

ME DIA KIT.

TRAINING
PARTNERS



20
21 / 20
22



VetPrac®

WHY PARTNER WITH VETPRAC

In just over a decade VetPrac has educated over 10% of the Australian Veterinary Population in practical skills. Over 2500 vets have come into contact with instruments and materials supplied by our training partners.

Some businesses have experienced exponential growth and made new contacts for sales through the intimate face to face experiences provided at our workshops.



VetPrac's primary focus is practical education. If you want to partner with us, you have to be willing to let your products speak for themselves. By joining VetPrac as a training partner you will have the opportunity to share your products in a hands-on practical setting where your customers can literally try a product before they buy it. And the good products on offer, get great press.

Not only do our training partners enjoy exclusive contact in their area with the participants, but your marketing materials are included in our take-home attendance packs.

As well as this, we offer our training partners to place a blog entry about their products on our page, which we may email directly to over 6500 members in our veterinary community.

Also included in our training partnerships is placement of your logo on our website with a direct link to your company website and chosen representative contact.

Connect your business to ours and enjoy an unprecedented relationship with the veterinary community.

CONNECT
WITH
COMMUNITY

WORKSHOP

TRAINING
PARTNER



YOU
PROVIDE:

WE
PROVIDE:

- Items on request by VetPrac for use at a workshop.
- A better quality of veterinary care for our future patients.

- Face to face access with vets who are interested in the equipment and materials for 2 full days without distractions.
- Avenues for direct marketing in attendance packs.
- Attendance lists for follow up communications.
- Website logo and links on the VetPrac Website.
- Direct contact listing for our customers to become yours.
- Blog entry about your product or company on our website.
- Direct email campaign supporting Blog Entry.
- Free attendance for your company representative to the workshop - inclusive of all meals. Extra representatives need to pay \$200 to cover the catering requirements.

DIRECT MARKETING SUPPORT

Sometimes VetPrac lists companies we find and like or companies that help us intermittently by listing them on our websites home page. Other times Companies will contact us to advise our community about their products.



