



2025 NATIONAL SALES MEETING

# CATTLELAND

APRIL 29—30, 2025 | MADISON MARRIOTT WEST | MADISON, WI

Welcome to the Kingdom of Sweet Success! The Armor Animal Health National Sales Meeting is a special time of year when the AAH Sales force gathers to reflect on great performances and prepare for more amazing adventures. Participating vendors join in the festivities while making an impact with multiple AAH and VSI staff and associates. You're invited to join us in Madison and enjoy:

- Meaningful interactions with Sales and Vets from our AAH & VSI Livestock Teams
- An exclusive tradeshow with innovative sessions and a forward-thinking audience
- Developing relationships with key AAH & VSI staff
- Diverse sponsorship opportunities that fit your growth goals
- Team-building fun and engagement opportunities to grow your reach and industry footprint

## AGENDA

Monday, April 28 <sup>th</sup> - VIP Sales Reps Only	
Travel & Hotel Check-in	
VIP Event	

Tuesday, April 29 <sup>th</sup>	
6:45 AM - 8:00 AM	Breakfast, New Hires, Meet & Greet
8:00 AM - 8:50 AM	Internal Kickoff Meeting
9:00 AM - 9:30 AM	Round Table Session - 1
9:40 AM - 10:10 AM	Round Table Session - 2
10:20 AM - 10:50 AM	Round Table Session - 3
11:00 AM - 11:30 AM	Round Table Session - 4
11:45 AM - 12:30 PM	Lunch
12:45 PM - 1:15 PM	Round Table Session - 5
1:30 PM - 2:00 PM	Round Table Session - 6
2:10 PM - 2:40 PM	Round Table Session - 7
2:50 PM - 3:20 PM	Round Table Session - 8
3:30 PM - 4:15 PM	Platinum Sponsor Speaker
5:00 PM - 7:00 PM	Tradeshow OPENS
7:00 PM - 8:00 PM	Welcome Dinner & Vendor Recognition
8:00 PM - 9:00 PM	Entertainment

Wednesday, April 30 <sup>th</sup>	
6:45 AM - 8:30 AM	Breakfast
8:00 AM - 8:30 AM	Round Table Session - 9
8:40 AM - 9:10 AM	Round Table Session - 10
9:30 AM - 12:00 PM	Tradeshow
12:00 PM - 1:00 PM	Lunch
1:00 PM - 2:30 PM	Team Building in the Tradeshow
2:30 PM - 7:00 PM	Tradeshow
7:00 PM - 9:00 PM	Dinner & Awards
9:00 PM - 10:00 PM	Booth Teardown
9:00 PM - 11:00 PM	Entertainment

Thursday, May 1 <sup>st</sup>	
6:45 AM - 8:30 AM	Breakfast
7:45 AM - 11:00 AM	Tradeshow Teardown & Departure

**Vendor Recognition**  
*Presented at Tuesday Dinner*

- Top 3 Vendor Awards
- New Product Award



## Sponsorship Opportunities

**PLATINUM LEVEL • \$12,000** - 3 Attendees - 5 Spots Available

**Includes 2 Round Table Sessions, Introduction, Booth, 1 add-on.**

Choose one:

- VIP Training - 30 minutes
- VIP Dinner - Monday Night
- Gifts for all attendees
- Event Clothing Sponsor
- 45 Minute Training during event - (no round tables if choosing this option)

**GOLD LEVEL • \$10,000** - 2 Attendees - 5 Spots Available

**Includes 2 Round Table Sessions, Booth & 1 meal sponsor.**

Choose one:

- Tuesday Dinner Sponsor
- Tuesday Entertainment Sponsor
- Wednesday Dinner Sponsor
- Wednesday Entertainment Sponsor
- Ice Cream Bar Sponsor

**SILVER LEVEL • \$4,000** - 1 Attendee - 20 Spots Available

**Includes Meal Sponsorship, Booth & 1 add-on.**

- Tradeshow Bags
- Lanyards
- Open Bar Sponsor

### ADD-ONS

Each sponsor may choose 1-2 options based on sponsorship level. First come, first served.

### SUPPLEMENTARY

- Extra Attendees can attend for an additional \$750.
- Round table focus groups will be Dairy or Beef/Feedlot. NOTE: CE credit opportunities and advanced topics are encouraged.
- **See the 2025 Marketing Opportunity Booklet for full sponsorship level details.**

### BOOTH PRIZES

Each vendor is encouraged to bring their own door prize that reps can enter to win at your booth. Vendor will decide how the door prize is won.

\*Breakout session and vendor ads for the NSM Program are due **March 1, 2025** to be included in the official program.

**Booth space is limited to 34 booths. Due to this limited space, please register early to ensure inclusion. First come, first served. Submissions are due February 21, 2025.**



# REGISTER TODAY

Scan QR code to visit the Online Vendor Portal and RSVP for your sponsorship.

**Space is limited! Registrations due by February 21, 2025.**

*The Kingdom of Sweet Success*



**ARMOR**  
ANIMAL HEALTH®

Division of VSI