

HOTEL ROOM DROPS

Create a memorable first impression with a thoughtful welcome gift, or leave a lasting impact with a departure takeaway. Your branded items will be provided to all guests at the conference's preferred venue, ensuring they feel valued throughout their stay.



ROOM DROP PRICING

All items are priced on a per-item basis, anything outside of a bound publication such as a flyer, postcard; envelope, etc. will be considered a separate item.

In-Room Drop, Generic \$8 per room (Est. 475 Rooms/Peak)

All materials should be received at least (48) hours prior to distribution with at least (7) business days notice of any room drops.

Room drops are delivered 2-3 hours after guest check-in to ensure accuracy of room assignment. Items cannot be delivered prior to guest check-in.

SNAPSHOT

DISTRIBUTION

- Items are delivered by bell services to all guests staying on property at the conference preferred venue who reserved within the VETgirl hotel block.

AUDIENCE

- Audience average 1,000
- Veterinarian 80%
- Veterinary Technician 20%
- 90% Female
- 60% Early - Mid Career
- 50% Make the recommendation or are the primary decision maker



TRACY COVERT

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