



Reach over **4,671\*** 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

### 2021 Brakke Study Design & Methodology Report

- ♦ The report found practices with Managers spent a mean of \$27.4K vs \$19.K
- ♦ Practice managers are more prevalent
  - ♦ 53% of all companion animal veterinary clinics have a practice manager
  - ♦ 84% of all corporate veterinary clinics have a practice manager

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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.



**Kelli Albarado, CAE, CMP**  
Director of Business Development  
518-433-8911 x9  
Kelli@vhma.org • www.vhma.org  
VHMA • PO Box 2280 • Alachua, FL 32616



*The VHMA must review and approve all advertising before publication and reserves the right to refuse advertising that conflicts with a VHMA product, service, or event. Pricing is subject to change prior to advertising/sponsorship commitment.*

*\*Membership number as of January 2023.*

**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](http://www.vhma.org)

<b>VHMA Supporting Sponsor Packages</b>	<b>Silver \$6,500 (Value: \$9k)</b>	<b>Gold \$10,000 (Value: \$14k)</b>	<b>Platinum \$15,000 (Value: \$20k)</b>
Bi-Monthly "Health Check" status of used and unused benefits.	√	√	√
VHMA Sponsor Logo to use	√	√	√
1 Banner Ad and 2 Sponsored Article in monthly Practice Pulse eNewsletter	√	√	√
Ad to be included in our summer "Vendor Marketplace Booklet" to members	1/4 page ad	1/2 page ad	1/2 page ad
Ad Retargeting - 1 ad campaign <i>Details on page 8.</i>	Bold Impression Package <b>60k Impressions</b>	Ultimate Impression Package <b>100k Impressions</b>	Ultimate Impression Package + <b>150k Impressions</b>
VHMA Annual Meeting and Conference (AMC) <i>Sponsorship options on page 5.</i>	<b>15% discount</b> on Exhibit Booth 10% discount on qualifying AMC Sponsorships	<b>25% discount</b> on Exhibit Booth 10% discount on qualifying AMC Sponsorships	<b>Complimentary</b> Exhibit Booth 10% discount on qualifying AMC Sponsorships
Premium Product and Service Review (PSR) Profile (12 month term)	√	√	√
Monthly Member Perks eNewsletter with special Member-only offers	√	√	√
Online Member Perks Marketplace listing of product and service special offers. Located on PSR profile.	√	√	√
Early selection for all VHMA sponsorships and advertising	√	√	√
Sponsorship acknowledgment on VHMA website and monthly eNewsletter	√	√	√
Complimentary Membership with Community Access (for company rep)	(1)	(3)	(5)
One "Vendor Spotlight" Member Email	√	√	√
One commercial/educational Webinar		√	√
1x 60-minute Advisory Group Access			√
Dedicated CVPM Advisory Liaison			√
CVPM Scholarship Sponsorship ( <b>additional cost</b> ) <i>Details on page 9.</i>			

**12-month term sponsorship packages. Payment plan available. Ask for details.**

# 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.

**Vendor Marketplace Booklet Mailer** – Sponsor to provide artwork. Ad specs will be provided by VHMA. Booklet will be mailed in the summer to entire VHMA membership (approx 4k).

**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.

**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.

**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. Limit 1200 Characters with spaces. Link to a dedicated page for VHMA Members on your website is encouraged.

**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.

**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.

# 2023 Annual Meeting and Conference

September 21-23, 2023  
Glendale, AZ

2022 Attendance: 424

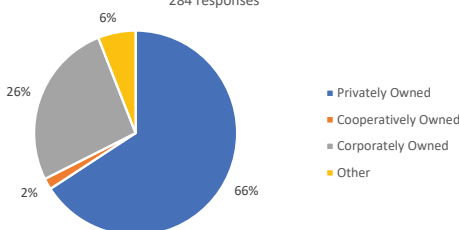
Make up of Attendees: 90% Manager/10% DVM

- ♦ 91% of 2022 exhibitors said they will suggest that their company attend again in 2023.
- ♦ 87% said the success for their company was either Good or Great.

