

EXHIBIT &
SPONSORSHIP
PROSPECTUS

2021
ACVIM
virtual

Access,
Brand Exposure +
COLLABORATION

2021 ACVIM Forum
June 9-12

ACVIM

American College of Veterinary Internal Medicine

**Don't miss your chance to be part
of the 2021 ACVIM Forum Virtual Event,
June 9-12, 2021.**



The Premier Opportunity To Connect With Influencers And Buyers In Veterinary Medicine

The ACVIM Forum is the place where veterinary professionals gather to access the latest information and scientific advances affecting the veterinary industry. Although our world has changed significantly in the past year, the ACVIM Forum remains a place where attendees can learn, be inspired, share their ideas and collaborate with peers on solutions. Whether it is hosted virtually or in person, the ACVIM Forum is an annual event you don't want to miss!

**GATHER LEADS.
CREATE BRAND AWARENESS.
CULTIVATE CUSTOMER LOYALTY.**

The ACVIM Forum is the only mid-year trade show in the veterinary industry that allows you to virtually connect with ACVIM large and small animal internal medicine specialists, cardiologists, neurologists, oncologists, general practice veterinarians and technicians.

Questions on how to partner with the ACVIM?

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The ACVIM Forum offers sponsors and exhibitors an unparalleled opportunity to:

- Connect with veterinary professionals who are seeking solutions
- Showcase your latest products, services and technology

The ACVIM Forum delivers the right audience at the right place at the right time.



2020 ACVIM FORUM ON DEMAND SNAPSHOT

"I get to attend all the sessions I want regardless of if several of the sessions are at the same time, I can do it at my own pace, I can afford to attend multiple conferences because I don't have to pay for travel, and everyone in the clinic can attend – I haven't been able to attend in the last three years with the old format!"

- 2020 ACVIM Forum On Demand Attendee



3,200+
Attendees

150+
Exhibiting
Companies

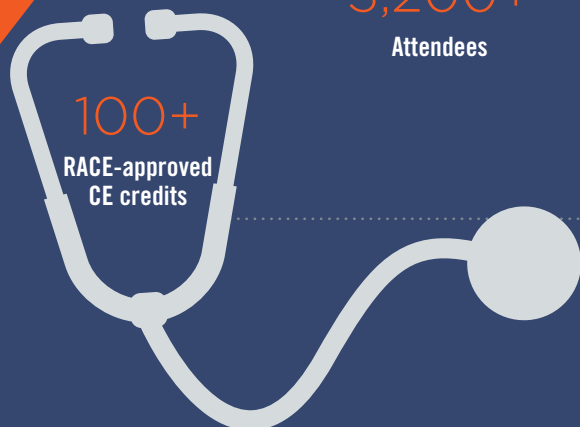


368
Speakers
(Scientific
Sessions &
ePosters)

12
Hours of Technician
Programming



80+
Recorded Sessions

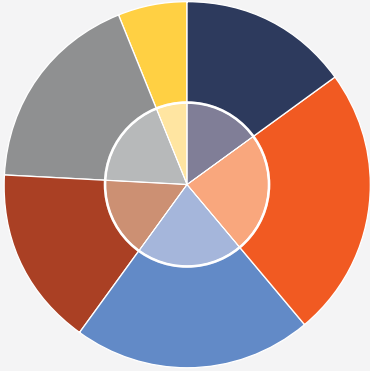


100+
RACE-approved
CE credits



300+
ePosters

WHY EXHIBIT?



EXHIBITORS BY TYPE

- **15%** Medical Supplies and Equipment
- **24%** Diagnostic Devices, Imaging Equipment/Supplies, Ultrasound, Endoscopy
- **21%** Educational Aids/Systems and Software/Publishers
- **16%** Pharmaceuticals, Natural Supplements
- **18%** Recruiters
- **6%** Food and Nutritional Products

HIGH-QUALITY LEADS AND SUBSTANTIAL ROI

3,200+

veterinary professionals, all under one roof

27%

are first time attendees - new leads for you!

20:1

ratio of attendees to exhibiting companies

INCREASE BRAND AWARENESS TO A GLOBAL MARKET

56%

Historically, more than half of the ACVIM Membership attends the ACVIM Forum annually. We expect similar attendance virtually in 2021, giving you access to a global network of Board-certified veterinary specialists.

