



The Virtual



CONFERENCE | 2022

FOR VETERINARY CARE PROFESSIONALS

March 2-6, 2022

For more information:

[conference.oavt.org/sponsor](https://conference.oavt.org/sponsor)

OAVT Contact:

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In 2021, the annual OAVT Conference was hosted virtually with immense success. Over 1,100 veterinary professionals attended the event and initiated more than 25,500 virtual booth interactions.

The OAVT 2022 Conference will be hosted virtually from March 2-6, 2022 and will feature an unprecedented 69 CE session hours! Those who joined us last year also participated in our unique live exhibitor hours. The OAVT will again feature dedicated exhibitor hours each evening.

### New for 2022

Enhanced virtual booths

Online Product Gallery

Virtual Demos

## Our Audience

### Who Will Attend

- Registered Veterinary Technicians
- Veterinarians
- Practice Managers
- Independent Business Owners
- Veterinary support staff

### Why Will They Attend

- Best-in-class education content
- Industry experts speak on industry hot topics
- Ease of access: All content will be presented live, then available for viewing by on-demand recording.



When you partner with the OAVT,  
you have the opportunity to access

**4,500**

Active Members

**10,000**

Email Marketing  
Reach

**39,000**

Average Monthly  
Website Visits

# Sponsorship Opportunities **At-A-Glance**

	Contributing Sponsor	Collaborating Sponsor	Supporting Sponsor	Virtual Exhibitor
Virtual Booth	✓	✓	✓	✓
Digital Staff Passes	10	8	6	4
Email Opportunities	6	4	2	1
Product Gallery Listings	8	4	2	
Passport Program	✓	✓	✓	
Featured Company Listing	✓	✓		
Featured Video and Logo	✓			

Conference Guide  
Advertisements  
from **\$250**

Digital Advertisements  
from **\$500**

Session Sponsorship  
from **\$500**

Don't miss these **great sponsorship add-ons!**

## Not interested in a virtual booth?

The Session Sponsorship Package is designed for organizations that want to maintain a presence at the OAVT 2022 Conference but without a virtual booth.

### Session Sponsorship Package | \$1,500

- Company listing on the conference website
- Company profile including logo, description and website
- Two session sponsorships (non-exclusive)



# What do attendees love most about the OAVT Conference?

“ Getting to talk with reps and companies I normally don't get to talk with. ”

“ The range of companies in the trade show. ”

“ Being inspired through learning. ”

“ Learning about products from the vendors. ”



## Virtual Exhibitor (\$1,500)

### Virtual Booth Space which includes:

- Live Chat with Attendees
- Email communications with attendees
- Customizable company information
- Social media links
- Featured and supplementary videos
- Showcase new products or services
- Downloadable company documents
- Feature event promotions
- Customizable to your organization's brand colour

**Live Exhibitor Hours daily from 7:00pm-8:00pm EST**

**Logo included in 1 registrant email**

**4 digital staff passes**



## Supporting Sponsor (\$2,500)

### Virtual Booth Space which includes:

- Live Chat with Attendees
- Email communications with attendees
- Customizable company information
- Social media links
- Featured and supplementary videos
- Showcase new products or services
- Downloadable company documents
- Feature event promotions
- Customizable to your organization's brand colour

### Logo included in:

- One (1) pre-event email
- One (1) registrant email

**6 digital staff passes**

**Enrollment in the Passport Program**

**Two products listed in the Product Gallery**

**Live Exhibitor Hours daily from 7:00pm-8:00pm EST**

# Collaborating Sponsor (\$5,000)

## Virtual Booth Space which includes:

- Live Chat with Attendees
- Email communications with attendees
- Customizable company information
- Social media links
- Featured and supplementary videos
- Showcase new products or services
- Downloadable company documents
- Feature event promotions
- Customizable to your organization's brand colour

## Logo and brief message in:

- Two (2) pre-event emails
- Two (2) registrant emails

## 8 digital staff passes

## Enrollment in the Passport Program

## Four products listed in the Product Gallery

## Live Exhibitor Hours daily from 7:00pm-8:00pm EST

## Featured Company Listing



# Contributing Sponsor (\$10,000)

## Virtual Booth Space which includes:

- Live Chat with Attendees
- Email communications with attendees
- Customizable company information
- Social media links
- Featured and supplementary videos
- Showcase new products or services
- Downloadable company documents
- Feature event promotions
- Customizable to your organization's brand colour

## Logo and brief message in:

- Two (2) pre-event emails
- Two (2) registrant emails
- One (1) during event email
- One (1) post-event email

## 10 digital staff passes

## Enrollment in the Passport Program

## 8 products listed in the Product Gallery

- Six (6) standard listings
- Two (2) featured listings

## Eight products listed in the Product Gallery

## Live Exhibitor Hours daily from 7:00pm-8:00pm EST

## Featured Company Listing

## Featured logo on event main page

## Featured video on event main page for one week

# DIGITAL ADVERTISEMENTS

## Website Advertisements

Stand out by placing your brand and messaging on key, heavily visited pages of the website. Locations are limited. Advertisements subject to approval by the OAVT.

