



vetcetera
BY  VetPrep &  VetTechPrep

Empowering veterinary
professionals with
educational resources



Vetcetera
CE



Vetcetera
Connect



Vetcetera
Perks



Vetcetera
Alumni



Vetcetera
Teams

AUDIENCE:

PROFESSIONALS

PREP STUDENTS

ORGANIZATIONS

Partner with Vetcetera today, and build your customer base for tomorrow.

SERVICE

We take pride in serving the veterinary industry through test preparation and continuing education.

ENGAGEMENT

Across our platforms, we have built an engaged group of students, along with emerging and established veterinary professionals, who trust our offerings.

SOLUTIONS

We provide partners with full-service solutions to forge authentic connections with this base. Thanks to our multiple channels for communication, we can customize any approach, ensuring brand engagement that lasts.



Empowering veterinary professionals with educational resources



The most trusted way to prepare for the NAVLE®



The most trusted way to prepare for the VTNE®

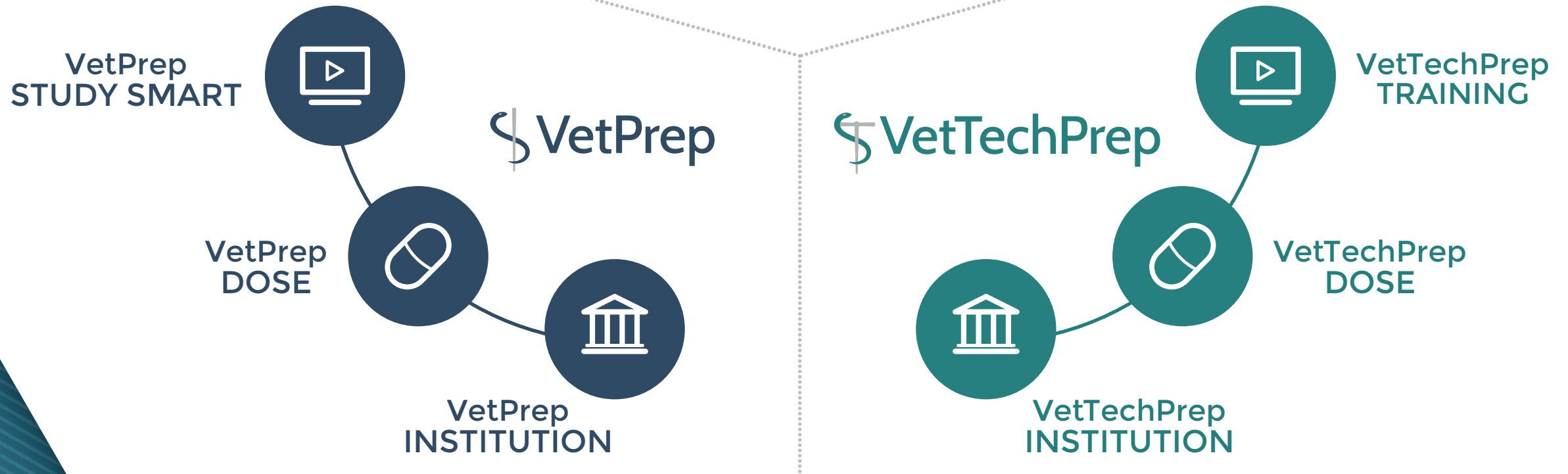
Offerings

AUDIENCE:

PROFESSIONALS

PREP STUDENTS

ORGANIZATIONS





Vetcetera
Connect

**We foster meaningful connections across the veterinary community.
Be part of the conversation.**

Vetcetera Connect is a centralized learning hub where veterinarians, vet techs and support staff can access professional development resources. We bridge the gap between these different roles, and attract both students and emerging professionals.

