



# STAAR

Symposium on Therapeutic Advances in Animal Rehabilitation

**Sept. 27-30, 2023**

**Parsippany, New Jersey, US**



**Hands down - STAAR is the Conference  
with the most hands-on training**

# Conference Preview

## Instructors

- Laurie Edge-Hughes, PT, MAn St, CAFCI, CCRT
- Debbie Gross Torraca, MSPT, DPT, CCRP, CCMT, Boarded Orthopedic Clinical Specialist Emeritus
- Amie Lamoreaux Hesbach, PT, DPT, MSPT, CCRP, CCRT, CKTP
- Jenny Moe, PT, MS, DPT, CCRT
- Elena Saltis, BSc, NZPT, APA, CCRT
- Susan Davis, PT, DPT
- Ria Acciani, MPT, CCRP

and more...

## Topics

- Mulligan Techniques for Extremities and Spine
- The Multimodal Management of Iliopsoas Muscle Injuries
- Advancements in Degenerative Myelopathy
- Advanced Manual Therapy for the Canine Spine
- Conservative Management of Medial Shoulder Hypermobility
- Puppy Conditioning
- Kinesiology Taping
- Instrument-Assisted Soft Tissue Mobilization
- Sensory Stimulation for Neuroplasticity
- Conservative Management of Patellofemoral and Stifle Instabilities

and more...



### Exhibitor Schedule

- Recommended exhibitor days/hours: Wed. Sept 27 - Fri. Sept 29; 8:00am - 6:30pm
- Optional bonus day/time: Sat. Sept 30; 8:00am - 12:30pm  
(Saturday schedule includes workshops for ultra-dedicated pet parents)
- Thursday Evening Cocktail Party in Exhibit Hall (this year's theme: *Boogie Wonderland*)





# Sponsorship Opportunities

## Conference Program

- 300 printed copies
- over 12,000 copies distributed electronically through **Vital Vet**

- additional distribution through social media

## Workshop sponsors

- attend workshop
- assist with demos
- workshop room drop



**Vital Vet** - The largest website of pet specialty products and services for pet parents and veterinary professionals. [www.vitalvet.org](http://www.vitalvet.org)



**Exhibitor Space**  
\$1,900  
(17 total spaces available)



**RockSTAAR**  
\$5,500  
(1 available)



**SuperSTAAR**  
\$6,500  
(2 available)

**MegaSTAAR**  
\$10,500  
(1 space remaining)

### Exhibitor Space includes:

- Table (4'x8') in premier space directly outside classrooms
- Table skirt
- Chair

All Exhibitor Space amenities with 2 Exhibitor Packages including Conference meals and Cocktail Reception

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### 1 Exhibitor Package includes:

- 1 Attendee
- Conference Meals
- Cocktail Reception

- Lanyard Sponsor with logo, website or QR code
- 1/2 page ad in Conference Program

- Tote Bag Sponsor with logo
- 1/2 page ad in Conference Program

Workshop Sponsor (see left banner)  
full page ad in Conference Program

### Logo in/on:

- Conference Program (see left banner)
- STAAR website
- Participant binders

- Ad, text, and link "Shout Out" in Vital Vet E-Newsletter (with > 12,000 veterinary rehab professionals and ultra-dedicated pet parents)

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Interested in customized sponsorship opportunities? Contact us at: [info@staarconference.com](mailto:info@staarconference.com)



# STAAR Program/Resource Guide

## Full Color Ads and/or Articles Accepted

- \$300 Half Page (7.5" w x 4.75" h)
- \$500 Full Page (7.5" w x 10" h)
- \$1,100 Inside Front or Back Cover, Full Page (7.5" w x 10" h)
- \$1,500 Back Cover, Full Page (7.5" w x 10" h)
- \$2,200 Middle Spread, 2 Full Pages (7.5" w x 10" h)

