

CONFERENCE, AGM  
& TRADESHOW

SVMA

2017



SEPTEMBER 8-10  
DELTA REGINA HOTEL

# EXHIBITOR & SPONSOR PROSPECTUS

## Welcome!

We are pleased to welcome back our many partners in the Saskatchewan animal health industry. For those of you who have been more recently introduced to the veterinary field in Saskatchewan, we would like to welcome you as new industry partners as well.

Every year, the generous support of our sponsors enables us to offer a top-notch CE program while making it affordable for participants to register for this event.

As a sponsor, your organization receives exposure through our various communications vehicles and gains recognition from the Saskatchewan veterinary profession for your support. Several different sponsorship options are available and are detailed in this prospectus.

For those thinking of exhibiting, the SVMA Conference is recognized as the place where the newest and best veterinary products and services are unveiled every year in Saskatchewan. Our attendees come knowing that everything displayed at our conference will be well worth their time and attention.

Don't miss the chance to showcase your company for two days to the very professionals you strive to reach year-round. Space is already limited, so reserve your booth and/or sponsorship selections soon.

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**PLEASE CONTACT US BY JUNE 30, 2017  
TO ENSURE INCLUSION OF YOUR  
COMPANY NAME/LOGO IN PRINTED  
CONFERENCE MATERIALS.**



# CONTINUING EDUCATION PROGRAM

*Please note: speaker sessions in red text have already been selected.*

## FRIDAY, SEPTEMBER 8

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### PLENARY TALKS

<b>MR PHIL ARKOW</b>	1:00 – 3:00 pm	Connections Between Domestic Violence & Animal Cruelty
<b>DR JOHN PRESCOTT</b>	3:30 – 4:30 pm	Antimicrobial Resistance Toolkit for Clinics

## SATURDAY, SEPTEMBER 9

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### LARGE ANIMAL

<b>DR KATHARINA LOHMANN</b>	8:00 am – 8:50 am 9:00 am – 9:50 am	Equine Equine
<b>DR JOHN PRESCOTT</b>	10:30 am – 11:20 am	Antimicrobial Resistance in Large Animals
<b>DR CHERYL WALDNER</b>	11:30 am – 12:20 pm 1:30 pm – 2:20 pm	Troubleshooting micronutrient status in cow/calf herds Investigating Poor Reproductive Performance in Beef Cows
<b>DR VICTORIA BOWES</b>	2:30 pm – 3:20 pm 4:00 pm – 4:50 pm 5:00 pm – 5:50 pm	Small Flock Poultry Disease Basics Keeping the Small Flock Poultry Healthy Small Flock Poultry Zoonosis/Food Safety

### COMPANION ANIMAL

<b>DR STEPHAN CAREY</b>	8:00 am – 8:50 am 9:00 am – 9:50 am 10:30 am – 11:20 am	CA Respiratory CA Respiratory CA Respiratory
<b>DR JOHN PRESCOTT</b>	11:30 am – 12:20 pm	Antimicrobial Resistance in Small Animals
<b>DR JAMES MORRISEY</b>	1:30 pm – 2:20 pm 2:30 pm – 3:20 pm 4:00 pm – 4:50 pm 5:00 pm – 5:50 pm	Exotics Exotics Exotics Exotics

## SUNDAY, SEPTEMBER 10

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### LARGE ANIMAL

<b>DR ALLEN ROUSSEL</b>	8:00 am – 8:50 am 9:00 am – 9:50 am 10:30 am – 11:20 am 11:30 am – 12:20 pm	Establishing Diagnosis: Physical Exam I Establishing Diagnosis: Physical Exam II Establishing Diagnosis: Laboratory Data I Establishing Diagnosis: Laboratory Data II
<b>DR TOM NOFFSINGER</b>	2:00 pm – 2:50 pm 3:00 pm – 3:50 pm	Effective Stockmanship Case Definition of BRD

### COMPANION ANIMAL

<b>DR CHARLIE PYE</b>	8:00 am – 8:50 am 9:00 am – 9:50 am 10:30 am – 11:20 am	Diagnosis/ Management of Canine Otitis Externa Diagnosis/ Management of CA Food Allergies Common Reasons for Dermatologic Treatment Failure
<b>DR CATE CREIGHTON</b>	11:30 am – 12:20 pm 2:00 pm – 2:50 pm 3:00 pm – 3:50 pm	Local Anesthesia / Local Blocks Pain Physiology / Recognition CRIs During Anesthesia

