

ADVERTISING & SPONSORSHIP

The ***Trusted Source*** for
Veterinary Practice Managers —
Elevate Your Brand's Impact!

Reach over 5,000
Veterinary Hospital
Decision-Makers
and Influencers

Become a VHMA
Sponsor Today!

Supporting Sponsor Advertising Packages	2-3
Management Exchange & Report Sponsorships	4
Product & Service Review Advertising	7
Virtual Advertising	8
Annual Meeting & Conference	6-9
Ad Retargeting	10
CVPM & CVOM Scholarships	11
Member Demographics	12-15
Testimonials	16

Advertising/Sponsorship Contact: Kelli Albarado
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www.vhma.org

The credibility, expertise, and professionalism of VHMA member organizations have fueled a successful long-term partnership with Merchant Advocate, enabling us to save hundreds of thousands of dollars in credit card processing fees for members over the past seven years. Through high-quality events and sponsorships, we have enjoyed the opportunity to consult with VHMA members across the country to save them money without switching processors.

-Scott Brandle, Merchant Advocate

12-MONTH ADVERTISING PACKAGES

VHMA Supporting Sponsorship Benefits	Silver \$6,500 (Value: \$8.2k)	Gold \$10,500 (Value: \$18.5k)	Platinum \$15,500 (Value: \$24.3k)
60-minute Advisory Group Access			(1)
CHOOSE 1 OPTION: ♦ Ad Retargeting Campaign OR ♦ Banner Ad on Daily Member Digest Email		100K retargeting impressions OR 2-week banner ad	150K retargeting impressions OR 4-week banner ad
VHMA Website Banner Ad		1-month placement on a top-visited page	1-month placement on a top-visited page
VHMA Webinar or Podcast Sponsorship		(1)	(2)
Practice Pulse eNewsletter Vendor Highlight		(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)
NEW Opportunity to upload non-commercial webinars or podcasts in our on-demand catalog - additional fee (coming January 2027)	√	√	Included
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 8</i>	15% discount on Exhibit Booth	25% discount on Exhibit Booth	Complimentary Exhibit Booth
Sponsorship Welcome Announcement Member Email Blast	√	√	√
Sponsor recognition on VHMA website, monthly eNewsletter & Annual Conference	√	√	√
VHMA Sponsor Logo to use	√	√	√
Bi-Monthly "Health Check"	√	√	√
Early Access for Sponsorships and Booths	√	√	√

Each sponsorship package runs for a 12-month term. A payment plan is available for Gold and Platinum.

ADVERTISING 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.

On-Demand Webinar and Podcasts – VHMA will give you access to upload your non-commercial webinars and or podcasts in our catalog. ADDITIONAL FEE (pending approval of the VHMA Education Committee).

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.

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.

MANAGEMENT EXCHANGE CONFERENCE

FEBRUARY 18-20, 2027 | AUSTIN, TX | EXPECTED ATTENDANCE: 105 | 90% MANAGER/10% DVM

Event Sponsorship – \$3,150

- LIMITED AVAILABILITY
- Exhibit table
- Printed Program Ad
- 3-minute presentation or video to attendees (date and time to be assigned by VHMA staff)
- Sponsor recognition on conference website, printed program and email marketing
- Sponsor highlight included in sponsor recognition email blast. Sponsor to provide content (limited characters tbd).
- Opportunity to provide notepads, pens, welcome gift, etc for attendee bag

Every professional in veterinary practice management brings a unique perspective, valuable insight, or practical strategy to the table. VHMA’s Management Exchange showcases these real-world experiences through engaging, peer-led presentations. This highly anticipated event is a member favorite and consistently sells out.

Exhibit Table – \$1,200

- BOOTHS WILL BECOME AVAILABLE BEGINNING IN JANUARY
- Includes 6’ table, table drape, chair, waste basket
- Presenting Sponsors take priority on booth availability

VHMA INSIDERS’ INSIGHT TRENDS REPORTS

Our Insiders’ Insight Trends Report is a monthly virtual publication **focused on practice trends**. Each issue explores current management topics such as appointment booking, Paid Time Off (PTO) management, prescription management, and other relevant operational insights.

