

# VIRTUAL SPONSORSHIP OPPORTUNITIES

MULTI-DAY SYMPOSIUM

SUNDAY, OCTOBER 18, 2020 FROM 9AM-2PM

SUNDAY, OCTOBER 25, 2020 FROM 9AM-2PM



# THE SPECIALTY SYMPOSIUM

BROUGHT TO YOU BY BVNS & CVCA



(Formerly the Cardiology and Neurology Symposium)

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## The Specialty Symposium Sponsorship Contact

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# The Specialty Symposium Growth Recap

## Objective

The Specialty Symposium, formerly the Cardiology & Neurology Symposium, provides continuing education to more than 400+ local primary care veterinarians, technicians and practice managers within the VA/MD/DC area with the support of our sponsors.

## About The Specialty Symposium



Since 1987, CVCA has been the leading choice for veterinary cardiology, seeing over 24,000 patients per year at 14 locations in Kentucky, Maryland, Texas and Virginia.



Since 2005, BVNS has been improving the health and comfort of pets with neurologic disease by unifying the art of compassionate care and the science of veterinary neurology at 5 locations in Georgia, Maryland and Virginia.

## Sponsors

### 2017

#### Gold Sponsors

- Ezyvet
- Wedgewood

#### Silver Sponsors

- Access National Bank
- Akina Animal Health

#### Bronze Sponsors

- Henry Schein
- Care Credit

#### Friends of the Symposium

- Trupanion
- Diamondback Drugs
- MWI

### 2018

#### Gold Sponsors

- Idexx
- Computer Services Unlimited (CSU)

#### Silver Sponsors

- Wedgewood
- BI
- Artana
- Akina

#### Bronze Sponsors

- Summit Insurance Services
- Access National Bank

#### Friends of the Symposium

- Trupanion
- Jorgensen Labs
- MWI
- Diamondback Drugs
- Care Credit
- Nordic Naturals
- Agape Pet Services
- In Memoriam
- Potomac Printing

#### Additional Sponsorship opportunities:

- Agape = Lanyard
- In Memoriam = Registration Bag
- BI = Notebook/ Journal

### 2019

#### Guest Sponsors & Lectures

- VSC & VSCR
- The Oncology Service
- Animal Dentistry & Oral Surgery

#### Gold Sponsors

- Boehringer Ingelheim
- Zoetis
- Hills

#### Silver Sponsors

- Wedgewood
- IDEXX Laboratories
- Atlantic Union Bank
- Aratana

#### Bronze Sponsors

- Care Credit
- Royal Canin
- All Four Paws Vet Relief
- Synergy
- Nutramax

#### Friends of the Symposium

- Potomac Printing
- Trupanion
- In Memoriam
- Nordic Naturals
- Agape Pet Services
- The Compounding Center
- Prosperity Pharmacy
- RVRC
- Zilis



## ATTENDEE TESTIMONIALS

"Amazing Symposium! Thank you so much for the opportunity!"

"Each year the Symposium has gotten better with awesome speakers and topics. Please keep this conference going!"

"A great symposium. It provided information which I can immediately start using in practice. The vendors were also informative."

"Emails kept us well informed and contained helpful event info!"

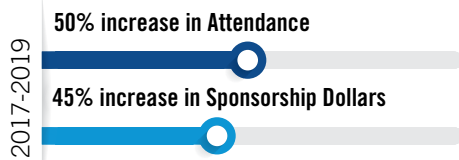
"Extremely impressed. Valuable info and great speakers, well organized and attended!"

## SPONSOR TESTIMONIALS

"Everything was great! Thank you!"

"It was wonderful to be able to speak at the lunch break!"

## Registration & Sponsorship Growth



## Registration



## Lectures



“A very well organized, informative event. Keep up the good work.”

“I love the lectures geared toward the general practitioner. Excellent! Thank you!”

“Big thanks to the lecturers for taking the time to help us continue to learn! Very good buffet and service.”

“Lectures were appropriate for use in general practice. So often these conferences spend too much time with ivory tower research that is not practical to the GP.”

“Thank you for this wonderful CE. The location and food was perfect. Great speakers and interesting topics!”

“I’ve been to another specialty clinic CE. Yours is a better organized, better facility, food is better. :) Great there are vendors here!!”

