

# connexity



**connexity**<sup>®</sup>

The Annual Conference of the  
American Animal Hospital Association

**SEPTEMBER 15-17, 2022**  
**NASHVILLE, TN**

OMNI NASHVILLE HOTEL  
250 5th Avenue South  
Nashville, TN 37203

## Take center stage in Music City!

It's time we all get together again.

Veterinary teams are ready to break out of their daily regimens. Travel to exciting places. Meet new people. Connect with old friends. And learn how to better themselves professionally while conducting business more efficiently.

Connexity<sup>®</sup> by AAHA is the only conference with premiere educational tracks created for every aspect of a veterinary business. Connexity attracts buyers — the people you need to make your company even more successful. That's why participating at Connexity needs to be part of your strategic marketing plan.

Here you'll find opportunities to showcase your company and connect with the community. Looking for an opportunity that isn't listed? Let's talk. Together, we can compose just what you need.

**JOIN US and TOGETHER we can**  
**Create a Better World**

[aaha.org/connexity](http://aaha.org/connexity)



**CREATE A BETTER WORLD**



**EXHIBITOR / SPONSOR PROSPECTUS**



**Connexity® by AAHA** is *the* place to connect with veterinary professionals who convene to:

Access critical education for successful practices on critical topics like human resources, marketing, finance, and workplace culture

Learn effective and efficient implementation of AAHA guidelines and strategic initiatives to create a better world within your 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 Composer (a.k.a., 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 Connexity guests throughout the conference including during meals, breaks, and receptions. Get ready to pack your display and give-aways to fulfill the Connexity experience!

## EXHIBIT SPACE

All options include one 8' x 10' space with one draped 6-foot table, two chairs, logo tabletop sign, WiFi, two full-access conference passes, and pre- and post-conference attendee lists. Bring your pop-ups, retractable banners and tabletop displays, but due to space, please leave your big booth build-outs behind. Additional company registration badges are \$250 each.

<b>Exhibit Space</b> (Limited to 42 total spaces)	\$3,500
<b>Premium Space</b> (Limited to 17 spaces)  Noted on page 3	+\$500
<b>In-Session Room Anchor</b> (See page 5 for details)	+ From \$1,000

**START-UP STREET\*** (Limited to 6 companies) \$1,750

Showcase your new company's product or service to hundreds of potential buyers with this limited opportunity. Includes one highboy table with two chairs, tabletop logo sign and basic WiFi. \*Available only to companies in business two years or less.

## DRIVING GUESTS TO YOUR SPACE WITH CHARITY PASSPORTS

To encourage engagement with Exhibitors and Sponsors, each guest will receive a "passport" with questions that only you can answer. Once guests have completed all questions, they are entered into a drawing for a fabulous prize. Additionally, every passport turned in translates into a financial donation to a local shelter.

## REGISTRATION INFORMATION

Registration links will be sent upon space reservation. Exhibitors and Sponsors must reserve their hotel rooms when registering for Connexity.



