.

EXHIBIT FEE

Before March 1
- Exhibit Space w/Lead Retrieval... $1,300
- Exhibit Space ......................... $1,160

After March 1
- Exhibit Space w/Lead Retrieval... $1,400
- Exhibit Space ......................... $1,260

Happy Hour Sponsorship Add-On
- Happy Hour in Exhibit Hall ..........$750

To enhance attendee traffic for exhibitors further, note the following:
- Breakfast and Lunch provided in Exhibit Hall
- Attendees routed through Exhibit Hall
- Dedicated Exhibit networking time each day
- Limited number of booths for greater exposure

INCLUSIONS
- 8’x8’ booth space
- 6’ draped table, two chairs, and waste basket
- Exhibit Hall is carpeted
- Two (2) Exhibit personnel badges per 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 - BIGGER AND BETTER IN 2022

- 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.

IMPORTANT DATES

JANUARY 31, 2022
- Deadline for early bird discount
- 50% cancellation fee

JULY 15, 2022
- No refund
- Deadline for submitting company descriptions for publication
- Deadline for submitting list of personnel to receive exhibitor badges
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, email blasts and at your booth
  - Sponsor recognition on General Session PowerPoint slide
  - Choice of either a 1-minute video during a General Session, or 30-second video in an AMC recorded session for On-Demand access. Option may be assigned by VHMA.
  - Promotional insert (see description below)
  - Opportunity to present a 30-minute Commercial/Educational Session during lunch. Sponsor is responsible for creation and presentation of session. VHMA will include on conference agenda.

NEW BENEFITS THIS YEAR
  - 1 additional Exhibitor badge (total of 3)
  - Opportunity to mail promotional material to attendees prior to conference at your cost (confidentiality agreement required - list provided to your mailhouse only)
  - Cookies to give out at your booth

- 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, email blasts and at your booth
  - Sponsor recognition on General Session PowerPoint slide
  - Chocolates to give out at your booth

- Promotional Insert – $1,000*
  - 1 flat insert 8.5 x 11 or small gift item ie, pen, stress ball, flash drive, gift card, etc
  - Must be a registered exhibitor or sponsor
  - Included with Presenting Sponsorship

- Junior Spiral Notepads – $4,000
  - Corporate logo on cover
  - Opportunity for promotional literature inside (sponsor to supply)
  - Sponsor to supply artwork

- Gourmet Cookie Break – $4,000
  - Afternoon Cookie Break for all attendees
  - Sponsor recognition on conference signage, website, mobile app, email blasts and at booth

- Hotel Room Key Cards – $3,200
  - Display your company logo & product brand on attendee room keys
  - Sponsor to supply artwork

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

- Webinar Sponsor
  - 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

- Podcast Sponsor
  - Company logo on the website landing page and email announcements with link to your url
  - 30 second pre-recorded audio announcement at the end of podcast. Script provided by sponsor.
  - Opportunity to submit Podcast topics and subject matter podcast guests to EPAG for approval

- Podcast & Webinar Sponsorship
  - Exclusive to VHMA Supporting Sponsors due to limited availability
  - Average Podcast Downloads: 600
  - Average Webinar Attendance: 300

  - Podcast Sponsor
    - Company logo on the website landing page and email announcements with link to your url
    - 30 second pre-recorded audio announcement at the end of podcast. Script provided by sponsor.
    - Opportunity to submit Podcast topics and subject matter podcast guests to EPAG for approval

  - Webinar Sponsor
    - 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

Virtual Legal Symposium

- Presenting Sponsor – $1,500
  - 10-minute presentation or video to attendees (dates and times to be assigned by VHMA staff)
  - VHMA Supporting Sponsors have the first right of refusal to these opportunities
  - Exhibit table
  - Mobile App or Printed Program Ad (tbd by VHMA)

- Reception Sponsor – $2,000
  - 5-minute presentation or video during reception
  - Exhibit table
  - Mobile App or Printed Program Ad (tbd by VHMA)