“I really appreciate this opportunity to learn and interact with colleagues and specialists. Thank you!”

“I am truly impressed with the quality of this event. Thank you so much!”

“Excellent conference. Many take homes that will be useful. Great speakers.”

“This is my second year attending this conference and I have found it a very well done conference with knowledgeable speakers and useful lectures with practical advice. The vendors are also great choices for the conference.”

“This is the second year I have attended and the locations, speakers and sponsors have all been great and had lots of information to share and they always answered my questions.”

“Enjoyed the variation in topics and speakers.”

“

Excellent CE!  
Great speakers,  
easily found the  
location,  
very well done.  
Thank you!

”

# Moving to Virtual Conference Platform

The Specialty Symposium, with CVCA Cardiac Care for Pets and Bush Veterinary Neurology Services, selected a user-friendly platform.

Our exciting, online conference platform, provides access to comprehensive continuing education featuring presentations from multiple board-certified specialists.

We are able to continue offering this conference, free of charge to veterinarians and technicians, through the partnership and support of industry sponsors like you!

## The Platform for Virtual Conference

- **Whova App** - available on mobile and desktop
- Listed on the **Global Top 100 Software Companies** in G2's Ranking!

[READ MORE](#)

## Training on Whova Platform

The Specialty Symposium is more than happy to set up a training session or walk-thru session for sponsors so you can become familiar with its capabilities.

Two options:

- Prior to signing on to become a sponsor
- Prior to the actual event in September/October



# NEW Virtual Sponsorship Levels Vendor Sponsorships

## PLATINUM \$3,000

- Company Page on Exhibitor Hub
- Multi-Day sponsorship exposure
- One (1) lecture spots
  - › Lectures will be prerecorded
  - › Presenters need to be available, from home/office, for a LIVE Q & A, 10 minutes after their prerecorded presentation ends
- Opportunity to provide a three (3) minute announcement
- Up to ten (10) social media promotional posts
- Three (3) push notifications/announcements
- Opportunity to provide video(s) to share
- Swag bags
  - › Virtual swag bag
  - › Physical mailer, prior to the event includes:
    - » Logo on outside of mail label
    - » Logo on a mousepad for attendees
    - » Four (4) marketing/promo items inside of the mailer
- Additional benefits as listed below

## GOLD \$2,000

- Company Page on Exhibitor Hub
- One-Day sponsorship exposure
- Up to five (5) social media promotional posts
- Opportunity to provide video(s) to share
- Swag bags
  - › Virtual swag bag
  - › Physical mailer, prior to the event includes:
    - » Logo on outside of mail label
    - » Three (3) marketing/promo items inside of the mailer
- Additional benefits as listed below

## SILVER \$1,000 (FORMERLY THE FRIENDS SPONSORSHIP LEVEL)

- Up to three (3) social media promotional posts
- Physical mailer
  - › One (1) marketing/promo items inside

## ALL PLATINUM AND GOLD SPONSORS RECEIVE

- Link to your company website
- Ability to live chat attendees and add a custom call-to-action button
- The ability for multiple booth staff to manage leads
- Social media integration where you can post from the App to your social media accounts
- Receive a full detailed report
- Inclusion in virtual exhibit online scavenger hunt
- Logo inclusion in web banners

# NEW Virtual Sponsorship Levels Associated Services in Hospital

## PLATINUM \$3,500

- Company Page on Exhibitor Hub
- Multi-Day sponsorship exposure
- 3-4 lecture spots
  - › 2 doctor and 2 technician
  - › Lectures will be prerecorded
  - › Presenters need to be available, from home/office, for a LIVE Q & A, 10 minutes after their prerecorded presentation ends
- Opportunity to provide a five (5) minute announcement
- Up to ten (10) social media promotional posts
- Two (2) push notifications/announcements
- Opportunity to provide video(s) to share
- Swag bags
  - › Virtual swag bag
  - › Physical mailer, prior to the event includes:
    - » Logo on outside of mail label
    - » Logo on mousepad for attendees
    - » Four (4) marketing/promo items inside of the mailer
- Additional benefits as listed below

