

APVC 2024

Speaker Sponsorship Opportunities Appendix

1. Email registration forms as soon as possible. Every year industries are turned away from exhibiting at APVC due to restricted space.
2. Booths are granted first to sponsors at the platinum and gold levels, then to exhibitors who have been with us in the past and third to new registrants on a first response basis. If you send in your registration and there isn't an available booth space, your name will be placed on a waiting list for this year's conference. Payment will not be processed until booth space is available. Should APVC not be able to accommodate your booth registration request, the registration will be refunded by cheque in the full amount. **We cannot guarantee returning exhibitors booth space if your registration form has not been received by Jan 30th 2024**
3. Sponsorship ranking will be determined solely by the total sponsorship commitment value. A company sponsoring \$11,000 will have priority over a company sponsoring \$10,000, even though both are classified as platinum sponsors, and therefore be provided the opportunity of first selection of their sponsorship choices, followed by the second ranked sponsor and so on. Speaker and other Sponsorship opportunities selected (see associated document) are combined to determine sponsorship ranking.
4. Sponsors will be granted prime locations in the exhibit areas.

TO VIEW THE 2024 APVC SPEAKER / TOPIC SCHEDULE VISIT www.apvc.ca

Dr. Sue Ettinger, DVM, DACVIM (Oncology)

Bio

Dr. Sue Ettinger, DVM, DACVIM (Oncology), brings over two decades of veterinary oncology experience to her role as a trusted authority in the field. As the head of the oncology service at Guardian Veterinary Specialists in Brewster, New York, she is one of only 450 board-certified specialists in medical oncology in North America. Dr. Ettinger's expertise is rooted in her residency at the prestigious Animal Medical Center in New York City.

In addition to her clinical work, Dr. Sue is recognized for her educational contributions and was awarded the 2019 Western Veterinary Conference Small Animal Continuing Educator of the Year. She is a sought-after international speaker, an accomplished book author, and a valuable resource for pet owners and veterinary professionals. Her "See Something, Do Something, Why Wait? Aspirate.®" campaign is dedicated to raising cancer awareness and promoting early detection.

With a significant online presence, Dr. Ettinger shares valuable insights and support with her engaged community of 45,000 Facebook followers and 26,000 Instagram followers. Beyond her professional accomplishments, she finds joy in her role as a proud mother to two teenage boys and shares her home with two cherished Labradors, Penelope and Matilda. In her leisure time, she indulges in pursuits like running, travel, and the simple pleasures of tropical beach destinations.

LECTURES

Friday, April 19th - am

(Veterinarians) 1/2 Day Sponsor: _____ \$3,500

Topics	Time
1) What's New in Cancer	1 ½ hrs
2) Beyond Prednisone: Canine Lymphoma Updates	1 ½ hrs

Friday, April 19th - pm

(Veterinarians) 1/2 Day Sponsor: _____ \$3,500

Topics	Time
1) Managing Feline Lymphoma in Practice	1 ½ hrs
2) Diagnosis and Treatment of Canine Mast Cell Tumors: Latest Advances	1 ½ hrs

LECTURES

Saturday, April 20th - am

(Veterinarians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

- 1) Masses in the Spleen: What Does It Mean?
How to Diagnose and Treat HSA
- 2) Cancer ABCs: Aspirates, Biopsies and Cytology

1 ½ hrs

1 ½ hrs

Saturday, April 20th - pm

(Veterinarians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

- 1) Mammary Tumors: Dogs vs. Cats
- 2) Eat This, Not That. What to Feed the Pet with Cancer

1 ½ hrs

1 ½ hrs

Dr. Liz Ruelle, BSc, DVM, Dip. ABVP in Feline Practice

Bio

Dr. Liz Ruelle BSc, DVM, Dip. ABVP in Feline Practice

A native Calgarian, Dr. Liz's academic career began with a Bachelor of Science degree from the University of Calgary. Combining her love of travel and determination to be a veterinarian, Dr. Liz studied at the University of Veterinary Medicine in Kosice, Slovakia. She graduated, with great distinction, in 2005 as a Doctor of Veterinary Medicine. After returning home, Dr. Liz has spent her veterinary career working exclusively with cats (18 years and counting!). In 2009 she became owner of Wild Rose Cat Clinic. In December 2012 Dr Liz succeeded in her pursuit of board certification by becoming a diplomate of the American Board of Veterinary Practitioners in feline practice. In addition to private practice, Dr. Liz loves to teach and has lectured on topics including cat health, weight management, and communication. When not focusing on the kitties, she is a busy mom to both her human and fur children (Husband Jeff, Abby and Greyson; cats Utinni and Zeb) and likes to dabble in home renovation projects.

