



ONTARIO
VETERINARY
MEDICAL
ASSOCIATION

2024 OVMA CONFERENCE PROGRAM SPONSORSHIP PROSPECTUS

CANADA'S PREMIER VETERINARY CONFERENCE

JANUARY 25 – 27, 2024 | THE WESTIN HARBOUR CASTLE, TORONTO, ON





ABOUT

OVMA CONFERENCE

The OVMA Conference is the largest annual veterinary conference in Canada that is attended by veterinarians, veterinary technicians, hospital personnel, veterinary students, and industry's top service providers across the country. The conference offers continuing education for every member of the veterinary team: practice owner, practice manager, veterinarian, veterinary technician, assistant, front office staff member and student.

Any inquiries regarding sponsorship – as outlined in this publication, or any new ideas - should be directed to Sasha Basiri, Manager, Events & Sponsorship.

Sasha Basiri, Manager, Events & Sponsorship | (905) 875-0756 ext. 226 | sbasiri@ovma.org



OVMA DELEGATE PROFILE AND ATTENDANCE TRENDS

Dates	Veterinarians	Veterinary Technicians	Hospital Personnel	OVC Students	Exhibit Passes	Totals
2023 Toronto	616	173	177	58	29	1,053
2022 Toronto*	453	136	134	15	17	750
2020 Toronto	765	177	99	134	45	1,220
2019 Toronto	807	170	137	78	36	1,228
2018 Toronto	852	178	158	92	38	1,318
2017 Toronto	801	156	123	70	48	1,198
2016 Toronto	848	145	176	93	50	1,312
2015 Toronto	850	169	151	60	74	1,304
2014 Toronto	901	185	173	48	52	1,359
2013 Toronto	879	172	141	60	46	1,298
2012 Toronto	876	134	179	50	54	1,293
2010 Toronto	932	116	114	53	41	1,256
2009 Toronto	859	169	112	58	36	1,234
2008 Toronto	785	101	86	57	N/A	1,029

* Due to pandemic event cancellation in 2021, we hosted two conferences (in July 2022 and in January 2023) six months apart which explains a slight decrease in 2023 delegate numbers. We are back to regular schedule as of January 2023 and expect higher attendance in 2024 and onward.

WHY SPONSOR

The conference offers companies that support the veterinary profession an excellent opportunity to demonstrate their support and reach a broad veterinary audience through sponsorship of conference events and advertising in conference publications. Exposure through conference sponsorship puts you in front of the veterinary industry’s most progressive and successful practice teams and the veterinary field’s best experts. Be sure to take full advantage of the opportunity for one-on-one interaction among everyone at the 2024 OVMA Conference.

Benefits of sponsorship and advertising:

- All sponsors will be highlighted in the Conference publications and in November / December 2023 issue of FOCUS Magazine according to their sponsorship levels.
- Yearly conference sponsorship, as well as 50% of advertising amounts, are factored into the OVMA Industry Partner Program (IPP) totals each year. The OVMA IPP is used to determine the order of allocating trade show space each year and get advance opportunity to pre-select their exhibit space and sponsorship participation.
- Conference sponsors will have their logos featured in all conference publications and onsite signages if sponsorship is confirmed prior to set printing deadlines.
- “Thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks.
- Platinum-level sponsors will receive unlimited exhibitor badge registrations, as well as an upgraded online exhibitor listing.

2024 OVMA Sponsorship Levels and Recognition

- Platinum Sponsorship of **\$20,000** or more
- Gold Sponsorship of **\$15,000** to **\$19,999**
- Silver Sponsorship of **\$7,500** to **\$14,999**
- Bronze Sponsorship of **\$5,000** to **\$7,499**
- Copper Sponsorship of less than **\$5,000**

The above sponsorship levels are calculated based on the events and sessions sponsored. Rights of refusal on some sponsorship and advertising opportunities are made available to returning sponsors. Sponsorship opportunities are first made available to OVMA’s Corporate Partner Program members and Industry Partners and are then made available on a first-come basis to all other potential sponsors. Sponsorship will be invoiced in January 2024, unless otherwise requested. Some sponsorship/marketing opportunities are available to exhibiting companies only. Dollars spent on marketing and advertising are not considered when calculating the above-noted sponsorship levels. All advertising opportunities are subject to HST.





SPONSORED SESSIONS OPPORTUNITIES

Although the individual session topics listed here are subject to some modification, the overall lecture themes will remain the same.

Benefits of session sponsorship:

- Verbal recognition from the podium – OVMA will contact sponsors to discuss assigning a company representative as the session moderator/presenter on stage
- Recognition in all conference publications and promotions if confirmation of sponsorship is made before publication deadlines
- Sponsorship recognition on signage outside the lecture room
- “Thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks



2024 OVMA CONFERENCE

SMALL ANIMAL PROGRAM

DAY 1: THURSDAY, JANUARY 25, 2024

INTERNAL MEDICINE..... 9:15 am – 5 pm

presented by Dr. Vlad Stojanovic

- Immune mediated diseases (2 hours)
- Canine pancreatitis
- The vomiting cat (2 hours)