Placement	Size (px)	Duration of Placement	Cost
<b>My Account page</b> <i>Exclusive</i>	728x90px	November-March	\$2,000
<b>Session Page sidebar</b>	300x250	November-March	\$750
<b>Exhibitor Page Pop-Up Ad</b> <i>Placed on the Exhibitor Listings page for 1 week.</i>	Customizable	Customizable (limited to January through March)	\$500
<b>Featured Video on Home Page</b>	YouTube or Vimeo link	One week	\$1,000

## Ad Retargeting

Our audience becomes your audience with ad retargeting. Get exclusive direct access to the OAVT's website visitors and retarget them with your company's ads that will showcase your brand, anywhere they visit online. Stand out with our uniquely qualified audience that will showcase your organization to those who need you the most.

Show your ads to the OAVT's website audience before, during and after the OAVT 2022 Conference. Each retargeting package offers a guaranteed number of ad views over a duration of 3 months (January, February and March 2022).

Package	Price
30,000 Views	\$1,000
80,000 Views	\$2,000
150,000 Views	\$3,000

**Best Value**

With ad retargeting, you will also receive access to detailed reports that allow you to see your campaign results in real-time including ad views, clicks, and geographical locations of ads served.

# Interactive Opportunities

In this new digital format, enhance your sponsorship by connecting with attendees through these interactive opportunities.

## Passport Program | \$500

The Passport Program encourages attendees to check-in to your virtual booth in order to be eligible for prizes. The OAVT will provide overall prizes, but the Sponsor also has the opportunity to provide prizes to the pool that checks-in specifically to their booth. The Sponsor also receives contact information for those that check-in at the booth.

*Please note, this opportunity is already included for those achieving the Supporting, Contributing and Collaborating levels.*

## Product or Program Feature | \$1,000

For 30 minutes, the stage is yours! Showcase a product or service to a captured audience. Your feature will be listed within the conference program and highlighted in the daily digest email during the event. The OAVT will offer attendees the opportunity to win a gift card for attending the session. The organization will receive a report of those that attended the session.

# Education Sessions

Show your company's commitment to providing high quality continuing education opportunities for animal health professionals. Make an impact by sponsoring a session or speaker.

Individual Session | \$500

Keynote | \$1,000

Add a featured 30-second video at the start of the session | \$500

*Video is also included as part of the session recording*

### Session or Keynote sponsorship includes:

- Logo included in the session listing
- Session featured on your virtual booth
- Company logo featured on the welcome slide
- Thank you message from the session moderator
- Logo featured on the closing slide







# SHOW YOUR BRAND

## Delegate Swag

Registrants will receive swag bags via mail in advance of the OAVT 2022 Conference. This is your opportunity to be a key focus before the event.

### Branded Item | \$1,500

Price includes one branded item selected by the OAVT.

Choose from: • Pen • Notepad • Lip balm

Additional items may be available. Please direct inquiries to [catrina@oavt.org](mailto:catrina@oavt.org).

### Advertisements | \$1,500

There is very limited space for printed advertisements in the attendee package. Organization must provide 1,000 units to the OAVT distribution partner by January 31, 2022.



## Conference Guide Advertisements

The digital, full-colour conference guide will be distributed to registrants in February 2022. Your ad includes a link to your virtual booth page.

Full Page	\$1000
Half Page	\$500
Quarter Page	\$250

### FINE PRINT

All sponsor and exhibitor applications must be received by the OAVT no later than February 1, 2022. All artwork must be received by January 31, 2022, or earlier as specified in the sponsorship contract. Payment for all Sponsorship items must be received by the OAVT office by February 15, 2022. Additional deadlines for deliverables are outlined in the sponsorship contract.

### CANCELLATION POLICY

A fee of \$150 will apply to all cancellation requests prior to January 31, 2022. Cancellations will not be processed after January 31, 2022, the sponsor will be responsible for the full cost of their sponsorship. Any costs incurred by the OAVT are the sole responsibility of the sponsor.