



AMERICAN COLLEGE OF
VETERINARY OPHTHALMOLOGISTS

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“...that light shall prevail over darkness...”[®]

ACVO Marketing Opportunities for Corporations

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 and recognition at the annual conference. Conference-related exhibitor and sponsor information is available in depth at www.ACVOconference.org.

Summary of Offerings

OPPORTUNITY	DURATION/TIMING	REACH
Newsletter Advertising	Five times annually	530 Diplomates; 85 Residents
Vendor Marketplace Listing	Fall – 12 months hosting	530 Diplomates + Staff
Website Advertising	(To be determined fall 2020)	DACVO.org
Membership App	(To be determined fall 2020)	530 Diplomates; 85 Residents
Direct Mail List	One time use	530 Diplomates; 85 Residents
Veterinary Ophthalmology Journal	Quarterly – online banners only	(Contact publisher for information)
Mid-Year Masters Course	Bi-annually (Winter/Spring)	150 Diplomates
Annual Conference	Fall annually	900-1,000 DVMs, Techs, Dips
<ul style="list-style-type: none"> Exhibits & Sponsorships Proceedings, inserts, ads 		
Service Animal Annual Event	March 1 – June 15 th (annually)	200M+ unique online impressions ACVOeyeexam.org

Digital Advertising

e-NEWSLETTER PARTNERS

New! Winter 2020 - Packages must be purchased annually to receive the discount pricing. Package advertisers are guaranteed placement in every issue. Pro-rated package purchases apply for at least 3 issues. Purchase counts toward sponsor booth placement at the annual conference.

Number of annual issues – 5

Publication dates – Jan/Feb; March/April; May/June; July/Aug; Fall (Sept – Nov, depending on conference dates)

Ad due dates – 1st of the month of publication (e.g. Jan/Feb, ad due Jan 1st)

Availability – Space granted on first-come, first-served basis. Advertisers with packages get priority placement.

Ad – Finished color graphic. Full page: 500KB-1MB. 350h x 650w (banner) or 650h x 650w pixels. Half page: no larger than 325 x 325 pixels. Finished .jpeg or .tif format, full color. Ads may change with each issue, provided that submission deadlines are met.

Premium Package – Full-page format, may link to any URL. Includes five issues. Graphic/ URL may change each issue. Two flexible formats available, square or banner.

Deluxe Package – Half-page format, no URL link. Includes five issues. Square ad. The graphic can change every issue.

Individual Ads – Purchased on space available basis. Discount for multiple ads purchased not provided.

	<u>PACKAGE (5 issues)</u>	<u>INDIVIDUAL AD (1 issue)</u>
Premium Size	\$2,750	\$750
Deluxe Size	\$1,500	\$550

Email us to view a sample issue

VENDOR MARKETPLACE

Each autumn, exhibitors and sponsors who attend the [ACVO Annual Scientific Conference](#) receive, as a benefit of attending, a listing in the vendor marketplace. **This is a searchable database that allows ACVO Diplomates to seek vendors or products by name, product, description, or representative name.** Listings remain available to members for 12 months and reminders will be provided to members in digital correspondence. Members may also access this listing via their DACVO.org website any time and information is made available for staff access. One edit is allowed annually to content. *If a company would like a listing outside of the conference, pricing is \$900/year listing. Sponsors of the conference are allowed a logo and URL link.*

WEBSITE ADVERTISING

We are seeking board approval to allow for limited advertising options on the www.DACVO.org website which serves our member Diplomates. More details should be available for 2021 packages if approved by the Regents.

ACVO MEMBERSHIP APP

We are seeking board approval to allow for limited advertising options on the new member app this autumn. **The app will serve members and residents primarily and will be a major communication hub for access to most ACVO announcements, newsletters, and other communications.** More details should be available for 2021 packages if approved by the Regents.

DIGITAL MAILING LIST

Corporations may submit to request use of a one-time mailing list of members, and or residents, to use for physical mailings. Due to US privacy laws we do not provide email addresses nor email on behalf of vendors. To reach the membership by email, a company may purchase a newsletter advertisement. Mailing pieces must be final format and submitted for approval. If approved, a fee will be charged and the digital list provided in Excel format. Violators of the one-time use policy will be blocked from future outreach options including exhibiting at the annual conference. This is monitored closely. *The Member list is \$350; Residents only is \$150; both are provided for \$425.*

Sponsorship Opportunities

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

Sponsorship opportunities include the Annual Conference each fall, the Masters' Education course, and ACVO's award-winning National Service Animal event. All sponsorships and spending on exhibits are calculated into overall support and used to award benefits including booth selection for the annual conference.

ACVO MASTERS' EDUCATION COURSE

New for 2022! ACVO is launching a masters-level CE course to be held every other year, beginning winter 2022. This is a highly desired meeting and will provide one-on-one networking for up to three sponsoring companies. The Board of Regents are currently reviewing the proposed sponsorship package but tentatively this would include two sponsor options; one name-sake sponsor, and up to two key sponsors. This will be a high level CE opportunity, driven by an activity in a highly desirable location. Attendees will be limited to 150, ACVO members only (residents possibly), and there will be no other vendors on site. No exhibits will be sold.

THE NAME SAKE SPONSOR would have their company name co-branded with the meeting name on all materials and promotions. Up to two sponsor representatives may attend in person at no additional cost. A brief presentation time would be provided at the meeting to address attendees (approx. 5-10 mins). This sponsor would have first option of right of refusal to sponsor the next Master's course or wet lab. *Name-sake sponsorship is \$15,000, company name would be included in the course name and integrated into the meeting logo.*

Up to two key sponsors would be allowed, each could provide one company representative to attend the meeting. Corporate logos would be included in meeting commutations. No additional fees for individuals to participate in the meeting. *Key sponsorship is \$7,500.*

AWARD-WINNING, NATIONAL SERVICE ANIMAL EYE EXAM EVENT

This is a philanthropic effort that provides free eye exams for service animals across the US and several countries since 2008. Review the program description for details. Several sponsor levels are available. Become a part of this wonderful program and contact us today! Visit www.ACVOEyeExam.org or contact ACVO for more information.

Program description

Event duration – March thru June (exams are May annually)

Call for sponsors – December thru March

Distribution – 200-200M annually (print/TV media); 2 billion additional online; ophthalmologists and staff world-wide

Availability – One name-sake sponsor (Epicur Pharma until EOY 2022), several other levels are available

ANNUAL SCIENTIFIC CONFERENCE – EXHIBITS/SPONSORSHIPS

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 over 20 countries; 80% are from the USA. Many networking opportunities are available for exhibitors to build relationships with clients.

More information at www.ACVOconference.org

Registration – Opens annually April 1st (typically sold out within 4 weeks); sponsors may pre-register the fall prior.

Future conferences

Past attendees

Exhibitor information and sponsorship opportunities/benefits

Advertising – Proceedings ad (book and digital), attendee packet inserts (limit 5), sponsor raffle card, floor and/or wall clings, vendor marketplace (contact ACVO for deadlines as they vary with products)

ADVERTISEMENT SUBMISSION

Contact the [ACVO office with any questions.](#)