

WVC 2026

VITICUS GROUP &
WVC PROSPECTUS



Expanding Your Veterinary Growth from West to East



EXPANDING EXCELLENCE: PARTNER WITH VITICUS GROUP IN LAS VEGAS AND NASHVILLE

With nearly a century of leadership in continuing education, Viticus Group remains steadfast in its commitment to advancing patient care. What began as a focus on veterinary medicine has grown into the largest freestanding combined animal and human hands-on training and continuing education organization in the world.

Now, we're expanding our impact even further. Our new state-of-the-art training facility in Nashville and the launch of WVC Nashville, a new national veterinary continuing education conference in more than 40 years, mark an exciting new chapter – one that brings even more opportunities for collaboration, innovation and progress.

Why Partner with Us?

As we grow, so do the opportunities to align with a mission dedicated to elevating education and improving patient outcomes. With record-breaking signature events and exposure to more than 30,000 industry professionals each year, partnering with Viticus Group means:

- Reaching Key Decision-Makers in both veterinary and human healthcare industries
- Being Part of a Transformative Expansion that fosters innovation, collaboration, and excellence
- Amplifying Your Impact by aligning with an organization dedicated to improving lives – both human and animal

As we continue our legacy in Las Vegas and build new opportunities in Nashville, we invite you to join us on this journey. Together, we'll shape the future of continuing education and make a lasting difference.

We appreciate your consideration and look forward to growing alongside you!

Respectfully,

Andrea Davis

Andrea Davis
Chief Executive Officer



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DEMOGRAPHICS

WHY INVEST WITH VITICUS GROUP?

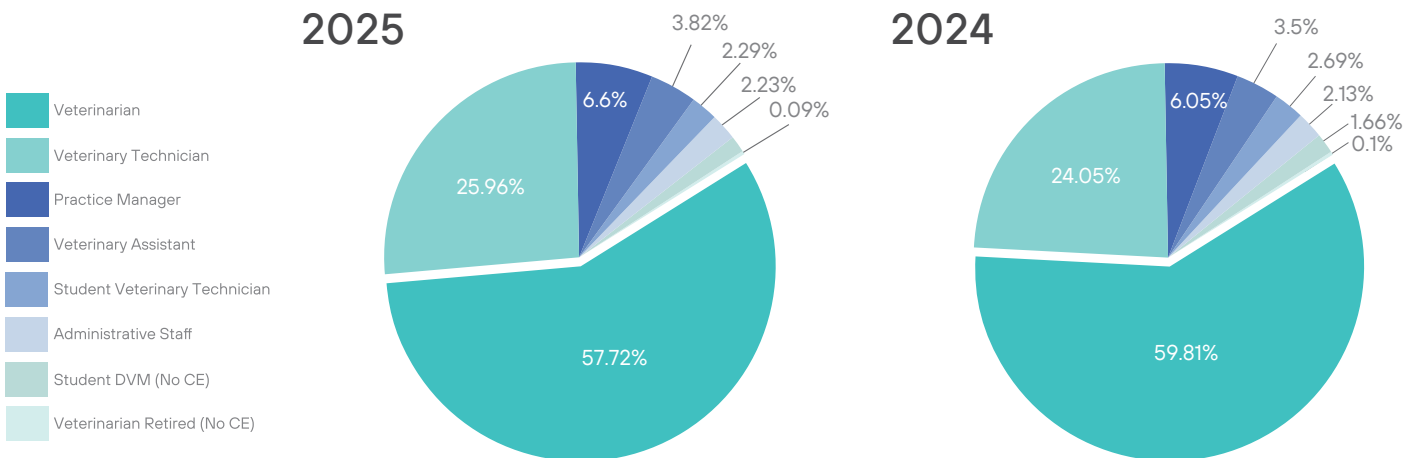
- WVC exhibitors generate an average of **335 leads**
- Almost 90% of our 2025 exhibitors reported they would recommend the WVC Annual Conference to an industry company
- WVC promotes Exhibit Hall traffic with advertising opportunities, 11 session-free hours and activities such as the Learning Hubs, New Product Showcase and Vet Detective scavenger hunt
- WVC collaborates with exhibitors to identify goals and work toward ROI



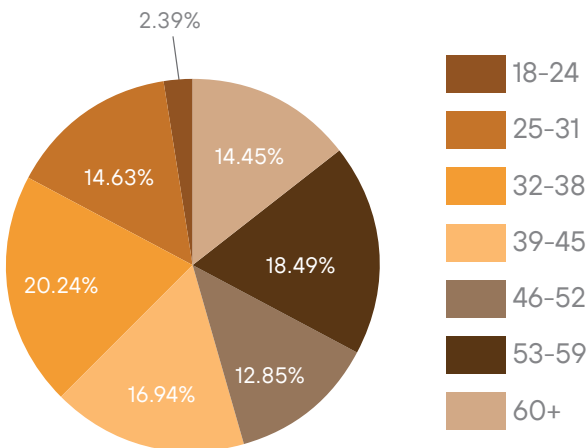
ANNUAL CONFERENCE PARTICIPANT DEMOGRAPHICS

PARTICIPANT PROFESSION

2025 Registration Products compared to 2024 Registration Products

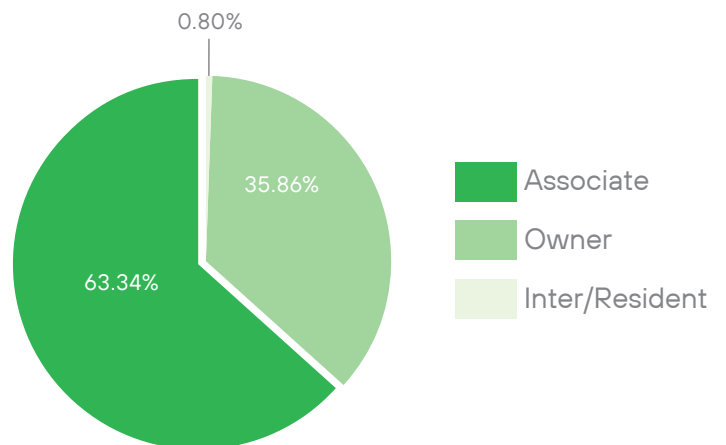


PARTICIPANT AGE



PARTICIPANT PRACTICE ROLE

Based on reported data



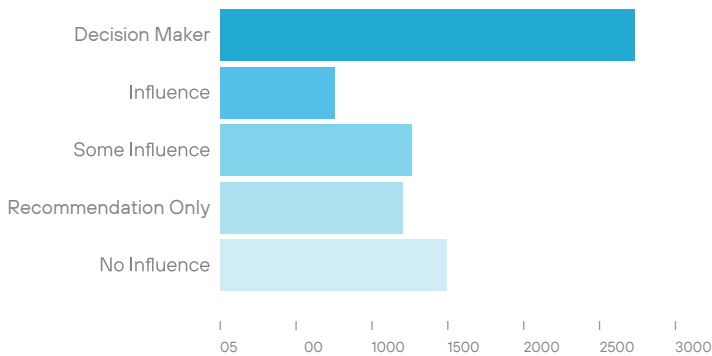
11 hours of non-compete Exhibit Hall time



DEMOGRAPHICS

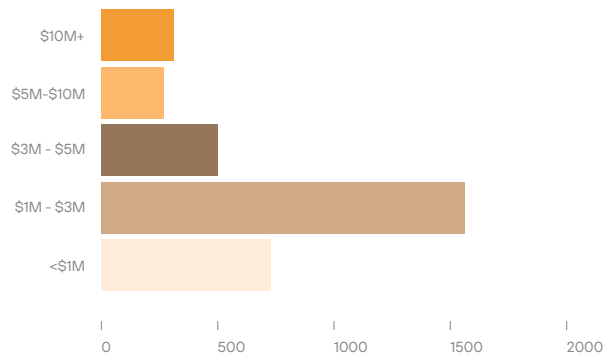
PARTICIPANT PURCHASING INFLUENCE

Based on reported data



GROSS ANNUAL PRACTICE REVENUE

Based on reported data

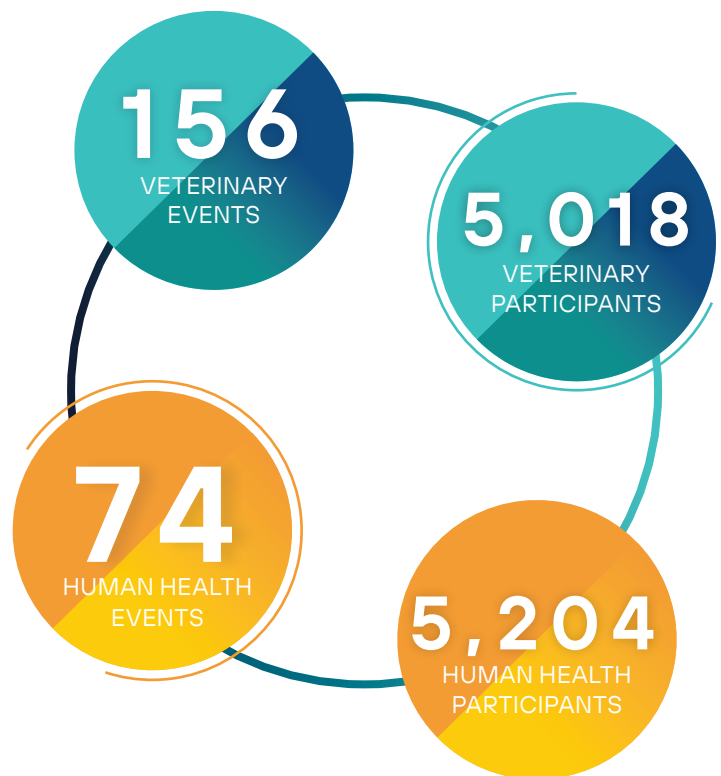


PARTICIPANT CLASSIFICATION

Based on reported data

Classification	Count	%
Small Animal	6873	33.21
Mixed (> 50% Small & Some Large)	706	3.41
Mixed (Avian & Exotics/Small Animal)	471	2.28
Specialty Practice	371	1.79
Industry	330	1.59
Academia	265	1.28
Mixed (> 50% Large & Some Small)	139	0.67
Equine	110	0.53
Government	95	0.46
Food Animal	56	0.27
Avian & Exotics	49	0.24
Zoo	12	0.06
Private Practice	7	0.03
Hospital	3	0.01
Group Practice	1	0

2024 YEAR-ROUND DEMOGRAPHICS



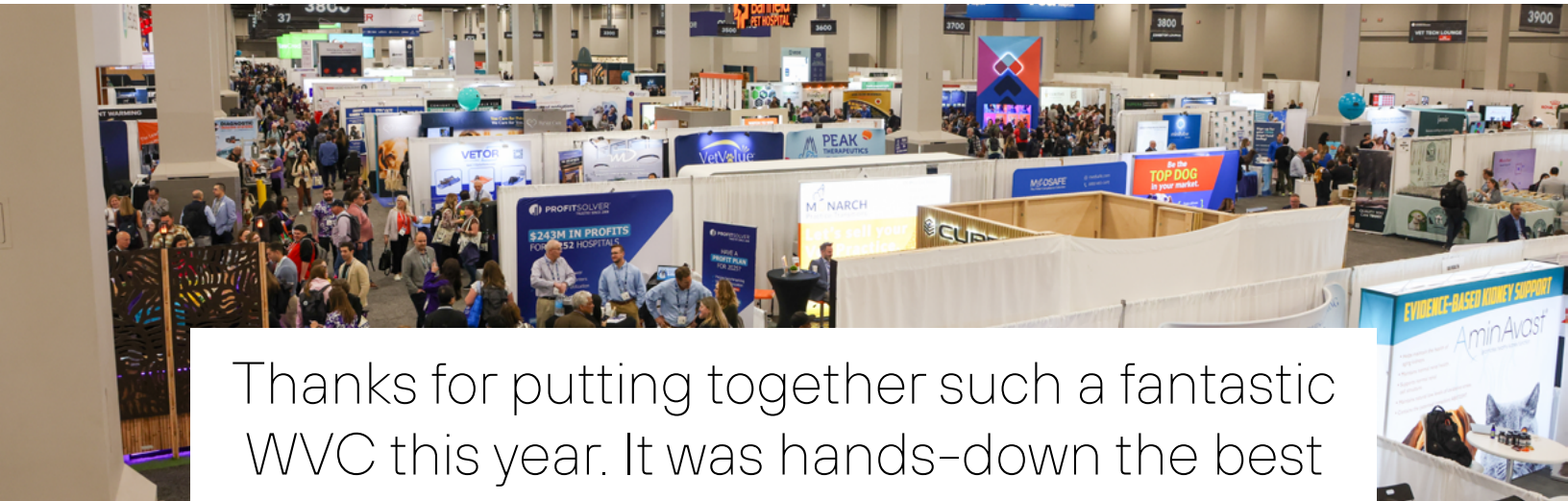
YOUR TARGET AUDIENCE

- The WVC Annual Conference attracted nearly **21,000** participants in 2025 — **6,693** Veterinarians and **4,849** Veterinary Technicians, Assistants, Practice Managers, Administrative Staff and Students
- Approximately 87% of participants were extremely satisfied or satisfied with the quality of exhibitors
- The WVC Exhibit Hall is very easy to navigate with 78% of participants were extremely satisfied or satisfied with the ease of navigation in the WVC Exhibit Hall
- Spectacular reach: participants represented 32 countries, from all 50 states and six continents



WVC VEGAS 2026 EXHIBIT INFORMATION

Application Timeline



Thanks for putting together such a fantastic WVC this year. It was hands-down the best vet show we've been a part of.

-2025 Exhibitor

DATE	WVC VEGAS TIMELINE
May 19, 2025	VEGAS and NASHVILLE 2026 Booth Selection Starts Selection order will be determined by a company's Viticus Group Priority Point Standing and other factors
Sept. 19, 2025	Exhibitor Service Kit available online
Sept. 19, 2025	Badge registration opens; lead retrieval opens
Oct. 26, 2025	Deadline to receive 50% refund for booth cancellation. After this date, full forfeiture of payment.
Dec. 19, 2025	Last day to submit selected products categories and brand values for the final program
Jan. 15, 2026	Advance shipment may begin arriving at warehouse 8:00a
Jan. 19, 2026	Last day for advance pricing from Viticus Group Vendors and to submit Exhibitor Appointed Contractor (EAC) information
Feb. 6, 2026	Last day for Vegas 2026 Booth Sales
Feb. 9, 2026	Last day for advance shipment to arrive at warehouse without surcharges – 4:30p
Feb. 13, 2026	Online Registration ends at 5:00p*
Feb. 13, 2026	Shipments to Mandalay Bay Convention Center can begin 8:00a

*Personnel not registered by this date must register onsite at Exhibitor Registration.

CONTACT: Joel Altman at JoelA@viticusgroup.org

NOTE: Reference the Fern Exhibitor Service Kit online at viticusgroup.org/conference for information and deadlines about ordering electrical, internet, and other booth services. Fern is the General Services Contractor.



WVC VEGAS 2026 EXHIBIT INFORMATION

BOOTH FEES & PAYMENTS

Invoices will be sent once the booth is confirmed and assigned. If you request a move or increased booth space, then invoicing will take place once a new location has been agreed upon. Once the invoice has been received, companies will have a net 45 days for payment. If payment is not received by this time, booth space will be released.

