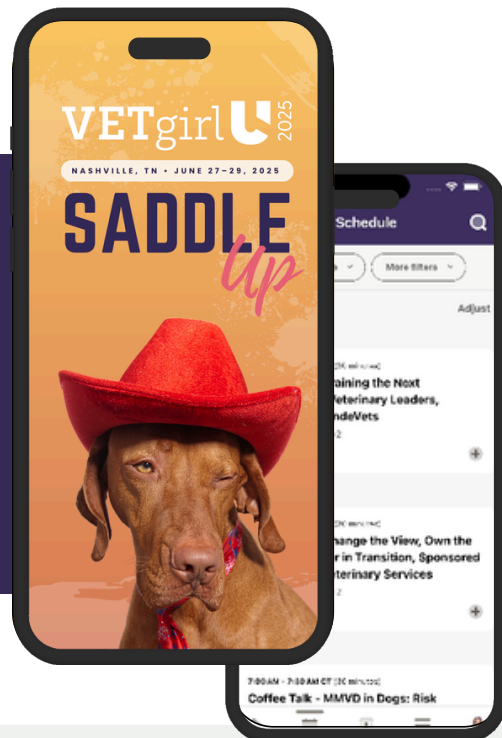


VET CHALLENGE GAME

Turn Booth Traffic Into Measurable Engagement with Vet Challenge

Vet Challenge is VETgirl U's interactive, in-app game designed to drive attendees directly to your booth—and keep them engaged. For a flat \$500 sponsorship, your brand becomes part of a high-energy experience that incentivizes attendees to visit exhibitors, complete challenges, and compete for prizes.



How Vet Challenge Drives Booth Traffic

1. Attendees download the VETgirl U event app via QR code or link.
2. They select the Vet Challenge icon to begin.
3. To qualify for daily prize drawings, attendees must earn points.
4. One of the easiest ways to earn points?
5. Visit exhibitor booths and answer a sponsor question.

Each exhibitor challenge requires attendees to:

- Stop at your booth
- Engage with your team
- Answer a question to earn points
- Move closer to winning prizes

This creates intentional, face-to-face conversations—not drive-by badge scans.

Built-In Incentives That Keep Traffic Flowing

- Points earned through exhibitor visits and interactive app challenges
- Bonus QR codes placed throughout the venue
- Leaderboard competition throughout the event
- Twice-daily prize drawings after sponsored breakfasts and lunches
- Winners must be present to win, increasing session attendance and visibility

Prizes are claimed at the Swag Shop (Lobby Level), creating additional event-wide visibility.

Competitive Energy = Repeat Booth Visits

- Attendees climb the leaderboard by completing actions.
- Ties are broken by earliest action completion—encouraging continuous engagement.
- Daily drawings require a minimum number of points, driving ongoing participation.

Attendees return throughout the event to earn more points—creating multiple opportunities for engagement.

PROVEN ENGAGEMENT

- 2025 Results:
 - 767 total app downloads
 - 555 active players
 - 33,000+ actions completed
 - 1,176 exhibitor challenges completed
 - 80.8% iOS | 19.2% Android



TRACY COVERT

VETgirl - Director, Marketing

702.556.7833

tracy@vetgirlontherun.com