



VetEd

2024

International symposium of the
Veterinary Schools Council



SPONSORSHIP & EXHIBITION OPPORTUNITIES

3rd – 5th July 2024 | Dublin, Ireland

WELCOME

VetEd is an annual symposium and networking event, bringing together nearly 300 veterinary educators and students, with a focus on sharing ideas and developments in undergraduate and postgraduate teaching and learning.

The symposium was established by a group of enthusiastic veterinary educators working in vet schools in the UK and Dublin. Every year it takes place over two days during the summer and aims to be an economical way for veterinary educators to share ideas and innovations for teaching undergraduate and postgraduate vets.

VetEd has a friendly and inviting atmosphere. Invited keynote speakers are intended to be informative and stimulating with posters and workshops encouraged. All posters are presented in a group session, as well as being displayed throughout the conference. Workshops are intended to be interactive and cover a wide variety of topics. Networking opportunities are emphasised throughout.

VetEd 2024 COMMITTEE

The 2024 VetEd Symposium Committee is led by Associate Professor Sue Rackard who is the Associate Dean for Teaching and Learning at UCD's School of Veterinary Medicine and Director of UCD's Centre for Veterinary Education.

SYMPOSIUM VENUE

All symposium sessions will be taking place in the O'Reilly Hall on UCD Campus and this will provide the perfect location for sponsors and exhibitors to engage with our delegates.

The symposium daily refreshment breaks and lunches are served within this space, ensuring maximum footfall for our sponsors and exhibitors.

The exhibition will run over two days:
Thursday & Friday.



PROGRAMME OVERVIEW

The VetEd Symposium is a hugely popular and unique event dedicated to Veterinary Education. It is an opportunity for an international group of veterinary educators, researchers, veterinary professionals, and students to exchange ideas and discuss the latest developments in the rapidly evolving field of veterinary education and veterinary practice.

As new topics emerge in response to the changing landscape of veterinary practice, you can expect to find a diverse range of topics presented and discussed which typically include:

INNOVATION IN VETERINARY EDUCATION

New and emerging technologies, teaching tools, and educational resources that are enhancing the learning experience for veterinary students are a strong focus of this symposium.

ASSESSMENT & EVALUATION

Assessment of veterinary students' developing competence including workplace-based assessment (WBA).

INTERPROFESSIONAL EDUCATION

With a growing emphasis on interprofessional education and collaboration, the symposium may explore ways to integrate veterinary medicine and veterinary nursing education as well as with other healthcare professions.

PROFESSIONAL DEVELOPMENT

Sessions aimed at enhancing the professional development of veterinary graduates are typically included, covering topics like mentorship, leadership, and entrepreneurship.

INTERNATIONAL PERSPECTIVES

The symposium provides a platform for international collaboration and the sharing of best practices from around the world.

DIVERSITY & INCLUSION

Promoting diversity and inclusion in veterinary education and the profession is an increasingly important theme, with discussions on strategies for achieving these goals.

CURRICULUM DEVELOPMENT

Innovative approaches to designing, updating, and mapping veterinary curricula to meet the evolving needs of the profession.

CLINICAL SKILLS TRAINING

Clinical skills training, including the use of simulators and models for skill development.

ONE HEALTH

The intersection of human, animal, and environmental health is a crucial area of focus for the veterinary profession and the symposium often includes presentations related to the One Health concept and the role of education in producing graduates who can contribute to minimising the global threat of antibiotic resistance, antiparasitic resistance and environmental toxicity.

ANIMAL WELFARE & ETHICS

Ethical considerations in veterinary practice, as well as the promotion of animal welfare, are important topics within the veterinary education community.

WELLBEING

Weaving a focus on well-being throughout veterinary education helps veterinary professionals to develop the skills and knowledge necessary to thrive in a challenging profession while safeguarding their mental, emotional, and physical health. This leads to better outcomes for the professionals and the animals they care for. This theme will be woven through this year's symposium.

WHY SUPPORT VETED 2024?



Over 300 delegates including veterinary educators, curriculum leaders, educational researchers, veterinary professionals (veterinary medicine and nursing), students, educational technologists and veterinary technicians will attend the conference in Dublin in 2024. Sponsoring VetEd can offer a range of benefits to sponsors, including:

➤ Networking Opportunities

Connect with key decision-makers, educators, researchers, and professionals in veterinary education, fostering potential collaborations and partnerships.

➤ Thought Leadership

Position your organisation as thought leaders in veterinary education enhancing reputation and authority in the industry.

➤ Market Research

Gain a deeper understanding of current trends, challenges, and innovations in veterinary education. This knowledge is critical for product development and building marketing strategies.

➤ Feedback and Input

Opportunity to receive direct feedback on products or services, helping to better meet the needs of the veterinary education community.

➤ Lead Generation

Generate leads by collecting contact information from interested attendees, who may be potential customers, partners, or collaborators.

➤ Brand Visibility

Increase brand visibility within the veterinary education community by interacting with a diverse group of educators, researchers, and professionals helping to enhance your organisation's presence and recognition in this market.

