



BOSTON | JULY 25-29 | 2024



**WCVD10 SPONSORSHIP PROSPECTUS
PARTNERSHIPS & MARKETING OPPORTUNITIES**

vetdermboston.com



10TH WORLD CONGRESS OF VETERINARY DERMATOLOGY

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CONGRESS FOCUS

Dermatology is a rapidly-growing and increasingly sophisticated discipline. The Tenth World Congress of Veterinary Dermatology (WCVD10) marks the 35th anniversary of the first World Congress in 1989. WCVD10 will bring together the world's most respected **dermatologists, researchers and practitioners** to network and focus on the most significant developments related to the discipline during the preceding four years, and to plan future projects, studies and collaborations.

The Congress will be held in Boston, Massachusetts, USA July 25th to the 29th, 2024 at the Hynes Convention Center. Boston is a great city for conferences. It is conveniently located to many major US cities and has direct connections to most major airports around the world. Boston is truly a historic city and both tourists and Congress delegates will find plenty of sightseeing, entertainment and restaurant opportunities. Boston is a center for health science research making it a fitting venue for this historic Congress.

There are six main WCVD10 themes and for each there will be state-of-the-art presentations, supporting reviews, and original studies:

Theme 1 - Innovations in Dermatology

Theme 2 - Immunodermatology

Theme 3 - Otology

Theme 4- Dermatology and One Health

Theme 5 - Atopic disease and Allergy

Theme 6 - Skin Biology in Health and Disease

The WCVD10 will provide wide-ranging offerings of both fundamental and advanced continuing education lectures, led by recognized experts in their respective fields. There will be species-specific lecture series focusing on skin diseases in canine, feline, equine and exotic animals. It will be an opportunity for clinicians, scientists and researchers from around the world to present the newest findings and discoveries. The Workshops will enable interactive discussions on current trends and needs in veterinary dermatology from the point of view of delegates as well as industry.

The Congress language will be English, with translation into other languages, where funding is available.

The impact of the meeting will be reinforced by publication of the abstracts in a special issue of the journal Veterinary Dermatology and in Advances in Veterinary Dermatology, which has become essential reading for all with an interest in dermatology.



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This brochure outlines the planned program for the Congress. Some changes may be necessary and may occur in the months preceding the Congress. The organizing committee reserves the right to implement such changes.

TARGET AUDIENCE

The WCVD10 will attract veterinary general practitioners, and specialists/residents/interns in dermatology, pathology, nutrition, parasitology, and immunology. In addition, veterinary nurses/technicians, veterinary students and those involved in many basic sciences that support the discipline of veterinary dermatology are likely to attend.

The quality of the scientific and clinical Congress program will be in keeping with the well-established reputation of World Congresses of Veterinary Dermatology. Boston promises to be a city that will be easy for most to travel to and will provide a memorable experience for all who attend. The WCVD10 is being planned with the anticipation of it being the most highly attended Congress yet. It builds on the acknowledged successes of WCVD8 (1700 delegates) and WCVD9 (3200 virtual delegates) and promises to be a truly historic event.

We are inviting everyone with an interest to attend; for those who may not be able to travel, we will also provide an opportunity to participate in this historic Congress. A virtual pre-recorded portion of the Congress is being organized and will be available for registrants when the in-person Congress begins. With your support, the in-person and virtual nature of WCVD10 will truly connect the world of Veterinary Dermatology in July 2024.



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OPPORTUNITIES

This meeting will be the single most significant opportunity to present new dermatological diagnostic and therapeutic concepts on a world stage during the next 4 years.

In addition to the scientific program and the large commercial exhibition, there will be a wide range of events that will provide opportunities for company representatives to mix and interact in-person, and virtually, with the delegates during the five days of the Congress.

The Congress will provide a very special opportunity to introduce products to rapidly growing global markets.

More than 2000 of the world's opinion-leaders and practitioners with a special interest in dermatology are expected to attend in person.

It is organized by a highly experienced team composed of members of the leading world veterinary dermatology organizations, overseen by the World Association for Veterinary Dermatology and supported by Professional Congress Organizers (PCO), Venue West, who was the Congress Secretariat for WCVD7 in Vancouver, Canada in 2012.

We invite you to partner with us and provide your financial support to enable us to bring together the best speakers in the world and ensure the success of this important meeting. As a WCVD10 sponsor, your support will be greatly appreciated and will be remembered by the veterinary dermatology community. You will be able to exhibit in a state-of-the-art venue and also in our planned virtual exhibition hall. This will provide participating sponsors and exhibitors the opportunity to engage with all attendees and have a truly global presence at WCVD10.