INLINE BOOTHS

10 x 10 ft. Inline Booth Zone A \$6,200
10 x 10 ft. Inline Booth Zone B \$5,900
10 x 10 ft. Inline Booth Zone C \$5,600
Corner Premium (Per Corner) \$500

SPECIALIZED BOOTHS

8 x 5 ft Start-Up Zone \$3,000
10 x 10 ft. Nonprofit Booth \$1,000

ISLAND BOOTHS

Island Booth Zone A \$66 per sq. ft.
Island Booth Zone B \$63 per sq. ft.
Island booth Zone C \$60 per sq. ft.

ELIGIBILITY

Viticus Group, a Nevada nonprofit organization, is the sole entity selecting new exhibitors ("Exhibitors") for the Annual Conference. Viticus Group's decisions are based on each Exhibitor's products or services, which must directly relate to the veterinary industry. Viticus Group retains the right, at its sole option, to approve Exhibitors and determine the Exhibitor's booth and space allocations ("Exhibit Booth" or "Exhibit Space") and banner/signage locations. Viticus Group makes no representations or warranties, express or implied, to Exhibitor regarding the success of Exhibitor's efforts for which the Exhibit Space will be used or to the number of Conference participants or the demographic nature of such participants.

COMMERCIAL EXHIBITOR PACKAGE FEE INCLUDES

- Access to Exhibitor Lounge offering morning and afternoon refreshments
- Company listing on the webpage and mobile app
- Admittance to evening conference entertainment
- Admittance to scientific sessions with CE credit
- Exhibition and contact information displayed on the Viticus Group webpage
- One (1) complimentary lead retrieval device
- Four (4) complimentary badges per 100 sq. ft. of booth space
- New FlexFrame wall system for all inline booths 8 ft back and 3 ft returns
- One 18 x 12 in. identification sign with company name and booth number
- Opportunities to sponsor and advertise for increased visibility

START-UP ZONE

- Booths are 8 x 5 ft.
- Admittance to evening conference entertainment
- Admittance to scientific sessions with CE credit
- Exhibition and contact information displayed on the Viticus Group webpage
- New FlexFrame wall system for all inline booths 8 ft. back with graphics included
- One (1) complimentary lead retrieval device
- Two (2) complimentary badges per stall
- One counter or table
- Two (2) standard chairs or stools
- Booth carpet
- Opportunities to sponsor and advertise for increased visibility
- Must be new to the industry—founded no later than Feb. 2025
- Must be a first-time exhibitor at WVC
- May only participate in the Start-Up area once

SCHEDULE, REGISTRATION, SETUP/TEAR DOWN

TARGETED MOVE-IN ISLANDS & LARGE BOOTHS

Saturday, Feb. 14, 2026 8:00a–6:00p

Reference the Fern Exhibitor Service Kit for assigned start times.

GENERAL MOVE-IN

Sunday, Feb. 15, 2026 8:00a–8:00p

All exhibits must be in show condition and operational by 8:00p on Sunday, Feb. 15. A company with no evidence of presence by 8:00p on Sunday, Feb. 15, will be considered a no-show, and space will be reassigned.

EXHIBIT DAYS & HOURS

Monday, Feb. 16, 2026 9:00a–5:00p

Tuesday, Feb. 17, 2026 9:00a–5:00p

Wednesday, Feb. 18, 2026 9:00a–2:00p

Exhibiting companies that dismantle or move before 2:00p on Wednesday, Feb. 18, will not be offered an application to exhibit the following year.

EXHIBITOR REGISTRATION HOURS

Saturday, Feb. 14, 2026 8:00a–6:00p

Sunday, Feb. 15, 2026 7:00a–8:00p

Monday, Feb. 16, 2026 7:00a–5:00p

Tuesday, Feb. 17, 2026 8:00a–5:00p

Wednesday, Feb. 18, 2026 8:00a–2:00p

DISMANTLING HOURS

Wednesday, Feb. 18, 2026 2:00p–10:00p

Thursday, Feb. 19, 2026 8:00a–10:00p

NONPROFIT EXHIBITOR PACKAGE FEE INCLUDES

- Access to Exhibitor Lounge
- Admittance to evening conference entertainment
- Admittance to scientific sessions with CE credit
- Booth carpet
- Exhibition and contact information displayed on the Viticus Group webpage
- One (1) complimentary lead retrieval device
- Four (4) complimentary badges for every 100 sq. ft. of rented booth space
- One 6 ft. x 2 ft. x 2.5 ft. skirted table
- Two (2) standard chairs
- One 18 x 12 in. ID sign with company name & booth number
- Opportunities to sponsor and advertise for increased visibility



WVC VEGAS 2026 EXHIBIT INFORMATION

[Application Form](#)

COMPANY INFORMATION

Company Name - Print Clearly

(As it should appear in printed materials and on booth ID sign.)

Company Telephone # _____

Website _____

Email _____

Address 1 _____

Address 2 _____

City _____ State _____

Postal _____ Country _____

Company Exhibit Coordinator

Prefix First Name Last Name

Email _____

Business Phone # _____

Cell Phone # _____

Address if different than company

Address 1 _____

Address 2 _____

City _____ State _____

Postal _____ Country _____

Read, Accepted, and Approved by Exhibitor (Signature)

Print Name

Date

By submitting the application & contract for exhibit space, exhibitor acknowledges that the exhibitor guide, including the conference rules and regulations and the attached and/or linked general terms and conditions, have been received and read and agrees to comply with the rules and regulations as stated therein.

VITICUS GROUP USE ONLY

Booth Reserved _____ Priority Points _____

Booth Size _____ Date Reserved _____

BOOTH SELECTION

Please indicate your selection below

BOOTH TYPE	QUANTITY	FEE/BOOTH
<input type="checkbox"/> 10 x 10 ft. Inline Booth Zone A		\$6,200
<input type="checkbox"/> 10 x 10 ft. Inline Booth Zone B		\$5,900
<input type="checkbox"/> 10 x 10 ft. Inline Booth Zone C		\$5,600
<input type="checkbox"/> Corner Premium (Per Corner)		\$500
<input type="checkbox"/> Island Booth Zone A		\$66 per sq. ft.
<input type="checkbox"/> Island Booth Zone B		\$63 per sq. ft.
<input type="checkbox"/> Island Booth Zone C		\$60 per sq. ft.
<input type="checkbox"/> 10 x 10 ft. Nonprofit Booth		\$1,000
<input type="checkbox"/> 8 X 5 ft. Start-Up Zone*		\$3,000
TOTAL AMOUNT \$		

List companies you would prefer not to be across from or adjacent to

Booth Preference Number _____

DO NOT submit payment with application. An invoice will be emailed when space is assigned. Full payment is due 45 days after the invoice is sent.

*Start-Up Zone - booths will open in September

Questions

702.739.6698 | Toll-free: 866.800.7326 | JoelA@ViticusGroup.org

Submit Completed Application to

MR. JOEL ALTMAN, CEM
EXHIBITS DIRECTOR
VITICUS GROUP

2425 East Oquendo Road
Las Vegas, NV 89120

Fax: 702.739.6420

JoelA@ViticusGroup.org



WVC VEGAS 2026 EXHIBIT INFORMATION

Application Timeline

FACILITY

Mandalay Bay Resort & Casino
3950 Las Vegas Blvd. S
Las Vegas, NV 89119
702.632.7777

EXHIBIT LOCATION

Bayside ABCD
Mandalay Bay Convention Center Level 1

To view the latest 2026 Exhibit Hall Floor Plan online, please visit viticusgroup.org and click on the Exhibitor tab.

TERMS & CONDITIONS

By registering for the WVC Annual Conference, you agree to the following terms:

BOOTH SELECTION

If your company exhibited at the WVC in 2025, you will receive information on booth selection after May 1 regarding the booth selection process.

If you did not exhibit in 2025, please apply online at viticusgroup.org or complete this form and return it to Viticus Group with information on the products and or services you want to promote during the conference for approval to participate.

BOOTH PAYMENT

Full payment for the booth Exhibit Space is due 45 days after invoicing. Exhibit Spaces booked within 45 days of the Event start date must be paid in full before the first day of the Event. Exhibit Spaces are not paid for after 45 days or by the event start date for bookings made less than 45 days before the event, which will be released for reassignment to another company.

INSURANCE

By completing this application, the exhibiting company ("Exhibitor"), understands that it will be the responsibility of the Exhibitor to secure the required insurance and will need to provide the Certificate of Insurance (COI) with the required additional parties listed by name, as outlined in the Conference Rules and Regulations, to Viticus Group no later than January 18, 2026. After this date, any company that has not uploaded the COI, will be assessed a fee for Viticus Group provide insurance coverage. This coverage fee must be paid prior to the conference starting. Registration of booth personnel will be restricted until this fee is settled.

Alternatively, Viticus Group can purchase the short-term general liability insurance on behalf of the Exhibitor for an additional fee of \$125.

CANCELLATION

Cancellation notices must be sent to Viticus Group in writing. A 50% refund will be provided only if a cancellation notice is received 110 days before the start of the conference. No refunds will be made after this date. Please see Conference Rules and Regulations for more information.

The Exhibitor understands and agrees that Exhibit Space sharing is not allowed.

The Application & Contract for Exhibit Space: The 2026 Exhibitors Prospectus and the Rules and Regulations (including the Fern Exhibitor Service Kit) contained herein and as amended shall collectively constitute the agreement ("Agreement") between Viticus Group and Exhibitor. Upon the Exhibitor's execution of the Application & Contract for Exhibit Space, this Agreement shall become a binding contract between Viticus Group and Exhibitor. The person signing this Agreement on behalf of the Exhibitor represents and warrants that he/she has the necessary power, consent, and authority to execute and deliver this Agreement on behalf of the Exhibitor.

BY SUBMITTING THE APPLICATION & CONTRACT FOR EXHIBIT SPACE, THE EXHIBITOR ACKNOWLEDGES THAT THE EXHIBITOR GUIDE, INCLUDING THE CONFERENCE RULES AND REGULATIONS AND THE ATTACHED AND/OR LINKED GENERAL TERMS AND CONDITIONS, HAS BEEN RECEIVED AND READ AND AGREES TO COMPLY WITH THE RULES AND REGULATIONS AS STATED THEREIN

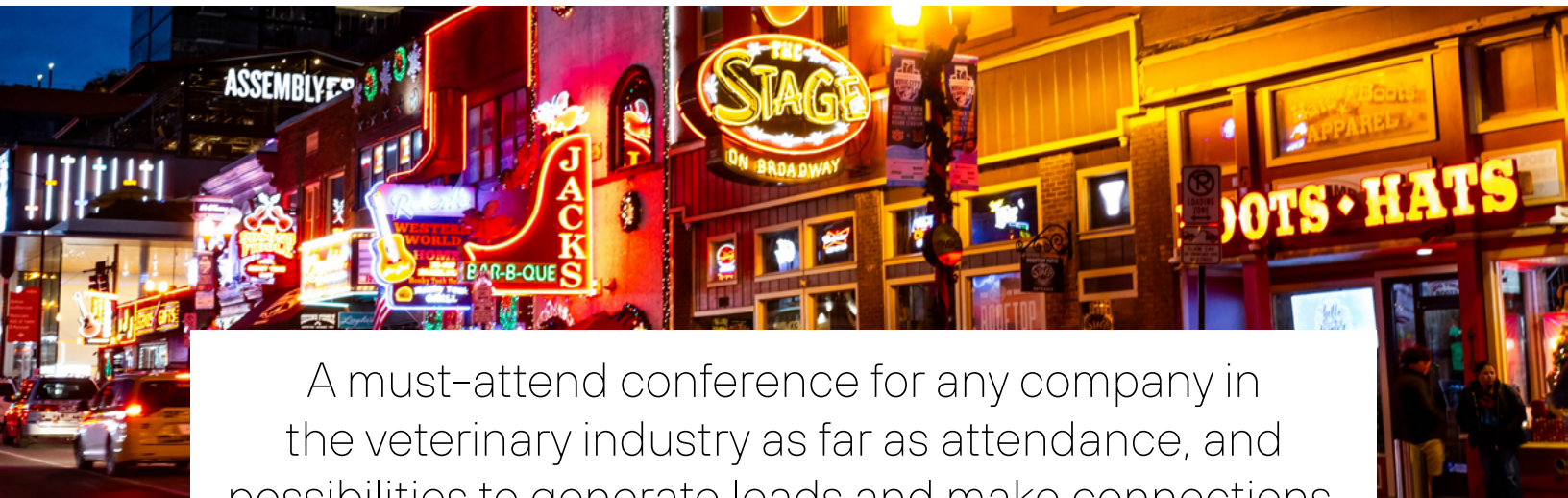
Applications should be submitted via email to JoelA@ViticusGroup.org

For more information, please visit viticusgroup.org/exhibitors



WVC NASHVILLE 2026 EXHIBIT INFORMATION

Application Timeline



A must-attend conference for any company in the veterinary industry as far as attendance, and possibilities to generate leads and make connections.

-2025 Exhibitor

DATE	WVC NASHVILLE TIMELINE**
May 19, 2025	VEGAS and NASHVILLE 2026 Booth Selection Starts (Nashville booth sales continue through August) Selection order will be determined by a company's Viticus Group Priority Point Standing and other factors
March 16, 2026	Exhibitor Service Kit available online
March 16, 2026	Badge registration opens; lead retrieval opens
April 24, 2026	Deadline to receive 50% refund for booth cancellation. After this date, full forfeiture of payment.
June 18, 2026	Last day to submit selected products categories and brand values for the final program
July 15, 2026	Advance shipment may begin arriving at warehouse 8:00a
July 19, 2026	Last day for advance pricing from Viticus Group Vendors and to submit Exhibitor Appointed Contractor (EAC) information
July 30, 2026	Last Day for Nashville Booth Sales
Aug. 9, 2026	Last day for advance shipment to arrive at warehouse without surcharges – 4:30p
Aug. 12, 2026	Online Registration ends at 5:00p*
Aug. 13, 2026	Shipments to Music City Center can begin 8:00a

*Personnel not registered by this date must register onsite at Exhibitor Registration.

** Dates are subject to change. Please see the Viticus Group Exhibitor page for the most up-to-date information

CONTACT: Joel Altman at JoelA@viticusgroup.org

NOTE: Reference the Fern Exhibitor Service Kit online at viticusgroup.org/conference for information and deadlines about ordering electrical, internet, and other booth services. Fern is the General Services Contractor.



WVC NASHVILLE 2026 EXHIBIT INFORMATION

BOOTH FEES & PAYMENTS

Invoices will be sent once the booth is confirmed and assigned. If you request a move or increased booth space, then invoicing will take place once a new location has been agreed upon. Once the invoice has been received, companies will have a net 45 days for payment. If payment is not received by this time, booth space will be released.