FULL DAY - \$5,500

SOLD OUT

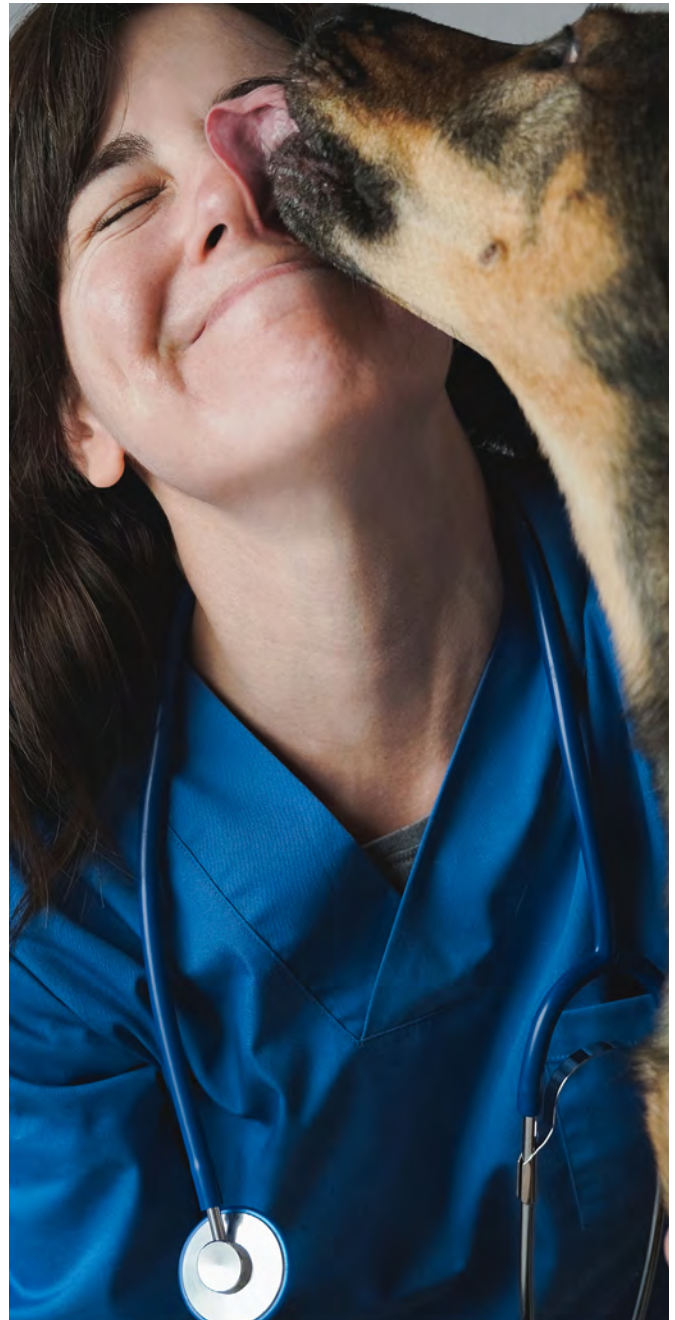
EMERGENCY & CRITICAL CARE ... 9:15 am – 5 pm

presented by Dr. Jennifer Devey

- Respiratory emergencies – the blue patient
- Gizmos and gadgets
- The 4 W's of fluid therapy / fluid resuscitation in shock
- Heatstroke: the first hour
- CPR review

FULL DAY - \$5,500

SOLD OUT



**ONTARIO
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MEDICAL
ASSOCIATION**

SMALL ANIMAL PROGRAM

DAY 2: FRIDAY, JANUARY 26, 2024

DENTISTRY..... 9:15 am – 5 pm

presented by Dr. Amy Thomson

- Dental and maxillofacial emergencies: ER guide to teeth
- It's not stomatitis: guide to diagnosis and treatment
- Dentistry communication: setting realistic expectations
- Getting roots out: helping avoid and treat retained roots
- Dentistry physics: taking the insanity out of extractions

FULL DAY - \$5,500

SOLD OUT

PHARMACOLOGY..... 9:15 am – 5 pm

presented by Dr. Dawn Boothe

- Opioids and analgesia in dogs and cats
- Non-opioid alternatives for pain control
- Nsaids: it's not just about the pain
- The high points of medical cannabinoids
- Approaches to targeted drug therapy: improving efficacy and safety

FULL DAY - \$5,500

AVAILABLE

PRACTICE PEARLS 9:15 am – 5 pm

Treatment guidelines for acute gastroenteritis
presented by Dr. Scott Weese

Global veterinary telemedicine trends
presented by Dr. Christiane Orsini

Farley Foundation wants (to give) you (money)
presented by Dr. Matthew Richardson & Victoria Hickey, Manager of Charitable Giving & Donor Relations, OVMA & The Farley Foundation

How to see emergency patients more efficiently
presented by Dr. Jennifer Devey

Can't afford and MRI: How do we diagnose epilepsy
presented by Dr. Andrew Barker

Treatment of IVDD: How much do we really know?
presented by Dr. Andrew Barker

Nasogastric feeding tubes: The good, the bad and the ugly
Presented by Dr. Judy Brown

The role of gabapentin in pain management
Presented by Dr. Conny Mosley

Top radiographic interpretation mistakes and errors
Presented by Dr. Lukas Kawalilak

When ear disease has gone "bad": Approach to Pseudomonas Otitis
Presented by Dr. Anette Loeffler

FULL DAY - \$5,500

AVAILABLE



SMALL ANIMAL PROGRAM

DAY 3: SATURDAY, JANUARY 27, 2024

DERMATOLOGY 9:15 am – 4:45 pm
presented by Dr. Anette Loeffler

- Canine Pyoderma: Highlights from the New ISCAID Guidelines
- How to Make the ISCAID Canine Pyoderma Guidelines Work in Practice
- Bacterial Culture and Antimicrobial Susceptibility Testing in Skin Patients: Opportunities and Pitfalls
- How to Select the Right Ear Drops
- Chronic Otitis in Dogs: What to do Beyond Ear Drops

FULL DAY - \$5,500

SOLD OUT



RADIOLOGY 9:15 am – 4:45 pm
presented by Dr. Lukas Kawalilak

- Radiology of the upper airway
- Radiology of the lower airway
- Imaging of visceral torsions
- Imaging of Acute hemoabdomen
- Don't lose your breath! Interpreting brachycephalic breed thoracic radiographs

FULL DAY - \$5,500

AVAILABLE

SURGERY 9:15 am – 4:45 pm
presented by Dr. Tom Gibson & Dr. Ameet Singh

- Fracture first aide
- Feline osteoarthritis
- Linear foreign body: from start to finish
- Cutaneous mass removal: tips & tricks
- Brachycephalic obstructive airway syndrome: help them breathe