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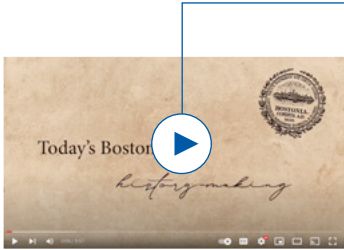
CONGRESS DATES

July 25 - 29, 2024

Exhibition set-up will be on July 25th, 2024. Times TBD.

Detailed information on the set-up times for your registration, exhibition space, accommodations, furniture rental and freight will be available in the Exhibition Technical Manual, which will be available later in 2023.

SPONSORS AND EXHIBITORS



The spacious Hynes Convention Center Exhibit Hall will provide excellent facilities, ample space, and services for exhibitors.

The Commercial Exhibition will be integrated within the Congress area providing optimal exposure of delegates to sponsors and exhibitors. This central location will allow delegates and exhibitors to interact during the Welcome Reception and breaks throughout the days of the Congress..

Priority in allocating sponsorship opportunities will be governed by sponsorship level (see next page).

All sponsorship proposals will be welcomed, and new ideas for sponsorship will be entertained.

Program Orientation

- State-of-the-Art presentations by the world’s leading authorities, covering the six major themes stated above
- Latest research developments in clinical and para-clinical dermatology relating to these six major themes
- Free communications and posters: the leading edge in all areas of the discipline
- Clinico-pathological program, exploring the vital link between clinical dermatology, pathogenesis, diagnosis and therapeutics
- Clinical program aimed at practitioners and more experienced dermatologists – fundamental and advanced levels
- Species-specific programs: feline, equine, and exotics
- Workshops allowing for audience and speaker interactions
- “Hands-on” wet labs

PAYMENT SCHEDULE

Due within 45 days of booking to confirm priority status	20%
July 31, 2023	40%
January 31, 2024	40%



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A Priority Order of Sponsors will be developed. This will enable companies to choose themes, lectures or events with which they wish their name to be associated (at no additional cost) as listed in the table below. Principal Sponsors will be able to choose their preferred timing should they wish to purchase the right to hold a Company Symposium on Friday, July 26th. Other sponsorship opportunities will become available at a later date, and again will be offered according to the priority order established.

The Priority Order within each sponsorship level will be determined according to the date and time of receipt of the signed contract by the PCO, so long as the first 20% payment is received no later than 45 days after the date of the signed contract. In the event that two contracts are received simultaneously, the rank order will be established having regard to the previous sponsorship history of the companies concerned.



SPONSORSHIP STRUCTURE

HOW DOES IT WORK?

In addition to the benefits granted to each category and according to your level of sponsorship contribution, priority access to certain additional sponsorship items and exhibition space will be available. Please note that the sponsorship fee does not include exhibition space which can be purchased at an additional cost.

As WCVD10 is a registered Educational Non-profit, taxes will not be charged on any Sponsorship levels.

	PRINCIPAL SPONSORS	MAJOR SPONSORS	SUPPORTING SPONSORS	SPONSORS	EXHIBITORS ONLY
Your financial contribution	\$75,000	\$50,000	\$25,000	\$10,000	—
Prominent acknowledgement in the main Registration Area	✓	✓	NA	NA	NA
Option to purchase exhibition space, if available (at an additional cost). Space purchase includes up to 2 complimentary exhibition registrations per 9 sqm.	Up to 72 sqm	Up to 36 sqm	Up to 18 sqm	Up to 9 sqm	Up to 9 sqm
Prime choice of site and space in Exhibition Area (depending on commitment priority)	1st Priority	2nd Priority	3rd Priority	4th Priority	NA
Option to sponsor additional sponsorship items	1st Priority	2nd Priority	3rd Priority	4th Priority	Any items not chosen by sponsors
Percentage savings for sponsoring a catered event	10%	5%	NA	NA	NA
Free full registrations	4	2	1	NA	NA
Rotating logo on all Congress website pages	✓	✓	NA	NA	NA
Acknowledgement on sponsorship and exhibition page of Congress website which links to your website	✓	✓	✓	✓	NA
Logo prominently displayed on Congress Sponsorship signage	✓	✓	✓	✓	NA
Discount on Full Registration Fees for delegates officially sponsored by your company (registration fees must be paid by your company in order to benefit from the discounted rate)	10%	5%	NA	NA	NA