All ads and articles are full color. Ads must be submitted in hi-res (300 dpi) electronic format (PDF, JPG, PNG) and emailed to [jill@staarconference.com](mailto:jill@staarconference.com). **Ad and article submission deadline is 7/15/2023.**

- 300 printed copies to be included in STAAR Participant totes
- over 12,000 will be distributed electronically through
- additional distribution through social media
- PDF available for download on STAAR website



## Participant Tote Bag Inserts

Include a small trinket or postcard (no brochures or full size literature) in each participant's tote bag (quantity 150). **The deadline to receive the tote bag inserts is August 30th.**

If you purchase an ad (any size) for the STAAR 2023 Conference Program & Resource Guide, the Tote Bag Insert is FREE.





# Social Media Enhancements

Social Media Presence	Social Media Promotion	Social Media STAAR
<ul style="list-style-type: none"><li>• Image post</li><li>• Branded content and copy</li><li>• Hashtag cultivation</li><li>• Exposure across all STAAR Conference platforms</li><li>• Sharing to affiliate accounts for increased insights</li></ul>	<ul style="list-style-type: none"><li>• Image post</li><li>• Branded content and copy</li><li>• Hashtag cultivation</li><li>• Exposure across all STAAR Conference platforms</li><li>• Sharing to affiliate accounts for increased insights</li></ul>	<ul style="list-style-type: none"><li>• Image post</li><li>• Branded content and copy</li><li>• Hashtag cultivation</li><li>• Exposure across all STAAR Conference platforms</li><li>• Sharing to affiliate accounts for increased insights</li></ul>
<ul style="list-style-type: none"><li>• 2 weeks of exposure, intermittent up to Conference</li><li>• Linked to drive traffic to YOUR website</li><li>• "Shout Out" in 1 Vital Vet Newsletter</li></ul>	<ul style="list-style-type: none"><li>• 4 weeks of exposure, intermittent up to Conference</li><li>• Linked to drive traffic to YOUR website</li><li>• "Shout Out" in 2 Vital Vet Newsletters</li></ul>	<ul style="list-style-type: none"><li>• 6 weeks of exposure, intermittent up to Conference</li><li>• Linked to drive traffic to YOUR website</li><li>• "Shout Out" in 3 Vital Vet Newsletters</li></ul>
Pricing: \$369	Pricing: \$672	Pricing: \$975



Interested in customized sponsorship opportunities? Contact us at: [info@staarconference.com](mailto:info@staarconference.com)

# STAAR Sponsorship Application

## Select Choices Below

### Sponsorship Opportunities / Vendor Spaces

\_\_\_\_\_ Exhibitor Space \$1,900



\_\_\_\_\_ RockSTAAR Sponsor \$5,500



\_\_\_\_\_ SuperSTAAR Sponsor \$6,500



\_\_\_\_\_ MegaSTAAR Sponsor \$10,500

\_\_\_\_\_ Additional Exhibitor Package (meals and Cocktail Party) \$600

### STAAR Program / Resource Guide

\_\_\_\_\_ Half Page Ad \$300

\_\_\_\_\_ Full Page Ad \$500

\_\_\_\_\_ Inside Front Cover \$1,100 / \_\_\_\_\_ Inside Back Cover \$1,100

\_\_\_\_\_ Back Cover \$1,500

\_\_\_\_\_ 2-Page Middle Spread \$2,200

**Social Media Enhancement:** Social Media Presence (\$369) \_\_\_\_\_ ; Social Media Promotion (\$672) \_\_\_\_\_ ; Social Media STAAR (\$975) \_\_\_\_\_