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## SPONSORSHIP PACKAGES

LEVELLED PACKAGE INCLUSIONS	PLATINUM 5000	GOLD 3000	SILVER 1500	BRONZE 1000	EXHIBITOR 800
<p>Exclusive Sponsorship of Annual Awards Dinner <i>Friday Sept 8, 5:30 – 9:30 pm</i> <i>Casino Regina Telegraph Room</i></p> <p>This is the Saskatchewan veterinary profession's biggest social event of the year! Features recognition with your company's name and logo on signage and all media, four banquet tickets and the other benefits listed below.</p>					
Insert in conference bag, supplied by you					
<p>Sponsorship of Exhibitors' Reception <i>Saturday Sept 9, 6:00 – 8:00 pm</i> <i>Exhibit Hall</i></p>					
Additional exhibit booth space (+ 2 reps)					
Tickets to Awards Dinner (Sept 8)	4	2			
Ad in official conference guide	Full page	Full page	¼ page		
Ad in August 2017 issue of SVMA News	Half page	Half page	¼ page		
Name and Link on conference website					
Name & colour logo on registration desk sign					
Recognition in conference guide and August 2017 issue of SVMA News					
<p>Exhibit Booth</p> <ul style="list-style-type: none"> <li>• 10' x 8' draped booth, 8' skirted table</li> <li>• WiFi, electrical supply; two chairs, wastebasket</li> <li>• All meals, breaks and buffets on Saturday and Sunday for two (2) representatives</li> <li>• Additional representatives \$80/person</li> </ul>					
PLEASE CHECK IF YOU WISH TO SELECT >>>>>>>>>>					



# EXHIBITING

The SVMA Conference is recognized as the event where the newest and best veterinary products and services are unveiled every year in Saskatchewan. Our attendees come knowing that everything displayed at our conference will be well worth their time and attention. The conference schedule and hall layout are both designed to maximize contact time with conference delegates.

## ABOUT EXHIBITING

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The Exhibit Hall is located in the Trentino ballroom of the Delta Regina Hotel. Attendance over the last three years has averaged between 200 and 300 people. The Exhibit Hall layout is designed to distribute foot traffic as equally as possible throughout the space. All booths are available on a first ordered, first chosen basis. Exhibitor packages are priced at \$800 and include the following:

- 10' wide by 8' high draped booth
- 8' skirted table
- Two chairs, wastebasket
- WiFi, Electrical supply (600w duplex outlet)
- Recognition on SVMA website, and in **SVMA News** member newsletter
- Recognition in conference guide and on signage at event
- All meals, breaks and buffets on Saturday and Sunday for two (2) representatives per booth space

## NON-PROFIT ORGANIZATIONS

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Discounted booths will be available outside of the Exhibit Hall entrance on the mezzanine at half the regular price (\$400) for non-profit organizations only. The mezzanine is not a secure area for valuable equipment or supplies, so please plan accordingly. All booths are available on a first ordered, first chosen basis.