## EXHIBITOR HOURS

### Thursday, September 15

6:00 a.m. – 3:00 p.m.  
Registration and Set up

12:00 – 1:30 p.m.  
Advantage Member Invitational Lunch  
Broadway Ballroom

5:00 – 7:00 p.m.  
Exhibit Hall Grand Opening and  
Pre-Gala Happy Hour

7:00 p.m.  
Exhibit Hall Closes

### Friday, September 16

9:00 a.m.  
Exhibit Hall Opens

9:30 – 10:00 a.m.  
Exhibit Hall Break

12:00 – 1:30 p.m.  
General Lunch  
Legends Ballroom

3:20 – 3:50 p.m.  
Exhibit Hall Break

5:00 – 6:00 p.m.  
Exhibit Hall Cash Bar & Activities

7:00 p.m.  
Exhibit Hall Closes

### Saturday, September 17

9:00 a.m.  
Exhibit Hall Opens

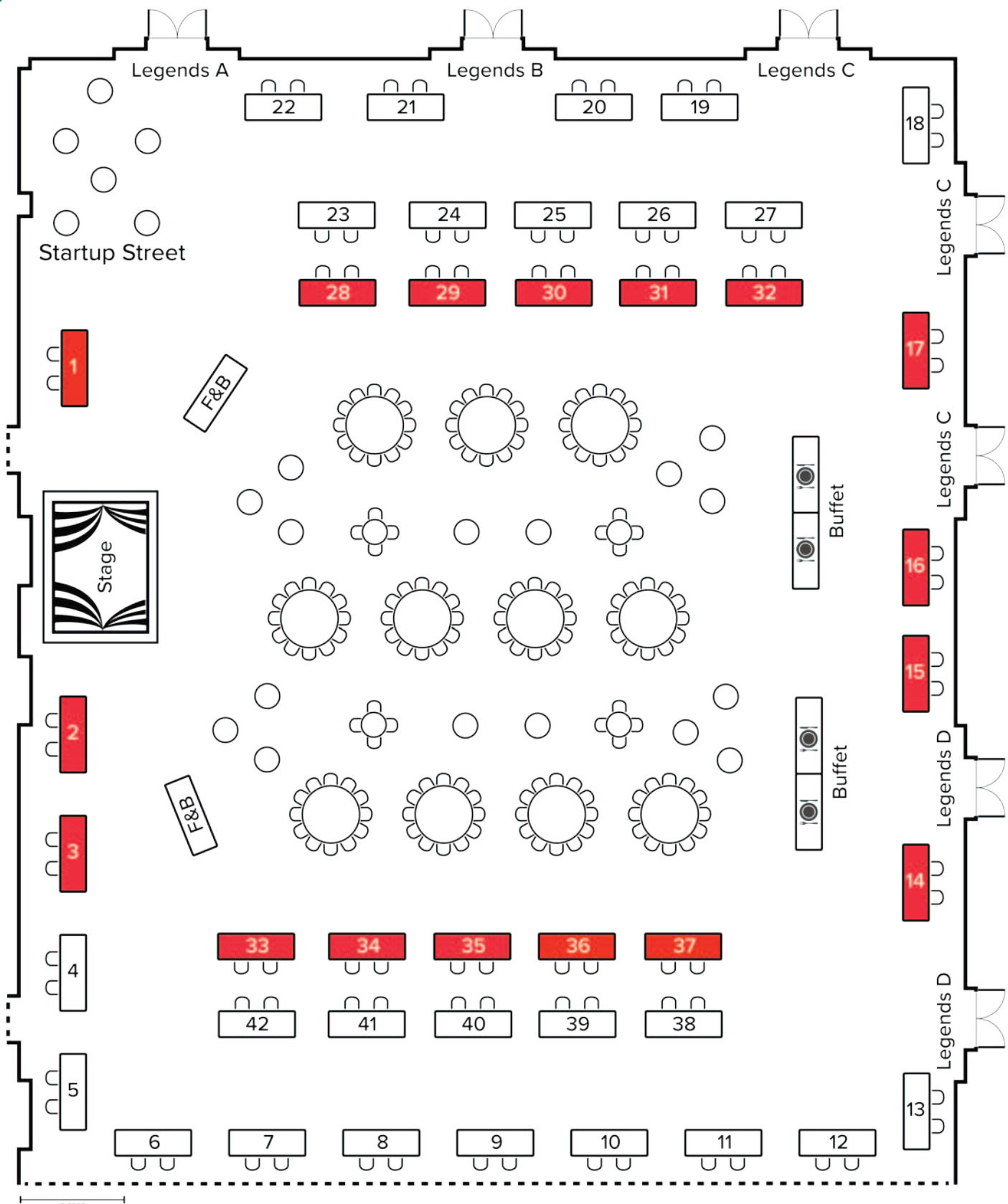
9:30 – 10:00 a.m.  
Exhibit Hall Break

1:30 p.m.  
Exhibit Hall Closes





**Premium Booth**



## Claim your place at Connexity®

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

- Access to all guests in community commons.
- Acknowledgment on the AAHA website, on onsite conference signage, and on pre-session videos in session rooms.
- Recognition in applicable promotional conference material with commitment before print deadlines.
- Verbal recognition during sponsored sessions.
- Basic audio/visual setup, including LCD projector, one screen, and one wireless lavalier microphone, for sunrise sessions.