CONNECT WITH DECISION MAKERS: TOGETHER IN ONE PLACE

40% of attendees

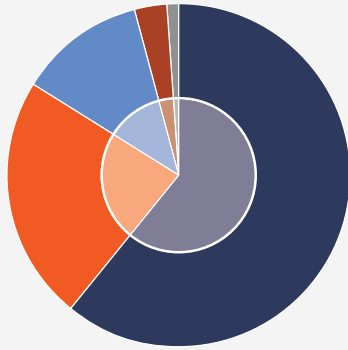
are part of the decision-making process to purchase products or services.

"ACVIM always provides cutting edge information and research issues in animal health. The scientific sessions and poster abstracts provide new research and developments in veterinary medicine."

WHO ATTENDS?

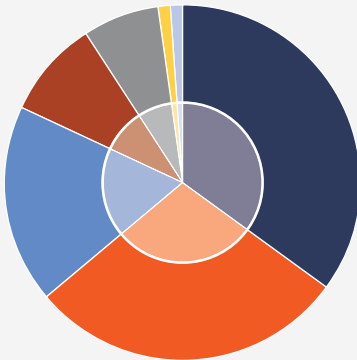
TARGET DECISION MAKERS AND CREATE CONNECTIONS

2020 ATTENDEE DEMOGRAPHICS



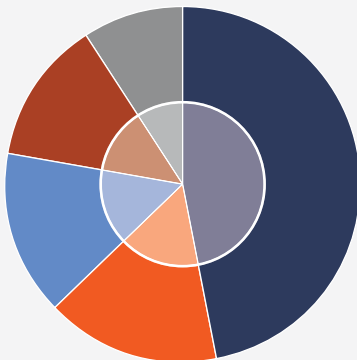
ATTENDEES BY TYPE

- 61% Specialists
- 23% General Practice
- 12% Technicians
- 3% Students
- 1% Other Veterinary Professionals



ATTENDEES BY PRACTICE

- 35% Specialty Practice
- 29% Academia
- 18% General Practice
- 9% Combined (Emergency Care/Students/Technicians)
- 7% Industry
- 1% Mobile Internists
- 1% Government



PRACTICE AREAS

- 47% Small Animal Internal Medicine
- 16% Large Animal Internal Medicine
- 15% Cardiology
- 13% Neurology
- 9% Oncology



66% of attendees

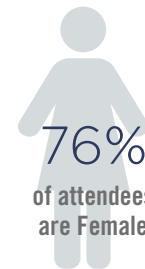
have been in veterinary medicine for over 10 years

21%

Between 5 and 9 years

13%

Less than 5 years



76% of attendees are Female



24% of attendees are Male



76% United States

24% International

[40 Countries Represented]

EXHIBITOR OPPORTUNITIES

THE ACVIM FORUM VIRTUAL SOLUTIONS CENTER

So much more than an expo...

The Virtual Solutions Center is a bustling hub of activity during the conference, where attendees can chat with exhibitors, learn and, of course, shop for the latest products and services.

The ACVIM works hard to ensure attendees have many opportunities to spend with you by building in dedicated breaks and driving attendees to the Virtual Solutions Center.

- **An extensive marketing campaign** promotes the Virtual Solutions Center to attendees before, during and after the ACVIM Forum.
- **Expanded digital signage** directing attendees to the Virtual Solutions Center.



**Reserve Now –
limited number of
virtual booths available.**

**Visit ACVIMForum.org/exhibit
to learn more!**

*Maximize
your exhibit experience
by upgrading your
virtual booth.*

QUESTIONS about exhibit space?

Hannah Stuhr
Exhibits and Conference
Specialist
Hannah@ACVIM.org
or call
303.231.9933 ext. 102

**OPEN LIVE FOR
4 DAYS**

**ON DEMAND FOR
3 MONTHS**

EXHIBITOR OPPORTUNITIES

RESERVE EARLY - Space Sells Out Quickly!

Attendees will have access to all aspects of the ACVIM Forum for three months after the event takes place, including your virtual booth, allowing you to continue to make important connections with your target audience.

EXHIBIT INVESTMENT

BOOTH TYPE	EARLY BIRD RATE Sign up by January 1, 2021	REGULAR RATE As of January 2, 2021
Premier Booth	\$2,900	\$3,200
Standard Booth	\$2,500	\$2,800

Benefits of a Virtual Booth

- **Unopposed Exhibit Hours:** Dedicated breaks that make time for the attendees to visit the Virtual Solutions Center.
- **Special Exhibitor Marketing:** Exhibitors will be listed on the conference website, attendee emails, and promotional materials.
- Booth is available during the live virtual event and 3 months in the interactive platform. Booths are fully manageable by the exhibiting company.