INLINE BOOTHS

10 x 10 ft. Inline Booth Zone A \$4,400
10 x 10 ft. Inline Booth Zone B \$4,200
10 x 10 ft. Inline Booth Zone C \$4,000
Corner Premium (Per Corner) \$500

SPECIALIZED BOOTHS

8 x 5 ft Start-Up Zone \$3,000.00
10 x 10 ft. Nonprofit Booth \$1,000.00

ISLAND BOOTHS

Island Booth Zone A \$50 per sq. ft.
Island Booth Zone B \$48 per sq. ft.
Island booth Zone C \$46 per sq. ft.

ELIGIBILITY

Viticus Group, a Nevada nonprofit organization, is the sole entity selecting new exhibitors ("Exhibitors") for the Annual Conference. Viticus Group's decisions are based on each Exhibitor's products or services, which must directly relate to the veterinary industry. Viticus Group retains the right, at its sole option, to approve Exhibitors and determine the Exhibitor's booth and space allocations ("Exhibit Booth" or "Exhibit Space") and banner/signage locations. Viticus Group makes no representations or warranties, express or implied, to Exhibitor regarding the success of Exhibitor's efforts for which the Exhibit Space will be used or to the number of Conference participants or the demographic nature of such participants.

COMMERCIAL EXHIBITOR PACKAGE FEE INCLUDES

- Access to Exhibitor Lounge offering morning and afternoon refreshments
- Company listing on the webpage and mobile app
- Admittance to evening conference entertainment
- Admittance to Scientific Sessions with CE credit
- Exhibition and contact information displayed on the Viticus Group webpage
- One (1) complimentary lead retrieval device
- Four (4) complimentary badges per 100 sq. ft. of booth space
- New FlexFrame wall system for all inline booths 8 ft back and 3 ft returns
- One 18 x 12 in. identification sign with company name and booth number
- Opportunities to sponsor and advertise for increased visibility

START-UP ZONE!

- Booths will be 8 x 5 ft.
- Admittance to evening conference entertainment
- Admittance to Scientific Sessions with CE credit
- Exhibition and contact information displayed on the Viticus Group webpage
- New FlexFrame wall system for all inline booths 8 ft backwall with graphics included
- One (1) complimentary lead retrieval device
- Two (2) complimentary badges per stall
- One 6 ft. x 24 in. x 30 in. skirted table
- Two (2) standard chairs
- Booth carpet
- Opportunities to sponsor and advertise for increased visibility
- Must be new to the industry—founded no later than Aug. 2025
- Must be a first-time exhibitor at WVC
- May only participate in the Start-Up area once

SCHEDULE, REGISTRATION, SETUP/TEAR DOWN

TARGETED MOVE-IN ISLANDS & LARGE BOOTHS

Friday, Aug. 14, 2026 8:00a–6:00p

Reference the Fern Exhibitor Service Kit for assigned start times.

GENERAL MOVE-IN

Saturday, Aug. 15, 2026 8:00a–8:00p

All exhibits must be in show condition and operational by 8:00p on Aug. 15, 2026. A company with no evidence of presence by 8:00p on Saturday, Aug. 15, will be considered a no-show, and space will be reassigned.

EXHIBIT DAYS & HOURS

Sunday, Aug. 16, 2026 9:00a–5:00p

Monday, Aug. 17, 2026 9:00a–5:00p

Tuesday, Aug. 18, 2026 9:00a–2:00p

Exhibiting companies that dismantle or move before 2:00p on Tuesday, Aug. 18, will not be offered an application to exhibit the following year.

EXHIBITOR REGISTRATION HOURS

Friday, Aug. 14, 2026 8:00a–6:00p

Saturday, Aug. 15, 2026 7:00a–8:00p

Sunday, Aug. 16, 2026 7:00a–5:00p

Monday, Aug. 17, 2026 8:00a–5:00p

Tuesday, Aug. 18, 2026 8:00a–2:00p

DISMANTLING HOURS

Tuesday, Aug. 18, 2026 2:00p–10:00p

Wednesday, Aug. 19, 2026 8:00a–10:00p

NONPROFIT EXHIBITOR PACKAGE FEE INCLUDES*

- Access to Exhibitor Lounge
- Admittance to evening conference entertainment
- Admittance to scientific sessions with CE credit
- Booth carpet
- Exhibition and contact information displayed on the Viticus Group webpage
- One (1) complimentary lead retrieval device
- Four (4) complimentary badges for every 100 sq. ft. of rented booth space
- One 6 ft. x 24 in. x 30 in. skirted table
- Two (2) standard chairs
- One 18 x 12 in. ID sign w/ company name & booth number
- New FlexFrame Wall System for all inline booths 8 ft. back and 3 ft. returns.
- Opportunities to sponsor and advertise for increased visibility



WVC NASHVILLE 2026 EXHIBIT INFORMATION

[Application Form](#)

COMPANY INFORMATION

Company Name - Print Clearly

(As it should appear in printed materials and on booth ID sign.)

Company Telephone # _____

Website _____

Email _____

Address 1 _____

Address 2 _____

City _____ State _____

Postal _____ Country _____

Company Exhibit Coordinator

Prefix _____ First Name _____ Last Name _____

Email _____

Business Phone # _____

Cell Phone # _____

Address if different than company

Address 1 _____

Address 2 _____

City _____ State _____

Postal _____ Country _____

Read, Accepted, and Approved by Exhibitor (Signature)

Print Name

Date

By submitting the application & contract for exhibit space, exhibitor acknowledges that the exhibitor guide, including the conference rules and regulations and the attached and/or linked general terms and conditions, have been received and read and agrees to comply with the rules and regulations as stated therein.

VITICUS GROUP USE ONLY

Booth Reserved _____ Priority Points _____

Booth Size _____ Date Reserved _____

BOOTH SELECTION

Please indicate your selection below

BOOTH TYPE	QUANTITY	FEE/BOOTH
10 x 10 ft. Inline Booth Zone A		\$4,400
10 x 10 ft. Inline Booth Zone B		\$4,200
10 x 10 ft. Inline Booth Zone C		\$4,000
Corner Premium (Per Corner)		\$300
Island Booth Zone A		\$50 per sq. ft.
Island Booth Zone B		\$48 per sq. ft.
Island Booth Zone C		\$46 per sq. ft.
10 x 10 ft. Nonprofit Booth		\$1,000
8 X 5 ft. Start-Up Zone*		\$3,000
TOTAL AMOUNT \$		

List companies you would prefer not to be across from or adjacent to

Booth Preference Number _____

DO NOT submit payment with application. An invoice will be emailed when space is assigned. Full payment is due 45 days after the invoice is sent.

*Start-Up Zone - booths will open in September

Questions

702.739.6698 | Toll-free: 866.800.7326 | JoelA@ViticusGroup.org

Submit Completed Application to

MR. JOEL ALTMAN, CEM
EXHIBITS DIRECTOR
VITICUS GROUP

2425 East Oquendo Road
Las Vegas, NV 89120

Fax: 702.739.6420

JoelA@ViticusGroup.org



WVC NASHVILLE 2026 EXHIBIT INFORMATION

FACILITY

Music City Center
201 Rep. John Lewis Way S
Nashville, TN 37203
615.401.1400

EXHIBIT LOCATION

Music City Center
To view the latest 2026 Exhibit Hall Floor Plan online, please visit viticusgroup.org and click on the Exhibitor tab.

TERMS & CONDITIONS

By registering for the WVC Annual Conference, you agree to the following terms:

BOOTH SELECTION

If your company exhibited at the WVC in 2025, you will receive information on booth selection after May 1 regarding the booth selection process.

If you did not exhibit in 2025, please apply online at viticusgroup.org or complete this form and return it to Viticus Group with information on the products and or services you want to promote during the conference for approval to participate.

BOOTH PAYMENT

Full payment for the booth Exhibit Space is due 45 days after invoicing. Exhibit Spaces booked within 45 days of the Event start date must be paid in full before the first day of the Event. Exhibit Spaces are not paid for after 45 days or by the event start date for bookings made less than 45 days before the event, which will be released for reassignment to another company.

INSURANCE

By completing this application, the exhibiting company ("Exhibitor"), understands that it will be the responsibility of the Exhibitor to secure the required insurance and will need to provide the Certificate of Insurance (COI) with the required additional parties listed by name, as outlined in the Conference Rules and Regulations, to Viticus Group no later than January 18, 2026. After this date, any company that has not uploaded the COI, will be assessed a fee for Viticus Group provide insurance coverage. This coverage fee must be paid prior to the conference starting. Registration of booth personnel will be restricted until this fee is settled.

Alternatively, Viticus Group can purchase the short-term general liability insurance on behalf of the Exhibitor for an additional fee of \$125.00.

CANCELLATION

Cancellation notices must be sent to Viticus Group in writing. A 50% refund will be provided only if a cancellation notice is received 110 days before the start of the conference. No refunds will be made after this date. Please see Conference Rules and Regulations for more information.

The Exhibitor understands and agrees that Exhibit Space sharing is not allowed.

The Application & Contract for Exhibit Space: The 2026 Exhibitors Prospectus and the Rules and Regulations (including the Fern Exhibitor Service Kit) contained herein and as amended shall collectively constitute the agreement ("Agreement") between Viticus Group and Exhibitor. Upon the Exhibitor's execution of the Application & Contract for Exhibit Space, this Agreement shall become a binding contract between Viticus Group and Exhibitor. The person signing this Agreement on behalf of the Exhibitor represents and warrants that he/she has the necessary power, consent, and authority to execute and deliver this Agreement on behalf of the Exhibitor.

BY SUBMITTING THE APPLICATION & CONTRACT FOR EXHIBIT SPACE, THE EXHIBITOR ACKNOWLEDGES THAT THE EXHIBITOR GUIDE, INCLUDING THE CONFERENCE RULES AND REGULATIONS AND THE ATTACHED AND/OR LINKED GENERAL TERMS AND CONDITIONS, HAS BEEN RECEIVED AND READ AND AGREES TO COMPLY WITH THE RULES AND REGULATIONS AS STATED THEREIN

Applications should be submitted via email to JoelA@ViticusGroup.org

For more information, please visit viticusgroup.org/exhibitors



2026 SPONSORSHIP PROSPECTUS

Join us in Las Vegas, Feb. 15-18, 2025, for one of the premier events in the veterinary industry, the WVC Annual Conference brings together veterinary professionals, exhibitors, and experts from around the world. This prospectus provides an opportunity for your organization to align with excellence, innovation, and advancement in veterinary medicine.

Act now to secure prime opportunities in key locations throughout the Convention Center and Exhibit Hall. Let us help you create a package that leaves a lasting impression on WVC participants. Thank you for your consideration.

2025 RECAP VIDEO **WHY SPONSOR?**

- **Visibility:** Showcase your brand, products, and services to a highly targeted audience
- **Networking:** Connect with key opinion leaders, experts, and potential partners to explore collaboration opportunities and expand your network.
- **Education:** Support the advancements of veterinary medicine by sponsoring education sessions, workshops, and hands-on labs that provide valuable knowledge and skills to attendees. Your support of program tracks, and other functions of the Conference deliver superior brand recognition, before, during, and after Conference to set your company apart from other vendors.
- **Brand Recognition:** Increase brand awareness and enhance your company's reputation as a supporter of the veterinary community.
- **Customization:** Tailor your sponsorship package to meet your specific marketing objectives and budget requirements





2026 SPONSORSHIP PROSPECTUS

SPONSORSHIP LEVELS



LEVELS ARE DEFINED AND CALCULATED BASED ON DIRECT AND INDIRECT SPONSORSHIP:

Direct sponsorships are funds provided by Exhibitors as direct support for specific WVC events or services benefiting attendees. (Ex: Notebooks & Pens, activations, session tracks)

Indirect sponsorships are events or services that occur at WVC but are provided directly by the sponsor to the participants. (Ex: Dollars spent on Industry Breakfast/Lunch Seminars)

Sponsoring companies receive priority points. Priority points are important when selecting exhibit hall space and provide the sponsor the ability to receive priority when applying for symposia and other events. Sponsors receive two (2) priority points for every \$500 spent on sponsorships.

WVC reserves the right to review and approve all sponsorship items before they are released to attendees.

TERMS & CONDITIONS:

Sponsorship payment will be due and payable upon receipt of invoice or no later than 30 days from receipt of invoice.

Sponsor may cancel the Sponsorship Agreement in writing; however, sponsor agrees to the following refund schedule:

50% Refund = 91 - 120 days before the first day of the Conference

25% Refund = 61 - 90 days before the first day of the Conference

No Refund = less than 60 days before the first day of the Conference

Please refer to the Service Agreement for more information on requirements and limitations. 2025 Sponsors will receive the right of first refusal of the same previously sponsored item at the next Annual Conference. Therefore, the 2026 Sponsors must contact WVC to reserve or renew previously sponsored items by July 1, 2025.

Note: Payment and refund terms may be different for sponsorship and advertising items outside of the Annual Conference





2026 SPONSORSHIP PROSPECTUS

SPONSORSHIP & EDUCATION TIMELINE

DATE	PROCESS
May 19, 2025	Sponsors may submit WVC Vegas education requests. Requests are reviewed on a first-come, first-served basis
June 16, 2025	Education reservations due
July 31, 2025	Tentative education reservations confirmed and placed in schedule If sponsoring a workshop or lab, must have final content by July 15 for launch
July 14, 2025	Sponsorships open
Aug. 4, 2025	Registration launch
Sept. 29, 2025	Sponsored activation commitments due
Oct. 8, 2025	Sponsored education content due
Nov. 7, 2025	<ul style="list-style-type: none">• Initial invoices sent to sponsors• Final program content due
Nov. 26, 2025	Deadline for speakers to submit proceeding notes
Nov. 30, 2025	<ul style="list-style-type: none">• Sponsors must finalize session moderator preference.• If bringing own, Sponsor must identify by name by Dec. 18, 2024
Dec. 8, 2025	All sponsorship assets due
Dec. 10, 2025	Rush printing fees incurred for sponsorship assets
Dec. 18, 2025	<ul style="list-style-type: none">• Speakers receiving Speaker Logistics must have flights booked (using Viticus Group travel agency, Travelex)• Hotel confirmations to be provided 2 weeks prior to event
Jan. 5, 2026	Final education AV requirements due
Jan. 14, 2026	Presentation system open for presentation upload
Feb. 2, 2026	Last day for Viticus Group to accept artwork
Feb. 15-18, 2026	WVC Vegas
March 2, 2026	Viticus Group sends participant data to Sponsors and begins to schedule conference de-brief meetings

**subject to change*

CONTACT:

Viticus Group
2425 E. Oquendo Rd
Las Vegas, NV 89120

Sponsorships@viticusgroup.org
Education@viticusgroup.org

[Education Reservation Form](#)



2026 SPONSORSHIP PROSPECTUS

PREVIOUS SPONSORS





2026 SPONSORSHIP PROSPECTUS

BRANDING OPPORTUNITIES

Elevate your presence with a premier signage opportunity inside the Mandalay Bay Convention Center and Exhibit Hall—where your brand will command attention with unmatched scale.