### Educational Sessions Include:

- RECOVER CPR lecture sessions
- Emergency medicine
- End of life care track
- Clinic finances
- Communication
- Diversity, equity, and inclusion track
- Neurology track
- Team retention, recruitment
- Wellness
- Working dog guidelines
- Tech utilization, remote work
- Design thinking
- Antimicrobial resistance
- Endocrinology

Connexity guests can earn up to 25 CE credits\*

### Education

A hallmark of AAHA's annual Connexity® conference 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 Connexity guests.

#### **RECOVER Veterinary CPR Workshop (Wednesday) \$5,000**

An optional full-day pre-conference workshop for up to 20 guests. This course will teach the concepts and techniques of RECOVER Basic Life Support (BLS) and Advanced Life Support (ALS). The certification process consists of an online course followed by onsite training. The pre-conference training portion awards 8.5 RACE-approved CE; the onsite portion awards an additional maximum of 6 hours of CE.\* Sponsorship information will be included in all guest communications and on-site vehicles.

#### **Educational Sessions\* From \$2,500**

(Daily from 10:00 – 11:50 a.m., 1:30 – 3:20 p.m., and 3:50 – 4:40 p.m.) Guests attend Connexity 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 neurology, end-of-life care, or the future of vet medicine. Both medical and/or non-medical tracks are available.

\*RACE-approved and VHMA CVPM-Qualified CE hours pending approval



## Educational Session Anchor Opportunities

Want even more face time with the community? Choose to be a room Anchor in a non-sponsored educational session. Set up with the provided highboy table and chairs to greet guests as they enter and exit, while having the additional chance to get your info into their hands.

Length of Session (hours)	Session Investment	Session Anchor Add-on for Exhibitors	Session Anchor Add-on for Session Sponsors
1	\$2,500	+\$1,000	+\$1,500
2	\$3,500	+\$1,500	+\$1,750
3	\$5,800	+\$1,750	+\$2,000
4	\$7,900	+\$2,000	+\$2,500

**Keynote Speaker** \$22,000

**Jessica Pettitt** (Thursday)

Drawing on her background as an educator, former Peace Corps Volunteer, and stand-up comic, Jessica is a Certified Speaking Professional and has taken typical diversity talks to the next level, inspiring and motivating guests to enact change. With humor and energy, she examines privilege, oppression, entitlement, and our collective responsibility to make change while connecting difficult topics with employee retention, crisis management, and increasing innovation and profits.

**Keynote Speaker** \$22,000

**Carrie Jurney DVM, DACVIM** (Friday)

Dr. Jurney is a Certified Compassion Fatigue Professional who has worked in nearly every role in the veterinary industry, from kennel attendant to practice owner. Her ground-breaking mental health wellness work at Not One More Vet (NOMV) which she helped found, helps veterinary pros cope with crisis and compassion fatigue. NOMV has grown to be the largest wellness-focused charity for veterinary well-being in the world, with over 25,000 global members. Dr. Jurney was boarded in neurology in 2009 and is currently the practice owner at Jurney Veterinary Neurology.

**Keynote Speaker** \$22,000

**Jimmy Wayne** (Saturday)

Musician Jimmy Wayne is an award-winning country artist whose songs and story highlight his mission to raise awareness for kids in foster care. His three-week Number One, "Do You Believe Me Now" earned BMI's prestigious Million-Air Award for receiving one million radio spins in the United States. In 2014, he released *Walk to Beautiful*, his three-time New York Times bestselling memoir. He is the youngest recipient of the Salvation Army's William Booth Award and has won the prestigious Points of Light Award.



**Lunch (Friday-Saturday)** \$10,000  
(Friday from 12:00 – 1:30 p.m.)

Lunch for all Connexity guests will be available in the Legends or Broadway Ballrooms. Work with your AAHA Composer to create brand awareness during the lunch.

**Sunrise Symposia** \$5,500 plus F&B  
(Friday-Saturday from 7:00 – 7:50 a.m.)

Provide Connexity guests an additional chance to earn CE during these educational, noncommercial sessions.

**Sunset Symposia** \$5,500 plus F&B  
(Thursday-Friday from 4:40 – 5:40 p.m.)

Provide Connexity guests an additional chance to earn CE during these educational, noncommercial sessions.



