



**LEARN.
PRACTICE.
CONNECT.
IMPACT.**

Stronger skills.
Healthier pets.
Better outcomes.

STAAR

Symposium on Therapeutic Advances in Animal Rehabilitation

CONFERENCE

— 2027 EXHIBITOR & SPONSOR PACKET —



★ **STAAR** ★

STAAR Canine

&



★ **STAAR** ★

STAAR Fit

Two Programs. One Mission.

Empowering professionals and pet parents to help animals **move, feel, and live** better.

April 13-15, 2027

Veterinarians, vet techs, physical therapists,
specialists, rehab professionals, and pet
parents seeking practical, guided education
in mobility, strength, and long-term wellness.

Hilton Parsippany | Parsippany, New Jersey

A Vital Vet production

STAAR not only attracts crowds... **STAAR attracts customers**

Most conferences sell you floor space. STAAR gives you continued access to a highly concentrated market of veterinary rehabilitation decision-makers.

STAAR brings together veterinarians, vet techs, physical therapists, rehab specialists, educators, and practice leaders in one targeted environment. Exhibitors are positioned directly outside the lab rooms, where attendees move throughout the day for breaks, meals, and product discussions.

MULTIDISCIPLINARY BY NATURE

Meet veterinarians, technicians, physical therapists, specialists, educators, and practice leaders in one place.

A GROWING GP AUDIENCE

In 2026, 19% of attendees were general practitioners beginning to add rehab or physical therapy techniques to their practices.

ONGOING EXPOSURE

Attendees see your company across labs, meals, social events, and the exhibit hall.

A COMMUNITY OF ATTENDEES

STAAR is deliberately boutique, relationship-driven, and professionally focused.

“STAAR is the ‘OG’ of boutique conferences people try to replicate!”

Nicole Thistle, VP
Northeast Seminars

Your Market is Already in the Room

STAAR attendees are actively looking for better ways to evaluate, treat, support, and educate their patients and clients.

WHO YOU WILL MEET

- Veterinarians and specialists
- General practitioners expanding into rehabilitation
- Veterinary technicians and nurses
- Physical therapists and rehabilitation professionals
- Practice owners and clinical decision-makers
- Educators, program leaders, and referral partners

WHAT THEY BUY & RECOMMEND

- Rehabilitation and mobility equipment
- Lasers, shockwave, PEMF, and therapeutic modalities
- Braces, orthotics, supports, and mobility devices
- Nutrition, supplements, recovery products
- Practice technology, education, and professional services
- Pain management solutions

WHY STAAR FIT UPGRADES THIS OPPORTUNITY

Educational workshops to empower pet parents with practical, guided training that supports their dog's mobility, strength, and lifelong well-being.

STAAR Fit creates a second, distinctly valuable audience in the same location.

It extends your reach beyond the clinic and directly to highly engaged pet parents. These are consumers actively seeking practical solutions for mobility, strength, recovery, aging, and long-term wellness.

What your partnership includes

The practical details that **make exhibiting easier**

DIRECT ACCESS Exhibit hall positioned immediately outside workshop classrooms	PARTICIPANT LISTS Pre-conference list at least one week before; completed list within one week after	MEALS INCLUDED According to your selected partner package and badge allocation
SECURE STORAGE Vendor storage room and classrooms are locked overnight	FLEXIBLE PRESENCE No mandatory booth attendance, although active participation is strongly encouraged	REAL CONVERSATIONS Instructors may bring workshop participants to the exhibit hall to discuss relevant products

IMPORTANT DATES & TIMES

- Set-up: Monday, April 12, 2:00–6:00 pm
- All exhibits operational by 7:30 am on Tuesday, April 13
- Exhibit Hall: April 13, 7:00 am–6:30pm; April 14, 7:00 am–9:15 pm; April 15, 7:00 am–6:30 pm
- STAAR Conference: April 13-15, 8:30 am–6:30 pm
- Signature Cocktail Reception: Wednesday, April 14, 7:15pm
- Breakdown: Thursday, April 15 after 6:30 pm or Friday, April 16 before noon

Shipping: Contact Jill Fox at jill@staarconference.com before shipping any materials. Final hotel receiving dates and package-label instructions will be provided before the conference.