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	PRINCIPAL SPONSORS	MAJOR SPONSORS	SUPPORTING SPONSORS	SPONSORS	EXHIBITORS ONLY
Option to associate Sponsor name with a Congress Plenary Theme or Congress lecture at no extra cost	First option to associate name with a Plenary theme or State of the Art speaker (Sponsorship acknowledged by the chairperson before and after the session and in the program or a major Congress event).	Option to associate name with a half-day lecture series event (Sponsorship acknowledged by the chairperson before and after the session and in the program)	Option to associate name with an event in the Scientific Program after Principal and Major Sponsors have been allocated (Sponsorship acknowledged by the chairperson before and after the session and in the program)	NA	NA
Name/Logo projected on-screen before Plenary sessions	✓	NA	NA	NA	NA
Option to hold a Company Symposium on the pre-Congress Friday (Science and Industry Day), if approved by the Organizing Committee. (Additional fees will apply). Lecture room and normal audio-visual facilities are provided by the Congress.	✓	NA	NA	NA	NA
May use Congress name in approved promotions	✓	✓	✓	✓	✓
Named in Congress Proceedings and in Advances in Veterinary Dermatology Volume 10 and special issue	✓	✓	✓	✓	✓
The possibility of sponsoring one individual lecture by agreement with the WCVD10 Sponsorship and Exhibition committee is available to principal sponsors at no extra charge.*	✓	NA	NA	NA	NA

***Individual lectures cannot be within an already sponsored track.**

Virtual sponsorship and exhibition opportunities are forthcoming



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PARTNERSHIPS, EDUCATIONAL & MARKETING OPPORTUNITIES

COMPANY SYMPOSIUM **SOLD OUT**

\$25,000 - Up to nine opportunities

The option to hold a Company Symposium during WCVD10 is available to principal sponsors only. These will be awarded on a first come, first served basis.

Each Company Symposium will be allocated for a two-hour session that will be held on Friday, July 26th (Science and Industry Day - the first day of the Congress).

All programs (including speakers' name, topics and a brief synopsis of your symposium) must be submitted to the Program Committee for approval at time of confirmation to avoid conflict in topics and speakers with the Congress program.

Entitlements:

- Lecture Room for two hours
- Standard audio-visual equipment provided (supply of lectern and microphone, computer, projector, and screen). Different room setups, additional audio-visual (including AV technician) and catering can be provided at an additional cost to the sponsor.
- Access to the Speakers Preview-Room
- Publication of company symposium title in Preliminary Program (if known at the timing of editing, subject to production deadlines)
- Publication of company symposium program in Final Program (subject to production deadlines)
- Publication of company symposium program on Congress website
- Opportunity for your company representatives to access the symposium with your company official invitation card
- Possibility of having your Company Symposium pre-recorded (**Companies are responsible for producing and supplying any pre-recorded and digital notes for their Symposium**) and posted to be part of the Virtual Congress of WCVD10





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CONTINUING EDUCATION PROCEEDINGS (DIGITAL ONLY)

\$20,000 Exclusive

This digital “book” will be used not only at the Congress but will be a reference for delegates after the Congress. Approved advertising may appear at the beginning and the end of the Proceedings. These Proceedings will have a page acknowledging all the Congress Sponsors and a 1-page ad for any Lecture Streams sponsor. No other commercial advertising will be permitted except for the sponsor of the proceedings.

Entitlements:

- Advertising in this digital reference is reserved only for the sponsor
- Full page advertisement – beginning of the Proceedings
- Full page advertisement – end of the Proceedings



EDUCATIONAL OPPORTUNITIES

SPONSORSHIP OF SCIENTIFIC AND CONTINUING EDUCATION LECTURE STREAMS, WORKSHOPS AND LABORATORIES

Sponsors will have an opportunity to choose additional, unsponsored educational opportunities.

Workshops \$3,500 - Multiple Opportunities

Laboratories \$3,500 - Multiple Opportunities

Lecture Streams \$15,000 - Multiple Opportunities

Entitlements:

- Acknowledgement by the chairperson before and after the session
- Logo adjacent to your session in the Final Program
- Logo adjacent to your session on the Congress website
- Full page advertisement in the Continuing Education Proceedings (for Lecture Stream sponsorship opportunity only)

POSTER DISPLAY AREA

\$12,000 - Exclusive

Approximately 100 posters will be displayed in the Exhibit Hall of the Congress venue.

Entitlements:

- Logo on signage displayed in the Poster Display Area

SPEAKERS PREVIEW ROOM & LOUNGE

\$10,000 - Exclusive

The Speakers Preview Room & Lounge represents a unique opportunity to reach all speakers taking part in the official scientific program.

