



SEPTEMBER 20-23, 2023
SAN DIEGO, CA

MANCHESTER GRAND HYATT HOTEL
1 Market Place
San Diego, CA 92101

Level Up in San Diego!

It's a bird! It's a plane! It's AAHA Con!

A place where the entire veterinary team can be immersed in a universe of networking and education alongside colleagues and industry leaders.

AAHA Con is the newly designed and re-imagined annual conference of the American Animal Hospital Association with the same intimate setting and premiere educational tracks tailored to every member of the veterinary team. This puts you front and center to your buyers – the people you need to make your company even more successful. Here you'll find multiple opportunities to showcase your company as a formidable force in the industry and connect with the community. So don't lag – make AAHA Con part of your strategic marketing plan.

JOIN US and TOGETHER we can LEVEL UP

aaha.org/aahacon

AAHA CON

The annual conference of the
American Animal Hospital Association

AAHA CON is the place to connect with veterinary professionals who convene to:

Access critical education for successful practices on integral topics such as human resources, marketing, finance and workplace culture.

Participate in learning opportunities, including workshops and clinical CE.

Learn effective and efficient implementation of AAHA guidelines and strategic initiatives to level up their practice.

Discover the latest trends, tools, techniques, products, and services.

Network with experts and colleagues.

Recharge their energy and rekindle their passion for the profession.

Your AAHA Exhibit Team will help you determine the best way to get in front of the veterinary professionals looking to purchase what you have to offer. Enjoy dedicated time with AAHA Con guests throughout the conference including during meals, breaks, and other opportunities. Get ready to pack your display and give-aways to fulfill the AAHA Con experience!

EXHIBIT SPACE

Bring your pop-ups, retractable banners and table-top displays, but due to space, please leave your big booth build-outs behind. Additional company registration badges are \$350 each. Please refer to "general info" section for what is included in each exhibit space

Standard Table — 6 ft' (44 available)	\$5,000
Premium Space — 10' x 10' (6 available)	\$6,000
Premium Deluxe Space — 10' x 15' (4 available)	\$6,750

START-UP STREET* (Limited to 8 companies) \$2,500
 Showcase your new company's product or service to hundreds of potential buyers with this limited opportunity. Includes one lowboy table with one chair, tabletop logo sign and basic WiFi.

*Available only to companies in business two years or less.

REGISTRATION AND HOTEL INFORMATION

Registration links will be sent upon space reservation which will also include a link to reserve hotel rooms. Exhibitors and Sponsors must reserve their hotel rooms when registering for AAHA Con.

GENERAL INFO

There are four booth options:

— **STARTUP STREET** —

- 1 30" round table • 1 exhibitor pass*
- 1 chair

— **STANDARD TABLE** —

- 1 6' rectangular table • 2 exhibitor passes*
- 1 waste bin
- 2 chairs

— **10 X 10 BOOTH SPACE** —

- 1 10' x 10' booth space • 3 exhibitor passes*
- 1 waste bin
- 2 chairs

— **10 X 15 BOOTH SPACE** —

- 1 10' x 15' booth space • 4 exhibitor passes*
- 1 waste bin
- 2 chairs

* Additional exhibitor passes available for \$350

NOTE: There will NOT be a physical booth structure, but the area can fit your banners, signs, etc. behind the table provided. It will include a table cover and basic WIFI, but not lead retrieval or electricity. Inquire for more information.

EXHIBIT SCHEDULE:

