



Dr. Courtney Sherlock
APVC Committee on Arrangements
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Industry Representatives

Dear Sir/Mdm:

Sponsorship guidelines for the 2018 APVC running April 20th – 22nd at the Halifax Marriott Harbourfront Hotel, are as follows:

Commercial companies sponsoring speakers and events at the Atlantic Provinces Veterinary Conference allows the Committee on Arrangements to provide a first-class educational program for veterinarians, technicians, hospital managers and support staff. We anticipate for 2018 an attendance of over 850 delegates consisting of approximately 285 veterinarians, 240 AHTs, 100 support staff, 50 hospital managers and 150 industry representatives.

Sponsor categories

Platinum	Gold	Silver	Bronze
\$8,000 +	\$6,000 - \$8,000	\$3,000 - \$4,500	\$1,750 - \$3,000

Sponsors may additionally be acknowledged in the following ways, based on level of sponsorship:

- printed in the program and other promotional material
- signage in the meeting room
- the option of introducing speakers
- the provision of complimentary booth space

Companies contributing more than \$6,000 will receive one free booth space and will be able to have a “Table Top” display within the meeting room during the presentation they are sponsoring. The in room displays must be tastefully done and meet Committee guidelines. Detailing from these displays will not be permitted in order to allow for optimum traffic flow in the exhibit areas during the refreshment breaks. Those sponsoring at the Platinum level of \$8,000 + will, in addition to the above list, receive an extra booth space at no charge. **Beginning in 2018 Platinum sponsors will be recognized by a banner located on our new APVC registration entrance gateway.** Double booth space will be available to only those sponsoring at Gold level and above. All other exhibitors will be limited to the purchase of a single booth space unless additional booth space becomes available, evaluated by the APVC committee.

The sponsorship guidelines are structured in order to keep the process open and fair. All speakers have been chosen by and will be reimbursed by the Conference. No speakers will be pre-sponsored by a company directly.

The order of sponsorship opportunity will be determined by the level of support provided at the previous year's APVC. Platinum sponsors from the 2017 conference will have first choice of sponsorship opportunities, Gold second, Silver third, and Bronze fourth.

Please contact us if you are unaware of what your support level was for the 2017 conference.

The following deadlines offer the levels shown, priority over the sponsorship level below in the selection process, until the date shown beside the category arrives:

Platinum	Jan 19th, 2018
Gold	Jan 26th, 2018
Silver & Bronze	Feb 2nd, 2018

As of **February 3rd 2018** the sponsorships not taken by previous sponsors will be available to all other potential sponsors.

*** Please see the speaker sponsorship opportunity summary attached.**

Other Sponsorship opportunities:

Delegate Breakfasts, Refreshment Breaks and Lunches Sponsorship Pricing

Delegate Breakfasts

Friday Apr 20th	\$2,000
Saturday Apr 21st	\$2,000
Sunday Apr 22nd	\$2,000

Refreshment Breaks

Friday Apr 20th	(am and pm)	\$2,000 each
Saturday Apr 21st	(am and pm)	\$2,000 each
Sunday Apr 22nd	(am only)	\$2,000

Lunches

Friday Apr 20th	\$3,000
Saturday Apr 21st	\$3,000
Sunday Apr 22nd	\$3,000

Exhibit Hall Industry Reception Sponsorship Pricing

Friday Apr 20th (5:00 - 6:30 pm)	\$3,000
Saturday Apr 21st (5:00 - 6:00 pm)	\$3,000

WiFi Sponsorship Pricing

Providing free WiFi to all participating delegates during the conference

Sponsoring company will be provided the opportunity to select the WiFi password for their period of sponsorship

Friday Apr 20th	\$1,000
Saturday Apr 21st	\$1,000
Sunday Apr 22nd	\$750

Charging Station Sponsorship Pricing

Providing a free phone charging station to all participating delegates during the conference

Sponsor may include that their logo (when provided to their APVC committee contact) which will be displayed on the charging station in electronic format during the time of sponsorship

Friday Apr 20th	\$600
Saturday Apr 21st	\$600
Sunday Apr 22nd	\$500

FUN RUN / YOGA morning activities

Participation is open to delegates and exhibitors alike. Both have grown significantly in popularity

Note - No product endorsement can be provided by the sponsoring company, recognition will be highlighted, as with all sponsored activities, by APVC signage.

Saturday Apr 21st (6:50 am - 8:00 am) FUN RUN	\$1,500
Saturday Apr 21st (6:50 am - 8:00 am) YOGA	\$1,500

Lanyards sponsorship

Company logo to be added to 2018 delegate lanyards

Lanyards will be ordered by APVC committee, sponsor to provide appropriate logo format within the specified timeline for order completion

APVC committee to provide logo specifications to sponsor and communicate with lanyard print company

Friday Apr 20th to Sunday Apr 22nd	\$2,000
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Registration Bags for Delegates sponsorship

2018 delegate registration bags to be provided by sponsoring company

Registration bags to meet committee approval for APVC, demo to be provided to APVC committee within the agreed upon timeline

Registration bags to be delivered to APVC committee by Apr 7th 2018

Friday Apr 20th to Sunday Apr 22nd	\$1,500
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Undergrad / Student registration support sponsorship

Financial support provided to students registering to for the full conference program in support of keeping registration fees below the actual conference program costs

Recognition provided in the way of:

Student / Undergrad Registration badges will carry banner recognizing the company sponsoring

Recognition communication will be provided to each of the associated schools for placement in student mailboxes

Friday Apr 20th to Sunday Apr 22nd **\$1,750**

Guest appearance - closing performance

All delegates are gathered together for one final event that includes the final participation draws. Attendance of between 350 – 400 delegates

Sunday Apr 22nd (2:30 – 3:30) **\$2,500**

Sponsorship opportunities, as outlined above and in the attached, may be supported in increments that suit the companies interest, for example two half days may be combined into a full day or broken into quarter days segments.

Our website (www.apvc.ca) has an updated sponsor support page including links to the web sites of those companies listed.

The Committee on Arrangements is appreciative of your financial support and wishes to acknowledge it in a tangible way. Any suggestions on how this may be improved would be most welcomed.

Please note that APVC is HST registered and all sponsor support is subject to 15% HST

Yours sincerely,



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