

Veterinary Osteoarthritis Alliance (VOA)

Industry Partner Program Prospectus 2025

Why Partner with VOA?

The Veterinary Osteoarthritis Alliance (VOA) is the only organisation dedicated to advancing standards of OA care across the veterinary profession. We unite clinicians, nurses, physiotherapists, academics, and industry, ensuring OA management is based on evidence, collaboration, and innovation.

By becoming an Industry Partner, your organisation gains far more than a stand at VOACON. You will be integrated into the educational and professional journey of our members. This means your brand is directly associated with knowledge growth, clinical excellence, and patient outcomes.

Why Industry Partners Matter

The VOA recognises that industry plays a vital role in advancing OA care. The Industry Partner Program is designed to replace transactional exhibition fees with genuine collaboration. This means:

- Partners provide memberships to vets, nurses, and physios, directly improving their knowledge.
- Members can achieve the Blue Paw Award and even practice accreditation, with your brand visibly associated.
- Your company is visible at CPD days, regional talks, and online, ensuring year-round recognition.
- Through tokens, you choose how to enhance exposure, ensuring flexibility and alignment with your objectives.

Partnership Levels

Gold Partner (£10,000)

Gold is the premium level of partnership, designed for organisations that want to achieve maximum visibility and involvement. Your company will distribute 100 individual memberships and 5 practice memberships. Each membership is activated by the recipient and lasts 12 months. Unused memberships expire at year-end, encouraging full use. Practice memberships allow practices to work toward accreditation, linking your brand to their success.

At VOACON, Gold partners receive a double stand in a priority location, a full-page advert in proceedings, inclusion of promotional materials in delegate bags, and sponsorship of coffee breaks and receptions. Gold partners can also present practice accreditation plaques.

Throughout the year, you gain presence at CPD days, named sponsorship of regional events, and recognition in communications. Gold partners also receive a listing on the VOA website with company summary and links, plus exclusive rights to post news items and press releases in the news section.

Silver Partner (£5,000)

Silver is the entry level for organisations wanting structured recognition at an accessible cost. Your company will distribute 30 individual memberships and 1 practice membership, activated in the same way as Gold. At VOACON, Silver partners receive a single stand, a half-page advert, and delegate bag inclusion. They are recognised during coffee breaks and receptions. Silver partners are listed on the VOA website with summary and links.

Throughout the year, they are named sponsors of regional events and are recognised in VOA communications. This ensures visibility and association with Blue Paw achievements.

The Token System

Both Gold and Silver partners receive tokens that can be exchanged for additional exposure. Tokens allow flexibility, letting you select sponsorship opportunities that fit your marketing strategy. Gold partners receive 100 tokens, Silver partners receive 50 tokens. Tokens are allocated on a first come, first served basis, with Gold partners having priority. Tokens cannot be purchased, ensuring fairness across all partners.

Option	Token Cost
Additional individual membership	1
Additional practice membership (5 people)	5
Podcast sponsorship (1 episode)	5
London Vet Show: speaker slot & sponsorship	5
VOA CPD day dedicated sponsor	10
VOACON private meeting room (per 2 hours)	10
VOACON lunch & refreshment sponsor	25
VOACON individual speaker sponsor	25
VOACON poster presentation sponsor	25
VOACON session sponsor	50
VOACON lanyard sponsor	50

VOA Website home page sponsor	50
VOACON dinner night sponsor	100

Program Terms

The Industry Partner Program runs annually from January to December. By subscribing now, you can secure your position at VOACON 2026. Invoices are issued in January. Full payment is welcomed, though a monthly plan is available with a 5% administration charge. This system ensures clarity, sustainability, and fairness.