



WVC 2027

VITICUS GROUP &
WVC PROSPECTUS



Expanding Your Veterinary Growth from West to East



VITICUSGROUP™



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



DEMOGRAPHICS

WHY INVEST WITH VITICUS GROUP?

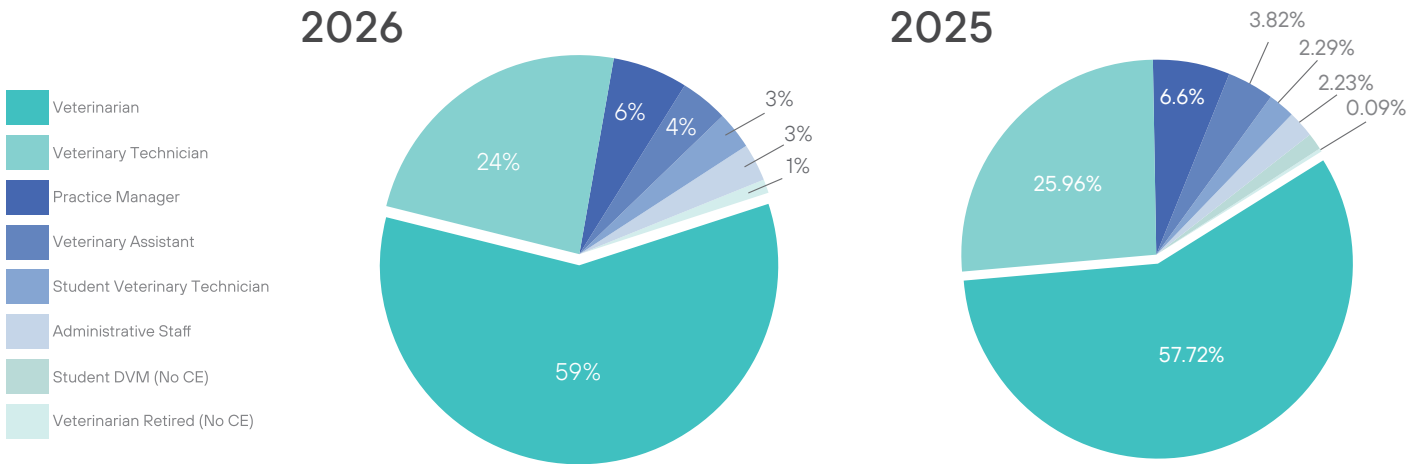
- WVC exhibitors generate an average of **335 leads**
- Almost 90% of our 2026 exhibitors reported they would recommend the WVC Annual Conference to an industry company
- WVC promotes Exhibit Hall traffic with advertising opportunities, session-free hours and activities such as the Learning Hubs, New Product Showcase and Vet Detective scavenger hunt
- WVC collaborates with exhibitors to identify goals and work toward ROI



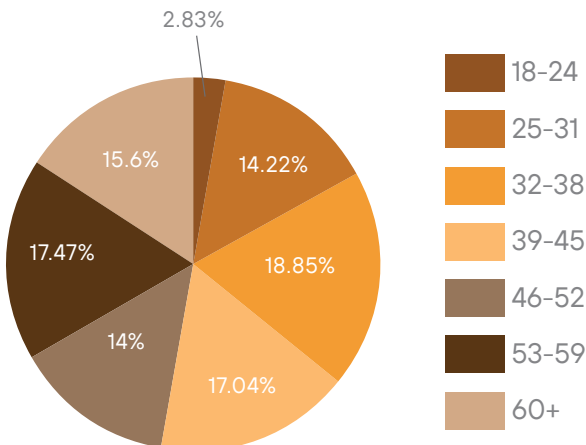
ANNUAL CONFERENCE PARTICIPANT DEMOGRAPHICS

PARTICIPANT PROFESSION

2026 Registration Products compared to 2025 Registration Products

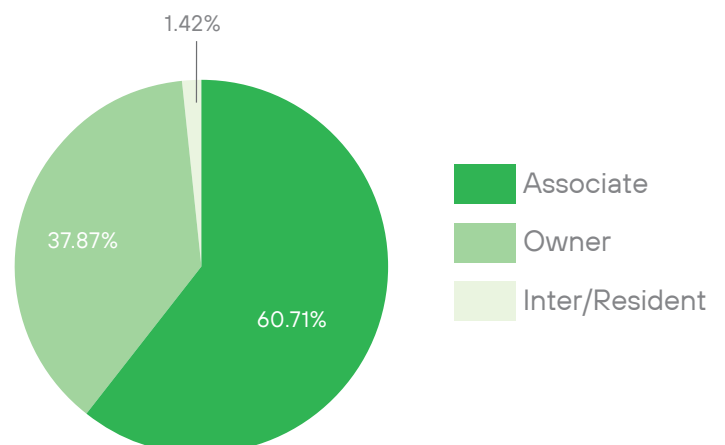


PARTICIPANT AGE



PARTICIPANT PRACTICE ROLE

Based on reported data

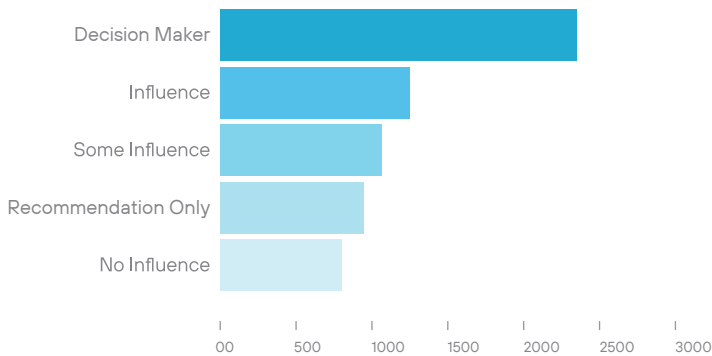




DEMOGRAPHICS

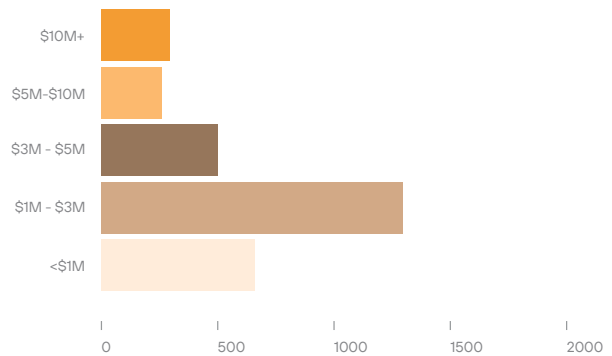
PARTICIPANT PURCHASING INFLUENCE

Based on reported data



GROSS ANNUAL PRACTICE REVENUE

Based on reported data

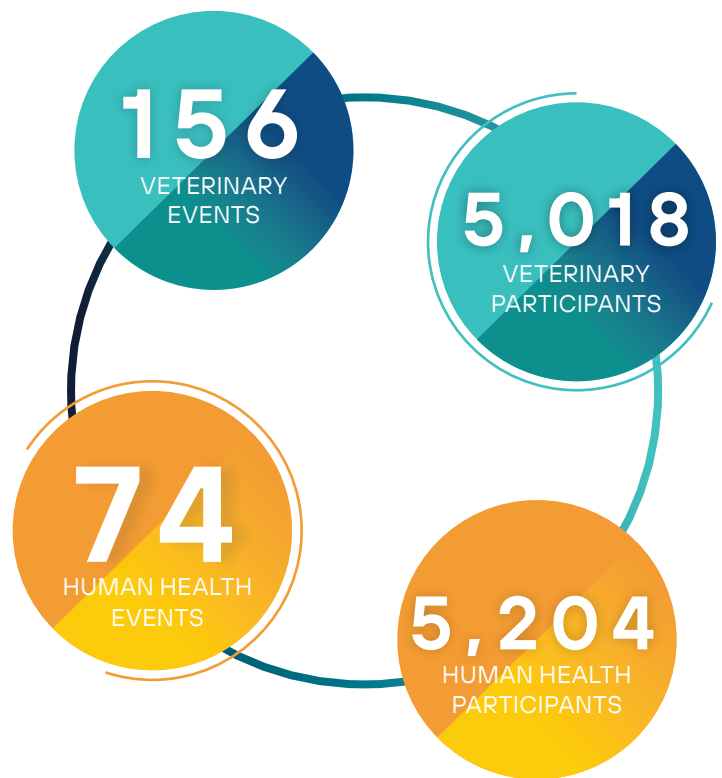


PARTICIPANT CLASSIFICATION

Based on reported data

Classification	Count	%
Small Animal	15,893	86.90
Mixed (> 50% Small & Some Large)	618	3.17
Mixed (Avian & Exotics/Small Animal)	474	2.37
Industry	324	1.73
Specialty Practice	309	1.76
Academia	294	1.37
Mixed (> 50% Large & Some Small)	173	0.87
NULL	106	0.50
Equine	95	0.45
Food Animal	66	0.26
Government	66	0.28
Avian & Exotics	43	0.22
Zoo	7	0.04
Non-Profit Organization	5	0.03
Private Practice	5	0.03
Hospital	2	0.01%
Insurance Company	1	0.01%