LECTURES

Friday, April 19th - am

(Veterinarians)

1/2 Day

Sponsor: _____ \$3,500

Topics

Time

- | | |
|---|---------|
| 1) Chronic Arthritis and Pain in Feline Patients | 1 ½ hrs |
| 2) Diabetes Mellitus in Feline Patients. How Sweet It Isn't | 1 ½ hrs |

Saturday, April 20th - am

(Support Staff)

1/2 Day

Sponsor: _____ \$2,500

Topics

Time

- | | |
|---|---------|
| 1) Weight Management For Your Fat Cats! | 1 ½ hrs |
| 2) Supporting Our Senior Cats | 1 ½ hrs |

Sunday, April 21st - am

(Veterinarians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

1) Feline Dentals: Tiny Teeth, Big Problems

1 ½ hrs

2) Feline Kidney Disease: Acute vs. Chronic

1 ½ hrs

Sunday, April 21st - pm

(Veterinarians) 1/4 Day

Sponsor: _____ \$1,750

Topics

Time

1) Lab Hacks with Feline Patients

1 ½ hrs

Dr. Julie Menard, DVM, DACVECC

Bio

Dr. Julie Menard is a Diplomate of the American College of Veterinary Emergency and Critical Care. She graduated from the Ecole Nationale Vétérinaire D'Alfort (Paris, France). After completion of a rotating internship in small animal medicine at the Faculté de Médecine Vétérinaire de l'Université de Montreal in Quebec, Canada, she completed an ECC internship and residency at Cornell University. She worked as a faculty at the University of Zurich in Switzerland and Cornell University and is currently an assistant Professor at the University of Calgary in Alberta, Canada. Dr. Menard also worked for international pharmaceutical company Vetoquinol doing clinical research and technical support for 2 years. Her research interests are in antibiotic stewardship and the GIT microbiome.

LECTURES

Friday, April 19th - am

(Veterinarians) **1/2 Day** **Sponsor: _____ \$3,500**

Topics	Time
1) Clinical Reasoning. Gut Feeling vs. Scratching Your Head	1 ½ hrs
2) Antimicrobial Resistance and Stewardship For Everyday Practice	1 ½ hrs

Friday, April 19th - pm

(Veterinarians) **1/2 Day** **Sponsor: _____ \$3,500**

Topics	Time
1) The GI Microbiome in Dogs. All Diseases Begin in the Gut	1 ½ hrs
2) Point of Care Ultrasound for General Practitioners. You Can Do It Too!	1 ½ hrs

Saturday, April 20th - am

(Veterinarians) **1/2 Day** **Sponsor: _____ \$3,500**

Topics	Time
1) The New Science of Sepsis	1 ½ hrs
2) Respiratory Distress in Dogs and Cats	1 ½ hrs

Dr. Christoph Mans, DVM, Dipl. ACZM

Bio

Dr. Christoph Mans is a native of Germany and completed his studies in veterinary medicine at the University of Leipzig (Germany) and Berne (Switzerland). This was followed by an internship in Avian and Exotic Animal Medicine at the Ontario Veterinary College (Canada) and employment in private practice in Hong Kong. He completed his residency in zoological medicine at the University of Wisconsin-Madison and the Milwaukee County Zoo. He is currently a clinical professor of zoological medicine at the University of Wisconsin, School of Veterinary Medicine.

LECTURES

Friday, April 19th - am

(Veterinarians/Technicians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

- 1) Small Mammals – How to Get Started!
- 2) Small Mammals – Clinical Techniques

1 ½ hrs
1 ½ hrs

Friday, April 19th - pm

(Veterinarians/Technicians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

- 1) Rabbits: Common Disorders I (GI & Dentistry)
- 2) Rabbits: Common Disorders II (Non-GI)

1 ½ hrs
1 ½ hrs

LECTURES

Saturday, April 20th - am

(Veterinarians/Technicians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

1) Small Mammals: Common Diseases of Common Species

1 ½ hrs

2) Avian Medicine – How to Get Started

1 ½ hrs

Saturday, April 20th - pm

(Veterinarians/Technicians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

1) Reptile Medicine – How to Get Started

1 ½ hrs

2) Reptiles – Common Diseases in Common Species

1 ½ hrs

Dr. Jo-Annie Letendre, DVM, DACVECC

Bio

Dr. Jo-Annie Letendre graduated from the Faculté de médecine vétérinaire of the Université de Montréal in 2013. She then completed an internship at the Western Veterinary Specialist and Emergency Centre, a private practice affiliated with the University of Calgary. She became a diplomate of the American College of Veterinary Emergency and Critical Care in 2017 after completing a residency at Cornell University. She worked in a private practice in Montréal before joining the emergency and critical care team at the Université of Montréal in 2019.