20
21 / 20
22

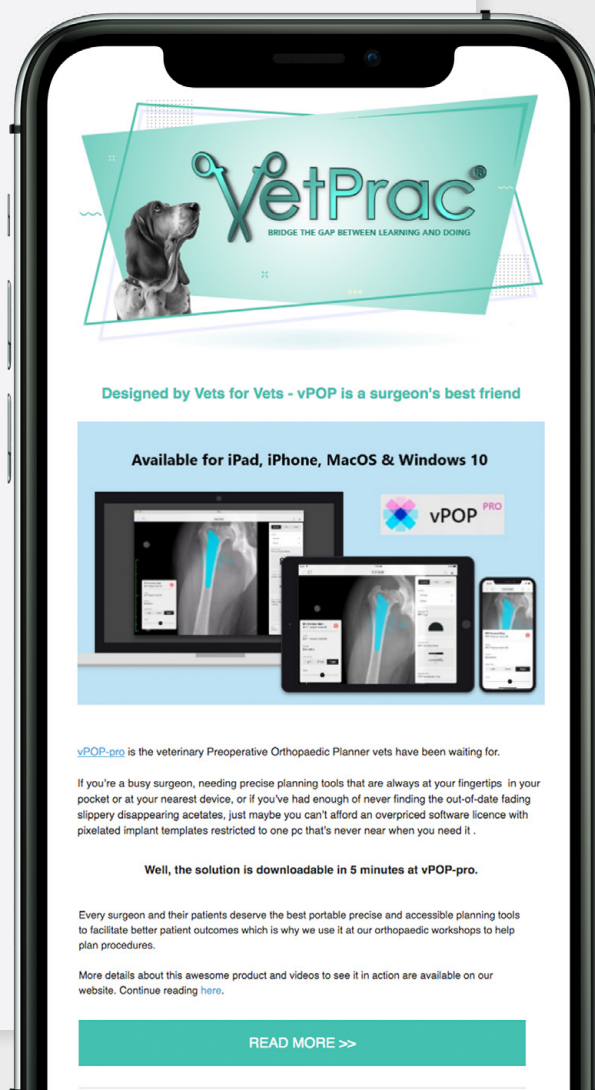
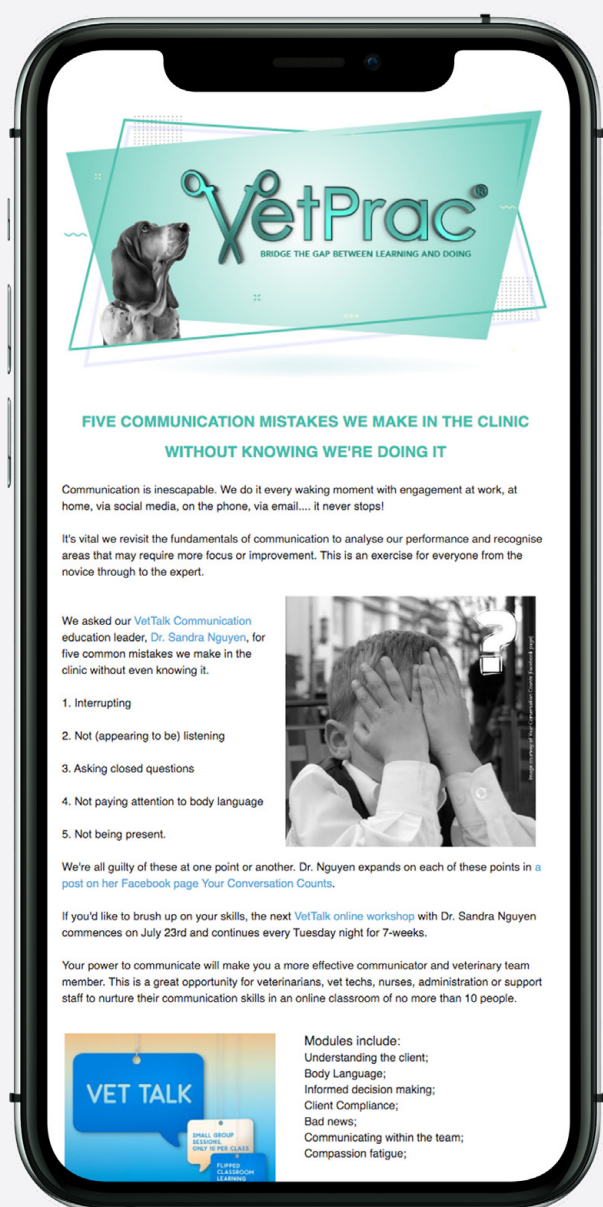
WEEKLY eDM NEWSLETTERS

Our email newsletter is broadcast every week to more than 6,500 subscribers. The email features information about our workshops, new articles, new product releases and customer reviews.

Weekly news emails \$400 to \$600 ex GST (dependant on position within eDM)

Deadlines Campaigns broadcast at 12pm on a Thursday. Material must be submitted by 4pm the Wednesday prior.

Specs MRECS: 300 by 250 pixels.
Ads must be supplied as a jpeg or gif format file with a maximum file size of 100kb.



SOLO eDM NEWSLETTERS

Share featured products and special offers. By partnering with VetPrac you will be able to reach over 6,000 potential customers. We will help you connect with our community to put your best foot forward.

