

SPONSORSHIP BENEFITS

Illinois State Veterinary Medical Association, 2024



Dear ISVMA Partner:

The ISVMA is excited to be offering an in-person Convention for Illinois veterinarian professionals and those from surrounding states in 2024. ISVMA will also be hosting an online convention following the live event.

Our members are eager to engage in person with you and to learn about new products and services from our trusted partners. The ISVMA welcomes sponsorship and strives to build mutually beneficial relationships with industry partners. The ISVMA's 2024 benefit structure addresses both in-person and virtual convention benefits and is contained on the following pages. We will continue to keep track of your cumulative total sponsorship value for the year and provide benefits appropriately if you choose to support various events throughout the year.

The ISVMA welcomes conversation with your decision-makers on creative sponsorship and engagement avenues. For example, a Gold sponsor could designate a portion of their \$5,000 for convention speaker sponsorship on the topic of dermatology and ask that the remainder be used for evening reception expenses or banner ad on the ISVMA app. Please feel free to contact the ISVMA staff if you have any questions regarding the association's sponsorship benefits, or sponsorship in general.

Thank you for supporting continuing education and leadership opportunities for Illinois veterinarians, CVTs and their teams.

A handwritten signature in black ink that reads "Deborah Lakamp".

Deborah Lakamp, CAE
Executive Director

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ISVMA reserves the right to modify the sponsorship benefits, as needed, to provide better visibility and recognition for sponsors and exhibitors.

Gold Level Sponsor (\$5,000 or more), receives the following benefits:

Pre-Convention Benefits: Visibility and Pre-event Marketing

- If confirmed prior to Wednesday, May 31, 2024, company name, level of sponsorship and logo will accompany applicable sponsored speaker session/event throughout Convention Registration Brochure, and the company will be recognized in a listing by sponsorship level.
- A list of pre-registered Convention attendees will be forwarded by email (excel spreadsheet) to the sponsoring company. Distribution date will be at two weeks prior to Convention.

Online Benefits: Online Convention Program Book (CPB)

- Half-page, color display ad in CPB (\$500 value).
- Company included in CPB as a Gold Level sponsor, including logo and contact information.
- Company logo accompany each sponsored speaker session /event throughout CPB.
- When also a paid exhibitor, booth listing in the CPB will be marked as a Gold Level sponsor.

Online and/or In-Person Exhibit Hall/Trade Show Benefits:

- Able to provide a company flyer to be placed in the attendee's convention tote.
- Allowed to set up a table of resource materials in the back of the classroom if sponsoring a speaker.

Virtual Convention Benefits:

EXHIBITORS: Listing on the ISVMA APP and website convention page.

SPONSORS: Listing on the ISVMA APP and the website convention page.

SPONSORS: Sessions will be added to the ISVMA online educational library for an agreed up on time providing permission is granted from speaker and the session is videotaped.

Silver Sponsor (\$2,500 or more), receives the following benefits:

Pre-Convention Benefits: Visibility and Pre-event Marketing

- If confirmed prior to Wednesday, May 31, 2024, company name, level of sponsorship and logo will accompany applicable sponsored speaker session/event throughout Convention Registration Brochure.
- A list of pre-registered Convention attendees will be forwarded by email (excel spreadsheet) to the sponsoring company. Distribution date will be two weeks prior to the Convention.

Online Benefits: Convention Program Book (CPB)

- Quarter-page, color display ad in CPB (\$300 value).
- Company included in CPB as a Silver Level sponsor, including logo.
- Company logo accompany each sponsored speaker session /event throughout CPB.
- When also a paid exhibitor, booth listing in the CPB will be marked as a Silver Level sponsor.

Online and/or In-Person Exhibit Hall/Trade Show Benefits:

- Allowed to set up a table of resource materials in the back of the classroom if sponsoring a speaker.

Virtual Convention Benefits:

EXHIBITORS: Listing on the ISVMA APP and website convention page.

SPONSORS: Listing on the ISVMA APP and the website convention page.

SPONSORS: Sessions will be added to the ISVMA online educational library for an agreed up on time providing permission is granted from speaker and the session is videotaped.

Bronze Sponsor (\$1,500 or more), receives the following benefits:

Pre-Convention Benefits: Visibility and Pre-event Marketing

- If confirmed prior to Wednesday, May 31, 2024, company name, level of sponsorship and logo will accompany applicable sponsored speaker session/event throughout Convention Registration Brochure.
- If confirmed prior to Wednesday, May 31, 2024, the company will be recognized in a listing-by-sponsor-level at the Bronze Level.

Online Benefits: Convention Program Book (CPB)

- Company included in CPB as a Bronze Level sponsor.
- When also a paid exhibitor, booth listing in the CPB will be marked as a Bronze Level sponsor.

Online and/or In-Person Exhibit Hall/Trade Show Benefits:

- Allowed to set up a table of resources materials in the back of the classroom if sponsoring a speaker.

Virtual Convention Benefits:

- SPONSORS: Sessions will be added to the ISVMA online educational library for an agreed up on time.

Contributing Sponsor (\$500- \$1,500), receives the following benefits:

Pre-Convention Benefits: Visibility and Pre-event Marketing

- If confirmed prior to Wednesday, May 31, 2024, company will be recognized in a listing-by-sponsor-level as a Contributing Sponsor.

Online Benefits: Convention Program Book (CPB)

- Company included in CPB listed as a Contributing Sponsor.
- When also a paid exhibitor, booth listing in the CPB will be marked as a Contributing Level sponsor.

Online and/or In-Person Exhibit Hall/Trade Show Benefits:

- When also a paid exhibitor, Convention SPONSOR identifier placed on company's virtual Exhibit Hall booth.