

Platinum Sponsor Proposal



ICC Wales, 21st – 22nd January 2022

A unique Congress experience

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 leadership 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 2022 at ICC Wales - this brand-new Convention Centre is next door to Celtic Manor making the most of both venues.

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)

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

World Class CPD and Speakers

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 Dr Craig Bennett, Chief Executive, The Wildlife Trusts, Clare Balding, award winning broadcaster and author; Alastair Campbell, communications strategist, writer, mental health campaigner and vet's son; Benjamin Mee, motivational speaker, journalist and the man behind bestselling book and Hollywood blockbuster "We Bought A Zoo"; and Kate Richardson-Walsh OBE, GB & England Women's hockey team captain.

"Craig Bennett's session was really good and a credit to SPVS and VMG that they are happy to ask speakers along who are challenging the profession"

"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!"



Exhibition

Venue

- Purpose built Convention Centre next to award-winning resort
- Just off M4 - 10 minutes over the Severn Bridge
- 10 minutes from Intercity rail services at Newport, London Paddington, and Birmingham
- 45 minutes from both Bristol and Cardiff-Wales International Airports

Exhibition space

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

Social programme

- Networking event to kick off Congress
- Arguably the best party on the veterinary circuit



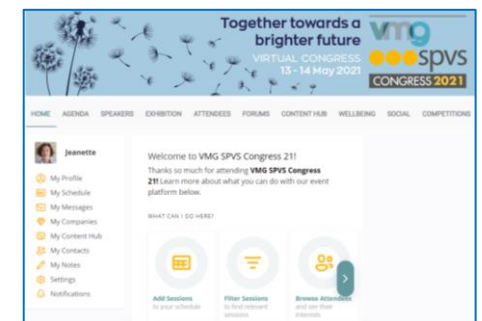
“Great mix of people. Very useful networking”

Virtual Event Platform

For Congress 2022, we will be using the latest technology enabling you to interact with delegates in advance of, as well as during the event

- Content can be viewed by delegates before, during and after the event, maximizing the opportunity to engage with your target audience
- Virtual exhibition booths can be ‘staffed’ during the event to promote your company, drive traffic and engage with delegates
- Virtual exhibition booth with company profile logo and website link can also be uploaded with video content, competition and offers
- Network with all registered delegates both in person and remotely (including discussion groups and meet ups), before during and after the event

“Reach a wider audience than ever before!”



Previous Event Feedback

Exhibitor Feedback

“Relaxed and friendly atmosphere

Contact with key people

Good quality customer engagement

The networking opportunities were excellent

The technology is intuitive, can be used to complement a traditional style of tradeshow, very easy to interact with attendees

Organisation was great and staff very helpful”

Delegate Feedback

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

Loved the talks in the exhibition hall, great idea

This was my first congress but will not be my last

The ability to share ideas and talk with other attendees

Great Congress - so well put together and great topics

Speakers were excellent and content was very relevant and easily applicable”



Exhibitor Benefits

- 2.5m wide x 1.5m deep stand space with stand furniture and power provided
- Two complimentary stand attendee tickets per day
- Opportunity to provide exhibitor stream 20-minute lecture (on a first come, first served basis)
- Access to lecture programme (providing space available)
- Profile in Congress exhibitor promotional e-newsletter distributed to SPVS & VMG database of 4k+ contacts
- Company profile, URL and logo on Congress website
- Virtual exhibition 'booth' on event platform with company profile, logo, website link and key contact details. Your booth can be uploaded with video content, imagery, competition or offer (the platform will be available to attendees at least 2 weeks prior to and 3 months after the event)
- Opportunity to network online with all registered delegates, including in-platform social media stream, discussion groups, meet ups and in-platform video conferencing, before during and after the event
- Provision of contact details of all attendees post-event (where authorised)

Platinum Sponsorship Package

All exhibitor benefits plus...

- First choice of stand space location
- Extra-large stand space - 3 x 2m with stand furniture and power provided, plus 3 attended representatives
- Stand located in exclusive sponsor area on virtual platform, and 8 complimentary virtual passes
- Advertising on key virtual platform pages (artwork to be supplied by sponsor)
- Guaranteed access to all attended lectures
- Sponsorship of the Congress Party along with four free tickets
- Title sponsorship of Business Breakfast on Friday or Saturday
- Sponsorship of 2 sessions in main programme, with one-minute intro, including logo next to session on event website, plus credit and tagging in lecture social media activity
- 1st choice of 20-minute exhibitor stream lecture session spot
- Opportunity to put promotional literature on seats for opening plenary
- Brand promotion at key delegate touchpoints before and during the event (see Appendix 1 for details)

Platinum Sponsorship is offered at £17,500 + VAT

BOOK NOW

For further information, please contact **Jeanette Salter**:
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We look forward to welcoming you!



Platinum Sponsorship – Appendix 1

Brand Promotion

- Logo on event website exclusive sponsor page along with company profile and website link
- Logo on weekly promotional e-newsletter distributed to SPVS & VMG database of 4k+ contacts throughout 2 month lead up to event
- Tagged in all event social media activity (Facebook, LinkedIn and Twitter) throughout 2 month lead up to event
- Logo on attendee name badges
- Logo on display screen in opening ceremony along with verbal acknowledgement by Presidents during opening speeches
- Logo on ICC Digital display screens including:
 - Atrium LED video wall (7m x 4m)
 - Registration desk digital header banner
 - Communal area digital display screens
 - Session room display screens