Event Analytics

Key insights and analytics of attendee engagement with your virtual booth will be available, including:

- Unique user visits
- Total interactions
- Total downloads
- Number of chats
- Video views
- Scheduled meetings
- Company logo clicks

Standard Booth Includes:

- 50-word company description.
- Up to 2 product/sales literature.
- Up to 2 sales contacts with photos.
- 4 product category listings on the website.

Premier Booth Includes:

- Welcome/Product/Services video. Prerecorded promotional video can be up to two minutes in length.
- 50-word company description.
- Up to 4 product/sales literature
- One-on-one chat capabilities to create engagement for your booth visitors.
- Up to 4 sales contacts with photos.
- 8 product category listings on the website.

Exhibitor deliverables are based on the virtual platform used and are subject to change.

RESERVE A BOOTH >>

SIGN UP NOW
by emailing
Hannah@ACVIM.org
and
Leah@ACVIM.org

GO ABOVE AND BEYOND THE BOOTH

It's not just about exhibiting...

It's about creating a lasting impression

Our sponsorship and promotional opportunities are designed to enrich your sales & marketing strategy within the 2021 ACVIM Forum virtual platform. We offer a variety of unique opportunities for industry partners that will help your organization achieve its specific sales and marketing objectives.

Drive Traffic

Increase your exhibiting footprint with the variety of sponsorship opportunities designed to drive attendees to your organization's website, product pages and virtual booth.

Broaden your Reach

Naming a specific product or service in your sponsorship magnifies its visibility for the whole industry – turbo-charging a new product introduction or sales of your signature service.

Elevate your Brand

Along with sponsorship comes the invaluable prestige of industry leadership. By partnering with the ACVIM, you'll establish yourself as an important presence in the marketplace and an investor in the veterinary community.

?

DID YOU KNOW?

We can tailor our sponsorships to match your budget and marketing strategy.

Act quickly as many high-profile sponsorships are exclusive and sell out quickly.

Or, customize your own opportunity and tell us how we can make your sponsorship experience a success.



SPONSORSHIP OPPORTUNITIES

SPONSORING HAS ITS BENEFITS

Sponsors receive the greatest amount of exposure to the ACVIM Forum attendees. Premier-level sponsorships offer the most exposure and impact on your audience. The more you invest, the more visibility and sponsor benefits you receive!

BENEFITS	PLATINUM \$50,000 and above	GOLD \$35,000 - \$49,999	SILVER \$15,000 - \$34,999	BRONZE \$5,000 - \$14,999
Primary homepage logo – located front and center	✓	NA	NA	NA
Logo recognition on the virtual homepage	✓	\$7,000	\$8,500	NA
Recognition on virtual signage and digital marketing communications	✓	✓	✓	✓
Complimentary full conference registrations (CE eligible)	8	4	2	\$425 each
One time use of the registered attendee mailing list	✓	\$1,100	\$1,300	\$1,500
Banner recognition at the entrance of the Virtual Solutions Center	\$1,500	\$3,500	\$5,500	NA
Conference insert in attendee virtual welcome bag	\$700	\$900	\$1,100	\$1,300
Recognition on the ACVIM Forum website with a link to your website	✓	✓	✓	✓
Sponsor recognition in virtual booth	✓	✓	✓	✓
Banner ad in attendee eNewsletter	\$1,000	\$2,000	\$2,500	\$3,000
Banner ad in attendee eDaily	\$1,000	\$2,000	\$2,500	\$3,000

ACVIM reserves the right to substitute benefits of equal or greater value.

Sponsorship levels are calculated based on direct and indirect sponsorship:

- Direct sponsorships are funds provided by sponsors to the 2021 ACVIM Forum as direct support for specific events or services for attendees.
- Indirect sponsorships are events or services that occur at the 2021 ACVIM Forum but are provided directly by the sponsors to the attendees. Exhibit booth space and advertising are not considered sponsorship items.

SPONSORSHIP OPPORTUNITIES

EDUCATION AND SCIENCE

Keynote — \$25,000

Help kick off the virtual 2021 ACVIM Forum with a live inspiring message from a high quality and motivating speaker. This is the most attended event of the conference. In addition to all sponsor benefits, your company logo will be highlighted on all marketing materials and digital signage as it pertains to this event.

Scientific Sessions — \$2,000* | \$4,000**

Support experts in cutting-edge presentations covering a wide spectrum of topics in specialty medicine.

*Includes recognition in conference schedule and banner at the top of the session screen.

**Includes recognition in conference schedule, banner at the top of the session screen and up to 90 seconds pre-recorded welcome video from the sponsoring organization.

Chat with the Experts — \$2,500

These are small groups with leading experts in veterinarian medicine discussing innovative and hot topics relating to animal health. Multiple sponsor options available.