Sponsorship Details – \$10,000

- **Feature:** Banner ad
- **Availability:** 1 annual sponsorship
- **Frequency:** Published 10–12 times per year
- **Distribution:** 5,000+ VHMA Members via electronic delivery

VHMA COMPENSATION AND BENEFITS REPORT

Sponsorship Details – \$3,000

- **Feature:** Full-page ad
- **Distribution:** bi-annually to 5,000+ VHMA Members (electronic and hard copy)
- **Next Releases:** Fall 2027

Our Compensation and Benefits Survey offers **deep insight into current compensation and benefit trends** across roles such as veterinary technicians, associate DVMs, and managers. This comprehensive report helps practices benchmark and stay competitive in today’s evolving job market.

VIRTUAL ADVERTISING



PRODUCT & SERVICE REVIEW WEBSITE

Check out What our Members are Saying About You!

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

Premium Review Site Advertiser

\$399 per year

- INCLUDED IN VHMA ASSOCIATION SPONSOR PACKAGES
- Listed towards the top search area on listings page
- Listing displayed with a orange border and Featured ribbon
- Receive email notifications of new reviews and followers
- Receive leads/contact form notifications
- Edit your listing logo
- Edit your listing description
- Respond to reviews on your own listing



VET BUSINESS PODCAST

\$800 per Episode

- Your logo featured on the podcast landing page on the VHMA website, and email marketing linked directly to your website.
- A 15-second pre-recorded audio message (provided by you) that will play at the beginning of the podcast episode.
- Opportunity to submit topic and guest speaker (upon approval from Education Committee)
- An average of 227 downloads per episode (based on January–July 2026 podcast performance).



MGR TO MGR PODCAST & WEBINARS

EXCLUSIVE TO VHMA SUPPORTING SPONSORS

Sponsor logo will appear on our website landing page and email announcements, each linking to your URL.

Podcast

- Avg Download Jan-Jun 2025: 780
- 15-second pre-recorded audio message, provided by you, will play at the start of our podcast episodes.

Webinar

- Avg Attendance Jan-Jun 2025: 268
- 30-second video, provided by you, will play at the start of the webinar.



eNEWSLETTER

EXCLUSIVE TO VHMA SUPPORTING SPONSORS

Circulation as of May 2025: 5,450
Open Average: 3,026

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

Advertising Options Include:

- Banner Ad
- Sponsored Article
- Vendor Highlight



2027 ANNUAL MEETING & CONFERENCE

September 8-11, 2027
Hyatt Regency Grand Cypress
Orlando, FL

2026 EXHIBITOR EVAL RESULTS

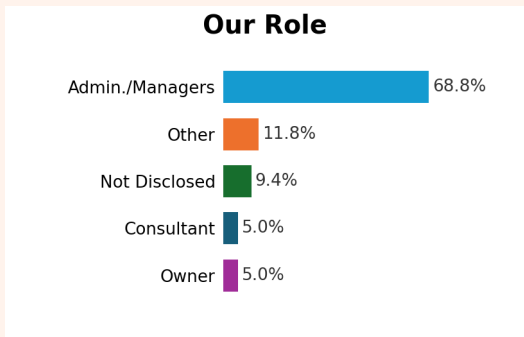
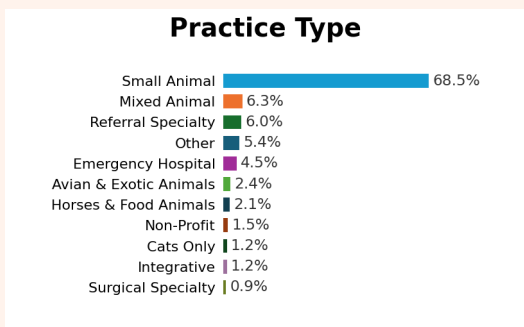
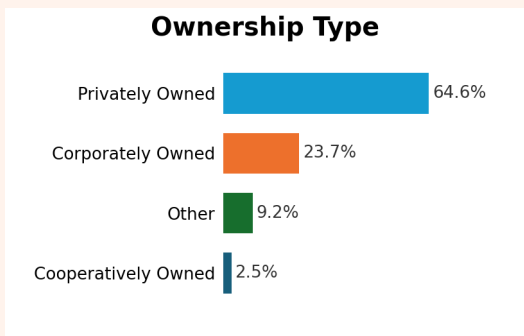
- 97% of 2026 exhibitors said they will suggest that their company attend again in 2026.
- 86% said the attendees level of interest was either Good or Great.