FORGE RELATIONSHIPS

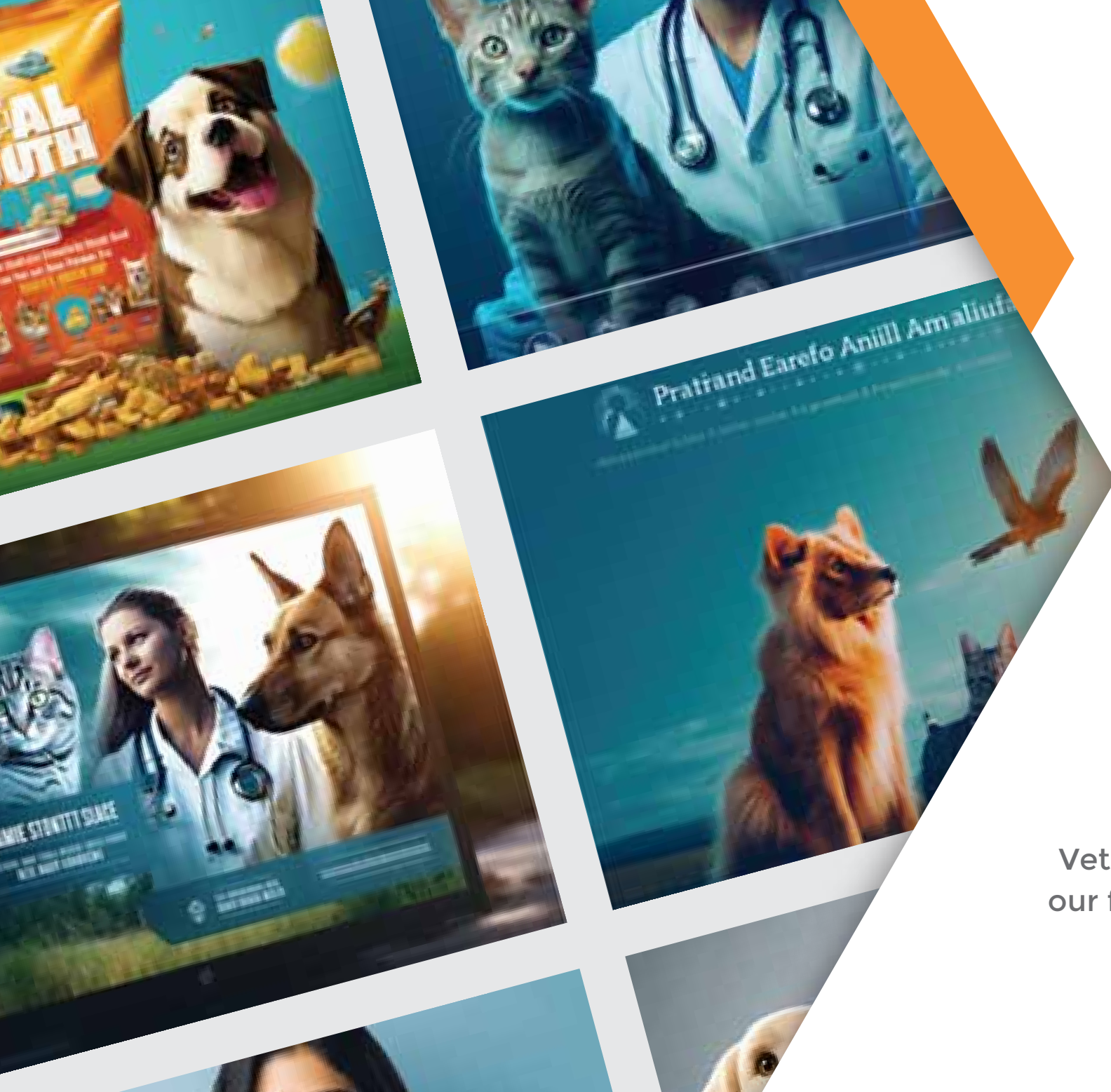
By partnering with us, brands can forge relationships today with the industry leaders of tomorrow. We make every step of the process easy and work with you to develop tailored content that enhances brand awareness and engagement.