2025 YEAR-ROUND DEMOGRAPHICS



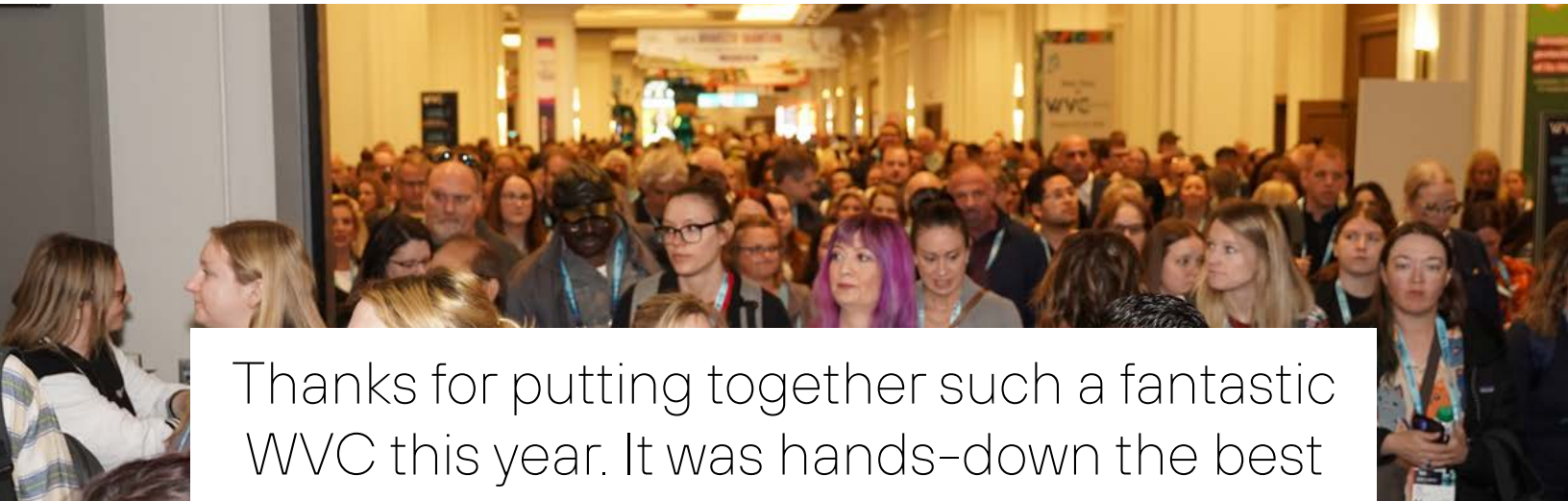
YOUR TARGET AUDIENCE

- The WVC Annual Conference attracted nearly **18,600** participants in 2026 — **6,285** Veterinarians and **4,300** 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 41 countries, from all 50 states and six continents



WVC VEGAS 2027 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 18, 2026	VEGAS Booth Selection Starts Selection order will be determined by a company's Viticus Group Priority Point Standing and other factors
October 1, 2026	Exhibitor Service Kit available online
October 1, 2026	Badge registration opens; lead retrieval opens
November 9, 2026	Deadline to receive 50% refund for booth cancellation. After this date, full forfeiture of payment.
December 19, 2026	Last day to submit selected products categories and brand values for the final program
January 28, 2027	Advance shipment may begin arriving at warehouse 8:00a
February 1, 2027	Last day for advance pricing from Viticus Group Vendors and to submit Exhibitor Appointed Contractor (EAC) information
February 19, 2027	Last Day for Vegas 2027 Booth Sales
February 22, 2027	Last day for advance shipment to arrive at warehouse without surcharges – 4:30p
February 26, 2027	Online Registration ends at 5:00 PM*
February 27, 2027	Shipments to Mandalay Bay Convention Center can begin 8:00a

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

CONTACT: Exhibits@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 2027 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 **\$6,550**
- 10 x 10 ft. Inline Booth Zone B **\$6,250**
- 10 x 10 ft. Inline Booth Zone C **\$5,950**
- 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 **68** per sq. ft.
- Island Booth Zone B **65** per sq. ft.
- Island booth Zone C **62** per sq. ft.

ELIGIBILITY

Viticus Group, a Nevada non-profit 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 the Exhibitor Lounge
- 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 Flex Frame 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 manual

START-UP ZONE

- Booths will be 10 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 February 2026.
- 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. 27, 2027 **8:00a–6:00p**

Reference the Fern Exhibitor Service Kit for assigned start times.

GENERAL MOVE-IN

Sunday, Feb. 28, 2027 **8:00a–8:00p**

All exhibits must be in show condition and operational by 8:00p on Sunday, Feb. 28. A company with no evidence of presence by 8:00p on Sunday, Feb. 28, will be considered a no-show, and space will be reassigned.

EXHIBIT DAYS & HOURS

Monday, Mar. 1, 2027 **9:00a–5:00p**

Tuesday, Mar. 2, 2027 **9:00a–5:00p**

Wednesday, Mar. 3, 2027 **9:00a–2:00p**

Exhibiting companies that dismantle or move before 2:00p on Wednesday, Mar. 3, will not be offered an application to exhibit the following year.

EXHIBITOR REGISTRATION HOURS

Saturday, Feb. 27, 2027 **8:00a–6:00p**

Sunday, Feb. 28, 2027 **7:00a–8:00p**

Monday, Mar 1, 2027 **7:00a–5:00p**

Tuesday, Mar 2, 2027 **8:00a–5:00p**

Wednesday, Mar 3, 2027 **8:00a–2:00p**

DISMANTLING HOURS

Wednesday, Mar. 3, 2027 **2:00p–10:00p**

Thursday, Mar 4, 2027 **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 with company name & booth number
- Opportunities to sponsor and advertise for increased visibility



WVC VEGAS 2027 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		\$6,550
<input type="checkbox"/> 10 x 10 ft. Inline Booth Zone B		\$6,250
<input type="checkbox"/> 10 x 10 ft. Inline Booth Zone C		\$5,950
<input type="checkbox"/> Corner Premium (Per Corner)		\$500
<input type="checkbox"/> Island Booth Zone A		\$68 per sq. ft.
<input type="checkbox"/> Island Booth Zone B		\$65 per sq. ft.
<input type="checkbox"/> Island Booth Zone C		\$62 per sq. ft.
<input type="checkbox"/> 10 x 10 ft. Nonprofit Booth		\$1,000
<input type="checkbox"/> 10 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

EXHIBITS TEAM
VITICUS GROUP
2425 East Oquendo Road
Las Vegas, NV 89120
Fax: 702.739.6420
JoelA@ViticusGroup.org



WVC VEGAS 2027 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 2026, you will receive information on booth selection starting in mid-April regarding the booth selection process.

If you did not exhibit in 2026, 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 31, 2027. 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 in writing to Viticus Group. 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 2027 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 Exhibits@ViticusGroup.org

For more information, please visit viticusgroup.org/exhibitors



WVC Vegas 2027

VITICUS GROUP &
WVC PROSPECTUS



Expanding Your Veterinary Growth from West to East



2027 SPONSORSHIP PROSPECTUS

Join us in Las Vegas, Feb. 28-March 3, 2027, for one of the premier events in the veterinary industry, the WVC Vegas 99th Annual Conference, which brings together veterinary professionals, exhibitors, and experts from around the world. This prospectus offers your organization the opportunity 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.