EXHIBITOR REGISTRATION

Thursday, Sept 21 • 4:00 pm - 6:00 pm

Friday, Sept 22 • 7:00 am - 9:30 am

Booths must be set up by 9:30am, Friday

Friday, September 22

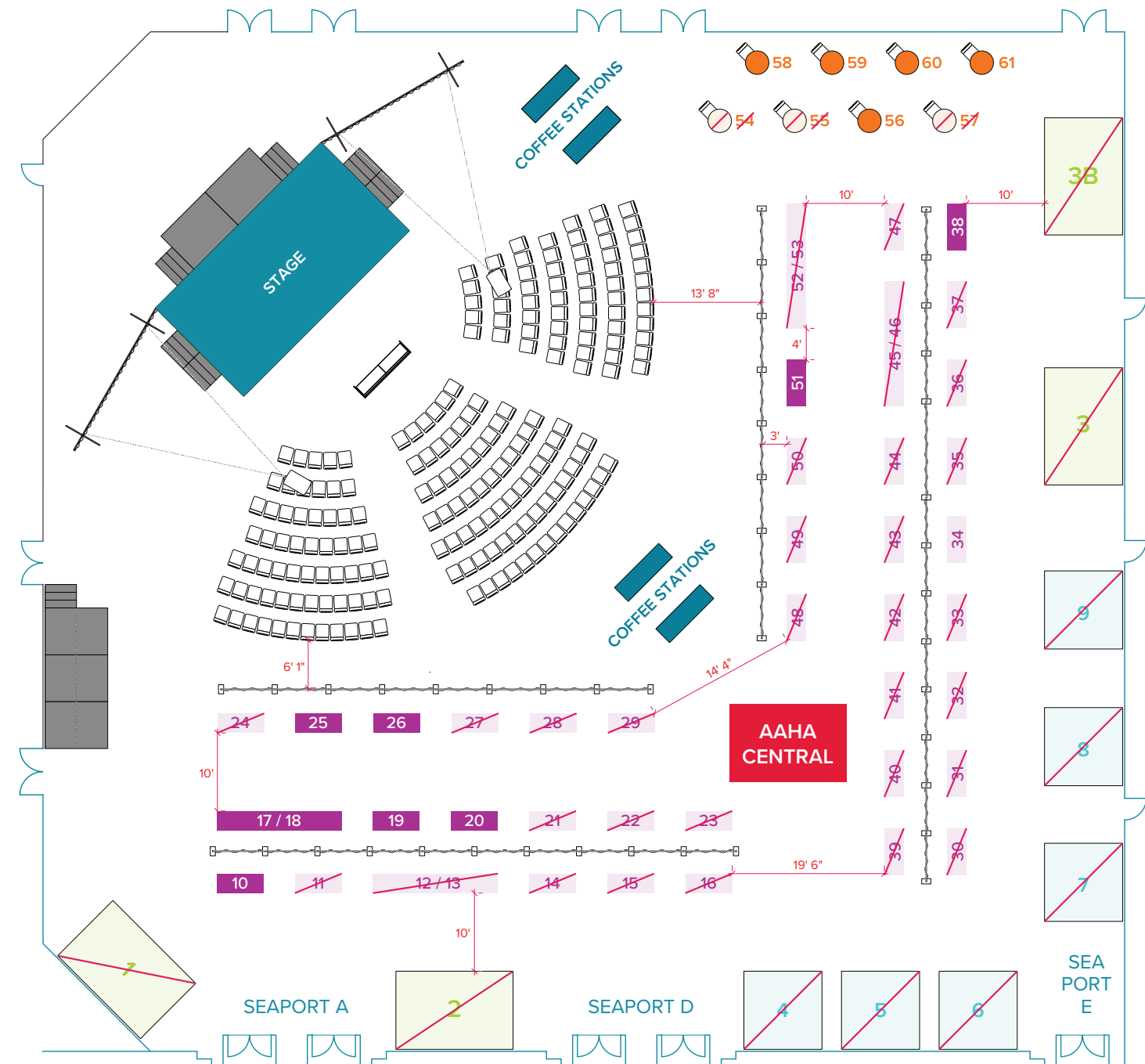
9:50 am - 5:00 pm

Saturday, September 23

9:50 am - 4:15 pm

Teardown is Saturday 4:15 to 6 pm

Manchester Grand Hyatt – Sponsor Expo



● (3) 10' x 15' Booths ● (6) 10' x 10' Booths ● (44) 6' Tables ● (8) 30" Start up Street Tables





Claim your place at AAHA Con

When you take advantage of sponsorship opportunities at AAHA Con, you are supporting attendees with memorable educational and entertainment activities. Here's what else is included:

- Access to all guests in community commons.
- Acknowledgment on the AAHA website, onsite conference signage, and pre-session videos in session rooms.
- Recognition in applicable promotional conference material with commitment before print deadlines.
- Verbal recognition during sponsored sessions.

TESTIMONIALS FROM LAST YEAR'S CONFERENCE

"I loved getting to spend a few days with people who have the same passion as me and getting to learn new information to take back to my clinic."

