

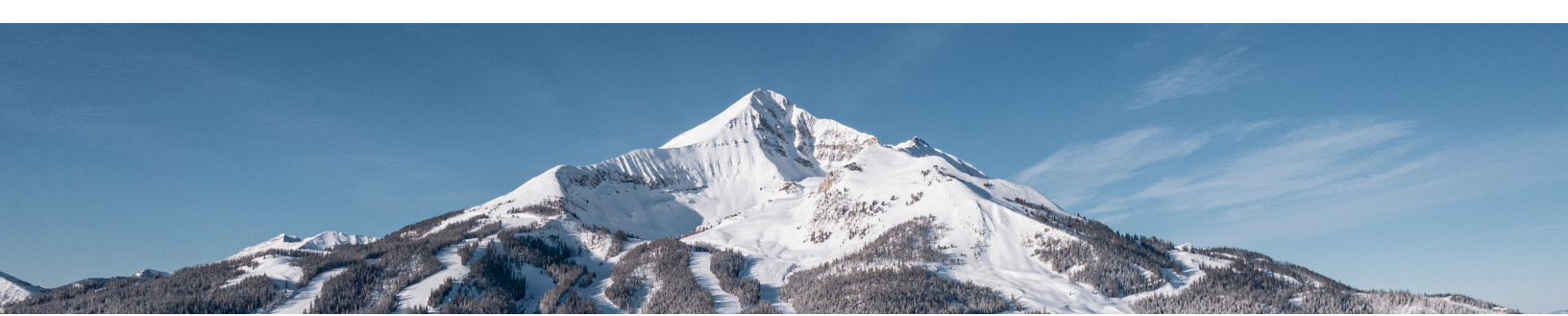


51st Annual Veterinary Orthopedic Society Conference

Sponsor & Exhibitor Prospectus



FEBRUARY 10-17, 2024 • EVERLINE RESORT & SPA • LAKE TAHOE, CALIFORNIA



A MESSAGE FROM THE VOS PRESIDENT

The Veterinary Orthopedic Society was established over 50 years ago to bring those engaged in the practice, teaching, and research in orthopedics together toward a common goal of advancing veterinary orthopedics. Our conferences provide an opportunity for these individuals to present and discuss research, inventions, new equipment and procedures, and controversial solutions to problems in veterinary orthopedics. **As sponsors and exhibitors your attendance at our conferences offers us a venue to interact one on one with you to help improve together the supply side and equipment innovations that move us both forward.**

Sponsors and exhibitors have been a huge part of why we have had a successful half century of meetings, and the VOS is forever grateful for your past and future participation. Many of you have been attending for 10-15 years or more. Thank you! The smaller meeting format and opportunity for personal interaction between the industry opinion makers in orthopedics and you who continually improve the equipment and supplies we need to ply our craft is beneficial to us both and makes this meeting so special.

Next year we are going to Lake Tahoe for the first time at the Everline Resort and Spa. The exhibit hall is one large room adjacent to the lecture hall which I know as past VOS Sponsors and Exhibitors chair is a preference that ski resort venues don't often provide. We do request and listen to your feedback to make your experience at this meeting with somewhat challenging logistics and spaces as positive as possible.

As the 2024 VOS President I am excited to share the VOS prospectus with you. We will again be using a tiered roll-out based on prior year's sponsorship level and past history of engagement with the VOS. Please evaluate your budget and the offerings in the prospectus and act early to avoid missing out. I encourage you to take a bold step with the VOS in 2024 to emphatically state that you believe in the future of veterinary orthopedics and that through the sharing of our expertise with one another, we can positively impact the quality of life and performance of the animals that we treat.



Sincerely,

R. Randy Basinger, DVM, DACVS
President, Veterinary Orthopedic Society

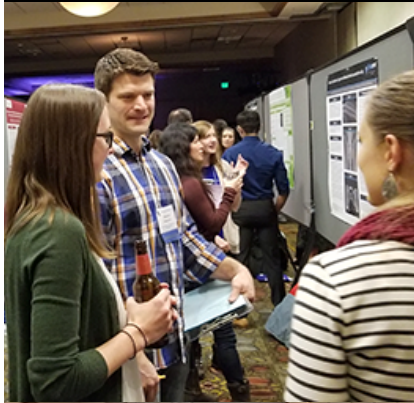


CONFERENCE STATISTICS



280

Average number of attendees per year



80%

Percentage of attendees that are practitioners, including university faculty and researchers (i.e. Current Buyers)



20%

Percentage of attendees that are residents or trainees (i.e. Future Buyers)

34

Average number of sponsors per year

15

Average number of exhibitors per year



TIPS FOR ENGAGING A VOS ATTENDEE

How to Get the Most Out of Your Exhibit Hall Experience



SEIZE YOUR OPPORTUNITIES

Always be looking for opportunities to speak to attendees. We do our best to drive traffic to the exhibit hall. It's up to you to catch and capture their attention.

