

Dec 28th, 2011

Industry Representatives

Dear Sir/Mdm:

**Attached (APVC 2012):**

**Sponsorship Guidelines / Sponsorship Opportunities / Exhibitor Prospectus**

Sponsorship guidelines for the 2012 APVC running April 20-22 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 2012 an attendance of over 850 delegates consisting of approximately 275 veterinarians, 225 AHTs, 180 support staff, 50 hospital managers and 120 industry representatives.

### **Sponsor categories**

<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Bronze</b>
<b>\$7,000 +</b>	<b>\$5,000 - \$7,000</b>	<b>\$2,500 - \$4,000</b>	<b>\$1,000 - \$2,500</b>

In addition to acknowledging support in the following ways;

- 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 \$5,000 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. Those sponsoring at the Platinum level of \$7,000 + will, in addition to the above list, receive an extra booth space at no charge. 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.

As outlined during our meetings with industry, 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 years APVC. Platinum sponsors from the 2011 conference will have first choice of sponsorship opportunities, Gold second, Silver third, and Bronze fourth.

Please contact us if your are unaware of your support level in 2011.

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

<b>Platinum</b>	<b>Jan 20<sup>th</sup>, 2012</b>
<b>Gold</b>	<b>Jan 27<sup>th</sup>, 2012</b>
<b>Silver &amp; Bronze</b>	<b>Feb 3<sup>rd</sup>, 2012</b>

After February 3<sup>rd</sup>, 2012 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:

There will be a variety of sponsorship opportunities at the 2012 conference. As in past years any of the five nutrition breaks, two each on Friday and Saturday and one on Sunday morning may be sponsored. Also the compendium will have an inside front and back cover available for corporate ad inclusion.

Refreshment Breaks and Lunches pricing

Breaks	\$1,500
Lunches	\$2,500

Compendium Ad pricing

Back cover	Complimentary Industry Acknowledgements
Inside, back and front, cover	\$2000 ea.

NOTE: The printed proceedings will be pre ordered by delegates. All registrants will have a flash drive of the proceedings.

Sponsorship opportunities, as outlined above, 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](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,



Ernie Prowse  
APVC Committee Chairman  
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