



Reach over **4,543*** 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.



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Director of Business Development
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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 October 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

VHMA Supporting Sponsor Packages	Silver \$6,500 (Value: \$8.2k)	Gold \$10,000 (Value: \$18.5k)	Platinum \$15,000 (Value: \$24.3k)
60-minute Advisory Group Access			(1)
CHOOSE 1 OPTION: ♦ Ad Retargeting Campaign OR ♦ Banner Ad on Daily Member Digest Email *NEW* <i>See definitions and restrictions on next page.</i>		100k Ad Retargeting OR 2 week run banner ad	150k Ad Retargeting OR 4 week run banner ad
VHMA Website Banner Ad *NEW*		1 month run on 2nd most visited page	1 month run on most visited page
VHMA Webinar or Podcast Sponsorship *NEW*		(1)	(2)
Practice Pulse eNewsletter Vendor Highlight *NEW*		(1)	(2)
Practice Pulse eNewsletter Banner Ad	(1)	(1)	(1)
Practice Pulse eNewsletter Sponsored Article	(2)	(3)	(4)
Ad Retargeting Campaign	60k impressions	see options above	see options above
Vendor Spotlight Member Email Blast	(1)	(2)	(2)
Commercial/educational Webinar	(1)	(1)	(1)
Monthly Member Perks eNewsletter with special Member-only offers	small ad	large ad	large ad
Premium Product and Service Review (PSR) Profile (12 month term)	√	√	√
Complimentary Membership with Community Access (for company rep)	(1)	(3)	(5)
VHMA Annual Meeting and Conference <i>10% discount on qualifying AMC Sponsorships - see page 5</i>	15% discount on Exhibit Booth	25% discount on Exhibit Booth	Complimentary Exhibit Booth
Sponsorship acknowledgment on VHMA website, monthly eNewsletter & Annual Conference	√	√	√
VHMA Sponsor Logo to use	√	√	√
Bi-Monthly "Health Check"	√	√	√
Early Access for all VHMA Sponsorships and Booth Selection	√	√	√
CVPM Scholarship Sponsorship (additional cost) <i>Details on page 9.</i>			

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

VHMA Supporting Sponsor Benefit Definitions

Advisory Group – VHMA will convene a one-time, 5-10 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.

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.

Daily Digest Email Banner Ad – Daily email sent to membership highlighting all new conversations from the day before on our very active Member Forum Discussion Board. Banner will appear on the top of the email.

VHMA Website Banner Ad – Banner ad will appear on one of the top two most visited inside pages of the VHMA website.

VHMA Webinar or Podcast Sponsorship – See page 6 for sponsorship details. A list of available podcast and webinars will be emailed to you.

Practice Pulse eNewsletter Banner Ad, Sponsored Article & Vendor Highlight – VHMA's Practice Pulse is a monthly content-rich newsletter that aggregates association information, updates, resources, and management insights. **Banner Ad:** image along with url link. **Sponsored Article:** image and brief description with link to your article on your website. **Vendor Highlight:** logo and brief description.

Vendor Spotlight Email Blast – 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. Brief description of product or service provided by Sponsor.

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.

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.

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.

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.

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

VHMA Supporting Sponsor Logo – 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 on your website, social media and print 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.

Sponsorship Acknowledgment – VHMA will proudly display a list of our partnerships and their websites on the VHMA website, monthly eNewsletter, and at annual conference.

Bi-Monthly Health Check – Email detailing all of the used and unused benefits in your chosen sponsorship package along with ad stats.

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.

Advertising options cannot be rolled over to future agreements. Some items have limited availability. VHMA cannot guarantee fulfillment of items if they are not scheduled at the beginning of the agreement. All banner ads must be static. VHMA may determine distribution schedule when necessary.

2024 Annual Meeting and Conference

September 5-7, 2024
Charlotte, NC

2023 Registered Attendees: 450
Make up of Attendees: 90% Manager/10% DVM

- ♦ 90% of 2023 exhibitors said they will suggest that their company attend again in 2024.
- ♦ 86% said the success for their company was either Good or Great.

