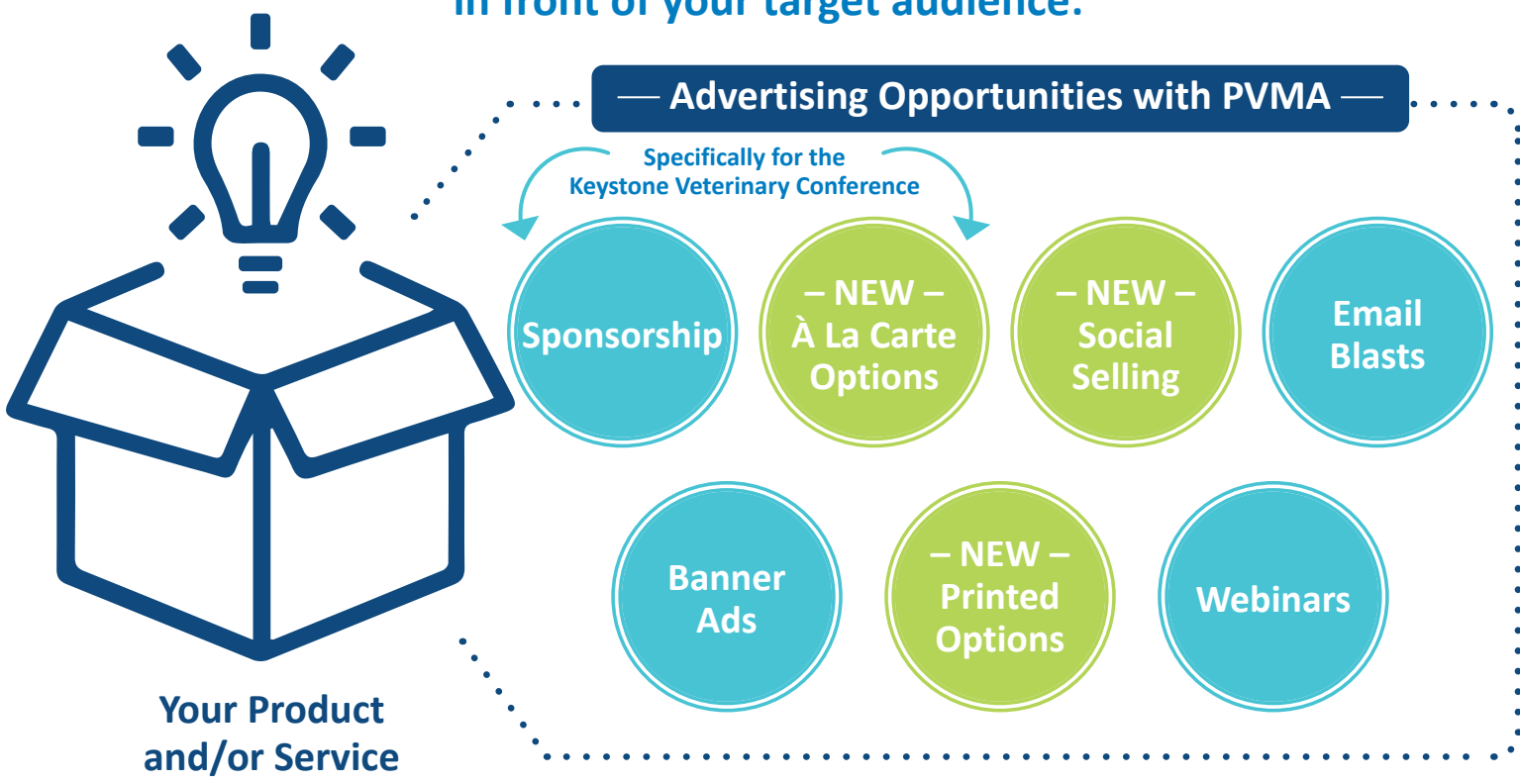




Just like many other businesses, COVID-19 has impacted the Pennsylvania Veterinary Medical Association causing major changes to our events. PVMA has taken this opportunity to explore virtual events versus its in-person model. With this move, we identified some new and unique ways to keep your product and/or service on target with your sales goals.

Check out all the ways you can get your product and/or service in front of your target audience:



SPONSORSHIP OF KVC



PVMA's Keystone Veterinary Conference (KVC) is our largest and one of the nation's premier veterinary conferences. KVC features nationally-recognized speakers, relevant topics, and the opportunity to connect with veterinary professionals from around the country. Normally, this conference is an in-person event that spans over four days; however, for 2020 we have decided to host a virtual event in an effort to keep everyone as safe as possible during the pandemic.



Our virtual KVC will be held August 14-15, 2020

We have designed this new format to maximize our corporate partners' visibility throughout the event. This is your chance to get in front of your audience and network. With this virtual platform, PVMA can provide you with detailed analysis on attendees who are interested in your product and/or service. Below are our sponsorship opportunities along with **À La Carte Options** to tailor your experience to your business's needs.