2024-26 APP AVERAGES

- 600 Total Users
- 529,125 Sponsor Banner Ad Views
- 12,982 Booth Profile Views
- 3,339 Leads



2026 ATTENDEE DEMOGRAPHICS





EXHIBITOR FEE

(subject to change)

	Before April 1	After March 31
8'x8' In-Line	\$2,000	\$2,200
10'x10' Booth	\$2,500	\$2,700
8'x8' Premium	Included with select Sponsorship Packages	
Corner add-on	\$400/corner	
LEAD RETRIEVAL INCLUDED IN ALL OPTIONS		
Non-profit and Start-Up company discount available. Limited booth selection. Email kelli@vhma.org for details.		

INCLUSIONS

- 8'x8' or 10'x10' 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 \$400 each.**
- Interactive exhibitor profile included in VHMA event app
- Complimentary admittance into education sessions
- Breakfast and Lunch included

LEAD RETRIEVAL AND GAMIFICATION

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

2024-26 ATTENDANCE

- Average Registered Attendees: 472
- Expected in 2027: 500
- Make up of Attendees: 90% Manager/10% DVM



IMPORTANT DATES

MARCH 31, 2027

- Deadline for early bird discount
- 50% cancellation fee

JULY 1, 2027

- No refund

AUGUST 18, 2027

- Deadline for completing online exhibitor profile and submitting badge names.

TRAFFIC INCENTIVES

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

- Breakfast, Lunch and Breaks in Exhibit Hall
- Dedicated Exhibit networking times each day
- Limited number of booths for greater exposure
- Gamification to encourage attendees to visit each booth



AMC SPONSORSHIPS

PRESENTING SPONSOR \$7,400

- **Premium Exhibit Space**
Complimentary booth in a prime location with Lead Retrieval and Gamification.
- **Mobile App Ad**
Featured advertisement in the official event app
- **Widespread Recognition**
Sponsor mention during General Sessions, on signage, website, app, emails, and at your booth.
- **Gamification Engagement**
Submit a trivia question for the app game.
- **Exclusive Passport Game**
Sponsor exclusive—drives attendee traffic.
- **Vendor Rounds Access**
Participate in roundtable discussions with attendees.
- **Email Spotlight**
Featured in a pre-event conference email to members.
- **General Session Feature**
1-minute video or 90-second live speech during a General Session.
- **Promotional Insert**
Include one item or flyer in attendee materials.
- **Post-Event Mailing**
Option to mail attendees (who did not opt out) at your expense

PROMOTIONAL INSERT \$1,800

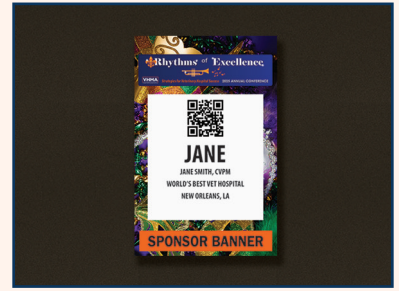
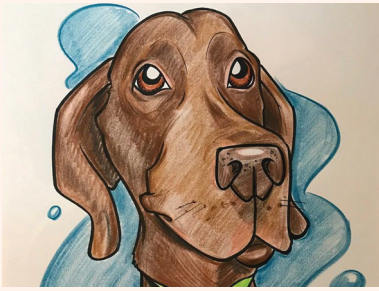
- **Included Item**
One 8.5" x 11" flat insert in attendee materials
- **Eligibility**
Available only to registered exhibitors or sponsors
- **Bonus**
Included with Presenting Sponsorship