2023 Attendee Demographics

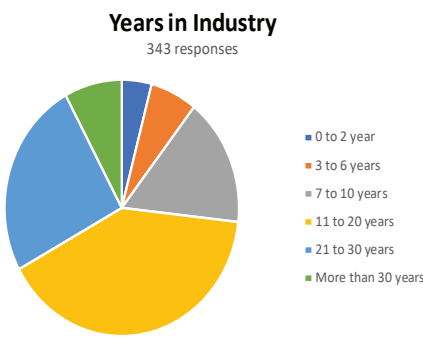
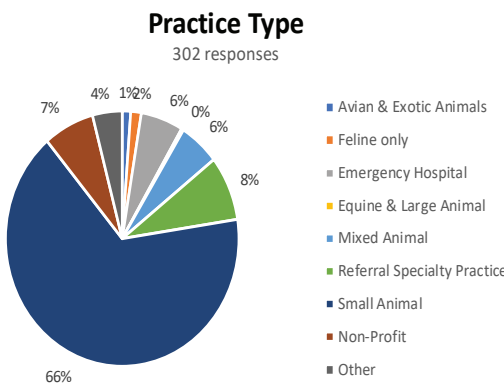
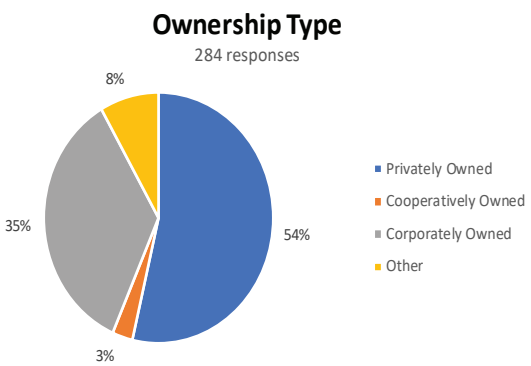


EXHIBIT FEE (subject to change)

LEAD RETRIEVAL INCLUDED IN ALL OPTIONS

	Before March 1	After Feb 29
8'x8' In-Line	\$1,800	\$1,900
8'x8' Premium	Included with select Sponsorshp Packages	
Corner Add-On	\$300/corner	
Non-profit and Start-Up company discount available. Email kelli@vhma.org for more details.		

To enhance attendee traffic for exhibitors further, note the following:

- Breakfast, Lunch and Breaks in 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

- In-app Lead Retrieval system with Gamification included in all booth options.
- Gamification is provided to encourage attendee interaction with vendors.

IMPORTANT DATES

FEBRUARY 29, 2024

- Deadline for early bird discount
- 50% cancellation fee

JULY 1, 2024

- No refund

AUGUST 15, 2024

- Deadline for submitting exhibit personnel badge names/emails

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 submit a trivia question to be included in the mobile app gamification
- ◆ 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 stamps for the card. Completed cards will be entered into a drawing and announced on Saturday at General Session.
- ◆ Opportunity to provide branded lanyards, note pads, pens, welcome gift, first come - first served.
- ◆ Opportunity to mail promotional material to attendees prior to conference at your cost (must utilize VHMA preferred mailhouse)
- ◆ ***NEW* Opportunity to participate in Software Rounds discussions to connect with current users and potential users**

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 submit a trivia question to be included in the mobile app gamification
- ◆ 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.
- ◆ ***NEW* Opportunity to participate in Software Rounds discussions to connect with current users and potential users**

PRESENTING OR PARTICIPATING SPONSORSHIP ADD-ON

Afternoon Snack Break in Exhibit Hall – \$3,500 - Two Available

Promotional Insert – \$1,500

- ◆ One 8.5 x 11 flat insert, tri-fold brochure, or postcard
- ◆ Must be a registered exhibitor or sponsor
- ◆ Included with Presenting, Headshot Booth, Fun Photo Booth and Cappuccino/Latte Sponsorships

Headshot Photo Booth OR “Fun Props” Photo Booth – \$6,000 Each

- ◆ Complimentary exhibit space with Lead Retrieval & Gamification
- ◆ Located next to Sponsor booth
- ◆ Sponsor recognition on General Session PowerPoint slide
- ◆ Sponsor recognition on conference signage, website, mobile app, email blasts and at photo booth
- ◆ Promotional insert (see description above)
- ◆ Sponsor highlight included on one of our regular conference email blasts to members

