SPONSORSHIP OPPORTUNITIES

Sponsorship has real ROI and gives your company or brand a connection to Texas veterinary medicine and its practitioners.

PAST SPONSORS

The 2019 TVMA Conference & Expo had more than 874 attendees, and sponsors were also able to reach more than 10,000 veterinarians, LVTs and practice managers through multiple marketing channels prior to the conference.

91% OF ATTENDEES ARE BUYERS, OWNERS OR DECISION-MAKERS WHO INFLUENCE PURCHASING DECISIONS

65% ATTENDEES DVMs

26% ATTENDEES TECHS/STAFF

9% ATTENDEES STUDENTS
# SPONSORSHIP OPPORTUNITIES

A wide variety of sponsorship opportunities and benefits can help you meet your marketing objectives.

## WE HAVE JUST WHAT YOU ARE LOOKING FOR

<table>
<thead>
<tr>
<th>Mobile Charging Station</th>
<th>$2,250 GOLD Level Benefits PLUS Marketing Materials</th>
<th>This is one of the most sought-out spots at the conference. Station includes seating and charging table with your logo and recognition signage prominently displayed. You also can place marketing material or, better yet, have your rep at the station to engage.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name Pouches &amp; Lanyards</td>
<td>$2,250 GOLD Level Benefits</td>
<td>Gain maximum exposure and visibility for your company to literally every attendee, every day throughout the entire conference!</td>
</tr>
<tr>
<td>Conference Swag Tote</td>
<td>$2,570 CO-SPONSOR, $4,500 EXCLUSIVE, DIAMOND or GOLD Level Benefits</td>
<td>Your company logo on the bag every attendee gets and uses for all the swag—and then they take it home and use it to shop. <strong>Deadline for this opportunity is December 1.</strong></td>
</tr>
<tr>
<td>Conference Notebook</td>
<td>$3,000 DIAMOND Level Benefits</td>
<td>A handy 6”x 9” coil-bound notebook for notes and use back at the clinic. Company logo on front cover and all pages. <strong>Deadline for this opportunity is January 15 with materials due January 30.</strong></td>
</tr>
<tr>
<td>Mobile Conference App</td>
<td>EXCLUSIVE $2,250 GOLD Level Benefits</td>
<td>Every attendee will use the app to plan, check schedule changes and find sessions. Company logo with hyperlink visible on splash page each time app is used.</td>
</tr>
<tr>
<td>Conference Tote Inserts</td>
<td>$750 BRONZE Level Benefits</td>
<td>Provide a branded insert or marketing piece placed in each attendee’s Conference Swag Tote. <strong>Insert must be approved by TVMA and received by February 1.</strong></td>
</tr>
<tr>
<td>Passport Spot</td>
<td>$500 BRONZE Level Benefits</td>
<td>Your company logo and booth number on passport promotion. Attendees must visit companies on the passport and be stamped to be entered into a drawing for incredible prizes. This is a high-draw promotion and will give you direct interaction. <strong>Deadline for opportunity is February 1.</strong></td>
</tr>
<tr>
<td>Passport Sponsor</td>
<td>$1,900 GOLD Level Benefits PLUS</td>
<td>Company logo and tag prominently displayed with special recognition on each passport plus company logo “must-visit” stamp. <strong>This is an attendee high-draw and traffic promotion.</strong></td>
</tr>
<tr>
<td>Wellness Salad Jar Sponsor</td>
<td>$3,000 Friday or Saturday DIAMOND Level Benefits PLUS</td>
<td>Kudos and connection for being the wellness-aware company that also understands convenience. Salad jar station for attendee pickup with company name and logo on label.</td>
</tr>
</tbody>
</table>
### SPONSORSHIP OPPORTUNITIES

A wide variety of sponsorship opportunities and benefits can help you meet your marketing objectives.