LECTURES

Friday, April 19th - pm

(Veterinarians)

1/2 Day

Sponsor: _____ \$3,500

Topics

Time

- 1) Pancreatitis: More Common and Sometimes More Severe Than You Think
- 2) Toxicology: What Did They Get Into?
A Literature Review and Case Discussion

1 ½ hrs

1 ½ hrs

Saturday, April 20th - pm

(Veterinarians)

1/2 Day

Sponsor: _____ \$3,500

Topics

Time

- 1) Feline Urinary Tract Obstruction. When Cats Can't Pee
- 2) Anaphylaxis: From Pathophysiology to Treatment

1 ½ hrs

1 ½ hrs

LECTURES

Sunday, April 21st - am

(Veterinarians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

- | | |
|---|---------|
| 1) RECOVER: Preparedness, Basic and Advanced Life Support.
Be Ready to Save Lives! | 1 ½ hrs |
| 2) Hypoadrenocorticism: Diagnosis, Treatment
and Mgmt. of Complications | 1 ½ hrs |

Sunday, April 21st - pm

(Veterinarians) 1/4 Day

Sponsor: _____ \$1,750

Topics

Time

- | | |
|-----------------------------------|---------|
| 1) Heat Stroke HOT DAWG (or cat)! | 1 ½ hrs |
|-----------------------------------|---------|

Dr. Charlie Pye, BSc, DVM, DVSc, Diplomate ACVD

Bio

Dr. Charlie Pye grew up outside of London, England and moved to Prince Edward Island, which she now calls home, at the age of eighteen. There she attended the University of Prince Edward Island where she completed a three-year bachelor of science undergraduate degree majoring in Biology. She went on to receive her Doctorate of Veterinary Medicine from the Atlantic Veterinary College, PEI. She then moved to Saskatoon to complete a one-year rotating internship at the Western College of Veterinary Medicine. Following her internship, she travelled back across the country for a Dermatology Residency at the Ontario Veterinary College. While at OVC, she also completed her Doctorate of Veterinary Science degree specializing in *Pseudomonas aeruginosa* bacterial biofilms. After completing her residency she began working at Guelph Veterinary Specialty Hospital in Guelph, Ontario. During her time in Guelph she continued to travel back to PEI to teach the veterinary students at the Atlantic Veterinary College a few times a year. As of May 2018 she joined the team at the Atlantic Veterinary College as an assistant professor, and established the first ever Dermatology service at AVC. She has lectured all over North America and has contributed to multiple journals and textbooks. She is also currently the treasurer for the Canadian Academy of Veterinary Dermatology. In her spare time she enjoys camping, crafting and spending time with her family. She is “owned” by one cat and one terrier (both of which have allergies!).

LECTURES

Saturday, April 20th - am

(Veterinarians) 1/2 Day Sponsor: _____ \$3,500

Topics	Time
1) Prudent Antimicrobial Use in Dermatology	1 ½ hrs
2) Atopic Dermatitis: A New Approach to Diagnosis and Treatment	1 ½ hrs

Saturday, April 20th - pm

(Veterinarians) 1/2 Day Sponsor: _____ \$3,500

Topics	Time
1) Decoding Dermatology Diagnostics	1 ½ hrs
2) Otitis Externa: Management or Cure?	1 ½ hrs

LECTURES

Sunday, April 21st - am

(Veterinarians) 1/2 Day

Sponsor: _____ \$3,500

Topics

Time

1) Feline Dermatology. The Usual Suspects

1 ½ hrs

2) Pododermatitis: My Feet Are Itchy!

