



ACVO Marketing Opportunities for Corporations - 2016

Herein is a summary list of ACVO's marketing opportunities, links provide specifications, dates and order forms. Contact the ACVO office for questions. All marketing, exhibits and sponsorship calculate into sponsorship benefit levels, [see new 2015 policy](#). Conference-related information is available in depth at www.ACVOconference.org.

ADVERTISING

e-NEWSLETTERS

Number of annual issues – 5

Publication dates (approximate) – Early March, May, July, September and November/December.

Ad due dates – 15 days prior to the first day of the month (for the next issue)

Distribution – Diplomates: ~445; Residents: ~65

Availability – Space is limited, granted on a first-come, first-served basis.

Each issue is distributed via a branded HTML email, additionally posted in a members-only area of the web site. It has been recorded in such a way as to be searchable by members in the future, both on the site and in Google. Ads allow for entry-level advertisement with no links and lesser frequency, all the way up to allowing for a color logo linked to a customized ad on our website (then linked to your website). (Email samples are available.) [More information...](#)

MEMBERSHIP DIRECTORY

Number of annual issues – 1

Publication date – March 5th

Distribution – Diplomates: ~445

Ad due dates – Ads are solicited between January 1st and February 15th annually.

Availability – Space is limited, granted on a first-come, first served basis.

This is a static annual directory, published and mailed to every member/clinic. Many clinics request duplicate copies or are provided with a pdf for easy print for client referrals. These documents are used in clinics year round. Your advertisement will not only include ad copy but you will also receive inclusion in the 'Vendor Buyer's Guide' in the printed document and also online via the searchable database (New in 2016). Reduced rates are offered for package deals. [More information...](#)

DIGITAL MEMBERSHIP BUYERS' GUIDE

This is an online, key word searchable database, where members can search for products and companies. This system is being launched in 2016, feedback will be gathered from members and vendors for future usage. Currently this is being offered as a benefit to Directory/e-Newsletter advertisers, with logo inclusion being provided to Premier package holders.

SPONSORSHIP

New – [Review ACVO's new sponsor benefits policy.](#)

ACVO NATIONAL SERVICE ANIMAL EYE EXAM EVENT

Event duration – January – May (annually)

Call for sponsors – December – February

Distribution – 300,000,000 (annual print/TV media); 2 billion additional online; ophthalmologists and staff world-wide

Availability – One name-sake sponsor (Stokes Rx until EOY 2016), several other levels are available

This successful philanthropic public relations event has occurred since 2008. The event enrolls over 280 volunteer ophthalmologists and sponsors who work together to provide complimentary screening eye exams to over 7,000 Service Animals annually throughout the United States, Canada and Puerto Rico. As of 2015, the event has screened more than 45,000 animals and reached an annual audience of on average 300,000,000 (print/TV); an additional 2 billion media impressions were received through online media. AVMA fully endorses the event and has called it the most successful specialty veterinary medicine public relations event of all time.

Several sponsor levels are provided, each receiving varying depth of recognition in press releases, printed promotions, logo use and digital media. Audience includes the animal owning public, referring general practice veterinarians, veterinary ophthalmologists and staff.

Become a part of this wonderful program and contact us today! Visit www.ACVOEyeExam.org or contact us for more information.

ANNUAL SCIENTIFIC CONFERENCE – EXHIBITS & SPONSORS

Event dates – Fall annually (October or November) [View future dates](#)

Audience – 850+ attendees per year, veterinary ophthalmologists, general practitioners, technicians and exhibitors

Exhibits - ~60-65 booths (40-50 companies)

Sponsorships – Available at all levels

Advertising – Proceedings book and attendee packets (see below)

Registration – Opens April 1st, closes when full (typically sold out within 4 weeks)

(Note: Vendors who sponsored at the current year's meeting are now allowed the benefit of selecting a preferred booth location in the fall for the following year's event. Vendors that attended as exhibitors the prior year receive priority registration, opening April 1st. New vendors may register on April 15th.)

The ACVO hosts its annual scientific conference and exhibit show annually each fall. This is the largest, most reputable veterinary ophthalmology conference in the world. The event pulls attendees from several dozen countries; the majority is from the USA. Many networking opportunities are available for exhibitors to build relationships with clients.

More information at www.ACVOconference.org

Conference Sponsorships

Sponsorships range from \$500 to \$20,000. Categories of sponsorship and recognition range greatly. The sponsorship list and benefits are [available here](#). [Please review additional benefits listed in the sponsor policy](#).

Proceedings Advertisements

Proceedings advertisements are available in ¼, ½ and full page sizes. Ads pages are limited and granted on a first-come, first-served, basis. The conference proceedings book is a formally printed and bound publication, referenced by members for years to come. This book contains all research abstracts and memorial lecturer notes, therefore is a resource for members and residents. It also includes the daily schedule, activities, exhibitor list, vendor product guide, product descriptions, abstracts and necessary last-minute details needed by attendees. The vendor product and service guide is a useful tool for our members as it is used to provide a quick reference to your company's services and products. Exhibitors' prices are discounted, [more information...](#)

Attendee Packet Inserts

Every ACVO attendee receives a registration packet, which is a great place to insert a promotional piece. Consider purchasing an 8" x 10" insert per attendee (inserts limited to five companies).

DIGITAL MAILING LIST

This list provides mailing addresses only, email addresses are not available. It is a 'one time use' list, which is monitored. Violators may lose rights to future purchases. [More information...](#)

FREE for members / \$100 non-members (Diplomates ~445)

FREE for members / \$100 non-members (Residents ~65)

CLASSIFIED ADVERTISEMENT

Fees for non-member web site classifieds are \$95 per month. The web site ads will be able to be viewed by both members and the general public. If you wish to post a classified as a non-member, [submit this form](#). Paid classifieds will remain on the site for 30 days.