### SPONSORSHIPS ARE BUSINESS DECISIONS WITH REAL ROI

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Level Benefits</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water Bottles</td>
<td>$2,000 Gold Level Benefits</td>
<td>Attendees will be grateful and notice you have kept them hydrated with this high-visibility company name and logo labeling opportunity. <strong>Deadline for this opportunity is January 15.</strong></td>
</tr>
<tr>
<td>Elevator Cling</td>
<td>$3,000 DIAMOND Level Benefits</td>
<td><strong>SOLD</strong></td>
</tr>
<tr>
<td>Speaker or Session Track</td>
<td>$3,000 HALF-DAY, $5,000 FULL-DAY, PLATINUM or DIAMOND Level Benefits PLUS</td>
<td>Identify and associate your company with a specific area of expertise, speaker or methodology. <strong>Speak from the main stage and get targeted access to your audience and market.</strong> Sample/marketing collateral placement opportunity.</td>
</tr>
<tr>
<td>Special Attention Conference Guide</td>
<td>$4,500 DIAMOND Level Benefits PLUS</td>
<td>Special placement of two full-color back cover and inside front cover company ads. Messaging and promotion used on-site and referred to back at the practice. <strong>Deadline for this opportunity is January 15.</strong></td>
</tr>
<tr>
<td>Welcome Reception Host</td>
<td>$6,000 CO-SPONSOR, $10,000 EXCLUSIVE PLATINUM Level Benefits PLUS</td>
<td>Opportunity to speak to all guests and attendees, give away samples or collateral, recognition at food and beverage stations, inclusion on passport traffic builder and recognition signage. This event is 1-½ hours on Friday evening for attendees, exhibitors and guests. Beer, wine, soft beverages and appetizers are served. <strong>The deadline for this opportunity is January 2.</strong></td>
</tr>
<tr>
<td>Board Host: Installation and Awards Dinner</td>
<td>$7,500 CO-SPONSOR, $13,500 EXCLUSIVE PLATINUM Level Benefits PLUS</td>
<td>This is a <strong>premier opportunity</strong> to identify and present your company with TVMA’s leadership and mission. Welcome guests prior, <strong>speak from the main stage</strong>, recognition signage and placement of marketing piece or sample. Three (3) dinner guests.</td>
</tr>
<tr>
<td>“Get You Noticed” President’s Celebration</td>
<td>$12,000 CO-SPONSOR, $20,000 EXCLUSIVE PLATINUM Level Benefits PLUS</td>
<td>Very unique way to brand and engage with your market and customers. This isn’t your typical sales visit connection. Welcome and <strong>speak to guests</strong>, gobo light with company logo displayed, vibe, recognition signage, give-away opportunity, upgrade of half-page conference guide and magazine ads to full pages.</td>
</tr>
</tbody>
</table>
See which sponsorship opportunities and benefits can help you meet your marketing objectives.

### SPEAKING, INTERACTION, INFLUENCE

<table>
<thead>
<tr>
<th>Speaking &amp; Interaction</th>
<th>Full Day CE Session or Speaker Track</th>
<th>Main Stage</th>
<th>Platinum P</th>
<th>Diamond D</th>
<th>Gold G</th>
<th>Bronze B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speaking &amp; Interaction</td>
<td>Half Day CE Session or Speaker Track</td>
<td>Main Stage</td>
<td>✔</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking &amp; Interaction</td>
<td>Awards &amp; TVMA Installation Dinner</td>
<td>Main Stage</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking &amp; Interaction</td>
<td>President’s Celebration</td>
<td>Main Stage</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking &amp; Interaction</td>
<td>Welcome Reception</td>
<td>Main Hall</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Interaction</td>
<td>Passport Sponsor</td>
<td>High Booth Interaction</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interaction Opportunity</td>
<td>Charging Station</td>
<td>High Attendee Traffic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### EXPOSURE, VISIBILITY

<table>
<thead>
<tr>
<th>Mobile App</th>
<th>Company logo, hyperlink, description</th>
<th>Platinum P</th>
<th>Diamond D</th>
<th>Gold G</th>
<th>Bronze B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Media</td>
<td>Image, logo, content, hyperlink</td>
<td></td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Program Guide</td>
<td>Full-color advertisement, logo (exclusive)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Name Pouch</td>
<td>Company logo and name (exclusive)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Attendee Tote</td>
<td>Company logo and name, branding</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Tote Inserts</td>
<td>Marketing piece or sample, promotion</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Elevator Cling</td>
<td>Company logo, message, branding</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Conference Notebook</td>
<td>Company logo, message, branding</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Water Bottle</td>
<td>Company logo, tag, branding</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Wellness Salad Jars</td>
<td>Company logo, tag, branding</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>
SPONSORSHIP OPPORTUNITIES

Sponsorship has real ROI and gives your company or brand a connection to Texas veterinary medicine and its practitioners.