# STAAR Sponsorship Application

## Company / Exhibitor Information

**Company Name** (as will be displayed on printed materials)

**Company Address** (include State, Zip)

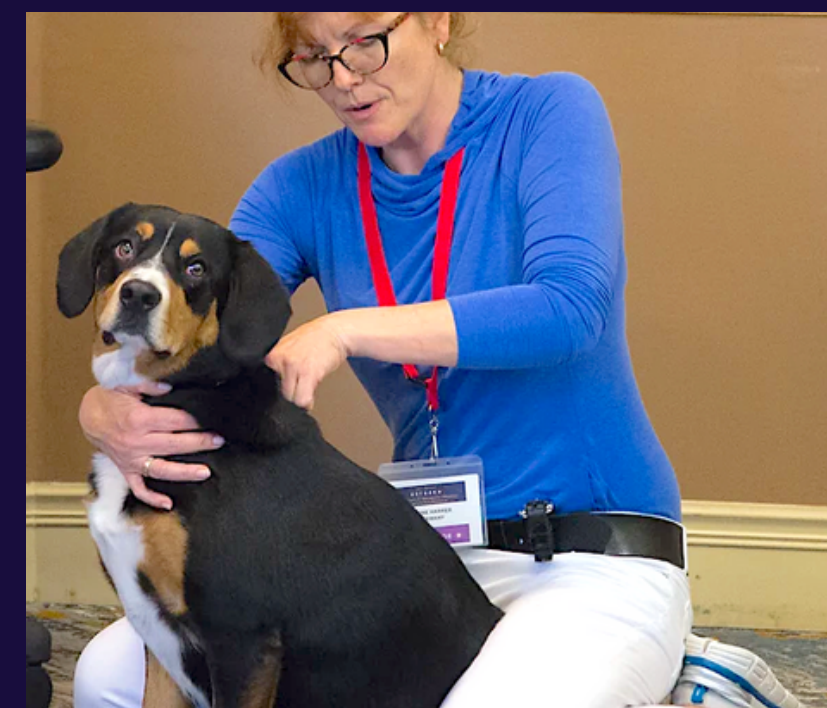
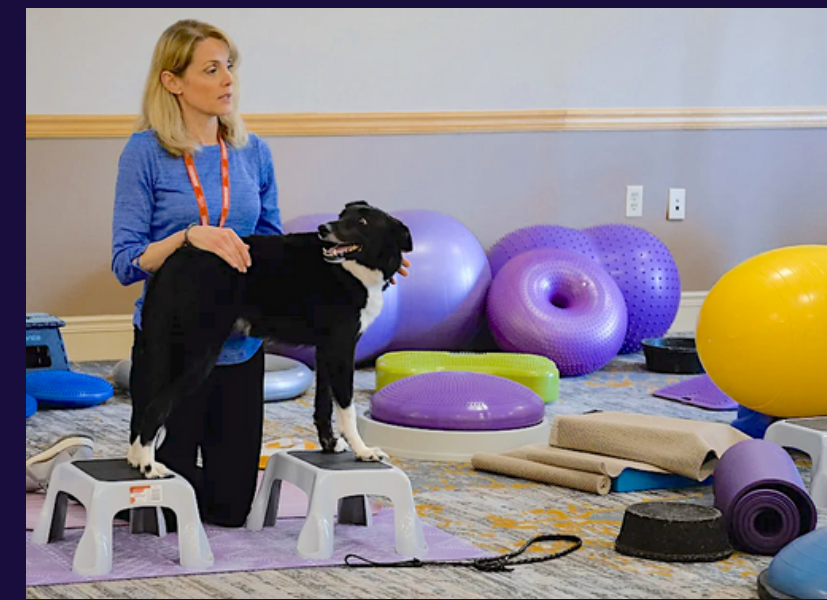
**Phone**

**Contact E-Mail**

**Sponsor Coordinator Name**

**Attendee Name (1)**

**Attendee Name (2)**





# STAAR Sponsorship Application

## Billing Information

Visa / MC / Amex / Disc #

Exp. Date

Sec Code

Name on Card

Billing Address

Zip Code

**Check Payable to:** Vital Vet, LLC      **Mail To:** Vital Vet, LLC, PO Box 11, Oldwick, New Jersey, 08858

**Questions? Contact:** [info@staarconference.com](mailto:info@staarconference.com); 1-908-963-2255 (ph); 1-908-439-9239 (fx)





