Advertising, Exhibiting and Sponsorship Opportunities and Benefits

Partnering in
Advancing Managers. Transforming Practices.
Sponsorship, exhibiting, and advertising with VHMA is the premiere opportunity to get your brand and products in front of the decision-makers and influencers for veterinary hospitals throughout the United States.

Veterinarians have recognized that the professional management of their practices has become a critical priority to remain competitive and to meet the requirements of today’s consumer savvy clients. Practitioners and practice owners look to their practice managers to make recommendations and facilitate a smooth-running operation. Veterinary practice managers run the business, including managing procurement and making product and service decisions for their hospitals.

VHMA brings practice managers together in a tight community, facilitating networking and communication. Managers frequently share recommendations on products and services, with more than 25% of VHMA discussion forum posts directly tied to products. Supporting VHMA and sharing information about your brand with practice managers can put your products and services in the forefront of this discussion.

Opportunities to increase your brand exposure include event sponsorships, exhibits, and advertising in the VHMA’s new Product and Service Review (PSR) site. Contact Lyn Korte, CAE at Lyn@VHMA.org or 518-433-8911 x9 today to gain access to 3,900 practice managers!

**Business Alliance Partner Program**

If you want to go beyond exposure and join VHMA in influencing the veterinary hospital industry, consider the Business Alliance Partner Program (BAP). The VHMA BAP Program provides an opportunity for veterinary industry stakeholders to join the VHMA in advancing and assuring a high overall quality of professional service in the veterinary field. The VHMA places tremendous value on the working relationship it has cultivated with industry companies and their individual representatives. It is a partnership that has advanced not only the association’s mission but also the profession.

VHMA’s BAP Program is open to qualifying companies offering products and services designed to address the professional business needs of today’s veterinary practice. The VHMA BAP Program offers scaled financial commitments with qualifying benefits. Industry stakeholders who wish to become a VHMA BAP should submit the BAP Contract for approval or contact Gerard Gervasi at Gerard@VHMA.org or 518-433-8911 x8 today!
### Educational Sponsorship Opportunities

#### Annual Meeting and Conference
**September 10-12, 2020 • Orlando, FL**

Average attendance: 350-400  
Make up of attendees: 90% manager/10% DVM

**Presenting Sponsor – $6,000**
- Complimentary exhibit space in premium location
- Lead retrieval with gamification*
- Mobile app ad
- Promotional insert
- 3-minute welcome speech or video (dates and times will be assigned by VHMA staff)
- 3-slide screen presentation shown during meals
- Dedicated exhibit networking time each day
- Recognition on conference signage

**Supporting Sponsor – $3,500**
- Complimentary exhibit space in premium location
- Lead retrieval with gamification*
- Mobile app ad
- 1-slide screen presentation shown during meals
- Dedicated exhibit networking time each day
- Recognition on conference signage

**Promotional Insert – $1,000**
- 1 flat insert 8.5 x 11
- Must be a registered exhibitor or sponsor
- July 15 deadline for materials

**Exhibit Booth with Lead Retrieval – $1,150; $1,200 after January 31, 2020**
- Includes lead retrieval with gamification*
- Attendees routed through exhibit hall
- Dedicated exhibit networking time each day

**Exhibit Booth – $995; $1,025 after January 31, 2020**
- Attendees routed through exhibit hall
- Dedicated exhibit networking time each day

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*Exhibitors with Lead Retrieval will be assigned points to give to attendees for participation. VHMA will award prizes to the three attendees who collect the highest number of points. Gamification is provided to encourage attendee interaction with vendors.

**Regional Workshops**
**January 29, 2020 • Houston, TX**  
**April 30, 2020 • Mahwah, NJ**  
**June 17, 2020 • Seattle, WA**  
**September 9, 2020 • Orlando, FL**

Average attendance: 25-40  
Make up of attendees: 90% manager/10% DVM

**Presenting Sponsor (3 available) – $6,000* ($1,500 per workshop x 4 workshops)**
- 5-minute presentation or video to attendees during lunch
- 1-slide screen presentation or video shown during lunch
- 1-page advertisement in workbook
- Materials in attendee packets
- *VHMA Business Alliance Partners have the first right of refusal to these opportunities

**Regional Sponsor (2 per event) – $1,000***
- Logo included on Regional Sponsor slide during lunch
- Materials in attendee packets
- *10% discount VHMA Annual Meeting and Conference exhibit