PARTICIPATING SPONSOR \$4,750

- **Premium Exhibit Space**
Complimentary booth in a prime location with Lead Retrieval and Gamification.
- **Mobile App Ad**
Featured advertisement in the official event app
- **Widespread Recognition**
Sponsor mention during General Sessions, on signage, website, app, emails, and at your booth.
- **Gamification Engagement**
Submit a trivia question for the app game.
- **Exclusive Passport Game**
Sponsor exclusive—drives attendee traffic
- **Vendor Rounds Access**
Participate in roundtable discussions with attendees

SNACK BREAK \$4,000 - ONE AVAILABLE

- **Premium Exhibit Space**
Complimentary booth in a prime location with Lead Retrieval and Gamification.
- **Mobile App Ad**
Featured advertisement in the official event app
- **Widespread Recognition**
Sponsor mention during General Sessions, on signage, website, app, emails, and at your booth.
- **Gamification Engagement**
Submit a trivia question for the app game.
- **Exclusive Passport Game**
Sponsor exclusive—drives attendee traffic



AMC FEATURE SPONSORSHIPS

HEADSHOT PHOTO BOOTH \$6,950

- **Premium Exhibit Space**
Complimentary booth in a prime location with Lead Retrieval and Gamification.
- **Premium Placement**
Photo booth located adjacent to your exhibit booth for maximum visibility
- **High-Impact Recognition**
Featured during General Session, on signage, website, mobile app, email blasts, and at your booth
- **Email Highlight**
Included in one of our pre-conference email blasts to members
- **Exclusive Passport Game**
Sponsor exclusive—drives attendee traffic
- Current sponsor has first right of refusal.

PET CARICATURE BOOTH \$6,950

- **Complimentary Exhibit Space**
Includes Lead Retrieval & Gamification
- **Premium Placement**
Caricature booth located adjacent to your exhibit booth for maximum visibility
- **High-Impact Recognition**
Featured during General Session, on signage, website, mobile app, email blasts, and at your booth
- **Email Highlight**
Included in one of our pre-conference email blasts to members
- **Exclusive Passport Game**
Sponsor exclusive—drives attendee traffic
- Current sponsor has first right of refusal.

LANYARD | TOTE BAG \$2,500 EACH

- **Sponsor-Provided Items**
Responsible for production and shipping costs (minimum: 800 lanyards or 550 bags)
- **Branding Opportunity**
Lanyards: Product brand + VHMA logo
Bags: Product brand + conference logo
- **Sponsor Responsibilities**
Provide artwork and coordinate directly with supplier
- **Recognition Across Channels**
Featured during General Session, on signage, website, mobile app, and email blasts
- **Eligibility**
Must be a registered exhibitor or sponsor

HOTEL KEYCARDS \$1,500 (LIMIT 1)

- **Sponsor-Provided Cards**
Responsible for production and shipping cost (minimum 600 cards)
- **Custom Branding**
Room keys feature your company logo, product brand, and the conference logo
- **Artwork & Coordination**
Sponsor provides artwork and works directly with supplier
- **Eligibility**
Must be a registered exhibitor or sponsor
- Current sponsor has first right of refusal.

**Current Sponsors have first right of refusal and will open to public in January.*

MAXIMIZE YOUR AD ROI WITH SMART RETARGETING

Advertise intelligently. Reach precisely. Track accurately.

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.

BENEFITS AT-A-GLANCE



Precise Targeting

Ads follow your audience across the web after visiting VHMA.org



Guaranteed Reach

Focused exposure to the veterinary professionals who matter most



Real-Time Analytics

Track impressions, clicks, and geo-reach for clear ROI measurement.