Weekly news emails \$1000 ex GST per send

Deadlines

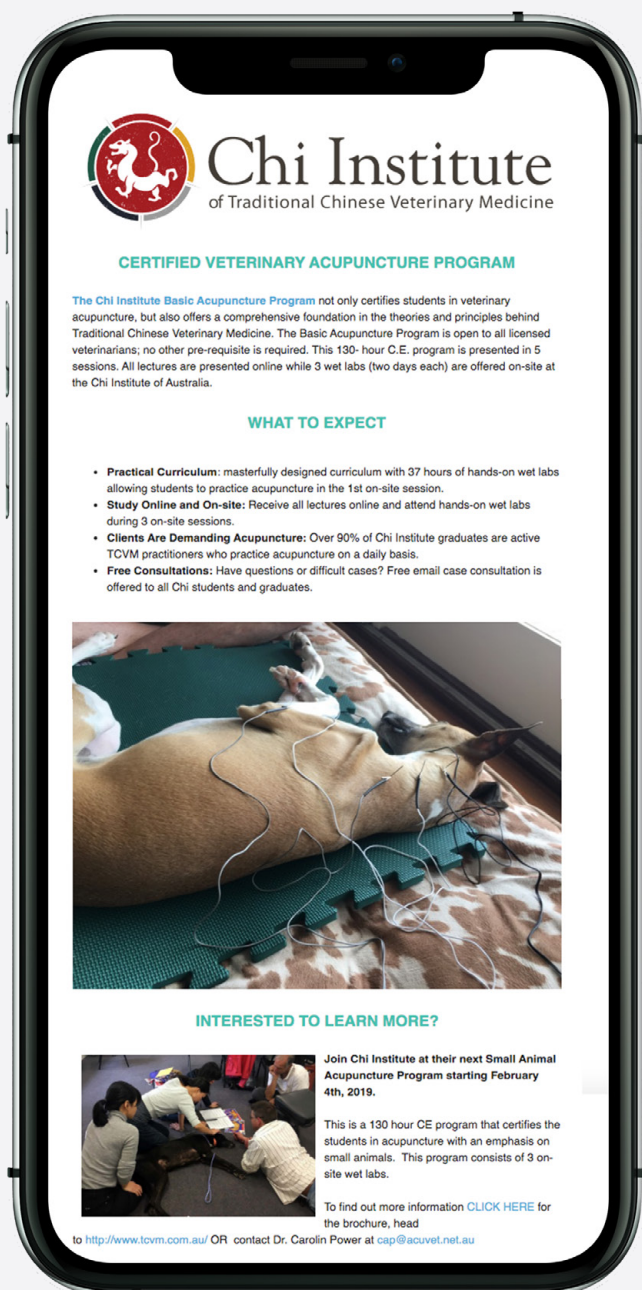
Solo eDMs are broadcast on a Tuesday & Saturday only. Jpeg artwork of your offer (600 pixels wide) or 300 words and images.

Specs

JPEG OF YOUR OFFER: 600 pixels wide.

One link for click through.

Or, have us create an advertorial style, responsive design piece with 300 words, images and a link.