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*Limited to 69 total booths

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**Management Exchange**
**February 27-29, 2020 • Charleston, SC**

Average attendance: 50-80  
Make up of attendees: 90% manager/10% DVM

**Presenting Sponsor – (2 available) – $3,500***
- 10-minute presentation or video to attendees (dates and times will be assigned by VHMA staff)
- *VHMA Business Alliance Partners have the first right of refusal to these opportunities
- Exhibit table

**Reception Sponsor (1 available) – $2,000***
- 5-minute presentation or video during reception
- Exhibit table

**Exhibit Table (Limited to 8) – $600***
- 10% discount VHMA Annual Meeting and Conference exhibit
“The 2019 VHMA Annual Conference was a tremendous opportunity for us to showcase our products and services to a target audience. VHMA members were engaged and eager to learn how we could help their business and the conference was a tremendous success. We look forward to exhibiting again in 2020 and supporting the VHMA organization and their membership.”

Matt Denaro
Vice President of Sales
Scrubin Uniforms

“This was one of the best conferences I have been to as a vendor. Every conversation I had was valuable and all the attendees at the VHMA conference were there with intention to get the most of their time.”

Desiree Noble
Sales Representative
Elanco Companion Animal Health

“VHMA, you have done amazing work with the annual conference! The event stands out as one of our must-attend shows. We appreciated the sessions, networking and the opportunity to meet attendees at our exhibit. With so many hospital managers in one location, it was a terrific investment of our time. See you next year!”

Heather Fields
Vice President, Marketing
VitusVets
## VHMA CORPORATE SPONSORSHIP OPPORTUNITIES

Please review BAP Benefits Definitions.

<table>
<thead>
<tr>
<th>Business Alliance Partners Level Packages</th>
<th>Silver – $6,000</th>
<th>Gold** – $10,000</th>
<th>Platinum* – $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early selection for VHMA event sponsorships and advertising</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>1 insert (flat, 8.5 x 11 in, single- or double-sided) in physical mailing to VHMA members 1x per year</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Partner acknowledgment on newsletter and website</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Partner logo use</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Annual Meeting and Conference</td>
<td>10% discount on exhibit, sponsorship, and advertising and premium placement</td>
<td>20% discount on exhibit, sponsorship, and advertising and premium placement</td>
<td>Complimentary exhibit booth at annual conference with premium placement, lead retrieval with gamification, 3-minute welcome speech</td>
</tr>
<tr>
<td>Partner eNews monthly member e-newsletter</td>
<td>(4x)</td>
<td>(8x)</td>
<td>(12x)</td>
</tr>
<tr>
<td>Complementary Consultant Membership (for company representatives)</td>
<td>(1)</td>
<td>(3)</td>
<td>(5)</td>
</tr>
<tr>
<td>Free annual VHMA membership to give away to practice team members (first-time VHMA members)</td>
<td></td>
<td>(1)</td>
<td>(3)</td>
</tr>
<tr>
<td>Free registrations to educational webinars to give away</td>
<td></td>
<td>(12)</td>
<td>(25)</td>
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<tr>
<td>Free registration to a VHMA event to give away (Annual Meeting and Conference, Management Exchange, or Regional Workshop)</td>
<td></td>
<td>(1)</td>
<td>(3)</td>
</tr>
<tr>
<td>VHMA PSR: Product and Service Reviews site advertising package</td>
<td>10% discount on Review Site Advertising Sponsorship</td>
<td>20% discount on Review Site Advertising Sponsorship</td>
<td>Complimentary Premium Review Site Sponsorship (1)</td>
</tr>
<tr>
<td>Right of first refusal for Presenting Sponsors packages for Management Exchange and Regional Workshops</td>
<td></td>
<td>x</td>
<td>x</td>
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<tr>
<td>Advisory Group Access</td>
<td></td>
<td>x</td>
<td>x</td>
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<tr>
<td>60-minute Focus Group Access at Annual Meeting and Conference</td>
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<td></td>
<td>x</td>
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</tbody>
</table>

Flexible payment plans available with quarterly or annual options.

**Three years of continuous Silver sponsorship required

*Five years of continuous Silver and/or Gold sponsorship required
**Consultant Membership** – VHMA offers an array of individual membership categories - Consultant Membership is for individuals and companies who provide management or other specific services on a contractual basis to veterinary hospitals. As part of your BAP partnership a complimentary Consultant Membership is provided to your representative(s) so they have full access to membership benefits and can receive member-relevant communications.