"I benefitted from attending medical CE as well as other very interesting lectures such as D,E&I. The smaller conference size facilitates networking opportunities and makes the overall conference experience uplifting."

"I appreciated the review of most current AAHA guidelines for vaccine protocol and pain management, as well as current CPR protocols."

"It was my first conference and I appreciated meeting people in the industry and learning more about AAHA and what more support we get from our accreditation."

EDUCATION

A hallmark of AAHA's annual AAHA Con is its focus on both the business skills veterinary teams need for running their practices along with a focus on companion animal medicine. Interactive educational tracks deliver both medical and non-medical continuing education. When you sponsor educational sessions related to your product, you can connect even more with AAHA Con guests.

2023 KEYNOTE SPEAKER \$30,000

As attendees convene for the start of an exciting, fun, and uplifting conference, don't miss your chance to have your company logo sponsored by

SOLD

Our 2023 Keynote Speaker, Dr. Rebecca Heiss, is a biologist and stress expert whose mission is to help individuals and organizations become fearless! Dr. Heiss earned her PhD with research designated as "transformative" by the National Science Foundation, went on to hold multiple appointments in academia and has applied her research to solve practical problems in overcoming what she refers to as "biological ghosts." Dr. Heiss has been honored to speak internationally on her work, including multiple TEDx talks. She is currently launching a new self-awareness app to help every individual reach their full potential, and has published a book called Instinct.

EDUCATIONAL SESSIONS FROM \$2,500

Guests attend AAHA Con for the stellar educational opportunities. By sponsoring one or more session, your name will be associated with new skills and knowledge. Sponsors can also invest in tracks — multiple sessions that span a singular topic area such as dentistry, the future of vet medicine and more. Both medical and/or non-medical tracks are available.

Length of Session (hours)	Session Investment
1	\$2,500
2	\$4,500
3	\$6,300
4	\$7,900

GENERAL

LUNCH \$25,000

Lunch for all AAHA Con guests will be available on-site. Work with your AAHA representative to create brand awareness during the lunch.

SPONSORED LUNCH ON 32ND FLOOR Contact for Pricing

Treat guests to an elegant, sponsored reception. The 32nd floor Bayview Terrace features 2,500 square feet of space, large windows and a terrace view of the San Diego Bay and downtown cityscape. Your branding will be featured on signage around the event. Guest counts up to 140.

SUNRISE SYMPOSIA \$10,000

Provide AAHA con guests an additional chance to earn CE during these educational sessions. These popular sunrise sessions are the only option for breakfast onsite, so your logo is sure to get seen! Price includes food and beverage.

SUNSET SYMPOSIA Starting at \$4,000

Provide AAHA Con guests an additional chance to earn CE during these educational sessions. This does not include food and beverage but it can be added at an additional cost; please contact for pricing.





NETWORKING

There are plenty of opportunities to build your network and reconnect with colleagues from city sights to onsite activities.

CE time is also fun time for busy veterinarians and their teams. For some teams, AAHA Con is their only get-away. That means they are looking for fun. And that's why you'll see a myriad of ways to interact with potential buyers and get to know them a little better. After all, sales are based on relationships, and AAHA Con is the place to build relationships!

As an Exhibitor or Sponsor, you'll receive a list of guests. Use this time to really learn what your buyers need and want so you can provide appropriate solutions. An investment at AAHA Con is an investment in growing your business.

HAPPY HOUR \$25,000 - \$55,000

Level up your conference networking experience by hosting a Happy Hour for up to 175 attendees in the beautiful Bayview Terrace high-rise event space, which boasts panoramic views of the San Diego Bay, Coronado Island and downtown San Diego. Light bites and wine and beer are served in a cocktail style event that allows you to mingle with customers and give a brief presentation while your logo adorns the area.

PADRES VS. CARDINALS TICKETS

Grand Slam Package – 20 Tickets \$20,000

(Saturday, 5:40 p.m.)
Terrace Suite 1 is the former owner's suite which has breathtaking views of the San Diego cityscape and the Petco Park playing field. It also has a private, spacious, climate-controlled suite and outdoor patio. Food and beverages included.

Home Run Package – 20 Tickets \$15,000

(Friday, 6:40 p.m.)
Terrace Restaurant Suite for 20 people. Located just past the 3rd base bagel outfield grass. Food and beverages included.

