



## Sponsorship Opportunities

**Sponsorships are offered exclusively to exhibiting organizations to ensure alignment between promotional visibility and a physical presence at the event.** This policy supports a more integrated experience for attendees, encourages meaningful engagement on the expo floor, and reinforces the value of face-to-face interaction. Limiting sponsorships to exhibitors also maintains fairness by giving sponsors a consistent platform to showcase their products, services, or mission alongside their promotional investments.

### EDUCATION

#### Round Tables Session 2

\$20,000

Facilitate meaningful peer-to-peer discussions. Sponsors have three minutes to welcome attendees, share a brief message, and invite continued conversation at their booth. Branding is included on screens and signage.

Roundtables are very popular at Expo, with most registrants in attendance. This is one of the few opportunities to address the full audience.

#### Workshop Tracks

\$7,500 per track

Choose a track that aligns with your mission. Sponsorship includes app recognition, logo placement, and a branded intro slide for every session in the track. Sponsors may provide a QR code for workshop track signs and may welcome and address the audience at the beginning of the workshop.

- Access to Care **SOLD**
- Behavior **SOLD**
- Cats **SOLD**
- Coalition Building
- Community Engagement
- Expanding Our Reach **SOLD**
- Field Services **SOLD**
- Leadership and Career Skills **SOLD**
- Marketing and Fundraising **SOLD**
- Progressive Programs **SOLD**
- Shelter Operations **SOLD**
- Veterinary Medicine **SOLD**

### **Welcome Session & Hosts SOLD**

Start Expo off strong as the sponsor of the Welcome Session, featuring a motivating address from Kitty Block, President & CEO of Humane World for Animals. Includes stage time, event signage, and a warm connection with hundreds of animal professionals.

### **Keynote Speaker: Vu Le SOLD**

Align your brand with bold ideas and heartfelt leadership. Vu Le's inspiring talk will be one of the most attended sessions. Sponsorship includes up to 3 minutes of speaking time and brand recognition throughout. Vu Le ("voo lay") writes the blog [NonprofitAF.com](http://NonprofitAF.com). He is the former executive director of [RVC](#), a nonprofit in Seattle that promotes social justice by supporting leaders of color, strengthening organizations led by communities of color, and fostering collaboration among diverse communities.

### **Main Stage Session (Day 2) SOLD**

Support cutting-edge content and industry leadership. This high-visibility, non-competing session includes sponsor remarks and branding before a packed room.

### **Main Stage Session (Day 3) SOLD**

Support cutting-edge content and industry leadership. This high-visibility, non-competing session includes sponsor remarks and branding before a packed room.

### **Round Tables Session 1 SOLD**

Facilitate meaningful peer-to-peer discussions. Sponsors have three minutes to welcome attendees, share a brief message, and invite continued conversation at their booth. Branding included on screens and signage.

### **Scholarships SOLD**

\$2,000+

Open the door for a future leader. Each \$2,000 donation funds one full Expo scholarship, with recognition for supporting access and equity in animal welfare.

## **ATTENDEE ESSENTIALS**

### **Conference Tote Bag SOLD**

Be everywhere attendees go. These reusable bags with your logo make a lasting impression at Expo—and long after it ends.

### **Registration Sponsor SOLD**

Your brand greets every attendee before they even arrive. Includes branding on confirmation emails, the website, and prominent signage at registration.

### **Expo Mobile App SOLD**

Connect digitally with Expo attendees. Includes a banner ad, and two push notifications during the event.

### **Lanyards SOLD**

Make your mark with lanyards worn by every full conference attendee. Includes your logo side-by-side with the Humane World for Animals mark.

### **Pocket Guide SOLD**

Your logo and ad will be on the go-to printed guide used by all attendees throughout the event.

# NETWORKING & EXPERIENCES

## Welcome Social

\$25,000

Sponsor the opening night social, where attendees enjoy dinner and drinks in the exhibit hall. This is the busiest time in the Expo hall! Includes signage, food stations, signs on bars, a named drink, and a great first impression.

## Global Access to Care Reception

\$20,000

The Global Access to Care Reception celebrates the amazing work happening around the world to increase equity in access to care. We recognize significant contributions from veterinary professionals, local organizations and community partners with eight awards and provide an opportunity for hundreds of people to connect on their shared mission of honoring the love people have for their pets. Sponsor is invited to make welcoming comments to the audience as well as be recognized from the stage and on screen.