- Exhibit Table (Limit 8 Booths) – $600

Podcast & Webinar Sponsorship

Management Exchange

- Presenting Sponsor – $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 60 second sponsor video clip (presentation schedule TBD by VHMA)

- Reception Sponsor – $2,000
  - 5-minute presentation or video during reception
  - Exhibit table
  - Mobile App or Printed Program Ad (tbd by VHMA)

- Exhibit Table (Limit 8 Booths) – $600

Virtual Legal Symposium

- Presenting Sponsor – $1,500
  - 10-minute presentation or video to attendees (dates and times to be assigned by VHMA staff)
  - VHMA Supporting Sponsors have the first right of refusal to these opportunities
  - Exhibit table
  - Mobile App or Printed Program Ad (tbd by VHMA)

- Reception Sponsor – $2,000
  - 5-minute presentation or video during reception
  - Exhibit table
  - Mobile App or Printed Program Ad (tbd by VHMA)

- Exhibit Table (Limit 8 Booths) – $600

Podcast & Webinar Sponsorship

EXCLUSIVE TO VHMA SUPPORTING SPONSORS DUE TO LIMITED AVAILABILITY

https://www.vhma.org/education/podcast  www.vhma.org/education/webinars

Average Podcast Downloads: 600  Average Webinar Attendance: 300

- Podcast Sponsor
  - Company logo on the website landing page and email announcements with link to your url
  - 30 second pre-recorded audio announcement at the end of podcast. Script provided by sponsor.
  - Opportunity to submit Podcast topics and subject matter podcast guests to EPAG for approval

- Webinar Sponsor
  - 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
Virtual Advertising

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.

- **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

LIMITED AVAILABILITY

Circulation as of April 2022: 4,263
Open Average: 1,490

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

- **Banner Ad or Sponsored Article – $550 per ad/article**
  - Banner Ad to be provided by Sponsor along with url link.
  - Sponsored Article requires an image and brief description with link to your article on your website.
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.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Impressions</th>
<th>Dollars</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ultimate Impression</td>
<td>100,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Bold Impression</td>
<td>60,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>First Impression</td>
<td>25,000</td>
<td>$1,500</td>
</tr>
</tbody>
</table>

Select from 2, 4 or 6 month campaigns.
Ultimate and Bold Impression included in VHMA Supporting Sponsorship packages.

**GUARANTEED DIGITAL REACH WITH EVERY WEBSITE VISITOR**

DIRECT. INTELLIGENT. TRACKABLE. QUANTIFIABLE.

**THE POWER OF RETARGETING!**

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**Website Traffic**

January - December, 2021

- Users: 118,703
- New Users: 116,608
- Sessions: 296,945
- Average Sessions Per User: 2.53
- Pageviews: 865,654
- Pageviews per Session: 2.92
- Average Session Duration: 00:03:05

**GROWTH**

Users: +11.5%
Sessions: +0.2%

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VHMA
CVPM Scholarship

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) years
- 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.*
Other than location, all demographic information is voluntary. This data is reflective of the members who shared this information with VHMA. Results published in April 2021.
OWNERSHIP

- Cooperatively Owned (e.g. owned by local DVMs) 4%
- Corporately Owned 15%
- Privately Owned (e.g. DVM(s) own practice) 73%
- Other 8%

N = 2,590

PRACTICE TYPE

- Aquatic Animals 0.03%
- Avian & Exotic Animals 0.5%
- Cats Only 1%
- Emergency Hospital 5%
- Horses & Food Animals 0.4%
- Mixed Animals 8%
- Mobile Unit/House Calls 0.3%
- Non-Profit 0.7%
- Other 3%
- Referral Specialty Practice 6%
- Small Animals 73%
- Surgical Specialty 0.4%
- Wildlife/Zoo/Fur Bearing Animals 0.1%

N = 2,663
Membership is comprised of Veterinarians, Technicians, Hospital Administrators, Practice Managers, Office Managers, and Consultants from across North America.