Banners starting at	\$5,800	Lighted meterboard	\$6,800
Breakfast bar	\$12,000	Meeting pods	\$20,000
Carpet cling	\$10,500	New product showcase	\$2,500
Carpet Leads	\$500	Notebook & pens	\$45,000
Column clings starting at	\$4,800	Program ads starting at	\$1,800
Conference bag	\$120,000	Restroom clings starting at	\$2,600
Conference program perforated coupon	\$2,000	Rocking chair covers	\$17,000
Conference bag insert starting at	\$2,200	Rotating Kiosk	\$13,750
Customized badge ribbons	\$2,500	Seating Cubes	\$20,000
Escalator bundle starting at	\$48,000	Viticus Kiosk Skin	\$2,500
Exhibit Hall aisle sign danglers	\$15,000	Wall clings starting at	\$15,000
Hand sanitizer stations	\$15,000	Water bottle activation	\$50,000
Housing email	\$3,500	Water tower	\$5,500
Hotel key cards starting at	\$8,300	Window cling starting at	\$13,500
Lanyards & badges	\$58,000	Exhibit Hall column wrap	inquire for pricing





2026 SPONSORSHIP PROSPECTUS

DIGITAL OPPORTUNITIES

Engage the WVC audience at every stage—before, during, and after the event—with a variety of targeted digital opportunities tailored to amplify your brand.

Mandalay Bay Media Wall starting at	\$12,000	Social media advertising	\$3,000
Mega menu banner ad starting at	\$1,000	Sponsored email blast	\$10,750
Mobile app	\$61,000	WIFI	\$48,000
My account banner ad	\$5,500	WVC daily highlights email starting at	\$1,500
Push notification	\$900	WVC email box ad starting at	\$900
Registration email confirmation banner	\$12,000	WVC landing page banner	\$3,000
Retargeting ads starting at	\$2,500	WVC landing page pop-up box	\$1,500
Session walk-in slides	\$1,500		



VITICUS GROUP APP AVAILABLE NOW



DOWNLOAD NOW!

Visit the Ceva **Booth #2361** to learn more

Changing the *standard of care* with

PANOQUELL-CA1

(fuzapladib sodium for injection)





ENGAGEMENT OPPORTUNITIES

Don't just show up—stand out. These high-impact engagement opportunities ensure your brand is unforgettable.

Animal AI character photo booth	\$35,000	Pickleball	\$32,000
Attendee mailing list starting at	\$2,300	Photo op: Swing Set	\$10,000
Ball cap airbrushing	\$46,000	Pop-up event space	\$15,000
Ball pit	\$15,000	Pub Trivia	\$19,500
Body art activation	\$28,000	Purrfectly brewed cat café	\$36,000
Career corner	\$30,000	Refreshment break	\$1,000
Charging bar	\$7,500	Snack vouchers	\$1,100
Coffee break	\$2,500	Spill the Tea - Mad Hatter Lounge	\$60,000
Conference hype DJ	\$20,000	Theracaturist	\$15,000
Custom fanny pack activation	\$35,000	Vet Detective	\$2,750
Dog House	\$37,500	Veterinary Technician Reception & Party for a Purpose starting at	\$5,000
Glass blowing Scavenger Hunt	\$7,500	VW photobus	\$15,500
Jibbitz charm station	\$15,000	Vet Tech Lounge	\$42,000
Job board	\$1,300		
Live illustrator	\$17,250		
Nursing mother's pods	\$8,000		





2026 SPONSORSHIP PROSPECTUS

EDUCATION & CE

Viticus Group provides diverse opportunities through which you can engage with our educational community and contribute to advancing professional development across multiple disciplines.

Each session type offers unique benefits and levels of engagement, allowing you to align your sponsorship with your strategic goals and maximize your impact.

SESSION TYPE	PROCESS	BEST USED FOR	CAPACITY	LENGTH	LOCATION	INVESTMENT
Symposia	One or more sessions of non-commercial education presented by a sponsoring company. Sponsors must also have an Exhibitor Booth in the Exhibit Hall to participate in the education program.	Scientific sessions Team talks Panel discussion Lecture	410-700 theatre	50+ minutes	Mandalay Bay Convention Center, Level 2	\$4,350
Workshop	Non-commercial education presented by a sponsoring company.	Interactive learning Game-based learning Focused session Paid sessions Active learning	50-70 rounds	2+ hours	Mandalay Bay Convention Center, Level 2	\$2,300
Industry Seminar*	One session of non-commercial education presented by a sponsoring company.	Scientific sessions Team Talks Panel Discussions	528-700 theatre	50 minutes	Mandalay Bay Convention Center, Level 2	\$3,300
Learning Hub	Non-commercial education presented by a sponsoring company on learning stages in the Exhibit Hall. Companies may select their preferred learning hub on a first-come, first-served basis, and as allowed by the education program schedule.	Tips & tricks Active learning Product focused education	70+ classroom	30 or 60 minutes	Mandalay Bay Convention Center, Exhibit Hall	Starting at \$2,300
Track Sponsorship	Sponsor a topic or speaker without needing to develop the content. Viticus Group is responsible for negotiating and contracting speaker honorarium and travel costs.	Interested in program involvement but do not need to submit content	400-700 theatre	50+ minutes	Mandalay Bay Convention Center, Levels 2 & 3	Starting at \$1,200
Hands-on Lab	This exclusive opportunity allows your company to showcase its products in a hands-on learning environment	wet labs, hands-on training	24-32	4 or 8 hours	Viticus Group education centers	Starting at \$2,000

**Must meet food and beverage requirements, paid separately to Mandalay Bay*

**Viticus Group reserves the right to reject any application for education session or Speaker. Sponsoring companies must be in good financial standing with Viticus Group and are prioritized according to the company's prior year's sponsorship ranking.*

CONTACT

Viticus Group
2425 E. Oquendo Rd
Las Vegas, NV 89120
Sponsorships@viticusgroup.org
Education@viticusgroup.org



2026 SPONSORSHIP PROSPECTUS

CE AND RACE APPROVAL

Viticus Group will apply for RACE accreditation for all education sessions on behalf of Sponsoring companies approximately one month prior to the WVC Annual Conference. Viticus Group does not guarantee CE approval. The Sponsor is responsible for supplying all necessary session and speaker information, to include:

- Session Title
- Session Description
- Session Learning Objectives
- Any additional AV or Room requirements (additional fees may apply)
- Speaker Name and Credentials
- Speaker Current Email Address
- Speaker Organization / Affiliation
- Speaker Biography (CV highly recommended)

SPEAKER HONORARIUM

The Sponsoring company is responsible for negotiating and contracting speaker honorarium and travel costs unless previously discussed with Viticus Group.

SPEAKER LOGISTICS

Sponsors may elect to have Viticus Group coordinate speaker travel and lodging (additional fees apply). Speaker Logistics include:

ROUND-TRIP COACH AIRFARE

- Upgrades are at the speaker's expense
- Booked through Viticus Group travel agency (Travelex)

LODGING AT MANDALAY BAY RESORT

- Covers one night prior to speaker session to the day after speaker session
- Speaker may request nights based on hotel availability, at speaker's expense
- Hotel upgrades to a contracted hotel may be available for additional fees, based on hotel availability
- Speakers may be required to provide personal credit card for room incidentals

BAGGAGE FEES

- One bag, round trip
- Speaker must provide receipts for reimbursement (email to AccountsPayable@ViticusGroup.org)

\$75 DAILY ALLOWANCE FOR INCIDENTALS (INCLUDING APPROVED TRAVEL DAYS)

- Tips
- Parking
- Meals
- Taxi / Ride Share

CONTRACTED HOTELS INCLUDE:

(upgrades available for an additional fee, on a limited basis. Subject to change.)

- W
- Four Seasons
- Luxor
- Park MGM
- Excalibur
- New York, New York
- Bellagio

Sponsor must specify to Viticus Group the names of their speakers for whom logistics are requested and must direct speakers to work with Viticus Group to coordinate their travel and lodging.



2026 SPONSORSHIP PROSPECTUS

SESSIONS QUICK GUIDE

Session Type	Food and Beverage	Handouts Allowed	Extra Signage	Speaker Notes	Session Moderator
Symposia	Optional	✓	✓	Optional	✓
Industry Seminar	Required	✓	✓	Optional	✓
Learning Hub	Optional	✓	✓	Optional	✓
Track Sponsorship	✗	✗	✗	Required	✓
Workshop	✗	✓	pre-approval required	Required	✗
Hands-on Lab	provided by Viticus Group	✓	pre-approval required	Required	✗





2026 SPONSORSHIP PROSPECTUS

EXHIBIT HALL AISLE SIGN DANGLER

Catch their eye, lead them to you!

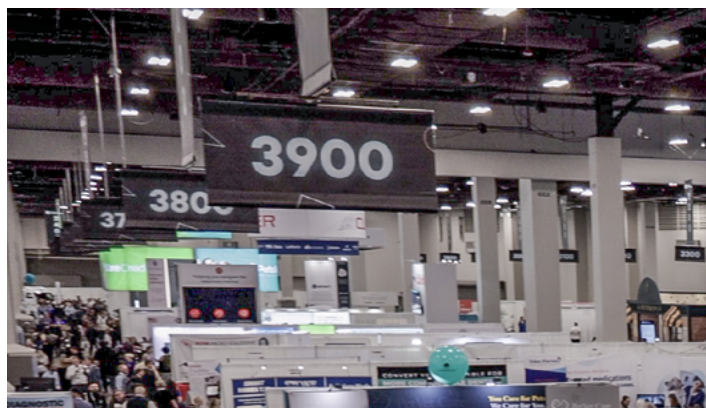
Get "dangling" attention with our eye-catching aisle sign dangles! These high-visibility signs guide attendees straight to your booth, featuring your logo and booth number. "Hang" out where everyone can see you – simple, bold, unforgettable!

SPONSORSHIP INCLUDES:

- Exposure on a minimum of 40 aisles, with up to 2 signs per aisle
- 48" x 24" dangler with your booth number and logo

SPONSORSHIP INVESTMENT

\$15,000



CUSTOMIZED BADGE RIBBONS

Be the brand that showcases attendees' unique interests, expertise, and personality with custom badge ribbons! Your logo will be featured prominently on our custom ribbon display, and attendees will proudly wear them, giving your brand extra visibility during all face-to-face interactions.

SPONSORSHIP INCLUDES:

- Logo on custom ribbon display
- Custom message on three participant ribbon designs

SPONSORSHIP INVESTMENT

\$2,500



BANNERS

Turn Heads with a Show-Stopping Banner!

Let your brand hang out where the action is. Picture your bold, double-sided banner in the high-traffic walkways of the Mandalay Bay Convention Center. Positioned perfectly, it's your chance to raise your profile, unroll your brand's visibility, and get noticed by everyone passing by.

Catch eyes, spark conversations, and make a lasting impression that resonates long after they've walked away!

SPONSORSHIP INCLUDES:

- One (1) 20' x 4' double-sided, level 1
SPONSORSHIP INVESTMENT
\$12,750
- One (1) 10' x 4' double-sided, level 2
SPONSORSHIP INVESTMENT
\$5,800
- One (1) 15' x 15', single-sided, Exhibit Hall
SPONSORSHIP INVESTMENT
\$7,500
- One (1) 20' x 10', single-sided, level 1
SPONSORSHIP INVESTMENT
\$12,750



2026 SPONSORSHIP PROSPECTUS



BREAKFAST BAR

Make the first impression of the day and catch attendees bright and early! Get everyone's attention and drive them straight to your booth as they grab a bite from your breakfast bar before the Exhibit Hall opens. It's the perfect way to kick off their day, and yours, with a buzz.

Available Monday-Wednesday at 8:30a, this is your chance to rise and shine and make a lasting impression—because the early bird doesn't just get the worm, they get the traffic!

SPONSORSHIP INCLUDES:

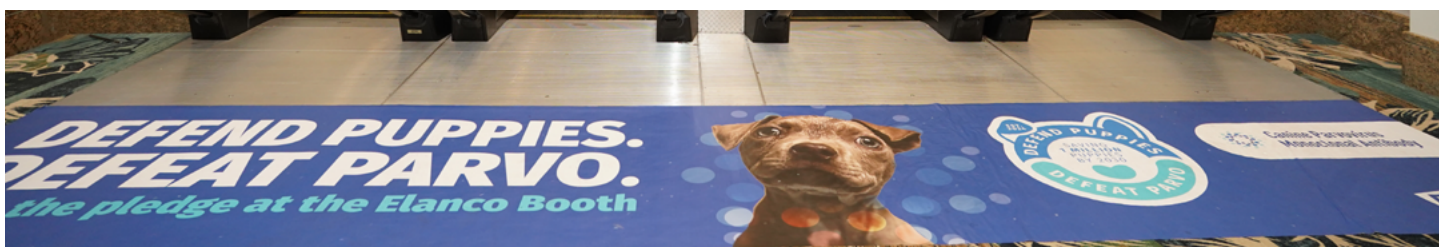
- Full-Page ad in the final program*
- F&B for a minimum of 300 conference participants. Order due to Mandalay Bay no later than Jan. 5, 2026**
- Two (2) Meter board with sponsor logo provided by Viticus Group

SPONSORSHIP INVESTMENT

\$12,000

*artwork provided by the sponsor

**F&B must be ordered by the sponsors directly with Mandalay Bay



CARPET CLING

Step up your branding game with a dynamic carpet cling that's strategically placed right in front of the Exhibit Hall entrances! As attendees walk in, they'll be stepping right into your brand's spotlight—literally. With high-visibility placement, your brand will catch their eye at every turn and keep them walking straight toward your booth.

It's the perfect way to leave a lasting impression—one step at a time!

SPONSORSHIP INCLUDES:

- One (1) 21' x 4' carpet cling

SPONSORSHIP INVESTMENT

\$10,500



CARPET LEADS

Lead the way to your booth with custom linear path markers that create a clear, eye-catching route from one of the three entrances of the WVC Exhibit Hall. Perfect for sequential messaging, these markers let your brand's story unfold as attendees follow the path—ensuring your message sticks at every step.

SPONSORSHIP INVESTMENT

\$500



2026 SPONSORSHIP PROSPECTUS

COLUMN CLING

Take your brand to new heights with column clings strategically placed in high-traffic spots! Light up the space with your personalized ad on multiple columns, ensuring maximum visibility and making your brand impossible to miss.

SPONSORSHIP INCLUDES:

- One (1) column branding

SPONSORSHIP INVESTMENT

\$4,800/side



EXHIBIT HALL COLUMN WRAP

Take your branding to new heights with column wraps next to your booth in the Exhibit Hall! These bold, eye-catching wraps will have your brand wrapped in attention—making sure you're seen from every angle.

SPONSORSHIP INVESTMENT

Inquire for pricing



CONFERENCE BAG

Bag the Spotlight and Carry Your Brand Everywhere!

The conference bag—the one item attendees can't live without to carry notes, laptops, and all their swag. But here's the kicker: they take it home, giving your brand a post-conference life! From photos to daily use, your logo will be on the go long after the event. Talk about a bag for success!

SPONSORSHIP INCLUDES:

- Bag selection based on provided Viticus Group samples
- Sponsor logo on the outside of 13,000 bags, co-branded with WVC
- One (1) Complimentary bag insert
- Logo due to Viticus Group no later than July 31, 2025.
- Bag Insert Artwork due to Viticus Group no later than Dec. 8, 2025.
- Bag Insert Tracking due to Viticus Group no later than Jan. 15, 2026.