## 2022 Attendee Demographics

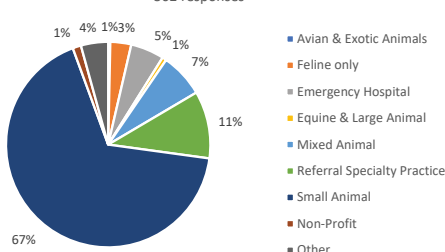
### Ownership Type

284 responses



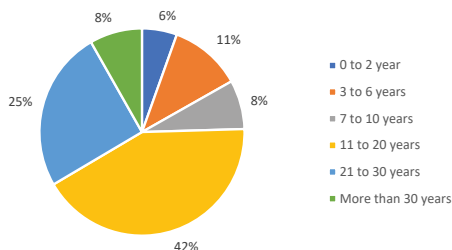
### Practice Type

302 responses



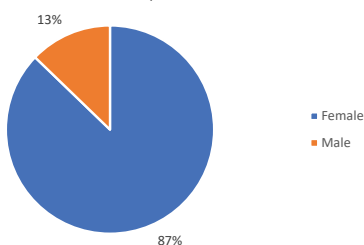
### Years in Industry

343 responses



### Gender

219 responses



## EXHIBIT FEE

### Before March 1

- ☐ Exhibit Space w/Lead Retrieval... \$1,600
- ☐ Exhibit Space ..... \$1,350

### After March 1

- ☐ Exhibit Space w/Lead Retrieval... \$1,700
- ☐ Exhibit Space ..... \$1,450

## 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 \$350 each.**
- Interactive exhibitor profile included in VHMA event app
- Complimentary admittance into education sessions
- Breakfast and Lunch included

## 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.

## IMPORTANT DATES

### FEBRUARY 28, 2023

- Deadline for early bird discount
- 50% cancellation fee

### JULY 1, 2023

- No refund

### AUGUST 15, 2023

- Deadline for submitting company descriptions for publication
- Deadline for submitting exhibitor badge names/emails

## AMC SPONSORSHIP OPPORTUNITIES

# 2023 Annual Meeting & Conference

### ☐ Presenting Sponsor – \$6,800\*

- ◆ Complimentary exhibit space in premium location with Lead Retrieval & Gamification
- ◆ Mobile app ad
- ◆ Sponsor recognition on conference signage, website, mobile app, email blasts and at your booth
- ◆ Sponsor recognition on General Session PowerPoint slide
- ◆ 1-minute video during a General Session
- ◆ Promotional insert (see description below)
- ◆ Opportunity to present a 60-minute Software User Group Session (date/time tbd by VHMA pending availability). Sponsor is responsible for creation and presentation of session and A/V and F&B costs (if applicable). VHMA will include on conference agenda.
- ◆ Opportunity to mail promotional material to attendees prior to conference at your cost (confidentiality agreement required - list provided to your mail house only)
- ◆ Cookies to give out at your booth

#### NEW BENEFITS FOR 2023

- ◆ Sponsor highlight included on one of our regular conference email blasts to members. Sponsor to provide content (limited characters tbd).
- ◆ Exhibit booth passport game – sponsor exclusive. Attendees will be provided a passport card and will be instructed to visit the sponsor booths. Sponsors will be provided with stickers for the card. Completed cards will be entered into a drawing and announced on Saturday at General Session.
- ◆ Half page ad included in book provided to all attendees to promote special show offers. Sponsor to provide artwork. Free to sponsors (fee incurred for non-sponsor exhibitors)
- ◆ Opportunity to provide branded lanyards, note pads, pens, welcome gift, first come - first served.

### ☐ Participating Sponsor – \$4,000\*

- ◆ Complimentary exhibit space in premium location with Lead Retrieval & Gamification
- ◆ Mobile app ad
- ◆ Sponsor recognition on conference signage, website, mobile app, email blasts and at your booth
- ◆ Sponsor recognition on General Session PowerPoint slide
- ◆ Opportunity to present a 60-minute Software User Group Session (date/time tbd by VHMA pending availability). Sponsor is responsible for creation and presentation of session and A/V and F&B costs (if applicable). VHMA will include on conference agenda.