SPONSORSHIP BENEFITS AT A GLANCE

<table>
<thead>
<tr>
<th>PLATINUM SPONSOR</th>
<th>DIAMOND SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Value of Benefits</td>
<td>$7,510</td>
</tr>
<tr>
<td>Total Value of Benefits</td>
<td>$6,140</td>
</tr>
</tbody>
</table>

**MARKETING BENEFITS AT THE EXPO:**
- Company logo and main sponsor recognition on exhibit hall entrance **$500**
- Sponsor recognition carpet decal at exhibit booth **$150**
- Company logo and recognition in the official conference guide **$250**
- One-page marketing insert piece in the official conference bag given to all attendees **$750**
- Complimentary tickets (4) to president’s celebration **$240**
- Company logo and sponsor recognition on large window cling in registration area **$1000**
- Half-page full-color ad in official conference guide **$760**
- Sponsor recognition ribbons for company representatives

**MARKETING BENEFITS BEFORE AND AFTER THE EXPO:**
- Pre- and post-conference digital attendee lists **$1,000**
- Company logo and recognition on TVMA Facebook cover photo for 30 days **$500**
- Company logo and sponsor recognition on TVMA website slider for 30 days **$750**
- Company logo and sponsor recognition on conference website **$300**
- Company logo and sponsor recognition in the Texas Veterinarian magazine issue **$300**
- Company logo with link to website sent in eblast to TVMA membership **$250**
- Full-page color ad in December 2019 issue of Texas Veterinarian (due Nov 5) **$1080**

**MARKETING BENEFITS AT THE EXPO:**
- Company logo and recognition on exhibit hall entrance **$450**
- Sponsor recognition carpet decal at exhibit booth **$75**
- Company logo and recognition in the official conference guide **$250**
- One-page marketing insert piece in the official conference bag given to all attendees **$750**
- Complimentary tickets (2) to president’s celebration **$120**
- Quarter-page full-color ad in official conference guide **$560**
- Sponsor recognition ribbons for company representatives

**MARKETING BENEFITS BEFORE AND AFTER THE EXPO:**
- Pre- and post-conference digital attendee lists **$1,000**
- Company logo and recognition on TVMA Facebook cover photo for 30 days **$500**
- Company logo and sponsor recognition on TVMA website slider for 30 days **$750**
- Company logo and sponsor recognition on conference website page **$300**
- Company logo and sponsor recognition in Texas Veterinarian magazine issue **$300**
- Company logo with link to website sent in eblast to TVMA membership **$250**
- Half-page color ad in December 2019 issue of Texas Veterinarian (due Nov 5) **$760**

General-level sponsorships are a perfect way to increase your market reach, grow revenue and, at the same time, demonstrate support and commitment to the TVMA mission. Benefit levels apply. For full sponsor benefits, commitment and full payment must be received by January 2.
SPONSORSHIP OPPORTUNITIES

Sponsorship has real ROI, plus it clearly displays your connection to Texas veterinary medicine and its practitioners.

### SPONSORSHIP BENEFITS AT A GLANCE

<table>
<thead>
<tr>
<th>GOLD SPONSOR</th>
<th>$1,500 – $2,570</th>
<th>Total Value of Benefits</th>
<th>$3,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING BENEFITS AT THE EXPO:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company logo and recognition on exhibit hall entrance $450</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sponsor recognition carpet decal at exhibit booth $150</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company logo and recognition in the official conference guide $250</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• One-page marketing insert piece in the official conference bag given to all attendees $750</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRONZE SPONSOR</th>
<th>$750 – $1,499</th>
<th>Total Value of Benefits</th>
<th>$2,250</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARKETING BENEFITS AT THE EXPO:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company name and recognition on exhibit hall entrance $450</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Sponsor recognition carpet decal at exhibit booth $150</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Company name and recognition in the official conference guide $250</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

| MARKETING BENEFITS BEFORE AND AFTER THE EXPO: | | | |
| • Pre- and post-conference digital attendee lists $1,000 | | | |
| • Company name and sponsor recognition on conference website page $200 | | | |
| • Company name and sponsor recognition in *Texas Veterinarian* magazine issue $200 | | | |
| • Sponsor recognition ribbons for company representatives | | | |