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





2027 SPONSORSHIP PROSPECTUS

SPONSORSHIP LEVELS



LEVELS ARE DEFINED AND CALCULATED BASED ON SPONSORSHIP INVESTMENT:

Investment includes year-round support of Viticus Group hands-on training facilities in Las Vegas and Nashville, as well as advertising and educational support at WVC conferences.

Sponsoring companies earn priority points, which play a key role in exhibit hall space selection. Sponsors receive two (2) priority points for every \$500 invested in sponsorships.

WVC reserves the right to review and approve all sponsorship materials prior to distribution 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. 2026 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 June 30, 2026.

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





2027 SPONSORSHIP PROSPECTUS

SPONSORSHIP & EDUCATION TIMELINE

DATE	PROCESS
May 18, 2026	Sponsors may submit WVC Vegas education requests. Requests are reviewed on a first-come, first-served basis. First right of refusal for sponsorship open
June 22, 2026	Education reservations due
July 1, 2026	Sponsorships open to all partners, speaker portal available for speakers -Speakers will be sent invitations to the portal when session content is provided
July 1-Dec. 7, 2026	Speakers may submit proceeding notes
July 27, 2026	Confirmation of reservations sent to sponsors, with locations subject to change If sponsoring a workshop or lab, must have the final content by July 15 for registration launch
Aug. 2026	Registration launch
Sept. 28, 2026	Sponsored activation commitments due
Oct. 12, 2026	Sponsored education content due
Oct. 30, 2026	Content confirmations are sent to sponsors with session times and locations Education sponsorships initial invoices sent Education reserved without content submitted is subject to cancellation (lectures, learning hubs, workshops, hands-on labs)
Nov. 9, 2026	<ul style="list-style-type: none"> • Final content revisions must be received to be included in the final program • Sponsored ads are due to inclusion in the final program
Dec. 7, 2026	All sponsorship assets due
Dec. 10, 2026	Rush printing fees incurred for sponsorship assets
Dec. 14, 2026	<ul style="list-style-type: none"> • Sponsors must finalize session moderator preference. If bringing own, Sponsor must identify by name by Dec. 30, 2026
Dec. 28, 2026	<ul style="list-style-type: none"> • Speakers receiving speaker logistics must have flights booked (using Viticus Group travel agency). Hotel confirmations to be provided 2 weeks prior to event.
Jan. 11, 2027	Final education AV requests or room set-up changes due. Requests received after this date are subject to rush fees.
Jan. 28, 2027	The education system opens for presentation upload. Strongly recommend uploading presentation in PowerPoint format.
Feb. 8, 2027	Last day for Viticus Group to accept artwork

**subject to change*

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

Sponsorships@viticusgroup.org
 Education@viticusgroup.org

[Education Reservation Form](#)



2027 SPONSORSHIP PROSPECTUS

PREVIOUS SPONSORS





2027 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.....	\$6,000	Notebook & pens.....	\$46,500
Breakfast bar.....	\$3,000	Program ads starting at.....	\$2,100
Carpet cling.....	\$11,000	Restroom clings starting at.....	\$2,700
Carpet Leads.....	\$600	Rocking chair covers.....	\$17,750
Column clings starting at.....	\$5,000	Rotating Kiosk.....	\$14,100
Conference bag.....	\$125,000	Seating Cubes.....	\$20,500
Conference bag insert starting at.....	\$2,300	Wall clings starting at.....	\$24,000
Conference lanyards & badges.....	\$60,000	Water tower.....	\$5,650
Customized badge ribbons.....	\$2,600	Window cling starting at.....	\$14,250
Escalator bundle starting at.....	\$49,000	Exhibit Hall column wrap.....	inquire for pricing
Exhibit Hall aisle sign danglers.....	\$15,500		
Housing sponsorship.....	\$3,650		
Hotel key cards.....	\$37,000		
Lighted meterboard.....	\$7,100		
New product showcase.....	\$2,600		





2027 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.

Attendee registration receipt banner ad.....	\$12,500	Social media advertising.....	\$3,100
Mandalay Bay convention kiosk w/cling.....	\$35,000	Sponsored email blast.....	\$11,100
Mandalay Bay directional digital signage overhead.....	\$44,000	WIFI.....	\$50,000
Mandalay Bay Media Wall starting at.....	\$12,500	WVC daily highlights email starting at.....	\$1,575
Mobile app title sponsorship.....	\$62,000	WVC email box ad starting at.....	\$950
Mobile app sticky banner.....	\$900	WVC landing page sticky banner.....	\$3,150
Push notification.....	\$950	WVC Mega menu banner ad.....	\$1,600
Session room spotlight slides.....	\$1,600	WVC My account banner ad.....	\$5,650
Sneak Peek program ads starting at.....	\$1,850		



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)



2027 SPONSORSHIP PROSPECTUS

ENGAGEMENT OPPORTUNITIES

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

Animal AI character photo booth.....	\$36,500	Pop-up event space.....	\$15,750
Attendee mailing list starting at.....	\$2,400	Refreshment break.....	\$1,050
Cat café.....	\$37,500	Snack vouchers.....	\$1,400
Career corner.....	\$31,250	Spill the Tea - Mad Hatter Lounge.....	\$62,000
Charge bar.....	\$7,800	The custom cap studio.....	\$48,000
Clinic Confessionals.....	\$14,500	The utility pawch station.....	\$28,000
Coffee break.....	\$2,600	The wellness & nursing suite.....	\$8,000
Dog House.....	\$39,000	Vet Detective.....	\$3,000
DJ Lounge.....	\$21,000	Vet Tech Lounge.....	\$44,000
Goat Yoga.....	\$21,000	Zen Garden.....	inquire for pricing
Jibbitz charm station.....	\$15,750		
Job board.....	\$1,350		
Logo Lab.....	\$30,000		





2027 SPONSORSHIP PROSPECTUS

EDUCATION & CE

Viticus Group offers diverse opportunities to engage with our educational community and advance 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	\$4,600
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	\$2,400
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	\$3,500
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 \$2,400
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 \$1,250
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 \$2,100

*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 Sponsorships@viticusgroup.org
 Las Vegas, NV 89120 Education@viticusgroup.org



2027 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

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

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.



2027 SPONSORSHIP PROSPECTUS

SESSIONS QUICK GUIDE

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





2027 SPONSORSHIP PROSPECTUS

EXHIBIT HALL AISLE SIGN DANGLER

Aisle sign danglers guide attendees directly to your booth with bold branding and clear visibility from across the exhibit hall. They act as natural wayfinders that boost traffic, spark interest, and keep your brand top of mind.

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

\$15,500



CUSTOMIZED BADGE RIBBONS

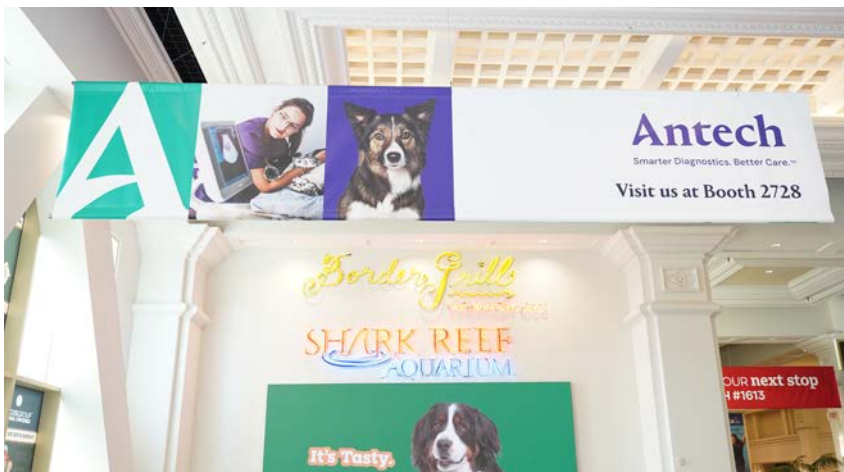
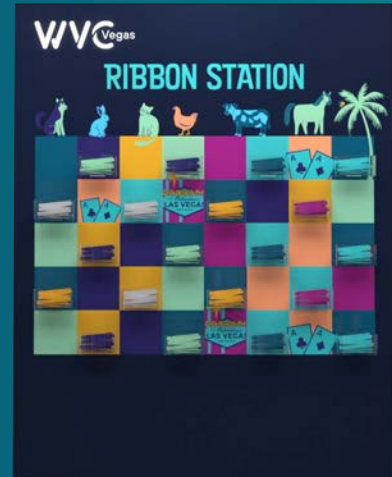
Custom badge ribbons let attendees express their personality while keeping your brand visible in every interaction. With your logo on the display and worn throughout the event, it becomes a fun experience that drives engagement and lasting impressions..