Sponsorship Benefits

Recognition in sponsor program and promotions

Acknowledgment on the schedule and in the platform's virtual lecture room

Involvement in Scavenger Hunt

Link to website on KeystoneVetConference.org

Premium Virtual Booth Space

Exhibit Booth

Additional complimentary company representative registrations

Banner ad on the KVC website

Ad in virtual program on KeystoneVetConference.org website

Complimentary VIV registration (see page 4 for details)

BEST VALUE!

	Platinum	Gold	Silver	Bronze
Recognition in sponsor program and promotions	✓	✓	✓	✓
Acknowledgment on the schedule and in the platform's virtual lecture room	✓	✓	✓	✓
Involvement in Scavenger Hunt	✓	✓	✓	✓
Link to website on KeystoneVetConference.org	✓	✓	✓	✓
Premium Virtual Booth Space	✓	✓	✓	—
Exhibit Booth	✓	✓	30% Off	20% Off
Additional complimentary company representative registrations	2	1	1	—
Banner ad on the KVC website	✓	✓	—	—
Ad in virtual program on KeystoneVetConference.org website	1/2 page	1/4 page	—	—
Complimentary VIV registration (see page 4 for details)	✓	—	—	—
	\$5,000	\$4,000	\$3,000	\$2,000

NOTE: 3 Rivers Veterinary Symposium remains a scheduled conference, however the status could change as we wait for guidelines from the PA Department of Health and the Centers for Disease Control and Prevention during the month of November.

SPONSORSHIP OF KVC CONTINUED



Please place an **X** or **✓** by the option you wish to purchase, as well as any other options in this packet. Be sure to email Partnership@PaVMA.org with your choice.

- Platinum: \$5,000
- Gold: \$4,000
- Silver: \$3,000
- Bronze: \$2,000

NEW! À LA CARTE OPTIONS FOR KVC



Please place an **X** or **✓** by the option you wish to purchase, as well as any other options in this packet. Be sure to email Partnership@PaVMA.org with your choice.

Exhibit Booth - includes:

- Virtual booth
- Registration for 2 company representatives
- Name in virtual program on the KeystoneVetConference.org website
- Involvement in Scavenger Hunt
- Attendee list
- NEW! Virtual Networking/Matchmaking: Your product and/or service will automatically match to all attendees in the matchmaking feature. *Limit to 3.*

- PVMA Member: \$1,000
- Non-Member: \$1,600
- Non-Profit/Non-Commercial: \$850
- Upgrade to a premium virtual booth: \$500

What does exhibiting virtually look like?

- ✓ Dedicated profile for each company including information, downloads, products and video
- ✓ Interact with assigned representatives immediately
- ✓ Includes a filterable, tiered directory of sponsors/exhibitors



À LA CARTE OPTIONS FOR KVC CONTINUED



Please place an **X** or **✓** by the options you wish to purchase, as well as any other options in this packet. Be sure to email Partnership@PaVMA.org with your choices.

Virtual Program - available online at KeystoneVetConference.org. This program is mass blasted to all PVMA Members and potential attendees:

- Full page ad: \$600
- 1/2 page ad: \$300
- 1/4 page ad: \$200

Very Important Veterinary Professional (VIV):

Our “VIV” program provides you the opportunity to show appreciation to a very important veterinary professional by offering complimentary registration to the Keystone Veterinary Conference.

- Registration at \$300/each | Qty needed: ____

Banner ads on KeystoneVetConference.org:

- June through August: \$700
- June only: \$200
- July only: \$300
- August only: \$400

Sponsor the Exhibitor Promo Box: \$3,000

Send your product and/or service's promotional items to attendees! Your company's branding on package. Sponsorship includes 2 of your items in the goody bag.

Item for the Exhibitor Promo Box: \$500

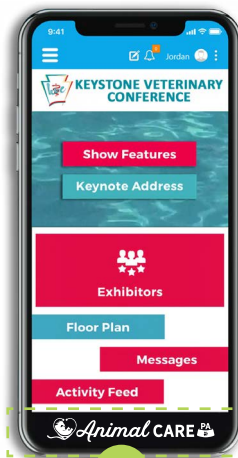
We'll mail a goody bag to the first 400 registrants! This is your chance to hand out any promotional items that you would normally have at your booth!

E

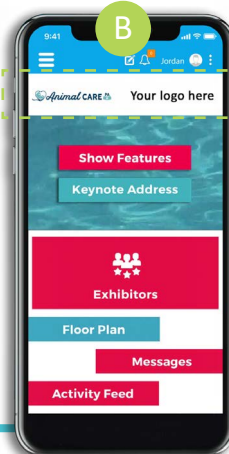


Advertise DURING the event with our event software:

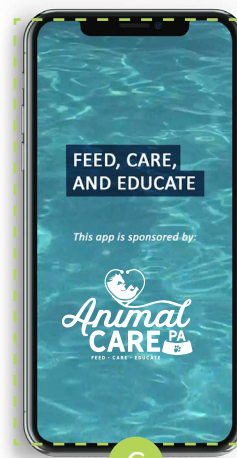
- A. Digital Banner Ad: \$500
- B. Scrolling Banner Ad: \$500
- C. Pop-Up Ad: \$1,000
- D. Push Notification: \$1,000
- E. Sponsor a Round Table Discussion Room: \$1,000