CAPTIVATE THEM WITH COMPELLING CONVERSATION

The exhibit hall can be a very busy place. Make sure your interaction is meaningful and will keep the attention of the attendee.



HIGHLIGHT THE PRODUCT YOU'RE MOST EXCITED ABOUT

A table full of products can be overwhelming to an attendee. Be prepared to highlight the latest and greatest, or the one that you're most excited about!

OFFER A CONFERENCE SPECIAL

Not all attendees are authorized to make purchases for their organization, but it's a great idea to offer discounts to attendees who are and can purchase on-site.



COLLECT CONTACT INFO AND FOLLOW UP

Utilize the VOS Conference mobile app to collect attendee contact information and use it to follow up with them afterwards. They may not be able to make purchases themselves, but they may be the gateway to a new customer!

**VOS Attendees are there for one main reason - to learn!
Take advantage of the opportunity to teach them about
your company and your products!**

PAST SPONSORS & EXHIBITORS



American Association of Rehabilitation Veterinarians
 Andersen Products, Inc.
 Animal Hospital Supply, Inc.
 Apodeixis
 Ardent Animal Health
 ArteMedics, LLC
 Arthrodynamic Technologies
 Asteris, Inc.
 Bimeda
 BluePearl Pet Hospital
 biosurgex
 Cannuflow Vet Arthroscopy
 Cartesian Medical
 Companion Animal Health
 CONMED
 Corza Medical
 Covidien
 Cutting Edge Laser Technologies
 Dechra Veterinary Products
 Dr. Fritz Endoscopy
 Elite Vet Products (Game Ready Systems)
 Elsevier, Inc.
 Epica Medical
 Ethos Veterinary Health
 ezyVet Veterinary Software
 GeoSurgical, LLC
 GingerLead Dog Support & Rehabilitation Harnesses
 HandicappedPets, Inc. (Walkin' Pets)
 Henry Schein Animal Health
 HOSSO, Inc. (Horsepower Technologies)
 Intrauma
 InVictos
 Jeil Medical
 Jorgensen Labs, Inc.
 Kerrier
 MAI Animal Health

Mediatech Veterinary Surgical Products
 Medivet Biologics
 Medtronic Animal Health
 MOVES Mobile Veterinary Specialists
 National Veterinary Equipment
 Nexvet Biopharma
 Nutramax Laboratories Veterinary Sciences
 OrthoView Vet
 OsteoCertus
 Patterson Vet Supply, Inc.
 PetPath
 Rx Actuator, Inc.
 SAGE Veterinary Centers
 Sound Technologies
 SpectraVET Therapeutic Lasers
 Steris Animal Health
 Stryde
 SURGE
 Surgical Specialties Corporation
 Tekscan, Inc.
 TheraVet
 Torigen Pharmaceuticals, Inc.
 TPLO City
 TPLO Info
 Universal Imaging
 Universal Medical Systems, Inc.
 VCA Hospitals
 Veterinary Books by Success Concepts
 Veterinary Implants Direct
 Veterinary Instrumentation
 Veterinary Transplant Services, Inc.
 VetWelding, Ltd.
 Virbac
 vPOP Pro
 Weave
 West Coast Medical Equipment Services

