



Veterinary Hospital Managers Association, Inc.
PO Box 2280
Alachua, FL 32616
877-599-2707/518-433-8911 • 888-795-4520 fax
admin@vhma.org • www.vhma.org

Business Alliance Partner Program Highlights

The Veterinary Hospital Managers Association, Inc. (VHMA) is an international professional association, created in 1981, by and for veterinary hospital managers. The association's guiding principles include the pursuit of excellence in practice management, opening channels of communication, and networking among practices. Over 1,700 hospital managers, veterinarians, technicians and consultants belong to the VHMA.

The VHMA is pleased to introduce our Business Alliance Partner Program. This program provides an opportunity for veterinary industry stakeholders to join the VHMA in advancing and assuring a high overall quality of professional service in the veterinary field.

The VHMA places tremendous value on the working relationship it has cultivated with industry companies and their individual representatives. It is a partnership that has advanced not only the association's mission but also the profession.



VHMA Business Alliance Partner Program is open to qualifying companies offering special consideration to VHMA members on various products and services designed to address the professional business needs of today's veterinary practice. Industry stakeholders who wish to become a VHMA Business Alliance Partner should submit the attached Business Alliance Partner Contract for approval.

The cost to participate in the VHMA Business Alliance Partner Program is \$5,000 yearly. The VHMA Business Alliance Partner Program is administered by the VHMA Industry Liaison Committee that recommends Business Alliance Partner approval to the VHMA Board of Directors.

BENEFITS of the VHMA Business Alliance Partner Program include:

Membership participation: complimentary Consultant Membership with full "member only" benefits.

Committee participation: representation on the Association's Industry Liaison Committee.

Direct Marketing Access: access to membership mailing list-one complimentary, single-use, list per year
AND access to one membership e-mail blast per year.

Partner Acknowledgement: acknowledgement of partnership on VHMA Web site and newsletters year round.

Partner Logo Usage: opportunities to use the VHMA Business Alliance Partner logo.

Sponsorship Opportunities: first right of refusal on educational sponsorship opportunities.

Discounted Membership Offerings: Business Alliance Partners may give away five (5) free memberships annually (first-time members only) AND offer a special first-time member discount of \$25 off the regular membership rate.

Educational Opportunities: opportunities to hold corporate events at the VHMA Annual Conference (advertised on our marketing materials) AND access to publishing management articles in our monthly newsletter and/or participating in one of our monthly educational Webinars.

Product Give Away: Business Alliance Partners may provide up to five (5) complimentary VHMA Self-Audit Workbook and Document Organizers to new managers (members or non-members) annually.

Veterinary Hospital Managers Association, Inc.
Business Alliance Partner Application and Confirmation

Company Name: _____

Contact/Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone and Fax: _____

E-mail Address: _____

Company Web site Address: _____

Product/Service Category (check all that apply):

- Accounting and Financial Services
- Advertising Services and Materials
- Biologicals
- Business and Personnel Forms
- Computer Hardware and Software
- Diagnostics
- Food
- Hospital Equipment
- Hospital Supplies

- Legal Services and Products
- Management Consulting
- Office Supplies
- Parasiticides
- Pharmaceuticals
- Staff Training Services and Products
- Publications
- Web site Products and Services
- Other:

Yes, our company would like to apply to be a VHMA Business Alliance Partner, the yearly cost is \$5,000.*

Total Payment Enclosed \$ _____

Payment

Payment Type: check Visa Mastercard Discover American Express

Credit Card Number: _____

Expiration Date: _____ Card security code (CSC): _____

Name on credit card (PLEASE PRINT NEATLY): _____

Complete billing address: _____

Signature of credit card holder: _____

- All funds should be in U.S. dollars.
- VHMA Business Alliance Partnerships are renewed annually. The terms of this sponsorship relationship are confirmed on the next page.
- * *VHMA Business Alliance Partnership is subject to the approval of the VHMA Board of Directors.*

ACCEPTED BY VHMA: _____

Return this form and payment to:
VHMA • P.O. Box 2280 • Alachua, FL 32616-2280
518-433-8911 • fax 888-795-4520 • admin@vhma.org • www.vhma.org

VHMA BUSINESS ALLIANCE PARTNERSHIP CONFIRMATION OF TERMS

The Veterinary Hospital Managers Association, Inc. ("VHMA") is a nonprofit, Section 501(c)(6) tax exempt association and the Company named on the Business Alliance Partner Program Application desires to support VHMA's activities ("Activities"). The purpose of this Confirmation is to ensure that both VHMA and the Company agree on the terms of recognition to be provided for Company's support.

1. **VHMA Program.** During the one year term of this Confirmation, VHMA agrees to identify and acknowledge Company as a Business Alliance Partner of VHMA, as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and applicable U.S. Treasury regulations ("Sponsorship"). Such identification and acknowledgment will include displaying Company's corporate logo and certain other identifying information in connection with VHMA Activities. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment will be determined by VHMA in its sole discretion. VHMA and Company agree that the purposes of the Activities is educational in nature and that no product promotion or advertising services by VHMA is intended in connection with the Activities.
2. **Mutual License of the Intellectual Property.** VHMA and the Company are each the sole owner of all right, title, and interest to VHMA's and the Company's respective property, including each party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Property"). VHMA and the Company hereby grant to other party a limited, non-exclusive license to use certain of its intellectual property, including names, trademarks, and copyrights in connection with Company's Sponsorship of VHMA. It is understood that each party retains the right to review and approve in advance all uses of its intellectual property, which approval shall not be unreasonably withheld.
3. **Sponsorship Payment.** Company agrees to make a cash contribution to VHMA in the amount of \$5,000 annually for each year covered by this Confirmation. A 25% deposit of such amount is due with the Application, with the remaining balance due within sixty (60) days thereafter. The payments described in this paragraph shall constitute payment by Company solely for Company's Sponsorship of VHMA. Such payments shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by VHMA on behalf of Company, or income from a partnership or joint venture.
4. **Relationship Between the Parties.** The parties agree that this Confirmation is not intended to create any joint venture, partnership, employment, or agency relationship of any kind. The parties agree that Sponsorship of VHMA does not constitute VHMA's endorsement, guarantee, acceptance, or approval of Company, its services, products, programs, or activities.
5. **Limitation of Liability; Indemnification.** The parties shall indemnify and hold each other, and their respective directors, officers, affiliates, and employees, harmless against any claim, loss, liability, suit or judgment (including attorneys' fees) that may arise as a result of the negligence or misconduct by the party in connection with this Sponsorship.
6. **Term and Termination of Confirmation.** This Confirmation is subject to the approval of the VHMA Board of Directors. This Confirmation will terminate at the end of the year for which Sponsorship payment is made or immediately upon written notice from one party to the other. Upon termination or expiration of this Confirmation, all rights and privileges for use of each party's Property shall expire, and each party shall discontinue the use of the other party's Property. If Confirmation is terminated prior to the conclusion of the year for which Sponsorship payment is made, payment will be refunded on a prorated basis.
7. **Confidential and Proprietary Property.** VHMA and Company, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other, except as may be authorized in writing by the other.
8. **Miscellaneous.** Either party's waiver of, or failure to exercise, any right provided for in this Confirmation shall not be deemed a waiver of any further or future right under this Confirmation. This Confirmation is binding on the parties, their successors and assigns, provided that no party may assign this Confirmation without the consent of the other party.