Knowledge Corner — \$2,500

These 25-minute educational bursts of information allow attendees access to your preferred speaker and take in targeted pre-recorded video presentations.

ePosters — \$1,000

Sponsor the latest cutting-edge research abstracts in veterinary medicine. Your company logo and link will appear on the ePoster landing page.

Commercial Presentations — \$5,000

Market your products and services in a 50-minute presentation that is promoted in the official digital event program.

ATTENDEE ESSENTIALS

Virtual Conference Platform Sponsor — \$35,000

Help the ACVIM bring its plenary events, sessions, the latest research and the Solutions Center to a virtual platform. The sponsor will be acknowledged in digital conference materials, including premier logo visibility on the digital platform.

Online Registration — \$12,500

Be the first company the ACVIM Forum attendees see by sponsoring ACVIM's online registration. Recognition includes your logo and hyperlink on all official registration confirmation emails as well as the registration page on the ACVIM Forum website.

Virtual Help Desk — \$10,000

The sponsor's logo with a link will be placed in the virtual Help Desk located in the virtual lobby and will be acknowledged in all event materials and attendee communications.

Virtual Welcome Bag — \$1,500

Greet attendees before and during the conference with a special offer or digital handout inviting them to learn more about your products and services.

Gift Cards (Starbucks, Amazon, Door Dash, etc.) — Call for pricing

Embrace the convenience of electronic money. Send attendees a treat and keep your brand at the forefront as they experience the conference. These are great engagement and motivational tools for connecting with attendees.

ATTENDEE EXPERIENCES

Registration (pre-paid) bundles — Call for pricing

Reach your target customer by letting us customize and segment the type of attendees you want to support and reach.

Lobby Billboard (waiting area) — \$7,500 and only available to Platinum, Gold and Silver sponsors

Your logo with a link to your booth will be front and center of the best location in the virtual experience for the duration of the conference and for three months post conference.

SPONSORSHIP OPPORTUNITIES

ATTENDEE EXPERIENCES (CONTINUED)

Snack Stash — Call for pricing

With just a couple of clicks, attendees can customize their own custom snack stash or lunch. Includes personal message from sponsor and branded gift box.

Dine on Us — Call for pricing

Engage and energize attendees with a fresh meal. All meal vouchers will be branded with your logo and can include a special note/gift from you.

Bar in a Box — \$2,500*

Drinks are on you! Offer a virtual cocktail/mocktail custom-themed drink recipe with ingredients. Include your branding and a personal note.

Selfie Station — \$5,000

Let the attendees sell your brand for you — the selfie increases social engagement through positive brand touch points and by delivering fun, shareable content.

Wear and Share — \$2,500*

Get added social boost for your brand. Send attendees a t-shirt, ball cap, etc. to wear throughout the event. Or send the attendee's pet a branded bandanna. Then organize a virtual social media competition where attendees share themselves or their pets wearing your swag and using your sponsor hashtag for a chance to win a prize.

Product Showcase — \$2,500 (10 spots available)

Feature a new or existing product with a 2-minute video that attendees will want to know about. Great exposure in a prime location!

Scavenger Hunt — \$2,500 (10 sponsor spots available)

Drive attendees straight to your booth, providing fun and the chance to compete for prizes throughout the conference. Create a custom branded badge for attendees to collect.

Breaktime Sponsors — Call for pricing

Sponsor some fun! Take advantage of a chance to connect with attendees in a social way during their virtual conference breaks.

Online Career Center — \$5,500

Position your company in front of candidates looking for a new career. This opportunity provides you with multiple banner ads and job postings in the ACVIM Forum online career center. Site will be available for 30 days post the close of the 2021 ACVIM Forum.

Pre-Show Swag — \$2,500*

Sponsor can provide physical swag and coordinate delivery with the ACVIM, or, if it is digital swag (coupon/gift card), the ACVIM will distribute an email blast to the attendees. Check out the ideas below or create your own. All items must be approved by the ACVIM.

Swag Ideas — \$2,500*

Sticker Sheets*

Brand your company and products with customized and designed Sticker Sheets. Combining several elements onto one sticker makes it an economical and fun way to showcase your brand, products and services.

Screen Cloth/Cleaner*

Send attendees a branded screen cleaner that will become a staple in their in-home office.

Collapsible Dog/Cat Bowl*

Help keep pets hydrated! Your branded collapsible water bowl with carabiner is perfect for attendees who take their pets on long walks, road trips or to the park.

