

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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| Education Centers 2025 Sponsorships | 82 |



DEMOGRAPHICS

WHY INVEST WITH VITICUS GROUP?

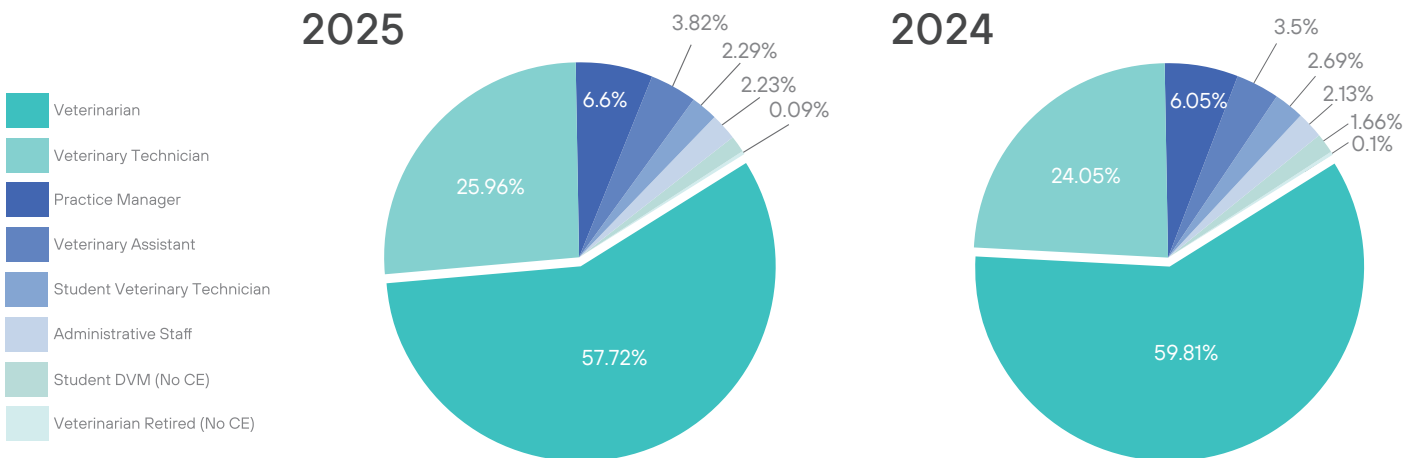
- WVC exhibitors generate an average of **335 leads**
- Almost 90% of our 2025 exhibitors reported they would recommend the WVC Annual Conference to an industry company
- WVC promotes Exhibit Hall traffic with advertising opportunities, 11 session-free hours and activities such as the Learning Hubs,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



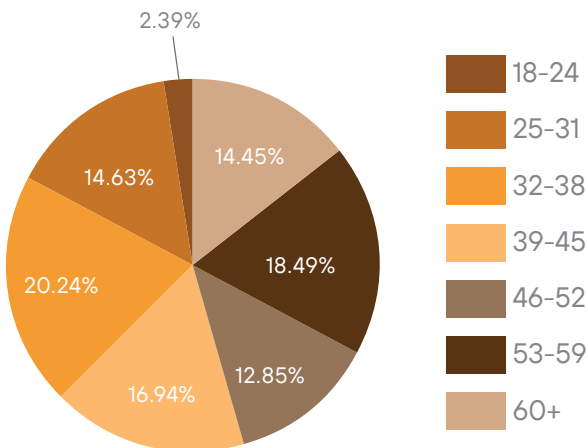
ANNUAL CONFERENCE PARTICIPANT DEMOGRAPHICS

PARTICIPANT PROFESSION

2025 Registration Products compared to 2024 Registration Products

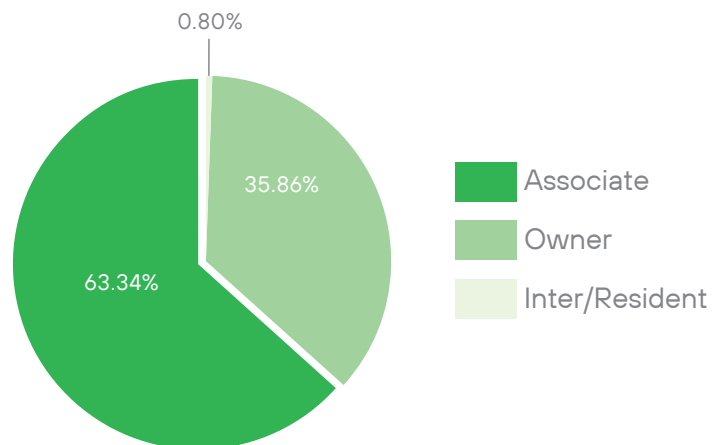


PARTICIPANT AGE



PARTICIPANT PRACTICE ROLE

Based on reported data



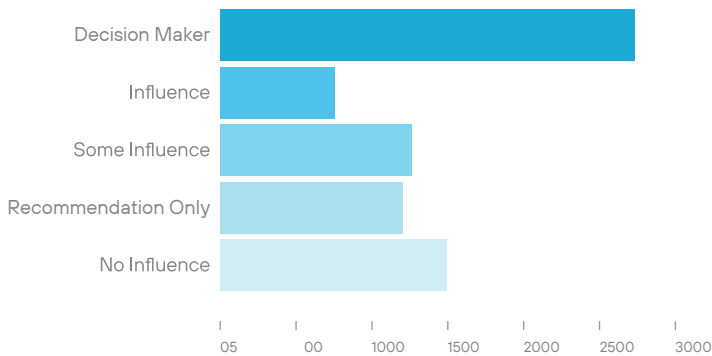
11 hours of non-compete Exhibit Hall time



DEMOGRAPHICS

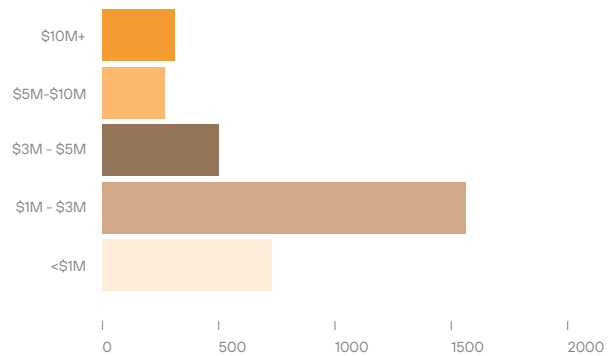
PARTICIPANT PURCHASING INFLUENCE

Based on reported data



GROSS ANNUAL PRACTICE REVENUE

Based on reported data

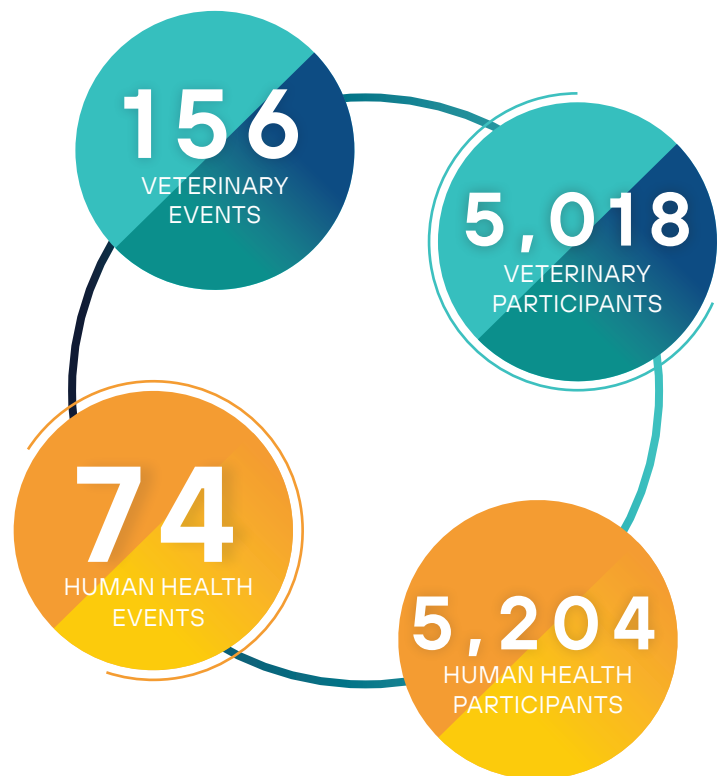


PARTICIPANT CLASSIFICATION

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



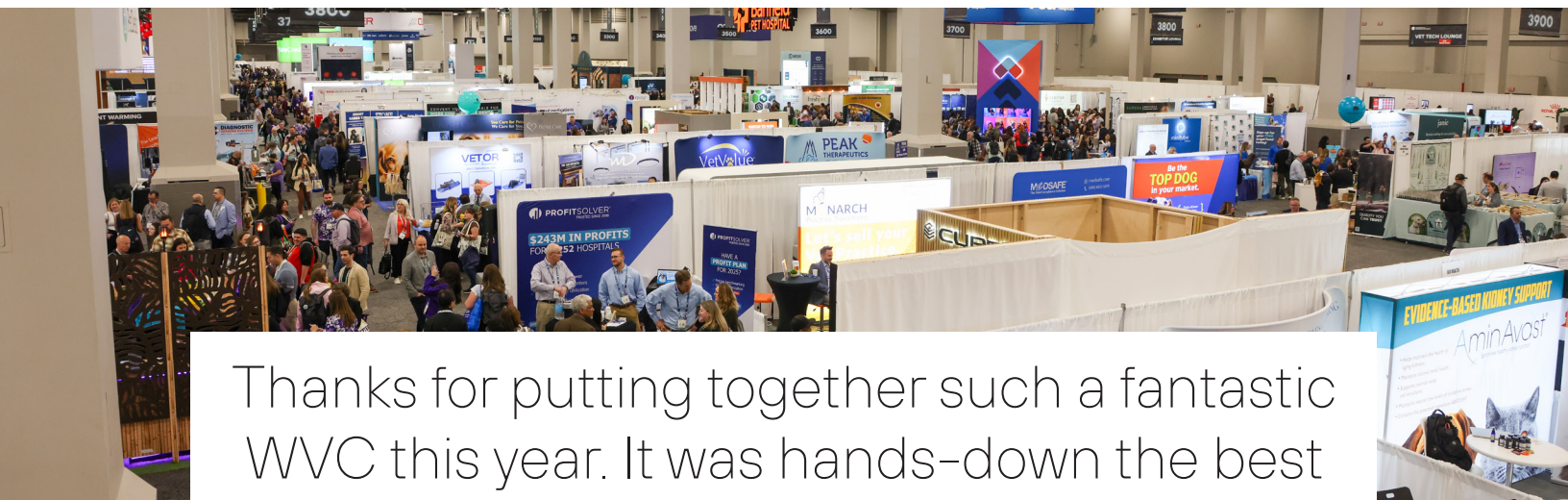
YOUR TARGET AUDIENCE

- 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 |
| Oct. 1, 2025 | Exhibitor Service Kit available online |
| Oct. 1, 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