RETARGETING PACKAGES



Ultimate Impression

100,000 impressions

Reach up to 4,000 ppl

\$3,000



Bold Impression

60,000 impressions

Reach up to 1,500 ppl

\$2,500



First Impression

25,000 impressions

Reach up to 750 ppl

\$1,500

Campaign Durations: 2, 4, or 6 months. Ultimate included in Platinum Supporting Sponsorship.

VHMA WEBSITE TRAFFIC

SNAPSHOT (JAN-DEC 2025)

Users	Sessions	Pageviews
165k	379k	1.13M

VHMA ADVANTAGE

- Audience of qualified decision-makers
- Transparent, quantifiable ROI
- Link to live campaign reports

CVOM & CVPM SCHOLARSHIPS

SUPPORT EXCELLENCE IN VETERINARY MEDICINE

Sponsoring a scholarship for the VHMA's **Certified Veterinary Office Manager (CVOM)** or **Certified Veterinary Practice Manager (CVPM)** programs is a strategic investment in the future of veterinary healthcare management, ensuring excellence and innovation in the field. These certifications empower veterinary professionals with management, leadership, and operational efficiency skills, directly contributing to improved practice performance and patient care. By providing financial support for these programs, you enable dedicated individuals access who would otherwise be hindered by financial barriers. This elevates their career prospects and fosters a stronger, more competent workforce within the veterinary community.

CVOM SCHOLARSHIP \$1,200

Includes

- **Complimentary Exam Fee**
\$645 Non-Member / \$495 Member
- **One-Year VHMA Membership**
\$265 Value

Applicant Qualifications

- 1+ years as Office Manager (within the last 3 years)
- Four (2) letters of recommendation
- Completed CVOM Application

CVPM SCHOLARSHIP \$3,000

Includes

- **Complimentary Exam Fee**
\$825 Non-Member / \$675 Member
- **Eleven-Week Test Preparation Program**
\$625 Non-Member / \$525 Member (includes workbook and two VHMA Empower U Self-Assessment examinations)
- **\$1,000 cash towards recommended publications**
- **One-Year VHMA Membership**
\$255 Value

Applicant Qualifications

- 3+ years as Practice Manager (within the last 7 years)
- 18 college semester hours in management
- 48 CE hours in management
- Four (4) letters of recommendation
- Completed CVPM Application

VISIBILITY & BRANDING

- **Website Exposure**
Sponsor logo and link featured on VHMA's dedicated scholarship webpage year-round.
- **Email Campaigns**
Inclusion in targeted scholarship promotion and announcement emails to VHMA's membership and industry contacts.
- **Joint Press Release**
Co-branded announcement with the winner, distributed to veterinary industry publications and local news outlets.
- **Social Media Promotions**
Sponsor mentioned and tagged in scholarship announcements, winner reveal posts, and select promotion updates across VHMA's official social media channels.