70%

of students say they would use a product in their profession or career that they had exposure to during their educational years.

Access from
all 3 sites:
Vetcetera, VetPrep
and VetTechPrep





Vetcetera
Perks

Everyone likes a little something extra.

Veterinary students and emerging professionals are actively building their range of trusted services and products. Make it easier for them to try yours with tailored offers and discounts through Vetcetera Perks.

LARGE AUDIENCE

Vetcetera Perks delivers exclusive benefits to both our free and paid members, giving sponsors a large potential audience.

VALUE TO THE COMMUNITY

Through this platform, we deliver value to the community through downloads, coupons, promotional codes, free samples and educational resources. We will work with you to craft your offer and to promote it on the site and through our extensive mailing lists.

93% *of students said they use free downloads, clinics, handouts, and templates.*



Vetcetera
CE

Be part of someone's professional journey.

In the veterinary industry, continuing education never stops. Our online platforms offer busy professionals the flexibility they need to update their skills, without overwhelming their schedules.

ENGAGEMENT & VISIBILITY

Partner with us to directly engage emerging and established members of the veterinary community. We work with you to either draw from our extensive content library, or to create a custom continuing-education experience tailored to your preferred topic. Throughout the presentation, we offer superior brand visibility at exceptional value.

Features:

- Cost effective and customizable
- Pair with additional opportunities
- On-demand access for participants for up to one year
- Partners receive registrant data



**300-
500**
*registrants
per session*



Vetcetera
Teams

Keep your team at the forefront of the industry.

Vetcetera Teams offers cost-effective solutions for vet teams and consolidated practices to meet their continuing education requirements. We provide a comprehensive library of material suited for Doctors of Veterinary Medicine, Veterinary Technicians and Customer Service teams.

BROAD RANGE OF SUBJECTS

The platform covers a broad range of subjects, including technical competencies, mental health strategies, and communication skills, with new content added weekly from our experts.

FLEXIBLE & ACCESSIBLE

With flexible, accessible delivery, Vetcetera Teams is an affordable way to streamline your team's professional growth.



**You've made your graduates a promise.
We can help you keep it.**

A degree is only the first step in building a career. Stay connected with your graduates throughout their professional development by partnering with Vetcetera Alumni.

ENGAGED COMMUNITY

Our online platform provides RACE-approved continuing education and an engaged community of like-minded professionals. Offered at a significantly discounted rate, Vetcetera Alumni is a cost-effective way to enrich your membership benefits, helping you foster life-long ties between alumni and your institution.

Features

Developed by experts

Comprehensive library covering topics from technical competencies to mental health strategies

New content added weekly



>99%
*of VetPrep students pass
the NAVLE**



VetPrep
Institution



VetTechPrep
Institution

**Your students get a step ahead.
You gain valuable insights.**

VetPrep and VetTechPrep are the most trusted ways for students to prepare for their licencing exams, with a pass rate of 99%.

GET REAL-TIME DATA, SEAMLESS INTEGRATION

Partner with us to offer students access to our preparatory questions and then monitor their progress in the faculty dashboard. This real-time data allows you to focus on what your students are struggling with, and to integrate test preparation seamlessly into your curriculum.

ELEVATE YOUR INSTITUTIONAL PROFILE

In a competitive educational marketplace, institutions are often judged on their graduates' success. Vet Prep and VetTechPrep Institution are cost-effective and efficient ways to maximize student results and to elevate your institutional profile.

91%
*of VetTechPrep
students pass
the VTNE***

*Based on survey data from over 6500 VetPrep users who completed at least 80% of the program.

**Rate applies to VetTechPrep users who completed more than 80% of the program.



When you lend a helping hand, people remember you.

