



Dr. Courtney Sherlock
APVC Committee on Arrangements
P.O. Box 310 Eastern Passage, NS
B3G 1M6
Tel: (902) 483 2034
email: courtney.sherlock@apvc.ca

Dec 20th, 2022

Dear Industry Representatives:

Sponsorship guidelines for the 2023 APVC running April 21st – 23rd at the Halifax Marriott Harbourfront Hotel, are as follows:

Should it be necessary in 2023, APVC will be adhering to Nova Scotia Public Health Covid guidelines.

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 2023 an attendance of over 900 delegates consisting of approximately 260 veterinarians, 320 AHTs, 130 support staff, 50 hospital managers and 150 industry representatives.

Sponsor categories

Platinum	Gold	Silver
≥ \$10,000	\$8,000 - \$10,000	\$4,000 - \$8,000

Additional Sponsorship acknowledgement is based on level of sponsorship and may include:

- 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.

2023 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 are chosen by, and will be reimbursed by, the APVC committee.

The order of sponsorship opportunity will be determined by the level of support provided at the previous year's APVC. Platinum sponsors from the 2022 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 2022 conference.

The following deadlines reflect sponsorship level prioritization in the selection process, responding by these sponsorship deadlines with your proposed selections is critical in maintaining your sponsorship level:

Platinum	January 16th, 2023
Gold	January 23rd, 2023
Silver	January 30th, 2023

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 January 31st, 2023 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 April 21 st	\$2,500
Saturday April 22 nd	\$2,500
Sunday April 23 rd	\$2,500

Refreshment Breaks

Friday April 21 st (am and pm)	\$2,500 each
Saturday April 22 nd (am and pm)	\$2,500 each
Sunday April 23 rd (am only)	\$2,500

Lunches

Friday April 21 st	\$3,500
Saturday April 22 nd	\$3,500

Keynote Speaker Plus Lunch

Sunday April 23 rd	\$5,000
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Exhibit Hall Industry Reception Sponsorship Pricing

Friday April 21 st (5:00 - 6:30 pm)	\$4,000
Saturday April 22 nd (5:00 - 6:00 pm)	\$4,000

WiFi Sponsorship Pricing

Provides 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 April 21 st	\$2,000
Saturday April 22 nd	\$2,000
Sunday April 23 rd	\$1,500

Charging Station Sponsorship Pricing

Provides 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 April 21 st	\$1,000
Saturday April 22 nd	\$1,000
Sunday April 23 rd	\$1,000

FUN RUN / YOGA morning activities

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

Saturday April 22 nd (6:50 am - 8:00 am)	FUN RUN	\$2,000
Saturday April 22 nd (6:50 am - 8:00 am)	YOGA	\$2,000

Lanyards sponsorship

Company logo to be added to 2023 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 April 21st to Sunday April 23rd **\$2,500**

Registration Bags for Delegates sponsorship

2023 delegate registration bags to be provided by sponsoring company.

Registration bags must 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 21st, 2023.

Friday April 21st to Sunday April 22nd **\$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 April 21st to Sunday April 23rd **\$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) 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
All sponsorship financial commitments are due in full by April 10th, 2023**

Yours sincerely,



Dr. Courtney Sherlock
APVC Committee on Arrangements Chair Tel: (902) 483 2034
email: courtney.sherlock@apvc.ca