SPONSORSHIP INCLUDES:

- Logo on custom ribbon display
- Three custom badges
- Sponsor logo due to Viticus Group by Dec. 7, 2026
- Custom ribbon message due to Viticus Group by Dec. 7, 2026.

SPONSORSHIP INVESTMENT

\$2,600



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
\$13,250
- One (1) 10' x 4' double-sided, level 2
SPONSORSHIP INVESTMENT
\$6,000
- One (1) 15' x 15', single-sided, Exhibit Hall
SPONSORSHIP INVESTMENT
\$7,800
- One (1) 20' x 10', single-sided, level 1
SPONSORSHIP INVESTMENT
\$13,250



2027 SPONSORSHIP PROSPECTUS



BREAKFAST BAR

A sponsored Breakfast Bar lets your brand meet attendees first thing in the morning, creating a positive and memorable start to their day before the Exhibit Hall opens. This early touchpoint naturally draws attention and directs traffic to your booth, strengthening brand recognition throughout the event.

SPONSORSHIP INVESTMENT

\$3,000

*artwork provided by the sponsor

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

SPONSORSHIP INCLUDES:

- Sponsor to order F&B directly from Mandalay Bay for a minimum of 300 conference participants. Order due to Mandalay Bay no later than January 11, 2027.
- 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)



CARPET CLING

A wide entrance Carpet Cling placed along the main attendee flow puts your brand front and center the moment guests step inside, ensuring they walk directly over your message. Its bold, floor-level visibility creates an immediate and memorable impression that helps drive traffic and interest toward your booth.

SPONSORSHIP INCLUDES:

- (1) 21' x 4' carpet cling. Sponsor to select exhibit hall entrance on a first-come, first-served basis.
- Multiple locations available

SPONSORSHIP INVESTMENT

\$11,000



CARPET LEADS

Custom Carpet Leads create a high-energy visual trail from the Exhibit Hall entrance to your booth, capturing attention as attendees move through the space. With up to thirty sequential markers, your brand stays in constant view, naturally guiding traffic and boosting booth visibility.

SPONSORSHIP INCLUDES:

- Sponsor artwork printed on 30, 13" path markers
- Up to two different designs
- Sponsor may select preferred Exhibit Hall entrance based on availability at the time of confirmation

SPONSORSHIP INVESTMENT

\$600



2027 SPONSORSHIP PROSPECTUS

COLUMN CLING

Column clings in the convention space place your brand directly in the path of foot traffic, making it part of the event's visual experience. With constant visibility and high dwell time, they keep your brand top of mind throughout the day.

SPONSORSHIP INCLUDES:

- One (1) column branding

SPONSORSHIP INVESTMENT

\$5,000/side



EXHIBIT HALL COLUMN WRAP

Column wraps near your booth command attention from every direction and naturally draw traffic toward your space. They elevate your presence in the Exhibit Hall and create a memorable impression throughout the day.

SPONSORSHIP INVESTMENT

Inquire for pricing

CONFERENCE BAG

A custom conference bag gets your brand into the hands of 13,000 attendees and stays with them throughout the event. As they carry it from session to session, your logo remains visible and becomes part of their daily experience!

SPONSORSHIP INCLUDES:

- Bag selection based on provided Viticus Group samples
- Sponsor logo on the outside of 13,000 bags, co-branded with WVC
- Complimentary bag insert
- Logo due to Viticus Group no later than July 1, 2026.
- Bag Insert Artwork due to Viticus Group no later than Dec. 7, 2026.
- Bag Insert Tracking due to Viticus Group no later than January 15, 2027.

SPONSORSHIP INVESTMENT

\$125,000





2027 SPONSORSHIP PROSPECTUS

CONFERENCE BAG INSERT

Branded swag placed inside the conference bag gives your company direct access to every attendee from day one. A tangible item creates early visibility, draws attention to your booth, and keeps your brand top of mind throughout the week.

SPONSORSHIP INCLUDES:

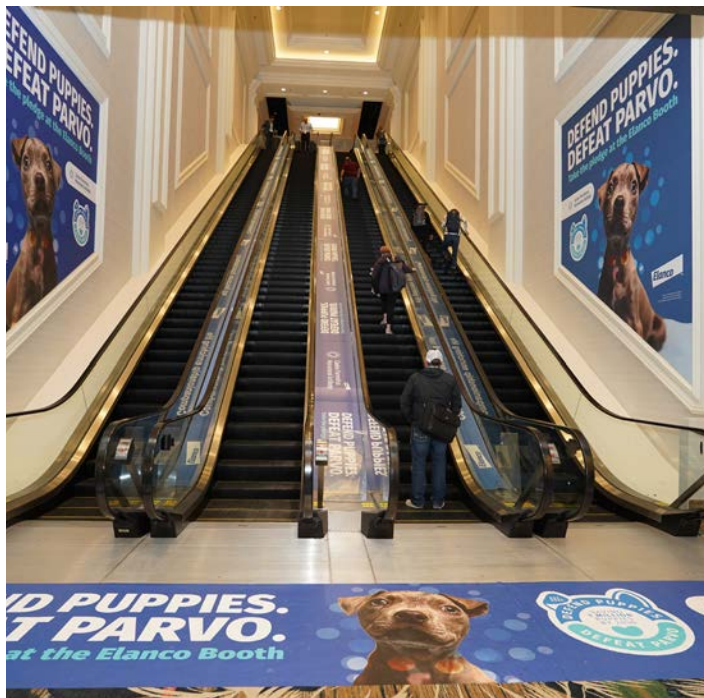
- Custom insert included in 13,000 bags*
- Specs: maximum size 8.5" x 11" (can be double-sided)
- Bag Insert Artwork due to Viticus Group no later than Dec. 7, 2026.
- Bag Insert Tracking due to Viticus Group no later than Jan. 15, 2027.

SPONSORSHIP INVESTMENT

\$2,300 tangible item**, **\$5,600** 2D item

*sponsor responsible for insert design, production, and shipping

**notebooks and waterbottles not permitted



ESCALATOR BUNDLE

Maximize visibility with escalator runners, wall clings, and carpet clings placed throughout the busiest areas of the Mandalay Bay Convention Center. Your brand will stay top of mind as attendees travel between sessions and walk the show floor, creating repeated exposure all day long.

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 **\$56,000**
- North escalators **\$73,000**
- Level 2 > Level 3 escalators **\$49,000**



2027 SPONSORSHIP PROSPECTUS

HOTEL KEY CARDS

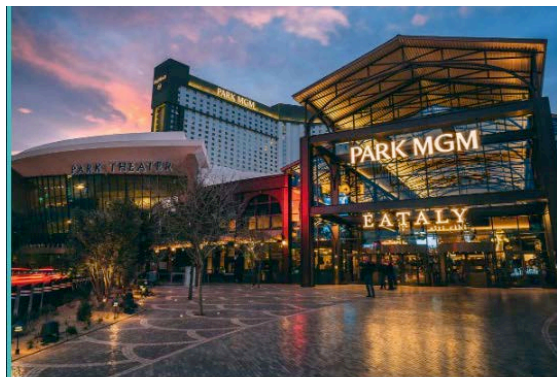
Branded key cards put your logo in attendees' hands the moment they check in, making your brand one of the first things they see upon arrival. With distribution across conference hotels like Mandalay Bay, and W Hotel. This placement offers consistent visibility and a powerful way to drive booth traffic or product awareness.