## Networking

There are plenty of opportunities to build your network and reconnect with colleagues — from pre-conference tours to volunteer opportunities, from city sights to on-site activities.

CE time is also fun time for busy veterinarians and their teams. For some teams, Connexity is their only vacation time. 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 Connexity is the place to build relationships!

As an Exhibitor or Sponsor, you'll receive a list of guests with plenty of time to schedule one-on-ones, breakfasts, dinners and more. Use this time to really learn what your buyers need and want so you can provide appropriate solutions. An investment at Connexity is an investment in growing your business.

## Here are ways to maximize your investments:

**Tennessee Whiskey Gala** \$30,000

The opening night themed gala dinner features an opportunity for guests to kick up their heels country style with line dancing lessons and a whiskey tasting.

### Refreshment Breaks

(Thursday-Saturday)

Provide refreshments as guests network with their peers during scheduled breaks. Sponsorship includes signage at each food and drink station.

- Beverages and a premium snack bar \$9,000
  - Grab & go snacks \$5,000
  - Beverages \$3,000
  - Branded 2-color imprint hot/cold beverage cups \$2,000
  - Branded 2-color imprint napkins \$1,500
  - Branded 1-color imprint beverage sleeves \$1,500
- (Multiple Sponsors may share these opportunities.)

**Volunteer Give-back Event at the** \$5,000

**Nashville Humane Association**

(Wednesday from 1:00 - 3:00 p.m.)

Sponsor this optional give-back event for up to 20 attendees with a sponsor-branded Connexity 2022 Volunteer t-shirt and event communications.

**Critter Creation Contest** \$5,000

(Thursday-Saturday)

During the event, guests will have an opportunity to engage in a friendly competition to build creatures from materials that you provide. AAHA will select and announce a winner on Saturday in the Exhibit Hall. Need help with ideas? We're happy to put on our creative caps and assist with sourcing engaging materials.

**Puppy Kissing Booth** \$5,000

**Bark Break Cocktail Hour**

(Thursday)

Guests can enjoy a quick snuggle with puppies from the Nashville Humane Association during the pre-gala happy hour. Your logo will be featured on a custom photo backdrop as well as on signage.



**Backstage Tour of the Grand Ole Opry** \$5,000  
(Wednesday: Tour One: 1:30 – 2:30 p.m.;  
Tour Two: 3:45 – 4:45 p.m.)  
Two groups of up to 75 guests each will get a peek behind the curtains and get up close to where the legends, stars and newbies make history every week live at the Opry. Includes a logo magnet on the bus and one seat on each tour. Feel free to bring your own freebies.

**Step Challenge** \$5,500  
(Thursday-Saturday)  
How many steps will guests take during Connexity? Let's find out! Help to encourage healthy activity—and a little competition—among Connexity 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.

**Sketch Artist or Graffiti Artist** \$5,000  
A local artist will be onsite to create a wall of graffiti or three sketch large boards during the multi-hour event. Graphic Recording with The Sketch Effect helps conference guests synthesize their big ideas while adding a fun, creative and unique element to this live event. And the value doesn't stop there: display the physical sketches in a common area throughout the event, post on social, or use for follow-up, handwritten thank you cards sent to guests. The possibilities are endless!

**Puppy Yoga** \$4,000  
(Friday from 6:00 – 6:50 a.m.)  
It's true! Interacting with pets can help reduce blood pressure and stress while increasing endorphins. Help prepare guests for a day of learning as we move through gentle poses appropriate for all skill levels with puppies from the Nashville Humane Association. A certified instructor will lead the class and each guest will take home a yoga mat with your logo.

**BollyX with Puppies** \$4,000  
(Saturday from 6:00 – 6:50 a.m.)  
Puppies from the Nashville Humane Association will be part of this fun, Bollywood-inspired routine that will get guests' blood pumping and laughter flowing. Led by a certified instructor, AAHA's very own Dr. Katie Berlin.

## 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.

**Badges and Lanyards** \$15,000  
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!

**Bark-o-Lounge** \$15,000  
(Thursday-Saturday)  
Ahh... a place to kick off shoes and engage in a little more conversation. This cozy seating area located near the charging station can also be home to more of your information, easel signage, and whatever clever things we cocreate to make sure guests will thank you for the space.