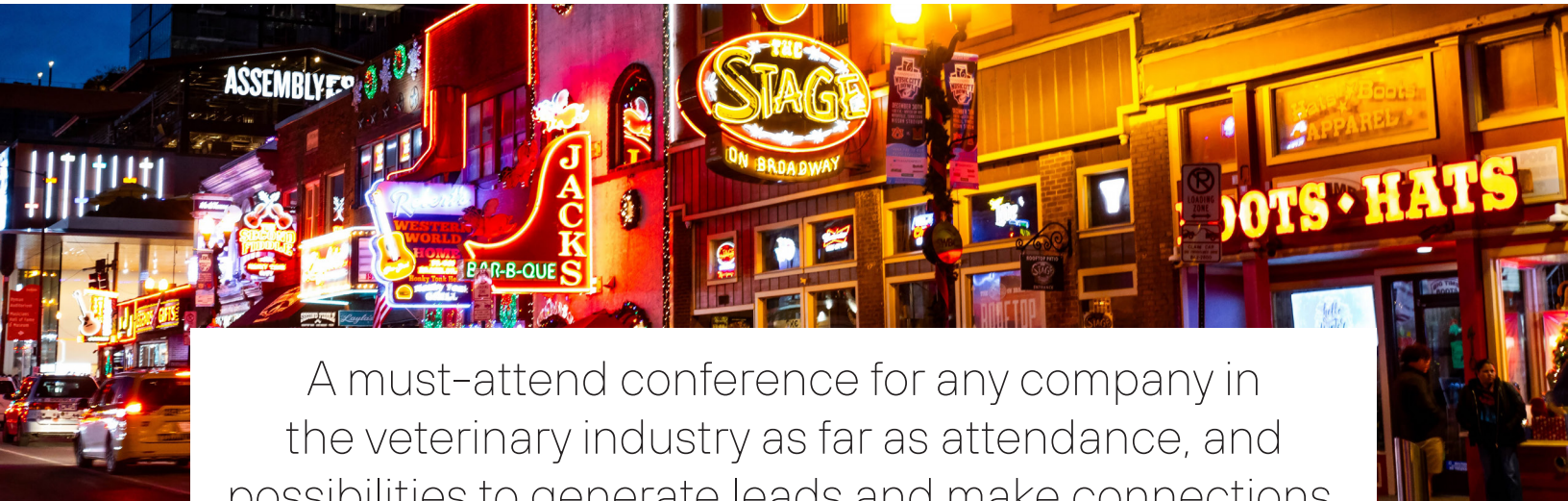
Applications should be submitted via email to JoelA@ViticusGroup.org

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 |
| April 1, 2026 | Exhibitor Service Kit available online |
| April 1, 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



WVC Vegas 2026

VITICUS GROUP &
WVC PROSPECTUS



Expanding Your Veterinary Growth from West to East



VITICUSGROUP™



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 |



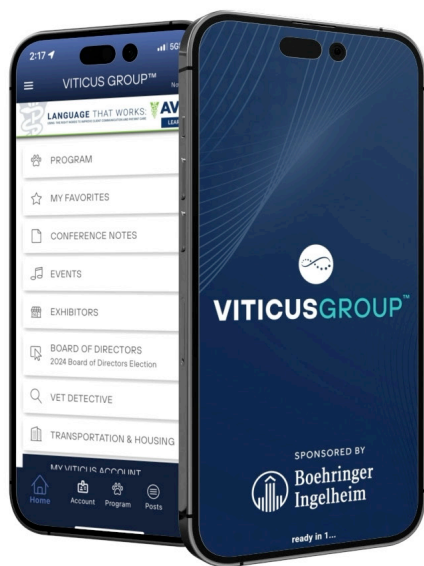


2026 SPONSORSHIP PROSPECTUS

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!



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!

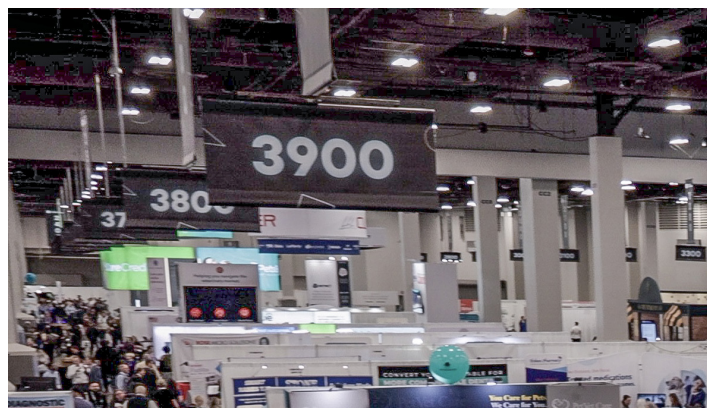
Get "dangling" attention with our eye-catching aisle sign dangles! These high-visibility signs guide attendees straight to your booth, featuring your logo and booth number. "Hang" out where everyone can see you – simple, bold, unforgettable!

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:

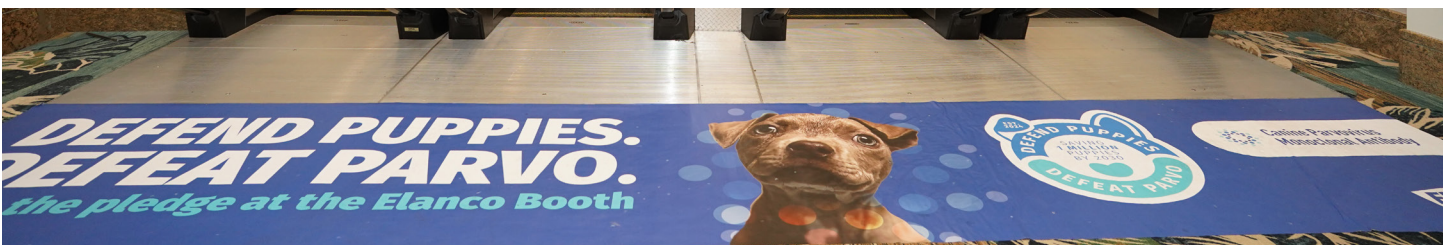
- Full-Page ad in the final program*
- F&B for a minimum of 300 conference participants. Order due to Mandalay Bay no later than Jan. 5, 2026**
- Two (2) Meter board with sponsor logo provided by Viticus Group

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!

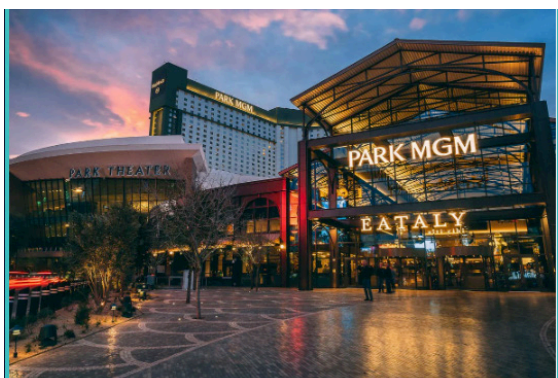
SPONSORSHIP INCLUDES:

- 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**



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!

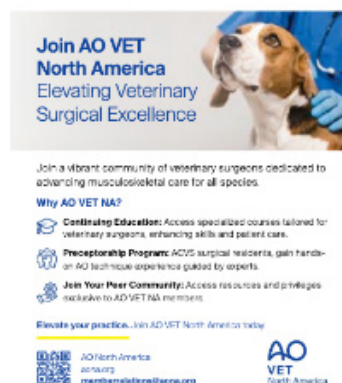
SPONSORSHIP INCLUDES:

- 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



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





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 Cupanian Water Bottle Activations, the perfect blend of sustainability, branding, and attendee engagement. This turnkey solution bundles custom-branded Cupanian 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 Cupanian App
- Cupanian 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.

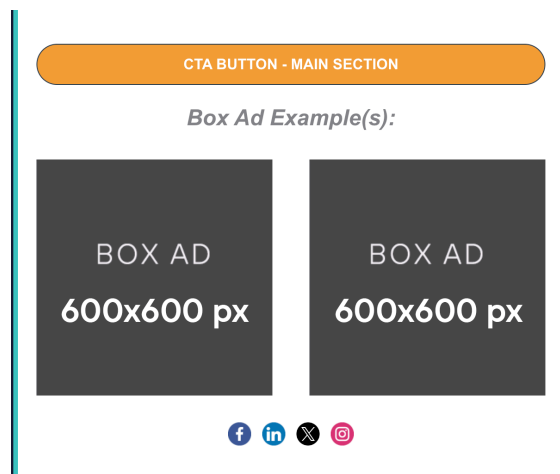
SPONSORSHIP INCLUDES:

- 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

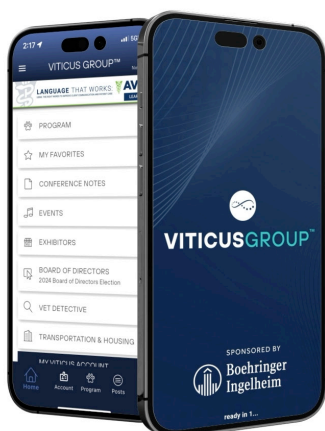
\$1,000/30-day placement

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:

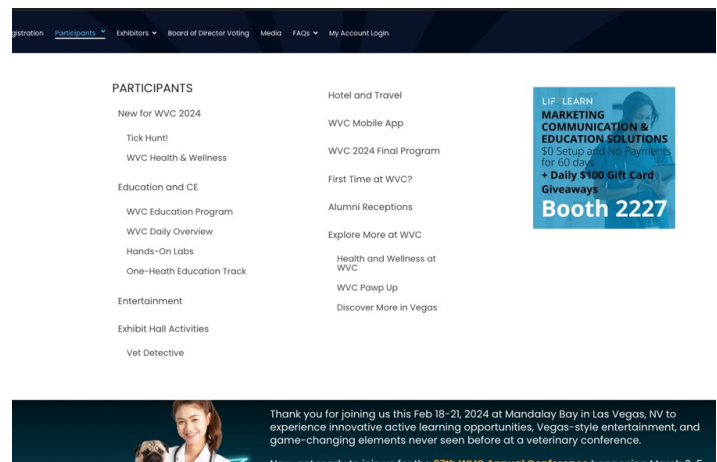
- Title Sponsorship
- Two (2) push notifications
- Branded splash screen
- One (1) Sticky Banner on homepage
- Recognition on all app-related marketing.



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 *

Password *

[Forgot Password?](#) [Forgot Email?](#)

[LOGIN](#) [SIGN UP](#)

New user? Sign up!

- ✓ Register for Continuing Education
- ✓ Access your Viticus Group account features

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

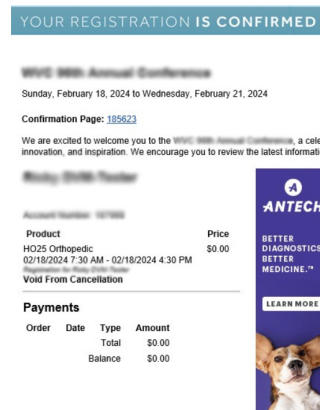
WVC Participants access this page to RSVP to Industry Seminars and entertainment events, and to download their CE certificate.

SPONSORSHIP INCLUDES:

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

SPONSORSHIP INVESTMENT

\$5,500



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.

