



# 2022 MEDIA KIT

## About Us

The American Association of Feline Practitioners (AAFP) is the trusted leader in feline health and welfare for the veterinary community and cat caregivers. We are a professional organization representing feline practitioners who are passionate about the care of cats. The AAFP is dedicated to advancing the field of feline medicine and surgery by setting the standards of feline care through the publication of practice guidelines, position statements, and by providing continuing education. Through publications, education, and thriving relationships with other organizations, the AAFP engages the veterinary community and its members by facilitating the exchange of scientific data and ideas.

***Want to know more?  
Contact us at  
info@catvets.com  
or (908) 359-9351.***

## Sponsorship Opportunities

The AAFP currently has many different types of sponsorship opportunities available to meet the needs of your company. The AAFP will work strategically with your organization to create a sponsorship package customized to your needs so your company will excel while the association simultaneously thrives.

***Partnership Sponsors:*** The AAFP offers industry-level sponsorships on a personal level. Our partnership sponsorship opportunities include a multitude of sponsored items at our Annual Conference and throughout the year. Our Chief Executive Officer will personally work with you to create a sponsorship package which incorporates your company's mission, needs, and business goals.



***Cat Friendly Practice® (CFP)  
Program Sponsors:***

Celebrating 10 years in 2022, our distinguished CFP program was designed to elevate the delivery of feline veterinary care. Sponsorship opportunities for this exclusive program are limited to a number of partners who support the CFP goals and program. CFP partner sponsorships are directly allocated to educating veterinary practices, and the public, as to how to decrease stress associated with the veterinary visits and improve the standard of feline care. This sponsorship also includes the Cat Friendly Certificate Program.

***Individual Sponsors:*** The AAFP's individual sponsorships include a one-time specific sponsorship, but we find that many of our individual sponsors later go on to support additional upcoming projects. Some of the individual sponsorship opportunities include conference speakers, meal functions, client brochures, and webinars.

***If you are interested in discussing possible sponsorships or partnerships with the AAFP, please contact our Chief Executive Officer, Heather O'Steen (hosteen@association-partners.com).***

# Advertising Opportunities



Over  
**4,500**  
Members  
year end 2021

With a combined 5,400+ members and team member subscribers, the AAFP has a direct connection to feline veterinary professionals practicing primarily in North America, South America, and some internationally. Our members are provided with robust benefits and resources designed to keep them well-informed of the latest scientific developments in feline medicine. Our feline specific publications are recognized for their superior quality. Through advertising in our reputable publications, your company will be recognized as a reliable organization by over 4,500 members.



***Feline Weekly:*** This news aggregate service delivers timely feline industry-focused and association news directly to members' inboxes every Tuesday. This publication keeps members up-to-date on latest trends, research, articles, and resources in feline medicine as they become available. This publication also includes news feeds from consumer publications in an effort to keep members informed about what cat owners are reading. In addition to over 4,500 members receiving this publication, each member can also choose up to three additional team members, expanding the distribution. To place your advertisement in Feline Weekly, contact [salesinquiries@multiview.com](mailto:salesinquiries@multiview.com).



***The Journal of Feline Medicine and Surgery:*** Membership in the AAFP includes a monthly print subscription to the Journal of Feline Medicine and Surgery, a scientific and peer-reviewed feline-focused journal. Members of the AAFP also have access to an easy-to-use online platform where they can access current and past issues of the JFMS, download full PDF issues, and search for specific articles or key words. *JFMS Open Reports*, sister title to the JFMS, publishes high quality case reports, short case studies and short communications on all aspects of feline medicine and surgery. To place your print or online advertisement in the Journal of Feline Medicine and Surgery, email Neil Chesher ([neil.chesher@sagepub.co.uk](mailto:neil.chesher@sagepub.co.uk)).

## Exhibitor Opportunities

The AAFP hosts feline-focused continuing education at the well-recognized AAFP Annual Conference. In 2021, we had an attendance of 1,563 veterinary professionals, exhibitors, and guests both in-person and online (as of Dec 2021, which will increase through June 2022). Our attendees are looking for new products and improved solutions to offer in their practice, and the best way to communicate with them is through the exhibit hall which sells out every year. You will see attendees at every refreshment break, lunch, and the Exhibitor's Happy Hour Reception. In addition, all registered exhibitors receive full hot meals, and CE is also included for veterinarian exhibitors. To learn more about the AAFP's exhibitor opportunities visit the [Education Conferences](#) website page or contact our Conference Assistant, Jamie Bowen ([exhibitor@catvets.com](mailto:exhibitor@catvets.com)), or call us at (908) 359-9351.