

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.

Exhibitor Opportunity: Participate in the VETgirl U Vet Challenge
Exhibitors can now participate in the Vet Challenge as an official bonus point stop, helping drive booth traffic and increase meaningful attendee engagement.

What This Means for You

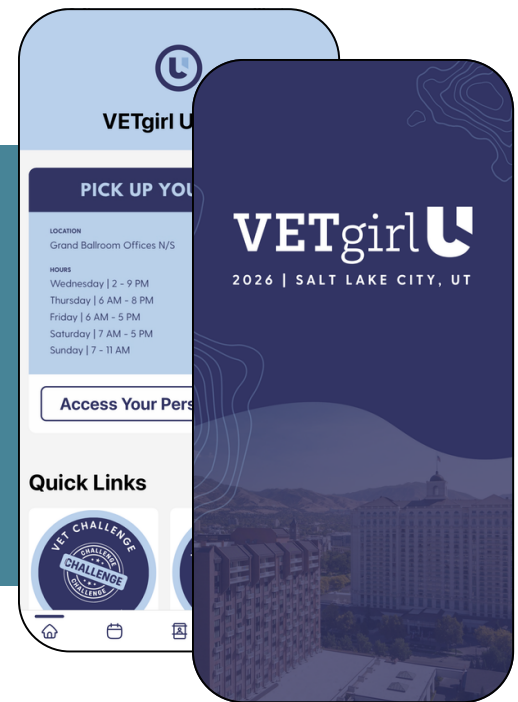
Your booth will be a designated stop where attendees can earn bonus points through a quick, branded interaction. This creates a seamless, app-based experience while reinforcing your brand, products, or services.

How the Vet Challenge Works (Attendee Experience)

- Attendees download the VETgirl U event app and access the Vet Challenge
- Points are earned by completing challenges, attending sessions, and scanning QR codes throughout the event
- Attendees who reach the required point threshold become eligible for daily prize drawings
- Participating exhibitor booths serve as bonus point opportunities within the game

Why Participate

- Drive qualified traffic directly to your booth
- Engage attendees with your brand through a custom question
- Reinforce key messaging in a quick, interactive format
- Be part of a high-visibility, event-wide gamification experience



PROVEN ENGAGEMENT

- 2026 Results
 - 639 Logins
 - 624 Downloads
 - 63.90% Attendees Logged in
 - 79.6% iOS 20.4% Android
 - 39.09% Participated in Discussions
- Vet Challenge Game
 - 456 Players
 - 11,589 Interactions Completed
 - 899 Challenges Completed



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