DON’T SEE A SPONSOR OPPORTUNITY THAT FITS WHAT YOU’D LIKE TO DO? Let TVMA work with you to customize a sponsorship that rounds out your marketing, reaches your audience and achieves your goals. Contact TVMA Director of Education & Events Ellen Forsythe, CMP, at eforsythe@tvma.org or 512-452-4224.
TVMA SPONSORSHIP AGREEMENT

For full sponsor benefits, commitment and payment must be received by January 1, 2020

Company Name: ___________________________________________________________

Company Address: __________________________________________________________

City: __________________ State: _______ Zip: ________________________________

Primary Contact: __________________________________________________________

Primary Contact Email: ___________________________________________________

Credit Card Number: ___________________________________________________________________ Exp. Date: _____________ Security Code: _______

Name on Card: _________________________________________________________________________ Amount: $_______________________________

Billing Address: _________________________________________________________________________________________________________________

Or please send a check made out to TVMA, 8104 Exchange Dr., Austin, TX 78754

Company name as you would like it to appear on recognition signage and publications.

Please note submission of a company logo in an eps vector file format is required of all sponsors. Logo must be submitted to Ellen Forsythe, eforsythe@tvma.org with this sponsorship agreement.

Please check the sponsors you would like to participate in:

☐ Passport Spot $500 (8 available)

☐ Conference Bag Insert $750 (10 available)

☐ Passport Sponsor $1,900 (3 available)

☐ Water Bottles for Refreshment Breaks ($2,000)

☐ Mobile App $2,250 (1 available)

☐ Mobile Charging Station $2,250 (1 available)

☐ Name Badge Pouch and Lanyard $2,250 (1 available)

☐ Official Conference Tote $2,570 (2 avail) - OR - sole sponsorship $4,500

☐ Conference Notebook $3,000 (3 available)

☐ Elevator Cling $3,000 (SOLD)

☐ Wellness Salad Jar Bar in Exhibit Hall (Fri.) $3,000

☐ Wellness Salad Jar Bar in Exhibit Hall (Sat.) $3,000

☐ Speaker or CE Track Half Day $3,000 (list preferred spkr./track)

Name of Speaker or CE Track You’d Like to Sponsor :

☐ Welcome Reception Co-sponsor $6,000 (2 available)

☐ Awards & TVMA Board Installation Dinner Co-sponsor $7,500 (2 available)

☐ Welcome Reception Exclusive $10,000 (1 available)

☐ President’s Celebration Co-Sponsor $12,000 (2 available)

☐ Awards & TVMA Board Installation Dinner Exclusive $13,500 (1 available)

☐ President’s Celebration Exclusive Sponsor $20,000 (1 available)

SPONSORSHIP COMMITMENT (UNSPECIFIED)

☐ General Bronze $750-$1,499

☐ General Gold $1,500-2,999

☐ General Diamond $3,000-4,999

☐ General Platinum $5,000+

☐ Conference Guide Program $4,500 (1 available)

☐ Speaker or CE Track Whole Day $5,000 (list preferred spkr./track)

A deposit of 50% is due upon signature of this agreement, payment must be made by credit card or check. This document serves as a contract. All sponsor requests are final. Execution of this Agreement form signifies assumption of legal responsibility to pay for all sponsor opportunities as stipulated on this form. There are no cancellations/refunds. By signing this document, I agree to the guidelines outlined.

Credit Card Number: ___________________________ Exp. Date: _____________ Security Code: _____________

Name on Card: _________________________________ Amount: $_______________________________

Billing Address: ________________________________

Or please send a check made out to TVMA, 8104 Exchange Dr., Austin, TX 78754

Company Representative ________________________________ Date _____________
The TVMA Conference provides opportunities to visit with customers outside the clinic setting and connect with veterinarians and staff.