#### NEW BENEFITS FOR 2023

- ◆ Exhibit booth passport game – sponsor exclusive. Attendees will be provided a passport card and will be instructed to visit the sponsor booths. Sponsors will be provided with stickers for the card. Completed cards will be entered into a drawing and announced on Saturday at General Session.
- ◆ Quarter page ad included in book provided to all attendees to promote special show offers. Sponsor to provide artwork. Free to sponsors (available to non-sponsor exhibitors for fee)

### ☐ Headshot Photo Booth – \$6,000

- ◆ Complimentary exhibit space in premium location with Lead Retrieval & Gamification
- ◆ Located next to Sponsor booth for duration of exhibit hall
- ◆ Sponsor recognition on General Session PowerPoint slide
- ◆ Sponsor recognition on conference signage, website, mobile app, email blasts and at photo booth
- ◆ Sponsor recognition on email sent to attendees with headshot file
- ◆ Promotional insert (see description below)
- ◆ Sponsor highlight included on one of our regular conference email blasts to members. Sponsor to provide content (limited characters tbd).
- ◆ Only one sponsorship available

### ☐ Promotional Insert – \$1,300

- ◆ One 8.5 x 11 flat insert, tri-fold brochure, or postcard
- ◆ Must be a registered exhibitor or sponsor
- ◆ Included with Presenting Sponsorship

### ☐ Hotel Room Key Cards – \$1,000+

- ◆ Sponsor will be responsible for cost of cards and shipping (minimum 600 cards)
- ◆ Display your company logo, conference logo & product brand on attendee room keys
- ◆ Sponsor to supply artwork

## Management Exchange

DATE: February 9-11, 2023 • Indianapolis, IN

Average Attendance: 60-80

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

### ☐ **Presenting Sponsorship – \$2,800** (LIMIT 5)

- ◆ Exhibit table
- ◆ 5-minute presentation or video to attendees (date and time to be assigned by VHMA staff)
- ◆ Printed Program Ad
- ◆ Sponsor recognition on conference website, printed program and email marketing
- ◆ Sponsor highlight included on one of our regular conference email blasts to members. Sponsor to provide content (limited characters tbd).
- ◆ Opportunity to provide branded lanyards, notepads, pens, welcome gift, first come - first served.

### ☐ **Exhibit Table – \$800** (LIMIT 6)

- ◆ Includes 6' table, table drape, chair, waste basket
- ◆ Presenting Sponsors take priority on booth availability

## Podcast & Webinar Sponsorship

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

[www.vhma.org/education/webinars](https://www.vhma.org/education/webinars)

Average Podcast Downloads: 1,035

Average Webinar Attendance: 176

### ☐ **Podcast Sponsor – \$1000**

- ◆ 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 – \$1000**

- ◆ 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



## 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

Contact

Your e-mail address

>

Website:

<https://idexxlearningcenter.com>

Share

f t G+

Excellence

★★★★☆

Value for Price

★★★★☆

Customer Service

★★★★☆

Strategic Impact

★★★★☆

How long have you used this product or service?: 5+ years

Primary Job Function: Hospital Administrator

Name: Jessica Woernley

Thank Reviewer (0)

Report Review

I am one who doesn't give 5 stars lightly, so 4 stars is excellent. The free education they provide is great for RVTs and VAs. I recommend using their free tools for great training.

FOLLOW

Contact

Your e-mail address

>

Share

f t G+

Excellence

★★★★☆

Value for Price

★★★★☆

Customer Service

★★★★☆

Strategic Impact

★★★★☆

How long have you used this product or service?: 3-5 years

Primary Job Function: Hospital Administrator

Name: Anonymous

Thank Reviewer (0)

Report Review

We have quite a few clients who use Nationwide Pet Insurance and our team reports they are easy to work with and claims get paid quickly.

### ☐ 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

**EXCLUSIVE TO VHMA SUPPORTING SPONSORS DUE TO 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

- ◆ 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.

