



VITICUSGROUP™ WVC ANNUAL CONFERENCE

MARCH 2 - 5, 2025 | LAS VEGAS, NV

2025 SPONSORSHIP PROSPECTUS





Join us in Las Vegas, March 2-5, 2025, for one of the premier events in the veterinary industry, the WVC Annual Conference brings together veterinary professionals, exhibitors, and experts from around the world. This prospectus provides an opportunity for your organization to align with excellence, innovation, and advancement in veterinary medicine.

Act now to secure prime opportunities in key locations throughout the Convention Center and Exhibit Hall. Let us help you create a package that leaves a lasting impression on WVC participants. Thank you for your consideration.

2024 RECAP VIDEO

WHY SPONSOR?

- **Visibility:** Showcase your brand, products, and services to a highly targeted audience
- **Networking:** Connect with key opinion leaders, experts, and potential partners to explore collaboration opportunities and expand your network.
- **Education:** Support the advancements of veterinary medicine by sponsoring education sessions, workshops, and hands-on labs that provide valuable knowledge and skills to attendees. Your support of program tracks, and other functions of the Conference deliver superior brand recognition, before, during, and after Conference to set your company apart from other vendors.
- **Brand Recognition:** Increase brand awareness and enhance your company’s reputation as a supporter of the veterinary community.
- **Customization:** Tailor your sponsorship package to meet your specific marketing objectives and budget requirements

WHO ATTENDS?

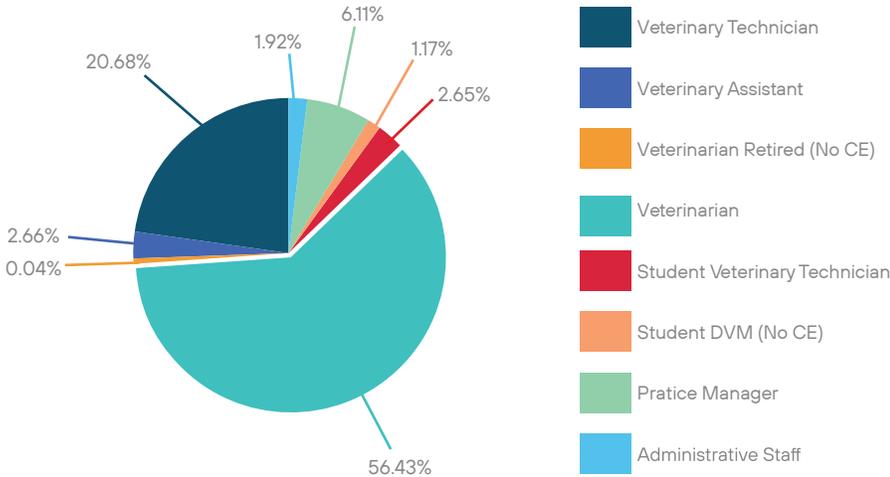
WVC 2024 participant infographic



21% overall attendance increase year-over-year

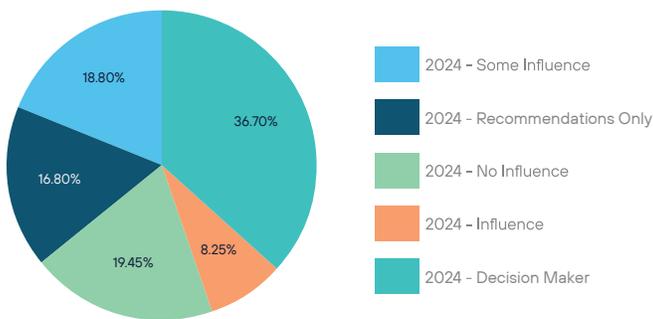


YOUR TARGET AUDIENCE

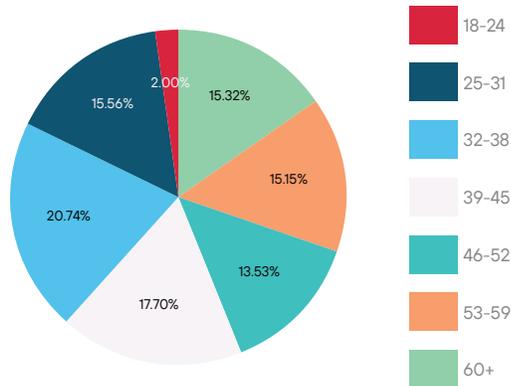


26% Veterinarian, 52% Veterinary Technician increase year-over-year

2024 PURCHASING INFLUENCE



2024 PARTICIPANT AGE GROUP



YOUR TARGET AUDIENCE

- The WVC Annual Conference attracted 20,072 participants in 2024 – 7,133 Veterinarians and 5,047 Veterinary Technicians, Assistants, Practice Managers, Administrative Staff and Students
- Approximately 87% of participants were extremely satisfied or satisfied with the quality of exhibitors
- The WVC Exhibit Hall is very easy to navigate with 78% of participants saying they were extremely satisfied or satisfied with the ease of navigation
- Spectacular reach: participants represented 44 countries, from all 50 states and six continents



SPONSORSHIP LEVELS

<p>Sapphire \$350,000+</p>	<p>Platinum \$250,000-\$349,999</p>	<p>Gold \$100,000-\$249,000</p>	<p>Silver \$50,000-\$99,999</p>	<p>Bronze \$25,000-\$49,000</p>
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LEVELS ARE DEFINED AND CALCULATED BASED ON DIRECT AND INDIRECT SPONSORSHIP:

Direct sponsorships are funds provided by Exhibitors as direct support for specific WVC events or services benefiting attendees. (Ex: Bus service, activations, session tracks)

Indirect sponsorships are events or services that occur at WVC but are provided directly by the sponsor to the participants. (Ex: Dollars spent on Industry Breakfast/Lunch Seminars)

Sponsoring companies receive priority points. Priority points are important when selecting exhibit hall space and provide the sponsor the ability to receive priority when applying for symposia and other events. Sponsors receive two (2) priority points for every \$500 spent on sponsorships.

WVC reserves the right to review and approve all sponsorship items before they are released to attendees.

TERMS & CONDITIONS:

Sponsorship payment will be due and payable upon receipt of invoice or no later than 30 days from receipt of invoice.

Sponsor may cancel the Sponsorship Agreement in writing; however, sponsor agrees to the following refund schedule:

50% Refund = 91 - 120 days before the first day of the Conference

25% Refund = 61 - 90 days before the first day of the Conference

No Refund = less than 60 days before the first day of the Conference

Please refer to the WVC Sponsorship Agreement for more information on requirements and limitations. 2024 Sponsors will receive the right of first refusal of the same previously sponsored item at the next Annual Conference. Therefore, the 2025 Sponsors must contact WVC to reserve or renew previously sponsored items by July 1, 2024.