Triple Play Package – 12 Tickets \$11,000

(Friday, 6:40 p.m.)
Located just behind the left field wall, you might as well be playing in the game with how close you are to the field. The perfect spot to catch home run balls outside or spend time on the inside with state-of-the-art Sony technology with PlayStation gaming consoles and 4K TVs. Food and beverages included.

BARK-O-LOUNGE \$15,000

Ahh... a place to kick off shoes and engage in a little more conversation. The cozy seating area can also be home to more information, signage, and whatever clever things we cocreate to make sure guests will thank you for the space.

PUPPY YOGA \$6,000

It's true! Interacting with pets can help reduce blood pressure and stress, and increase endorphins. Help prepare your staff for a day of learning as we move through gentle poses appropriate for all skill levels with puppies. A certified instructor will lead the class.

ACTIVE ATTENDEE CHALLENGE \$5,500

How far will you travel around the conference hall during AAHA Con? Let's find out! Help to encourage healthy activity—and a little competition—among AAHA Con guests by sponsoring this fun challenge. You decide on the prizes and we'll make sure everyone knows about them. Sponsorship also includes recognition on the step challenge app as well as onsite opportunities.



DINE AROUNDS \$5,000

Let us help you customize an intimate dinner outside the bustle of the conference. We will take care of recommending and reserving a table at a 4 star or above dining establishment in San Diego and finding appropriate clientele to attend if needed. Vendor is responsible for payment of the dinner ticket.

HARBOR BOAT TOUR Contact for Pricing

Invite your customers to enjoy a fun, relaxing cruise after a full day of CE. Take in breathtaking views of San Diego and while cruising on Mission Bay. Options include Happy Hour cruises, sunset cruises, or private charters. We will find and reserve a cruise that fits your event, as well as find attendees if needed.

COMIC BOOK CLASS Contact for Pricing

Want to level up your artistic skills with this interactive networking event? Attendees will learn how to create their own through a variety of drawing techniques and create their own comic strip.

SAN DIEGO ZOO TOUR Contact for Pricing

It wouldn't be a visit to San Diego without a stop at the famous San Diego Zoo! Featuring natural habitats, more than 3,700 rare and endangered animals and more than 700,000 plants, you don't want to miss a

networking opportunity for a special inside look! There are several options for an entertaining and educational experiences—we can help you figure out which one works best for you!

MARKETING OPPORTUNITIES

How do you get your name out there so it'll stick? Invest in items with a "wow" factor or those that guests will use time and again. Along with the tried and true opportunities, check out what's new.

POWER BANKS \$17,500

Everyone wants to stay connected and is sure to be using all their devices during the day on the conference floor. What better way to get brand recognition than with a portable power bank with your logo? A sleek and stylish power bank becomes the perfect companion to a smart phone or tablet, allowing conference attendees to charge their devices without missing any excitement!

SUPERHEROES \$6,000/day or \$15,000/3 days

Give our veterinary superheroes a chance to meet another superhero in real life! Superhero characters will mingle with guests during the conference and offer plenty of smiles and photo opportunities.

BADGES AND LANYARDS \$12,500

Your logo can be front and center on everyone's name badge and around their necks. Since all guests are required to wear badges at all events, your company will simply be everywhere!

MOBILE CONFERENCE APP \$12,500

Certainly the most utilized item during the conference, this comprehensive app will provide AAHA Con guests with a mobile version of the conference schedule and proceedings. With your sponsorship, you'll receive an interactive profile which provides your mapped booth location and contact information. You may include links to documents, contact info, website, social media, or other relevant items of choice. Guests will be able to easily find sessions and exhibitors, create personalized schedules, receive conference updates, and more. Branded with your logo and an advertisement to a link of your choice, the app will be free to all guests.



WIRELESS INTERNET \$12,500
Keep guests connected throughout the conference with wireless internet in all meeting rooms. Your logo will appear on a welcome splash page where guests sign in. Your company name or word of choice can also be used for the password to access the Internet.



ZIPPERED CONFERENCE BAGS \$10,000
Already have a nifty, everybody-wants-this bag? Great! We'll make sure every guest receives it. They will be sure to hold necessities and freebies as they cruise around the exhibit hall. Looking for a new type of bag? We'll help you find some perfect options, present pricing, and manage production for you.