Cappuccino/Latte Bar – \$4,000+ - One Available

- ◆ Sponsor will be pay F&B directly to Hotel in addition to the \$4000 sponsorship fee to VHMA
- ◆ Complimentary exhibit space with Lead Retrieval & Gamification
- ◆ Located next to Sponsor booth
- ◆ Sponsor recognition on General Session PowerPoint slide
- ◆ Sponsor recognition on conference signage, website, mobile app, email blasts and at photo booth
- ◆ Promotional insert (see description above)
- ◆ Sponsor highlight included on one of our regular conference email blasts to members

Hotel Room Key Cards – \$1,000- One Available

- ◆ 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

February 8-10, 2024 • Houston, TX

Average Attendance: 80

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

☐ **Presenting Sponsorship – \$2,800** (LIMIT 6)

- ◆ 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 – \$1000** (LIMIT 6 - AVAILABLE FOR PURCHASE IN JANUARY)

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

Podcast & Webinar Sponsorship

VHMA SUPPORTING SPONSORS HAVE FIRST RIGHT DUE TO LIMITED AVAILABILITY

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

www.vhma.org/education/webinars

Average Podcast Downloads: 1,066

Average Webinar Attendance: 226

☐ **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.

☐ **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

🐦

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

🐦

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 2023: 4,937

Open Average: 3,376

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

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

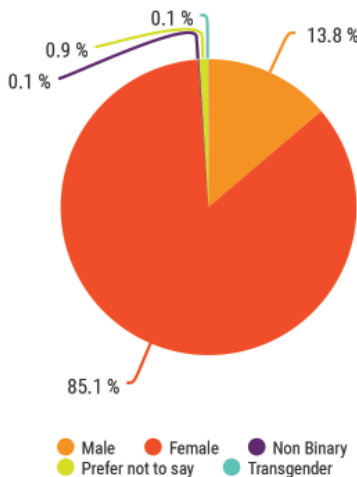
Examples of Additional Sponsor Related Qualifications