FULL DAY - \$5,500

SOLD OUT

FOCUS ON INFECTION PROGRAM

DAY 1: THURSDAY, JANUARY 25, 2024

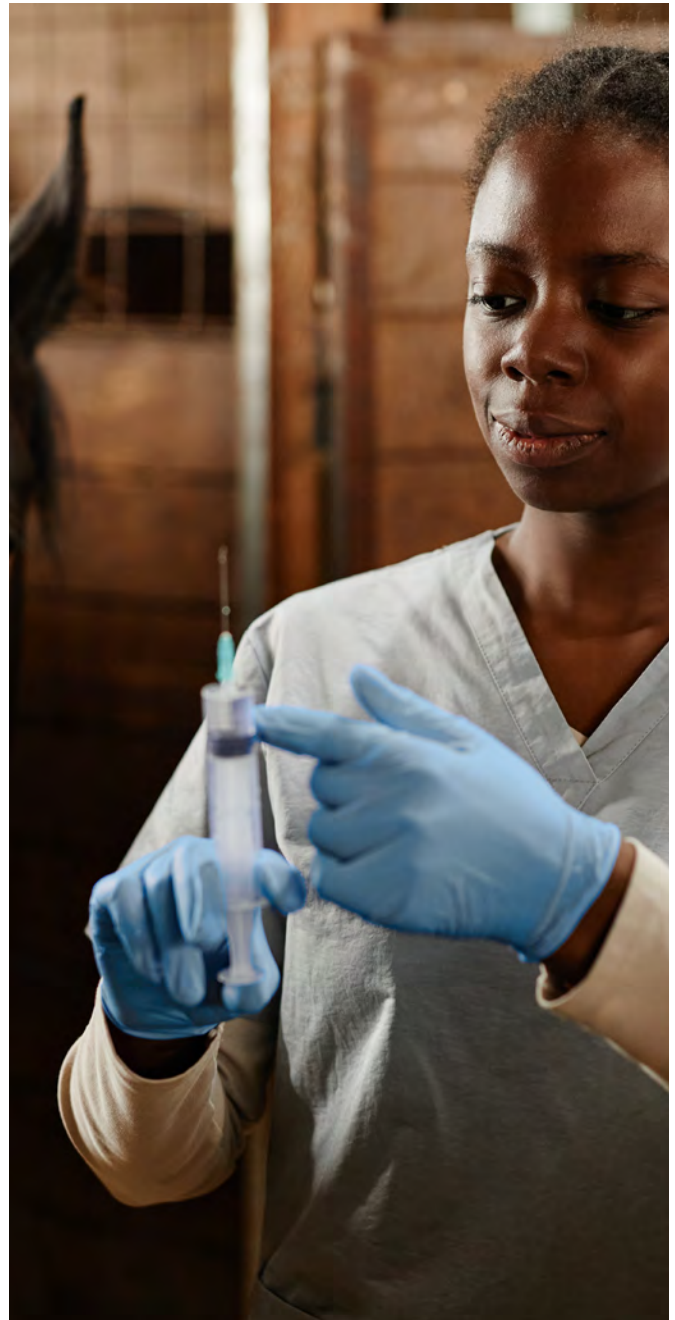
FOCUS ON INFECTION 9:15 am – 5 pm

presented by Dr. Dawn Boothe, Dr. Maureen Anderson & Dr. Catherine Belanger

- Antimicrobial stewardship and minimizing resistance: the role of culture and susceptibility (the best bang for your bug?)
- Antimicrobial stewardship and minimizing resistance: designing the dosing regimen (the MIC is the KEY)
- Rabies update
- Reporting
- Imported dogs

FULL DAY - \$5,500

AVAILABLE



2024 OVMA CONFERENCE

EQUINE PROGRAM

DAY 2: FRIDAY, JANUARY 26, 2024

EQUINE TCVM

presented by Dr. Vasiliki Harvey

- Unlocking an ancient medical wisdom
- The equine diagnostic journey of TCVM
- Acupuncture and Chinese herbal therapies for the horse
- From TCVM knowledge to action
- Equine TCVM case studies

FULL DAY - \$5,500

AVAILABLE

DAY 3: SATURDAY, JANUARY 27, 2024

EQUINE OPHTHALMOLOGY

presented by Dr. Ann Dwyer

- Seeing differently: anatomy and physiology of the eye
- The many faces of uveitis
- Tracks of my tears: problems of the cornea
- Everything is relative: problems of the periocular region
- The ophthalmic portion of the prepurchase exam.

FULL DAY - \$5,500

SOLD OUT



**ONTARIO
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PRACTICE MANAGEMENT PROGRAM

DAY 1: THURSDAY, JANUARY 25, 2024

COMMUNICATIONS

presented by Dr. Cindy Adams

- Taking stock in why communications matter
- Essential skills for every day: part 1
- Essential skills for every day: part 2
- Feedback conversations: part 1
- Feedback conversations: part 2

FULL DAY - \$5,500

SOLD OUT



DAY 2: FRIDAY, JANUARY 26, 2024

WELL-BEING & CULTURE

presented by Dr. Phil Richmond

- Proof positive: successful teams seek psych safety
- Don't believe everything you think: avoiding mental landmines in practice
- Unleash your neurological superpowers: capitalizing character strengths in vet medicine
- Me, we & us: the foundation of workplace wellbeing
- Growth mindset: be curious not judgmental

FULL DAY - \$5,500

SOLD OUT

DAY 3: SATURDAY, JANUARY 28

MANAGEMENT

presented by Dr. Ernie Ward

- The art of the appointment: a step-by-step guide to streamlining your workflow
- Unleashing greatness: the art of cross-training for a stronger veterinary team
- Client-centric experience: unlocking the power of top clients for sustainable practice success
- Finding your match: strategies for hiring team members who embrace your culture
- Motivation beyond money: three non-cash incentives that drive veterinary staff retention

FULL DAY - \$5,500

SOLD OUT

MASTER CLASSES

OVMA has again incorporated intensive Master Class sessions for conference delegates. These sessions will provide the ideal opportunity to participate in a focused and in-depth learning experience. To allow for optimal learning, participant numbers are restricted and will require pre-registration.

DAY 2: FRIDAY, JANUARY 26, 2024

EMERGENCY AND 1:15 pm – 5 pm CRITICAL CARE

Presented by Dr. Jennifer Devey

- Difficult emergency and critical cases – are there any new tricks?

CLASS SPONSORSHIP - \$1,995

SOLD OUT

DAY 3: SATURDAY, JANUARY 27, 2024

DENTISTRY..... 1:15 pm – 5 pm

Presented by Dr. Amy Thomson

- Radiographic Interpretations

CLASS SPONSORSHIP - \$1,995

SOLD OUT





MORNING PLENARY SESSIONS

Don't miss your opportunity to welcome conference attendees each morning of the conference. These popular morning sessions start each delegate's day with a continental breakfast and an entertaining, informative presentation.

EACH MORNING PLENARY SESSION SPONSOR WILL RECEIVE:

- Signage including company logo at the door
- Verbal recognition from the podium and in "thank you sponsors" slide on screen
- Up to four (4) session passes to allow company representatives to attend
- Company logo displayed on screen during speaker introduction if provided by sponsor
- Recognition in pre-conference promotions
- Promotional article in November issue of FOCUS magazine to highlight the morning plenary sessions including sponsor recognition if sponsorship is confirmed prior to publication deadlines.



MORNING PLENARY SESSIONS

OPENING KEYNOTE SESSION

DAY1: THURSDAY, JANUARY 25, 2024

OPENING KEYNOTE SESSION 8:00 – 9:00 a.m

Approximately 500 delegates are expected in attendance

- Opening keynote address by Michael Landsberg, Mental Health Speaker & Founder of #SickNotWeak; Iconic Canadian Sports Journalist

EXCLUSIVE SESSION SPONSORSHIP - \$6,500

AVAILABLE



Michael Landsberg

Former Off the Record host Michael Landsberg is a charismatic icon of the Canadian sports community. He’s also one of the country’s most vocal mental health advocates, the founder of the #SickNotWeak non-profit organization, and is dedicated to eradicating stigma and building community. In his presentations, he shows how the road to healing begins with a non-judgemental conversation.