Additional Prizes You May Offer

- Travel Stipend
- VHMA Annual Conference Registration

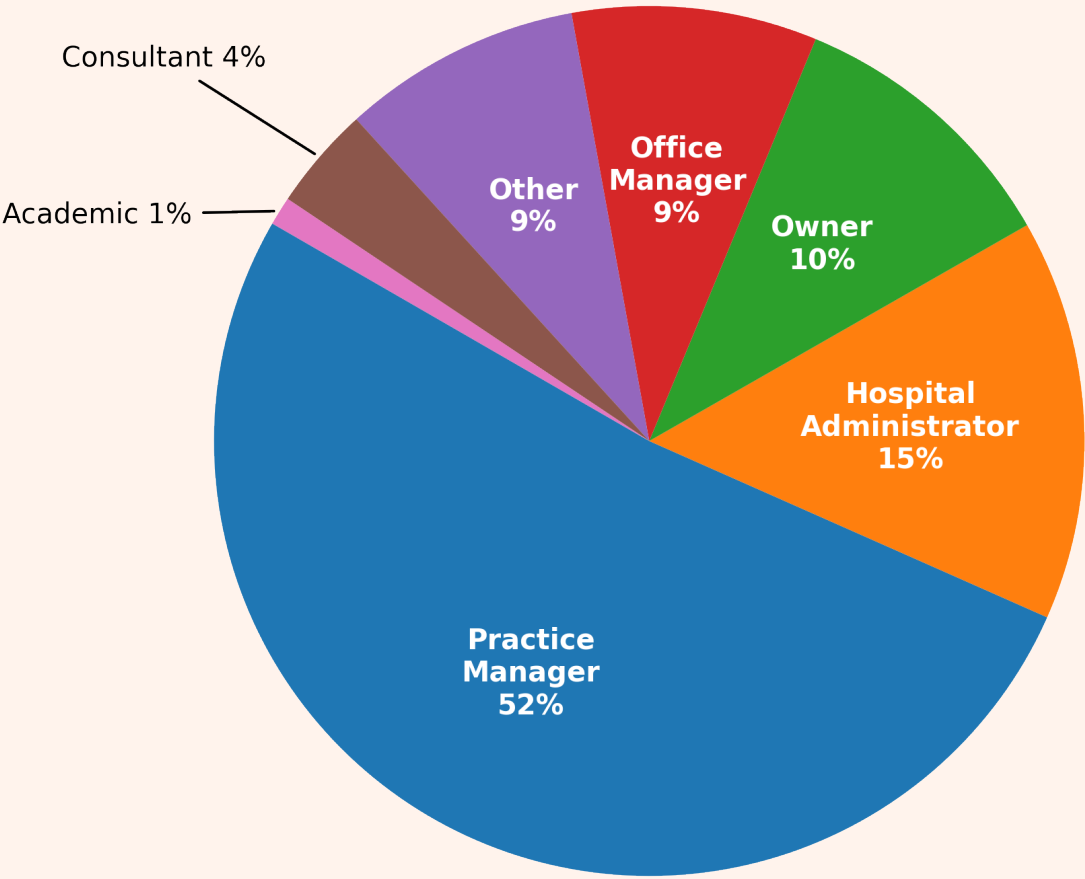
Examples of Additional Sponsor Qualifications