Customize and brand your own swag*

- PPE Packs
- Touchless Door Opener
- Face Mask
- Hand Sanitizer
- Mask Lanyard
- Antibacterial Stylus Pen

** Fee does not include production of item, however the ACVIM can produce the item and invoice your organization.*

SPONSORSHIP OPPORTUNITIES

SOCIAL AND NETWORKING EVENTS

Newly Boarded Specialists Happy Hour — Call for pricing (5 available)

Celebrate the future thought leaders of the industry in cardiology, neurology, oncology, large and small animal internal medicine.

Attendee Lounges — \$5,000-\$10,000

You decide who you want to reach, and we will connect you with that audience. Gain high exposure with your logo located in a premier location of the lounge. Reach Diplomates, candidates, general practice veterinarians and technicians.

Trivia Night Sponsor — \$7,500 (Sole and Co-sponsorship available)

Invite attendees to let loose and show off their smarts with this highly visible, exclusive turnkey sponsorship opportunity. Engage the audience and interact with the specialists, veterinarians and technicians. Sponsor can provide the game and prizes.

BRANDING AND ADVERTISING

Digital opportunities are based on the virtual platform used and are subject to change.

Digital Signage:

Lobby Banners — \$10,000 (available only to sponsors)

Placed in rotation front and center in the virtual lobby, attendees will see your messaging each time they enter the Virtual Solutions Center.

Inside Virtual Solutions Center Top Banner — \$4,500

Attendees will see you front and center when they navigate to and from the various booths inside the Virtual Solutions Center. Banner will take the attendees directly to your booth with just one click.

Video:

Sponsor Spotlight Video — \$3,000

Let the ACVIM produce your 2-minute video for use inside your booth. ACVIM will provide final video file for sponsor company to use in other areas.

More Ways to Make an Impression:

Social Media — \$750 per post

Promoted (paid) post recognizing the sponsor across social media platforms (limited availability).

Attendee Mailing List — \$1,800 (one-time use)

A letter or postcard inviting registered attendees to visit your booth ensures better booth traffic and is a great tool for follow-up calls.

Attendee Update eNewsletter — \$2,500-\$3,500 (8 available)

Capture the attention of your target audience by advertising or providing an article in the pre-conference attendee newsletters. Emailed to all attendees before the conference (March, April, May and June), this electronic newsletter provides attendees with important information leading up to the conference to help them prepare for the event.

eDaily Newsletter Banner — \$2,500-\$3,500 (during conference - 8 spots available)

Reach attendees during the virtual event along with over 16,000 industry professionals, and drive traffic to your booth and website. Emails include daily highlights and key conference information for the following day as well as recaps for those not in attendance.

Website Banner Ads — \$1,500-\$2,500 (limited space available)

The ACVIMForum.org website is the landing page for attendee's use before the event launches. Your ad can be centrally placed on the high-traffic homepage for site visitors to see. Book early to get the most out of your ad.

SPONSORSHIP OPPORTUNITIES

INVEST IN BIG VISIBILITY MARKETING OPPORTUNITIES

**DESIGNED TO
INCREASE YOUR
BOOTH TRAFFIC**

OPPORTUNITY	INVESTMENT
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EDUCATION AND SCIENCE

Keynote	\$25,000
Scientific Sessions	\$2,000 \$4,000
Chat with the Experts	\$2,500
Knowledge Corner	\$2,500
ePosters	\$1,000
Commercial Presentations	\$5,000

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Online Registration	\$12,500
Virtual Help Desk	\$10,000
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ATTENDEE EXPERIENCES

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Dine on Us	Call for pricing
Bar in a Box	\$2,500*
Selfie Station	\$5,000
Wear and Share	\$2,500*
Product Showcase	\$2,500
Scavenger Hunt	\$2,500
Breaktime Sponsors	Call for pricing
Online Career Center	\$5,500
Pre-Show Swag	\$2,500*

SOCIAL AND NETWORKING EVENTS

Newly Boarded Specialists Happy Hour	Call for pricing
Attendee Lounges	\$5,000-\$10,000
Trivia Night Sponsor	\$7,500

BRANDING AND ADVERTISING

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More ways to make an impression	
Social Media	\$750 per post
Attendee Mailing List (one-time use)	\$1,800
Attendee eNewsletter	\$2,500-\$3,500
eDaily Newsletter	\$2,500-\$3,500
Website Banner Ads (ACVIMForum.org)	\$1,500-\$2,500

*Opportunities, rates and deadlines
are subject to change.*

**Fee does not include production
of item, however the ACVIM can
produce the item and invoice your
organization.*



American College of **Veterinary** Internal Medicine

QUESTIONS on exhibit and sponsorship opportunities?

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