**Lyft Transportation** \$15,000  
(Wednesday and Saturday)  
Everyone loves a free ride. Take this opportunity to sponsor the code Connexity guests will use to get free Lyft transportation between the airport and the hotel. Each guest will enter the code into the app to activate their free rides.

**Mobile Conference App** \$12,500  
Certainly the most utilized item during the conference, this comprehensive app will provide Connexity 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 corporate profile. You may include links to documents, collateral, your 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.

Sponsor the whole app or via these segments listed:

**Splash Page** \$5,000  
Every guest sees the Splash Page — a full-screen visual that appears for up to 5 seconds, free from distraction.





**Featured Sponsor** \$500  
Your logo will be front and center on the app where it can be clicked on by interested guests taking them to any page you choose.

**Banner Ads** \$500  
Measurable rotating banner ads appear at the top of the app screen and link to content within the app or to outside URLs. Impressions and taps are tracked for measurable ROI.

**Custom Icons** \$500  
Increase guest awareness and engagement with a custom icon on the app home screen directing guests to your URL.



**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.



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

**On-Chair Gifts or Information** \$10,000  
Let's load up Connexity guests with all sorts of good stuff that they can take home and study or use. You provide the goodies and we'll make sure all guests receive them. This is a great way to make sure that guests receive info about your new product or service that they might miss at your booth.



**Conversation Corner** \$7,500  
(Wednesday-Saturday)  
Guests always need a place for side huddles. There will be a few country-themed conversation corners available to spur impromptu gatherings.



**Hotel Room Keys** \$6,000  
Place your message directly in the hands of Connexity guests when you sponsor hotel room keys at the Omni Nashville Hotel. With provided specs, you can design the card any way you'd like. We'll handle production.

**Water Bottles** \$5,000  
Help support an eco-friendly program with this popular sponsorship. Guests will appreciate and recall your company with every landfill-saving sip. Supply your own, or work with your AAHA Composer to produce the perfect H<sub>2</sub>O jug at the best price.





**Notebooks and Pens** \$5,000  
You'll never attend a conference without seeing guests capture notes. When your logo is on a blank notebook, it's your name guests will see every time they open it. The listed price is for supplying your own notebooks and pens. If you'd like to own this opportunity but need the goods, AAHA can source, price and produce these items for you.

**Research Opportunities** Dependent on Activity (Friday from 6:00 – 7:00 p.m.)  
Have a new product, service or idea that you'd like to test with potential customers? Connexity 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** \$10,000  
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** \$6,500  
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.

**Pocket Guide/At-a-Glance Schedule** \$5,000  
Did you know there's a massive, worldwide paper shortage? That's why we're doing our part to help by creating pocket-sized, at-a-glance documents listing all sessions and locations rather than producing a large binder full of materials. This go-to piece will be viewed by every guest multiple times a day. That means your logo will be seen just as often! As an added bonus, most guests hold onto these guides well into the future.

**Branded Charging Station** \$4,200  
Everybody needs a little juice throughout the day. Why not have your name "in lights" while guests are taking a few minutes to power up? This station is sure to get noticed as it'll be set up in the foyer outside of the session rooms, close to the Bark-o-Lounge.

**In-Room Gift Drop** From \$1,700 (Wednesday-Friday)  
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.

**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.

**Onsite Brand Visibility**  
How'd you like to splash your message on fully wrapped elevator doors? What about taking over a full wall, a bank of windows, or pillars? Stay tuned for a complete song list of options and pricing.

**Connexity Means Connection**  
Connexity is more than a myriad of exceptional educational sessions, it's a place for veterinary teams to unwind in casual settings and enjoy new places. Be a part of your customers' magic moments by sponsoring memorable and appreciated activities that build relationships AND your business.



For more information — and custom opportunities — contact your AAHA Composer:

**Stephanie Pates**, National Sales Manager  
303-583-0711 | stephanie.pates@aaha.org

**Sean Thomas**, Advertising and Sales Manager  
720-345-4339 | sean.thomas@aaha.org

**Nathan Chambers, MBA**, Strategic Business Manager, Member Savings Programs  
303-335-6371 | nathan.chambers@aaha.org