We designed STAAR to connect exceptional education with innovative companies, partnering with veterinary professionals to develop practical solutions. **If your brand belongs in that conversation, we would be proud to partner with you.**

★ STAAR ★ BY THE NUMBERS

A concentrated audience.

A broader mix of professionals.

More reasons to start a conversation.

78% of 2026 attendees had purchasing approval authority	100% of 2026 attendees could recommend or influence product and service adoption	19% of 2026 attendees were general practitioners expanding into rehab
MULTIDISCIPLINARY veterinarians, technicians, PTs, specialists, educators, practice leaders	22,000+ Vital Vet newsletter distribution	2 AUDIENCES veterinarian professionals + highly engaged pet parents

A NEW REASON FOR LONGSTANDING PARTNERS TO TAKE ANOTHER LOOK

STAAR is actively expanding beyond the established rehabilitation community. Our continued outreach to general practitioners introduces vendors to new clinicians who are beginning to invest in rehabilitation tools, modalities, education, and services for the first time.

STAAR is where you meet 100% of your target market!

Choose how you want to be remembered.

Four partnership levels designed around the **kind of visibility and connection** you want to create.

MEET THE MARKET	CAPTURE THE MOMENT	BEST IN SHOW Lanyard Sponsor	TAKE ME HOME Tote Sponsor
\$2,450	\$4,500	\$5,200	\$5,800
A focused professional presence for companies ready to start conversations	For brands that want to extend the conversation beyond the booth	A high-visibility package built around the conference lanyard	Our highest-visibility package, centered on the official STAAR tote
• Exhibit space at STAAR • 1 exhibitor badge + conference meals • 1 cocktail reception admission • Logo in event program • Website logo + social shout-out • Participant lists before and after conference	• Exhibit space at STAAR • 2 exhibitor badges + conference meals • 2 cocktail reception admission • Logo in event program • Website logo + social shout-out • Participant lists before and after conference • Half-page event program ad • Vital Vet newsletter ad with CTA • Tote insert • Enhanced social media recognition	• Exhibit space at STAAR • 2 exhibitor badges + conference meals • 2 cocktail reception admission • Full-page ad + logo in event program • Website logo + social shout-out • Participant lists before and after conference • Exclusive lanyard sponsorship • Top-banner Vital Vet newsletter ad with CTA • Featured website placement • Priority exhibitor positioning • Tote insert • Enhanced social media recognition	• Exhibit space at STAAR • 2 exhibitor badges + conference meals • 2 cocktail reception admission • Full-page ad + logo in event program • Website logo + social shout-out • Participant lists before and after conference • Exclusive show tote sponsorship • Top-banner Vital Vet newsletter ad with CTA • Featured website placement • Priority exhibitor positioning • Tote insert • Enhanced social media recognition • Premium logo placement on 300 totes • Category exclusivity where available • Dedicated social feature • Post-event partner recognition
Exhibitor Space: • 8ft long x 6ft wide • Carpeted Included: • 6x2ft table • Unbranded table skirt • Chair	Need a different combination? We can build a custom package around your priorities, audience, and budget. Individual sponsorships are also available on the next page. Additional booth representative: \$650		

Sponsor an experience people will talk about

Distinctive activations **that feel useful, human, and memorable**

THE MORNING RESET

Exclusive sponsorship of the morning wellness experience, including event signage, branded hydration station, website logo, social recognition, event-program logo, and tote insert.*

\$2,000

THE BIG NIGHT

Put your brand behind STAAR's signature cocktail reception. Includes high-visibility welcome, food, and beverage signage; a full-page program ad; newsletter promotion; social media recognition; website logo; and tote insert.*

\$9,000

THE RECHARGE ROOM

Own The Recharge Room experience for instructors. Includes lounge signage, optional product display, branded refreshments or takeaways, newsletter ad, half-page program ad, social recognition, website logo, and tote insert.*