SPONSORSHIP INCLUDES:

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

SPONSORSHIP INVESTMENT

Mandalay Bay & W \$37,000



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

The housing sponsorship with Maritz's AdBox puts your brand in front of attendees during the hotel booking process, capturing their attention before they even arrive onsite. It is a strategic way to boost visibility early and keep your brand top of mind as they plan their stay.

SPONSORSHIP INCLUDES:

- 1. Housing Website – (1) ad placement available, sponsor to supply the artwork in (3) sizes to accommodate all screen types.
- Desktop – 220x300
- Tablet – 1,000x150
- Phone – 620x200
- 2. Housing Confirmation Emails – (1) ad placement and (1) logo placement available.
- Sidebar- 190x220

SPONSORSHIP INVESTMENT

\$3,650



2027 SPONSORSHIP PROSPECTUS

LANYARDS & BADGES

Badges and lanyards are worn all day by every attendee, giving your brand constant visibility across the entire event. With your logo displayed on every interaction and photo, your presence stays top of mind throughout the conference experience.

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, 2026

SPONSORSHIP INVESTMENT

\$60,000



LIGHTED METERBOARD

Lighted meter boards placed along the main paths toward the convention center give your brand high visibility as attendees head to sessions and exhibits. These illuminated displays offer strong recognition and guide attendees toward your booth or message throughout the conference.

SPONSORSHIP INCLUDES:

- 38" x 93", two single-sided panels

SPONSORSHIP INVESTMENT

\$7,100





2027 SPONSORSHIP PROSPECTUS

NEW PRODUCT SHOWCASE

The New Product Showcase puts your latest innovation in a well-lit display case supported by digital visibility on the Viticus Group mobile app. It draws attention from attendees and buyers, creating strong buzz and meaningful conversations around your newest solutions.

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 graphics and completed form to Viticus Group no later than Dec. 7, 2026



SPONSORSHIP INVESTMENT

\$2,600



NOTEBOOKS & PENS

Branded notebooks and pens in conference bags give your brand a practical presence as attendees take notes and engage with content. These everyday items create ongoing visibility and help your message stay with them long after the event.

SPONSORSHIP INCLUDES:

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

- Logo due to Viticus Group no later than Oct. 30, 2026.

SPONSORSHIP INVESTMENT

\$46,500



2027 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 **\$8,900**
- Inside back cover **\$8,800**
- Inside front cover **\$8,800**
- Full-page **\$6,200**
- Half page **\$3,150**
- Legal full page **\$2,250**
- Legal half page **\$1,400**

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. 2026
- logo on front cover
- One (1) Full page ad with URL

SPONSORSHIP INVESTMENT

- Front cover: **\$2,300**
- Full page ad: **\$1,850**



SPONSORSHIP INCLUDES:

- Digital placement only, live February 2027
- Ads include the option to provide a URL





2027 SPONSORSHIP PROSPECTUS

RESTROOM IN EXHIBIT HALL & BAYSIDE FOYER - MIRRORS

Brand the restroom mirrors in the Exhibit Hall and/or Foyer spaces for guaranteed visibility every time attendees stop to look—or snap a selfie. It’s a clever way to make your message stand out in a space where attention is naturally focused.

SPONSORSHIP INCLUDES:

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

SPONSORSHIP INVESTMENT

\$2,700



RESTROOM IN EXHIBIT HALL & BAYSIDE FOYER - STALL DOORS

Restroom stall door ads in the Exhibit Hall and/or Bayside Foyer offer guaranteed visibility in a highly frequented space. This clever placement turns every visit into a memorable touchpoint that keeps your brand top of mind.

SPONSORSHIP INCLUDES:

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

SPONSORSHIP INVESTMENT

\$9,200



WATER TOWERS- EXHIBIT HALL

In the desert environment of Las Vegas, water is essential and your brand can be the one providing it. Sponsoring the water stations in the Exhibit Hall creates repeated touchpoints that connect your name with energy, care, and attendee comfort throughout the day.

SPONSORSHIP INCLUDES:

- Exclusive branding on one water tower inside the Exhibit Hall
- Template and design support from Viticus Group
- Sponsor to submit artwork to Viticus Group no later than Dec. 7, 2026

SPONSORSHIP INVESTMENT

\$5,650



2027 SPONSORSHIP PROSPECTUS

ROCKING CHAIR COVERS

Branded rocking chair covers offer attendees a comfortable place to relax while putting your logo in constant view. As guests recharge between sessions, your brand becomes associated with comfort, care, and a positive conference experience.

SPONSORSHIP INCLUDES:

- Branding on 75 rocking chair slip covers

SPONSORSHIP INVESTMENT

\$17,750



ROTATING KIOSK

Rotating kiosks in the Exhibit Hall and Bayside Foyer give your brand 360-degree visibility in high-traffic areas where attendees continually pass by. With multiple panels showcasing your message, this placement keeps your brand in constant view and reinforces recognition throughout the event.

SPONSORSHIP INCLUDES:

- Four (4) 40" x 96", single-sided panels

SPONSORSHIP INVESTMENT

\$14,100



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 **\$24,000**





2027 SPONSORSHIP PROSPECTUS

WINDOW CLING

Window clings in the Starbucks and Shark Reef hallways give your brand constant visibility in two of the most frequently visited areas of the convention center. As attendees move between sessions and grab coffee, your message stays front and center in high-traffic moments all day long.

SPONSORSHIP INCLUDES:

- 45.75" x 95.25" panel branding on each set

SPONSORSHIP INVESTMENT

per set of five **\$14,250**
per set of 10* **\$19,500**

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



BOX AD ON WVC EMAIL

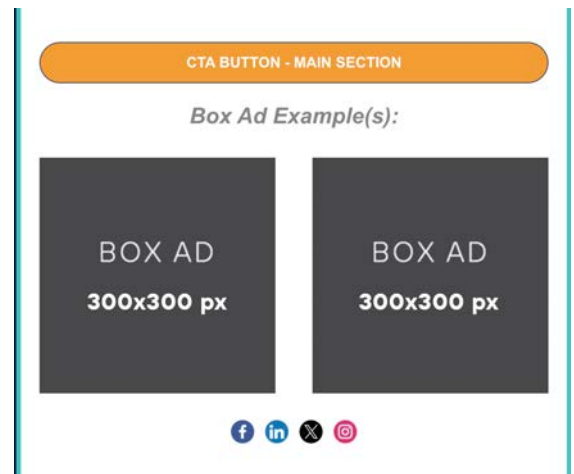
A WVC Email Box Ad delivered directly to the full WVC veterinary database as attendees plan their conference experience, putting your brand in front of them early. It builds visibility, sparks interest, and creates direct pathways to lead generation before the event begins.

SPONSORSHIP INCLUDES:

- 300 x 300px with URL

SPONSORSHIP INVESTMENT

Registered database \$950
Full veterinary database, approx. 30k \$1,375



WVC DAILY HIGHLIGHTS EMAIL ADS

The WVC Daily Highlights Email Banner Ad's reaches attendees as they reflect on the day and plan what to explore next. It keeps your brand top of mind and builds momentum that carries into the following day for stronger lead generation. 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: **\$1,600**
- Featured Section: **\$1,575**





2027 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

\$44,000

MANDALAY BAY CONVENTION KIOSK W/CLING

Mandalay Bay Convention Kiosks with custom clings on Level 1 and Level 2 give your brand visibility in the places where attendees stop for directions and information. By aligning your message with convenience and navigation, your brand becomes part of their experience from the moment they arrive.

SPONSORSHIP INCLUDES:

- 4 permanent kiosk units on Levels 1 and 2 of the Mandalay Bay Convention Center
- Custom graphic wrap on each unit
- Exclusive sponsor messaging (visual only; no audio) running Sunday-Wednesday
- Sponsors may submit up to two (2) unique digital messages. Additional creative executions are not recommended in order to preserve message frequency and brand impact.

SPONSORSHIP INVESTMENT

\$35,000



MEDIA WALL

The media walls in high-traffic areas give your brand striking visibility and real-time presence throughout the event. As attendees move between sessions, your message stands out and creates powerful opportunities for awareness and lead generation

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 **\$12,500**

Additional branding available on select media walls, inquire for pricing



2027 SPONSORSHIP PROSPECTUS

MEGA MENU BANNER AD

Your banner ad can run in high-traffic emails leading into the conference, reaching past, current, and future attendees as they plan their experience. With clickable access to your website or booth information, it builds momentum early and becomes a strong driver of visibility and lead generation.