MORNING PLENARY SESSIONS

OPENING KEYNOTE SESSION

DAY2: FRIDAY, JANUARY 26, 2024

BREAKFAST BITES 8:00 – 9:00 a.m.

Approximately 500 delegates are expected in attendance

- Conference attendees will enjoy their morning coffee and breakfast while catching up on the latest industry news, hottest topics and solutions to issues currently affecting the profession. This is the one session that the delegates don't want to miss.

EXCLUSIVE SESSION SPONSORSHIP - \$6,500

AVAILABLE



Dr. Scott Weese

Dr. Scott Weese is a veterinary internist and a Diplomate of the American College of Veterinary Internal Medicine. He is a Professor at the Ontario Veterinary College, University of Guelph, Director of the University of Guelph Centre for Public Health and Zoonoses, and Chief of Infection Control at the Ontario Veterinary College Teaching Hospital. He is also a member of the Tripartite Global Leaders Group on AMR and runs the infectious disease website WormsAndGermsBlog.



Dr. Maureen Anderson

A graduate of the Ontario Veterinary College and ACVIM board-certified in large animal internal medicine, Dr. Anderson's graduate research focused on MRSA in horses and equine personnel, as well as hand hygiene and infection control measures used in small animal clinics. Dr. Anderson is currently Lead Veterinarian of Animal Health and Welfare at the Ontario Ministry of Agriculture, Food and Rural Affairs. She continues to work in areas bridging animal and human health, including rabies and antimicrobial stewardship, and co-leads the companion animal Ontario Animal Health Network (OAHN).

MORNING PLENARY SESSIONS

OPENING KEYNOTE SESSION

DAY3: SATURDAY, JANUARY 27, 2024

OPENING KEYNOTE SESSION 8:00 – 9:00 a.m.

Approximately 500 delegates are expected in attendance

- Opening keynote session by Dr. Ernie Ward on *Burning Bright in a Burnout Culture: Self-Care Strategies for Veterinary Professionals*

EXCLUSIVE SESSION SPONSORSHIP - \$6,500

SOLD OUT



Dr. Ernie Ward

Dr. Ernie Ward has been an active television personality since 1999. Dr. Ernie began his television career as host of WWAY TV3's (ABC) *Pet Wise with Dr. Ward* in 1999; appeared on Animal Planet's hit reality show *King of the Jungle* in 2003 and served as the recurring "house vet" for the *Rachael Ray Show* 2007 to 2014.

Dr. Ward has been featured on the *Today Show*, *Good Morning America*, *NBC Nightly News*, *CNN*, *Nightline*, *FOX News*, and numerous talk and news shows. Dr. Ward brings passion, energy, and animal expertise to a wide variety of pet topics including obesity and nutrition, exercise and weight loss, behavior and animal welfare issues, medical technologies, and preventive medicine and surgery.

SOCIAL EVENTS SPONSORSHIP OPPORTUNITIES

EXCLUSIVE COFFEE BREAK SPONSORSHIP (5 TOTAL)

Attendance: Approximately 700 delegates are expected for each coffee break

*Available with branded or without branded reusable coffee tumblers

Our delegates LOVE their coffee! Be the one to help make it available throughout the event. Coffee breaks in the Exhibit Hall are scheduled twice daily on Thursday and Friday; and once on Saturday morning.

COST OF SPONSORSHIP - \$1500/BREAK

4 AVAILABLE

Sponsors will receive:

- Signage, including sponsorship recognition, near to the coffee stations
- Conference sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day

COST OF SPONSORSHIP WITH BRANDED CUPS - \$7000/BREAK

SOLD OUT

Sponsors will receive:

- Branded reusable coffee tumblers will be provided to all registered delegates in their delegate bags
- Signage, including sponsorship recognition, near to the coffee stations
- Conference sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day



LUNCH SPONSORSHIP (3 TOTAL)

Attendance: Approximately 700 delegates are expected for each lunch break

*Available with branded or without branded portable reusable cutlery set

Buffet lunch is provided to all conference registrants each day of the conference. Position yourself as OVMA's lunch sponsor and create positive associations with your brand over the two-hour lunch break on each conference day.

COST OF SPONSORSHIP - \$3,000 PER LUNCH BREAK

2 AVAILABLE

Sponsor will receive:

- Signage, including sponsorship recognition, throughout buffet stations area
- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day

BRANDED REUSABLE CUTLERY SET SPONSORSHIP - \$10,000/BREAK

AVAILABLE

Sponsors will receive:

- Branded reusable cutlery sets will be provided to all registered delegates in their delegate bags
- Signage, including sponsorship recognition, near to the coffee stations
- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day





THURSDAY, JANUARY 26

RECEPTION IN THE TRADESHOW (2 TOTAL) 5:00 – 6:30 p.m.
Attendance: 700+ delegates are expected for each reception on Thursday and Friday evenings of the reception in the Exhibit Hall

Arrangements will be made for the sponsoring company to distribute a complimentary beverage ticket for this event (can be supplied by OVMA or printed by the sponsoring company) to delegates from their exhibit space. This is a great way to ensure each registered delegate visits your company’s booth.

Sponsors will receive:

- Signage, including company logo, by the bar area and by the entrance to the exhibit hall
- Branded drinks and food menu (if food ordered by sponsor) displayed at the bars and throughout cocktail rounds in the exhibit hall
- Conference sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day
- Verbal recognition announcement in the exhibit space during reception
- Please note that food and beverage costs are extra and are not included in the sponsorship package. All f/b orders and billing are to be coordinated directly with the venue. Venue contact will be provided upon sponsorship agreement signing.

COST OF EXCLUSIVE RECEPTION SPONSORSHIP - \$8,500 (PLUS COST OF F/B)

SOLD OUT





FRIDAY, JANUARY 26

DELEGATE SOCIAL EVENT (FRIDAY NIGHT ONLY) 6:30 – 8:30 p.m.
Attendance: Approximately 700+ delegates are expected

Position yourself as the lead sponsor of the event by sponsoring delegate social event on the busiest night of the conference. Sponsor will be responsible for all food and beverage costs. OVMA can help make menu recommendations based on your budget. OVMA will be responsible for booking entertainment.