## EXHIBITORS' SCHEDULE

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### SET-UP

Friday Sept 8 6:00 – 10:00 pm *-and/or-*  
 Saturday Sept 9 7:00 – 9:30 am

### TEAR DOWN

Sunday Sept 10 2:00 – 5:00 pm

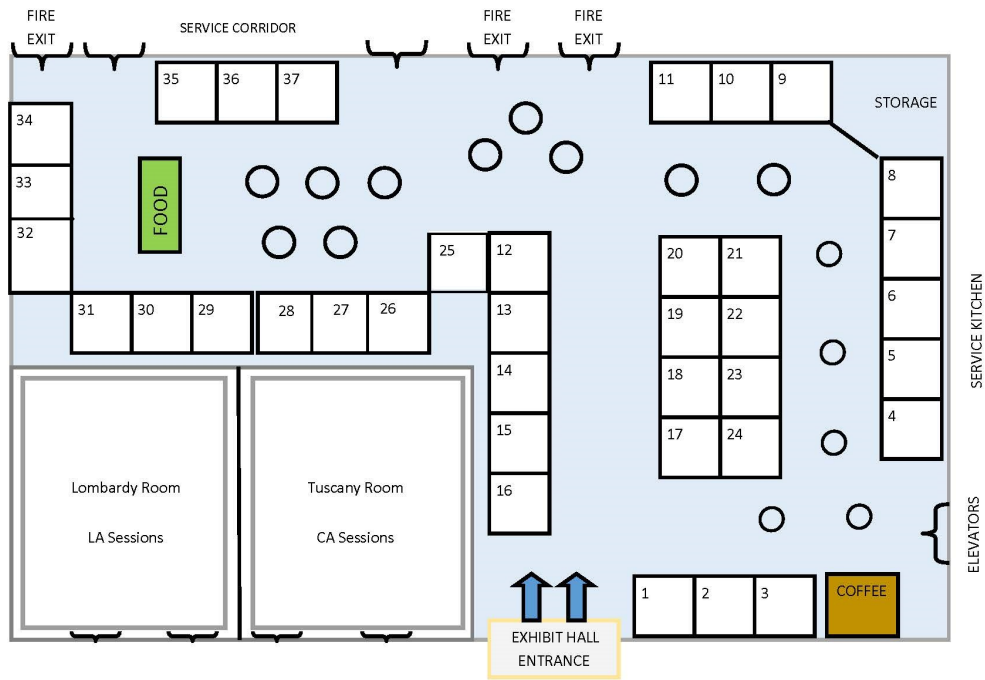
### EXHIBIT HALL HOURS:

**Saturday Sept 9 9:45 am – 8:00 pm**

Break 9:50 am– 10:30 am  
 Lunch 12:30 – 1:30 pm  
 Break 3:20 – 4:00 pm  
 Exhibitors' Reception 6:00 - 8:00 pm

**Sunday September 10 9:45 am – 2:00 pm**

Break 9:50 am – 10:30am  
 Lunch 12:20 pm– 2:00 pm



2017 SVMA CONFERENCE  
EXHIBIT HALL LAYOUT

DELTA REGINA HOTEL  
2ND FLOOR LOBBY

## EXHIBITING? HERE'S WHAT WE NEED TO KNOW

(pertains to all exhibitors and other levelled sponsors)

Number of exhibit booths: \_\_\_\_\_ x \$800 per booth (includes GST) \$ \_\_\_\_\_

Preferred booth location (see diagram next page):

1<sup>st</sup> choice \_\_\_\_\_ 2<sup>nd</sup> choice \_\_\_\_\_ 3<sup>rd</sup> choice \_\_\_\_\_

Are there any companies you do not wish to exhibit near? \_\_\_\_\_

Featured product or service for Exhibit Hall contest:

Name(s) of representative(s) attending exhibit booth:

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

5) \_\_\_\_\_ 6) \_\_\_\_\_

Two attendees are included with each booth. Additional booth attendees @ \$80/person: \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

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## OTHER SPONSORSHIP OPTIONS

### CE SESSIONS

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Speaker sponsorship is great way to tie your company name to advances in veterinary science and education. Feature your company's name/logo and be recognized as exclusive session sponsor in the conference guide, on signage in session room, and in the detailed proceedings.

*Preferred Speaker and/or time slot (or indicate LA, CA or plenary)*

- Full day** 8 session hours \$ 2500
- Half day** 4 session hours \$ 1400
- Two** session hours \$ 750
- One** session hour \$ 400

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### SOCIAL EVENTS

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#### **Awards Night Dinner**

The annual Awards Night Dinner is the biggest party of the year for SVMA members. Recognition at this event is reserved for our Platinum Sponsor. (Please see Platinum Package inclusions for details.)