- 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

2025 MEMBER DEMOGRAPHICS

OUR ROLE

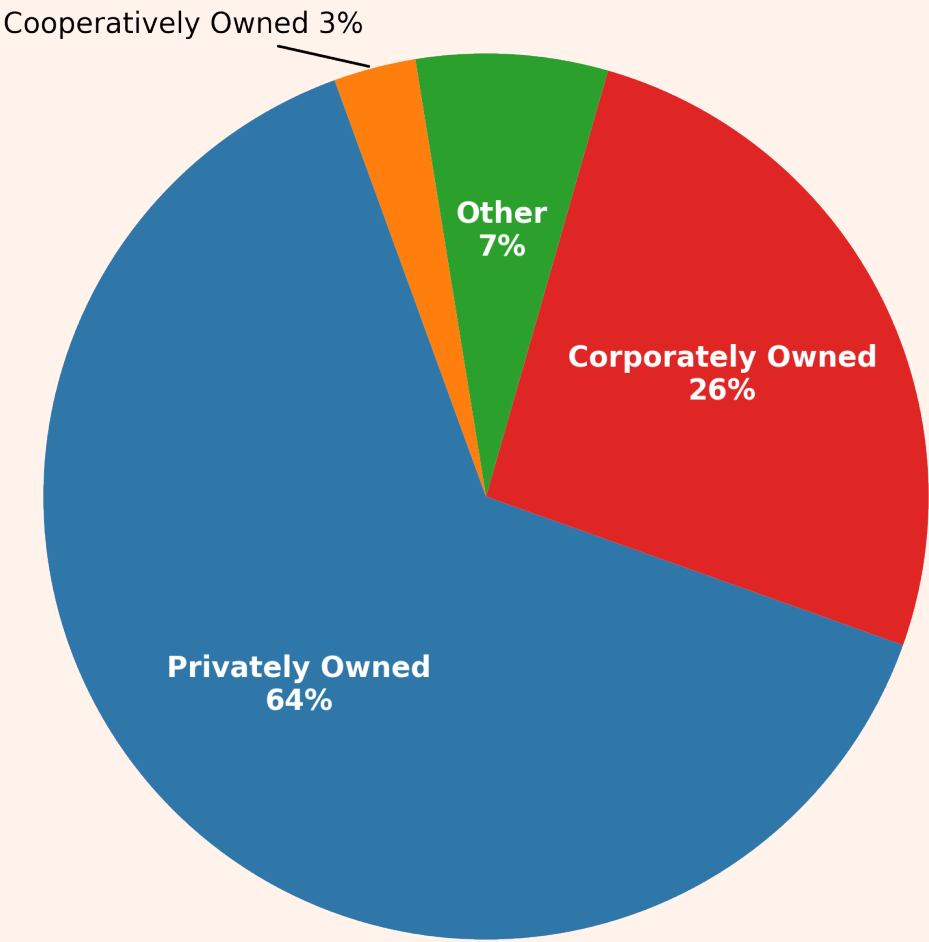
Based on 4,434 responses



2025 MEMBER DEMOGRAPHICS

OWNERSHIP TYPE

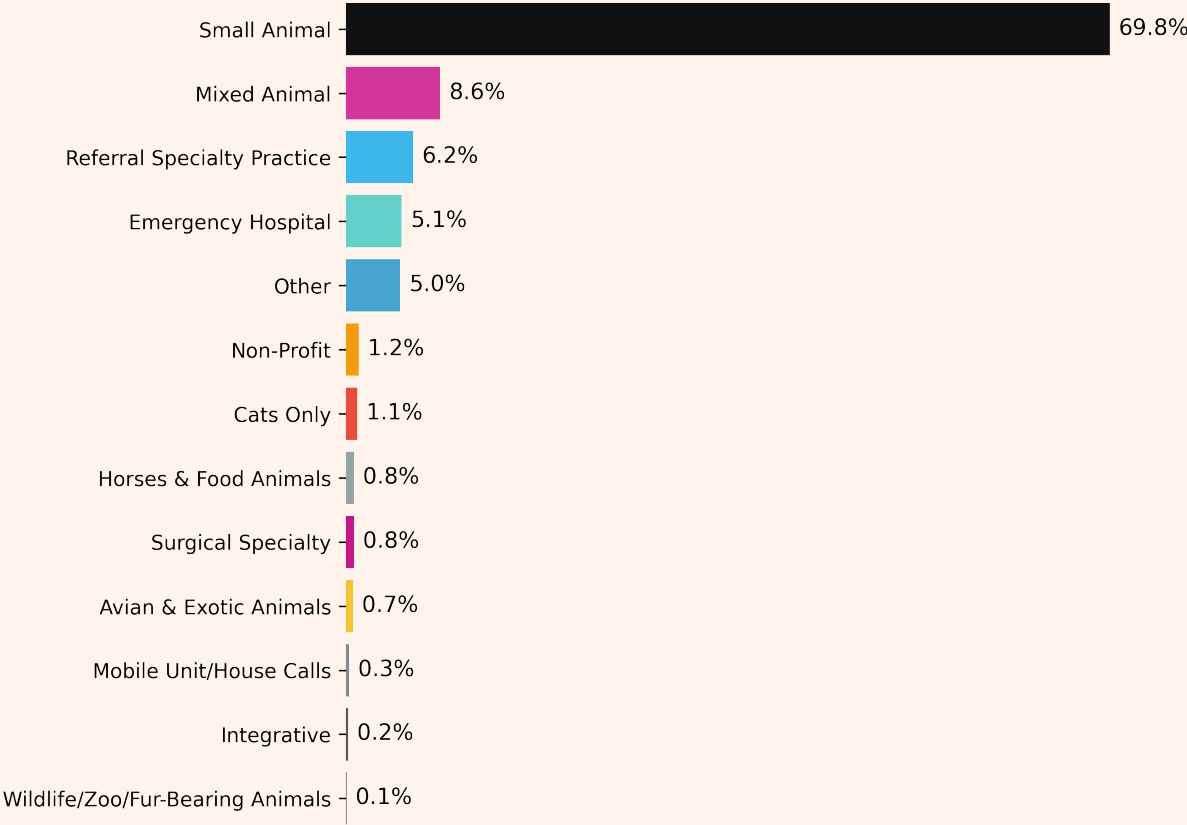
Based on 4,128 responses



2025 MEMBER DEMOGRAPHICS

PRACTICE TYPE

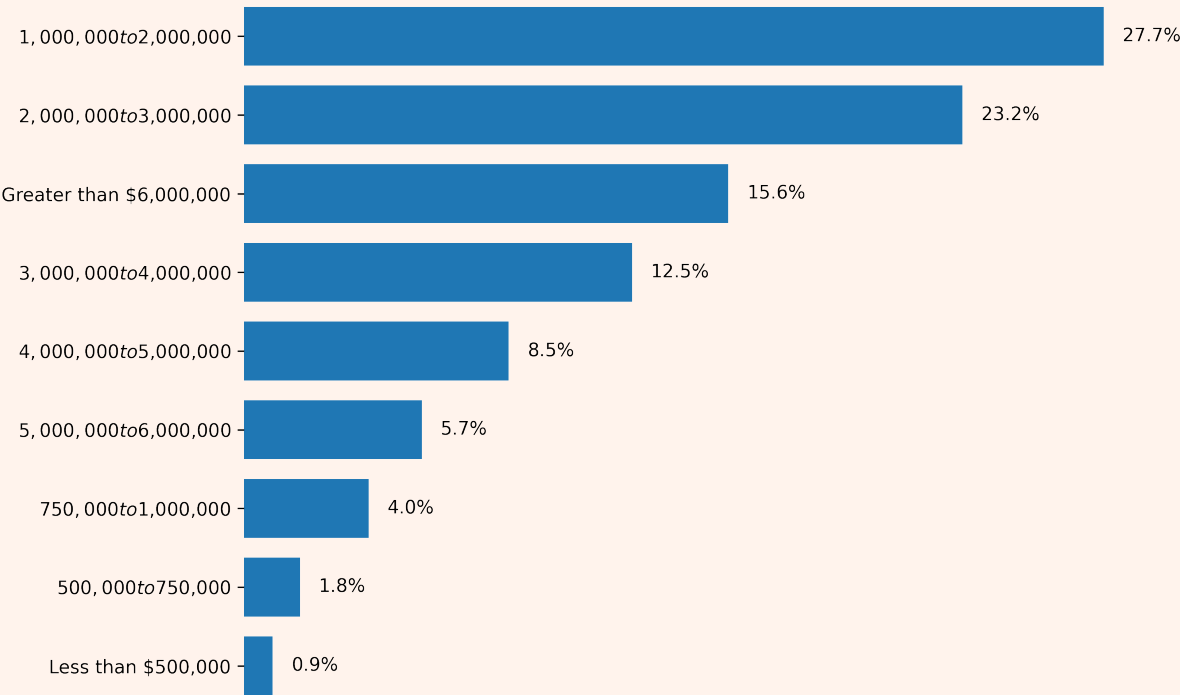
Based on 4,370 responses



2025 MEMBER DEMOGRAPHICS

REVENUE

Based on 1,936 responses



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.

ESTABLISHED IN 1981 BY MANAGERS FOR MANAGERS

Serving veterinary professionals across North America



WHAT OUR MEMBERS ARE SAYING

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 to how to take care of staff and doctors and keep everyone else happy, but no one ever talks about us.

Authenticity Matters Webinar—This was a great reminder for us leaders not to get complacent and to always check in and look for improvements in our practice.

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



WHAT OUR SPONSORS ARE SAYING

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

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!

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

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

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

We love our Vet Managers!

Be the Brand Behind the Leaders – Sponsor VHMA and Make an Impact.



vhma.org



Annual Conference



Sponsorship/Advertising Opportunities