

# SURGE

Mobile Surgeons Helping Mobile Surgeons

## 2022 Partnership Opportunities

SURGE Surgical Symposium May 12-14, 2022  
Fall Meeting October 2022

[SURGEdvm.com](https://SURGEdvm.com)

# SURGE

Dear Partner,

SURGE is a community of over 130 mobile veterinary surgeons who network for educational events, peer support, coaching, and access to Partner information and discounts.

The 3rd annual SURGE Surgical Symposium (S3) will take place May 12-14, 2022. There is no other forum where mobile surgeons share ideas with like-minded peers. S3 is a unique opportunity for companies to build relationships with surgeons and learn about their specific needs and desires.

Sessions are 100% live to encourage strong levels of engagement (no pre-recorded sessions). Topics include best practices, tips and tricks, exit strategies, and more. Formats alternate between presentations, panels, and roundtable discussions.

There are multiple opportunities for visibility for our Partners.

By the way, we call our sponsors “Partners” for a few reasons: unlike at other conferences, Partners are an integral part of the audience. They are invited to attend all lectures and interact directly with attendees.

Time will be provided for Partners to explain how they can help surgeons improve the performance of their practice.

We have added benefits that will give Partners even more exposure and encourage organic relationships.

As a Partner, you can connect with our members year-round in your own private online forum. Our online community is a place where mobile surgeons discuss clinical and business topics, access exclusive discounts, and network with other members and Partners.

Top tier Partners have much more exposure to members, including opportunities to participate in educational webinars and live wetlabs!

**New in 2022: In addition to our Spring S3 event in May, we will host a Fall event in October, coinciding with the ACVS meeting. All Partners will be included and mentioned in that meeting as well.**

Please review the attached information about our Partnership Tiers. You may also visit [www.SURGEdvm.com](http://www.SURGEdvm.com) to learn more.

Feel free to reach out with any questions.

Thank you very much for your consideration and support.

Jim Ballow, DVM

Justin Harper, DVM, DACVS

Phil Zeltzman, DVM, DACVS, CVJ, Fear Free certified

[Partners@SURGEdvm.com](mailto:Partners@SURGEdvm.com)

# SURGE Stats

**MEMBERSHIP: OVER 130 MOBILE  
VETERINARY SURGEONS**

**GENERAL PRACTICES SERVED  
BY OUR SURGEONS: 3,500+**

**NUMBER OF 2021 SYMPOSIUM  
ATTENDEES: 100**

## **Why Partner with Us?**

- Increased awareness and interest
- Build relationships with mobile surgeons
- Promote and beta test products and services
- Gain feedback from surgeons in the trenches

## **How Do We Help Mobile Surgeons?**

- Educational events – Symposium in May, meeting in October
- Online community for discussing business and clinical topics
- Peer support and coaching
- Access to Partner discounts and resources

[Click here to become a Partner](#)

Any questions about SURGE or our partnership opportunities?  
Feel free to contact us: [Partners@SURGEdvm.com](mailto:Partners@SURGEdvm.com)

# What Are SURGE Members Saying?

— “

The S3 meeting was a wealth of knowledge - whether you are considering mobile surgery, a new startup or years of experience providing mobile surgical services. An excellent group of professionals with a common goal. Looking forward to cultivating friendships with our practice partners and colleagues.

**DR. GARRETT LEVIN**

” —

— “

Huge THANK YOU for making this meeting happen. It was really fantastic-I'm a tough critic, and I was so impressed with every part of it. The amount of thought and effort for every detail was clear, and setting an atmosphere of respect and cooperation from the start made it feel very positive throughout.

**DR. BETSY ARTHUR**

” —

— “

There are so many unknowns and variables that go into starting any business, especially a mobile surgery business. Getting coaching early on from someone who has already made costly mistakes is invaluable. Learning how to be cost-effective, reduce overhead and still provide excellent surgical care is critical.