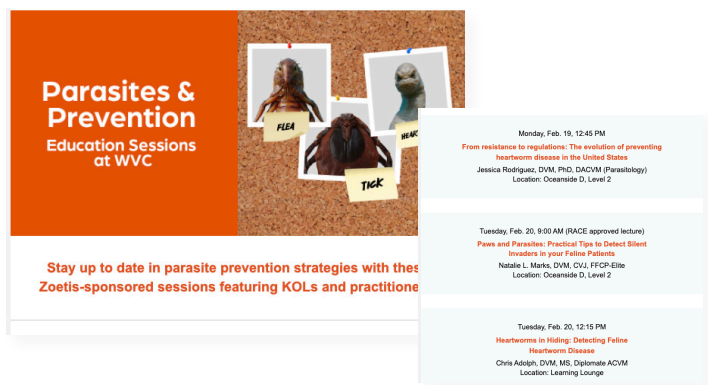
SPONSORSHIP INVESTMENT

\$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

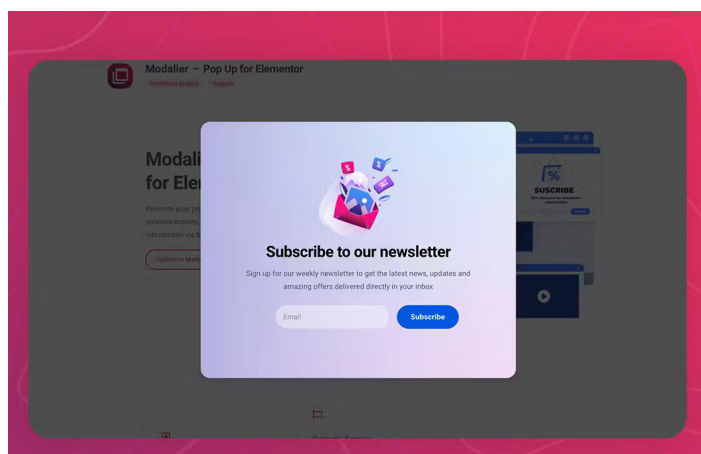
COMPLIMENTARY WIFI PROVIDED BY



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

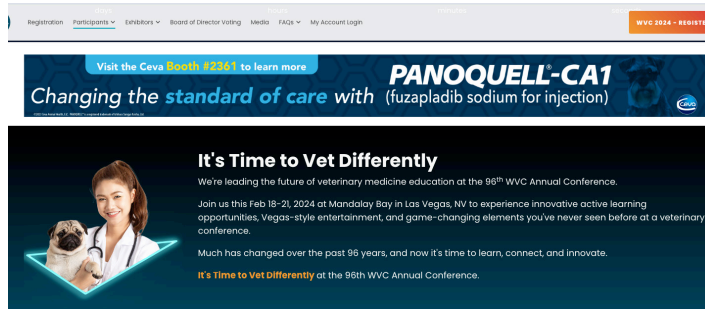
\$3,000/30-day placement

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:

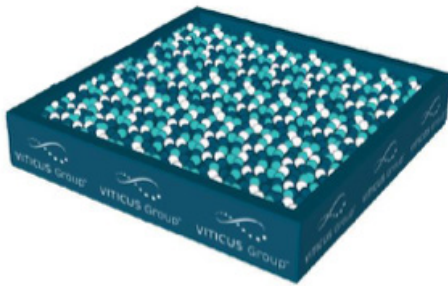
- Logo on napkins (provided by Viticus Group)
- One meter board with sponsor logo or message at the station (provided by Viticus Group)
- Sponsor to order F&B directly from Mandalay Bay for a minimum of 300 conference participants. Order due to Mandalay Bay no later than Jan. 12, 2026.
- Mention in final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

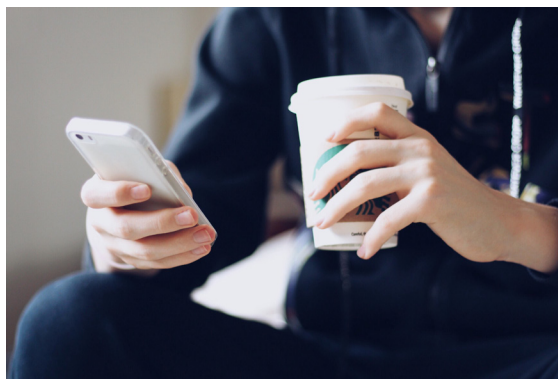
Give your brand a powerful presence while helping attendees level up their careers! By sponsoring the Career Corner, you'll provide complimentary professional headshots, career coaching, and consulting—all in one dynamic space designed for intentional networking.

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



PURRFECTLY 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

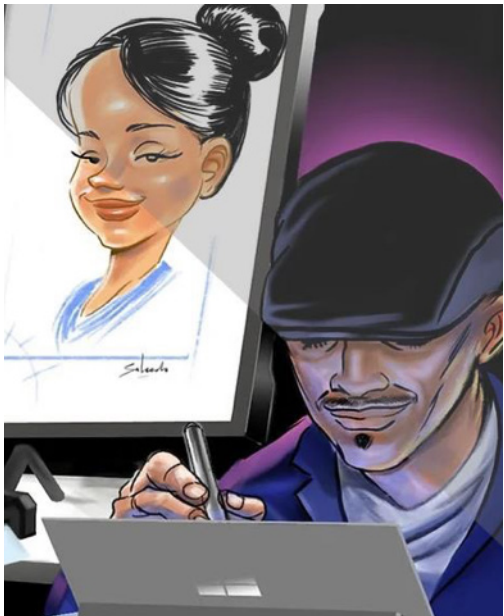


SPONSORED
LUNCH
VOUCHER

CODE: 90312

\$10

Elanco



VET DETECTIVE

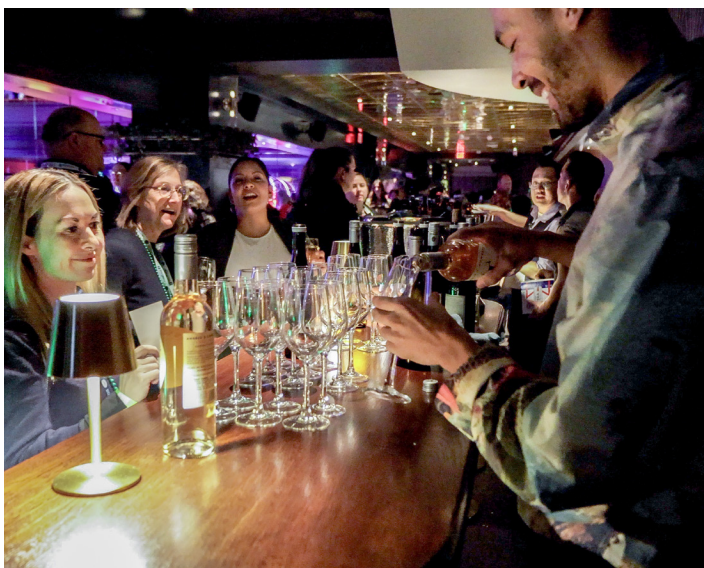
Join the hottest event at WVC! Our wildly popular 3-day scavenger hunt drives major traffic to your booth. Get face time with veterinary professionals, share your brand, and keep the excitement rolling—all while they race for prizes!

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

NEW!





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

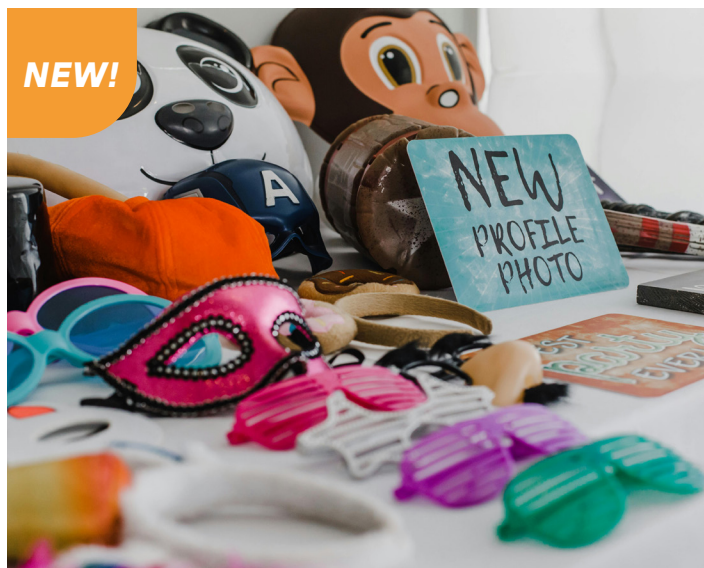
With onsite staff to assist, data collection for lead generation, and instant email/text sharing, this activation is as interactive as it is fun.

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



WVC Nashville 2026

VITICUS GROUP &
WVC PROSPECTUS



Expanding Your Veterinary Growth from West to East



VITICUSGROUP™



2026 SPONSORSHIP PROSPECTUS

BRANDING OPPORTUNITIES

Make a bold statement with prime signage at the Music City Center, where your brand captures maximum attention through unparalleled visibility and scale.

| | | | |
|--|---------------------|----------------------------|---------------------|
| Aisle Sign Danglers | \$8,500 | New Product Showcase | \$2,500 |
| Banners | Starting at \$6,000 | Nook Pods | \$4,500 |
| Carpet Leads (Exhibit Hall) | \$500 | Notebooks & Pens | \$21,000 |
| Column Wraps | Starting at \$2,300 | Pet Relief Area | \$5,000 |
| Conference Bag Insert | Starting at \$2,000 | Power Station | \$700 |
| Conference Bags | \$90,000 | Printed Program | Starting at \$200 |
| Conference Lanyards & Badges | \$13,000 | Restroom Clings | Starting at \$3,500 |
| Customized Badge Ribbons | \$2,600 | Rocking Chair Covers | \$11,000 |
| Door Cling | Starting at \$700 | Rotating Kiosk | \$3,100 |
| Escalator Clings | Starting at \$4,000 | Stair Clings | Starting at \$1,000 |
| Hand Sanitizer Station (set of 10) | \$7,800 | Wall Graphic | \$2,000 |
| Hotel Key Cards & Packets | Starting at \$1,000 | Window Clings | Starting at \$1,500 |
| Job Board | \$3,000 | | |
| Lighted Meterboard | \$2,500 | | |





2026 SPONSORSHIP PROSPECTUS

DIGITAL OPPORTUNITIES

Connect with the WVC audience at every touchpoint, before, during, and after the event, through a range of targeted digital solutions designed to maximize your impact.

| | | | |
|--|----------|---|----------|
| 4-Panel Video Wall Display..... | \$4,500 | Push Notification..... | \$900 |
| 65" DisplayStarting at | \$1,000 | Registration Email Confirmation Banner..... | \$5,000 |
| 9-Panel Video Wall Display..... | \$5,400 | Retargeting AdsStarting at | \$2,500 |
| Corner Wrap Display..... | \$5,200 | Social Media Advertising..... | \$3,000 |
| Exhibit Hall A Display..... | \$8,000 | Sponsored Email Blast..... | \$7,000 |
| Exhibit Hall Dormer..... | \$12,000 | Wifi..... | \$40,000 |
| Hall B Concourse LED Wall..... | \$22,500 | WVC Daily Highlights Email Ad.....Starting at | \$1,100 |
| Level 2 LED Wall..... | \$10,000 | WVC Email Box Ad (Pre-Show).....Starting at | \$500 |
| Mega Menu Banner Ad..... | \$1,000 | WVC Landing Page Sticky Banner..... | \$3,000 |
| Mobile App - Social post landing page graphic..... | \$900 | | |
| Mobile App Title Sponsor..... | \$22,000 | | |
| My Account Banner Ad..... | \$5,500 | | |
| Preliminary Program.....Starting at | \$1,800 | | |



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

Go beyond visibility, create lasting impressions. Our high-impact engagement opportunities make your brand truly unforgettable.

| | | | |
|---------------------------------|----------|-----------------------------|-------------------|
| Breakfast Bar..... | \$750 | Direct Mailing Listing..... | Starting at \$750 |
| Career Corner..... | \$28,000 | Refreshment Break..... | \$750 |
| Char "Cute" rie Activation..... | \$49,000 | Snack Vouchers..... | \$1,100 |
| Coffee Break..... | \$5,000 | Vet Detective..... | \$2,000 |
| Custom Bandana Embroidery | \$40,000 | Vet Tech Lounge..... | \$30,000 |
| Dog House..... | \$22,850 | | |
| Nursing Mother's Room..... | \$2,700 | | |
| Pop-up Activation Space..... | \$5,000 | | |





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. (limit 8 per company) | Scientific sessions Team talks Panel discussion Lecture | 250-450 theatre | 50+ minutes | Music City Center, Level 1-2 | \$3,500 per hour |
| 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 | Music City Center, Level 1-2 | From \$1,300 |
| Industry Seminar* | One session of non-commercial education presented by a sponsoring company. | Scientific sessions Team Talks Panel Discussions | 250-450 classroom | 50 minutes | Music City Center, Level 1-2 | \$3,000 + F&B |
| 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. (limit two per company) | Tips & tricks Active learning Product focused education | 40 theatre | 30 minutes | Music City Center, Exhibit Hall | Starting at \$2,000 |
| 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 | 250-450 theatre | 50+ minutes | Music City Center, Level 1-2 | Starting at \$1,200 per hour |
| 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 6 hours | TBD | Starting at \$2,000 |