## GOLD \$2,500

- Company Page on Exhibitor Hub
- One-Day sponsorship exposure
- 1-2 lecture spots
  - › 1 doctor and 1 technician
  - › Lectures will be prerecorded
  - › Presenters need to be available, from home/office, for a LIVE Q & A, 10 minutes after their prerecorded presentation ends
- Opportunity to provide a five (5) minute announcement at lunch or between sessions
- Up to three (3) social media promotional posts
- One (1) push notifications/announcements
- Opportunity to provide video(s) to share
- Swag bags
  - › Virtual swag bag
    - » Physical mailer, prior to the event includes:
      - » Logo on outside of mail label
      - » Two (2) marketing/promo items inside of the mailer
- Additional benefits as listed below

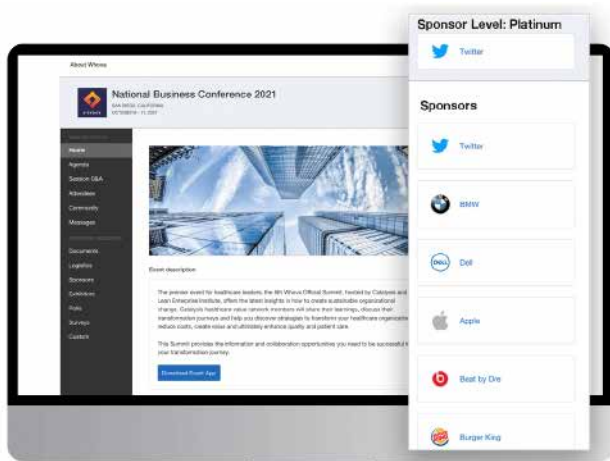
## ALL SPONSORS RECEIVE

- Link to your company website
- Ability to live chat attendees and add a custom call-to-action button
- The ability for multiple booth staff to manage leads
- Social media integration where you can post from the App to your social media accounts
- Receive a full detailed report
- Inclusion in virtual exhibit online scavenger hunt
- Logo inclusion in web banners



## Key Benefits for Sponsors

- Maximize brand exposure with banners on both mobile app and web app
- Start virtual meet-ups with attendees
- Engage attendees via the Community Board
- Get insight of attendees via SmartProfile
- Discover and nurture high quality leads
- Achieve high ROI with various promotional opportunities



## Maximize Exposure with Highly Adopted Apps

Broaden your competitive edge by improving your company's public image, prestige and credibility through highly visible mobile and web event apps. Exploit showcase opportunities starting from a few weeks prior to your event and connect with even more attendees online.



**9,377**  
Sponsor Impressions



**100%**  
Download Rate



**96%**  
Love Whova

"We were a major sponsor of the Mardi RAW conference and very much liked the app. We may suggest it in the future to other conferences and maybe even sponsor it."

Mark Vera, Director of Operations and Sales  
Aqua-Tech Co

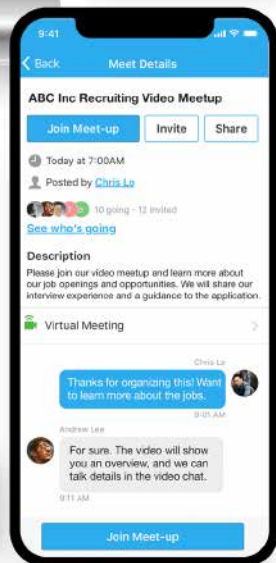
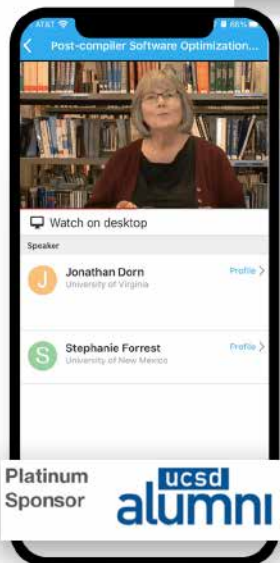
## Showcase More, Meet Leads Online Easily

**Banners in Multiple Places:** See your ad banners constantly displayed on Whova's mobile event app and web app in places that are frequently visited by attendees, including: the event home, live stream and session videos, attendee list, and more!