- 7 -

## 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.

<input type="checkbox"/> <b>Ultimate Impression</b>	100,000 impressions	\$3,000
<i>Reach up to 4,000 Veterinary Professionals</i>		
<input type="checkbox"/> <b>Bold Impression</b>	60,000 impressions	\$2,500
<i>Reach up to 1,500 Veterinary Professionals</i>		
<input type="checkbox"/> <b>First Impression</b>	25,000 impressions	\$1,500
<i>Reach up to 750 Veterinary Professionals</i>		

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!**





# CVPM Scholarship Sponsorship

[www.vhma.org/cvpm-certification/scholarships](http://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

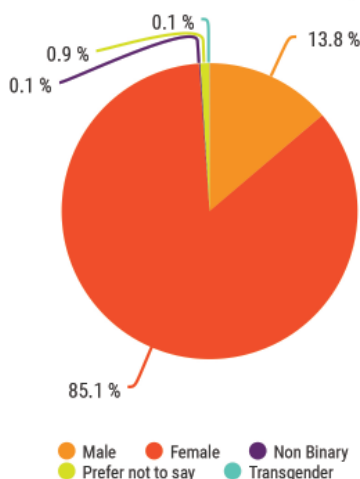
#### Examples of Additional Sponsor Related Qualifications

- ◆ 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.*

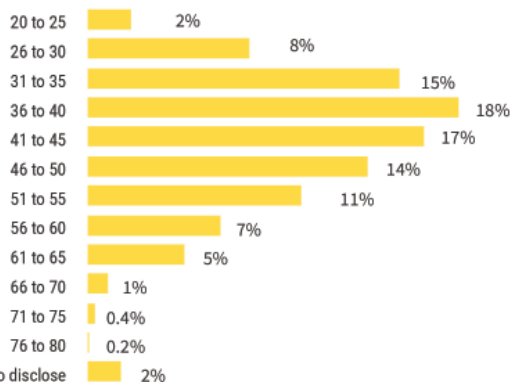
## GENDER OF MEMBERS

N = 3,267



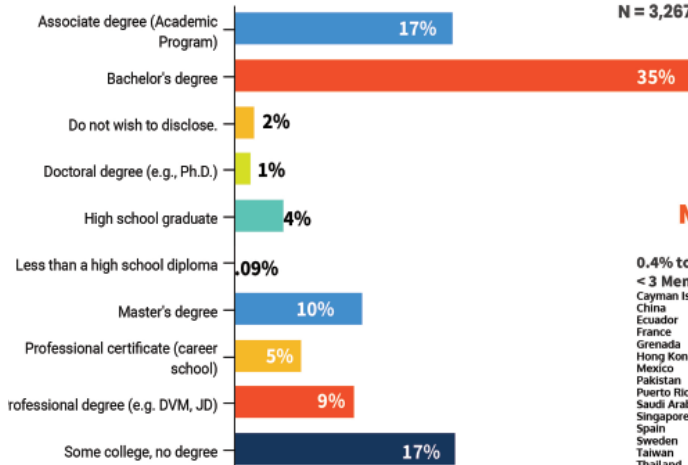
## AGE OF MEMBERS

N = 3,825



## EDUCATIONAL BACKGROUND

N = 3,267



## MEMBERS PER COUNTRY

0.4% total  
< 3 Members per Country

Cayman Islands  
China  
Ecuador  
France  
Grenada  
Hong Kong  
Mexico  
Pakistan  
Puerto Rico  
Saudi Arabia  
Singapore  
Spain  
Sweden  
Taiwan  
Thailand  
United Kingdom