LARGE BANNER:

SPONSORSHIP INCLUDES:

- 600 x 150px with redirect URL

SPONSORSHIP INVESTMENT

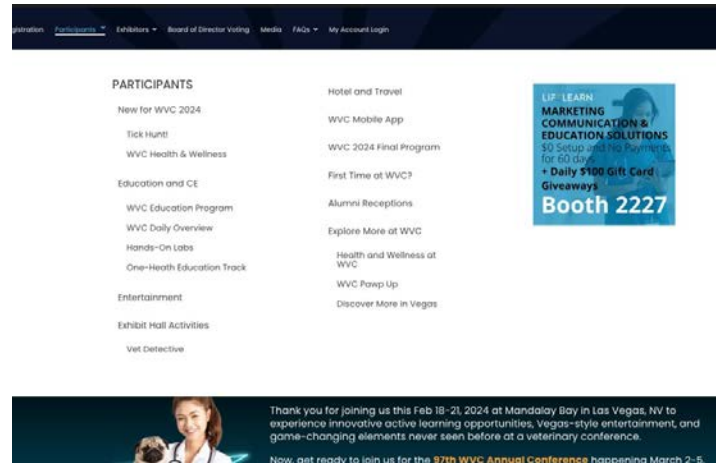
\$1,600/30-day placement

MOBILE APP

Your banner ad can run in high-traffic emails leading into the conference, reaching past, current, and future attendees as they plan their experience. With clickable access to your website or booth information, it builds momentum early and becomes a strong driver of visibility and lead generation.

SPONSORSHIP INCLUDES:

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



SPONSORSHIP INVESTMENT

Title sponsorship \$62,000

PUSH NOTIFICATION

SPONSORSHIP INCLUDES:

- 115 character copy

SPONSORSHIP INVESTMENT

\$950

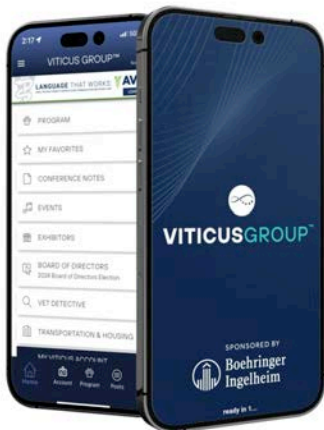
STICKY BANNER

SPONSORSHIP INCLUDES:

- 2000 x 159px, 2000 x 312px

SPONSORSHIP INVESTMENT

\$900



VITICUS GROUP APP AVAILABLE NOW



DOWNLOAD NOW!



2027 SPONSORSHIP PROSPECTUS

MY ACCOUNT BANNER AD

Showcase your branded Banner Ad on the WVC My Account page where attendees register, schedule labs, view entertainment, and download CE certificates. This placement appears during key decision-making moments and keeps your brand top of mind leading into the event.

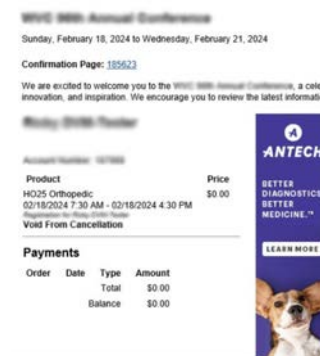
SPONSORSHIP INCLUDES:

- 728 x 90px banner with URL for 30 day placement
- Available Aug. 2026-Mar. 2027

SPONSORSHIP INVESTMENT

\$5,650

YOUR REGISTRATION IS CONFIRMED



ATTENDEE REGISTRATION RECEIPT BANNER AD

A Banner Ad on the Registration Email Confirmation offers a guaranteed open rate and places your brand in front of attendees when they are actively planning their WVC conference experience. Since this email is frequently reopened for schedules and event details, your message gains repeated visibility during high-engagement moments.

SPONSORSHIP INCLUDES:

- 100 x 375px graphic with redirect URL
- Placement live Aug. 2026 – Feb. 2027

SPONSORSHIP INVESTMENT

\$12,500



SOCIAL MEDIA ADVERTISING

Investing in Social Media Advertising through Viticus Group puts your brand in front of veterinary professionals where they already engage and plan their conference experience. It builds excitement before the event and helps convert online visibility into booth visits, leads, and lasting connections.

SPONSORSHIP INCLUDES:

- One post on Viticus Group's Facebook & Instagram accounts
- Sponsor to provide complete post copy and graphics, include hashtags and handles
- Posting date determined by Viticus Group starting August 2026

SPONSORSHIP INVESTMENT

\$3,100



SESSION ROOM SPOTLIGHT SLIDES

Session walk-in slides put your brand in front of attendees at the key moment when attention is focused and education is about to begin. This placement aligns your company with professional growth and creates a memorable association inside the learning environment.

SPONSORSHIP INCLUDES:

- Silent 1920 x 1080 static image*
- Limit two slides per company

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

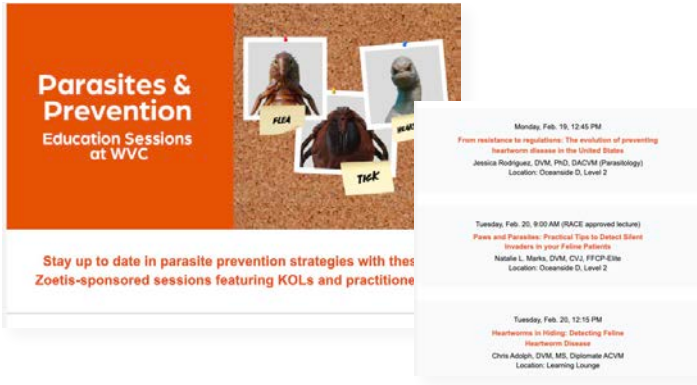
WVC loop plays in every session for at least 10 minutes during walk-in.

SPONSORSHIP INVESTMENT

\$1,600



2027 SPONSORSHIP PROSPECTUS



SPONSORED EMAIL BLAST

A sponsored email blast plants your brand in valuable inbox real estate before the conference even begins—warming up leads and driving interest in your booth or sessions. With measurable metrics like open rates, click-throughs, and badge scans, you'll have clear ROI that connects pre-show engagement directly to onsite results.

SPONSORSHIP INCLUDES:

- 1100 x 600px HTML to WVC registrant database
- Available Oct. 2026-Feb. 2027

SPONSORSHIP INVESTMENT

\$11,100

WIFI

A Wi-Fi buyout puts your brand in front of every attendee as they connect throughout the convention center, starting with your branded landing page. It delivers continuous visibility during key moments of engagement and keeps your name top of mind all day long.

SPONSORSHIP INCLUDES:

- Branding on wifi login page
- Password selection

SPONSORSHIP INVESTMENT

\$50,000



GET CONNECTED

COMPLIMENTARY WIFI PROVIDED BY



NETWORK: Viticus Public
PASSWORD: RoyalCaninLive



VITICUS Group™



2027 SPONSORSHIP PROSPECTUS

WVC LANDING PAGE STICKY BANNER

A landing page sticky banner keeps your brand visible as attendees browse, turning every scroll into a chance for engagement. Its constant presence naturally drives clicks, sparks interest, and generates leads.

SPONSORSHIP INCLUDES:

- 970 x 90px with URL
- 30-day placement available Aug.2026 -Feb. 2027

SPONSORSHIP INVESTMENT

\$3,150/30-day placement



AFTERNOON REFRESHMENT BREAK

Sponsor a refreshment break in the Level 2 Foyer or next to your booth to offer attendees a welcome pause and address cost sensitivity with a thoughtful experience they value. With branded signage to help promote your brand, booth, or education session—your brand becomes part of a positive moment that drives traffic and sparks conversation.