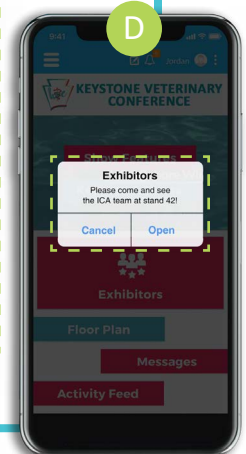
A



B



C



D

NEW! SOCIAL SELLING



Please place an **X** or **✓** by the option you wish to purchase, as well as any other options in this packet. Be sure to email Partnership@PaVMA.org with your choices.

By leveraging PVMA and the Keystone Veterinary Conference social media platforms, you have the ability to reach over 10,000 followers. Choosing this avenue can help you increase your brand's awareness and tap into a digital market, which is imperative during this pandemic, when face-to-face options are not available. We have a few options to choose from to help you reach your goals.

Social media post: \$150/post
— Quantity needed

Available for Facebook, Twitter, Instagram, LinkedIn and Youtube (only if posting a video). You provide PVMA with the graphics and/or video and the content and we post on your behalf. You can choose the date and time as well.

Specs:

Graphics need to be 1080px by 1080px square or 1080px by 608px landscape.

Videos need to be less than 1 minute if choosing to post on Instagram. Videos can be longer if we omit posting on Instagram.

Facebook Live Demo: \$600/demo
— Quantity needed

Available for Facebook only. You visit the PVMA office and we record a live demo of your product and/or service. Think of this like attendees visiting your booth at a conference, and you get to pitch your product and/or service. A PMVA rep will interact with you to answer some FAQs about your product and/or service. You can choose to take live Q&A and interact with our audience. This option includes 2 teaser posts reminding our audience we will be going live.

EMAIL BLASTS



Please place an **X** or **✓** by the option you wish to purchase, as well as any other options in this packet. Be sure to email Partnership@PaVMA.org with your choice.

Reach veterinary professionals directly via email with your customized content. You provide an HTML designed email with working links and PVMA will send it out to our members. Email blasts can be scheduled Monday through Thursday in the morning, afternoon or evening.

PVMA Members: \$750/blast
— Quantity needed

Non-Members: \$1,000/blast
— Quantity needed

BANNER ADS



Please place an **X** or **✓** by the options you wish to purchase, as well as any other options in this packet. Be sure to email Partnership@PaVMA.org with your choices.

Reach veterinary professionals through our weekly email blasts and/or through our website. You provide a graphic sized for the outlet you choose and we post on your behalf.

Vet Bytes - PVMA's Weekly E-News:

PVMA Website:

Leaderboard 728 x 90px: \$400

— Quantity Needed

Leaderboard 1100 x 100px: \$550

— Quantity Needed

Skyscraper 120 x 600px: \$250

— Quantity Needed

Skyscraper 250 x 450px: \$250

— Quantity Needed

Medium Rectangle 120 x 300px: \$200

— Quantity Needed

Footer 728 x 90px: \$175

— Quantity Needed

NEW! PRINTED OPTIONS



Please place an **X** or **✓** by the option you wish to purchase, as well as any other options in this packet. Be sure to email Partnership@PaVMA.org with your choice.

PVMA publishes the Keystone Veterinarian Magazine four (4) times a year. When our magazine is mailed to our members, it is sealed in a polybag. This provides you an opportunity to get a printed piece of your product and/or service in the hands of veterinary professionals.

PVMA Members: \$750/issue

Volume 3: Mails in July 2020

Volume 4: Mails in October 2020

Non-Members: \$1,000/issue

Volume 3: Mails in July 2020

Volume 4: Mails in October 2020

Specs:

Inserts can be no larger than 8.375" wide x 10.875" high and must be printed on 110# C or less. Folded brochures are allowed as long as the folded version is smaller than the dimensions above.

WEBINARS



Please place an **X** or **✓** by the option you wish to purchase, as well as any other options in this packet. Be sure to email Partnership@PaVMA.org with your choice.

Do you have a product and/or service that you would like to get in front of veterinary professionals? Do you have an expert on staff that can teach an CE-approved educational course? This is the option for you! You supply the speaker and chat with the attendees, and PVMA does the rest. Each webinar sponsor gets 10 minutes to present prior to the start of the lecture as well as an attendee list. PVMA handles all the marketing and promotion, platform setup and registrations. After the lecture has concluded, PVMA will post a recording in our Learning Management System for members to view on demand, which expands your reach to not just the live lecture attendees.

- Webinars: \$500
- Quantity Needed

Please complete this section before submitting:

Company

Contact Name

Address

City

State

Zip

Phone

Email

A PVMA representative will contact you with details regarding your choices using the email address submitted on this form.

PVMA'S TAX IDENTIFICATION
NUMBER: 23-1397526



After choosing all your options, click "Save a Copy" and email the entire pdf to Partnership@PaVMA.org.