2024 SPONSORSHIP LEVELS



\$35,000



\$20,000



\$10,000



\$5,000



Sponsorship Levels Overview

	PLATINUM (\$35,000)	GOLD (\$20,000)	SILVER (\$10,000)	BRONZE (\$5,000)
Lecture Hall Naming Rights	✓			
Exclusive Sponsorship of One Conference Social Event	✓	sponsorship of Jacques Jenny Lecture Series <u>or</u> proceedings & VOS app <u>or</u> co-sponsorship of one conference social event*		
Scientific Session Sponsorship	one full day	one full day <u>or</u> two half days	one half day*	"Future Surgical Scholars" Session*
State of the Industry Presentation (SOTI)	10 minutes (guaranteed)	10 minutes (guaranteed)		
Featured Product Presentation (FPP)	up to two 5 minute presentations	up to two 3 minute presentations	one 3 minute presentation	one 1 minute presentation
Exhibit Hall Tables	up to four; first choice of location	two; second choice of location	one; third choice of location	one; location assigned by VOS
Option to Host Company Branded Event	✓			
Option to Host Lab Session	✓	additional \$5,000 fee	additional \$5,000 fee	
Promotional Items in Attendee Packets	✓	✓		
Complimentary Advertisements	all pre-conference emails sent to registrants; all daily emails sent to attendees; one push notification sent through VOS app	one pre-conference email sent to registrants; one daily email sent to attendees	one pre-conference email sent to registrants <u>or</u> one daily email sent to attendees	one pre-conference email sent to registrants <u>or</u> one daily email sent to attendees
Exclusive Position on Welcome & Directional Signage	✓			
Breakfast & Break Sponsorships			one breakfast <u>and</u> one break*	one breakfast <u>or</u> one break*
Recognition at Opening Session	✓	✓	✓	✓
Recognition in Printed Materials & E-Newsletter	✓	✓	✓	✓
Recognition on Sponsor Logo Slide in All Sessions	✓	✓	✓	✓
Complimentary Awards Gala Tickets	4	4	2	2
Complimentary Conference Registrations	4	2		

*Subject to availability. See pages 8-9 for more details.

SPONSORSHIP LEVEL DETAILS

PLATINUM SPONSOR: \$35,000

- Naming of lecture hall to company name (naming rights will be shared if there are multiple platinum sponsors)
- Exclusive sponsorship of one social event during the conference
- Sponsorship of one full day scientific session, including podium signage
- One guaranteed 10 minute *State of the Industry* presentation (presented live during a scientific session; does not include speaker costs) **and** up to two 5 minute *Featured Product Presentations* (pre-recorded and made available in the mobile and web versions of the VOS app)
- Up to four complimentary exhibit hall tables in premium exhibition area location (first choice)
- Inclusion of promotional items in attendees' registration packets
- Special recognition as Platinum Sponsor at opening scientific session
- Exclusive position on all VOS welcome and directional signage (shared if there are multiple platinum sponsors)
- Logo slide recognition as Platinum Sponsor in all conference sessions
- Recognition as Platinum Sponsor in all published conference materials and monthly VOS e-newsletter
- Complimentary advertisement in all pre-conference emails sent to registrants and all daily emails sent on site to attendees
- One complimentary push notification advertisement sent through the VOS mobile app during the conference
- Option to host a company branded evening event (does not include food and beverage costs)
- Option to host a lab session Monday, Tuesday, or Thursday (subject to availability; no additional fee)
- Four complimentary admission tickets to the Thursday evening awards gala
- Four complimentary conference registrations (can be used by company employees or passed along to customers)

GOLD SPONSOR: \$20,000

- Sponsorship or co-sponsorship of one of the following (subject to availability):
 - Registration Reception
 - Awards Gala (co-sponsorship)
 - Ski Race
 - Jacques Jenny Lecture Series
 - Exhibitor Showcase (co-sponsorship)
 - Mountain Picnic
 - Proceedings and Mobile App
 - VOS Education Foundation Night (co-sponsorship)
- One guaranteed 10 minute *State of the Industry* presentation (presented live during a scientific session; does not include speaker costs) **and** up to two 3 minute *Featured Product Presentations* (pre-recorded and made available in the mobile and web versions of the VOS app)
- Sponsorship of one full day **or** two half day scientific sessions, including podium signage (subject to availability)
- Two complimentary tables in priority exhibition area location (second priority choice of available areas)
- Inclusion of promotional items in attendees' registration packets
- Special recognition as Gold Sponsor at opening scientific session
- Logo slide recognition as Gold Sponsor in all conference sessions
- Recognition as Gold Sponsor in all published conference materials and monthly VOS e-newsletter
- Complimentary advertisement in one pre-conference email sent to registrants and one daily email sent on site to attendees
- Option to host a lab session Monday, Tuesday, or Thursday (subject to availability; additional \$5,000 fee)
- Four complimentary admission tickets to the Thursday evening awards gala
- Two complimentary conference registrations (can be used by company employees or passed along to customers)