**Partner Logo-Usage** – The VHMA has developed a specific branded logo for each BAP partnership level. VHMA encourages our BAPs to utilize the partner logo to advertise your commitment to veterinary practice management professionals through your partnership with VHMA. A formal logo usage policy is provided. The partner logo should not be used in a way that would imply an endorsement.

**Partner Acknowledgement on newsletter and website** – VHMA is extremely proud of the partnerships and strategic alliances we have built through the BAP program. VHMA will proudly display a list of our partnerships on the VHMA website.

**VHMA Annual Member Mailing** – VHMA educates our membership my making them aware of the products and services available to them that can help them improve their practice efficiency and operations. Through an annual membership mailer VHMA highlights our BAP partners’ support and product offerings.

**Partner eNews (monthly member newsletter)** – VHMA publishes a monthly partner electronic newsletter to our membership. The newsletter is another opportunity for our partners to connect with management professionals directly. The newsletter is the place where our BAPs can share exciting news about their products and/or services. Each BAP is limited to 70 words of text. Your logo and URL link image will be included.

**Exhibit Booth at Annual Conference** – The VHMA’s Annual Conference (held in the fall each year) is another great opportunity for our partners to directly communicate and interact with management professionals. The VHMA encourages our partners to participate in this annual event to give members the opportunity to learn more specifically about your products and/or services.

**Advisory Group** – VHMA will provide one-time access to a 10-member volunteer advisory group. VHMA members are subject matter experts in veterinary practice management who can provide feedback on your company’s products and services, or serve as a resource for new product development. Access to the advisory group is virtual via electronic survey or conference call.

**Focus Group** – VHMA will convene a 10-member advisory group of veterinary management subject matter experts for a 60-minute, in-person focus group session to be led by your company held in conjunction with the VHMA Annual Meeting and Conference. VHMA will coordinate the meeting space and volunteers; the BAP will provide a session facilitator, audio-visual requirements, and food and beverages as desired.
VHMA restricts the use of the Business Alliance Partner (BAP) logo as stated in the following policy:

The Veterinary Hospital Managers Association (VHMA) – Business Alliance Partner logo is the property of VHMA. However, VHMA grants a license to use the BAP logo to its BAP program participants in good standing. Only BAP program participants who have maintained their BAP program status can use the BAP logo. BAP program participation is renewed annually. BAP program participants are NOT authorized to use any other logo or trademark that is the property of VHMA.

BAP program participants in good standing are authorized to use the BAP logo for the purpose of identifying their program participation and status. The BAP logo may NOT be used in any manner to imply that a BAP program participant is in any way an agent of BAP program or the VHMA or that the BAP program or the VHMA in any way warrants, approves, or endorses the BAP program participant or any product or service provided by the BAP program participant.

The BAP logo is intended for educational purposes only. VHMA retains the right to review and approve in advance all uses of the BAP logo.

The BAP program participant shall use the BAP logo representative of their BAP program status.

The right to use the BAP logo shall terminate and be revoked upon the BAP program participant’s failure to remain in good standing, in the event of misuse by the BAP program participant as determined by VHMA, or any other breach of this Policy for Use. Upon such termination and/or revocation, the BAP program participant will eliminate the use of the BAP logo from all materials regardless of whether such materials are preprinted or pre-existing at that time.

Legal action will be taken against anyone who uses the BAP logo in violation of the above policy.
The Veterinary Hospital Managers Association, Inc. ("VHMA") is a nonprofit, Section 501(c)(6) tax exempt association and the Company named on the Business Alliance Partner Program Application desires to support VHMA's activities ("Activities"). The purpose of this Confirmation is to ensure that both VHMA and the Company agree on the terms of recognition to be provided for Company’s support.

1. VHMA Program. During the one year term of this Confirmation, VHMA agrees to identify and acknowledge Company as a Business Alliance Partner of VHMA, as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and applicable U.S. Treasury regulations ("Sponsorship"). Such identification and acknowledgment will include displaying Company's corporate logo and certain other identifying information in connection with VHMA Activities. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment will be determined by VHMA in its sole discretion. VHMA and Company agree that the purposes of the Activities is educational in nature and that no product promotion or advertising services by VHMA is intended in connection with the Activities.

2. Mutual License of the Intellectual Property. VHMA and the Company are each the sole owner of all right, title, and interest to VHMA's and the Company's respective property, including each party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Property"). VHMA and the Company hereby grant to other party a limited, non-exclusive license to use certain of its intellectual property, including names, trademarks, and copyrights in connection with Company's Sponsorship of VHMA. It is understood that each party retains the right to review and approve in advance all uses of its intellectual property, which approval shall not be unreasonably withheld.