*Must meet food and beverage requirements, paid separately to Music City Center

*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 required travel software invite

LODGING AT CONTRACTED HOTEL PROPERTIES

- 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
- Baggage Fees

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

SPONSORSHIP & EDUCATION TIMELINE

| DATE | PROCESS |
|--------------------------------|--|
| September 8, 2025 | Sponsors may reserve session times on a first-come, first-served basis. |
| October 1, 2025 | Speaker portal available for speakers (eShow Conference System) <ul style="list-style-type: none">• Speakers will be sent invitations to Speaker Portal when session content is provided |
| October 1, 2025 – May 15, 2026 | Speakers may submit proceeding notes |
| November 14, 2025 | Confirmation of reservations sent to Sponsors, with session times and locations subject to change. |
| April 17, 2026 | Content applications are due to Viticus Group <ul style="list-style-type: none">• Session Title• Speaker Name and Credentials• Session Description• Speaker Current Email Address• Session Learning Objectives• Speaker Organization / Affiliation• Any additional AV or Room requirements (additional fees may apply)• Speaker Biography (CV highly recommended) |
| April 30, 2026 | Content confirmations are sent to Sponsors, sessions times and locations confirmed - Education sponsorship initial invoices sent to Sponsors |
| May 15, 2026 | Sponsors must finalize session moderator preference (bringing own moderator or request one assigned by Viticus Group). <ul style="list-style-type: none">• If bringing own moderator, Sponsor must identify by name by December 30, 2025. |
| June 16, 2026 | Speakers receiving Speaker Logistics must have flights booked (using Viticus Group required travel software invite) <ul style="list-style-type: none">• Hotel confirmations to be provided 2 weeks prior to event |
| July 3, 2026 | Final additional AV request or room set-up changes received |
| July 14, 2026 | Presentation System open for presentation uploads <ul style="list-style-type: none">• Strongly recommend uploading presentation in PowerPoint format• Will receive separate log in credentials |
| August 15-18, 2026 | WVC Nashville |
| August 25, 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

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

AISLE SIGN DANGLER

Guide the way and catch every eye with aisle sign dangles — the perfect blend of function and flair. Positioned overhead, these signs put your brand right in the path of foot traffic, making sure you're seen with every step.

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
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$8,500



BANNERS

Make a grand entrance with our massive 92' banner. A bold, can't-miss statement that stretches your brand across the scene in unforgettable fashion. Perfect for capturing attention from across the venue and leaving a lasting impression at WVC Nashville.

SPONSORSHIP INCLUDES:

- 195.75" x 1102.5" single-sided vertical banner
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$38,150



2026 SPONSORSHIP PROSPECTUS



CARPET LEADS - EXHIBIT HALL

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 INCLUDES:

- Sponsor artwork printed on up to 30 path markers – Viticus Group will supply templates for sponsor to choose a path marker shape (circle, square or footprint) – all 13”.
- Sponsor to submit artwork and instructions for order of placement to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$500



COLUMN WRAP

Make your mark with custom column wraps — a strategic branding touch that grabs attention in busy walkways. Positioned in key areas, these wraps offer high visibility and a creative way to keep your brand top of mind at WVC Nashville.

SPONSORSHIP INCLUDES:

- Artwork due to Viticus Group no later than June 8, 2026
- Sizes vary by location, contact sponsorships@viticusgroup.org for availability

SPONSORSHIP INVESTMENT

Starting at \$2,300



2026 SPONSORSHIP PROSPECTUS

CONFERENCE BAG INSERT 2D

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:

- Sponsor custom insert included in 7,000 bags
- Specs: maximum size 8.5 x 11" (can be double sided)
- Bag Insert Artwork due to Viticus Group no later than June 8, 2026
- Bag Insert Tracking due to Viticus Group no later than May 15, 2026

* Sponsor responsible for insert design, production, and shipping

**Notebooks and water bottles not permitted

SPONSORSHIP INVESTMENT

\$3,800



CONFERENCE BAG INSERT 3D

Put your brand directly in attendees' hands with 3D bag inserts. A tangible, creative way to stand out from the standard swag. Whether it's useful, fun, or just plain clever, this insert makes a lasting impression long after the conference ends.

SPONSORSHIP INCLUDES:

- QTY: 7,000 pieces
- Bag Insert Artwork due to Viticus Group no later than June 8, 2026
- Bag Insert Tracking due to Viticus Group no later than May 15, 2026

*Sponsor responsible for insert design, production, and shipping

**Notebooks and water bottles not permitted

SPONSORSHIP INVESTMENT

\$2,000

2026 SPONSORSHIP PROSPECTUS



CONFERENCE BAGS

The conference bag are 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 7,000 bags, co-branded with WVC
- Logo due to Viticus Group no later than January 6, 2026
- (1) Complimentary bag insert
- Bag Insert Tracking due to Viticus Group no later than May 15, 2026
- Bag Insert Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$90,000

CONFERENCE 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.

SPONSORSHIP INCLUDES:

- Full-color logo imprint on both sides of the participant lanyards, approx. 7k
- Full-color logo on front of participant badge stock, approx. 7k
- Full-color ad with copy on the back of participant badge stock. 30 character limit.
- Logo due to Viticus Group no later than April 1, 2026

SPONSORSHIP INVESTMENT

\$13,000





2026 SPONSORSHIP PROSPECTUS

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
- Sponsor to submit logo and message to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$2,600



DOOR CLING

Make an entrance with custom door clings — a bold and strategic way to showcase your brand right where attendees step into Music City Center. These eye-catching graphics offer prime visibility and set the tone for an unforgettable WVC Nashville experience.

SPONSORSHIP INCLUDES:

- Sizes vary by location, contact sponsorships@viticusgroup.org for availability
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$700

ESCALATOR CLINGS

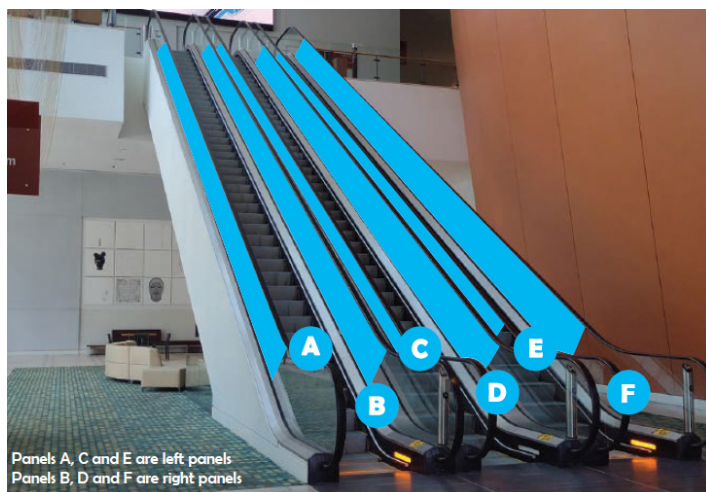
Take your brand to the next level by being featured on the escalator glass clings. The escalators at the Omni entrance leading directly to Level 2 registration. These large, eye-level glass clings provide a unique and impactful branding opportunity as guests ascend to the event's main hub.

SPONSORSHIP INCLUDES:

- (6) single-sided 601.5 x 25.5 clings (A-F)
- Artwork due to Viticus Group no later than June 8, 2026
- Multiple locations available, contact sponsorships@viticusgroup.org

SPONSORSHIP INVESTMENT

\$4,000



Panels A, C and E are left panels
Panels B, D and F are right panels



2026 SPONSORSHIP PROSPECTUS

HAND SANITIZER STATION (SET OF 10)

Stay Fresh, Stay Safe with Hand Sanitizer Stations!

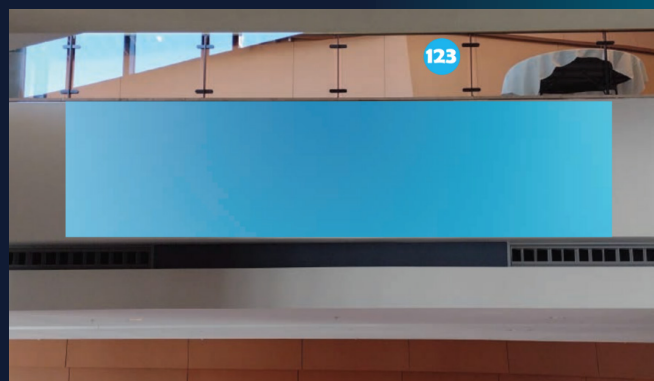
With your logo front and center, you'll be seen as the brand that cares about cleanliness, safety, and well-being, all while keeping attendees fresh and ready to mingle. It's the perfect way to sanitize your brand's presence and keep it top of mind!

SPONSORSHIP INCLUDES:

- Branding on a set 10 or 20 hand sanitizer dispensers
- Artwork due June 8, 2026

SPONSORSHIP INVESTMENT

\$7,800



HANGING BANNER

Make a grand entrance with a hanging banner near the main doors of the Music City Center. Positioned for maximum visibility, this prime placement ensures your brand is one of the first, and most memorable, thing attendees see as they arrive.

SPONSORSHIP INCLUDES:

- (1) double-sided 420 x 300" banner in the Level 3 Foyer, multiple locations available
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

Starting at \$6,000

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.

SPONSORSHIP INCLUDES:

- Branding on 1,100 key cards at Omni
- 750 key cards at Westin
- Files due to Viticus Group by May 4, 2026

SPONSORSHIP INVESTMENT

Omni \$5,400 | Westin \$3,300





2026 SPONSORSHIP PROSPECTUS



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 INCLUDES:

- Logo atop job board in the Exhibit Hall

SPONSORSHIP INVESTMENT

\$3,000

LIGHTED METERBOARD

Light Up the Hallways with a Branded Meter board!

Turn heads with our bold, lighted meter boards in the Education Hallway. As attendees make their way to scientific sessions, your message will be in the spotlight, ensuring your brand is impossible to miss every step of the way!

SPONSORSHIP INCLUDES:

- 38"W x 93"H, single-sided meter board
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$2,500



NEW PRODUCT SHOWCASE

Showcase Your Latest and Greatest!

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 July 6, 2026
- Sponsor to submit graphics to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$2,500



2026 SPONSORSHIP PROSPECTUS

NOOK PODS

Make Meaningful Connections with Our Meeting Pod Sponsorship!

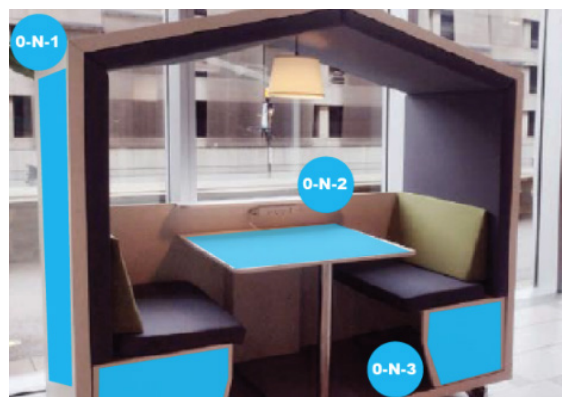
Stand out with sleek, branded two-seater pods in various locations, complete with power outlets. These modern, comfortable spaces offer the perfect setting to engage with attendees, create valuable connections, and elevate your networking experience. Stand out and invite guests to relax, recharge, and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

SPONSORSHIP INCLUDES:

- Branding on side and inside back panels of three pods.
- Artwork due June 8, 2026

SPONSORSHIP INVESTMENT

\$4,500



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. Notebooks and pens will be distributed in the conference bags.

