

# 2023 ACADEMY COURSES SPONSORSHIP & ADVERTISING GUIDE

Viticus 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.

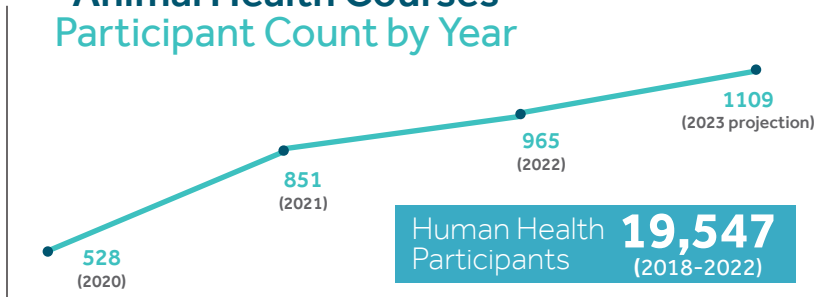
We are highly regarded as a leading expert in the veterinary continuing education space, having provided training since 1928. We are Viticus Group...where life meets medicine!

## Meet Our Audience

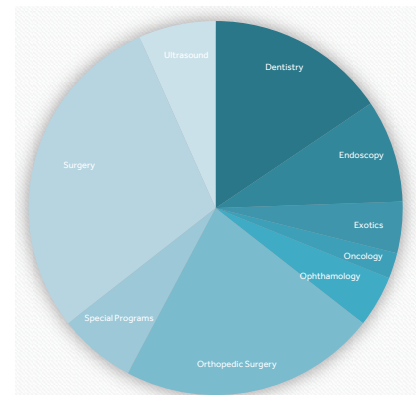
Veterinary professionals from around the world choose the Viticus Center as their preferred CE destination representing organizations of all sizes. High-quality content from world-class instructors, small class sizes, one on one time with instructors, courses designed around their needs.

**In a five year period, we've hosted more than 17,000 veterinary professionals on our campuses, which includes both animal health courses and corporate laboratory trainings.**

### Animal Health Courses Participant Count by Year



2022 Year-Round Course Breakdown

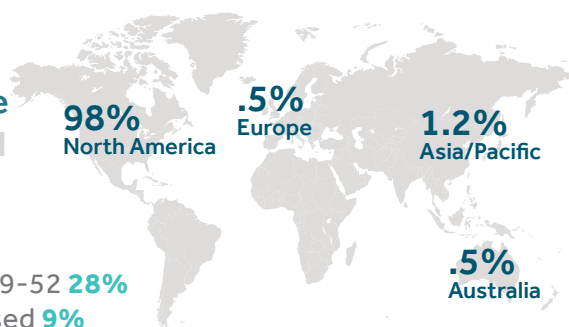


### 2022 Animal Health Course Participant Demographics



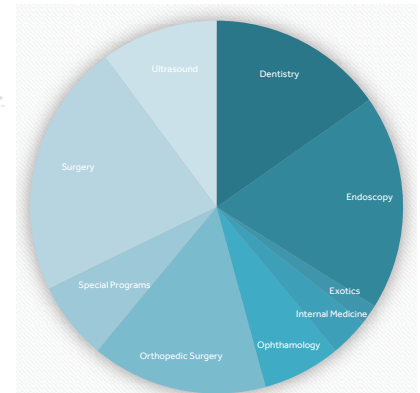
**Gender**  
39% Male  
57% Female  
3% Undisclosed

**Geo-location**



**Age**  
18-24 .5% | 25-38 48% | 39-52 28%  
over 53 11% | Undisclosed 9%

2023 Year-Round Course Breakdown



## Why Sponsor?



Increase brand awareness & recognition



Generate new partnerships, alliances & customers



Showcase products, services & technologies



Build credibility with your targeted market

# BUILD VALUABLE CONNECTIONS WITH YOUR TARGET AUDIENCE

Highly customizable sponsorship, allow organizations like yours to establish a sustained brand presence amongst the Viticus Group Community.

Atrium table booth

Breakfast | Lunch

Snacks

Dessert / Candy Bar

Open Bar / Reception

Step n' repeat

Digital advertising

Product display case

Website- academy calendar page banner ad

Dedicated post-event email blast

Email blast banner ad

Email receipt banner

Social media

Speaker sponsorship

Scrub Tops

Surgery Caps

Co-branded event bag

Event Bags

Notebooks

Bag insert

Water bottles

Equipment and Instruments for participants

Equipment and disposable donations

## Sponsorship Bundles & Custom Packages

Year-round sponsorships involvement is added to cumulative Annual Conference priority points balance. Let's work together to unlock a unique opportunity for your brand! Contact us today at [sponsorships@viticusgroup.org](mailto:sponsorships@viticusgroup.org) to discuss your business objectives and we'll build a sponsorship package that will help you achieve your goals.