Note: Payment and refund terms may be different for sponsorship and advertising items outside of the Annual Conference



SPONSORSHIP & EDUCATION TIMELINE

DATE	PROCESS
May 15, 2024	Sponsors may reserve session times on a first-come, first-served basis
June 14, 2024	Confirmation of reservations sent to Sponsors, with session times and locations subject to change
July 1, 2024	<ul style="list-style-type: none"> • Speaker portal available for speakers (eShow Conference System) • Speakers will be sent invitations to Speaker Portal when session content is provided
July 15, 2024	Sponsorships open
September 30, 2024	Education applications due with session content and speaker information
October 31, 2024	<ul style="list-style-type: none"> • Sponsored activation commitments due • Viticus Group to send education acceptances with room location and time confirmation • Initial invoices sent to sponsors
November 30, 2024	<ul style="list-style-type: none"> • Sponsors must finalize session moderator preference . • If bringing own, Sponsor must identify by name by December 30, 2024.
December 30, 2024	<ul style="list-style-type: none"> • Speakers receiving Speaker Logistics must have flights booked (using Viticus Group travel agency, Travelex) • Hotel confirmations to be provided 2 weeks prior to event.
January 6, 2025	Final content revisions must be received to be included in the print program
January 7, 2025	All sponsorship assets due
January 10, 2025	Rush printing fees incurred for sponsorship assets
January 30, 2025	Deadline for speaker to submit proceeding notes
February 2, 2025	<ul style="list-style-type: none"> • Orchestrate Presentation System open for presentation uploads • Any additional AV request or room set-up changes received
February 20, 2025	Last day for Viticus Group to accept artwork
March 2-5, 2025	WVC Annual Conference
March 14, 2025	Viticus Group sends participant data to Sponsors and begins to schedule conference de-brief meetings

**subject to change*

CONTACT:

Viticus Group
 2425 E. Oquendo Rd
 Las Vegas, NV 89120

Sponsorships@viticusgorup.org
 Education@viticusgroup.org

[Reservation Form](#)

[Moderator Form](#)



PREVIOUS SPONSORS





BRANDING OPPORTUNITIES

Take your pick at a large signage option, to have your brand be one of the largest inside the Mandalay Bay Convention Center and Exhibit Hall.

Aisle sign danglers	\$15,000	Luggage check.....	\$5,000
Badge ribbon display	\$2,500	Meeting pods.....	\$22,000
Banners starting at	\$5,500	New product showcase	\$2,000
Breakfast bar	\$12,000	Notebook & pens	\$63,000
Carpet cling	\$10,000	Printed program starting at	\$650
Column clings starting at	\$4,750	Restroom in Exhibit Hall SOLD	\$2,500
Conference bag SOLD	\$120,000	Reusable water bottles	\$57,000
Conference bag insert starting at SOLD	\$2,000	Rocking chair covers SOLD	\$16,500
Continuum light wall	\$41,000	Rotating Kiosk starting at	\$3,800
Escalator bundle starting at	\$37,000	Shuttles starting at	\$1,500
Giant floor plan tile	\$9,500	Viticus Center hands-on lab branding starting at	\$500
Hand sanitizer station	\$1,500	Wall clings starting at	\$15,000
Hotel key cards.....	\$35,000	Water stations	\$2,500
Lanyards & badges	\$56,000	Window cling starting at	\$13,000
Lighted meterboard	\$6,750		





DIGITAL OPPORTUNITIES

Get in front of the WVC audience before, during, and after the show using our multiple digital offerings to suit your needs.

Box ad on WVC email	\$900	Push notification	\$800
Daily highlights email starting at	\$1,500	Registration email confirmation page	\$11,500
Digital entrance tower	\$2,000	Session walk-in slides	\$1,500
Media wall starting at	\$12,000	Social media advertising	\$6,000
Mega menu banner ad	\$1,000	Social media speaker video	\$1,200
Mobile app SOLD	\$58,000	Sponsored email blast SOLD	\$10,750
Mobile app sticky banner	\$1,000	WIFI SOLD	\$46,000
My account banner ad	\$5,000	WVC landing page pop-up	\$1,500
Preliminary program	\$10,000	WVC landing page banner	\$2,500



**VITICUS GROUP APP
 AVAILABLE NOW**



DOWNLOAD NOW!

Navigation bar with menu items: Registration, Participants, Exhibitors, Board of Director Voting, Media, FAQs, My Account Login. Includes a 'WVC 2024 - REGISTER NOW' button.

Visit the Ceva **Booth #2361** to learn more

Changing the standard of care with PANOQUELL®-CA1 (fuzapladib sodium for injection)




It's Time to Vet Differently

We're leading the future of veterinary medicine education at the 96th WVC Annual Conference.

Join us this Feb 18-21, 2024 at Mandalay Bay in Las Vegas, NV to experience innovative active learning opportunities, Vegas-style entertainment, and game-changing elements you've never seen before at a veterinary conference.

Much has changed over the past 96 years, and now it's time to learn, connect, and innovate.

It's Time to Vet Differently at the 96th WVC Annual Conference.



ENGAGEMENT OPPORTUNITIES

Unlock the full potential of your conference attendance with our array of engaging opportunities designed to leave a lasting impression.

Afternoon refreshment break	\$10,000	Photo op	\$7,500
Ball pit	\$15,000	Precious William coaching starting at	\$20,000
Career corner SOLD	\$25,000	Purrfectly brewed cat café SOLD	\$35,000
Coffee break	\$5,000	Snack voucher	\$1,100
Concert SOLD	inquire for pricing	Thankful tree SOLD	\$15,000
Conference registration gift	\$14,500	Theracaturist	\$15,000
DJ Lounge	\$15,000	Vet Detective SOLD	\$2,600
Dog House SOLD	\$37,000	Veterinary Technician Reception & Party for a Purpose starting at	\$5,000
General Session SOLD	inquire for pricing	VW photobus	\$15,500
Glass blowing	\$6,500	Yoga	\$2,500
Heka Health movement challenge SOLD	\$36,500	Zen Den SOLD	\$40,000
Jibbitz charm station	\$15,000		
Live illustrator	\$15,000		
Pop-up event space	\$15,000		
Nursing mother's lounge	\$8,000		





EDUCATION & CE

Viticus Group provides diverse opportunities through which you can engage with our educational community and contribute to advancing professional development across multiple disciplines.

Each session type offers unique benefits and levels of engagement, allowing you to align your sponsorship with your strategic goals and maximize your impact.

SESSION TYPE	PROCESS	BEST USED FOR	CAPACITY	LENGTH	LOCATION	INVESTMENT
Symposia	One or more sessions of non-commercial education presented by a sponsoring company. Sponsors must also have an Exhibitor Booth in the Exhibit Hall to participate in the education program.	Scientific sessions Team talks Panel discussion Lecture	410-700 theatre	50+ minutes	Mandalay Bay Convention Center, Level 2	\$4,250
Workshop	Non-commercial education presented by a sponsoring company.	Interactive learning Game-based learning Focused session Paid sessions Active learning	50-70 Rounds	2+ hours	Mandalay Bay Convention Center, Level 2	\$2,300
Industry Seminar*	One session of non-commercial education presented by a sponsoring company.	Scientific sessions	400-700 classroom	50 minutes	Mandalay Bay Convention Center, Level 2	\$3,250
Learning Lounge	Non-commercial education presented by a sponsoring company on learning stages in the Exhibit Hall. Companies may select their preferred learning stage on a first-come, first-served basis, and as allowed by the education program schedule.	Tips & tricks Active learning Product focused education	100 classroom	30 or 60 minutes	Mandalay Bay Convention Center, Exhibit Hall	Starting at \$2,200
Track Sponsorship	Sponsor a topic or speaker without needing to develop the content. Viticus Group is responsible for negotiating and contracting speaker honorarium and travel costs.	Interested in program involvement but do not need to submit content	400-700 theatre	50+ minutes	Mandalay Bay Convention Center, Levels 2 & 3	Starting at \$1,200
Hands-on Lab	This exclusive opportunity allows your company to showcase its products in a hands-on learning environment	wet labs, hand-on training	24-32	4 or 8 hours	Viticus Group education centers	Starting at \$1,950

*Must meet food and beverage requirements, paid separately to Mandalay Bay

*Viticus Group reserves the right to reject any application for education session or Speaker. Sponsoring companies must be in good financial standing with Viticus Group and are prioritized according to the company's prior year's sponsorship ranking.