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 by January 12, 2027.
- Mention in the final WVC program with conference food and beverage options
- Listed on the WVC F&B landing page

SPONSORSHIP INVESTMENT

\$1,050





2027 SPONSORSHIP PROSPECTUS



CAREER CORNER

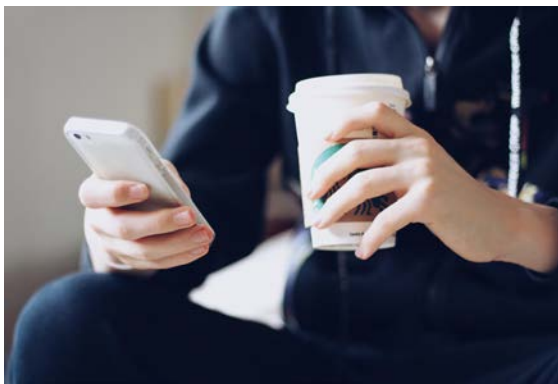
Investing in the Career Corner places your brand in a highly engaging space where attendees seek headshots and career coaching. This meaningful connection aligns your company with professional growth and leaves attendees with a lasting positive impression.

SPONSORSHIP INCLUDES:

- Branding on area signage
- Three column banners
- Headshot capture with lead data
- One (1) full-page ad in final program
- One (1) push notification in Viticus Group mobile app, no links
- One (1) pre-conference dedicated social media post
- Listing on WVC Exhibit Hall Happenings landing page

SPONSORSHIP INVESTMENT

\$31,250



COFFEE BREAK

A branded coffee station near your booth keeps attendees energized while naturally placing your brand at the center of their daily routine. Choosing a prime break time ensures high visibility and meaningful engagement when traffic is at its peak.

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 (ordered by Viticus Group)
- One (1) meter board with sponsor logo
- Sponsor can provide logo items such as napkins, cups, or sleeves.

SPONSORSHIP INVESTMENT

\$2,600



DOG HOUSE

The Dog House offers attendees a relaxing escape in the Exhibit Hall where they can recharge and connect with therapy dogs. Your brand becomes part of a heartfelt experience that brings comfort, joy, and memorable moments during a busy conference day.

SPONSORSHIP INCLUDES:

- Branding on area signage (provided by the sponsor)
- Donation to dog organization
- Dog supplies and toys (provided by Viticus Group)
- Staff to manage area
- One (1) full-page program ad
- One (1) push notification
- One (1) pre-conference dedicated social media post
- Listing on the Exhibit Hall Happenings landing page
- (2) Meterboards next to the activation
- Lead retrieval with attendant.

SPONSORSHIP INVESTMENT

\$39,000



DJ LOUNGE

The DJ lounge is a high-energy staple at the convention center entrance, drawing crowds and giving your brand strong onsite visibility. As a fan-favorite space for social posts and connection, it fuels excitement and keeps attendees coming back throughout the event.

SPONSORSHIP INCLUDES:

- Two daily shoutouts by the DJ (provided by the sponsor)
- Logo on DJ Booth graphics and table tops
- Listing on WVC Happenings landing page
- Logo placement on activation signage or meterboard

SPONSORSHIP INVESTMENT

\$21,000



JIBBITZ CHARM STATION

Sponsored Jibbitz charm station in the Bayside Foyer gives attendees a fun, hands-on way to customize their Crocs while naturally engaging with your branded setup. With ongoing traffic and the option to host a Crocs giveaway at your booth, your brand becomes part of a playful experience that attendees remember.

SPONSORSHIP INCLUDES:

- Three-day activation, Monday-Wednesday in the Bayside Foyer
- 3,500 Jibbitz of various designs
- Branding on activation furnishings
- Listing on WVC Happenings landing page
- Logo placement on activation signage or meterboard
- Two (2) Custom jibbitz designed by sponsor
- Lead retrieval with attendant

SPONSORSHIP INVESTMENT

\$15,750



2027 SPONSORSHIP PROSPECTUS



POP-UP EVENT SPACE

A custom Pop-up Event Space lets your brand create immersive experiences that spark curiosity and draw in attendees. With full flexibility to showcase products or host interactive sessions, it becomes a powerful way to make lasting connections and stand out at the conference.

SPONSORSHIP INCLUDES:

- Listing on WVC Happenings landing page
- Logo placement on activation signage or meterboard
- One meterboard (created by Viticus Group)

SPONSORSHIP INVESTMENT

\$15,750



MAILING LISTINGS

Mailing List gives you early access to highly engaged veterinary professionals before the WVC Annual Conference begins. With detailed contact information, it allows you to promote your brand and build meaningful relationships with attendees who are actively seeking the latest innovations in veterinary care. (no emails).

SPONSORSHIP INVESTMENT

Pre Conference \$2,400

Post Conference \$2,950

THE WELLNESS & NURSING SUITE

Support Working Parents. Champion Inclusivity. Elevate the Attendee Experience.

This area is a private, thoughtfully designed suite for nursing mothers and caregivers during the conference. In a fast-paced, high-energy environment, this space offers a calm, secure place to pump, breastfeed, or recharge.

SPONSORSHIP INCLUDES:

- Exclusive sponsorship of two nursing mother's pods
- Prominent sponsor logo on exterior pod branding
- Opportunity to provide curated amenity kits
- Recognition in pre-show communication highlighting family-friendly amenities

SPONSORSHIP INVESTMENT

\$8,000



2027 SPONSORSHIP PROSPECTUS



THE CUSTOM CAP STUDIO

The Custom Cap Studio gives attendees a creative, hands-on experience as onsite artists turn simple hats into personalized, wearable keepsakes. Each custom cap extends your brand's visibility long after the event, sparking continued recognition and conversation.

SPONSORSHIP INCLUDES:

- Three-day activation, Monday-Wednesday, 4 hr/day
- 1,000 ballcaps/day in various colors
- One (1) full-page program ad
- One (1) push notification
- One (1) pre-conference grouped social media post
- Listing on Exhibit Hall Happenings landing page
- Lead retrieval with attendant
- One meterboard

SPONSORSHIP INVESTMENT

\$48,000



CAT CAFE

Give attendees an unforgettable escape with the Cat Café, a cozy conference space where coffee and feline companions create a calming atmosphere. As guests relax and reconnect, your brand becomes part of a feel-good experience that naturally draws foot traffic and sparks meaningful interactions.

SPONSORSHIP INCLUDES:

- Custom branding on exterior activation panels (specs provided by Fern)
- Furnishings provided by Viticus Group
- Donation to the partnering cat supplier organization

- Cat toys purchased by Viticus Group and donated post-event
- Lead retrieval with attendant
- One (1) full-page ad in the final program
- Listing in Exhibit Hall happenings landing page
- One (1) pre-conference dedicated social media post
- One (1) push notification in the Viticus Group mobile app

SPONSORSHIP INVESTMENT

\$37,500



2027 SPONSORSHIP PROSPECTUS

SNACK VOUCHER

Snack vouchers address a common attendee concern—cost sensitivity—by covering part of their meal and creating a meaningful reason to visit your booth or session. This simple incentive turns a break into a brand interaction and opens the door to valuable conversations and connection.

SPONSORSHIP INCLUDES:

- (100) \$13 snack vouchers with your logo
- Recognition in final program food & beverage Ad
- Listing on the WVC F&B landing page

SPONSORSHIP INVESTMENT

\$1,400



SPONSORED LUNCH VOUCHER

CODE: 90312



VET DETECTIVE

Vet Detective is one of WVC’s most popular experiences, drawing hundreds of participants into a three-day scavenger hunt that guarantees steady booth traffic and valuable face time with veterinary professionals. With badge-scan data and proven engagement, this high-energy activation drives meaningful interactions and delivers strong lead-generation results.

SPONSORSHIP INCLUDES:

- 2 custom logo stamps with ink pad gameboard
- Identifier balloon
- Two (2) pre-conference social media posts
- Mention in program ad
- Landing page
- Game board in Exhibit Hall map

SPONSORSHIP INVESTMENT

\$3,000



2027 SPONSORSHIP PROSPECTUS

VET TECH LOUNGE

The Vet Tech Lounge is a three-day hub where veterinary technicians gather to recharge, connect, and access valuable resources. Sponsoring this space puts your brand at the center of a high-engagement environment, building loyalty and aligning your company with the future of veterinary care.