**A BOARD-CERTIFIED SURGEON  
IN TEXAS**

” —

# SURGE

## 2022 SURGE Partnership Tiers

Elite Partner Benefits \$16,000/year Annual Benefits		Gold Partner Benefits \$8,000/year Annual Benefits		Silver Partner Benefits \$4,000/year Annual Benefits		Bronze Partner Benefits \$2,000/year Annual Benefits	
<ul style="list-style-type: none"> <li>* Promoted as Elite Partner on SURGE website with logo linked to company website</li> <li>* 8 social media posts (twice per quarter)</li> <li>* Inclusion in <u>quarterly Partner Spotlight email</u> to membership</li> <li>* 4 hours of consulting with at least one of the SURGE founders</li> <li>* One 45 minute educational webinar to membership</li> <li>* One opportunity to survey members</li> </ul>		<ul style="list-style-type: none"> <li>* Promoted as Gold Partner on SURGE website with logo linked to company website</li> <li>* 4 social media posts (once per quarter)</li> <li>* Inclusion in <u>quarterly Partner Spotlight email</u> to membership</li> <li>* 2 hours of consulting with at least one of the SURGE founders</li> <li>* One 30 minute educational webinar to membership</li> </ul>		<ul style="list-style-type: none"> <li>* Promoted as Silver Partner on SURGE website with logo linked to company website</li> <li>* 3 social media posts</li> <li>* Inclusion in <u>bi-annual Partner Spotlight email</u> to membership</li> <li>* 1 hour of consulting with at least one of the SURGE founders</li> </ul>		<ul style="list-style-type: none"> <li>* Promoted as Bronze Partner on SURGE website with logo linked to company website</li> <li>* 1 social media post</li> <li>* Inclusion in <u>one Partner Spotlight email</u> to membership</li> </ul>	
Spring S3 Benefits	Fall S3 Benefits	Spring S3 Benefits	Fall S3 Benefits	Spring S3 Benefits	Fall S3 Benefits	Spring S3 Benefits	Fall S3 Benefits
<ul style="list-style-type: none"> <li>* <b>Option to host wetlab**</b></li> <li>* Option to run a focus group or roundtable discussion</li> <li>* 5 minute LIVE introduction of your company</li> <li>* Registration for 4 company representatives</li> <li>* Full page ad in event Proceedings book</li> <li>* Sponsorship of <u>ALL morning sessions Day 1</u></li> <li>* <b>Priority option</b> to sponsor special events, sessions, meals**</li> </ul>	<ul style="list-style-type: none"> <li>* Recognition as Elite Partner</li> <li>* Option to run a focus group or roundtable discussion</li> <li>* Registration for 4 company representatives</li> <li>* Full page ad in event Proceedings book</li> <li>* <b>Priority option</b> to sponsor special events, sessions, meals**</li> </ul>	<ul style="list-style-type: none"> <li>* 3 minute LIVE introduction of your company</li> <li>* Registration for 3 company representatives</li> <li>* Half page ad in event Proceedings book</li> <li>* Sponsorship of <u>1 session</u></li> <li>* Opportunity to sponsor special events, sessions, meals**</li> </ul>	<ul style="list-style-type: none"> <li>* Recognition as Gold Partner</li> <li>* Registration for 3 company representatives</li> <li>* Half page ad in event Proceedings book</li> <li>* Opportunity to sponsor special events, sessions, meals**</li> </ul>	<ul style="list-style-type: none"> <li>* 2 minute LIVE introduction of your company</li> <li>* Registration for 2 company representatives</li> <li>* Quarter page ad in event Proceedings book</li> <li>* Sponsorship of <u>1 session</u></li> <li>* Opportunity to sponsor special events, sessions, meals**</li> </ul>	<ul style="list-style-type: none"> <li>* Recognition as Silver Partner</li> <li>* Registration for 2 company representatives</li> <li>* Quarter page ad in event Proceedings book</li> <li>* Opportunity to sponsor special events, sessions, meals**</li> </ul>	<ul style="list-style-type: none"> <li>* 1 minute LIVE introduction of your company</li> <li>* Registration for 1 company representative</li> <li>* Logo included in event Proceedings book</li> <li>* Opportunity to sponsor special events, sessions, meals**</li> </ul>	<ul style="list-style-type: none"> <li>* Recognition as Bronze Partner</li> <li>* Registration for 1 company representative</li> <li>* Logo included in event Proceedings book</li> <li>* Opportunity to sponsor special events, sessions, meals**</li> </ul>

### All Partnerships Include the following Benefits:

- \* Networking opportunities with members at events
- \* Company promotional materials in Virtual Gift Bag
- \* Logo inclusion in event email updates
- \* Recognition on Partner slide with corresponding Tier
- \* Company logo on event signage
- \* Company Private Forum on the SURGE website

S3, the SURGE Surgical Symposium, will be LIVE tentatively May 12-14, 2022.

We will also host a live event coinciding with the ACVS meeting in October 2022.

For questions or inquiries, please contact us at [Partners@SURGEedvm.com](mailto:Partners@SURGEedvm.com)

\*\*Additional cost dependent on event

*ALL PROMOTIONAL MATERIAL THROUGHOUT THE YEAR MUST BE SUBMITTED BY PARTNER TO [SUPPORT@SURGEDVM.COM](mailto:SUPPORT@SURGEDVM.COM); IT IS THE RESPONSIBILITY OF THE PARTNER TO SUBMIT ITEMS FOR DELIVERY TO MEMBERS. SURGE WILL NOT REQUEST THE INFORMATION AND FAILURE TO SUBMIT IN A TIMELY MANNER WILL RESULT IN NONDELIVERY.*

# What is the SURGE Forum?

Break communication barriers by engaging directly with surgeons in your own private forum on the SURGE website. As a Partner, you have a unique opportunity to build relationships with SURGE members year-round.

Get the most out of your partnership by following these pro tips:

- Share special offers and announcements
- Ask for feedback from surgeons
- Connect with members before and after events
- Spread the word about new sales reps and new products

## SURGE Partner Testimonials

— “

The partnership between SURGE and Elanco has been extremely productive! The transparency and access to the SURGE members has been very valuable, and has allowed our Specialty team to engage where they could not previously.

**MARK DANEN, ELANCO**

” —

— “

Working with the team at SURGE has been wonderful and has also opened doors to many other opportunities that we may not have normally encountered. We look forward to growing and evolving this valuable partnership in the future.

**DR. CYNTHIA MACKENZIE, AVMA TRUST**

” —

[Ready to Partner with us? Click here.](#)

Interested in our  
Partnership Opportunities?  
[Click here](#) or email  
[Partners@SURGEdvm.com](mailto:Partners@SURGEdvm.com)

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[SURGEdvm.com](http://SURGEdvm.com)