All other conference events are open for sponsorship:

- Members' Forum Lunch - Friday September 9, 11:30 am – 1:00 pm – Lombardy Room**  
The Members' Forum (aka 'Boots and Salutes') is an opportunity for dynamic discussion for SVMA members and council following the AGM. Lunch buffet will be served during the Forum. Your company's name/logo on signage in event room and identified as official sponsor in conference brochure.  
**\$1200** (exclusive)
- Exhibitors' Reception – Saturday Sept 10, 6:00 – 8:00 pm - Exhibit Hall**  
Your company's name/logo on signage in event room, your company's name/logo as an official Reception sponsor in conference brochure.  
**\$ 1000** (maximum 3)
- Wellness Café - Saturday Sept 9, 8:00 – 9:30pm – Campania Room **SOLD****  
*Should You Lead With Your Heart or Your Head?* Take a relaxing break from the stress and mayhem of veterinary practice with a thoughtful talk on coping with emotional trauma in veterinary practice by Dr Jayne Takahashi. A café style atmosphere with coffee and desserts served. Your company's name/logo on signage in event room and in conference brochure.  
**\$ 1200** (exclusive)

## EXTRAS

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**Complimentary Cocktails**

A voucher in every conference bag that must be redeemed for a drink ticket for Saturday's Exhibitors' Reception by visiting **your** booth: a great way to maximize contact throughout the day. Vouchers supplied; your company's name/logo will also be featured on bar napkins.

**\$ 1000** plus **\$ 7** per ticket redeemed

## MEALS & BREAKS

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Your company's name/logo on signage displayed prominently by food or refreshment stations; recognition as official meal or break sponsor in conference brochure. All regular meal/break sponsorship selections are exclusive.

**Breakfast Buffets**    **\$ 750 daily**     Saturday Sept 10     Sunday Sept 11

**Lunch Buffets**    **\$1000 daily**     Saturday Sept 10     Sunday Sept 11

**Coffee Stations**    **\$ 500 /½ day**     Saturday AM     Saturday PM     Sunday AM

**\$ 250 / afternoon break**     Sunday PM

## AD PLACEMENTS IN CONFERENCE GUIDE

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The printed conference booklet is used extensively by all conference delegates and visitors.

- |  |        |   |        |
|--|--------|---|--------|
| <input type="checkbox"/> <b>Outside Back Cover</b> | \$ 500 | <input type="checkbox"/> <b>Standard full page</b>    | \$ 350 |
| <input type="checkbox"/> <b>Inside Back Cover</b>  | \$ 425 | <input type="checkbox"/> <b>Standard half page</b>    | \$ 275 |
| <input type="checkbox"/> <b>Inside Front Cover</b> | \$ 425 | <input type="checkbox"/> <b>Standard quarter page</b> | \$ 200 |

## ORDER / PAYMENT INFORMATION

Order Total \$ \_\_\_\_\_

Company \_\_\_\_\_ Not-for-profit? (Y/N) \_\_\_\_\_

Contact name(s) \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Prov \_\_\_\_\_ PC \_\_\_\_\_

Payment method:     Visa     MasterCard     Cheque by mail (payable to SVMA)

CC Number \_\_\_\_\_ Expiry date \_\_\_\_\_

Card Holder Name \_\_\_\_\_  
(please print)

Please return completed sponsor/exhibitor agreement to  
[sgauthier@svma.sk.ca](mailto:sgauthier@svma.sk.ca) or fax: 306.975.0623

## TERMS AND CONDITIONS

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**Booking Conditions** – Acceptance of Sponsorship/Exhibitor/Advertising applications will be subject to approval. All monies due and payable must be received by the specified due date. No company will be listed as a Sponsor or Exhibitor in 2017 SVMA Conference communications until full payment and paperwork have been received.

**Cancellation Policy** – Cancellations received before July 31, 2016 will receive a full refund minus 20% of fees paid to cover administration costs. Following this date, all monies paid will be retained.

**Exhibit Booth Allocation** – We will do our best to meet your booth preference requirements. However, the exhibitor understands that booths and/or space will be allocated at the discretion of the SVMA.

**Assignments and Subletting** – No Exhibitor shall assign, sublet or share the whole or any part of the space allotted without the knowledge and consent of the SVMA.

**Unavoidable Occurrences** – In the event that the Trade Show is cancelled or delayed through no fault of Conference Management, the Venue Manager or the Sponsors, including but not limited to fire, flood, labour disputes, natural disasters, acts of God, or other similar events, then the Exhibitor shall not be entitled to any refund or claim for loss or damage.