SPONSORSHIP INVESTMENT

\$120,000





2026 SPONSORSHIP PROSPECTUS

CONFERENCE BAG INSERT

Seize this exclusive opportunity to deliver a memorable message that'll make waves! Be one of the limited few to create a buzz, promote your contest, raise awareness of your products, and drive serious traffic to your booth with a custom bag insert.

SPONSORSHIP INCLUDES:

- Custom insert included in 13,000 bags*
- Specs: maximum size 8.5" x 11" (can be double-sided)
- Bag Insert Artwork due to Viticus Group no later than Dec. 8, 2025.
- Bag Insert Tracking due to Viticus Group no later than Jan. 15, 2026.

SPONSORSHIP INVESTMENT

\$2,200 tangible item**, **\$5,500** 2D item

*sponsor responsible for insert design, production, and shipping

**notebooks and waterbottles not permitted



ESCALATOR BUNDLE

Take your brand to the next level by being featured on prime location wall clings throughout the Mandalay Bay Convention Center! With maximum impact in well-traveled spaces, your brand will capture the attention of attendees as they navigate between levels. Whether they're heading to sessions or the Exhibit Hall, this is your chance to stand out in the heart of the action—making sure your brand gets noticed multiple times a day.

SPONSORSHIP INCLUDES:

- Two (2) wall cling inserts
- Two (2) side runners
- One (1) center runner
- One (1) carpet cling
- One (1) banner add-on (optional)

SPONSORSHIP INVESTMENT

- South escalators **\$55,000**
- North escalators **\$56,500**
- Level 2 > Level 3 escalators **\$48,000**



2026 SPONSORSHIP PROSPECTUS



HAND SANITIZER STATION

Stay Fresh, Stay Safe with Hand Sanitizer Stations!

With your logo front and center, you'll be seen as the brand that cares about cleanliness, safety, and well-being, all while keeping attendees fresh and ready to mingle. It's the perfect way to sanitize your brand's presence and keep it top of mind!

SPONSORSHIP INCLUDES:

- Branding on a set of 10 or 20 sanitizing stations

SPONSORSHIP INVESTMENT

\$15,000

HOTEL KEY CARDS

Unlock Maximum Exposure with Branded Key Cards!

Make a lasting first impression by putting your brand directly in attendees' hands. Your custom key cards will be distributed at check-in to conference hotels (Saturday – Wednesday), ensuring your brand is one of the first things they see upon arrival. Whether you're showcasing a new product or inviting them to your booth, this is a prime opportunity for visibility at Mandalay Bay & The W, Luxor, or Excalibur!

SPONSORSHIP INCLUDES:

- Branding on 5,000 key cards at Luxor
- Branding on 7,500 key cards at Mandalay Bay & W

SPONSORSHIP INVESTMENT

Mandalay Bay & W \$35,500

Luxor \$23,500 | Excalibur \$8,300



BOOK YOUR HOTEL NOW 🔥

We're thrilled that so many have decided to GAME ON for the 97th WVC Annual Conference, and, as a result, our partner hotel rooms are filling fast.

We encourage you to pick up your conference badge on Saturday, March 1 from 8a to 6p in our new registration area on Level 1 of Mandalay Bay Convention Center (Bayside B) to be ahead of the game.

HOUSING SPONSORSHIP EMAIL

Place your brand front and center during the hotel booking process and amplify your reach before the event even begins. Extend your message early, boost your visibility, and ensure your brand is top of mind as attendees make their stay plans!

SPONSORSHIP INCLUDES:

- Custom ad placement on all housing confirmation emails- both group and individual reservations.
- Over 7,000 emails
- 680 x 100 pixels AdBox on individual confirmation emails
- 250 x 300 pixels AdBox on group confirmation emails
- Hotel gallery card- your ad will be exclusively shown on the WVC Housing Website at the top of the list of hotels available to participants
- A minimum of 7,000 participants will visit this site to book their housing for WVC 2026.
- 200 x 325 pixels

SPONSORSHIP INVESTMENT

\$3,500



2026 SPONSORSHIP PROSPECTUS

LANYARDS & BADGES

The Ultimate Brand Spotlight: Badges & Lanyards!

Want to be in the hands (and photos) of every attendee? Sponsor the badges and lanyards, the one item no participant can go without! Your logo and colors will shine alongside the WVC logo, ensuring your brand is front and center at all times—literally in every pic, conversation, and move attendees make.

SPONSORSHIP INCLUDES:

- Full-color logo imprint on both sides of the participant lanyards, approx. 13k
 - Full-color logo on front of participant badge stock, approx. 13k
 - Full-color ad with copy on the back of participant badge stock. 30 character limit.
- Logo due to Viticus Group no later than Oct.1, 2025

SPONSORSHIP INVESTMENT

\$58,000



LIGHTED METERBOARD

Light Up the Hallways with a Branded Meter board!

Turn heads with our bold, lighted meter boards in the Shark Reef and Starbucks hallways! As attendees make their way to the Exhibit Hall, your message and booth location will be in the spotlight, ensuring your brand is impossible to miss every step of the way!

SPONSORSHIP INCLUDES:

- 38" x 93", single-sided

SPONSORSHIP INVESTMENT

\$6,800





2026 SPONSORSHIP PROSPECTUS



MEETING PODS

Stand out with sleek, branded two-seater pods on the show floor, complete with power outlets. Strategically placed on the show floor, these modern, comfortable spaces offer the perfect setting to engage with attendees, create valuable connections, and elevate your networking experience. Stand out and invite guests to relax, recharge, and chat in style while your brand takes center stage!

SPONSORSHIP INCLUDES:

- Branding on side and inside back panels on Four (4) meeting pods

SPONSORSHIP INVESTMENT

\$20,000

NEW PRODUCT SHOWCASE

Put your newest products in the spotlight at the WVC New Product Showcase. Display your innovations in a sleek, well-lit case with LED lighting, and gain digital exposure with a listing on the Viticus Group mobile app. It's the perfect way to grab attention and generate buzz around your latest releases!

SPONSORSHIP INCLUDES:

- Lit Display Case
 - Branding on three sides of the product podium display and the top of display. Viticus Group will supply a template.
 - New product listing on WVC landing page and conference app.
- Sponsor to submit completed showcase form to Viticus Group no later than Jan. 5, 2026

SPONSORSHIP INVESTMENT

\$2,500



NOTEBOOKS & PENS

Write Your Brand into Their Minds!

Stand out by sponsoring notebooks and pens that attendees will carry and use long after WVC. Your logo will be their constant companion, making your brand an ongoing presence.

SPONSORSHIP INCLUDES:

- Branding on notebook cover approx. 13k
- Branding on pens

- Logo due to Viticus Group no later than Oct.31, 2025.

SPONSORSHIP INVESTMENT

\$45,000



2026 SPONSORSHIP PROSPECTUS

PROGRAM ADS

Capture the attention of conference attendees with various-sized advertisements in the official program. This opportunity offers maximum exposure to showcase your products, services, and expertise to a targeted audience of veterinary professionals. Ads provide ample space to convey your message effectively and drive engagement.

SPONSORSHIP INVESTMENT

- Back cover **\$8,500**
- Inside back cover **\$8,500**
- Inside front cover **\$8,500**
- Full-page **\$6,000**
- Half page **\$3,000**
- Quarter page **\$2,250**
- Legal full page **\$1,950**
- Legal half page **\$1,350**
- Tab ad **\$2,500**



CONFERENCE PROGRAM PERFORATED COUPON

Maximize your brand's impact with our innovative tear-out ads in the final printed program, designed to engage attendees and extend your reach beyond the event. Ideal for coupons, business cards, or special offers, tear-out ads transform traditional print advertising into a dynamic tool for sustained engagement.

SPONSORSHIP INCLUDES:

- One (1) horizontal 8.5" x 2.5" ad

SPONSORSHIP INVESTMENT

\$2,000

PRELIMINARY PROGRAM

The digital guide for all WVC attendees! Highlight your brand with prime placement in this essential resource, featuring select CE classes, entertainment and more. Perfect for getting your message in front of participants as they plan their event experience!

SPONSORSHIP INCLUDES:

- Digital placement only, live Aug. 2025
- logo on front cover
- One (1) Full page ad with URL

SPONSORSHIP INVESTMENT

Front cover: \$2,200

Full page ad: \$1,800





2026 SPONSORSHIP PROSPECTUS

RESTROOM IN EXHIBIT HALL & BAYSIDE FOYER - MIRRORS

Mirror, Mirror on the Wall... Make your brand the fairest of them all by branding the restroom mirrors in the Exhibit Hall! This exclusive spot means your message is guaranteed to be seen—every time someone takes a look, or even snaps a selfie!

SPONSORSHIP INCLUDES:

- Branding on mirrors of one male and female set of restrooms
- Enhancements available – inquire for pricing

SPONSORSHIP INVESTMENT

\$2,600



WATER STATIONS - FOYER AREA LEVEL 2 & 3

Elevate your event experience with Cupanion Water Bottle Activations, the perfect blend of sustainability, branding, and attendee engagement. This turnkey solution bundles custom-branded Cupanion bottles with strategically placed refill stations, ensuring your attendees stay hydrated while reducing single-use plastic waste.

SPONSORSHIP INCLUDES:

- Branding on eight water stations on level 2 & 3
- 2,500 co-branded 18oz. plastic water bottles with refill QR code, logo in one color
- Branding within the Cupanion App
- Cupanion activation in the Bayside Foyer Monday-Wednesday with lead retrieval

SPONSORSHIP INVESTMENT

\$50,000

RESTROOM IN EXHIBIT HALL & BAYSIDE FOYER - STALL DOORS

Don't let your brand go down the drain—sponsor our restroom stall doors! Capture attention in an unexpected spot where every use turns into a mini-advertisement for your brand.

SPONSORSHIP INCLUDES:

- Branding on stall doors of one male and female set of restrooms

SPONSORSHIP INVESTMENT

\$9,100



WATER TOWERS- EXHIBIT HALL

Keep attendees refreshed and your brand front and center by sponsoring water stations inside the Exhibit Hall. As participants hydrate throughout the day, your brand will be the one they remember! Perfect for staying top-of-mind while helping everyone stay energized.

SPONSORSHIP INCLUDES:

- One (1) branding on water tower. Viticus Group to provide a template to the sponsor.

SPONSORSHIP INVESTMENT

\$5,500



2026 SPONSORSHIP PROSPECTUS

ROCKING CHAIR COVERS

Rock WVC with Your Brand! Our rocking chair covers bring comfort and visibility together, giving attendees a cozy place to recharge while your logo rocks WVC world. Relax and let your branding do the work!

SPONSORSHIP INCLUDES:

- Branding on 75 rocking chair slip covers

SPONSORSHIP INVESTMENT

\$17,000



ROTATING KIOSK

360° Brand Exposure! Spin the spotlight on your brand with our rotating kiosks! With four sides to showcase your message, these attention-grabbing kiosks are strategically positioned to capture maximum visibility in the busiest areas of the Bayside Foyer and the Exhibit Hall, ensuring your brand stays in the rotation all day long.

SPONSORSHIP INCLUDES:

- Four (4) 42" x 68", single-sided panels

SPONSORSHIP INVESTMENT

Full **\$13,750**

WALL CLING

Cling to Visibility!

Make your booth the focal point of the Exhibit Hall with eye-catching wall clings. Boldly showcase your brand in high-traffic areas to drive maximum attention and foot traffic!

SPONSORSHIP INVESTMENT

Starting at **\$15,000**





2026 SPONSORSHIP PROSPECTUS

WINDOW CLING

Capture attention and make your mark in the heart of the action. With window clings in the Starbucks and Shark Reef hallways, your brand will shine in two prime spots that attendees frequent all day.

SPONSORSHIP INCLUDES:

- 45.75" x 95.25" panel branding on each set

SPONSORSHIP INVESTMENT

per set of five **\$13,500**

per set of 10* **\$18,500**

**at least 50% of artwork must be transparent*



BOX AD ON WVC EMAIL

Get your brand in front of thousands of engaged WVC participants with a premium email box ad! Leading up to the conference, these high-traffic emails will put your message directly in the inboxes of attendees, ensuring maximum visibility. Whether you're launching a new product, driving traffic to your booth, or building buzz, this is your chance to get noticed by a highly engaged audience at the perfect moment.

Minimum of two WVC-related emails/month
Sept. - Feb. Secure your spot today!

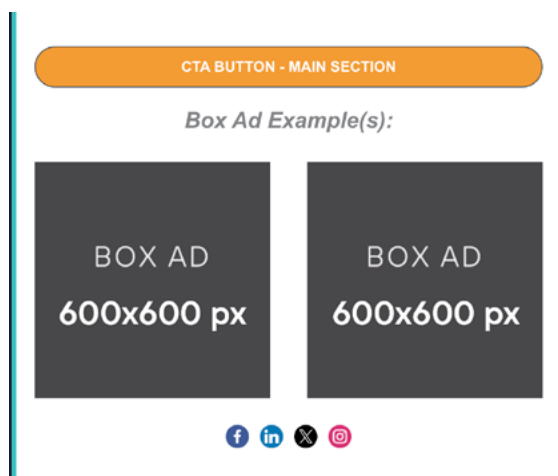
SPONSORSHIP INCLUDES:

- 600 x 600px with URL

SPONSORSHIP INVESTMENT

Registered database \$900

Full veterinary database, approx. 30k \$1,300



WVC DAILY HIGHLIGHTS EMAIL ADS

Get your brand in front of veterinary pros multiple times a day! With a top spot in the WVC Daily Highlights morning and evening emails, your message will grab attention, drive clicks, and set the tone for the day.

One banner placement available each morning, Sunday - Wednesday. One banner placement available each evening, Saturday - Wednesday.

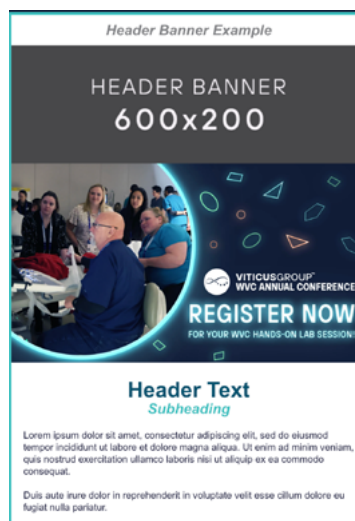
SPONSORSHIP INCLUDES:

- Banner ads: 600 x 200px with URL
- Featured Section: 600 x 400px, max characters 350-400 with CTA link

SPONSORSHIP INVESTMENT

• Banner Ads: **\$1,500**

• Featured Section: **\$1,500**





2026 SPONSORSHIP PROSPECTUS



MANDALAY BAY DIRECTIONAL DIGITAL SIGNAGE OVERHEAD

Get exclusive visibility across the conference with a 55" centered ad on seven digital wayfinding screens! Your content can be customized for each screen, making sure your brand stands out in key areas. It's a unique opportunity to grab attention from every angle and guide attendees right to your booth!

SPONSORSHIP INCLUDES:

- Digital ad on (10) double-sided overhead signs, static image only

SPONSORSHIP INVESTMENT

\$42,000



MEDIA WALL

Make a bold impact with your message on the new media walls at the Convention Center! This fresh opportunity guarantees maximum exposure in high-traffic areas, putting your brand on the big screen.