CONTACT

Viticus Group
 2425 E. Oquendo Rd Sponsorships@viticusgroup.org
 Las Vegas, NV 89120 Education@viticusgroup.org



CE AND RACE APPROVAL

Viticus Group will apply for RACE accreditation for all education sessions on behalf of Sponsoring companies approximately one month prior to the WVC Annual Conference. Viticus Group does not guarantee CE approval. The Sponsor is responsible for supplying all necessary session and speaker information, to include:

- Session Title
- Session Description
- Session Learning Objectives
- Any additional AV or Room requirements (additional fees may apply)
- Speaker Name and Credentials
- Speaker Current Email Address
- Speaker Organization / Affiliation
- Speaker Biography (CV highly recommended)

SPEAKER HONORARIUM

The Sponsoring company is responsible for negotiating and contracting speaker honorarium and travel costs unless previously discussed with Viticus Group.

SPEAKER LOGISTICS

Sponsors may elect to have Viticus Group coordinate speaker travel and lodging (additional fees apply). Speaker Logistics include:

ROUND-TRIP COACH AIRFARE

- Upgrades are at the speaker's expense
- Booked through Viticus Group travel agency (Travelex)

LODGING AT MANDALAY BAY RESORT

- Covers one night prior to speaker session to the day after speaker session
- Speaker may request nights based on hotel availability, at speaker's expense
- Hotel upgrades to a contracted hotel may be available for additional fees, based on hotel availability
- Speakers may be required to provide personal credit card for room incidentals

BAGGAGE FEES

- One bag, round trip
- Speaker must provide receipts for reimbursement (email to AccountsPayable@ViticusGroup.org)

\$75 DAILY ALLOWANCE FOR INCIDENTALS (INCLUDING APPROVED TRAVEL DAYS)

- Tips
- Parking
- Meals
- Taxi / Ride Share

CONTRACTED HOTELS INCLUDE:

(upgrades available for an additional fee, on a limited basis. Subject to change.)

- Delano
- Luxor
- Excalibur
- Bellagio
- Four Seasons
- Park MGM
- New York, New York

Sponsor must specify to Viticus Group the names of their speakers for whom logistics are requested and must direct speakers to work with Viticus Group to coordinate their travel and lodging.



SESSIONS QUICK GUIDE

Session Type	Food and Beverage	Handouts Allowed	Extra Signage	Speaker Notes	Session Moderator (from Sponsor or Viticus Group)
Symposia	Optional	✓	✓	Optional	✓
Industry Seminar	Required	✓	✓	Optional	✓
Learning Lounge	Optional	✓	✓	Optional	✓
Track Sponsorship	✗	✗	✗	Required	✓
Workshop	✗	✓	Pre-approval required	Required	✗
Hands-on Lab	Provided by Viticus Group	✓	Pre-approval required	Required	✗





AISLE SIGN DANGLER

The aisle signs guide participants around the exhibit hall. Add your branding to these highly visible signs to draw participants to your booth. We recommend limiting to logo and booth number.

SPONSORSHIP INCLUDES:

- Exposure on a minimum of 40 aisles, with up to 2 signs per aisle
- 48" x 24" dangler with your booth number and logo

SPONSORSHIP INVESTMENT

\$15,000



BADGE RIBBON DISPLAY

Be the brand that recognizes all our participants and their interests, expertise, and personality with our badge ribbon display!

SPONSORSHIP INCLUDES:

- Branding on ribbon display
- Custom message on three ribbon designs

SPONSORSHIP INVESTMENT

\$2,500



BANNERS

Picture this: Your stunning, full-color, double-sided banner, hanging proudly in the lively walkways of Mandalay Bay Convention Center. It's like a vibrant beacon guiding conference attendees, catching eyes, and sparking conversation. Steal the spotlight seamlessly and use this banner as a moment to shine!

SPONSORSHIP INCLUDES:

- 1x 20' x 4' double-sided, level 1
SPONSORSHIP INVESTMENT
\$12,500
- 1x 10' x 4' double-sided, level 2
SPONSORSHIP INVESTMENT
\$5,500
- 1x 15' x 15', single-sided, Exhibit Hall
SPONSORSHIP INVESTMENT
\$7,000



BREAKFAST BAR

Make the first impression on participants' day and at the opening of the Exhibit Hall! Get everyone's undivided attention and drive them to your booth as they wait for the exhibit hall to open and leave a lasting impression by providing a breakfast bar.

Monday-Wednesday 8:45 AM

SPONSORSHIP INCLUDES:

- ¼ Page ad in the final program*
- Live social media story
- F&B for a minimum 300 people**
- 10 highboys with custom table tents*
- One push notification

SPONSORSHIP INVESTMENT

\$12,000

*Artwork provided by the sponsor

**F&B must be ordered by the sponsors directly with Mandalay Bay



CARPET CLING

Grab attention at every step! Elevate your brand with our dynamic carpet cling placed strategically in front of the Exhibit Hall entrances and escalators.

SPONSORSHIP INCLUDES:

- 1x 21' x 4' carpet cling

SPONSORSHIP INVESTMENT

\$10,000





COLUMN CLING

Elevate your brand exposure with column clings strategically placed in high-traffic areas. Illuminate your personalized ad on multiple columns for maximum visibility.

SPONSORSHIP INCLUDES:

- 1x column branding

SPONSORSHIP INVESTMENT

\$4,750/side



CONFERENCE BAG SOLD

The conference bag is considered a must-have to haul their notes, laptops, and other conference materials. Participants take these bags home, extending your brands' reach beyond the conference.

SPONSORSHIP INCLUDES:

- Branding on the bag's inner lining
- Input on final design

SPONSORSHIP INVESTMENT

\$120,000

CONFERENCE BAG INSERT

Use this opportunity to be one of the limited memorable messages or fun takeaways that create a buzz. Promote contests, raise awareness of your products, and drive traffic to your booth with your customized bag insert.

SPONSORSHIP INCLUDES:

- Sponsor custom insert design in 13,000 conference bags*

SPONSORSHIP INVESTMENT

\$2,000 3D item**, **\$5,000** 2D item, limit 20 **SOLD**

*Sponsor responsible for insert design, production, and shipping
 **Notebooks and waterbottles not permitted





CONTINUUM LIGHT WALL

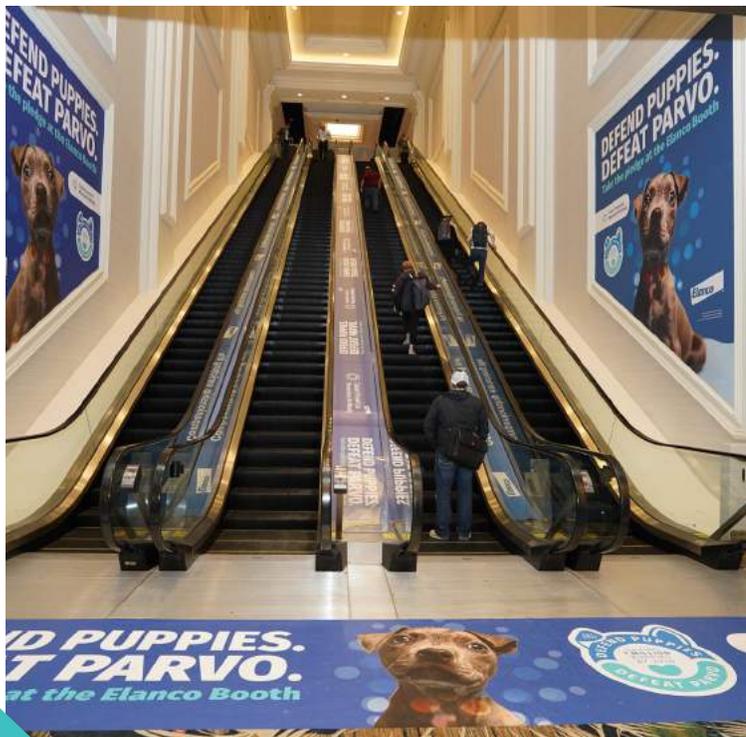
Make your mark boldly and unforgettably with this prominently placed light wall.