Sponsors will receive:

- Signage, including sponsor recognition, at the door
- Opportunity to give 5-10-minute welcome remarks to greet our delegates
- Branded drinks and food menu displayed at the bar and throughout cocktail rounds in the exhibit hall
- Conference sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day
- OVMA will be responsible for booking entertainment that could include but not limited to live sketch artists, musical band/DJ, greeters, roaming magician, etc.
- Please note that food and beverage costs are extra and are not included in the sponsorship package. All f/b orders and billing are to be coordinated directly with the venue. Venue contact will be provided upon sponsorship agreement signing.

~~**COST OF EXCLUSIVE RECEPTION SPONSORSHIP – \$25,000 (PLUS COST OF F/B)**~~

CANCELLED

BRANDED CONFERENCE SWAG ITEMS

LANYARDS SPONSORSHIP

A Conference name badge will be worn by every attendee, with the lanyard (neck string/strap) occupying a prominent position around every delegate's neck. The lanyard sponsor will enjoy a high degree of brand visibility during the conference through inclusion of their logo displayed on the lanyard.

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day.



COST OF EXCLUSIVE SPONSORSHIP - \$12,000

SOLD OUT

BACKPACK/LUGGAGE ALUMINUM IDENTIFICATION TAGS

These aluminum identification tags will be appreciated during and after the conference and nobody likes to leave their personal items unidentified. Your company logo will be laser imprinted on one side while allowing space on the reverse side for individual contact information. The tag attaches to your luggage or bag by using a metal wire twist-action closure and features a secondary clip attachment option for added security. This ID tag is made from rugged aluminum materials and measures 1.5" H x 3.0" L.

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day



COST OF EXCLUSIVE SPONSORSHIP PACKAGE - \$8,000

AVAILABLE

DELEGATE BACKPACKS

Each registrant will receive a branded backpack for use during the conference and long after the conference has passed. These long-lasting high-quality backpacks, made from 600D polyester, will contain all registration and conference materials and are extremely popular amongst OVMA delegates. They feature a large, zippered main compartment with a slip pocket to hold a 15" laptop.

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day.



COST OF EXCLUSIVE SPONSORSHIP PACKAGE: - \$18,000

SOLD OUT

DELEGATE NOTEPAD JOURNALS & PENS

Our delegates take lots of notes throughout the conference and love to receive pens and writing paper in their registration kits. These notepad journals will feature your corporate logo on custom designed OVMA Conference cover. Include a full page, full colour ad on the outside back cover to showcase your brand. Sponsor has an option to provide 1250 company pens or OVMA can produce those for an additional \$2000 fee on top of the sponsorship package.

Sponsors will receive:

- Company logo on journal cover of each notebook
- Full page, full colour ad on the outside back cover
- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day



COST OF EXCLUSIVE SPONSORSHIP WITHOUT PENS - \$10,000

SOLD OUT

COST OF EXCLUSIVE SPONSORSHIP WITH PENS - \$12,000

SOLD OUT

FIRST AID KITS

This imprinted first aid kit has everything you need to handle small scrapes or cuts. Use the metal carabiner to clip this kit onto your backpack, hiking bag and more.

- First aid kits will be provided to all registered delegates in their delegate bags
- Conference sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day

COST OF EXCLUSIVE SPONSORSHIP - \$8,000

AVAILABLE



HAND SANITIZER

Use these 1-oz branded hand sanitizer bottles to help prevent the spread of germs.

- Sanitizer bottles will be provided to all registered delegates in their delegate bags
- Conference sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day

COST OF EXCLUSIVE SPONSORSHIP - \$5,000

AVAILABLE



WATER BOTTLES

Branded water bottles will be provided to all registered delegates in their delegate bags. The Pacific Aluminum Sports Bottle 26oz is recyclable and BPA-free. It features durable single-wall construction and has a secure twist-on lid with a mini carabiner attachment for easy transportation.

Water Bottle Sponsorship includes:

- Your corporate logo featured on each water bottle
- OVMA will produce BPA free water bottles and make them available on-site
- Conference sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day



COST OF EXCLUSIVE SPONSORSHIP - \$12,000

SOLD OUT

2-IN-1 WATER BOTTLE AND DOG BOWL

The Asobu® Dog Water Bowl Lite is made of lightweight, heavy duty, shock and scratch resistant, 100% BPA free, Triton™. The easy grip handle makes it convenient to carry even on long walks with your dog. It is equipped with a detachable silicone bowl which discreetly slides off the base of the bottle when it is time to re-hydrate your dog. The anti-slip base makes it very easy for your pets to drink from it, and the large capacity ensures your dog is sufficiently hydrated, even on a hot summer day.

You 2-in 1 Bottle Sponsorship includes:

- Your corporate logo featured on each water/bowl bottle
- Conference sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day



COST OF EXCLUSIVE SPONSORSHIP - \$28,000

SOLD OUT

HOTEL KEYS

Numerous conference delegates stay at the host hotel for the duration of the conference. Provide meeting attendees who have chosen to stay at the contracted hotel with a customized room key. Your corporate name, logo, and artwork will appear on the front of the key along with reference to the "2024 OVMA Conference".

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day

COST OF EXCLUSIVE SPONSORSHIP - \$8,000

SOLD OUT



HOTEL ROOM DOOR HANGERS

Create your own personalized "welcome" for delegates or include a morning message for those staying at the hotel. Use this opportunity to connect with our attendees and invite them to your booth by including prizes or special incentives at your booth. Up to 500 hangers will be distributed to capture delegates arriving daily.

OVMA will manage production of double sided full colour 3" x 7" door hangers. Your corporate name, logo and artwork will be featured. The only requirement is "2024 OVMA Conference" be referenced as

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day

COST OF EXCLUSIVE - \$5,000 PER DAY

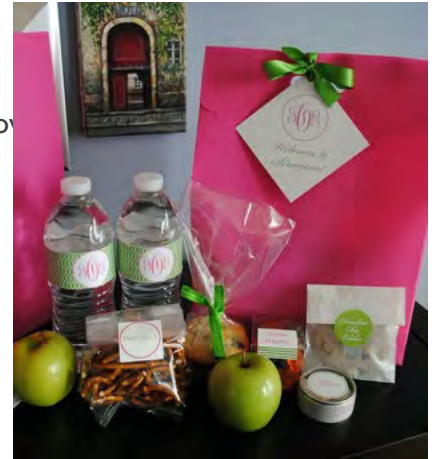
AVAILABLE



HOTEL ROOM DROPS

Arrange to have a branded gift and personalized message delivered to each hotel guest booked within the OVMA room block. Be creative and showcase your brand in the best light possible! Sponsoring company to provide 500 'gifts', OVMA will arrange the delivery and distribution to be done by the Westin.

