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Industry Representatives

Dear Sir/Mdm:

Sponsorship guidelines for the 2022 APVC running April 22<sup>nd</sup> – 24<sup>th</sup> at the Halifax Marriott Harbourfront Hotel, are as follows:

**APVC will be following Nova Scotia Public Health Covid guidelines to the letter. We will do our best to follow our 2022 speaker and exhibitor schedule, though we will adjust as mandated by the government and advise our industry partners should our plans require adjustment. Please note that all attendees (both delegates and industry) must be fully vaccinated, no exceptions will be permitted. Proof of a minimum of two Covid vaccinations must be shown upon arrival.**

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 2022 an attendance of over 850 delegates consisting of approximately 290 veterinarians, 245 AHTs, 110 support staff, 30 hospital managers and 150 industry representatives.

### **Sponsor categories**

<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>
<b>≥ \$10,000</b>	<b>\$8,000 - \$10,000</b>	<b>\$4,000 - \$8,000</b>

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 \$8,000 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 \$10,000 + will, in addition to the above list, receive an extra booth space at no charge.

**2022 Platinum sponsors will be recognized by a banner located on our APVC registration entrance gateway.** Double booth space will be available to only those sponsoring at Gold or Platinum level. 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. Silver sponsorship requires a booth registration of \$2,350 plus additional sponsorship selections to reach a minimum sponsorship value of \$4,000; therefore booth registration is considered part of the sponsorship value.

Sponsorship guidelines are structured in order to keep the sponsorship process transparent and unbiased. All speakers have been chosen by and will be reimbursed by the APVC committee. 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 2019 conference will have first choice of sponsorship opportunities, Gold second and Silver third.

Please contact us if you are unaware of what your support level was for the 2019 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:

<b>Platinum</b>	<b>Jan 17<sup>th</sup>, 2022</b>
<b>Gold</b>	<b>Jan 24<sup>th</sup>, 2022</b>
<b>Silver</b>	<b>Jan 31<sup>st</sup>, 2022</b>

**Please note:** Once a sponsorship level is committed to, and alternate selections are required because of reduced availability due to a higher level sponsors choice, the sponsoring company must both adhere to the original sponsorship level proposed, and will be given 48 hrs to respond with their alternate selections, or the next sponsor will be contacted and the sponsorship opportunities will be further reduced

**As of February 1<sup>st</sup>, 2022** 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 22 <sup>nd</sup>	<b>\$2,500</b>
Saturday Apr 23 <sup>rd</sup>	<b>\$2,500</b>
Sunday Apr 24 <sup>th</sup>	<b>\$2,500</b>

Refreshment Breaks

Friday Apr 22 <sup>nd</sup> (am and pm)	<b>\$2,500 each</b>
Saturday Apr 23 <sup>rd</sup> (am and pm)	<b>\$2,500 each</b>
Sunday Apr 24 <sup>th</sup> (am only)	<b>\$2,500</b>

Lunches

Friday Apr 22 <sup>nd</sup>	<b>\$3,500</b>
Saturday Apr 23 <sup>rd</sup>	<b>\$3,500</b>

**Keynote Speaker Plus Lunch**

Sunday Apr 24 <sup>th</sup>	<b>\$5,000</b>
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**Exhibit Hall Industry Reception Sponsorship Pricing**

Friday Apr 22 <sup>nd</sup> (5:00 - 6:30 pm)	<b>\$4,000</b>
Saturday Apr 23 <sup>rd</sup> (5:00 - 6:00 pm)	<b>\$4,000</b>

**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 22 <sup>nd</sup>	<b>\$2,000</b>
Saturday Apr 23 <sup>rd</sup>	<b>\$2,000</b>
Sunday Apr 24 <sup>th</sup>	<b>\$1,500</b>

**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 22 <sup>nd</sup>	<b>\$1,000</b>
Saturday Apr 23 <sup>rd</sup>	<b>\$1,000</b>
Sunday Apr 24 <sup>th</sup>	<b>\$1,000</b>

**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 23 <sup>rd</sup> (6:50 am - 8:00 am)	FUN RUN	<b>\$2,000</b>
Saturday Apr 23 <sup>rd</sup> (6:50 am - 8:00 am)	YOGA	<b>\$2,000</b>

### **Lanyards sponsorship**

Company logo to be added to 2022 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 22<sup>nd</sup> to Sunday Apr 24<sup>th</sup>                      **\$2,500**

### **Registration Bags for Delegates sponsorship**

2022 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 Mar 22<sup>nd</sup>, 2022.

Friday Apr 22<sup>nd</sup> to Sunday Apr 23<sup>rd</sup>                      **\$2,000**

### **Undergrad / Student registration support sponsorship**

Financial support provided to students registering 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 22<sup>nd</sup> to Sunday Apr 24<sup>th</sup>                      **\$2,000**

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

Our website ( [www.apvc.ca](http://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,



Dr. Courtney Sherlock

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