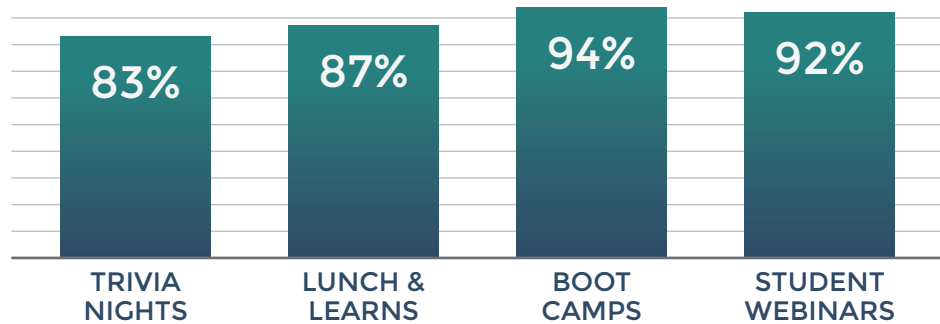
Our VetPrep and VetTechPrep study platforms are used by over 85% of veterinary students as they prepare for their licensing exams. By partnering with us to help students excel, brands can drive awareness and loyalty at the outset of an emerging professional's career.

ENGAGE & CONNECT

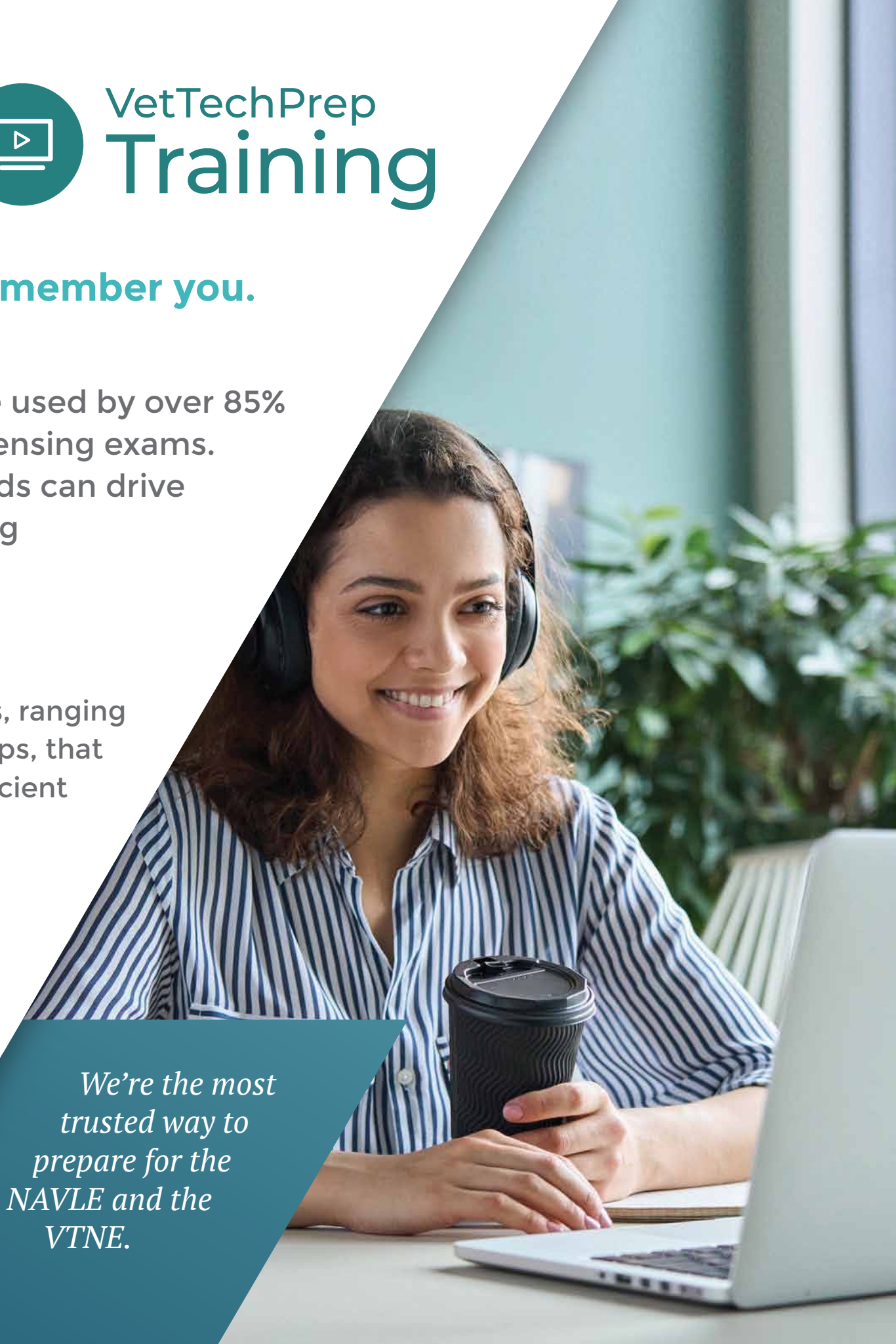
We work with partners to develop customized programs, ranging from webinars to our popular trivia nights and boot camps, that engage veterinary students in unparalleled ways. It's efficient and easy—we provide full-service solutions to bring your vision to life and to connect you with our audience.