SILVER SPONSOR: \$10,000

- Sponsorship of one half-day scientific session, including podium signage (subject to availability)
- Sponsorship of one breakfast **and** one afternoon refreshment break (subject to availability)
- One 3 minute *Featured Product Presentation* (pre-recorded and made available in the mobile and web versions of the VOS app)
- One complimentary table in desirable exhibition area location (third priority choice of available areas)
- Special recognition as Silver Sponsor at opening scientific session
- Logo slide recognition as Silver Sponsor in all conference sessions
- Recognition as Silver Sponsor in all published conference materials and monthly VOS e-newsletter
- Complimentary advertisement in one pre-conference email sent to registrants **or** one daily email sent on site to attendees
- Option to host a lab session Monday, Tuesday, or Thursday (subject to availability; additional \$5,000 fee)
- Two admission tickets to the Thursday evening awards gala

SPONSORSHIP LEVEL DETAILS

BRONZE SPONSOR: \$5,000

- Sponsorship of "Future Surgical Scholars" Session (subject to availability)
- Sponsorship of one breakfast or one afternoon refreshment break (subject to availability)
- One 1 minute *Featured Product Presentation* (pre-recorded and made available in the mobile and web versions of the VOS app)
- One complimentary table in exhibition area (assigned by the VOS)
- Recognition as Bronze Sponsor at opening scientific session
- Logo slide recognition as Bronze Sponsor in all conference sessions
- Recognition as Bronze Sponsor in all published conference materials and monthly VOS e-newsletter
- Complimentary advertisement in one pre-conference email sent to registrants or one daily email sent on site to attendees
- Two admission tickets to the Thursday evening awards gala

Please note, companies sponsoring at the Silver or Bronze level are eligible to purchase additional sponsorship items listed in other sponsorship packages if they are available. **This option will start once the third tier of sponsorship opens on August 7, 2023 (see page 11 for more details).** Please contact the VOS sponsorship chair to inquire about specific items that are not listed in the Silver and Bronze sponsorship packages.

Other Sponsorship Opportunities

- Proceedings Advertisements:
 - Full Page Color Cover (inside front, inside back, or back) - \$3,300
 - Full Page - \$2,200
 - One-Half Page - \$1,815
 - One-Fourth Page - \$1,100
- Abstract Publication in VCOT with Company Logo - \$4,900
- Push notification advertisement sent through the VOS mobile app - \$500
- Breakfast (subject to availability) - \$4,000
- Afternoon Refreshment Break (subject to availability) - \$2,000
- Attendee email list (only those who have opted in to having their address shared) - \$400

Exhibitors

Companies wishing to purchase a space in the exhibit hall may do so for \$2,000. Exhibit space is carpeted, with a 8' x 30" table, two chairs, and electricity provided.

Exhibitors will also have the option to purchase a 3 minute *Featured Product Presentation* for \$2,200, a 1 minute *Featured Product Presentation* for \$800, and/or an advertisement in one pre-conference email or one daily on site email sent to attendees for \$500.

Additional Exhibit Tables

Sponsors and exhibitors may purchase one additional table for \$2,000 (subject to availability). Additional tables will not be sold until the third tier of signups start on August 7, 2023.

ADDITIONAL SPONSORSHIP INFORMATION

Equine Session

Our 2024 conference will once again offer an equine exclusive track that will run simultaneously to the small animal track. Sponsor companies with equine products and services are encouraged to consider sponsoring the equine specific sessions. Sponsors at the Gold level and above can elect to offer *State of the Industry* presentations in the equine track as well.

State of the Industry and Featured Product Presentations

State of the Industry (SOTI) presentations are 10 minute sessions used to present current research and development advances to attendees. There are limited *SOTI* positions available on the schedule, so the presentations are offered on a first come, first served basis to Platinum and Gold sponsors. *SOTI* presentations are submitted for AAVSB RACE approval. **A brief speaker biography, session title, and PowerPoint must be submitted by December 1, 2023 in order to be included in the program.**

The VOS will also once again offer *Featured Product Presentations (FPP)*. These presentations (available to all sponsors for purchase; subject to availability) will give the opportunity to introduce a new product or highlight an existing product that a sponsor is particularly excited about. **The presentations will be exclusively offered in the mobile and web versions of the VOS app.**

Please refer to **pages 8-9** (Sponsorship Level Details) for more information on availability of these exciting opportunities.