SPONSORSHIP INCLUDES:

- 193" x 95", single-sided

SPONSORSHIP INVESTMENT

\$41,000



ESCALATOR BUNDLE

Take advantage of premier visibility when you feature your brand on the bustling escalators of the Mandalay Bay Convention Center. Capture the undivided attention of conference attendees as they seamlessly navigate between levels to sessions and the Exhibit Hall. This is an unparalleled opportunity to be in the heart of the action and be noticed multiple times a day.

SPONSORSHIP INCLUDES:

- 2x wall cling inserts
- 2x side runners
- 1x center runner
- 1x carpet cling
- 1x banner ad-on (optional)

SPONSORSHIP INVESTMENT

- South escalators **\$52,500 SOLD**
- North escalators **\$54,500 SOLD**
- Level 2 > Level 3 escalators **\$48,000**



GIANT FLOOR PLAN TITLE

Make a statement in the Exhibit Hall by sponsoring our giant floor plan tiles, featuring your branding and booth number prominently displayed. Stand out from the crowd and guide attendees directly to your booth with this impactful sponsorship opportunity.

SPONSORSHIP INCLUDES:

- Branding on 1x floor plan tile located at each exhibit hall entrance

SPONSORSHIP INVESTMENT

\$9,500



HAND SANITIZER STATION

Place your logo on the front side of customizable sanitizer stands placed in high-traffic areas to associate your brand with safety, cleanliness, and social responsibility.

SPONSORSHIP INCLUDES:

- Branding on 1x hand sanitizer station

SPONSORSHIP INVESTMENT

\$1,500/station

HOTEL KEY CARDS

Your branded key cards will be given to each conference participant at check-in to the conference hotels (Sunday–Wednesday). This is a great way to introduce them to a new product or invite them to your booth, and have your brand be one of the first they see upon arriving to conference! Branded key cards distributed at Mandalay Bay & Delano, Luxor, or Excalibur.

SPONSORSHIP INCLUDES:

- Branding on 3,500 key cards at Excalibur
- Branding on 7,500 key cards at Mandalay Bay & Delano
- Branding on 2,000 key cards at Luxor

SPONSORSHIP INVESTMENT

Mandalay Bay & Delano \$35,500

Luxor \$23,500

Excalibur \$8,300





LANYARDS & BADGES

The item that every single attendee needs: their badge + lanyard! Be the company that is front and center on conference participants' badges and lanyards, and present in every single photo taken at the conference. Your logo and/or company colors will be designed with the WVC logo.

SPONSORSHIP INCLUDES:

- Full-color logo imprint on both sides of the participant lanyards
- Full-color logo on front of participant badge stock

SPONSORSHIP INVESTMENT

\$56,000



LIGHTED METERBOARD

Illuminate your brand's presence with our eye-catching meter boards stationed in the dynamic Shark Reef and Starbucks hallways. This prime advertising space offers an ideal opportunity to spotlight your company's message and booth location, ensuring heightened visibility as attendees traverse their way to the Exhibit Hall.

SPONSORSHIP INCLUDES:

- 38" x 93", double-sided

SPONSORSHIP INVESTMENT

\$6,750





LUGGAGE CHECK

Offer participants the convenience of checking their bags as they prepare for an extra day of connecting with exhibitors, your brand can leave a lasting touchpoint. Our skilled calligrapher, stationed at the luggage storage, will beautifully inscribe attendees' names on custom luggage tags, ensuring your brand stays with them even after the conference ends.

SPONSORSHIP INCLUDES:

- Leather luggage tags
- Calligrapher to personalize luggage tags on demand

SPONSORSHIP INVESTMENT

\$5,000



MEETING PODS

Enhance your brand's presence at the tradeshow with our meeting pod sponsorship, offering branding on sleek two-seater pods equipped with electricity on the show floor. Elevate your networking experience and attract attendees to engage with your brand in a modern, comfortable setting designed for meaningful connections.

SPONSORSHIP INCLUDES:

- Branding on 4x meeting pods

SPONSORSHIP INVESTMENT

\$22,000

NEW PRODUCT SHOWCASE

Shine a light on your newest products at the WVC new product showcase. Your latest and greatest will be displayed in a beautiful display case with LED lights accompanied by a digital listing on the Viticus Group mobile app.

SPONSORSHIP INCLUDES:

- Branding on two sides of the product podium display
- New product listing on WVC landing page

SPONSORSHIP INVESTMENT

\$2,000





NOTEBOOKS & PENS

Maximize your brand exposure at the tradeshow with our notebook and pen sponsorship, offering attendees essential tools while showcasing your logo prominently on each item. Leave a lasting impression as attendees jot down notes and engage with your brand long after the event concludes.

SPONSORSHIP INCLUDES:

- Branding on notebook cover and three full-color ads
- Branding on pens

SPONSORSHIP INVESTMENT

\$63,000



PRINTED PROGRAM

Capture the attention of conference attendees with various-sized advertisements in the official program. This opportunity offers maximum exposure to showcase your products, services, and expertise to a targeted audience of veterinary professionals. Ads provide ample space to convey your message effectively and drive engagement.

SPONSORSHIP INVESTMENT

- Back cover **\$10,000**
- Inside back cover **\$10,000**
- Inside front cover **\$10,000**
- Full-page **\$5,500**
- Half page **\$3,000**
- Quarter page **\$2,200**
- Legal full page **\$1,900**
- Legal half page **\$1,300**
- Tab ad **\$3,000**

VITICUSGROUP™
Pawp Up

Pawsitive vibes found here! At Pawp Up, your one-stop area to recharge during conference, take Instagram-worthy pictures, and catch up with friends!
Visit us on Level 2, Mandalay Bay Convention Center and discover new opportunities to enhance your career through hands-on training with Viticus Group.

Join us at Pawp Up daily for new activities

Network

Tuesday, Feb. 20 9:45-10:00a	Tuesday, Feb. 20 10:00-11:00a
Don't miss celebrating Black History Month with BlackDVM Network at WVC! Learn how you can get involved and support Black veterinary	Join DVMC for coffee and conversations. Network with peers and help promote diversity, equity, inclusion, and belonging.

VITICUSGROUP™
WVC ANNUAL CONFERENCE
 THURSDAY 8-7, 2025 | LAS VEGAS, NV

Join AO VET North America
 Elevating Veterinary Surgical Excellence

Join a vibrant community of veterinary surgeons dedicated to advancing musculoskeletal care for all species.

Why AO VET NA?

- Continuing Education:** Access specialized courses tailored for veterinary surgeons, enhancing skills and patient care.
- Preceptorship Programs:** ACVS surgical residents gain hands-on AO technique experience guided by experts.
- Join Your Peer Community:** Access resources and privileges available to AO VET NA members.