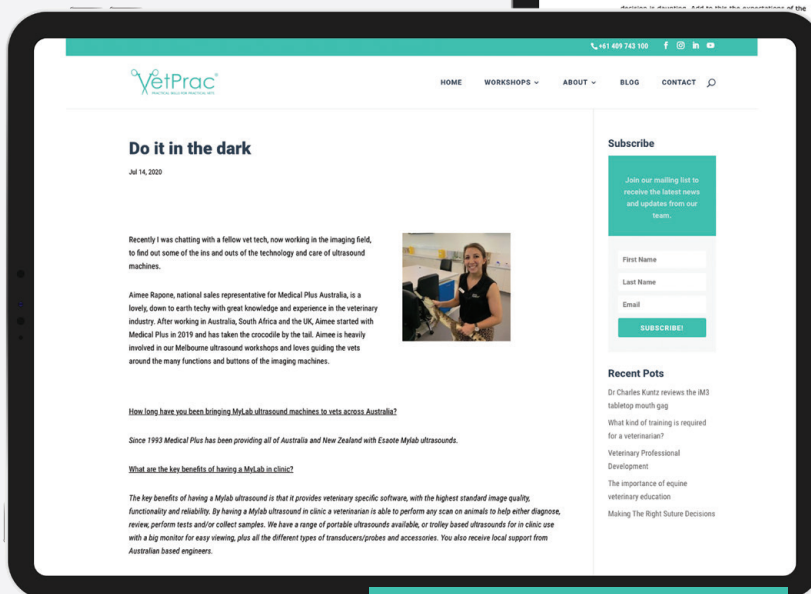
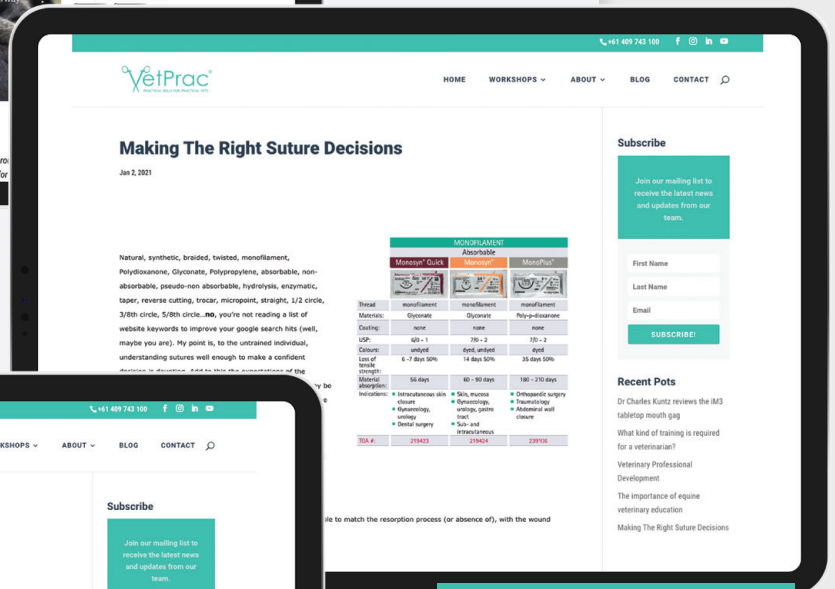
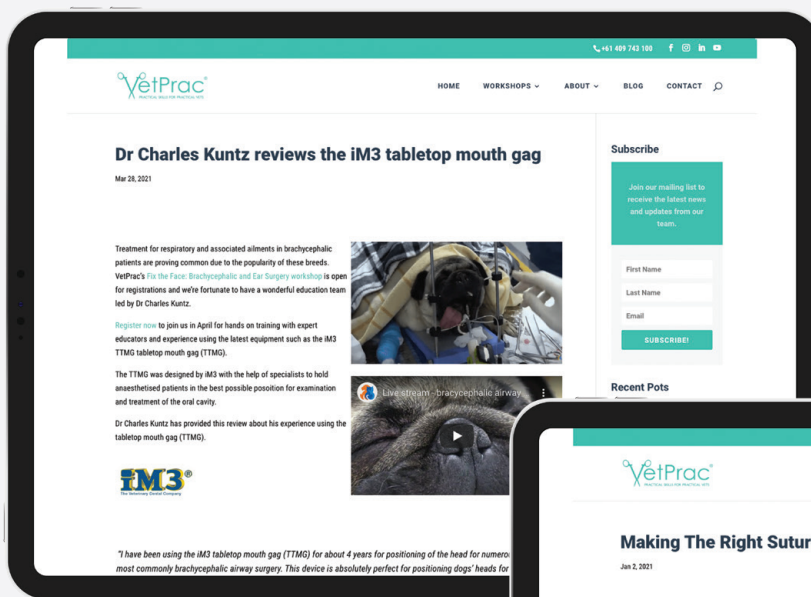
BLOG POSTS

Connect with our community to tell them about a product or your team or event that is happening. Blogs can initiate building a relationship with potential customers, build brand awareness while providing relevant and useful content for customers to read.

Blog will be posted to the VetPra Website and shared to our community. The blog will be shared to each of our social media platforms and distributed within a sector of an EDM over a four-week period.