# Hotel, Exhibit Hall, & Exhibitor Information

## Conference Center/Hotel Information

### Embassy Suites by Hilton

- Address: 909 Parsippany Blvd, Parsippany-Troy Hills, NJ 07054
- Contact: +1-800-EMBASSY; [www.hilton.com/en/hotels/prnnjes-embassy-suites](http://www.hilton.com/en/hotels/prnnjes-embassy-suites)
- STAAR Hotel Room Group Code: Link is available upon registration

### Jill Fox - Director, Vendor Relations, contact information

- [jill@staarconference.com](mailto:jill@staarconference.com)
- +1-732-822-8810

### Exhibit Hall and Set-Up

- The Exhibit Hall is located directly outside Workshop classrooms, which is easily accessible to all participants throughout the day. As part of their Workshops, instructors may elect to take participants to the Exhibit Hall to discuss relevant products or materials. Keep in mind that the Exhibit Hall is open at all times and we highly recommend that you store your products in a classroom or storage room overnight. Classrooms and storage room are locked overnight.
- Set-up time is Tuesday, September 26, 2023 between 2:00 pm – 6:00 pm.
- All exhibits should be fully operational by 7:30am, Wednesday, September 27, 2023.
- Conference Workshop Hours:
  - Wednesday - Friday, September 27 - 29, 8:00 am - 6:30 pm
  - Saturday, September 30, 8:00 am – 12:30 pm

*Though exhibitors are encouraged to be present at their booth during the above-specified conference hours, STAAR Conference does not impose mandatory attendance.*

### Break Down

- Breakdown Times: Friday, September 29, after 6:30pm or Saturday, September 30, after 12:30 p. Space must be cleared by 2:00 pm.
- Please contact Jill Fox, Director of Vendor Relations ([jill@staarconference.com](mailto:jill@staarconference.com)), if planning to break down early.

# Hotel, Exhibit Hall, & Exhibitor Information

## Shipping Materials and Equipment Prior to Conference

### Shipping

- Please contact Jill Fox PRIOR to shipping any materials to Embassy Suites.
- Embassy Suites will begin accepting packages for STAAR Conference starting Monday, September 25, 2023.
- All packages must be labeled with your company name and addressed as follows:

#### **Embassy Suites by Hilton**

**Attention: Karina Egidio, STAAR Conference – 9/27 – 9/30**

**909 Parsippany Blvd, Parsippany-Troy Hills, NJ 07054**

- Once packages are received, the exhibitor is responsible for delivery to their exhibitor space. STAAR and Embassy Suites are not responsible for returning packages or for loss of or damage to exhibitor's materials. Please supply your own method of shipment back to your facility including pre-paid return labels and all documentation.

### Exhibitor Responsibilities

- Exhibitors are not permitted in Workshop classrooms during Workshop hours unless otherwise agreed upon through sponsorship opportunities.
- Exhibitors are responsible for generating their own leads. STAAR does not provide lead-generation systems.
- Sponsorships are non-refundable and non-transferable.
- Refunds are not issued for late arrivals or absenteeism.
- Dates, locations, instructors and/or costs are subject to change.
- The Exhibitor is liable for any and all damages to the Embassy Suites, or to STAAR staff, participants, or volunteers and dogs produced by the Exhibitor and/or their employee(s) or their equipment throughout the duration of the STAAR Conference.
- STAAR Conference and their agents, employees, instructors, participants, and the hosting facility are not liable for damages resulting from burglary, destruction, and willful or negligent damage to property during shipment, set-up break down, and Conference attendance.
- Exhibitors will be required to sign a Release of Liability upon arrival and registration at STAAR.
- We highly recommend that Exhibitors obtain general commercial liability insurance and third party liability insurance for the duration of STAAR Conference, and that STAAR Conference be included on the policy as additional insured.