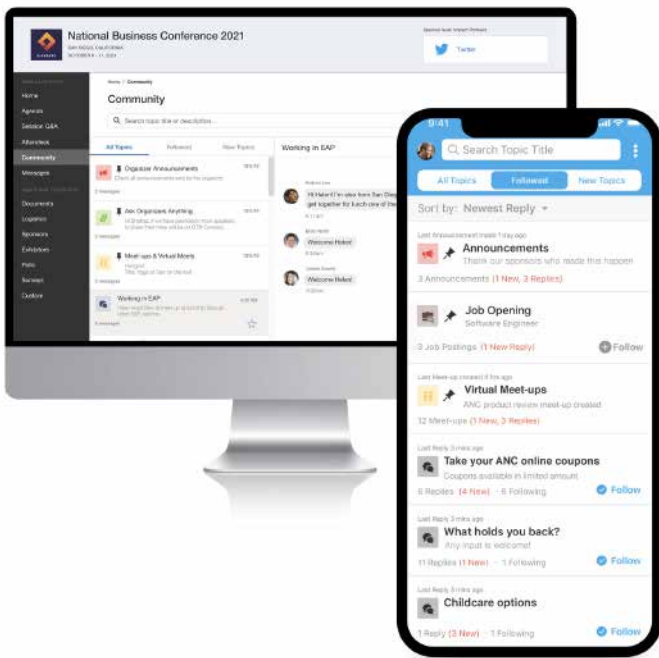
**Virtual Meet-ups, and more:** Engage attendees via virtual meet-ups, private in-app messaging, e-business cards exchanging, and promotional posts and product videos, all within Whova.

"A lot of them (sponsors) commented publicly that they reached out to more people than in-person event. It was a win-win!"

Allison Bleyler, Director of Marketing  
VentureWell







## Engage Attendees and Generate More Leads

Exploit opportunities to engage with attendees in personal and organic ways through the Event Community Board. Post promotional offers, share product information, hold virtual meet-ups, and generate more leads.



**989**

Bulletin Boards



**3,429**

Messages

“As a sponsor, I found Whova to be fantastically useful. The ability to connect with conference attendees I might not have seen and to do so in a friendly, not overly-forward manner, was invaluable.”

Bertand Haure, Galway Trading USA LLC

## Discover High Quality Leads

Deep Insight into Leads: Gain understanding of attendees' professional backgrounds and interests from breakthrough SmartProfiles to generate high quality business opportunities.



**3,349**  
Attendees with Profiles



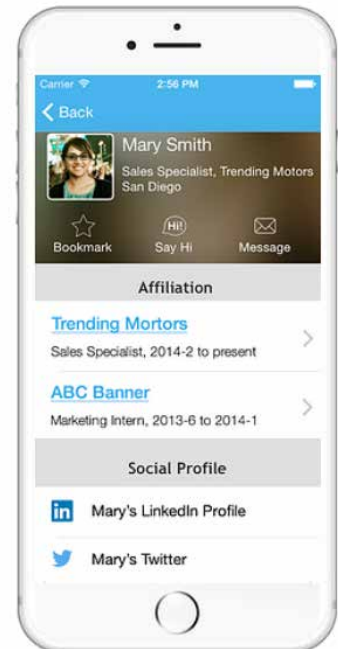
**16,507**  
Profile Views



**1,008**  
Lead Bookmarks

“I found the Whova app to be practical, easy to use, and a good investment of my time. I've already had contact with the leads I put into the app.”

Ty Stevenson, Consultant  
LEGO Education



### Exposure

- Mobile/Desktop Banner Ads
- Sponsor List
- Custom Links
- Collateral Upload
- Social Media Integration

### Lead Engagement

- Attendee SmartProfiles
- Private In-app Messages
- Virtual Meet-ups / Video Chats
- Contact Exchange
- Built-in Meeting Scheduler

### Lead Generation

- Customized Promotional Offers
- Easy Lead Retrieval
- Event Community Board
- Lead Bookmarks
- Performance Metrics

## Whova Links Below to View App

**LEADGEN TUTORIAL  
FOR EXHIBITORS AND SPONSORS**

**9 PROVEN IDEAS TO MAKE VIRTUAL  
CONFERENCE SPONSORS HAPPY**

**WHOVA FOR VIRTUAL  
CONFERENCES AND EVENTS**