3. Sponsorship Payment. Company agrees to make a cash contribution to VHMA annually for each year covered by this Confirmation. A 25% deposit of such amount is due with the Application, with the remaining balance due within sixty (60) days thereafter. The payments described in this paragraph shall constitute payment by Company solely for Company's Sponsorship of VHMA. Such payments shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by VHMA on behalf of Company, or income from a partnership or joint venture.

4. Relationship Between the Parties. The parties agree that this Confirmation is not intended to create any joint venture, partnership, employment, or agency relationship of any kind. The parties agree that Sponsorship of VHMA does not constitute VHMA's endorsement, guarantee, acceptance, or approval of Company, its services, products, programs, or activities.

5. Limitation of Liability; Indemnification. The parties shall indemnify and hold each other, and their respective directors, officers, affiliates, and employees, harmless against any claim, loss, liability, suit or judgment (including attorneys' fees) that may arise as a result of the negligence or misconduct by the party in connection with this Sponsorship.

6. Term and Termination of Confirmation. This Confirmation is subject to the approval of the VHMA Board of Directors. This Confirmation will terminate at the end of the year for which Sponsorship payment is made or immediately upon written notice from one party to the other. Upon termination or expiration of this Confirmation, all rights and privileges for use of each party's Property shall expire, and each party shall discontinue the use of the other party's Property. If Confirmation is terminated prior to the conclusion of the year for which Sponsorship payment is made, payment will be refunded on a prorated basis.

7. Confidential and Proprietary Property. VHMA and Company, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other, except as may be authorized in writing by the other.

8. VHMA Policies. By submission of this application, Company agrees to adhere and abide by all VHMA polices, including VHMA Community and Directory Rules and Etiquette.

9. Miscellaneous. Either party's waiver of, or failure to exercise, any right provided for in this Confirmation shall not be deemed a waiver of any further or future right under this Confirmation. This Confirmation is binding on the parties, their successors and assigns, provided that no party may assign this Confirmation without the consent of the other party.
Company Name: ______________________________________________________________________________________

Contact/Title: ________________________________________________________________________________________

Address: ____________________________________________________________________________________________

City:  __________________________________  State:   _________________ Zip:  ______________________

Telephone and Fax: ___________________________________________________________________________________

E-mail Address: _______________________________________________________________________________________ 

Company Web site Address: _____________________________________________________________________________

Product/Service Category (check all that apply):

☐ Accounting and Financial Services
☐ Advertising Services and Materials
☐ Biologicals
☐ Business and Personnel Forms
☐ Computer Hardware and Software
☐ Diagnostics
☐ Food
☐ Hospital Equipment
☐ Hospital Supplies
☐ Legal Services and Products
☐ Management Consulting
☐ Office Supplies
☐ Parasiticides
☐ Pharmaceuticals
☐ Staff Training Services and Products
☐ Publications
☐ Web site Products and Services
☐ Other:

Sponsorship

Yes, our company would like to apply to be a VHMA Business Alliance Partner at the following sponsorship level:

☐ Platinum ($15,000)*
☐ Gold ($10,000)**
☐ Silver ($6,000)

* Five years of continuous Silver and/or Gold sponsorship required.
** Three years of continuous Silver sponsorship required.

Payment

Payment Type:  ☐ Check  ☐ Visa  ☐ Mastercard  ☐ Discover  ☐ American Express

Credit Card Number: ________________________________________________________________________________

Expiration Date: __________________________  Card security code (CSC): __________________________

Name on credit card (PLEASE PRINT NEATLY): __________________________________________________________

Complete billing address: ____________________________________________________________________________

Signature of credit card holder: ________________________________________________________________________

• All funds should be in U.S. dollars.
• VHMA Business Alliance Partnerships are renewed annually. The terms of this sponsorship relationship are confirmed on the next page.
* VHMA Business Alliance Partnership is subject to the approval of the VHMA Board of Directors.

Submission of this form indicates your agreement to the sponsorship terms provided on the page VHMA BUSINESS ALLIANCE PARTNERSHIP CONFIRMATION OF TERMS in this packet.

Return this form and payment to:

VHMA • P.O. Box 2280 • Alachua, FL 32616-2280
518-433-8911 • fax 888-795-4520 • admin@vhma.org • www.vhma.org