Lab Sessions

A room to host a lab session is available Monday, Tuesday, and Thursday. Lab sessions are open to Platinum, Gold, and Silver Level sponsors. Platinum sponsors may host a lab at no additional charge on top of their sponsorship. Gold and Silver level sponsors may host a lab for an additional \$5,000. All other associated expenses for offering a lab are the responsibility of the sponsor.

Foundation Night "FUN-raiser" Silent Auction

The 2024 conference will once again feature a silent auction on Wednesday evening during the poster session. Sponsor companies are encouraged to donate items for the auction. Typical retail values range from \$200 - \$3,000. This is a great way to highlight a new product launch throughout the week leading up to the auction on Wednesday evening. **All proceeds from the silent auction go to support the VOS Educational Foundation, which provides scholarships, research awards, travel grants and professional development fellowships for students and interns.**

NEED MORE INFORMATION?

Sponsorship Questions

Wendy Baltzer, DVM, PhD, DACVS, DACVSMR
Advertising/Publicity/Sponsorship Chair
Email: wendy.baltzer@sydney.edu.au
Phone: +61405097445

Exhibitor Questions

Andrew Jackson, DVM, DACVS
Exhibitor Chair
Email: andrew.jackson@bluepearlveter.com
Phone: 248-670-5127

General Questions

Heidi DeCamp
VOS Executive Secretary
Email: secretary@vosdvm.org

Sponsor and exhibitor space is limited and is available on a first come, first served basis.

Sponsor registration will open in a tiered fashion (based on 2023 Conference Sponsorship levels) as follows:

- **July 3 - July 23, 2023** - Preferred Sponsorship registration is opened for 2023 VOS Sponsors choosing Sponsor status for the 2024 Conference, or any company choosing to sponsor at Gold Level or higher (\geq \$20,000) for 2024.
- **July 24 - August 6, 2023** - Sponsorship registration is opened for all past VOS Sponsors as well as companies with \geq 10 years VOS exhibit history choosing Sponsor status for the 2024 Conference.
- **August 7, 2023 until space is filled** - Sponsorship / Exhibitor Registration open to all interested sponsors and exhibitors until availability is sold out. Available on a first come first serve basis. **At this point, companies sponsoring at the Silver or Bronze level are eligible to purchase additional sponsorship items listed in other sponsorship packages if they are available.**

All registrations require a minimum 50% deposit, with the balance being due on **December 1, 2023**. Your spot is not secured until your 50% deposit is received by the VOS. If registering after December 1, 2023, payment will be required in full at the time of registration.

READY TO COMMIT?

Registration for sponsors and exhibitors will be done via the website linked below. If you have any issues with the registration website, please send an email to the NC State CVM Continuing Education Office at ceregistration@ncsu.edu.

<https://ncsucvmce.eventsair.com/vos-2024/sponsorship>

As a reminder, your spot is not secured until your 50% deposit is received, and full payment is required if registering after December 1, 2023.

Payment can be made by credit card in the registration website, or by check payable to **The Veterinary Orthopedic Society**. Contact Heidi DeCamp at secretary@vosdvm.org if you need another payment option.

Checks should be mailed to the following address:

VOS
P.O. Box 705
Okemos, MI 48805

CANCELLATION POLICY: No Refunds will be given after December 1, 2023.

**Thank you for your ongoing
commitment to the Veterinary
Orthopedic Society.**

**We hope to see you in Lake Tahoe
for the 51st Annual VOS Conference!**

JOIN US FOR THE 51ST ANNUAL

**VOS
CONFERENCE**

Everline Resort and Spa

(Formerly 'The Resort at
Squaw Creek')

400 Squaw Creek Road,
Olympic Valley, CA 96146

February 10-17, 2024



**Veterinary
Orthopedic
Society**



COME FOR THE LEARNING, STAY FOR THE FAMILY

VETERINARY ORTHOPEDIC SOCIETY
P.O. BOX 705
OKEMOS, MI 48805
VOSDVM.ORG

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