## Lunch in the Exhibit Hall Day 2

\$5,000

Keep attendees networking and energized. Your sponsorship includes signage, app alerts, and announcements each lunch day.

## Expo Party SOLD

Support Expo's signature celebration! This evening of music, food, and dancing is always a highlight of the week. Includes branding at bars, food stations, and throughout the venue.

## Expo for a CAWS Day (Community Animal Welfare Service) SOLD

Sponsor a day of local impact. Attendees arrive early to volunteer at a local shelter, helping with supplies, vaccines, and microchips. Sponsorship includes transportation, meals, and meaningful recognition.

## Recognition Wall at Animal Care Expo SOLD

\$5,000

Inspired by an attendee's suggestion, the Recognition Wall is a dedicated space near registration where Expo participants can honor individuals making a meaningful impact in their communities. This unique, location-specific feature of the Expo celebrates the unsung heroes of the animal welfare movement. Attendees are invited to write the name of someone they admire, along with their own name and contact information, on the wall. Throughout the event, names are drawn at random, and nominators receive two tickets to a local museum or activity as a token of appreciation. The sponsor's logo will appear on the recognition wall.

## Lunch in the Exhibit Hall Day 1 SOLD

Keep attendees networking and energized. Your sponsorship includes signage, app alerts, and announcements each lunch day.

## Fun Ribbon Station SOLD

\$7,500

Sponsor one of the most-loved stations at Expo! These playful badge ribbons are a conversation starter and fan favorite—your brand will be part of the fun.

## Cattery SOLD

Support our on-site feline friends. Includes signage in the cattery area.

**Dog Park SOLD**

Get tails wagging. Sponsor this relaxing, adorable space for pups to enjoy the show too.

**Learning Lab Lunch SOLD**

Help attendees recharge mid-session with a delicious, sponsored lunch. Includes signage and app mention.

**Perk Up for Pets SOLD**

Fuel attendees with coffee while they make toys and enrichment items for shelter pets. Feel-good exposure and community impact.

**Trailblazer Reception SOLD**

A special event held for this year's Trailblazer honorees. Many branding opportunities as well as time in front of the audience to welcome the group.

## **ADVERTISING**

**Expo Aisle Signs (Floor Stickers) SOLD**

Sponsor floor aisle signs with your logo and booth number—unmissable branding that guides every attendee through the hall.

**Street Banners around Convention Center**

\$7,500

Your logo will be front and center on ten banners, which will be seen by thousands of attendees as they arrive at the convention center in Pittsburgh. A perfect way to welcome people to the city and highlight your company's support for Animal Care Expo.

**Directional Signs (3 Meter Boards) SOLD**

\$7,500

Place your brand on signage that helps attendees find their way throughout Expo.

**Floor Stickers (set of 3) SOLD**

\$5,000

Your logo will be placed on directional floor stickers along with your booth #!

**Expo Bag Swag**

\$2,000

Insert a tangible branded item into every tote bag. Great for samples or useful keepsakes (no fliers). Items must be approved.

**Paw Pursuit Exhibit Hall Game**

\$1,500

Bring more attendees to your booth by joining our fun, animal-themed exhibit hall game! Each participating exhibitor will display a provided animal paw print sign and attendees will stop by to guess the species the tracks belong to. The attendees will enter the animal's name into the Expo app, and those who collect all the correct answers will be entered to win a *free registration* to Animal Care Expo 2027 in Texas.

**Virtual Tote Bag**

\$500

Go digital with a custom PDF insert that attendees can access online before, during, and after the event.

**HumanePro Ad (Expo Pages)**

\$500

Get in front of over 38,000 monthly visitors with a banner ad on the Animal Care Expo pages of HumanePro.org for 3 months.

**COMP BOOTH SPACES INCLUDED WITH SPONSORSHIP:**

\$25K - \$50K: 2 complimentary 10x10 spaces (200 sq. ft.)

\$51K - \$75K: 4 complimentary 10x10 spaces (400 sq. ft.)

\$76K - \$100K: 6 complimentary 10x10 spaces (600 sq. ft.)

\$101K - \$125K: 8 complimentary 10x10 spaces (800 sq. ft.)

\$126K+ : 10 complimentary 10x10 spaces (1,000 sq. ft.)

**ONE TIME USE OF ATTENDEE LIST IS INCLUDED ONLY WITH SPONSORSHIP:**

\$50K+