Elevate your practice. Join AO VET North America today!

AO North America
 JOINTUR
 members@ao-na.org

NOW HIRING ER DOCTORS

Prior ER experience preferred. Internship-trained doctors welcome. Mentorship program available. Very generous signing bonus.

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 (702) 262-7070

WWW.VGCC.COM
 E-MAIL: CV OR RESUME TO:
 BOOTH@WVC.COM

MEET US IN PERSON EXHIBIT HALL BOOTH #2880

BLACKDVM NETWORK

Powered by care provided by teams like yours



RESTROOM IN EXHIBIT HALL

Show off your brand and advertisement by branding the restrooms inside the Exhibit Hall! This is an exclusive opportunity to make your message stand out in an area where there's no other place to look, as well as having your brand be in all mirror selfies!

SPONSORSHIP INCLUDES:

- Branding on mirrors of one male and female restroom

SPONSORSHIP INVESTMENT

\$2,500 SOLD



REUSABLE WATERBOTTLES

A good-looking bottle gives a great impression of your company while promoting sustainability.

SPONSORSHIP INCLUDES:

- Branding on water bottles sourced by Viticus Group
- Branding on Level 2 water stations
- Branding on pick up bin

SPONSORSHIP INVESTMENT

\$57,000

ROCKING CHAIR COVERS

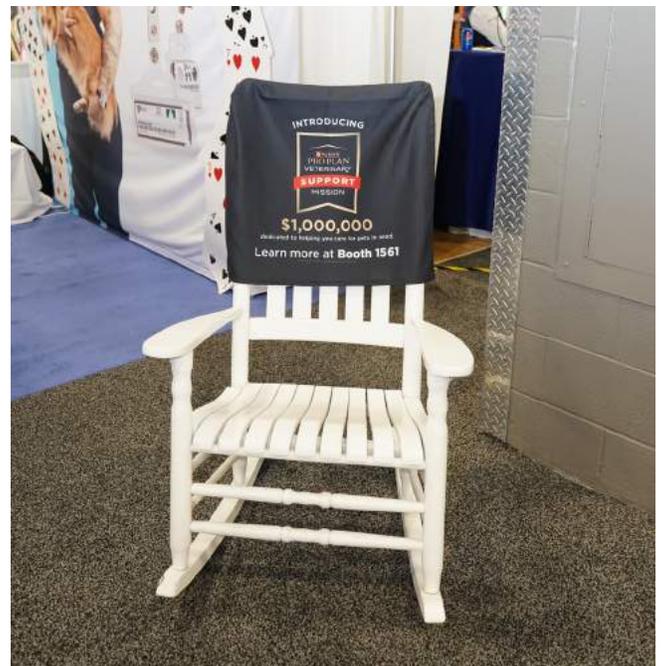
Participants will always be looking for a place to rest in between networking and education. The sponsor will have the opportunity to brand all chairs using a rocking chair cover with their logos.

SPONSORSHIP INCLUDES:

- Branding on 75 rocking chair covers

SPONSORSHIP INVESTMENT

\$16,500 SOLD





ROTATING KIOSK

Showcase your products and services on a brightly lit, four-sided rotating kiosk. These unmissable kiosks are strategically placed throughout the aisles of the Exhibit Hall, level 1 and level 2 foyer, guaranteeing heavy foot traffic and eyes on your advertisement.

SPONSORSHIP INCLUDES:

- 42" x 68", single-sided

SPONSORSHIP INVESTMENT

One side **\$3,800**

Full **\$13,500**

SHUTTLES

Elevate the attendee experience and extend your brand's reach with our shuttle sponsorship, providing convenient transportation while prominently displaying your logo on each shuttle. Seamlessly integrate your brand into the event's logistics, ensuring continuous visibility and appreciation from attendees throughout their journey

SPONSORSHIP INCLUDES:

- Perforated window vinyl across one side of shuttle bus
- 1x video playing on the bus monitors
- Add-on branding on park benches in shuttle waiting zone

SPONSORSHIP INVESTMENT

\$11,500/bus

\$2,000/four benches



WALL CLING

Make your mark boldly and unforgettably with custom-designed wall clings in a high visibility area. Prominently showcase your brand and make your booth a certain stop for attendees in the Exhibit Hall.

SPONSORSHIP INVESTMENT

Starting at **\$15,000**



VITICUS CENTER HANDS-ON LAB BRANDING

Did you know WVC hosts wet labs at the Viticus Center during the conference? Add your branding in various locations at the Eastern and Oquendo Centers as participants enhance their hands-on skills.

CUP OF JOE SPONSORSHIP

SPONSORSHIP INCLUDES:

- 8oz disposable coffee cups with one color imprint

SPONSORSHIP INVESTMENT

\$1,000

POP FIZZ SPONSORSHIP

SPONSORSHIP INCLUDES:

- 2x branding on a drink cooler

SPONSORSHIP INVESTMENT

\$500

FLOOR CLING SPONSORSHIP

SPONSORSHIP INCLUDES:

- 1x 96" x 96" branding in lobby

SPONSORSHIP INVESTMENT

\$500

RESTROOM SPONSORSHIP

SPONSORSHIP INCLUDES:

- Branding on mirrors in one set of level 1 restrooms

SPONSORSHIP INVESTMENT

\$3,000

TABLE TOP CLING

SPONSORSHIP INCLUDES:

- 1x branding on top of lobby tables

SPONSORSHIP INVESTMENT

\$500

WINDOW CLING SPONSORSHIP

SPONSORSHIP INCLUDES:

- 1x branding on 47" x 46.7" window panel

SPONSORSHIP INVESTMENT

\$500

X-LARGE LOBBY CONCIERGE DESK WRAP

SPONSORSHIP INCLUDES:

- Branding on full desk wrap

SPONSORSHIP INVESTMENT

\$1,500



WATER STATIONS

Brand the water stations located on Level 2 or 3 of the Mandalay Bay Convention Center. Be at the forefront of participants' minds as they recharge and hydrate multiple times a day.

SPONSORSHIP INCLUDES:

- 1x branding on water station

SPONSORSHIP INVESTMENT

\$17,000/8 stations



WINDOW CLING

Fill the hallways of the Mandalay Bay Convention Center with your brand and message! Window clings are located in two high-traffic areas both along the Starbucks hallway and along the Shark Reef hallway.

SPONSORSHIP INCLUDES:

- 45.75" x 95.25" panel branding on each set

SPONSORSHIP INVESTMENT

Per set of five **\$13,000**

Per set of 10* **\$18,000**

**At least 50% of artwork must be transparent*



BOX AD ON WVC EMAIL

Seize the opportunity for widespread exposure by including a dynamic box ad in a high-traffic WVC email, reaching thousands of engaged participants. Whether you're unveiling exciting news, launching a new product, or looking to boost booth traffic, this is the ultimate way to gain widespread exposure at an unbeatable value.

SPONSORSHIP INCLUDES:

- 600x600px

SPONSORSHIP INVESTMENT

\$900

CTA BUTTON - MAIN SECTION

Box Ad Example(s):

BOX AD
300x300

BOX AD
300x300



DAILY HIGHLIGHTS EMAIL

Elevate your brand presence with an exclusive banner ad placement atop the WVC Daily Highlights emails. With prime visibility, your message will make an impression, encourage traffic to your website, and help you connect with veterinary professionals registered for WVC.

