



Dr. Courtney Sherlock
APVC Committee on Arrangements
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Dec 20th, 2023

Dear Industry Representatives:

Sponsorship guidelines for the 2024 APVC running April 19th – 21st 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 2024 an attendance of over 900 delegates consisting of approximately 250 veterinarians, 340 RVTs, 150 support staff, 60 hospital managers and 150 industry representatives.

Sponsor categories

Platinum	Gold	Silver
≥ \$12,000	\$9,000 - \$12,000	\$5,000 - \$9,000

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 **\$12,000 +** will, in addition to the above list, receive an extra booth space at no charge.

2024 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 \$2,650 plus additional sponsorship selections to reach a minimum sponsorship value of \$5,000, 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 2023 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 15th, 2024
Gold	January 22nd, 2024
Silver	January 29th, 2024

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 30th, 2024 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	\$3,000
Saturday April 20 th	\$3,000
Sunday April 21 st	\$3,000

Refreshment Breaks

Friday April 19 th (am and pm)	\$3,000 each
Saturday April 20 th (am and pm)	\$3,000 each
Sunday April 21 st (am only)	\$3,000

Lunches

Friday April 19 th	\$3,750
Saturday April 20 th	\$3,750
Sunday April 21 st	\$3,750

Exhibit Hall Industry Reception Sponsorship Pricing

Friday April 19 th (5:00 - 6:00 pm)	\$4,500
Saturday April 20 th (5:00 - 6:00 pm)	\$4,500

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 19 th	\$2,500
Saturday April 20 th	\$2,500
Sunday April 21 st	\$2,000

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 19 th	\$1,500
Saturday April 20 th	\$1,500
Sunday April 21 st	\$1,500

FUN RUN / YOGA morning activities

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

Saturday April 20 th (6:50 am - 8:00 am)	FUN RUN	\$2,250
Saturday April 20 th (6:50 am - 8:00 am)	YOGA	\$2,250

Lanyards sponsorship

Company logo to be added to 2024 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 19th to Sunday April 21st **\$3,000**

Registration Bags for Delegates sponsorship

2024 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 20th, 2024.

Friday April 19th to Sunday April 21st **\$2,500**

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 19th to Sunday April 21st **\$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

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 8th, 2024**

Yours sincerely,



Dr. Courtney Sherlock
APVC Committee on Arrangements Chair Tel: (902) 483 2034
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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		
3		
4		
5		
6		
7		
8		
9		
10		