- ◆ 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.*

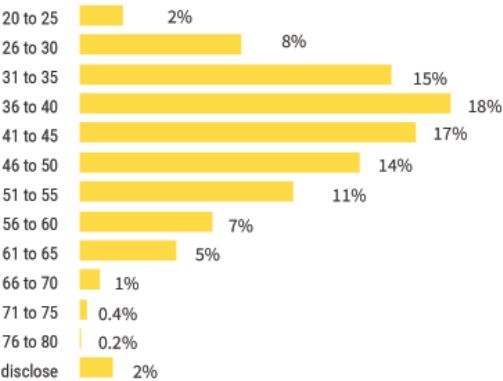
GENDER OF MEMBERS

N = 3,267



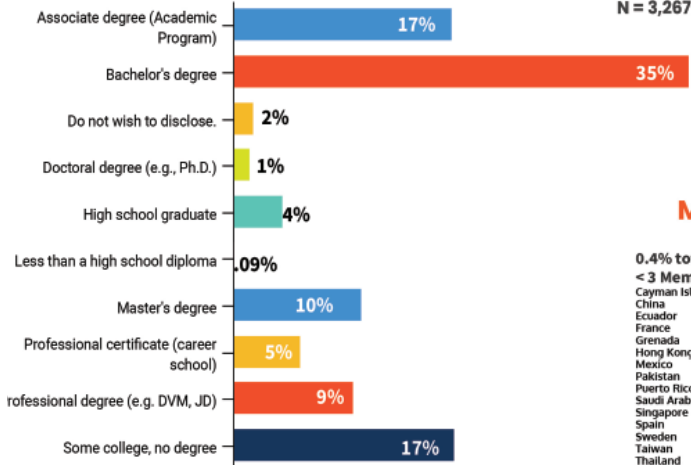
AGE OF MEMBERS

N = 3,825

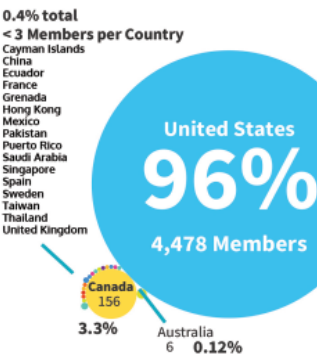


EDUCATIONAL BACKGROUND

N = 3,267



MEMBERS PER COUNTRY

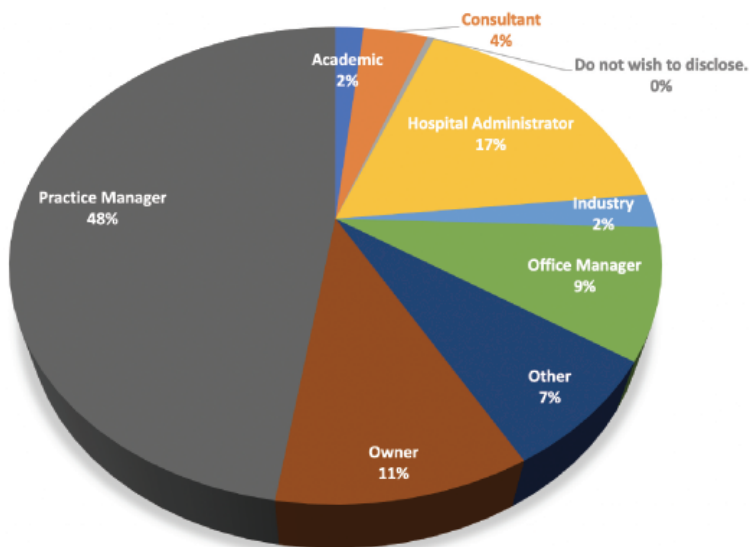


Other than location, all demographic information is voluntary. This data is reflective of the members who shared this information with VHMA. Results published in February 2024.



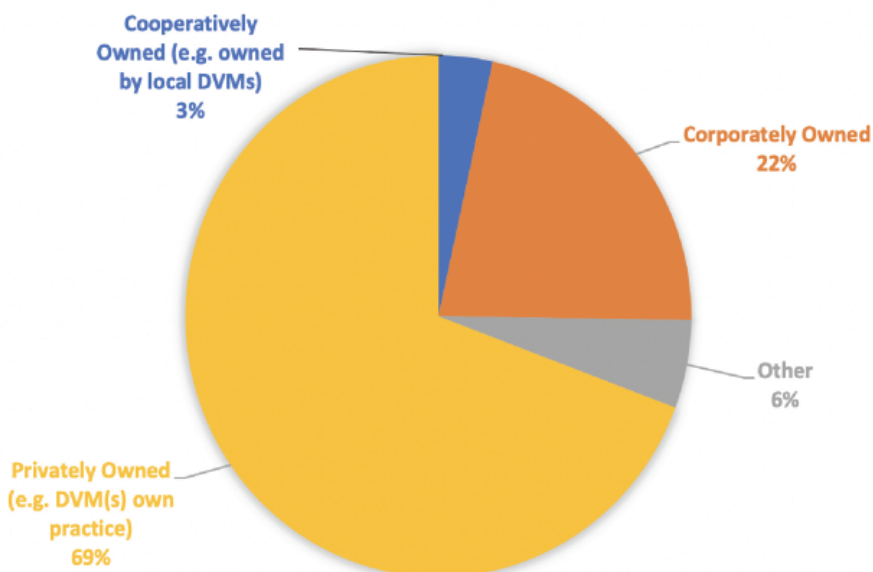
OUR ROLE

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

Great target audience – Managers! Love the partnership with VHMA. Very responsive to problems and questions.

We love our Vet Managers.

I like that exhibit hours are condensed to 1.5 days, creates more quality conversations since attendees know we are only available for limited time, thank you for all that you do!

Really enjoyed the exhibit hall layout, loved attendees had multiple opportunities to come through to chat.

Good break times for attendee interaction.

Excellent prospects who are open to new concepts and products, who clearly care about the business they manage.

It was great to see what is important to attendees when they talk about their hospitals.

Amazing event and everything were scheduled very well, wonderful!

Great target audience for our company. Big enough to be useful and small enough to be effective.