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day
- OVMA can help make gift recommendations if needed



COST OF HOTEL ROOM DROP - \$5,000 PER DAY

1 AVAILABLE
WEDNESDAY NIGHT

WIRELESS PHONE CHARGER

Don't let our conference attendees worry about their low phone batteries again. This branded power bank is a convenient way to keep their mobile device's battery charged throughout busy conference days. Your logo and company name will be imprinted in one-colour on the side of the bank.

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day



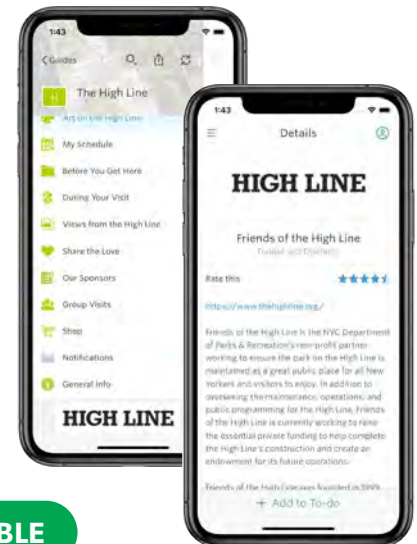
COST OF EXCLUSIVE SPONSORSHIP - \$15,000

AVAILABLE

OVMA CONFERENCE 'APP' BANNER AD SPONSORSHIP

OVMA conference app gets an average of 1,000 individual downloads throughout the conference. Showcase your brand through a customized sponsored ad. These rotating, interactive customized banners, located at the bottom of the app's main menu, will direct users to your website or another URL of your choice.

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day



COST PER BANNER AD (RESTRICTED TO 4 ADS) - \$3,000

AVAILABLE

WIFI / INTERNET ACCESS

Wireless users will learn about your WiFi sponsorship in the onsite event program, conference app, via event signage and during conference welcome remarks. The network will be password protected with a password of your choice. Once connected - the delegates will be directed to a URL of your choice which could be your company's website or another page.

- Conference sponsors will have their logos featured in all conference publications and "thank you sponsors" slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day



COST OF EXCLUSIVE SPONSORSHIP - \$8,000

SOLD OUT

BRANDED WEARABLE SWAG AND PET ITEMS

All swag sponsors will have their logos featured in all conference publications and “thank you sponsors” slide will be played each morning during plenary sessions to thank our sponsors verbally and visually during conference opening remarks on each conference day

COTTON TWILL LOW FIT CAP

This promotional caps are made of 100% cotton twill. Feature an unstructured low profile design, for a comfortable fit. Includes matching adjustable self back strap with brass ring buckle. Have your logo embroidered on the embroidery on front of the cap.



COST OF EXCLUSIVE SPONSORSHIP - \$12,000

AVAILABLE

LEVEL DOUBLE LAYER KNIT BEANIE

This winter toque is made of acrylic rib-knit fabric with classic styling. Double-layer acrylic fabric provides a close-fitting, stretchy fit and plenty of extra warmth. Have your logo embroidered on the embroidery on front of the cap.



COST OF EXCLUSIVE SPONSORSHIP - \$15,000

AVAILABLE

CREWNECK SWEATSHIRT

This custom sweatshirt offers a modern spin on the classic crewneck design. Have your logo embroidered on the left side of the chest. The sweatshirts will be produced in size large.



COST OF EXCLUSIVE SPONSORSHIP - \$28,000

AVAILABLE

REFLECTIVE BAND PET COLLAR

Make walking your dog safer with Reflective Band! These collars have a reflective strip that makes it easy for others to see and avoid your pet. Made from high-quality materials, this collar will keep your dog safe and sound while also looking great.

- Dimensions 18.9 × 0.75 in
- Material: Tpu
- Color: Royal Blue, Orange, Yellow
- 1 color logo imprint included.



COST OF REFLECTIVE BAND PET COLLAR - \$10,000

AVAILABLE

REFLECTIVE BAND PET COLLAR

This dog collar is made of soft nylon for comfy wear around your pet’s necks. High density webbing technique adds extra durability on the fabric for long lasting use. classic and suitable for males and female dogs and cats. The soft fabric material is not only comfortable but also washable. The collars are size adjustable for better fitting on your fast-growing baby animals. Each collar has a buckle for convenient secure and release.



COST OF REFLECTIVE BAND PET COLLAR - \$10,000

AVAILABLE

60" NYLON PET LEASH

Reinforced stitching and nickel-plated clip swivels to resist twisting.

- Color: Black, Blue, Purple, green and Red
- 1 color logo imprint included.



COST OF 60" NYLON PET LEASH - \$10,000

AVAILABLE

LED DOG COLLAR

Don't lose your dog in the dark! With the LED Dog Collar, you can easily keep track of your beloved canine with these special collars. So your pet can wear the light around their neck and you can still see them in the dark, as long as they are wearing the LED Dog Collar.

- 1 color logo imprint included.



COST OF LED DOG COLLAR - \$12,000

AVAILABLE

POLYESTER DOG LEASH

Don't lose your dog in the dark! With the LED Dog Collar, you can easily keep track of your beloved canine with these special collars. So your pet can wear the light around their neck and you can still see them in the dark, as long as they are wearing the LED Dog Collar.

- Color: Black, Blue, Purple, Green and Red
- 1 color logo imprint included.



COST OF POLYESTER DOG LEASH - \$10,000

AVAILABLE

3M PET TRACTION ROPE LEASH

Electroplated high-quality buckle Firm and durable. Size: 3M. Brake button design : The big button fixes the rope for easy traction. The small button rope is automatically retracted and the length can be adjusted. Selected nylon rope is durable and not easy to break. 3M Retractable Dog Leash Automatic Nylon Puppy Cat Traction Rope Belt Pets Walking Leashes for Small Medium Dogs Nice and Fashion.

- Color: Sky Blue
- 1 color logo imprint included.



COST OF TRACTION ROPE LEASH - \$12,000

AVAILABLE

DUTY BAG FOR DOG

Portable & Versatile: The Duty Bag is 10 x 9 cm, lightweight and portable, you can hang the dispenser anywhere like backpack, leash collar, traction rope, and so on. The poop bag is sturdy and leak-proof, which can be used not only for dog poop, but other pet waste as well. You can also use it as a garbage bag when you are walking, shopping, camping, hiking or traveling!

- Color: Pink and Sky Blue
- 1 color logo imprint included.

COST OF DUTY BAG FOR DOG - \$8,000

AVAILABLE



DOG POOP BAG DISPENSER WITH WASTE BAG

This dog poop bag holder is only palm-sized, easy to carry. When you go out, you can directly put poop bag dispenser into clothes pockets. You can also wear a lanyard on the hand or use our hook and loop fastener to hang poop bag holder on the leash. Dual Hooks design, you can easily free your hands. Solve the embarrassment of dog poop anywhere, even if there is no trash can nearby. After picking up the poop, the used bag can also be hung on the hooks at the waist of the dog poop bag dispenser.