SPONSORSHIP INCLUDES:

- Branding on notebook cover approx. 7k
- Branding on pens
- Confirmation due May 1, 2026
- Logo due to Viticus Group no later than May 29, 2026

SPONSORSHIP INVESTMENT

\$21,000



PET RELIEF AREA

Support attendees and their four-legged companions with a sponsored Pet Relief Area. This thoughtful activation offers a convenient, designated space for pets while highlighting your brand as one that cares about comfort, convenience, and the well-being of all four-legged guests.

SPONSORSHIP INCLUDES:

- Recognition on area signage, directionals, conference website, social media shoutout and event materials
- Sponsor can provide amenities such as water bowls, pet waste bags
- Confirmation due May 1, 2026

SPONSORSHIP INVESTMENT

\$5,000





2026 SPONSORSHIP PROSPECTUS

POWER STATION

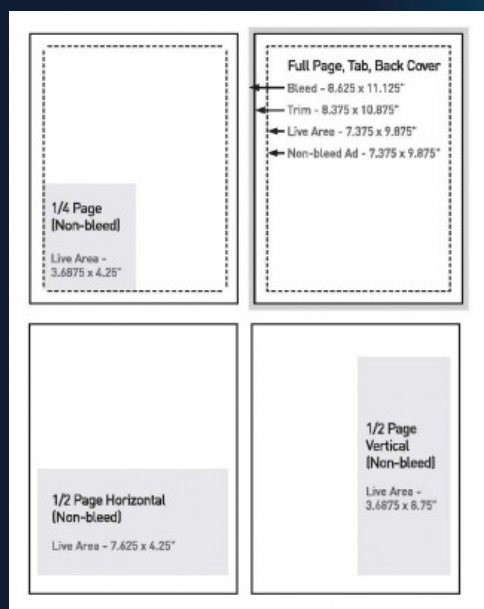
As attendees stop to recharge their devices, your messaging will be front and center, sparking brand recognition in a powerful way. It's an electrifying opportunity to stay top-of-mind while they power up.

SPONSORSHIP INCLUDES:

- Branding on four single-sided panels on one power station.
- Artwork due to Viticus Group by June 8, 2026

SPONSORSHIP INVESTMENT

\$700



PRINTED PROGRAM

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. Your ad won't disappear when the conference ends, it will remain in the digital Final Program, giving you ongoing visibility and keeping your brand in front of attendees year-round.

SPONSORSHIP INCLUDES:

- Exposure in 2,500 printed scientific programs distributed at registration and exhibit hall entrances.
- Continuous exposure in online Final Program

SPONSORSHIP INVESTMENT

- Back cover **\$3,000**
- Inside back cover **\$2,500**
- Inside front cover **\$2,500**
- Full-page **\$2,000**
- Half page **\$900**
- Quarter page **\$650**
- Legal full page **\$550**
- Legal half page **\$400**
- Tab ad **\$1,000**

RESTROOM CLINGS

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 the 27 mirrors on level 1 male and female all sets of restrooms
- Enhancements available- inquire for pricing quantities vary by location, inquire for investment and availability
- Artwork due June 8, 2026

SPONSORSHIP INVESTMENT

\$3,500





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
- artwork due May 29, 2026

SPONSORSHIP INVESTMENT

\$11,000



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 Exhibit Hall, ensuring your brand stays in the rotation all day long.

SPONSORSHIP INCLUDES:

- (4) 40" x 96" single-sided panels
- Artwork due June 8, 2026

SPONSORSHIP INVESTMENT

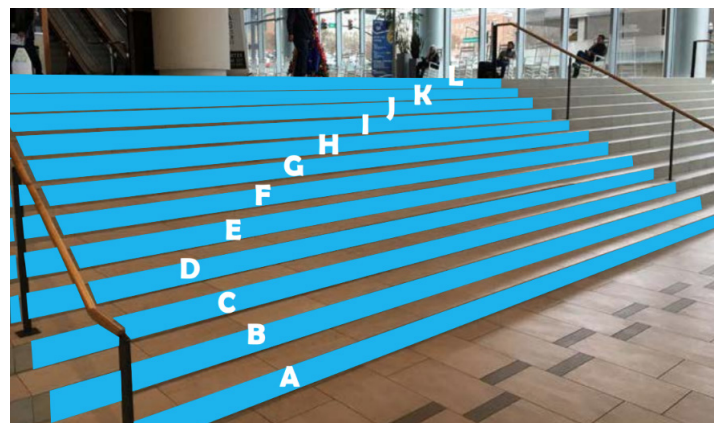
\$3,100

STAIR CLINGS

Step up your brand visibility with a custom stair cling! This eye-catching placement leading to registration turns every step into a branding moment, guiding attendees while making a lasting impression. It's a fun and impactful way to keep your message moving.

SPONSORSHIP INCLUDES:

- Artwork displayed on 12 steps leading to registration, each step is 311 x 5.5"
- Artwork due to Viticus Group no later than June 8, 2026
- Sizes vary by location, contact sponsorships@viticusgroup.org for availability



SPONSORSHIP INVESTMENT

Starting at \$1,000

WALL CLING

Make a lasting impression with a bold wall graphic that puts your brand front and center. Positioned along a high-traffic area, this large-format display offers eye-level exposure and a powerful way to grab attention as attendees navigate the event.

SPONSORSHIP INCLUDES:

- (1) single-sided 376 x 91" graphic in Hall B Foyer
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$2,000



WINDOW CLING

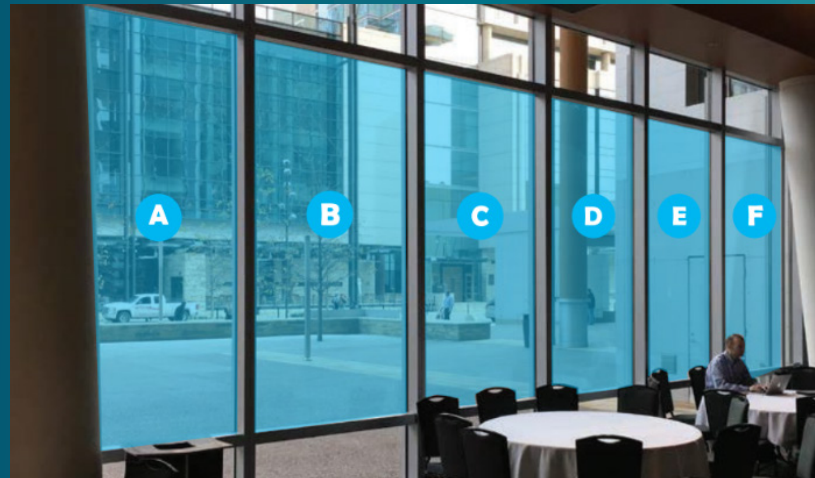
Let your brand shine with a custom window cling placed on the outside of the Music City Center. This sleek, attention-grabbing display turns ordinary glass into a powerful branding opportunity, catching the eyes of attendees as they enter from the main entrance.

SPONSORSHIP INCLUDES:

- (8) single-sided 56 x 265" panels (A-H)
- sizes vary by location, contact sponsorships@viticusgroup.org for availability
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

Starting at \$1,500



4-PANEL VIDEO WALL DISPLAY

Make your brand larger than life with our 4-panel video wall — where your message gets the spotlight it deserves! This high-impact display is impossible to miss and perfect for Partners looking to turn heads and steal the show at WVC Nashville.

SPONSORSHIP INCLUDES:

- Silent video for four days rotating with WVC messaging
- Files due to Viticus Group no later than June 8, 2026
- Two-minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages

SPONSORSHIP INVESTMENT

Starting at **\$4,500**



65" DISPLAY

Stand tall and shine bright with our 65" display — the perfect way to put your brand front and center without missing a beat. These displays are located adjacent to meeting areas, public spaces, entrances/exits, and exhibit halls. Each 65" display accommodates still images, and videos.

SPONSORSHIP INCLUDES:

- Static image or silent video for four days rotating with WVC messaging
- Files due to Viticus Group no later than June 8, 2026
- Two-minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages

SPONSORSHIP INVESTMENT

\$1,000



9-PANEL VIDEO WALL DISPLAY

Take over the spotlight with our dynamic 9-panel video wall, located on Level 1 near the Rep. John Lewis Way South (5th Avenue) & Demonbreun Street entrance. It can accommodate still images and video. Bring your brand to life with bold visuals. Whether it's a striking image or a full-on multimedia experience, this wall is built to captivate every passerby at WVC Nashville.

SPONSORSHIP INCLUDES:

- 1920 x 1080px Static image or silent video for four days rotating with WVC messaging
- Files due to Viticus Group no later than June 8, 2026
- Two-minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages.

SPONSORSHIP INVESTMENT

\$5,400





2026 SPONSORSHIP PROSPECTUS

CORNER WRAP DISPLAY

Maximize every angle with a Corner Wrap Display, positioned outside Exhibit Halls B, C, and D. The LED displays are visible inside the building from both directions of the main concourse, as well as outside the building from the adjacent Demonbreun Street. Perfect for showcasing your message in a unique format that stands out from the usual flat displays at WVC Nashville.

SPONSORSHIP INCLUDES:

- 1600W x 1080H px image or video, no audio
- Files due to Viticus Group no later than June 8, 2026
- Two-minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages

SPONSORSHIP INVESTMENT

\$5,200



EXHIBIT HALL A DISPLAY

Put your brand in the spotlight with a display in Exhibit Hall A — a prime location at the center of the action where foot traffic is nonstop. This high-visibility space offers a powerful opportunity to connect with attendees and make a lasting impression at WVC Nashville.

SPONSORSHIP INCLUDES:

- 1080 x 1920 px image or video, no audio
- Files due to Viticus Group no later than June 8, 2026
- Two-minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages.

SPONSORSHIP INVESTMENT

\$8,000



EXHIBIT HALL DORMER

Stand out from above with the Vertical Dormer Tower above Exhibit Hall B — a sky-high display designed to catch eyes from across the show floor. With its elevated position and commanding presence, it's a bold and strategic way to showcase your brand at WVC Nashville.

SPONSORSHIP INCLUDES:

- 576 x 1152 px image or video, no audio
- Files due to Viticus Group no later than June 8, 2026
- Two-minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages.

SPONSORSHIP INVESTMENT

\$12,000





2026 SPONSORSHIP PROSPECTUS

HALL B CONCOURSE LED WALL

Light up the concourse with your brand on the Hall B LED Wall, an unmissable digital display in one of the busiest thoroughfares of the Music City Center. This high-impact placement offers vibrant, dynamic visibility that stops attendees in their tracks.

SPONSORSHIP INCLUDES:

- 17280 x 2160 px image or video, no audio
- Files due to Viticus Group no later than June 8, 2026
- Two-minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages.

SPONSORSHIP INVESTMENT

\$22,500



LEVEL 2 LED WALL

Shine bright on Level 2 with a bold presence on the LED Wall at the Music City Center. A single screen towers overhead near the 6th Avenue and Demonbreun Street entrance. This dynamic digital display offers vibrant, eye-catching visibility that keeps your brand in the spotlight as attendees move between sessions and activation.

SPONSORSHIP INCLUDES:

- 1920 x 1080 px image or video, no audio
- Files due to Viticus Group no later than June 8, 2026
- Two-minute video loop. Sponsor receives one 15 second spot. Message will be rotating every 30 seconds with WVC messages.

SPONSORSHIP INVESTMENT

\$10,000

MEGA MENU BANNER AD

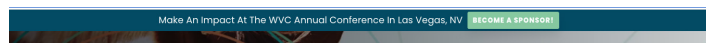
Elevate your brand visibility when you feature your vivid banner prominently on the Viticus Group Website to be viewed by countless past, present, and future participants! Secure this premium placement to ensure your message catches the eye as they navigate through the menu.