INSULATED TUMBLER \$10,000
Put your logo in the hands of attendees with a customized 16 oz Columbia Tumbler. Whether it's much needed coffee or ice-cold water, guests will happily fill and use this hot or cold insulated double-wall tumbler for years to come! Tumbler features a twist-on lid with slide-lock opening for easy drinking.



POWER UP CAREER CENTER \$10,000
Help power up the industry by providing career services to job seekers hoping to take their careers to the next level. The Career Center will feature job boards for non-profits, a headshot photographer for one day and resume review for the second day.



NOTEBOOKS \$5,000
You'll never attend a conference without seeing guests capture notes. When your logo is on the AAHA Con notebook, your name guests will see every time they open it. We'll handle production.

HOTEL ROOM KEYS \$6,000
Place your logo directly in the hands of AAHA Con guests when you sponsor hotel room keys at the Manchester Grand Hyatt. With provided specs, you can customize the keys any way you'd like. We'll handle production.

HAND SANITIZER \$5,000
Spread your brand, not germs with these customizable Clip N Go hand sanitizers. These 1.8 oz bottles feature your brand and come with a carabiner clip so guests can clip on bags or belt loops for instant access.

BAG INSERTS \$2,000
Let guests know you're part of AAHA Con by providing them with a fun and creative logo item for their conference bags. Get clever and pick any item you'd like, a keychain, puzzle, stethoscope clip. The list price is for providing your own item.

IN-ROOM GIFT DROP from \$1,700
There's nothing quite as delightful as getting back to your hotel room at the end of a long day only to be greeted with a gift! Surprise guests with a branded gift that you supply. Per room hotel delivery charges apply.

CELEBRITY CAMEO \$5,000 per cameo
Always wanted to have your company name up in lights? We can do one better and have it read by a celebrity! A celebrity will appear on screen in conference area with a 1-2 minute message for attendees. AAHA will select talent and message, to include sponsor shout out.

RESEARCH OPPORTUNITIES

Have a new product, service or idea that you'd like to test with potential customers? AAHA Con is the place to get right to your target market and come away with the answers you need to take your next steps. Each option includes execution by AAHA's research partners, an interview guide, response captures and summary results report. If you'd like to include a guest incentive, those costs are not included.

Focus Groups \$12,500
We'll do all of the work and you'll get all of the answers from a group of 8-10 guests identified and scheduled for a product demonstration or idea

discussion. The focus group will be moderated and recorded with transcription provided.

Event Intercept Polls \$7,500
Essentially a mini pop-up "man on the street"-style interview, these face-to-face chats focus on one central topic of your choosing. Parameters are based on timing of three minutes/interview with a target of 30 respondents.

Survey Station \$5,500
Digital surveys are conducted live at an onsite research station via provided tablets. Fully manned and managed for you, this is a fast and easy way to get a max of five questions answered per guest. Target 125 respondents.

PRE-CONFERENCE EMAIL AD \$500
Rest assured, we will be heavily communicating all activities to tens of thousands of veterinary professionals from now until the conference. Want to be included? It's easy with an email ad and trackable link.

REGISTRATION PROGRAM *Contact for Pricing*
This go-to piece outlines all sessions, locations, and important conference information that will be viewed by every guest multiple times a day. That means your advertisement will be seen just as often! As a bonus, most guests hold onto these guides well into the future.



ONSITE BRAND VISIBILITY

What about taking over a full wall, a bank of windows, or columns? Email aahaadvertising@aaha.org for the list of high impact offerings and prices.

AAHA CON MEANS CONNECTION

AAHA Con is the culmination of relevant education sessions and exceptional experiences - where veterinary teams learn, convene, and unwind in an unmatched intimate setting. Be a part of your customers' magic moments by sponsoring memorable and appreciated activities that build relationships AND your business.

SPONSORSHIP OPPORTUNITIES FOR THOSE WHO CAN'T ATTEND

Have prior commitments the week of the conference but still want to be seen at AAHA Con? AAHA is offering sponsorship opportunities that allow your company to be present even if you can't attend! Several options for signage are available, as well as the opportunity to purchase a one-day event that fits your schedule.



AMERICAN ANIMAL HOSPITAL ASSOCIATION

For more information and custom opportunities, contact corporate relations
email: aahaadvertising@aaha.org
phone: 303-583-0711