Blog post \$1600 ex GST

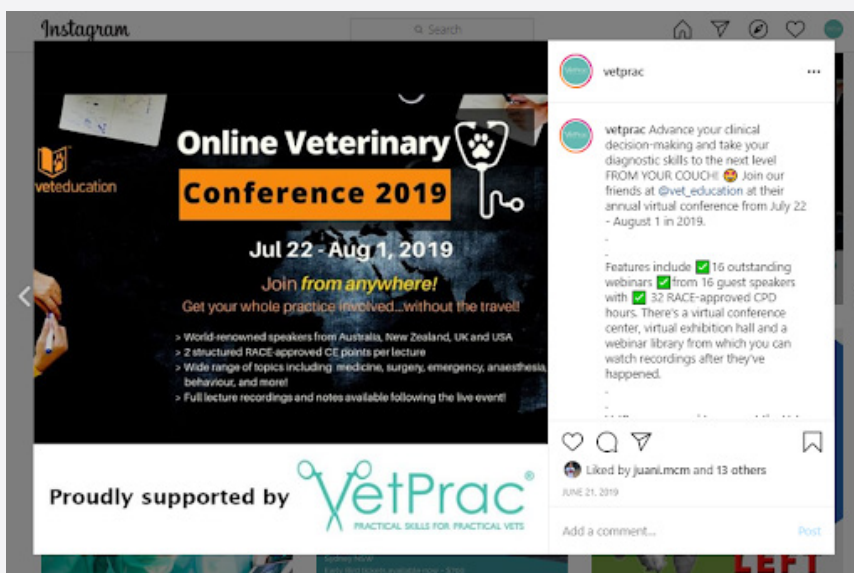
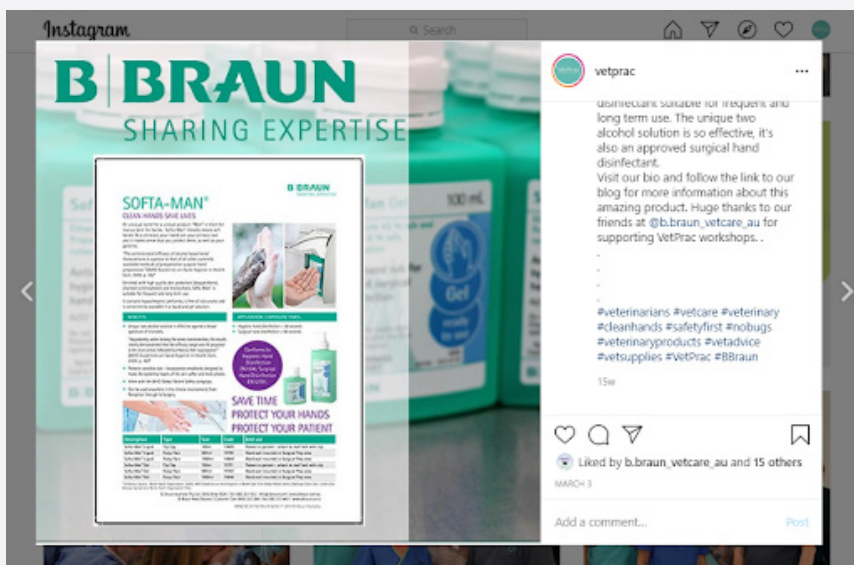
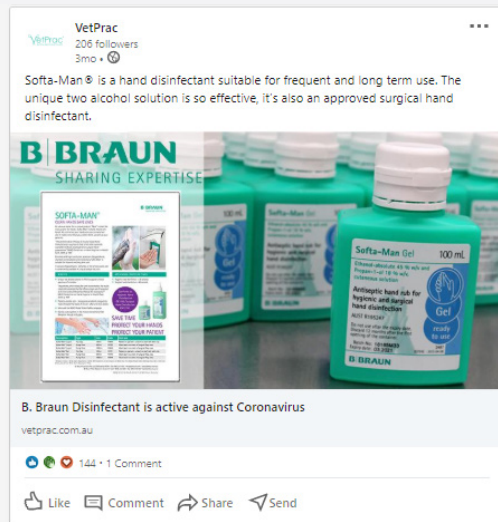
Specs Word count of 300-350.
Images, maximum 3 each no bigger than 2MB.



Blog content focused on a product

Blog content focused on a company / staff

EXAMPLE IMAGES OF THE BLOG BEING SHARED ON OUR SOCIAL MEDIA



: CONTACT US



☎ 0409 743 100

✉ admin@vetprac.com

f /vetprac

in /company/vetprac

** VetPrac reserves the right to approve/ decline advertising based upon current training partner agreements. We take pride in showcasing one product type to our community and may decline advertising with another company if it creates a conflict with other partnerships.