A lounge area will enable speakers to discuss together in a collegial atmosphere.

Entitlements:

- Logo on Speakers Preview Room & Lounge door signage
- Logo on each computer screen background and screen saver
- Opportunity to supply 2 company-provided free standing pull up banners (1m wide by 2m high maximum size) for display in the lounge area



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ADVERTISING/BRANDING OPPORTUNITIES TO REACH DELEGATES

CONGRESS BAG **SOLD OUT**

\$6,000 - Exclusive

Every registered delegate will receive a Congress bag upon registration. Since we want this Congress as green and carbon neutral as possible, we request that the bag be made of recyclable and/or recycled material (as much as possible) and can be re-purposed as a future shopping/beach/day bag after the meeting.

The sponsor is responsible for producing and providing the bag, but the design of the bag, size and position of the logos must be approved by the Congress Organizing Committee (prior to production).

Entitlements:

- Congress bag to be produced and supplied by the sponsor
- Logo on Congress Bag (Principal and Major Sponsor logos must also be included and design must be approved by the Congress Organizing Committee prior to production)

LANYARDS **SOLD OUT**

\$5,000 - Exclusive

Every registered delegate will receive an official Congress name badge and lanyard upon registration. Delegates will need to wear their name badge and lanyard to gain access into the exhibition and sessions. These should be made of sustainable/recycled material.

Entitlements:

- Lanyards to be provided by the sponsor. Design and requirements of lanyard to be approved and advised by Congress Organizing Committee
- Opportunity to brand the lanyards with your company logo

CONGRESS NOTEPAD AND PEN

\$6,000 - Exclusive

Sponsorship is sought to provide note pads and pens for every registered delegate to be given out at the Registration area. These should be made of recyclable and/or recycled material and approved by the organizing committee.

Entitlements:

- Opportunity to provide the notepads and pens, design to be approved by Congress Organizing Committee
- Opportunity to brand the notepads and pens with your company logo
- Signage at the Registration area with your company logo and your booth number



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FOOTPRINTS OR PAW PRINTS FROM EXHIBITION HALL ENTRANCE TO YOUR BOOTH

\$8,000 - Limited to two companies only in the Exhibit Hall

Each step will bring attendees closer to your booth! The floor stickers are strategically placed on the exhibit hall floor of the Congress Center as a means of maximizing visibility for your company, your location and products.

Prior to footprints production, sponsors will need to provide a proof of the proposed footprint before printing (number of foot or paw prints will be determined by the Congress Organizing Committee in accordance with Venue).

Entitlements:

- The floor stickers will be displayed in the exhibit hall with your own personalization
- Show attendees where your booth is located or simply display your logo

POSSIBLE ADDITIONAL SPONSORSHIP OPPORTUNITIES TO COME

- Coffee/Tea Stations
- Water Stations
- Water Bottle
- Mobile Charging Station
- Daily Giveaway
- Onsite Advertising on Plasma Screens
- Box Lunches daily and will be located within the exhibition area to attract all delegates. This is an opportunity to reach every delegate on each day.
- Social Function Opportunities
 - o Meet and Greet evening
 - o Welcome Reception
 - o Local Evening



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CONDITIONS OF PAYMENT

All prices listed are in USD. There is no accompanying tax.

- A minimum of 20% deposit is required upon confirmation of your Congress sponsorship item and/or booth and is required to be paid within 45 days of booking confirmation, in order to ensure your priority status.
- Payment must be made for all sponsorship and exhibition monies prior to close of business on 31 January 2024. Failure to do so may result in your sponsorship item or exhibition stand being released again for sale.

Sponsors and exhibitors will not be considered 'registered' until full payment is received.

Please note: Company logo will be added on the website only after full payment has been received.

Cancellation/Refund Policy: All cancellation requests must be submitted in writing to WCVD10 Secretariat at wcvd10-sponsorship@vetdermboston.com. Cancellation requests received on or before January 31, 2024 will receive a full refund, less a 15% cancellation fee. Cancellations received after January 31, 2024 will receive no refund.

CONTACT INFORMATION

To book your sponsorship or exhibition package please visit the official WCVD10 website here:

www.vetdermboston.com

To assist in your decision making or planning please contact the WCVD10 Sponsorship/Exhibit Office:

Mike Daugulis

International Sponsorship & Exhibit Sales

Venue West Conference Services

Tel: +1 604.681.5226 ext 238

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