- 1 color logo imprint included.

COST OF DOG POOP BAG DISPENSER - \$10,000

AVAILABLE



OUTDOOR FOLDING PET SILICONE BOWL

This pet bowl is made of silicone and with a carabiner. It can be folded easily and can be buckled on your bag. It has a large area for logo imprint. Have them for your next pet-related event.

- 1 color logo imprint included.

COST OF FOLDING SILICONE BOWL - \$10,000

AVAILABLE



DOG ROPE FLYER

Can be used in the water and is designed specifically for the game of fetch. This disc toy is tough and suitable even for aggressive chewers. For the pup who loves to catch and retrieve, these Rope Gliderz are ideal for outdoor fun! Made of real mountain climbing rope and sturdy nylon material, this toy is easy to throw far and light enough to fetch again and again. Containing no stuffing, this toy is light and easy to carry for dogs of any size or age.

This brightly colored toy is great for indoor and outdoor play since it stands out in the grass and is highly visible for a fun game of toss.

- 1 color logo imprint included.

COST OF DOG ROPE FLYER - \$10,000

AVAILABLE



ALUMINUM ALLOY CARABINER SCREW BUCKLE LOCK

Made from superior durable lightweight aircraft aluminum material. This carabiner features a spring loaded gate which allows them to be quickly and securely attached to a wide range of fixing points. This carabiner can provide enough strength for home and outdoor sports, hiking, camping, fishing, travel, water bottles hook, backpack zipper pulls, pet tags clasp, strap connection, especially convenient as a keyring, but not for climbing.

- 1 color logo imprint included.

COST OF SCREW BUCKLE LOCK - \$7,000

AVAILABLE



Screw lock reinforces the connection point and also prevents accidental opening.

VENUE AND PUBLICATION ADVERTISING OPPORTUNITIES

Advertising throughout the conference venue and in conference promotional publications reaches far beyond those individuals attending just the conference itself. Reinforce your company's key messages and showcase your brand by taking advantage of our publication and venue advertising opportunities.

VENUE ADVERTISING

Let us help you profile your brand and corporate identity by offering unique marketing opportunities for branding within the hotel. From elevator wraps to pop-up banners and everything in between, we have what you need to bring your brand to life during OVMA conference.

GRAPHIC DECALS: PILLAR BRANDING

Have your branded image be one of the first and last impressions our conference delegates have when entering and exiting the venue, or when hanging out in the Hotel Lobby area. Eleven (11) Lobby Pillar graphic locations will be made available, each measuring 39.5" wide x 9 ft high. A diagram of the pillar location layout is available on request. Create a 'call to action' within your graphic to draw additional traffic to your exhibit space.

COST OF EACH LOBBY PILLAR GRAPHIC - \$3,000

SOLD OUT

Checking in? Heading to the South Tower? The new reception desk pillar location will be in everyone's line of sight. Located directly in front of the hotel reception desk, this prominent location measures 38" wide x 48" high.

COST OF RECEPTION PILLAR GRAPHIC - \$2,500

SOLD OUT

Capture delegate interest as they head to the North Tower from the main hotel lobby. This new graphic location is located on a large marble pillar on the North Tower side of the lobby allowing space for your branded image measuring 4 ft wide x 6 ft high.

COST OF NORTH TOWER MARBLE PILLAR GRAPHIC : \$2,500

AVAILABLE

GRAPHIC DECALS: ELEVATOR GRAPHICS

Brighten up the elevators and reinforce your company brand at the beginning, during and at the end of each day. Place the same image on or in more than one elevator or change them up. Choose one, or both decal options per sponsored elevator.

Interior Elevator Mirror Graphics: Each elevator offers a 17 inches wide x 42 inches high location, very prominent, centrally located and immediately visible upon entry to each elevator. There are nine elevator mirror locations to choose from – five (5) in the Westin’s South Tower, four (4) in the North Tower.

COST OF EACH INTERIOR ELEVATOR MIRROR GRAPHIC - \$2,000

18 AVAILABLE

Exterior Elevator Door Graphics: Each elevator door provides a 42 inches wide x 83 inches high location to display your company brand. **Each elevator door opens in the center, plan your artwork accordingly, knowing there will be a ‘split in the middle’! Get creative and make a huge impact with these very prominent, highly visible opportunities.

Sponsors can choose from up to eighteen (18) exterior elevator door locations – Either the Hotel Lobby level or Conference Level elevator exterior doors will be available for your branded image – with up to 9 locations on each level.

COST OF EACH EXTERIOR ELEVATOR DOOR GRAPHIC - \$2,500

10 AVAILABLE

2 | main lobby level
8 | second convention level

GRAPHIC DECAL LOCATIONS THROUGHOUT THE VENUE

These three locations are all strategically positioned in direct sight lines as delegates travel to and from session rooms and the Exhibit Hall. Take advantage of these highly visible locations for your company’s message.

- Pier 2/3 Foyer wall, measures 68 inches wide x 4 ft high

COST OF P 2/3 FOYER WALL GRAPHIC - \$2,500

AVAILABLE

- Harbour Foyer Wall (Tangent), measures 4 ft wide x 6 ft high

COST OF HARBOUR FOYER WALL GRAPHIC - \$2,500

AVAILABLE

- Skywalk to P2/3 Foyer, measures 4 ft wide x 6 ft high

COST OF SKYWALK TO P2/3 GRAPHIC - \$2,500

AVAILABLE

Feature Wall: located in a prominent location leading to the Skywalk. This smaller, yet sure to be noticed, location would make a terrific place to remind delegates to visit your exhibit space during the breaks. This graphic will measure 22 inches wide x 48 inches high.

COST OF THIS FEATURE WALL GRAPHIC - \$2,000

AVAILABLE

Skywalk Entry: Three large windows located above the entrance to the Skywalk leading to the Exhibit Hall. The frosted windows create a back-lit effect. These are very prominent locations – every OVMA delegate will be sure to see your message frequently throughout the event as they visit the exhibit hall, and have lunch and coffee breaks each day.

Two windows (left and center) are approximately 6.5 ft wide x 6 ft high, and one (right side) is 5 ft wide x 6 ft high. Incorporate three separate images or carry over your image to all three areas.

COST OF THREE SKYWALK ENTRY WINDOW GRAPHICS - \$6,000

SOLD OUT

Skywalk Interior window graphics: Eight locations will be made available and staggered throughout the interior of the glass enclosed walkway connecting the Westin hotel to the Conference Centre. These full colour window graphics will not go unnoticed as delegates circulate throughout the venue. Each window graphic will be 3 ft wide x 4 ft high.