SPONSORSHIP INCLUDES:

- Silent video for four days rotating with WVC messaging*

**2 minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages.*

SPONSORSHIP INVESTMENT

Various sizes and locations, starting at **\$12,000**

Additional branding available on select media walls, inquire for pricing



2026 SPONSORSHIP PROSPECTUS

MEGA MENU BANNER AD

Elevate your brand visibility when you feature your vivid banner prominently on the WVC Annual Conference Website to be viewed by countless past, present, and future participants! Secure this premium placement to ensure your message catches the eye as they navigate through the menu, and take advantage of the option to include a clickable link for increased engagement.

LARGE BANNER:

SPONSORSHIP INCLUDES:

- 600 x 150px with redirect URL

SPONSORSHIP INVESTMENT

\$1,500/30-day placement

SMALL BANNER:

SPONSORSHIP INCLUDES:

- 200 x 200px with redirect URL

SPONSORSHIP INVESTMENT

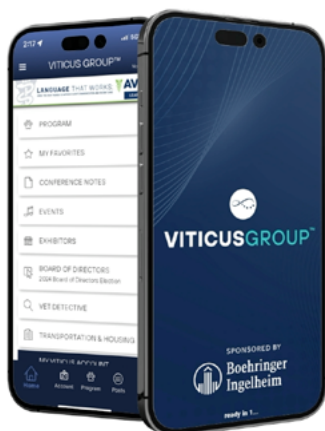
\$1,000/30-day placement

MOBILE APP

The app is the ultimate conference companion, putting everything attendees need right at their fingertips. From building a personalized session schedule to discovering exhibitors and navigating the show floor, the app makes the conference experience seamless—and your brand can be right there at the heart of it all! 7.8k WVC 2025 app downloads

SPONSORSHIP INCLUDES:

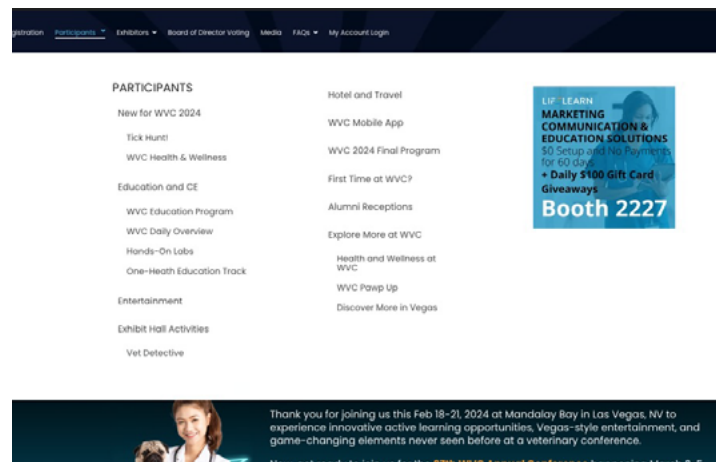
- Title Sponsorship
- Two (2) push notifications
- Branded splash screen
- One (1) Sticky Banner on homepage
- Recognition on all app-related marketing.



VITICUS GROUP APP AVAILABLE NOW



DOWNLOAD NOW!



- One (1) graphic 2000 x 1000 with 80 character header copy, 140 character description
- Redirect URL

SPONSORSHIP INVESTMENT

Title sponsorship \$61,000

Social post landing page \$900

PUSH NOTIFICATION

SPONSORSHIP INCLUDES:

- 115 character copy

SPONSORSHIP INVESTMENT

\$900



2026 SPONSORSHIP PROSPECTUS



EMAIL *

NEW user? Sign up!

Register for Continuing Education

Access your Viticus Group account features

LOGIN

SIGN UP

Forgot Password?

Forgot Email?

REGISTRATION EMAIL CONFIRMATION BANNER

Secure a custom banner in the registration email confirmation and give attendees an early preview of your brand. With a direct link to your booth or website, you're making a lasting impression right from the start. Placement live Aug. 2025-Feb. 2026.

SPONSORSHIP INCLUDES:

- 100 x 375px graphic with redirect URL

SPONSORSHIP INVESTMENT

\$12,000



SOCIAL MEDIA ADVERTISING

Ready to go viral at WVC? Leverage Viticus Group's social presence to put your brand in front of thousands of engaged followers. Get your booth seen, products buzzed about, and your brand at the top of their feed. Instant exposure—no filter needed!

SPONSORSHIP INCLUDES:

- Two posts on Viticus Group's Facebook & Instagram accounts, can be posted on different dates
- Sponsor to provide complete post copy and graphics, include hashtags and handles

SPONSORSHIP INVESTMENT

\$3,000

MY ACCOUNT BANNER AD

WVC Participants access this page to RSVP to Industry Seminars and entertainment events, and to download their CE certificate.

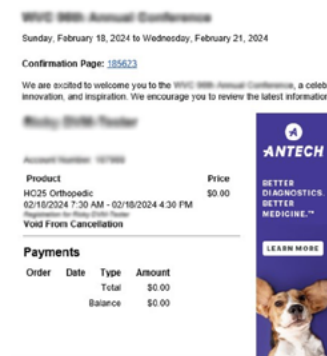
SPONSORSHIP INCLUDES:

- 728 x 90px banner with URL for 30 day placement
- Available Aug. 2025-Feb. 2026

SPONSORSHIP INVESTMENT

\$5,500

YOUR REGISTRATION IS CONFIRMED



SESSION WALK IN SLIDES

Capture attention with your branded session walk-in slides! Create buzz and showcase your brand as attendees settle in. A perfect pre-session spotlight!

SPONSORSHIP INCLUDES:

- Silent 1920 x 1080 static image*

*Only available for sponsored sessions, limit two slides per session.

WVC loop plays in every session for at least 10 minutes during walk-in.

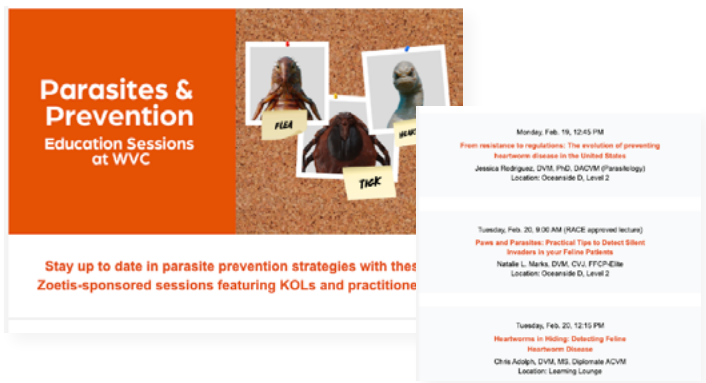
SPONSORSHIP INVESTMENT

\$1,500





2026 SPONSORSHIP PROSPECTUS



SPONSORED EMAIL BLAST

Hit the inboxes of WVC attendees before the conference even begins! Pump up the crowd with a sneak peek of your booth and education sessions!

SPONSORSHIP INCLUDES:

- 1100 x 600px HTML to WVC registrant database
- Available Oct. 2025-Feb. 2026

SPONSORSHIP INVESTMENT

\$10,750

WIFI

Catch the attention of every attendee when they log into the Wi-Fi on Levels 1, 2, and 3 of the Mandalay Bay Convention Center. With your branded landing page as their first stop, your company stays connected with attendees all day long.

SPONSORSHIP INCLUDES:

- Branding on wifi login page
- Password selection

SPONSORSHIP INVESTMENT

\$48,000



GET CONNECTED

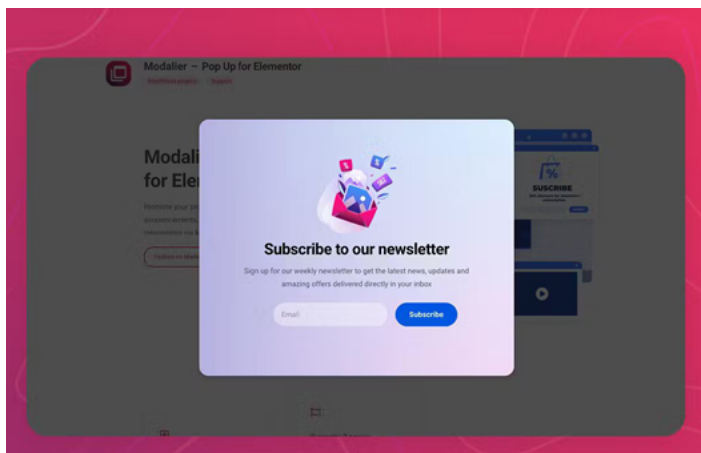
COMPLIMENTARY WIFI PROVIDED BY



NETWORK: Viticus Public
PASSWORD: RoyalCaninLive



VITICUS Group™



WVC LANDING PAGE POP-UP

Make a bold statement with a pop-up box on the WVC landing page. Get your message in front of the right audience at the right moment, ensuring your brand stands out.

VIDEO

SPONSORSHIP INCLUDES:

- 1920 x 1080px

SPONSORSHIP INVESTMENT

\$1,500/30-day placement

IMAGE

SPONSORSHIP INCLUDES:

- 1,000 x 667px

SPONSORSHIP INVESTMENT

\$1,500/30-day placement



2026 SPONSORSHIP PROSPECTUS

WVC LANDING PAGE STICKY BANNER

Make a bold statement with a pop-up box on the WVC landing page. Get your message in front of the right audience at the right moment, ensuring your brand stands out.

SPONSORSHIP INCLUDES:

- 970 x 90px with URL
- 30-day placement available Aug. -Feb.

SPONSORSHIP INVESTMENT

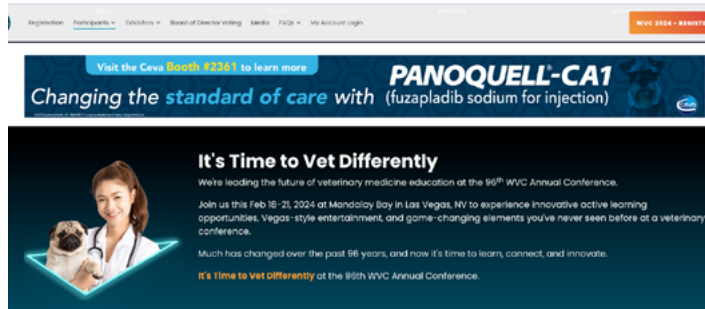
\$3,000/30-day placement

AFTERNOON REFRESHMENT BREAK

Want to get your brand in front of attendees while they're indulging in delicious treats? Here's your chance! Choose from a spread of scrumptious options like attendant-scooped Gelato, homemade pop-tarts, DIY donuts, and more!

With your sponsorship, your brand will be front and center in a high-traffic area—either in the Level 2 Foyer or right next to your booth. And because we know it's all about the details, you'll also get extra exposure with branded napkins and a meter board to make sure your logo is served up just as sweetly as the snacks.

Viticus Group will work with you to pick the best time and date for your brand to shine, so you can get the most out of this tasty opportunity!



SPONSORSHIP INCLUDES:

- Logo on napkins (provided by Viticus Group)
- One meter board with sponsor logo or message at the station (provided by Viticus Group)
- Sponsor to order F&B directly from Mandalay Bay for a minimum of 300 conference participants. Order due to Mandalay Bay no later than Jan. 12, 2026.
- Mention in final WVC program

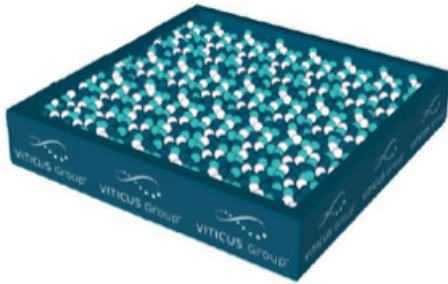
SPONSORSHIP INVESTMENT

\$1,000





2026 SPONSORSHIP PROSPECTUS



BALL PIT

Take the plunge into fun and unforgettable brand visibility with our ball pit sponsorship! Your logo will pop with every bounce, engaging attendees in a playful, vibrant space that's sure to grab attention. It's a unique way to showcase your brand while adding an extra splash of excitement to the event. Let's make your brand the life of the party!

SPONSORSHIP INCLUDES

- Branding on area enclosure
- One (1) Meterboard
- Logo on balls
- Sponsor may provide alternative branded items to fill pit such as stuffed animals, stress relief balls, etc.

SPONSORSHIP INVESTMENT

\$15,000



CAREER CORNER

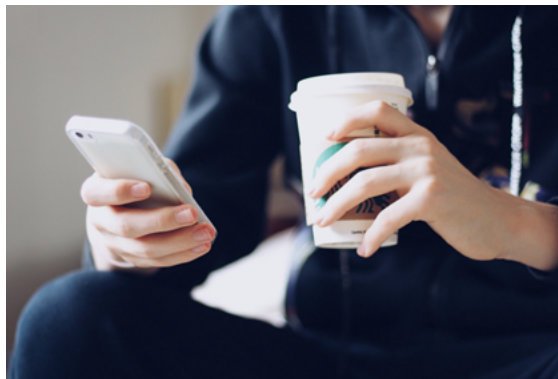
Give your brand a powerful presence while helping attendees level up their careers! By sponsoring the Career Corner, you'll provide complimentary professional headshots, career coaching, and consulting—all in one dynamic space designed for intentional networking.

SPONSORSHIP INCLUDES:

- Branding on area signage
- Three column banners
- Photographer for three days
- Headshot lead scans
- 1/2 page ad in the final program
- Listing on WVC Exhibit Hall Happenings landing page

SPONSORSHIP INVESTMENT

\$30,000



COFFEE BREAK

Watch your brand brew front and center as attendees fuel up with a branded coffee station right near your booth! Energize participants and perk them up with hot coffee during the morning and afternoon breaks.

Morning breaks are available Monday-Wednesday and afternoon breaks Monday-Tuesday, and sponsors can select their preferred time and day on a first-come, first-served basis.

SPONSORSHIP INCLUDES:

- Coffee and tea for 500 people
- One (1) meter board with sponsor logo
- Sponsor can provide logo items such as napkins, cups, or sleeves.

SPONSORSHIP INVESTMENT

\$2,500



2026 SPONSORSHIP PROSPECTUS



DOG HOUSE

Give participants a paw-some place to de-stress and unwind at The Dog House, right inside the Exhibit Hall! With adorable pups ready to play, attendees won't be able to resist stopping by for some furry fun all day long.

SPONSORSHIP INCLUDES:

- Branding on area signage (provided by the sponsor)
- Donation to dog organization
- Dog supplies and toys (provided by Viticus Group)
- Lead retrieval with attendant
- Staff to manage area
- One (1) Full page program ad due to Viticus Group no later than Dec. 8, 2025.
- One (1) Push notification due to Viticus Group no later than Dec. 8, 2025.
- Mention on WVC Exhibit Hall Happenings landing page.

SPONSORSHIP INVESTMENT

\$37,500



CONFERENCE HYPE DJ

Turn up the volume and keep the energy cranking all day long with the ultimate Conference Hype DJ! Keep participants moving to the beat, grooving between sessions, and pumped up for every moment of the event. With a DJ spinning non-stop, your brand will be at the center of attention, setting the tone and keeping the energy high, all while dropping the beat on your competition. Ready to turn up your visibility? Let the Hype DJ make your brand the soundtrack of the event!