ADD REAL VALUE

% of students that find our study programs beneficial:

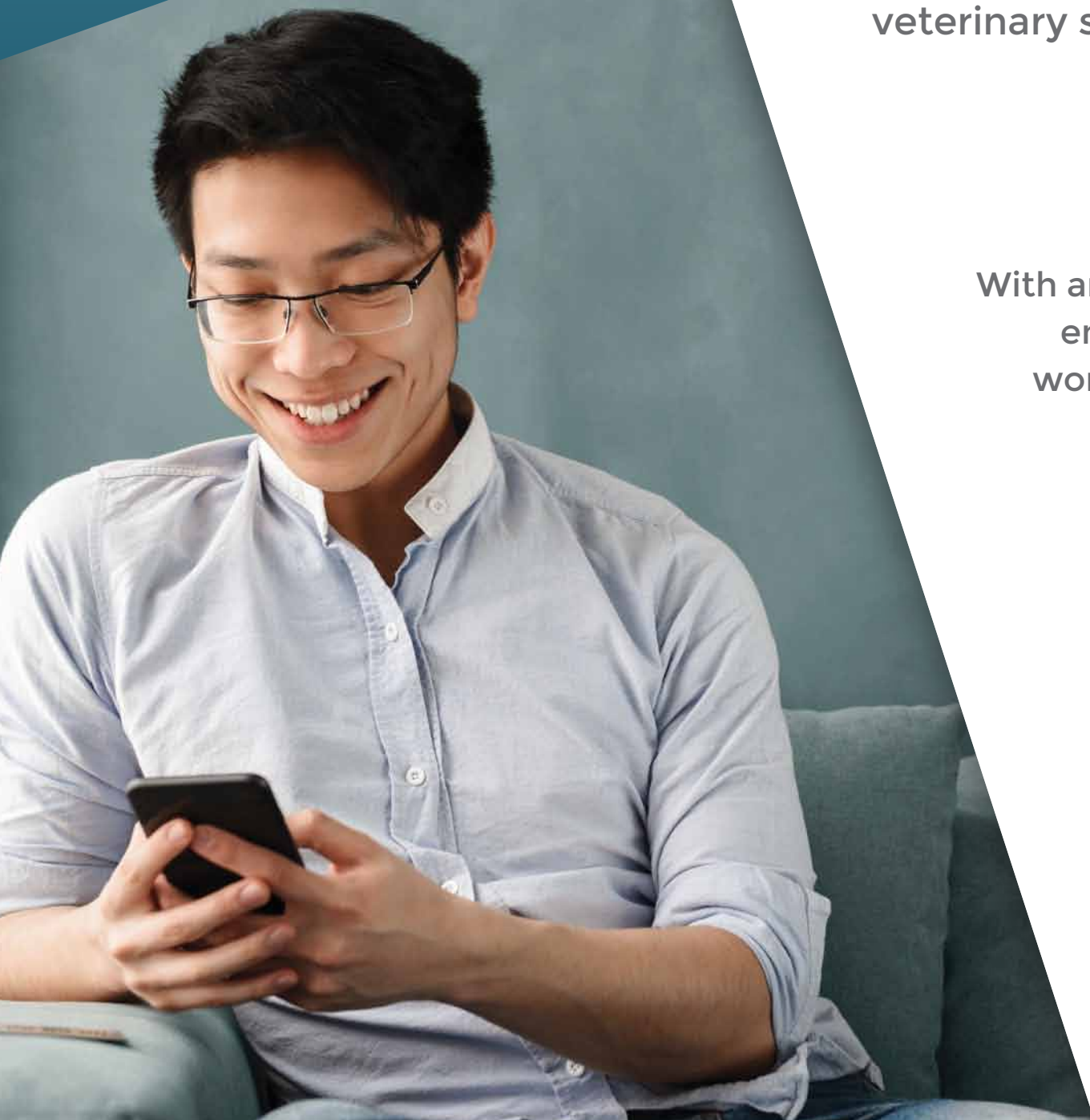


We're the most trusted way to prepare for the NAVLE and the VTNE.



22.8%

engagement rate (average click-through-rate across VetPrep and VetTechPrep subscribers).



Our reach. Your audience.

The “Dose” is a free service where both junior and senior veterinary students sign up to receive sample exam questions as they prepare to take either the NAVLE or VTNE.

DEMONSTRATE COMMITMENT

With an active subscriber base, “The Dose” lets partners directly engage with students right at the start of their careers. We work with you to create branded content that demonstrates your commitment to vet education and the wider community.

Features

Customized to your expertise or preferred area of focus

Can be combined with other partnership opportunities such as Vetcetera Connect and Vetcetera Perks

VetPrep students receive three weekly emails

VetTechPrep students receive weekly emails

Opportunities

We provide full-service solutions to forge authentic connections with the veterinary community.