COST OF EACH SKYWALK INTERIOR WINDOW - \$3,000

6 AVAILABLE

Walk this way... Have your message lead the way for delegates. THREE, 4 ft wide x 6 ft high, floor graphic locations will be made available and applied to the carpeted floor of the enclosed walkway connecting the Westin Hotel to the Conference Centre. These full colour floor graphics will lead conference delegates to your exhibit space from the session rooms.

COST OF EACH SKYWALK FLOOR GRAPHIC - \$2,500

SOLD OUT

Skywalk Bulkhead (from Registration Area): A “must travel” route for all conference delegates to attend the educational sessions. Spread your message in this area which measures 6 feet wide x 30 inches high

COST FOR SKYWALK BULKHEAD GRAPHIC - \$2,500

SOLD OUT

Metro Foyer Windows: The OVMA Conference Registration area is located in the Metropolitan Foyer, just outside the entrance to the Main Exhibit Hall. Feature your corporate message prominently in this area with a large, 4 ft wide x 6 ft high, back-lit graphic on the Metro Foyer windows. They are sure to be noticed by delegates! Two graphic locations available.

COST OF EACH METRO FOYER WINDOW GRAPHIC - \$2,500

SOLD OUT

Escalator Bulkhead to Frontenac: A frequently travelled route for all conference delegates to attend morning plenary sessions and for daily lunch breaks, and more! Share your message in this area with a graphic measuring 68 inches wide x 36 inches high.

COST FOR ESCALATOR BULKHEAD GRAPHIC - \$3,000

SOLD OUT

EXHIBIT HALL BANNERS

OVMA exhibit hall signage opportunities allow for some new and creative options for colourful messaging, compelling advertising or just a simple invitation to delegates to visit your exhibit space. Banners are placed along the exhibit wall at eye-catching levels, sure to catch everyone’s attention. The Exhibit Hall Banners are limited to 14 locations. Single-sided, full colour 8 ft wide x 6 ft high.

COST PER BANNER - \$3,000

AVAILABLE

LED TOWER ADS

Two LED towers will be placed strategically throughout the venue in key areas to gain delegate notice. Each LED tower will include the same video loop display including your sponsored image. Include a QR code, special offer, or other direct invitation as part of your 23” w x 77” h image to draw delegate traffic directly to your booth during the conference.

COST PER LED TOWER AD - \$2,500

AVAILABLE*

** Available in large quantities to be strategically placed throughout the venue*



PUBLICATION ADVERTISING OPPORTUNITIES

According to OVMA Economic survey, 40% of Canadian veterinarians live in Ontario representing a 1.7-billion-dollar industry. The OVMA Conference publication circulation reaches this entire audience throughout conference marketing cycle.

ADVERTISING IN CONFERENCE PREVIEW

Advertising space is being made available in the Conference Preview publication. Include your company’s message with the first glimpse of what’s on tap for the annual OVMA Conference. Advertising space will be limited based on overall publication page count allowances (tba). All ads are to be in full colour only.

Covers – Full Page

- Outside back8.5” x 11” | **\$2,000** AVAILABLE*
- Inside front or back8.5” x 11 ” | **\$2,000** AVAILABLE*
- Full Page 8.5” x 11” | **\$1,500** AVAILABLE*
- ½ page - horizontal..... 7” x 4.625” | **\$1,000** AVAILABLE*
- ½ page – vertical3.375” x 9.5” | **\$1,000** AVAILABLE*

* Limited timelines

ADVERTISING IN CONFERENCE REGISTRATION PROGRAM

Advertising space in the Registration Program is available. The Registration Program publication is circulated to every potential conference delegate in print and/or digital format. This includes every licensed veterinarian across the province of Ontario – and more! This publication also reaches thousands of veterinary practice personnel: technicians, practice managers, etc. Put your company brand in the hands of thousands!

ADVERTISING IN FINAL CONFERENCE PROGRAM

Final Conference Program publications are distributed on-site and are included with every delegate bag. This final version of the Conference Program will be each delegate’s key guide to all Conference activities. It will combine complete educational program information as well guide to the exhibit hall. Exhibitor locations and booth descriptions will be included in this publication. Use this as an opportunity to publish a ‘call to action’ encouraging all conference delegates to visit your booth space while in the exhibit areas.



Advertising options and rates still available for the Registration and Final Program publications as follows:

• Inside front –left hand side (IFC-L)	8.5" x 11"		\$2,500	SOLD OUT
• Inside front – right hand side (IFC-R)	8.8" x 11"		\$2,500	SOLD OUT
• Outside back cover	8.5" x 11"		\$2,200	SOLD OUT
• Inside back cover.....	8.5" x 11"		\$2,200	SOLD OUT
• Inside front cover DPS or Centrefold.....	17" x 11"		\$4,000	SOLD OUT
• Double Page Spread (DPS).....	17" x 11"		\$3,500	AVAILABLE
• Full Page	8.5" x 11"		\$2,000	AVAILABLE
• ½ page - horizontal.....	7" x 4.625"		\$1,000	AVAILABLE
• ½ page – vertical	3.375" x 9.5"		\$1,000	AVAILABLE
• ¼ page	3.375" x 4.625"		\$800	AVAILABLE

FINAL PROGRAM BELLY BAND ADVERTISING

Belly Band advertisements are full colour, and measure approximately 4" x 18". They wrap around the outside of a publication and can display both ad and editorial content to attract and greatly increase delegate traffic to your exhibit space. Belly bands guarantee exposure. Invest in belly band advertising and be at the forefront of conference delegates’ minds and ensure your presence is known to all! Create a “call to action” within your ad to draw every delegate directly to your exhibit space.

FINAL CONFERENCE PROGRAM BELLY BAND - \$4,000 **AVAILABLE**

ADVERTISING COPY AND CONTRACT REGULATIONS

1. Advertisers assume all responsibility and liability for all content of advertising submitted for print, and for any claims made against the publisher
2. All advertising materials are subject to approval of the publisher and can be refused at the sole discretion of the publisher.
3. All space reservations must be confirmed with a sponsorship/advertising contract signed by the advertiser.
4. Cancellations will not be accepted after contract signing. If a placement is cancelled after the advertising contract has been signed, the advertiser is responsible for 100% of the advertising fee as agreed in the contract.

PLEASE NOTE: 13% HST will be added to all advertising fees listed.





ONTARIO
VETERINARY
MEDICAL
ASSOCIATION



For further information or to bring forward new ideas regarding sponsorship opportunities, please contact:

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