SPONSORSHIP INCLUDES:

- Banner Ads: 600x200px
- Featured Section: Image and copy with CTA

SPONSORSHIP INVESTMENT

- Banner Ads: **\$1,500**
- Featured Section: **\$1,500**



DIGITAL ENTRANCE TOWER

Promote your booth as the place to be when you utilize one of our innovative digital towers located at each of the Exhibit Hall entrances. Your message will be proudly displayed all three days the Exhibit Hall is open.

SPONSORSHIP INCLUDES:

- Silent 1920 x 1080 video
- SPONSORSHIP INVESTMENT**
\$2,000



MEDIA WALL

Make an impact by placing your message on one of the new media walls in the Convention Center.

SPONSORSHIP INCLUDES:

- Silent video for four days rotating with WVC messaging

SPONSORSHIP INVESTMENT

Various sizes and locations, starting at **\$12,000**





MEGA MENU BANNER AD

Elevate your brand visibility when you feature your vivid banner prominently on the Viticus Group Website to be viewed by countless past, present, and future participants! Secure this premium placement to ensure your message catches the eye as they navigate through the menu, and take advantage of the option to include a clickable link for increased engagement.

LARGE BANNER:

SPONSORSHIP INCLUDES:

- 600 x 150px

SPONSORSHIP INVESTMENT

\$1,500/30-day placement

SMALL BANNER:

SPONSORSHIP INCLUDES:

- 200 x 200px

SPONSORSHIP INVESTMENT

\$1,000/30-day placement

MOBILE APP

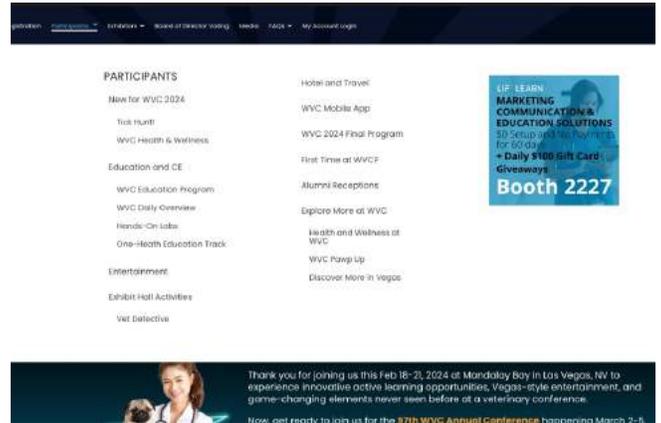
It's the virtual one-stop shop for the conference, so why not put your branding there, too! The app puts the conference in the palm of the participant's hand by enabling them to build a customized session schedule, discover exhibitors, navigate the show floor, and much more.

SPONSORSHIP INCLUDES:

- Four push notifications
- Branding on splash screen

SPONSORSHIP INVESTMENT

\$58,000 SOLD



SPONSORSHIP INCLUDES:

- 1536 x 250px

SPONSORSHIP INVESTMENT

\$1,000

PUSH NOTIFICATION

SPONSORSHIP INCLUDES:

- 115 character copy

SPONSORSHIP INVESTMENT

\$800



VITICUS GROUP APP AVAILABLE NOW



DOWNLOAD NOW!



Email*

New user? Sign up!

Register for Continuing Education

Access your Viticus Group account features

Forgot Password?

Forgot Email?

MY ACCOUNT BANNER AD

WVC Participants access this page to RSVP to Industry Seminars and entertainment events, and to download their CE certificate.

SPONSORSHIP INCLUDES:

- 728 x 90px banner for 30 day placement
- SPONSORSHIP INVESTMENT**
\$5,000

PRELIMINARY PROGRAM

This digital program serves as the go-to guide for all participants, featuring a snapshot of CE classes, learning lounges, and beyond! Seize this unparalleled chance to spotlight your company, convey your message, and demonstrate unwavering support to our attendees.

SPONSORSHIP INCLUDES:

- Inside front cover, two full page ads

SPONSORSHIP INVESTMENT

\$10,000



REGISTRATION EMAIL CONFIRMATION BANNER

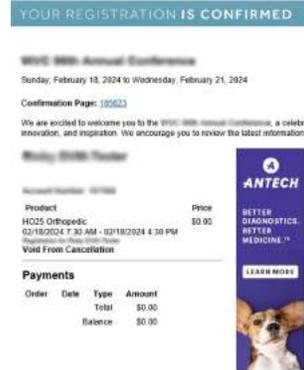
Add a custom banner with a link to the email going to all conference participants upon registration.

SPONSORSHIP INCLUDES:

- 100 x 375px

SPONSORSHIP INVESTMENT

\$11,500



SESSION WALK IN SLIDES

Engage, inform, and captivate your audience as they await your education session to begin.

SPONSORSHIP INCLUDES:

- Silent 1920 x 1080 static image

SPONSORSHIP INVESTMENT

\$1,500



SOCIAL MEDIA ADVERTISING

Leverage Viticus Group's social platform and analytics to boost brand awareness, promote your booth, and showcase your products effectively.

SPONSORSHIP INCLUDES:

- Two posts on Facebook & LinkedIn

SPONSORSHIP INVESTMENT

\$6,000





SOCIAL MEDIA SPEAKER VIDEO

Social media serves as a crucial avenue for fostering connections with your audience. Use your speaker to promote your education session.

SPONSORSHIP INCLUDES:

- One post on Facebook and LinkedIn

SPONSORSHIP INVESTMENT

\$1,200



viticusgroup_animalhealth / Discover the art of tick prevention at #WVC2024! Join Dr. Ryan De Voe for "Ticks: There's a Lot to DRAW Out," a session where education meets creativity.

Learn about the latest research on tick risks for pets, identify high-risk areas, and transform your knowledge into one-of-a-kind illustrations. 🎨

Don't miss out on this unique session and discover what's happening at WVC! Register now.

#vetlife #animalhealth #veterinarian #vetstudent #vetschool #vettech #vettelife #medicinaveterinaria #vetassistant #emergencyvet #vethospital #vetmed #veterinarytechnician #wvc #wvc2024

13w



SPONSORED EMAIL BLAST

Reach all WVC database opt-in contacts prior to Conference to convey a message regarding your education & booth presence at the conference.

SPONSORSHIP INCLUDES:

- 1000 x 600px

SPONSORSHIP INVESTMENT

\$10,750 SOLD

WIFI

Associate your company with our wireless internet connectivity within the Mandalay Bay Convention Center, levels 1, 2 & 3. Advertise your booth or product with your customized landing page, which will be visible whenever a participant logs into the daily wireless connection.

SPONSORSHIP INCLUDES:

- Branding on wifi login page
- Password selection

SPONSORSHIP INVESTMENT

\$46,000 SOLD



GET CONNECTED

COMPLIMENTARY WIFI PROVIDED BY



NETWORK: Viticus Public
PASSWORD: RoyalCaninLive



WVC LANDING PAGE POP-UP

Maximize exposure and engagement as your message takes center stage, reaching targeted audiences precisely where it matters most.

