



SVMA CONFERENCE AGM & TRADE EXPO

SEPTEMBER 6-8, 2019 DELTA REGINA

PROSPECTUS

FOR EXHIBITORS AND SPONSORS

For 111 years, the SVMA has both regulated and advocated for veterinarians in Saskatchewan. From modest beginnings, SVMA has grown to now encompass 750+ licensed Veterinarians and 460+ Registered Veterinary Technologists. The SVMA Conference is the largest single event in the province that brings together large and small animal veterinary professionals.

We are pleased to welcome back our many partners in the Saskatchewan animal health industry. If you would like to join us as a sponsor, there are a variety of options available for consideration. Please take a moment to review the enclosed sponsorship package. If you are considering exhibiting at the 2019 Trade Expo, please note space is limited and every year we sell out, so reserve your booth soon!

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TRADE EXPO

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SPONSORSHIP PACKAGES

LEVELLED SPONSORSHIP PACKAGES	PLATINUM 5000	GOLD 3000	SILVER 1500	BRONZE 1000	EXHIBITOR 800
Sponsorship of 2019 Awards Night Banquet <i>Saturday Sept 7, From 5:30 pm</i>					
Insert or promo item in conference bag <i>(supplied by you)</i>					
Your name/logo on conference bag					
Tickets to Awards Banquet <i>Saturday Sept 7, from 5:30pm</i>	4	2			
Additional exhibit booth space (+ 2 attendees) <i>or other equivalent expenditure</i>					
Ad in Official Conference Guide <i>or other equivalent expenditure</i>	Full page OBC or best	Full page	Half page		
Ad in August 2019 issue of SVMA News	Full page	Half page	Half page		
Name and Link on conference website					
Recognition in Conference Guide and Summer 2019 issue of SVMA News					
Exhibit Booth <ul style="list-style-type: none"> • 10' x 8' draped booth, 8' x 30" skirted table • WiFi, electrical supply; two chairs, wastebasket • All meals, breaks and buffets during Trade Expo for two representatives (added representatives \$ extra) 					



PICK YOUR OWN SPONSORSHIP OPPORTUNITIES

If you prefer 'à la carte' sponsorship opportunities over packages, there are several other ways you can show your support for the veterinary community and get your name in front of conference attendees at the same time. A variety of options are available ranging from CE or event sponsorship to meal and break sponsorship to conference guide display ads.

CONTINUING EDUCATION – 2019 CE PROGRAM

Sponsorship of CE Sessions offers a great way to associate your company's name with progress in veterinary science. CE Session sponsorship identifies you as the exclusive session sponsor on the SVMA website, in the Conference Guide and on lecture room signage.

PLENARY SESSIONS

2H	Becky Taylor, RVT	RVTs: The Hidden Treasures of Veterinary Practice
1.5H	Lorraine Serhienko, RVT	Emergency preparedness

LARGE ANIMAL

3H	Dr Kate Robinson	Equine podiatry
1H	Dr Angela MacKay	Equine sedation
2H	Dr Laura Solano	Hoof and foot disease in cattle
3H	Dr Chris Sanchez	Equine pain management; gastric ulcers; neonate critical care
2H	Dr Jennifer Pearson	Pain mitigation in calves and adult bovines
1H	Murray Feist	Feeds for ruminants; coping with feed challenges
1H	Leah Clark	Livestock water in Saskatchewan

COMPANION ANIMAL

3H	Dr Stephan Carey	Canine Influenza outbreak; influenza vaccines; kennel cough
2H	Dr Danielle Zweste	Neurology exam; emergencies; vestibular disease, feline neuro disease
2H	Dr Gregory Harasen	Orthopedics: 15 years on VIN; feline ortho
6H	Dr Mike Willard	Gastrointestinal regurgitation; ulcers/ erosions; chronic small bowel disease; protein losing enteropathies, chronic large bowel diarrhea; chronic liver disease

Any 1 CE session hour	\$ 400	Any 4 CE session hours	\$ 1200
Any 2 CE session hours	\$ 750	Plenary Session	\$ 1000
Any 3 CE session hours	\$ 1000	Mini sessions	\$ 1000



SOCIAL EVENTS

Social events are well attended by delegates and provide good exposure. Your company's name and logo will be featured on signage in around the event space and you will be identified as the Official Event Sponsor verbally, on the SVMA website and in the Conference Guide.