SPONSORSHIP INCLUDES:

- Two daily shoutouts by the DJ (provided by the sponsor)
- Logo on DJ Booth

SPONSORSHIP INVESTMENT

\$20,000

JIBBITZ CHARM STATION

Sponsor the ultimate Jibbitz charm station in the Bayside Foyer and get your brand front and center! Attendees will customize their Crocs with a fun selection of charms — from food and animals to characters — all while interacting with your branded décor and station materials.

SPONSORSHIP INCLUDES:

- Three day activation, Monday-Wednesday in the Bayside Foyer
- 3,500 jibbitz of various designs
- Branding on activation furnishings
- One (1) meterboard
- Two (2) Custom jibbitz designed by sponsor
- Lead retrieval with attendant

SPONSORSHIP INVESTMENT

\$15,000



LIVE ILLUSTRATOR

Sketch Your Way to Success! Elevate your educational sponsorship with our live illustrator—a true maestro of visual storytelling. Merging business savvy, tech prowess, and design flair, they transform ideas into dynamic, larger-than-life sketches that spark high-energy brainstorming and strategy sessions. This unique, interactive experience turns your vision into an artful masterpiece, engaging audiences and making every moment a creative breakthrough—one sketch at a time!

SPONSORSHIP INCLUDES:

- Exclusivity per day
- Logo included on each board
- Final drawing to raffle at booth
- Up to five live drawings/day

SPONSORSHIP INVESTMENT

\$17,250

*exclusively available to education sponsors



POP-UP EVENT SPACE

Let's team up to design an immersive experience that perfectly aligns with your WVC goals. Whether you're showcasing a new product, hosting a special session, or connecting with attendees in a unique way, this is your chance to stand out and make a lasting impact!

SPONSORSHIP INCLUDES:

- Marketing efforts by Viticus Group to promote your pop up activation, must be confirmed by Sept. 29, 2025
- One (1) meterboard
- 1/2 page ad in the final program
- Listing on WVC Happenings landing page
- Sponsor is responsible for applicable above and beyond charges outlined in initial proposal.

SPONSORSHIP INVESTMENT

\$15,000

MAILING LISTINGS

Get ahead of the game and connect with a highly engaged audience before the WVC Annual Conference even begins! This list includes key contact details such as name, company, address, city, state, postal code, and country (no emails).

SPONSORSHIP INVESTMENT

PRE-\$2,300
POST \$2,800





2026 SPONSORSHIP PROSPECTUS

NURSING MOTHER'S PODS

Our Nursing Mother's Pods are designed to accommodate the needs of nursing mothers. Whether it's providing a comfortable space for breastfeeding, pumping, or simply taking a moment of respite, our pods ensure that every nursing mother feels valued and supported throughout their conference experience.

SPONSORSHIP INCLUDES:

- Sponsor logo on outside of two pods.
- Ability to provide amenity kit.

SPONSORSHIP INVESTMENT

\$8,000



PHOTO OP: SWING SET

Capture the fun and make it yours! Our branded swing photo op lets attendees snap unforgettable pics, while your brand takes center stage in every shot. Perfect for creating lasting connections and memories!

SPONSORSHIP INCLUDES:

- One (1) meterboard
- Logo incorporated into final design

SPONSORSHIP INVESTMENT

\$10,000



PURFECTLY BREWED CAT CAFE

Let attendees take a paw from the action and experience the ultimate chill zone with our Cat Café. Cats, coffee, and your brand front and center—what more could they ask for?

SPONSORSHIP INCLUDES:

- Custom branding on outside panels
- Furniture
- Donation to cat supplier organization
- Cat toys (purchased by Viticus Group) will be donated to cat supplier organization post-event
- Lead retrieval with attendant

- 100 coffee vouchers for the sponsor to distribute at booth
- Coffee station provided by Mandalay Bay Monday-Wednesday
- Full-page ad in the final program
- Mention in Exhibit Hall happenings email
- Mention in the Exhibit Hall happenings program ad
- One (1) Instagram and Facebook post pre-conference
- One (1) Push Notification

SPONSORSHIP INVESTMENT

\$36,000



2026 SPONSORSHIP PROSPECTUS

SNACK VOUCHER

Give attendees a tasty incentive to swing by your booth with snack vouchers that help satisfy their cravings and keep them energized throughout the day! Cover a portion of their lunch fees, and watch as your brand becomes the highlight of their break. It's the perfect way to turn hunger into a meaningful conversation and build connections that last!

SPONSORSHIP INCLUDES:

- 100 \$10 snack vouchers with your logo
- Recognition in final program ad
- Mention in Exhibit Hall happenings landing page

SPONSORSHIP INVESTMENT

\$1,100

THERACATURIST

Watch as guests turn into hilarious, over-the-top portraits, capturing their true essence in the most entertaining way. It's a fun, interactive experience that creates memorable keepsakes and endless laughs!

SPONSORSHIP INCLUDES:

- Artist for 8 hours for three days
- Logo on each drawing
- One (1) meterboard
- Lead retrieval

SPONSORSHIP INVESTMENT

\$15,000

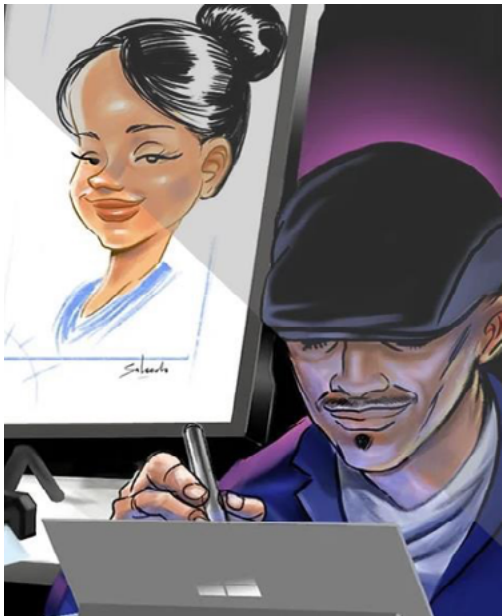


SPONSORED
LUNCH
VOUCHER

CODE: 90312

\$10

Elanco



VET DETECTIVE

Join the hottest event at WVC! Our wildly popular 3-day scavenger hunt drives major traffic to your booth. Get face time with veterinary professionals, share your brand, and keep the excitement rolling—all while they race for prizes!

SPONSORSHIP INCLUDES:

- 500 custom 1" x 1" stickers for gameboard
- Identifier balloon
- Two (2) pre-conference social media posts
- Mention in program ad
- Landing page
- Game board in Exhibit Hall map

SPONSORSHIP INVESTMENT

\$2,750



VETERINARY TECHNICIAN RECEPTION & PARTY FOR A PURPOSE

Get ready for an unforgettable night at WVC's Technician Event, where we celebrate the incredible contributions of veterinary technicians! Join us on Monday at Mandalay Bay's latest hotspot, Swingers Crazy Golf, for an evening packed with high-energy fun, networking, and a touch of 1920s English flair. It's a celebration like no other, combining elegance, excitement, and a great cause all in one. Let's honor the heroes behind the scenes while forging connections that will last. You won't want to miss it!

SPONSORSHIP INCLUDES:

- Sponsors will be recognized in all pre- and on-site marketing material promoting Vet Tech Reception and Party for a Purpose
- Sponsorships are exclusive per industry per tier

SPONSORSHIP INVESTMENT

Gold **\$40,000**, Silver **\$15,000**, Bronze **\$5,000**

VET TECH LOUNGE

Join us in empowering vet techs with the resources, knowledge, and support they need to thrive in their vital role within the industry.

SPONSORSHIP INCLUDES:

- 30 x 30' semi-enclosed space in the Exhibit Hall
- Hanging banner
- One (1) 55" Monitor
- Two (2) meter boards
- Two daily food and beverage breaks for 100 people
- 1/2 page ad in the final program
- Inclusion in Vet Tech KBYG email
- Four (4) hours WVC vet tech track sponsorship
- One (1) track sponsorship session walk-in slide
- One (1) spot on the Exhibit Hall digital entrance tower

SPONSORSHIP INVESTMENT

\$42,000



BODY ART ACTIVATION

Bring Your Brand to Life in a Bold, New, and Creative Way! This is more than body art—it's a chance to ink your brand into the hearts of a creative, engaged crowd.

Day One: Body Marbling

Day Two: Glitter & Glam Face Art

Day Three: Temporary Tattoos

SPONSORSHIP INVESTMENT

\$28,000



2026 SPONSORSHIP PROSPECTUS

SPILL THE TEA - MAD HATTER LOUNGE

This immersive, Alice in Wonderland-inspired space is the perfect place to engage with attendees while they sip, chat, and unwind. As a sponsor, you'll have exclusive visibility throughout the lounge with custom branding and interactive elements that tie into the theme.

SPONSORSHIP INVESTMENT

- Monday-Wednesday inside the Exhibit Hall
- Mad Hatter themed lounge build-out to include custom entry piece and funky custom seating arrangements. Sponsor logo can be incorporated on entrance unit, table tops, and pillows.
- Option to add F&B (to be ordered by sponsor)
- Option to add Entertainment at the sponsor request (additional fees apply)
- Full-page ad in the final program
- One (1) social media post pre-conference
- Mention in the WVC happening landing page and final program

SPONSORSHIP INVESTMENT

\$60,000



CHARGING BAR NEW!

Plug Into Engagement!

Sponsor the Charge Bar and offer a much-needed power boost to attendees, all while keeping your brand in the spotlight and buzzing throughout the event!

SPONSORSHIP INVESTMENT

- Branding on two sets of kick panels (5 each)
- Sponsor logo on back wall
- Sponsor can provide materials and/or activities for participants to peruse while waiting for their phone to charge.

SPONSORSHIP INVESTMENT

\$7,500



JOB BOARD

Sponsor the Job Board and be the bridge between talent and opportunity! Your brand will shine as attendees explore career openings, making a powerful impact while supporting the future of the industry.

SPONSORSHIP INVESTMENT

- Logo atop job board in the Exhibit Hall

SPONSORSHIP INVESTMENT

\$1,300



2026 SPONSORSHIP PROSPECTUS

PICKLEBALL

Smash Your Brand with Premium Pickleball! Viticus Group brings the action with a top-tier pickleball court, fully equipped with nets, barriers, paddles, and balls—everything you need for a high-energy game. Our team handles it all: from registration and waivers to court management and open play sessions, ensuring a seamless experience.

SPONSORSHIP INVESTMENT

- One 20' x 44' court inside the Exhibit Hall
- Area staff to manage sign-ups, instructions, badge scans, court flow
- Lead scans
- Sponsor staff present to interact with participants
- Option to provide area staff with branded t-shirts
- Custom branding on court sidelines, paddles, barriers/ball stops, court flooring
- Mention in the Exhibit Hall happenings program ad and landing page



SPONSORSHIP INVESTMENT

\$32,000

PUB TRIVIA!

Join us as the exclusive sponsor of our thrilling Pub Trivia Night Extravaganza! This high-energy event brings together a diverse crowd for an evening of fun, laughs, and friendly competition. It's the perfect opportunity for your brand to shine while participants test their knowledge and enjoy a great time out. Ready to make your mark? Let the trivia games begin!

SPONSORSHIP INVESTMENT

- Sunday night 6:00-7:30PM
- Anticipated attendance 150, Veterinarians, Technicians, and Practice Managers
- One drink ticket for each participant
- F&B for 150 people
- Lead retrieval
- Option to provide takeaways, handouts, and prizes to participants
- 1/2 page ad in the final program
- One (1) pre-conference social media post
- One (1) push notification
- One (1) meter board
- Listing on the WVC schedule of events



SPONSORSHIP INVESTMENT

\$19,500



2026 SPONSORSHIP PROSPECTUS

ANIMAL AI CHARACTER PHOTO BOOTH

With onsite staff to assist, data collection for lead generation, and instant email/text sharing, this activation is as interactive as it is fun.

SPONSORSHIP INVESTMENT

- Placed in the Bayside Foyer, open during exhibit hall hours Monday-Wednesday
- Unlimited AI Sessions, Unlimited 5" x 5" prints
- Onsite staff, data collection
- Custom overlay/logo added to photo, Instant email/text

SPONSORSHIP INVESTMENT

\$35,000



BALLCAP AIRBRUSHING

Elevate the attendee experience with live ballcap airbrushing, where attendees receive personalized, custom-designed hats created on the spot by our talented artists.

SPONSORSHIP INVESTMENT

- Three day activation, Monday-Wednesday, 4 hr/day
- 1,000 ballcaps/day in various colors
- Mention in Exhibit Hall Happenings landing page and program ad
- One (1) meter board
- Lead retrieval
- Listing on the WVC schedule of events

SPONSORSHIP INVESTMENT

\$46,000

CUSTOM FANNY PACK

Attendees will rock your branded fanny packs, keeping your logo front and center all event long. Practical, stylish, and fun, these custom packs are the perfect way to keep your brand visible while offering a trendy, functional giveaway.

SPONSORSHIP INVESTMENT

- Monday-Wednesday open during Exhibit Hall hours
- Lead retrieval with temp staff
- Logo printed on 2,500 co-branded fanny packs
- Model attendant to assist with fanny pack distribution
- One (1) meter board with logo

SPONSORSHIP INVESTMENT

\$35,000

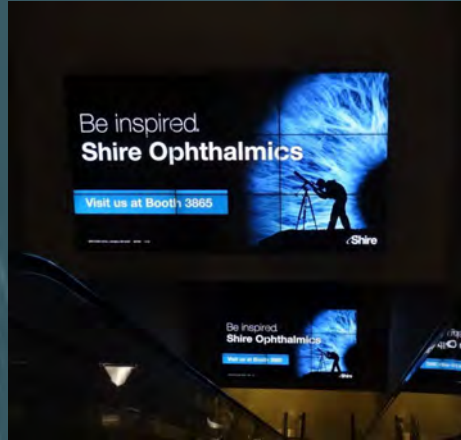


Impactful Media Strategies

WVC 2026 | Las Vegas

Pricing Range: \$23,000 – 169,000+

Arrivals Media



Pricing Range: \$12,000 – 300,000+

Perimeter Media



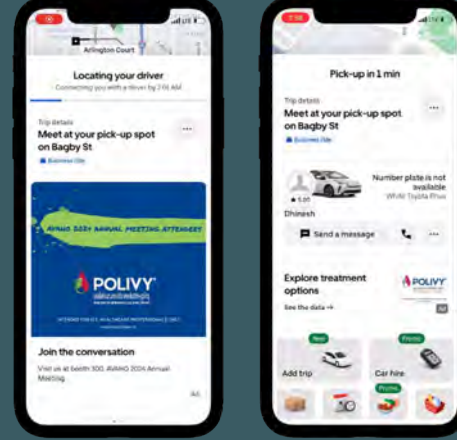
Pricing Range: \$6,000 – 225,000+

Mobile Media



Pricing Range: \$22,000 – 100,000+

Engaging Media



For more information, contact Marianne Schulmeister
mcs@emcoutdoor.com

*Please note that this list is not comprehensive.
The availability of media formats will vary depending on the specific market and media landscape conditions.
Additionally, pricing is subject to change, and custom proposals are required for final pricing.