VIDEO

SPONSORSHIP INCLUDES:

- 1920 x 1080px

SPONSORSHIP INVESTMENT

\$1,500/30-day placement

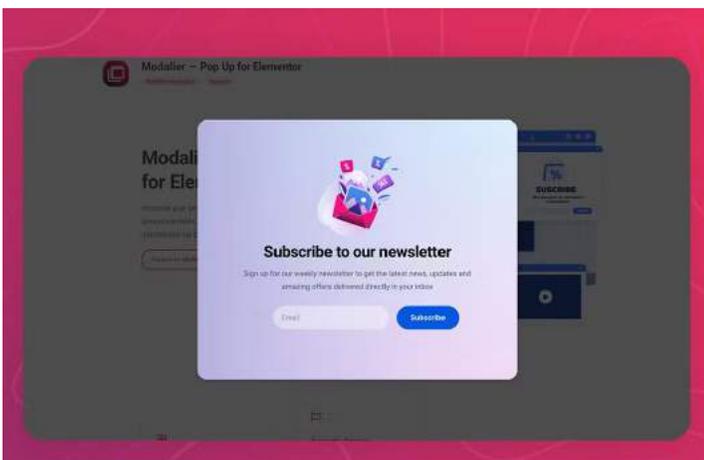
IMAGE

SPONSORSHIP INCLUDES:

- 1,000 x 667px

SPONSORSHIP INVESTMENT

\$1,500/30-day placement





WVC LANDING PAGE BANNER

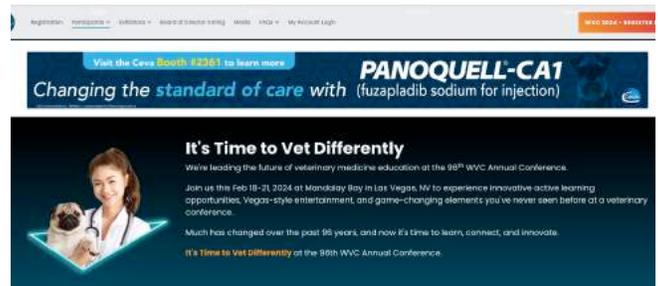
Create a buzz and drive visitors straight to your sponsored education listing to make certain it stands out from the rest!

SPONSORSHIP INCLUDES:

- 50 characters with CTA

SPONSORSHIP INVESTMENT

\$3,000/30-day placement



AFTERNOON REFRESHMENT BREAK

Snacks on snacks on snacks, looking to get eyes on your booth and position your company as a brand that solves attendee needs? This scrumptious station will be located in high-traffic area in the Level 2 Foyer or in the aisle next to your booth with additional exposure with branded napkins and a pop-up banner.

SPONSORSHIP INCLUDES:

- F&B for 300 conference participants
- Logo on napkins
- One pop up banner at the station (provided by sponsor)

SPONSORSHIP INVESTMENT

\$10,000



BALL PIT

Dive into unparalleled brand exposure with our ball pit sponsorship, where your logo splashes into the fun and excitement of our event, capturing attention at every bounce.

SPONSORSHIP INCLUDES

- Branding on area enclosure
- Logo on balls
- Sponsor may provide alternative branded items to fill pit such as stuffed animals, stress relief balls, etc.

SPONSORSHIP INVESTMENT

\$15,000



CAREER CORNER

Complimentary professional headshots, LinkedIn profile reviews, career coaching, consulting, and more - all in one spot, with intentional networking.

SPONSORSHIP INCLUDES:

- Branding on area signage
- Photographer for three days
- Headshot scans

SPONSORSHIP INVESTMENT

\$25,000 SOLD





COFFEE BREAK

Awaken participants' senses everyday with a branded coffee station placed in the aisle near your booth.

SPONSORSHIP INCLUDES:

- Coffee and tea for 500 people
- 1x meterboard

SPONSORSHIP INVESTMENT

\$5,000



CONCERT SOLD

Captivate the WVC audience with an unforgettable performance and your prominent logo displayed throughout the venue. Amplify your reach and leave a lasting impression as attendees groove to the rhythm of your brand's resonance

SPONSORSHIP INCLUDES:

- Branding in concert venue
- Exclusive VIP section
- Logo on various event signage
- Acknowledgment as a sponsor in associated WVC marketing
- Stage time to address the audience

SPONSORSHIP INVESTMENT

Inquire for pricing

CONFERENCE REGISTRATION GIFT

Be the first sponsor recognized by WVC 2025 DVMs and/or Vet Techs. Sponsor early communication initiatives by offering your branded item to the first 200 conference registrants, inviting them to visit your booth to claim a second gift onsite. Includes a drop-ship branded item with a personalized message with an invite to pick up the second part of the welcome gift at your booth.

SPONSORSHIP INCLUDES:

- Drop shipped gift to first 200 registered DVMs or Vet Techs

SPONSORSHIP INVESTMENT

\$14,500



DJ LOUNGE

Keep the energy flowing and pump up participants during throughout the day!

SPONSORSHIP INCLUDES:

- Two daily shoutouts by the DJ
- Branding on 4x lounge pillows
- Branding on table tops
- Branding on DJ Booth

SPONSORSHIP INVESTMENT

\$15,000





DOG HOUSE SOLD

Provide participants with a place to hang out and destress with some adorable dogs at The Dog House located inside of the Exhibit Hall! Participants will want to stop by to play with adorable dogs all day long.

SPONSORSHIP INCLUDES:

- Branding on area signage
- Donation to dog supplier organization
- Dog supplies and toys

SPONSORSHIP INVESTMENT

\$37,000



GENERAL SESSION SOLD

Be the focal point of innovation and expertise as the exclusive sponsor of our the WVC general session, where industry leaders converge for insights and motivation. Showcase your brand prominently to a captive audience, establishing authority and leaving a lasting impression in the heart of the event.

SPONSORSHIP INCLUDES

- Branding in venue
- Exclusive VIP section
- Logo on various event signage
- Acknowledgment as a sponsor in associated WVC marketing
- Stage time to address the audience

SPONSORSHIP INVESTMENT

Inquire for pricing



GLASS BLOWING

Illuminate your brand's creativity with our glass blowing activation, where artisans craft masterpieces alongside your logo, showcasing innovation in action.

SPONSORSHIP INCLUDES:

- 100 Custom glass-blown items based on your product
- Interactive and engaging scavenger hunt

SPONSORSHIP INVESTMENT

\$6,500



HEKA HEALTH MOVEMENT CHALLENGE SOLD

Spark excitement and energy at WVC where dynamic experiences and your brand collide to create memorable interactions and encourage mobility.

SPONSORSHIP INCLUDES:

- Branding on challenge promotion
- SPONSORSHIP INVESTMENT**

\$36,500



JIBBITZ CHARM STATION

Discover the ultimate Jibbitz charm station in the the Bayside Foyer, where participants can choose from unique charms featuring a mix of food, animals, characters, and more to add to their go-to practice footwear.

Open Monday- Wednesday, this vibrant station includes setup, furnishings, an attendant, and branded décor. Step up your involvement with a Crocs giveaway at your booth to drive engagement.

SPONSORSHIP INCLUDES:

- 3,500 random jibbitz chosen by Viticus Group
- 500 custom jibbitz chosen by the Sponsor
- Branding on the furnishings and a meterboard

SPONSORSHIP INVESTMENT

\$15,000



LIVE ILLUSTRATOR

Our illustrator is a visual thinker with a background in business, technology, and design. The big paper drawings provide a backdrop for facilitating lively group conversation, strategy, clarity, and vision casting.

SPONSORSHIP INCLUDES:

- Exclusivity per day
- Logo included on each board
- Final drawing to raffle at booth
- Up to five live drawings/day

SPONSORSHIP INVESTMENT

\$15,000



POP-UP EVENT SPACE

Let's work together to create an experience that aligns with your WVC goals.