\$1,500

THE CANINE CORNER

Your company will enjoy consistent brand exposure in a dedicated space that dogs and their humans visit frequently during the event. Includes signage at the highly visible Dog Volunteer Registration area as well as a room to rest, reset, store crates and equipment, and prepare for activities. It's a unique opportunity to build brand recognition to connect with pet parents.*

\$1,000

* Sponsorship only; exhibitor space not included

Stay **VISIBLE** before, during, and after STAAR

Program advertising and tote inserts extend your reach beyond the exhibit hall

EVENT PROGRAM ADVERTISING

Half-page ad 7.5 in. W x 4.75 in. H	\$375
Full-page ad 7.5 in. W x 10 in. H	\$600
Inside front cover Full page	\$1,200
Inside back cover Full page	\$1,500
Outer back cover 8.5 in. W x 11 in. H	\$1,650

Distribution: 300 printed copies in attendee totes, plus electronic distribution to more than 22,000 Vital Vet newsletter subscribers, social media promotion, and a downloadable PDF on the STAAR website.

TOTE INSERTS

SPONSORS

included

EXHIBITORS

\$100

OTHER COMPANIES

\$250

Small trinket or postcard only; no brochures or full-size literature. 300 quantity. Due by March 16, 2027.

ARTWORK DEADLINE: MARCH 8, 2027

Submit high-resolution, 300 dpi PDF, JPG, or PNG artwork to jill@staarconference.com

Exhibitor Information

STAAR contact for exhibitors: Jill Fox | jill@staarconference.com | 732.822.8810

Shipping Materials & Equipment Prior to Conference

- Contact Jill Fox PRIOR to shipping materials to Hilton
- Hilton will begin accepting packages for STAAR Conference the week prior. Jill Fox will contact you with the specific date
- All packages must be labeled with your company name and addressed as follows:

Hilton Parsippany

(STAAR Conference – 04/13/2027; Maria Denzer)

1 Hilton Court, Parsippany, NJ 07054

Once packages are received, the exhibitor is responsible for delivery to their exhibitor space. STAAR and Hilton 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. An exhibitor can register as a STAAR Participant and enroll in STAAR workshops if the exhibitor is qualified (e.g., DVM, CCRP – see individual workshop prerequisites) and if the workshop does NOT pertain to the products or services that are being offered by the exhibitor
- Exhibitors are responsible for generating their own leads; STAAR does not provide lead-generation systems
- Sponsorships are non-refundable/non-transferable
- Refunds are not issued for late arrivals or absenteeism
- Dates, locations, instructors and/or costs are subject to change
- Exhibitors are liable for any and all damages to Hilton, 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

Exhibit Hall & Set-Up

A participant list will be issued to all exhibitors at least 1 week before the Conference; complete list of participants will be issued within 1 week following the Conference.

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 overnight in the Vendor Storage Room provided. Classrooms and storage room are locked overnight.

Though exhibitors are encouraged to be present at their booth during Conference hours, STAAR Conference does not impose mandatory attendance.

By typing your name and company name below, you are agreeing to all Exhibitor Responsibilities.

Name

Company Name

Reserve your place at STAAR 2027

Complete and return this page to info@staarconference.com

Company Name (as it should appear in print)

Primary contact name

Phone

Email

Attending exhibitor name(s)

SELECT YOUR LEVEL OF PARTNERSHIP

Meet the Market \$2,450

Best in Show \$5,200

The Morning Reset \$2,000

Capture the Moment \$4,500

The Canine Corner \$1,000

Full-Page Ad \$600

Inside Back Cover Ad \$1,500

Tote Insert Sponsor: Sponsor (included)

Take Me Home \$5,800

Additional Booth Representative \$650

The Big Night \$9,000

The Recharge Room \$1,500

Half-Page Ad \$375

Inside Front Cover Ad \$1,200

Outer Back Cover Ad \$1,650

Exhibitor \$100

Other Companies \$250

PAYMENT INFORMATION

Billing Information

Name on card

Card number

Exp date / Security code

Billing address

City, State, ZIP

Checks payable to: Vital Vet, LLC

Mail to: 36 Hill and Dale Road, Lebanon, NJ 08833