1 ½ hrs

Sunday, April 21st - pm

(Veterinarians) 1/4 Day

Sponsor: _____ \$1,750

Topics

Time

1) Dermatology Communication Tips and Tricks &
Efficiency with Dermatology in Practice

1 ½ hrs

Amanda M. Shelby, BSc, RVT, VTS (Anesthesia & Analgesia)

Bio

Amanda is a registered veterinary technologist with a specialty in anesthesia and analgesia. She has extensive experience as an educator--speaking, writing, editing and creating educational assets. She believes through the exchange of knowledge, we can improve the lives of pets, ultimately improving the human-animal bond. She lives in an Indianapolis suburb. She currently divides her time fulfilling educational content creation contracts involving speaking, writing, editing, resources and in-hospital training. To remain clinically immersed, she performs relief work and training services at IndyVet Emergency and Specialty an Ethos Hospital in Indianapolis, IN, USA. Outside veterinary practice, she enjoys edible landscaping and showing quarter horses. Her preferred means of professional contact is via LinkedIn or email at gasgirl.vts@gmail.com

LECTURES

Friday, April 19th - am

(Technicians)

1/2 Day

Sponsor: _____ \$2,500

Topics

Time

1) Pulse Ox Shiz

1 ½ hrs

2) Anesthesia/Analgesia for Abdominal Procedures

1 ½ hrs

Saturday, April 20th - am

(Technicians)

1/2 Day

Sponsor: _____ \$2,500

Topics

Time

1) What is Happening? Reading Between the Lines

1 ½ hrs

2) Anesthesia/Analgesia for Brachiocephalic Breeds

1 ½ hrs

LECTURES

Sunday, April 21st - am

(Technicians / Support Staff) 1/2 Day

Sponsor: _____ \$2,500

Topics

Time

1) Cultural Environment of Veterinary Profession: Change is Possible
(Technicians / Support Staff)

1 ½ hrs

2) Tricks of the Trade **(Technicians)**

1 ½ hrs

Sunday, April 21st - pm

(Technicians) 1/4 Day

Sponsor: _____ \$1,250

Topics

Time

1) Solutions for Dilutions: Veterinary Mathematics

1 ½ hrs

Kelly Foltz, CVT, VTS (ECC)

Bio

Kelly Foltz is a 1999 graduate of Mercer University with a bachelor's degree in English and a 2006 graduate of Athens Technical College with an associate of applied technology degree in Veterinary Technology. She joined the Academy of Veterinary Emergency and Critical Care Technicians and Nurses in 2012 with successful recertifications in 2017 and 2022.

From 2012-2020, Kelly was employed by Auburn University's College of Veterinary Medicine as an inpatient/urgent care technician and supervisor. In August of 2020, she relocated to Gainesville, FL to accept a position as an ICU shift lead at the University of Florida College of Veterinary Medicine. In 2022, Kelly joined BluePearl as their Mid-Atlantic Regional Nursing Partner, where she serves as a technician advocate and administrator for hospitals in MD, VA, KY, TN, NC, SC, and GA.

In addition to her clinical work, Kelly is an author, educator, and volunteer. She served on the AVMA Committee on Veterinary Technician Education and Activities from 2017-23, serving as Vice Chair in 2021-2022 and as Chair in 2022-2023 and has represented technicians on the AVMA Task Force on Veterinary Technician Utilization in 2019 and the Working Group on Veterinary Technician Utilization in 2020-21. She is currently serving on the VECCS Task Force on Veterinary Technicians.

LECTURES

Friday, April 19th - am

(Technicians) 1/2 Day Sponsor: _____ \$2,500

Topics	Time
1) Only a Flesh Wound? Care for Complex Wounds	1 ½ hrs
2) There Isn't a Panic Button: Improve Your Practice's Emergency Response	1 ½ hrs

Friday, April 19th - pm

(Technicians) 1/2 Day Sponsor: _____ \$2,500

Topics	Time
1) Hacked: The Red Rubber Catheter	1 ½ hrs
2) The Basic B*tch: "Basic" Nursing Care With Big Impact	1 ½ hrs

LECTURES

Saturday, April 20th - pm

(Technicians) 1/2 Day

Sponsor: _____ \$2,500

Topics

Time

1) When Cats Go Splat: Nursing the Feline Trauma Patient

1 ½ hrs

2) Dopp It Like It's Hot: Blood Pressure Review

1 ½ hrs

LECTURES

Sunday, April 21st - am

(Technicians / Support Staff) 1/2 Day

Sponsor: _____ \$2,500

Topics

Time

1) I Hate IMHA: A Review (**Technicians**)

1 ½ hrs

2) Me-OUCH! Feline Pain Assessment and Intervention (**Tech's/Support**)

