

Silver Sponsor Proposal



14th to 15th May 2021

“ Where the practice team comes together ”

A unique Congress experience

“ Busy, intimate, the right people.... chance to speak at length with customers old and new ”

This is the Congress that brings together the key decision and budget holders, along with those who make it happen, from practices across the country for two days of learning and networking, with a business and management focus. Our audience includes a whole range of practice types: from independents to corporates and joint venture partnerships, new start-ups to large multi-site groups and referral clinics.

We are delighted to be hosting Congress 2021 at ICC Wales - this brand new Convention Centre is next door to Celtic Manor making the most of both venues, including the ICC's capability to stream congress online for the first time.

Congress 2020 attracted:

- over 500 delegates from over 220 different practices from small independent to the large groups including CVS, Medivet, The Vet Group, IVC, Linnaeus and VetPartners
- 50% vets, 10% practice managers, 15% veterinary nurses
- the 25% of 'others' includes reception managers, marketing managers, company directors, finance managers and head office team members
- 30% practice owners (both vet and non-vet owners, partners and directors)



Exhibition

“ Great mix of people. Very useful networking ”

- Open plan exhibition space with delegate seating throughout
- All tea, coffee and lunches served within exhibition space
- Popular exhibition competition driving visits to participating companies
- Happy Hour in the exhibition following Friday lectures with complimentary drink for exhibitors and delegates
- Opportunity to connect with delegates in advance
- Opportunity to participate in exhibitor stream lectures

Social Programme

- Networking event to kick off Congress
- Arguably the best banquet on the veterinary circuit
- Purpose built Convention Centre at award winning resort
 - just off M4 - 10 minutes over the Severn Bridge
 - 10 minutes from Intercity rail services at Newport, with direct trains to Cardiff, London Paddington, and Birmingham
 - 45 minutes from both Bristol and Cardiff-Wales International Airports



Virtual Congress - New for 2021

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Reach a wider audience than ever before!

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After successfully running virtual CPD events throughout 2020 including Focus Days, we are delighted to offer Congress 2021 as both a live and online event. We will be using the latest virtual event technology enabling you to interact with delegates from far and wide who have chosen to attend the Congress virtually, as well as those attending in person.

- All virtual content can be viewed by delegates before, during and after the event, maximising the opportunity to engage with your target audience!
- Virtual exhibition booth with company profile logo and website link
- Virtual exhibition booth can also be uploaded with video content, competition and offers
- Early bird session sponsorship opportunities (including logo and website link)
- Network with all registered delegates both in person and remotely (including discussion groups and meet up's), before during and after the event
- The event virtual exhibition will be further promoted throughout the event to drive traffic
- Virtual exhibition booths can be 'staffed' during the event to promote your company, drive traffic and engage with delegates



2020 Exhibitor Feedback



Relaxed and friendly atmosphere

Contact with key people

Good quality customer engagement

The networking opportunities were excellent

Good exhibition access and plenty of people in the hall

Organisation was great and staff very helpful

A lovely event to exhibit at

Busy, intimate, the right people.... chance to speak at length with customers old and new

The Friday night banquet is always the highlight

Being part of the exhibitor lecture stream, sharing insights with decision makers

Networking event was a good evening.... great mix of people.
Very useful networking



World Class CPD and Speakers

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Great variety of engaging speakers, a great venue, good opportunities for networking”

This event has broken new ground in veterinary congresses, bringing in speakers from outside the profession and from overseas alongside the best speakers on the UK vet circuit. Speakers have included Clare Balding, award winning broadcaster and author; Alastair Campbell, communications strategist, writer, mental health campaigner and vet's son; Monty Hall, BBC presenter, explorer and leadership guru; Dr Max Pemberton, Psychiatrist, journalist and writer; Dr Radha Modgil, GP & broadcaster; Benjamin Mee, motivational speaker, journalist and the man behind bestselling book and Hollywood blockbuster "We Bought A Zoo"; Professor Noel Fitzpatrick and Kate Richardson-Walsh OBE, GB & England Women's hockey team captain.

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Clare Balding was brilliant!! She really set the scene and created a great mindset to spend 2 days learning



Alastair Campbell, as opening speaker was phenomenal!



Benjamin Mee was fascinating and inspiring. What a person! Huge respect!



Kate Richardson-Walsh was excellent, inspiring...amazing...AWESOME!

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Delegate Feedback

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So well run and organised and I love how it has a completely different feel from other events

The opening speaker was an inspiration

Loved the 15 minute talks in the exhibition hall, great idea

This was my first congress but will not be my last

Great Congress - so well put together and great topics

The gala dinner on Friday was fantastic

Great atmosphere, location and variety of speakers

Speakers were excellent and content was very relevant and easily applicable

Great variety of engaging speakers, a great venue, good opportunities for networking



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Exhibitor Benefits - Silver Sponsorship

Exhibitor benefits:

- Company profile, url and logo in printed event programme
- Company profile and logo on Congress website with links to company website
- Opportunity to promote stand to all delegates via email
- 20% discount to exhibition rate at Focus on Leadership and Management December 2020

Virtual Exhibitor benefits:

- Virtual exhibition booth with company profile logo and website link, video content and promotion along with opportunity to virtually 'man' exhibitor booth
- Networking with all registered delegates including direct messaging, discussion groups and organising actual / virtual meet-ups, before, during and after the event



Exhibitor Benefits - Silver Sponsorship

Silver sponsorship benefits:

- Third choice stand space
- Extra-large stand space - 3 x 2m with stand furniture and power provided plus three representatives
- 2 free Friday night Banquet tickets
- Sponsorship of 1 workshop, with one-minute intro
- Logo on:
 - promotional flyer distributed with Veterinary Times, PDF to new SPVS/VMG member packs and all CPD events attendees
 - all Congress emails and press releases
 - display screen in opening ceremony



Further information from:

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The above is offered at **£5,500** + VAT