Our multiple channels for communication allow us to customize any approach, ensuring brand engagement that lasts.

BRAND AWARENESS

- Vetcetera Connect
- Vetcetera Perks
- Vetcetera CE
- VetPrep Study Smart
- VetTechPrep Training
- VetPrep/VetTechPrep Dose

RECRUITMENT MARKETING

- VetPrep Study Smart
- VetTechPrep Training
- VetPrep/VetTechPrep Dose
- Vetcetera Connect
- Vetcetera Perks
- Vetcetera CE

INCREASE EXAM PASS RATE

- VetPrep Institution
- VetTechPrep Institution

SUPPLEMENTAL EDUCATION

- Vetcetera Teams
- Vetcetera Alumni
- VetPrep Institution
- VetTechPrep Institution

EMPLOYEE/MEMBER RETENTION

- Vetcetera Teams
- Vetcetera Alumni

TARGET AUDIENCE

PROFESSIONALS

- Vetcetera Connect
- Vetcetera Perks
- Vetcetera CE
- Vetcetera Teams
- Vetcetera Alumni

PREP STUDENTS

Pre-professional & Emerging Talent

- VetPrep Study Smart
- VetTechPrep Training
- VetPrep Dose
- VetTechPrep Dose
- Vetcetera Connect
- Vetcetera Perks

ORGANIZATIONS

- Vetcetera Teams
- Vetcetera Alumni
- VetPrep Institution
- VetTechPrep Institution





Contact Us

Animal Health Partnerships
VETCETERA

sales@vet-etc.com