1 ½ hrs

LECTURES

Sunday, April 21st - pm

(Technicians / Support Staff) 1/4 Day

Sponsor: _____ \$1,250

Topics

Time

1) Bringing Vaccine Guidelines to Life

1 ½ hrs

David Liss, MBA, CVPM, PHR, RVT

Bio

David Liss is a distinguished veterinary business leader holding an MBA, the Certified Veterinary Practice Manager (CVPM) and Professional in Human Resources certifications. David has served as the hospital manager of two different 24-hour emergency and specialty veterinary practices. In a past life, David was a veterinary technician specialist working on the floor as an ER-ICU Technician for more than 10 years. Winner of the Speaker of the Year award at WVC and the RVT of the Year Award from the Southern California Vet Medical Association, David enjoys presenting to veterinary teams and has done so internationally since 2009. David currently is the Director of West Coast Operations for VEG and resides in Los Angeles, CA.

LECTURES

Friday, April 19th - am

(Business Managers) 1/2 Day Sponsor: _____ \$2,500

Topics	Time
1) How the AVENGERS Beat THANOS – Developing Great Teams	1 ½ hrs
2) Think Like a CEO – Strategic Mgmt. for the Vet Mgmt. Professional	1 ½ hrs

Friday, April 19th - pm

(Business Managers) 1/2 Day Sponsor: _____ \$2,500

Topics	Time
1) Think Like a CEO – Financial Management	1 ½ hrs
2) Carrot or the Stick – Motivating the Team	1 ½ hrs

Saturday, April 20th - pm

(Support Staff) 1/2 Day Sponsor: _____ \$2,500

Topics	Time
1) Triage – How to Properly Handle Emergencies	1 ½ hrs
2) Didn't You Hear Me? Communication and Why it is So Difficult	1 ½ hrs

LECTURES

Sunday, April 21st - am

(Business Managers) 1/2 Day

Sponsor: _____ \$2,500

Topics

Time

- | | |
|---|---------|
| 1) Why Vet Clients Don't Like Rounded Prices: Behavioural Economic Insights on Your Clients | 1 ½ hrs |
| 2) Recruiting Staff in Tough Times | 1 ½ hrs |

Sunday, April 21st - pm

(Business Managers) 1/4 Day

Sponsor: _____ \$1,250

Topics

Time

- | | |
|---|---------|
| 1) Leading Your Employees to Dream More, Learn More and Do More | 1 ½ hrs |
|---|---------|

Dr. Adam Little, BSc, DVM

Bio

Dr. Adam Little is a veterinarian and entrepreneur known for his innovative approaches to animal and human health. Educated at the University of Guelph with a BSc and DVM, he further distinguished himself as the first veterinarian to attend Singularity University, focusing on the intersection of technology and healthcare. His professional journey includes serving as the Director of Entrepreneurship and Innovation at Texas A&M College of Veterinary Medicine & Biomedical Sciences. He co-founded GoFetch, which has delivered significant cost savings in pet care through its loyalty and subscription services. Dr. Little has also contributed to the veterinary field through his board memberships with Veterinarians Without Borders, the Ontario Veterinary Medical Association, and the Catalyst Council.

LECTURES

Saturday, April 20th - am

(Business Managers) 1/2 Day

Sponsor: _____ \$2,500

Topics

Time

- | | |
|---|---------|
| 1) Riding the Wave: Navigating Rapid Technological Change | 1 ½ hrs |
| 2) Smart Practice: AI's Role in Veterinary Innovation | 1 ½ hrs |

Saturday, April 20th - pm

(Business Managers) 1/2 Day

Sponsor: _____ \$2,500

Topics

Time

- | | |
|---|---------|
| 1) From Theory to Action: Leveraging ChatGPT to Help With Client, Hospital, and Patient Tasks | 1 ½ hrs |
| 2) Tech Adoption Mastery: Strategies for Veterinary Practices | 1 ½ hrs |

Sponsorship Selection (Please Return This Page)

In an effort to help streamline sponsorship selections we are asking that you please fill out the following table. We will do our best to accommodate your choices if possible. Remember that our process is that Platinum choose first, based on the amount of sponsorship. Once all Platinum have chosen, then we will move on to Gold and repeat the process, etc.

We will reach out when it is your turn to make your sponsorship selections and you will have 48 business hours to choose before we move onto the next company.

Thank you so much for your continued support!

Company: _____

Total Sponsorship Amount: _____

Preferred Sponsorships in Order:

	Sponsorship Selection Info	\$ Amount of Selection
<i>Ex.</i>	<i>David Liss, MGR, Friday PM, Think like a CEO and Carrot or Stick</i>	<i>\$2,500</i>
1		
2		
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