SPONSORSHIP INCLUDES:

- 30x30' semi-enclosed space in the Exhibit Hall
- Hanging banner
- One (1) 55" Monitor
- Two (2) meterboards
- Two daily food and beverage breaks for 100 people
- One (1) full-page program ad
- One (1) push notification
- One (1) pre-conference grouped social media post
- Listing on Exhibit Hall Happenings landing page
- Lead retrieval with attendant
- Four-hour WVC vet tech track sponsorship
- 1x track sponsorship session spotlight slide

SPONSORSHIP INVESTMENT

\$44,000



SPILL THE TEA - MAD HATTER LOUNGE

Step through the looking glass into the Mad Hatter Lounge—a whimsical Alice in Wonderland–inspired escape where attendees sip, relax, and snap photos. With custom branding, themed décor, and interactive elements, your brand becomes part of the story while naturally drawing dwell time and social visibility. This lounge guarantees foot traffic, extends engagement, and captures leads through badge scanning and attendee participation—delivering stronger ROI than a standard activation. Contact the Sponsorship Team for more details

SPONSORSHIP INVESTMENT

\$62,000





CHARGE BAR

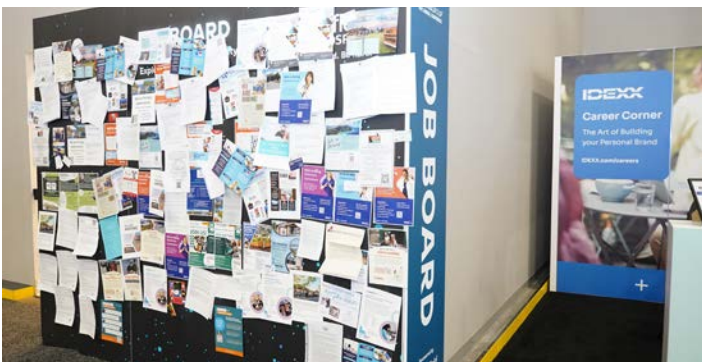
Investing in the Charging Bar gives your brand strong visibility in a space where attendees pause, recharge and naturally engage with their surroundings. With your logo featured on the back wall and the option to provide materials or activities.

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

\$7,800



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

\$1,350

ANIMAL AI CHARACTER PHOTO BOOTH

The Animal AI Character Photo Booth lets attendees create personalized, animal-inspired avatars, offering a fun and memorable experience that instantly connects back to your brand. With custom-branded prints, unlimited AI sessions, onsite support, lead-gen capture, and instant digital sharing, your visibility extends long after WVC..

SPONSORSHIP INVESTMENT

- Placed in the Bayside Foyer, open during exhibit hall hours Monday-Wednesday
- Unlimited AI Sessions, Unlimited 4" x 4" prints
- Logo on photo, Instant email/text
- Photo background theme selection (3)
- Lead retrieval with attendant
- ½-page bundled ad in final program
- Listing on WVC Happenings landing page
- One (1) pre-conference bundled social media post

SPONSORSHIP INVESTMENT

\$36,500





2027 SPONSORSHIP PROSPECTUS

CLINIC CONFSSIONALS

The Clinic Confessionals booth offers attendees a fun and private way to share honest thoughts by responding to prompts over the phone. Each interaction provides meaningful insights that can inform future planning and leave a memorable impression.

SPONSORSHIP INVESTMENT

- Lead retrieval with attendant
- Listing on WVC Happenings landing page
- Logo placement on activation signage or meterboard

SPONSORSHIP INVESTMENT

\$14,500



UTILITY PAWCH STATION

A custom fanny pack activation turns your brand into a wearable experience that travels across the event. Attendees leave with a useful giveaway that keeps your logo visible in every hallway, session, and photo moment.

SPONSORSHIP INVESTMENT

- Three-day activation, Monday-Wednesday, open during Exhibit Hall hours
- Logo printed on 2,500 co-branded fanny packs
- Model attendant to assist with fanny pack distribution
- ½-page bundled ad in final program
- Listing on WVC Exhibit Hall Happenings landing page
- One (1) pre-conference bundled social media post
- Lead retrieval with attendant (if applicable)
- One (1) meterboard with logo

SPONSORSHIP INVESTMENT

\$28,000



2027 SPONSORSHIP PROSPECTUS

LEGO LAB

A LEGO Lab lets attendees create custom mini-figures and pet companions that reflect their personality and passion. It is a playful activation that sparks creativity, draws foot traffic, and naturally connects your brand to fun, storytelling, and meaningful interaction.

SPONSORSHIP INVESTMENT

- Three-day activation, Monday-Wednesday in the Bayside Foyer
- ½-page bundled ad in final program
- Listing on WVC Happenings landing page
- One (1) pre-conference bundled social media post
- Lead retrieval with attendant

SPONSORSHIP INVESTMENT

\$30,000



GOAT YOGA

Sponsoring a goat yoga session gives attendees a fun and refreshing break that helps them recharge between education and networking. Your brand becomes part of a feel-good wellness experience that sparks smiles, social sharing, and lasting memories.

SPONSORSHIP INVESTMENT

- Yoga instructor
- Listing on Exhibit Hall Happenings landing page
- Logo placement on activation signage or meterboard
- Lead retrieval
- Add-on custom yoga mats or a breakfast station

SPONSORSHIP INVESTMENT

\$21,000

Impactful Media Strategies

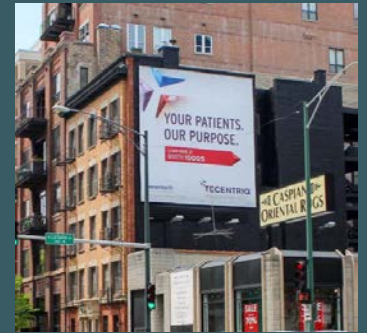
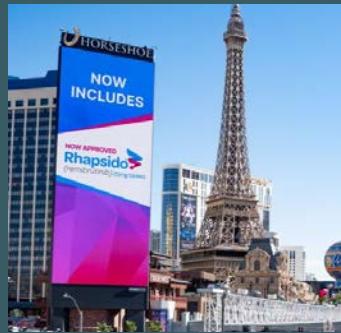
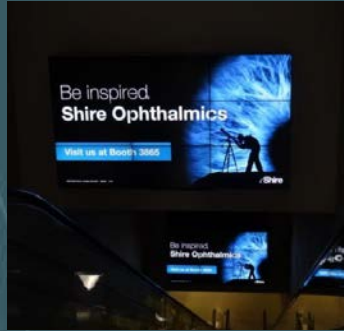
WVC 2027 | Las Vegas

Pricing Range: \$25,000 – \$180,000+

Pricing Range: \$6,000 – \$90,000+

Arrivals Media

Perimeter Media



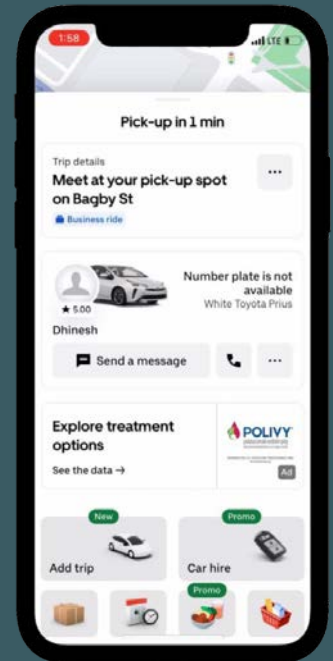
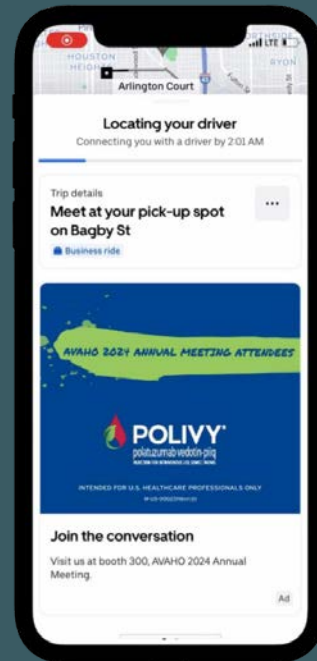
Pricing Range: \$7,500 – \$175,000+

Mobile Media



Pricing Range: \$40,000 – 100,000+

Engaging Media



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

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





GET IN TOUCH



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

CONTACT THE SALES TEAM
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Visit Viticusgroup.org for more show information.