SPONSORSHIP INCLUDES:

- 400 x 400px Banner Ad
- 30-day placements available March 2026- August 2026
 - Artwork due to Viticus Group 30 days prior to launch

SPONSORSHIP INVESTMENT

\$1,000



THREE COLUMN EXAMPLE

WVC 2023 - REGISTER NOW

Registration

200 x 200px

200 x 200px





2026 SPONSORSHIP PROSPECTUS

MOBILE APP - SOCIAL POST LANDING PAGE GRAPHIC

Be the brand showcased with a graphic atop the social connect landing page of our App. Attendee will network and share their WVC journey here.

SPONSORSHIP INCLUDES:

- 2000 x 1000 px sticky image file size
- Title- 80 characters max
- Description-140 characters max
- Click-through URL
- Artwork due to Viticus Group no later than January 5, 2026

SPONSORSHIP INVESTMENT

\$900



MOBILE APP TITLE SPONSOR

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:

- (2) Two push notifications
- Branded splash screen
- (1) Sticky Banner on homepage
- Recognition on all app related marketing.
- Artwork due to Viticus Group no later than January 5, 2026

SPONSORSHIP INVESTMENT

\$22,000

MY ACCOUNT BANNER AD

WVC Participants access 'My Account' to register for WVC, check purchase history, access records, and to download CE Certificates.

SPONSORSHIP INCLUDES:

- 728 x 90px banner with URL for 30 day placement
- Available March 2026- August 2026
- Artwork due to Viticus Group no later than 30 days prior to launch

SPONSORSHIP INVESTMENT

\$5,500



Forgot Password?

Forgot Email?

LOGIN

NEW USER? SIGN UP!

✓ Register for Continuing Education

✓ Access your Viticus Group account features

SIGN UP

2026 SPONSORSHIP PROSPECTUS

PRELIMINARY PROGRAM

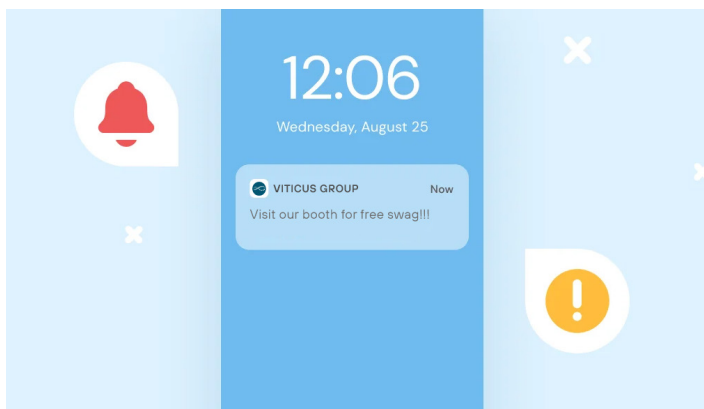
The digital guide for all WVC attendees! Highlight your brand with prime placement in this essential resource, featuring select CE classes, entertainment and more. Perfect for getting your message in front of participants as they plan their event experience!

SPONSORSHIP INCLUDES:

- Digital placement only, live February 2026
- logo on front cover
- (1) Full page ad with URL
- Artwork due January 5, 2026

SPONSORSHIP INVESTMENT

Starting at **\$1,800**



PUSH NOTIFICATION

Be the first thing attendees see with push notifications in the Vititcus Group app. Grab their attention with timely updates, exclusive offers, or booth alerts, ensuring your brand stays in the spotlight throughout the event!

SPONSORSHIP INCLUDES:

- One (1) push notification- 115 character copy, limit two per company
- Copy due July 30, 2026

SPONSORSHIP INVESTMENT

\$900

REGISTRATION EMAIL CONFIRMATION BANNER

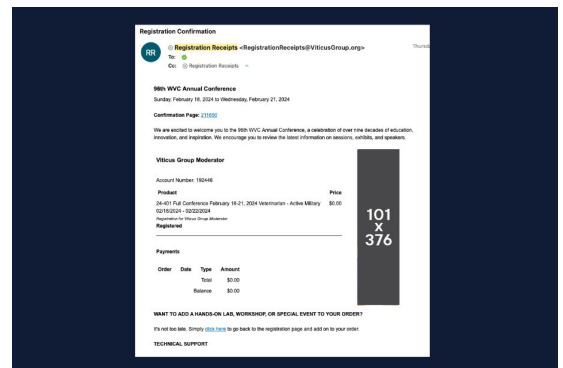
Secure a custom banner in the registration email confirmation and give attendees an early preview of your brand. With a direct link to your website, you're making a lasting impression right from the start. Placement live February 2026 - August 2026.

SPONSORSHIP INCLUDES:

- 100 x 375px graphic with redirect URL
- Artwork and URL due January 5, 2026

SPONSORSHIP INVESTMENT

\$5,000



RETARGETING ADS

Retarget, Refresh, Repeat!

Turn clicks into connections with our retargeting ads! Once someone visits viticusgroup.org, your brand follows them online—appearing wherever they go. Get direct access to our audience and keep your brand top of mind. Ready to reel them in and boost conversions? Let's make it happen!

SPONSORSHIP INVESTMENT

Starting at **\$2,500**



2026 SPONSORSHIP PROSPECTUS

SOCIAL MEDIA ADVERTISING

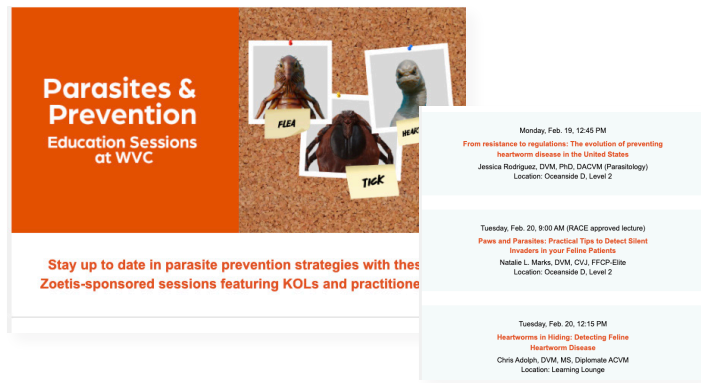
Leverage Viticus Group's social presence to put your brand in front of thousands of engaged followers. Get your booth seen, products buzzed about, and your brand at the top of their feed.

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
- Posting date determined by Viticus Group starting March 2026

SPONSORSHIP INVESTMENT

\$3,000



WIFI

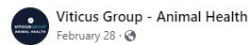
Catch the attention of every attendee when they log into the Wi-Fi on Levels 1, 2, and 3 of the Music City Center. With your branded landing page as their first stop, your company stays connected with attendees all day long.

SPONSORSHIP INCLUDES:

- Logo on Wi-Fi login page
- Password selection- up to 32 characters
- Artwork and password due June 5, 2026

SPONSORSHIP INVESTMENT

\$40,000



MedVet is searching for exceptional caregivers to join our team. Emergency, Hospitalist, and Urgent Care positions are available from coast to coast!

Featured positions
Emergency Medicine Veterinarian... See more



medvet.com/careers



SPONSORED EMAIL BLAST

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

SPONSORSHIP INCLUDES:

- 1100 x 600px HTML to WVC Nashville registrant database
- Available June-August 2026

SPONSORSHIP INVESTMENT

\$7,000



GET CONNECTED

COMPLIMENTARY WIFI PROVIDED BY



NETWORK: Viticus Public
PASSWORD: RoyalCaninLive





2026 SPONSORSHIP PROSPECTUS

WVC DAILY HIGHLIGHTS EMAIL AD

Rework to cover morning and evening in one listing:

Catch the attention of veterinary professionals as they start and end their days by securing a prime spot on the daily highlight emails.

One spot available each morning and evening, Saturday–Tuesday.

SPONSORSHIP INCLUDES:

- (1) Banner Ad in (1) Email: 600x200px with URL. Date to be selected by the sponsor on a first come–first serve basis.
- Emails are blasted by 10am and 6pm each day of conference.
- Sponsor to submit artwork to Viticus Group no later than July 31, 2026

SPONSORSHIP INVESTMENT

\$1,100



WVC EMAIL BOX AD (PRE-SHOW)

Reach 30,000 Veterinary Professionals Weekly – Secure Your Ad Spot Today!

Looking to get your brand in front of veterinarians, vet techs, and industry decision-makers. Add your ad to our weekly email blast, reaching 30,000 veterinary professionals from July through February—giving you consistent visibility in a trusted industry resource.

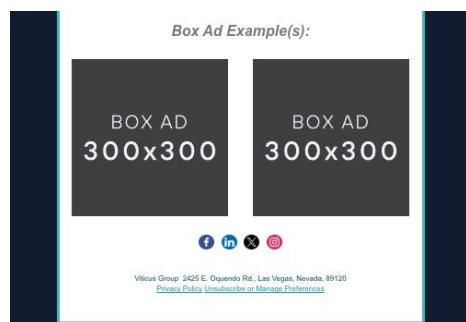
Limited slots available! Reserve your box ad now and maximize your reach in the veterinary community.

SPONSORSHIP INCLUDES:

- (1) 300x300px Box Ad on one WVC-related email. Month to be selected by sponsor on a first come, first serve basis.
- Sponsor to submit artwork and URL to Viticus Group no later than two weeks prior to date of email.

SPONSORSHIP INVESTMENT

Starting at \$500



WVC LANDING PAGE STICKY BANNER

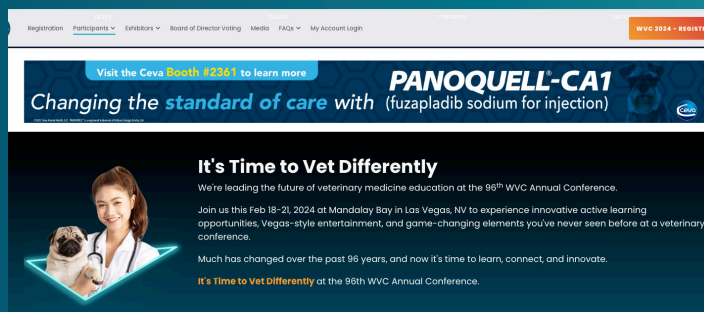
Make a bold statement with a sticky banner with click-through URI on the WVC landing page. Get your message in front of the right audience at the right moment, ensuring your brand stands out.

SPONSORSHIP INCLUDES:

- 970x 90px with URL
- 30-day placement available March–August 2026
- Artwork due 2 weeks prior to live date

SPONSORSHIP INVESTMENT

\$3,000





BREAKFAST BAR

The Early Bird Gets the Worm—And the Booth Traffic! 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 Sunday-Tuesday at 8:30AM, this is your chance to rise and shine and make a lasting impression.

SPONSORSHIP INVESTMENT

\$750

SPONSORSHIP INCLUDES:

- Full-Page ad in the final program, artwork provided by the sponsor
- Sponsor to order F&B directly from the Music City Center for a minimum of 300 conference participants. Order due to MCC no later than July 10, 2026
- Two (2) Meter board with sponsor logo provided by Viticus Group
- Listing on Exhibit Hall happenings landing page
- Sponsor logo in one color on 500 napkins (ordered by Viticus Group)
- Artwork and logo due to Viticus Group no later than June 8, 2026



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, LinkedIn profile reviews, career coaching, and consulting all in one dynamic space designed for intentional networking.