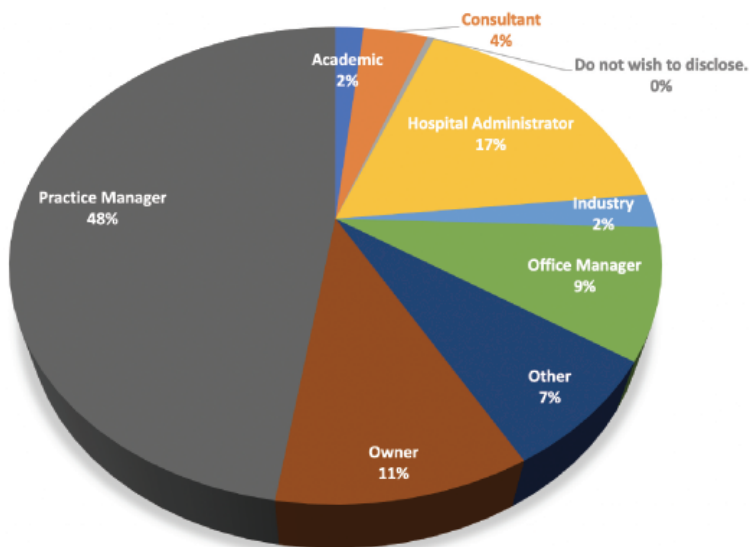


Other than location, all demographic information is voluntary. This data is reflective of the members who shared this information with VHMA. Results published in February 2023.



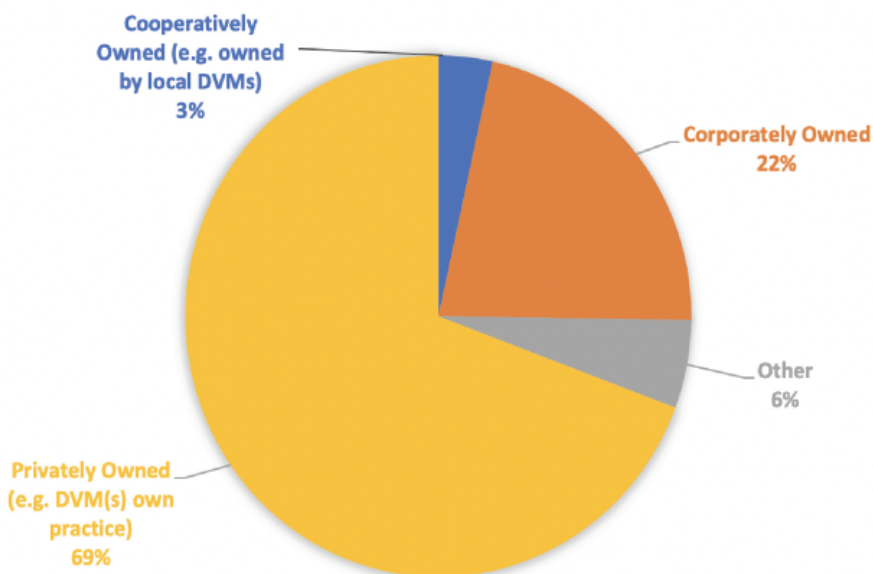
## OUR ROLE

N = 4,017



## OWNERSHIP

N = 3,270



# **ESTABLISHED IN 1981 BY MANAGERS, FOR MANAGERS...**

*Membership is comprised of Veterinarians, Technicians, Hospital Administrators, Practice Managers, Office Managers, and Consultants from across North America.*

## **What Members are Saying About VHMA Education Presentations**

I love the opportunity to chat with other people in my position and share ideas.  
Burden of Leadership Webinar: Very timely topic and wonderful presentation!  
Thank you!

It is so refreshing to hear speakers talk about how to take care of ourselves. We are always listening on how to take care of staff, doctors and keeping everyone else happy, but no one ever talks about us.

Authenticity Matters Webinar - This was a great reminder for us leaders to not get complacent and to always be checking in and looking for improvements in our practice.

I thought I had learned everything about the PPP forgiveness but was able to get a lot more information that will help prepare us for the next step. I feel really comfortable now.

## **What Exhibitors are Saying About the VHMA Annual Meeting & Conference**

VHMA, you have done amazing work with the annual conference! The event stands out as one of our must-attend shows. We appreciated the sessions, networking and the opportunity to meet attendees at our exhibit. With so many hospital managers in one location, it was a terrific investment of our time. See you next year!

*-Heather Fields, Vice President Marketing, VitusVets*

The 2019 VHMA Annual Conference was a tremendous opportunity for us to showcase our products and services to a target audience. VHMA members were engaged and eager to learn how we could help their business and the conference was a tremendous success. We look forward to exhibiting again in 2020 and supporting the VHMA organization and their membership.

*-Matt Denaro, Vice President of Sales, Scrubin Uniforms*