GET IN TOUCH



Sara Taylor
CEM, CMP

Senior Director of Conference
Operations



Joel Altman, CEM
Exhibits Director



**Michelle
Linpeng**

Exhibits Account Manager



Jennifer Little
CMP, CPCE

Conference Operations
Manager



**Katelyn
Choquette**

Event Coordinator



Ashley Isbell

Senior Manager of
Strategic Partnerships



**Joleen Butler
Apilado**

Strategic Accounts Manager



Mapa Taufa

Sponsorship Administrative
Assistant



Kim Keating, MA

Director of Conference
Education



**Anna Teresa
Roemisch, DVM**

Veterinary Education
Specialist

Together we can create a package that's right for you!

CONTACT THE SALES TEAM

sponsorships@viticusgroup.org

Visit [Viticusgroup.org](https://viticusgroup.org) for more show information as well as our exhibiting prospectus.



VITICUSGROUPTM **EDUCATION CENTERS**

SPONSORSHIP AND BRANDING OPPORTUNITIES





Vitacus Group is a 501(c)(3) nonprofit organization based in Las Vegas, Nevada. We provide high-quality continuing education through hands-on laboratory experiences to veterinary and human health professionals worldwide.

We are highly regarded as a leading expert in the veterinary continuing education space, having provided training since 1928. We are Vitacus Group...where life meets medicine!

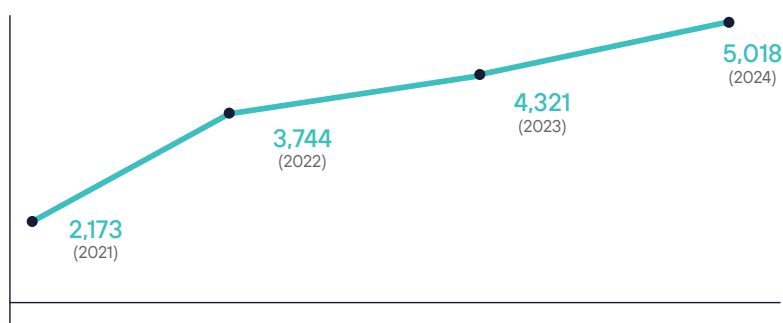
Meet Our Audience

Veterinary professionals from around the world choose the Vitacus Center as their preferred CE destination representing organizations of all sizes. High-quality content from world-class instructors, small class sizes, one on one time with instructors, courses designed around their needs.

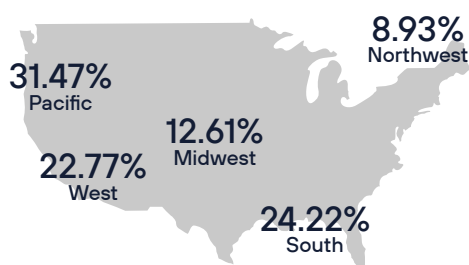
In a five year period, we've hosted more than 23,000 veterinary professionals on our campuses, which includes both animal health courses and corporate laboratory trainings.

2024 Academy CE Course Data

PARTICIPANT COUNT BY YEAR



PARTICIPANT REGIONAL DATA

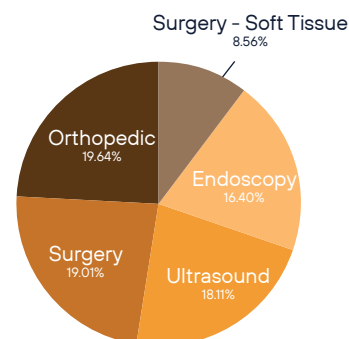


GENDER DEMOGRAPHICS

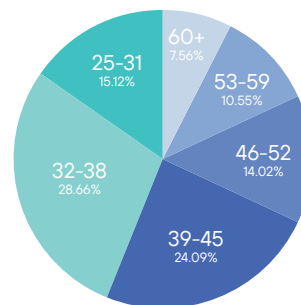
42.37% Male
57.63% Female



BREAKDOWN BY CATEGORY



AGE DEMOGRAPHICS



We expect over 1,200 to come through our Education Centers during WVC 2026.



MOJAVE LAB WINDOWS

One (1) Set of Four (4) Windows Available

Left

63.5" x 65.5"

Middle (2)

69.75" x 64.25"

Right

63.75" x 65.5"

PRICING

Per Course

Single Sided: \$860
Double Sided: \$1,720

During WVC HOLs

Single Sided: \$1,030
Double Sided: \$2,060

Annually

Not Available



GIANT DIGITAL SCREEN

191" x 81"

PRICING

Per Academy Course
(Viticus Group generated)

15 Second Video: \$250
30 Second Video: \$500
60 Second Video: \$1,000

During WVC HOLs

15 Second Video: \$300
30 Second Video: \$600
60 Second Video: \$1,200

Annually During Academy Courses*
(Viticus Group generated)

15 Second Video: \$1,500
30 Second Video: \$3,000
60 Second Video: \$6,000

**Annually purchased videos will be played along with Viticus Group content on a continuous loop during all Viticus Group generated courses throughout the year.*



DRINK COOLER CLINGS

Set of Two (2) Coolers per Campus
Includes (2) Side Clings per Cooler

27.75" x 77"

PRICING

Per Course

\$850 per campus

During WVC HOLs

\$1,025 per campus

Annually

\$5,100 per campus



COLUMN

Two (2) Sides Available - North & East Facing

Both Sides

19.75" x 140.5"

PRICING

Per Course

(1) Side: \$450

(2) Sides: \$900

During WVC HOLs

(1) Side: \$550

(2) Sides: \$1,100

Annually

Not Available



HALLWAY RIGHT SIDE

Includes One (1) Wall Cling & Four (4) Single Sided Window Clings

Banner on Top

626" x 48"

4 Windows

96.5" x 96"

PRICING

Per Course

\$2,850

During WVC HOLs

\$3,425

Annually

Not Available



**ONE (1) SET OF
TWO (2) ELEVATORS**

Exterior Door Branding Clings

84" x 42"

84" x 54"

PRICING

Per Course

\$575

During WVC HOLs

\$690

Annually

Not Available



RESTROOM EXTERIOR WALL

136" x 123"

PRICING

Per Course

\$730

During WVC HOLs

\$875

Annually

Not Available



STALL DOORS

One (1) Set of Eight (8) Doors. Two sets of women's restrooms are available at the Eastern Center. Pricing below is per restroom.

6 - 23.375" x 58" 2 - 33.375" x 58"

PRICING

Per Course	During WVC HOLs	Annually
Single Sided: \$500	Single Sided: \$600	Not Available
Double Sided: \$1,000	Double Sided: \$1,200	



STALL DOORS

One (1) Set of Three (3) Doors

1 ADA Stall Door - 23.375" x 58"

2 Stall Doors - 33.375" x 58"

PRICING

Per Course

with Single Sided Door Clings: \$585
with Double Sided Door Clings: \$930

During WVC HOLs

with Single Sided Door Clings: \$700
with Double Sided Door Clings: \$1,120

Annually

Not Available



LOCKER DOORS

One (1) Set of Fifteen (15) - Exterior Only

15 - 63.375" x 17.5"

PRICING

Per Course
\$750

During WVC HOLs
\$900

Annually
Not Available



LOCKER DOORS

One (1) Set of Twenty (20) - Exterior Only

20 - 63.375" x 17.5"

PRICING

Per Course
\$950

During WVC HOLs
\$1,140

Annually
Not Available



MAIN ENTRANCE

Four (4) Doors & Eleven (11) Windows

Upper windows
 left 15" x 46"
 Left centers 47" x 46"
 Center 8" x 46"
 Right Centers 47" x 46"
 Right 15" x 46"

Lower windows
 left top 15" x 49.5"
 left bottom 15" x 30"
 Left doors 36" x 64.5"
 Upper center 8" x 49.5"
 Lower center 8" x 30"

Right doors 36" x 64.5"
 Upper left 15" x 49.5"
 Lower right 15" x 30"

PRICING

Per Course
 Single Sided: \$1,200
 Double Sided: \$2,400

During WVC HOLs
 Single Sided: \$1,400
 Double Sided: \$2,800

Annually
 Not Available



MAIN ENTRANCE

Nine (9) Windows

Upper windows:

47" x 46.75"

Center windows:

47" x 49.5"

Bottom windows:

47" x 24"

PRICING

Per Course

Single Sided: \$810

Double Sided: \$1,620

During WVC HOLs

Single Sided: \$975

Double Sided: \$1,950

Annually

Not Available



TABLE TOP CLINGS

Three Available at the Oquendo Campus
38.5" x 38.5"

PRICING

Per Course

\$225 each

During WVC HOLs

\$275 each

Annually

Not Available



EXTERIOR ELEVATOR DOORS

One Elevator with One (1) Set of Doors Each on
Levels 1 and 2.

42.25" x 48"

PRICING

Per Course

\$285

During WVC HOLs

\$350

Annually

Not Available



DOORS

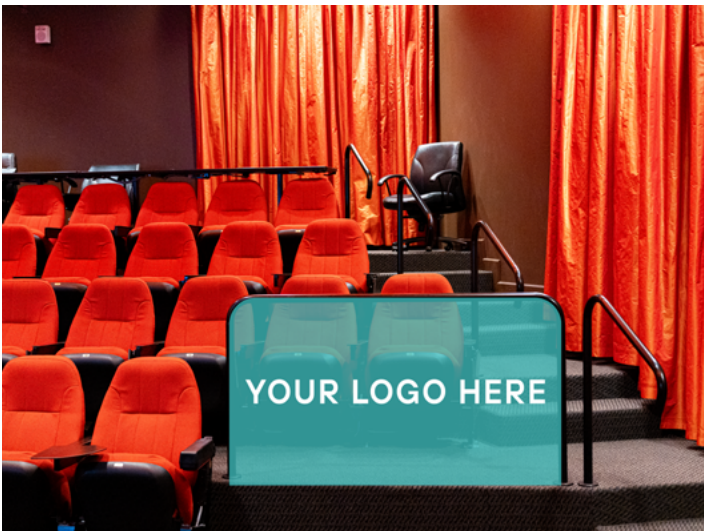
The Only Set of Entry Doors to the Auditorium

Left	Right
34.75" x 83.5"	34.5" x 83.5"

PRICING

Per Course	Annually
\$315 each	Not Available

During WVC HOLs
 \$375 each



LARGE SLIP COVERS

2 - 64" x 36"

PRICING

Per Course
 \$200 each

During WVC HOLs
 \$240 each

Annually
 Not Available



SMALL SLIP COVERS

2 - 21.25" x 36"

PRICING

Per Course
 \$125 each

During WVC HOLs
 \$150 each

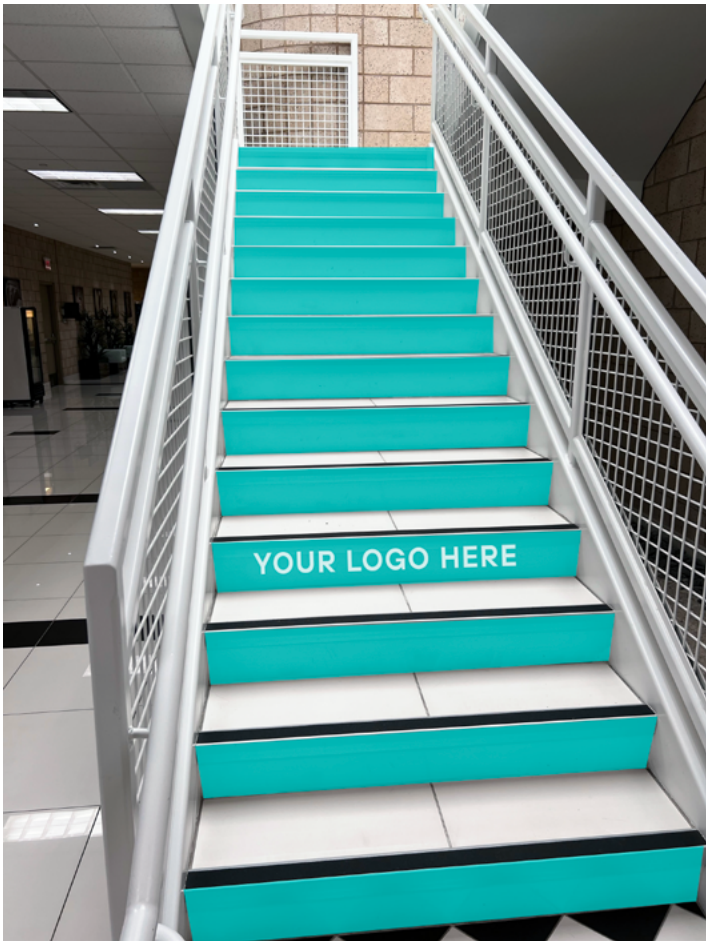
Annually
 Not Available

Auditorium branding is only available to sponsors utilizing the auditorium.



Leading From The First Floor Lobby
 to the Second Floor
 Two (2) Sets of 15 Stairs

Each Stair
 48" x 5".



PRICING

Per Course	Annually
\$400 per set	Not Available
During WVC HOLs	
\$500 per set	



LANDING WALL
 113" x 15.75"

PRICING

Per Course
\$150
During WVC HOLs
\$180
Annually
Not Available



COFFEE SERVICE

Available at both the Oquendo and Eastern Campuses.

Napkins

4" x 4"

Coffee Cups

12oz Cup

PRICING

Per Course

Napkins: \$175

Coffee Cups: \$280

During WVC HOLs

Napkins: \$2,500

Coffee Cups: \$4,000

Annually

Not Available



WOMEN’S RESTROOM - LEVEL 1



STALL DOORS

One (1) Set of Fifteen (15) Doors

12 - 23" x 57.75"

3 - 71.5" x 51.25"

PRICING

Per Course

Single Sided: \$1,200

Double Sided: \$2,400

Annually

Not Available

During WVC HOLs

Single Sided: \$1,425

Double Sided: \$2,850



MIRRORS

One (1) Set of Five (5)

Mirror 1, 2 & 3

95" X 17"

71" X 17"

71" X 17"



Mirror 4 & 5

71" X 17"

68.75" X 17"

PRICING

Per Course

\$375

During WVC HOLs

\$450

Annually

Not Available



STALL DOORS

One (1) Set of Six (6) Doors

- 4 - 23" x 57.75"
- 2 - 71.5" x 51.25"

PRICING

Per Course	Annually
Single Sided: \$500	Not Available
Double Sided: \$1,000	
During WVC HOLs	
Single Sided: \$600	
Double Sided: \$1,200	



MIRRORS

One (1) Set of Two (2) Mirrors

- 74" x 17"
- 71.5" x 17"

PRICING

Per Course
\$190
During WVC HOLs
\$230
Annually
Not Available



VITICUSGROUPTM EDUCATION CENTERS

The Viticus Education Centers offer a wide variety of branding opportunities to maximize your sponsorship exposure.

Please contact us at sponsorships@viticusgroup.org to get started.

All pricing includes production and tax (currently at 8.375%) and are valid for 2026 only.

Year-round opportunities are available to Veterinary Companies only.

Per event opportunities are available to both Veterinary and Human Health Companies.