SPONSORSHIP INCLUDES:

- Branding on area signage
- Photographer for three days
- Headshot lead scans
- 1/2 page ad in the final program
- Listing on WVC Exhibit Hall Happenings landing page
- Artwork and logo due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$28,000

2026 SPONSORSHIP PROSPECTUS



CHAR "CUTE" RIE ACTIVATION

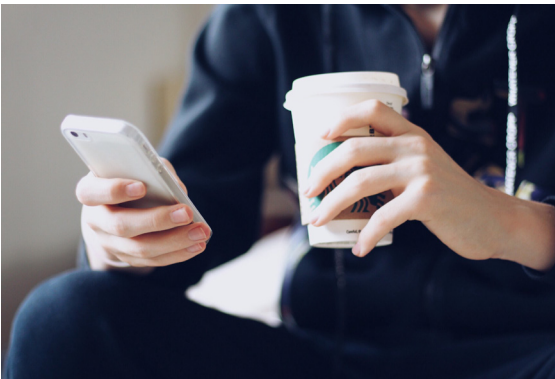
Turn your furry friend into a tiny masterpiece! Stop by and have a live artist sketch a custom portrait of your pet right onto a coaster you can take home. Attendees just have to show a photo from their phone or, each drawing is sweet, stylish, and one-of-a-kind.

SPONSORSHIP INCLUDES:

- Three day activation , Sunday- Tuesday in the Level 3 Foyer, four hours/day
- 2,000 wood pieces- mix of coaster, keychain, and pet tags
- Branding on activation furnishings
- One (1) meterboard
- Lead retrieval with attendant
- Confirmation due March 31, 2026
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$49,000



COFFEE BREAK

Energize participants and perk them up with hot coffee during the morning and afternoon breaks.

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

SPONSORSHIP INCLUDES:

- Coffee and tea for 500 people
- (1) meter board with sponsor logo
- Sponsor can provide logo items such as napkins, cups, or sleeves.
- Logo due to Viticus Group no later than June 8, 2026
- If sponsor is located at an inline booth, coffee station will be placed in the nearest main aisle.

SPONSORSHIP INVESTMENT

\$5,000



CUSTOM BANDANA EMBROIDERY

Celebrate WVC Nashville with a custom embroidered bandana activation. This is a fun keepsake that ties together Music City flair and veterinary pride.

SPONSORSHIP INCLUDES:

- Sunday-Monday 8 hr/day, Tuesday 5 hours in the Level 3 Foyer
- Logo on 1,000 co-branded bandanas, multiple colors
- Lead retrieval

SPONSORSHIP INVESTMENT

\$40,000



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. It's the perfect spot to fetch a smile, paw-se for a break, and make lasting memories—while your brand is right there at the heart of the tail-wagging action. Let's make this doggone success!

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
- (1) Full page program ad due to Viticus Group no later May 5, 2026
- (1) Push notification due to Viticus Group no later than June 8, 2026
- Mention on WVC Exhibit Hall Happenings landing page

SPONSORSHIP INVESTMENT

\$22,850



NURSING MOTHER'S ROOM

Provide comfort and privacy with a dedicated Nursing Mother's Room, offering a quiet, secure space for breastfeeding or pumping. Thoughtfully designed with the needs of nursing parents in mind, this sponsorship supports wellness while aligning your brand with care and inclusivity.

SPONSORSHIP INCLUDES:

- Sponsor can supply branded comfort kits for nursing moms
- Recognition on event app and website
- Logo printed on directional signage
- Confirmation due May 1, 2026

SPONSORSHIP INVESTMENT

\$2,700

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 May 1, 2026
- One meterboard (created by Viticus Group)
- 1/2 page ad in the final program
- Listing on WVC Happenings landing page
- Sponsor is responsible for contracting agency to execute activation
- Artwork due to Viticus Group no later than June 8, 2026

SPONSORSHIP INVESTMENT

\$5,000





2026 SPONSORSHIP PROSPECTUS



MAILING LISTINGS

The WVC Annual Conference attracts individuals driven by a shared mission: to enhance patient care through innovation and excellence. This exclusive mailing list includes key details like registrant type (veterinarian, veterinary technician, practice manager), name, company, and mailing address, allowing you to strategically engage with the leaders driving innovation and excellence in veterinary care. Leverage this opportunity to follow up with potential clients, promote new products, or build meaningful relationships within this dynamic community.

SPONSORSHIP INVESTMENT

Pre- \$750 Post- \$900

REFRESHMENT BREAK

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 Foyer or next to your booth. 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 Music City Center catering for a minimum of 300 conference participants. Order due to MCC no later than June 8, 2026
- Mention in final WVC program
- Sponsor to submit logo to Viticus Group no later than June 8, 2026



SPONSORSHIP INVESTMENT

\$750



**SPONSORED
LUNCH
VOUCHER**

CODE: 90312



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.

SPONSORSHIP INCLUDES:

- 100 \$10 snack vouchers with your logo
- Recognition in final program ad
- Mention in Exhibit Hall happenings landing page
- Confirmation due May 5, 2026 to be mentioned in the final program

SPONSORSHIP INVESTMENT

\$1,100



2026 SPONSORSHIP PROSPECTUS



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:

- 2 custom logo stamps with ink pad gameboard
- Identifier floor sticker
- 2x pre-conference social media posts
- Mention in full-page activation program ad
- Mention in activation landing page
- Game board in Exhibit Hall map

SPONSORSHIP INVESTMENT

\$2,000

VET TECH LOUNGE

By partnering with the Vet Tech Lounge, you're not just investing in a space—you're investing in the future of veterinary care. 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:

- 30x30' semi-enclosed space in the Exhibit Hall
- Hanging banner above lounge
- One (1) 55" Monitor
- Two (2) meterboards at entrance
- Two daily food and beverage breaks for 100 people
- 1/2 page ad in the final program (created by the sponsor)
- Inclusion in Vet Tech KBYG email
- Four hour WVC vet tech track sponsorship
- 1x track sponsorship session walk-in slide
- Confirmation due March 9, 2026

SPONSORSHIP INVESTMENT

\$30,000





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



Brennan
Saulter

Conference Operations
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

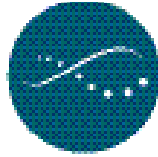
Veterinary Education
Specialist

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

CONTACT THE SALES TEAM

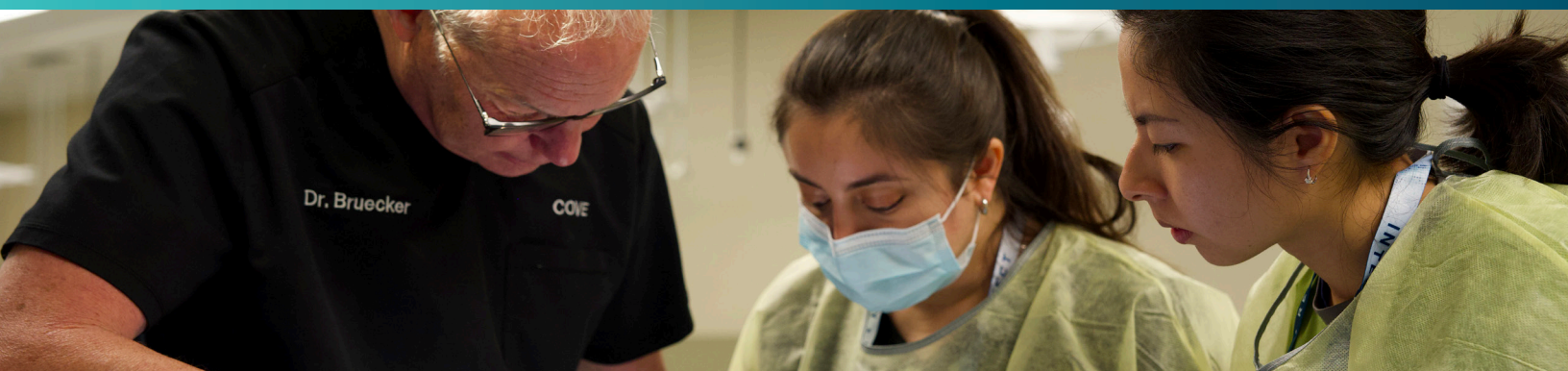
sponsorships@viticusgroup.org

Visit [Viticusgroup.org](https://viticusgroup.org) for more show information.



VITICUSGROUP™ **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!

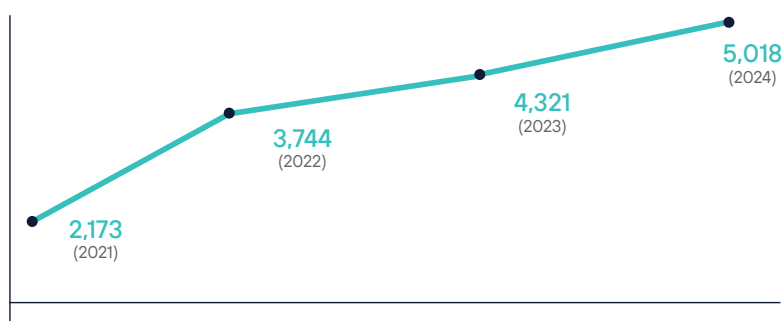
Meet Our Audience

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.

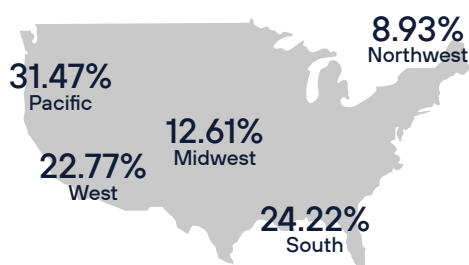
In a five year period, we've hosted more than 23,000 veterinary professionals on our campuses, which includes both animal health courses and corporate laboratory trainings.