➤ Access to Key Audiences

Through interaction with attendees actively engage in veterinary education and gain valuable insights, receive feedback, and understand the needs and preferences of their target audience.

➤ Product and Service Promotion:

Showcase products and services to a highly targeted and interested audience. This can lead to increased sales and partnerships.

➤ Demonstrate Corporate Responsibility

Demonstrate your organisation's corporate responsibility and commitment to the advancement of veterinary education. This can enhance your organisation's reputation among stakeholders who value such support.

➤ Exclusivity

Depending on the sponsorship package, gain exclusive rights to various opportunities, such as sponsoring a keynote speaker, hosting a networking event, or branding specific conference materials.

The VetEd 2024 welcomes partners to consider supporting the symposium utilising the packages detailed to follow. Should you wish to discuss an option not listed, we are delighted to consider a bespoke package to suit your organisation's requirements and to meet your marketing and budgetary objectives.

Ensure you book early to take advantage of the promotional opportunities as the symposium utilises the web positioning and engages in promotional activities.

Are you looking for a customised sponsorship opportunity? Get in touch!

Contact Kasia Mahony expo: VetEdexpo@keynotepco.ie or call +353 1 4003848

SPONSORSHIP PACKAGES

We have tiered sponsorship packages available for you to present your brand at VetEd 2024. The range extends from the exclusive Platinum Package to a small package that will easily fit into your budget. The following are the main sponsorship packages available with full benefits listed below. Please see page 9 for further branding opportunities and exhibition displays.

	PLATINUM €5,000	GOLD €3,500	SILVER €2,500	BRONZE €1,500
Limited opportunities	1			
Exhibition space	12sqm	6sqm	6sqm	
Exhibition only passes	3	3	2	
Conference registrations	3	1		
Promotional/Brand Inclusions**				
Acknowledgment at the Opening and Closing Ceremony	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Use of the official conference brand/sponsorship status title	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertisement within the conference programme	1 Full Page	1 Full Page	1 Half Page	1 Half Page
Listing within the sponsors section of the website & digital platforms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on official sponsor signage and materials onsite	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo included in pre-event marketing emails	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo positioned on the home page of the VetEd 2024 Website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Logo on the VetEd newsletter	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Inclusion in dedicated Pre-conference e-newsletter	1			
Discount on other sponsorship elements	10%	10%	5%	5%

EXCLUSIVE OPPORTUNITIES

A selection of catering and social events will take place at the symposium. We welcome commercial partners to consider supporting these events.

SPEAKER SPONSOR	<ul style="list-style-type: none"> • Logo displayed within the session room • Logo and company write up added onto the website • Logo listed within the symposium 	€1,500
WORKSHOP SUPPORT	<ul style="list-style-type: none"> • Logo displayed within the session room • Logo and company write up added onto the website • Logo listed within the symposium 	€1,500
WELCOME RECEPTION SPONSOR	<ul style="list-style-type: none"> • Logo placed on the high tables for the evening, displayed in the reception hall and registration area • Option to display 4 of the Sponsor's roll-ups with the venue • Sponsor will be acknowledged in the timetable and during the symposium. • 2 complimentary Welcome Reception tickets 	€2,000
CONFERENCE DINNER SPONSOR	<ul style="list-style-type: none"> • Logo added onto the symposium website and programme • Logo displayed within the event tickets and signage • placed on the high tables for the evening, displayed in the reception hall and registration area • Option to display 4 of the Sponsor's roll-ups with the venue • An opportunity to provide a 5-minute address at the beginning of the event • 2 Dinner tickets 	€4,500
NETWORKING / COFFEE BREAKS	<ul style="list-style-type: none"> • Partner will be acknowledged during one break on their selected day of the programme • Logo placed on the timetable, meeting room signage and on the coffee break tables • An opportunity to display one roll-up in the break area 	€1,500
DELEGATE LANYARD	<ul style="list-style-type: none"> • Logo included on the delegate lanyard • Logo on symposium opening/closing slides • Logo added onto the conference website 	€2,500



EXHIBITION

Exhibition will be open on Thursday & Friday. We invite organisations to have an exhibition-only presence if they wish. These spaces are limited and space will be assigned after the main sponsor category partners have selected their positions.

EXHIBITION ONLY

- Exhibition space of 3m x 2 m (Structures not provided)
- 2 exhibition passes
- 1 table and 2 chairs with one power connection
- Exhibitor will be listed on the symposium website and acknowledged in the programme book

Early Bird Fee
(until 4th
December)
€1,650

Late Booking Fee after 4th December 2023 - €2,450

The exhibition hall is the location of the official lunch and refreshment breaks.

Note all rates listed for sponsorship and exhibitions are subject to Irish VAT at 23% where applicable.

In order to secure your selected support of VetEd 2024, please contact VetEdexpo@keynotepco.ie.

Contact us:

VetEd 2024 – Symposium Office

Sponsorship & Exhibition Desk

c/o Keynote PCO

Email: VetEdexpo@keynotepco.ie

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