SPONSORSHIP INCLUDES:

- Marketing efforts by Viticus Group to promote your pop up activation
- Sponsor is responsible for applicable above and beyond charges outlined in initial proposal

SPONSORSHIP INVESTMENT

\$15,000



NURSING MOTHER'S LOUNGE

Our Nursing Mother's Pods are designed to accommodate the needs of nursing mothers. Whether it's providing a comfortable space for breastfeeding, pumping, or simply taking a moment of respite, our pods ensure that every nursing mother feels valued and supported throughout their conference experience.

SPONSORSHIP INCLUDES:

- Branding on outside of two pods

SPONSORSHIP INVESTMENT

\$8,000



PHOTO OP

Capture the moment and make it your own with a fun photo op, where attendees pose with your brand in unforgettable snapshots connections.

SPONSORSHIP INCLUDES:

- 1x meterboard
- Logo incorporated into final design

SPONSORSHIP INVESTMENT

\$7,500



PRECIOUS WILLIAMS COACHING

Consulting with empathy, Precious Williams is a 13-time national elevator pitch champion. She is a TOP corporate sales trainer, helping teams to create killer communication skills, craft messages and understanding how to pitch and build sales programs. She's an expert in helping teams approach sensitive topics, handle conflict and customer service training.

SPONSORSHIP INCLUDES:

- Three 60 minute career coaching sessions inside the learning lounge

SPONSORSHIP INVESTMENT

\$20,000/day

Keynote **\$25,000**



PURRFECTLY BREWED CAT CAFE SOLD

This opportunity provides attendees with a fun and relaxing space to unwind and interact with adorable feline friends.

SPONSORSHIP INCLUDES:

- 100 coffee vouchers
- Branding on area signage
- Donation to cat supplier organization
- Cat supplies and toys

SPONSORSHIP INVESTMENT

\$35,000





SNACK VOUCHER

There's no better way to show appreciation than by covering a portion participant's lunch fees. This will be a great incentive to drive participants to your booth, and have meaningful conversations with conference attendees.

SPONSORSHIP INCLUDES:

- 100 \$10 snack vouchers with your logo
- Recognition in final program ad

SPONSORSHIP INVESTMENT

\$1,100



THERACATURIST

Capture the essence of any event or gathering with our Theracaturist! Imagine the joy of seeing colleagues and friends transformed into hilarious, exaggerated portraits right before your eyes. It's not just art—it's an interactive experience that creates lasting memories and keepsakes. This unique experience will leave you not only with a creative photo but with a lasting memory and entertaining element that everyone will love. He brings joy and laughter to every unique creation that truly defines each guest as they are or want to be seen.

SPONSORSHIP INCLUDES:

- Artist for 8 hours for three days
- Logo on each drawing
- 1x meterboard
- Lead scans

SPONSORSHIP INVESTMENT

\$15,000



SPONSORED LUNCH VOUCHER



CODE: 90312

THANKFUL TREE SOLD

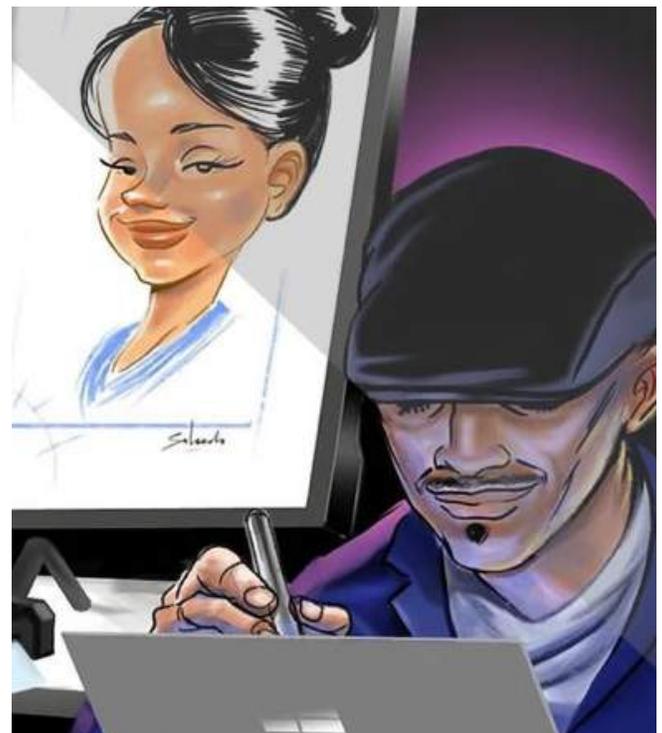
The Thankful Tree encourages participants to focus on the things that bring them joy by adding a tag to giant LED tree. Together we can spread a positive message of gratitude across our conference.

SPONSORSHIP INCLUDES:

- Branding on table tops and thankful tags
- Logo on 1x meterboard
- Lead scans

SPONSORSHIP INVESTMENT

\$15,000





VET DETECTIVE SOLD

This wildly popular 3-day interactive scavenger hunt will drive major traffic to your booth! Participants come to your booth in search for a clue from your staff—you get face time with veterinary professionals and they get to learn about your business while competing for prize money and gifts.

SPONSORSHIP INCLUDES:

- Recognition in marketing efforts

SPONSORSHIP INVESTMENT

\$2,600



VETERINARY TECHNICIAN RECEPTION & PARTY FOR A PURPOSE

Join us on Monday night for an unforgettable celebration honoring the invaluable contributions of veterinary technicians at WVC's Technician Event. Hosted at Mandalay Bay's newest event venue, Swingers Crazy Golf, this soirée promises an evening of elegance and excitement reminiscent of 1920s England.

SPONSORSHIP INCLUDES:

- Sponsors will be recognized in all pre and on-site marketing material promoting Vet Tech Reception and Party for a Purpose
- Sponsorships are exclusive per industry per tier

SPONSORSHIP INVESTMENT

Gold **\$40,000 SOLD**

Silver **\$15,000**

Bronze **\$5,000**



VW PHOTOBUS

Did someone say interactive photo booth? Designed from the ground up, you won't find another like it at WVC. Make a smash with your company on the photo bus opportunity!

SPONSORSHIP INCLUDES:

- Custom bus wrap
- Lead scans

SPONSORSHIP INVESTMENT

\$15,500





YOGA

Promote health and wellness at conference! Sponsor a yoga session to encourage attendees to take a break, and focus on their well being amidst all of the walking, networking, and education they will be doing throughout conference.

SPONSORSHIP INCLUDES:

- Recognition on marketing promotion
- Add on custom yoga mats or a breakfast station

SPONSORSHIP INVESTMENT

\$2,500



ZEN DEN SOLD

Ever struggle to find a quiet place to take a call, check in on patients, or take a cat nap while at a conference? Us too. Demonstrate your commitment to enhancing the conference experience by providing a space that promotes productivity, focus, and relaxation.

SPONSORSHIP INCLUDES:

- Branding in event space
- Option to provide giveaways
- Lead scans

SPONSORSHIP INVESTMENT

\$40,000





VITICUSGROUP™ WVC ANNUAL CONFERENCE

MARCH 2 - 5, 2025 | LAS VEGAS, NV



GET IN TOUCH



Joel Altman, CEM
Exhibits Director



**Sara Taylor, CEM,
CMP**
Director of Conference
Operations



Ashley Isbell
Strategic Partnerships
Manager



Mary Jolley
Veterinary Account Manager



Kim Keating, MA
Education Program Director



Joleen Butler Apilado
Strategic Accounts Manager

Together we can create a package that's right for you!

CONTACT THE SALES TEAM
sponsorships@viticusgroup.org

Visit [Viticusgroup.org](https://www.viticusgroup.org) for more show information, as well as our exhibiting prospectus.