2024 Academy CE Course Data

PARTICIPANT COUNT BY YEAR



PARTICIPANT REGIONAL DATA

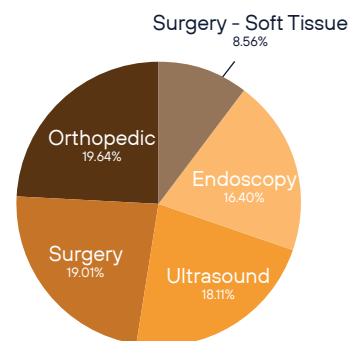


GENDER DEMOGRAPHICS

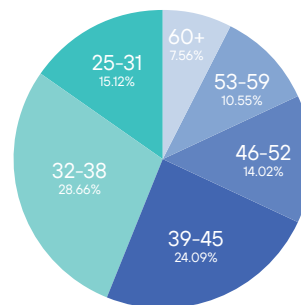
42.37% Male
57.63% Female



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

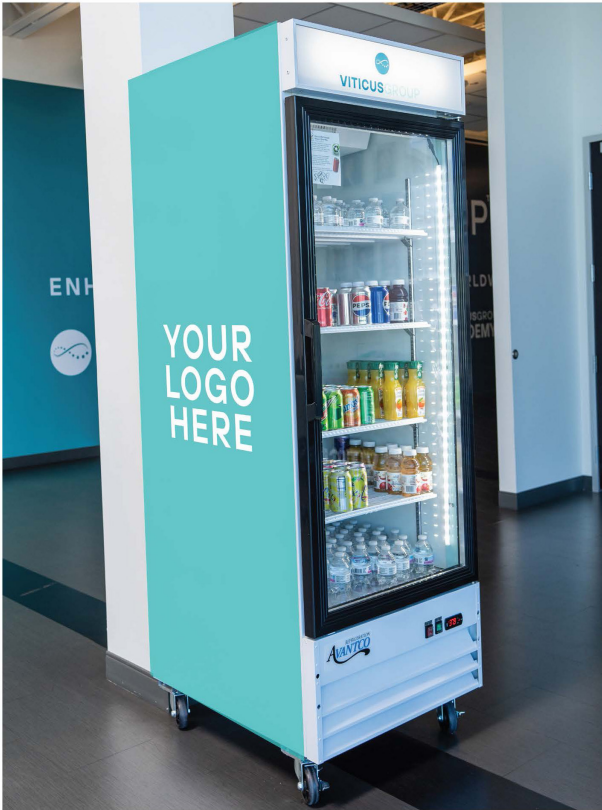
During WVC HOLs

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

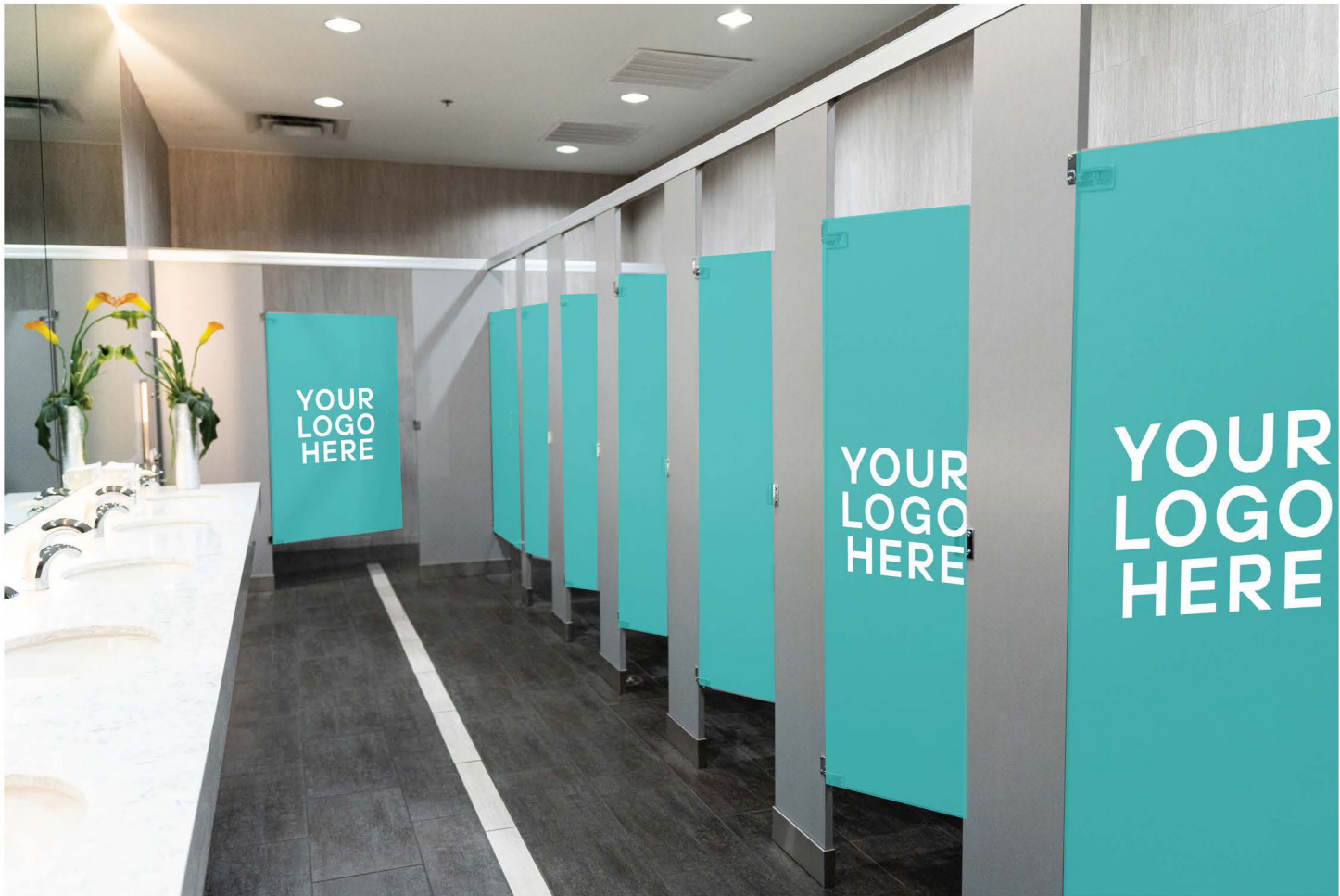
\$730

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

AUDITORIUM BRANDING



DOORS

The Only Set of Entry Doors to the Auditorium

Left

34.75" x 83.5"

Right

34.5" x 83.5"

PRICING

Per Course

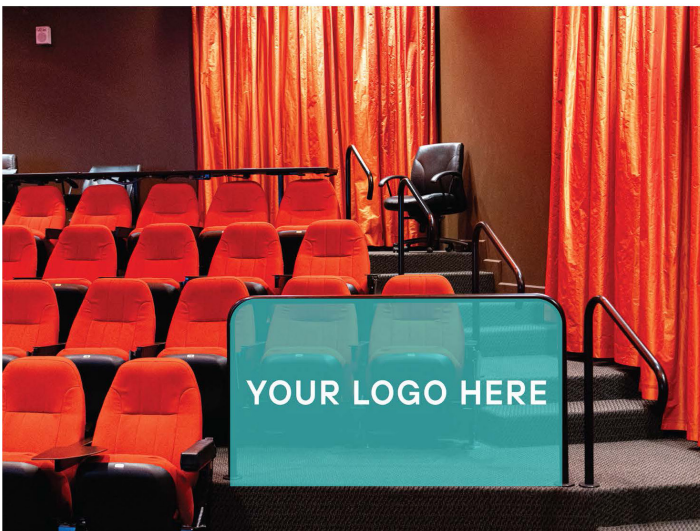
\$315 each

Annually

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

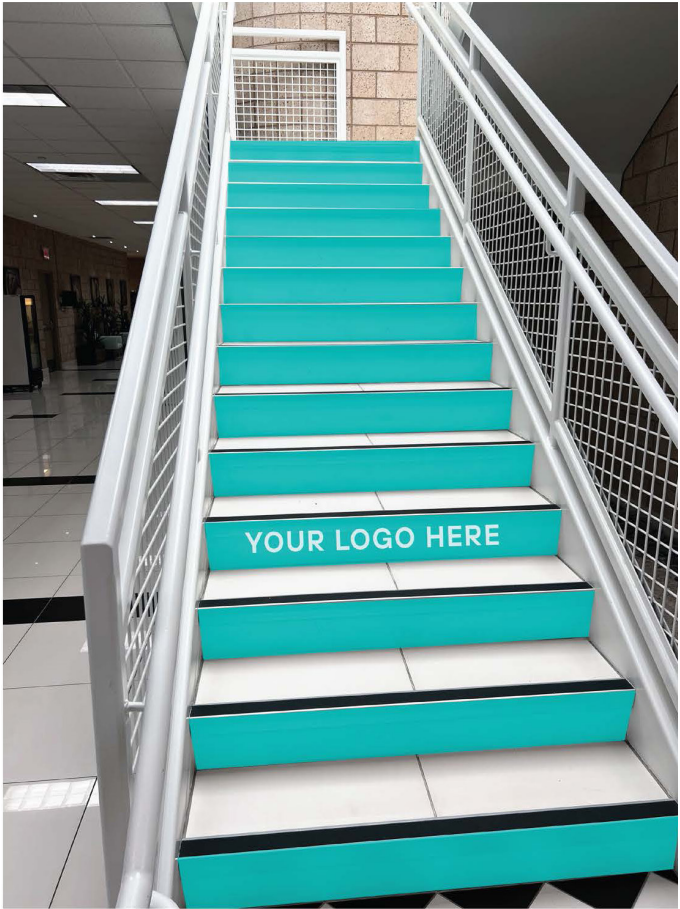
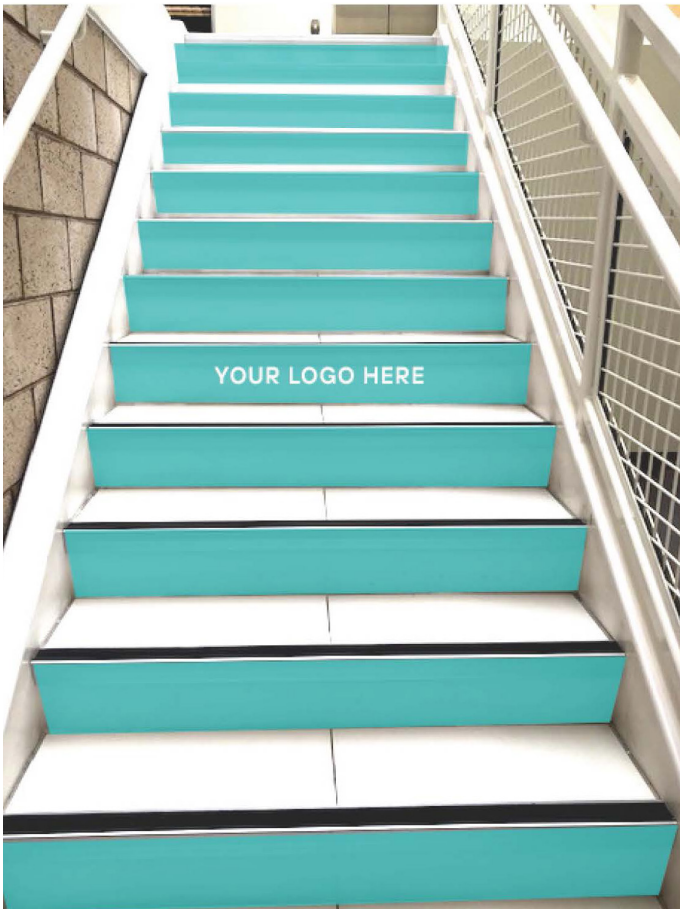
During WVC HOLs

\$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

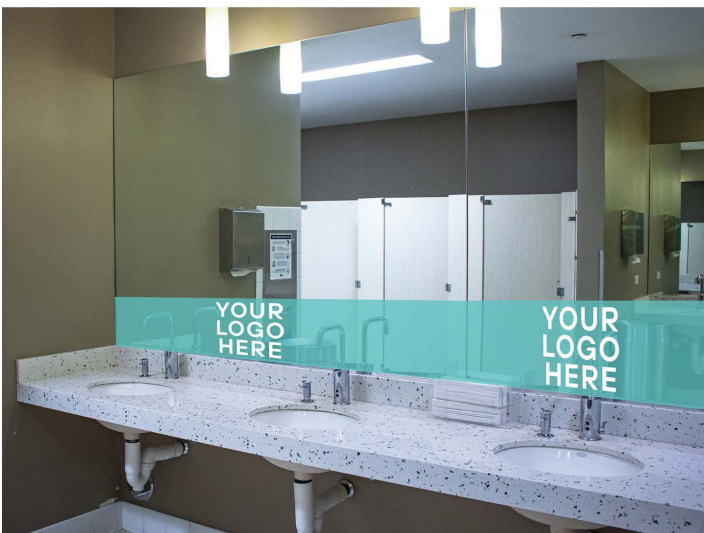
One (1) Set of Five (5)

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

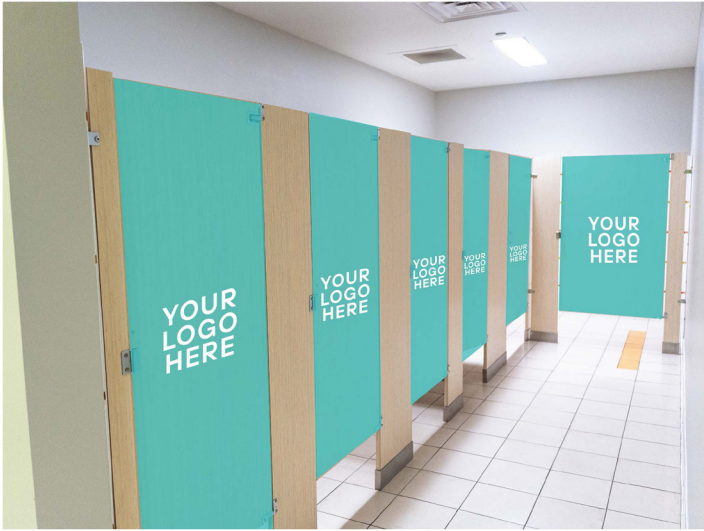
\$375

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 | |



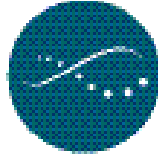
MIRRORS

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 |



VITICUSGROUP™ 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.