WELCOME RECEPTION

Friday Sept 6, 5:00 – 7:00 pm, Trade Expo Hall
Includes napkins printed with your logo
\$ 1000 (maximum 3 sponsors)

UNWINED FOR WELLNESS

Wine tasting seminar with certified Sommelier
Greg Harasen, DVM
Friday Sept 6, 7:00 – 9:00 pm
~~\$ 1000~~ (exclusive) **SOLD**

SVMA AWARDS NIGHT BANQUET

Featuring Comedian Ted Morris, DVM
Saturday Sept 7, from 5:30 pm
~~\$ 2000~~ **SOLD**



MEALS & BREAKS

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

Breakfast buffets	\$ 750 daily	Friday Sept 6 / Saturday Sept 7 / Sunday Sept 8
Lunch buffets	\$ 1000 daily	Friday Sept 6 / Saturday Sept 7 / Sunday Sept 8
Coffee stations	\$ 1000 daily	Friday Sept 6 / Saturday Sept 7 / Sunday Sept 8

CONFERENCE GUIDE DISPLAY ADS

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

Outside back cover	\$ 600	Standard full page	\$ 400
Inside front or back cover	\$ 500	Standard half page	\$ 300



Attendees at SVMA conferences are involved in all aspects of veterinary medicine. Most come from private practice, others from research, government or administration. SVMA conferences draw between 200 and 300 registrants annually. All are potential buyers in their practices and your target market.

WHY EXHIBIT AT SVMA?

YOUR CUSTOMERS ATTEND.

The SVMA Conference is the largest annual event for the entire Saskatchewan veterinary profession, bringing veterinary professionals from all different sectors (large, mixed and companion practice, research, pathology, government) together to learn, share and network. Many of these activities take place in the Trade Expo, with lunches, breaks and Friday's Welcome Reception all going on amongst the exhibitors. The Trade Expo layout is designed to draw traffic to all corners of the hall, with coffee, food and liquor stations placed in different areas, as well as an interactive game to encourage booth traffic.

YOU'LL GET YOUR MESSAGE OUT.

Your booth at SVMA includes plenty of exposure to all SVMA members before the conference even begins. Each exhibitor receives a linked logo on the official conference website. Your listing also appears in the official conference program, which is distributed to the entire SVMA membership of veterinarians and vet techs.

YOUR COMPETITORS ATTEND.

Many relevant products and services are introduced to the Saskatchewan veterinary profession at the SVMA Conference. 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 this opportunity to showcase your company.

INCLUDED WITH YOUR BOOTH

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, with 4' side drapes
- 8' skirted table, two chairs, wastebasket
- WiFi, electrical supply (110V outlet) *plus ...*
- Recognition on SVMA website and in **SVMA News** member newsmagazine
- Recognition in Conference Guide and on signage at event
- Two drink tickets for Friday's **Cocktails & Connections** buffet reception
- All meals, breaks and buffets on Friday and Saturday for two (2) representatives per booth space.
Additional booth attendees: **\$ 80** /person

Booths will be available at half the regular price (\$400) for non-profit organizations only. Please contact Sue Gauthier to arrange a booth for your non-profit organization, pending availability. SVMA reserves the right to select locations of non-profit booths.

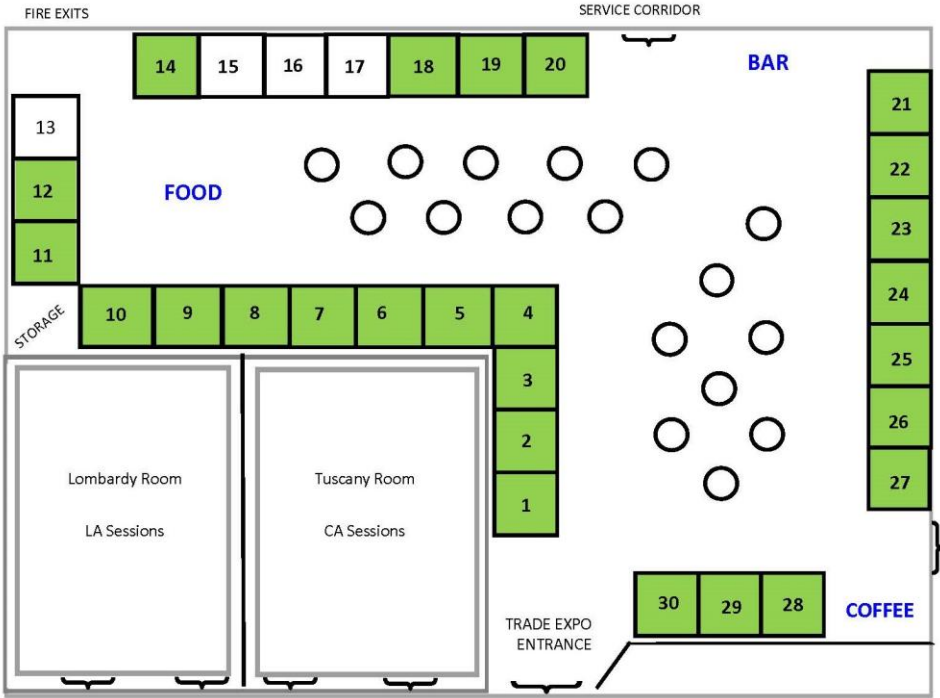


TRADE EXPO SCHEDULE AND LAYOUT

Set up time is 1:00 – 4:30 pm Friday Sept 6, 2019. Your company’s freight will be unloaded in the area of your booth. Please make sure your booth set up crew is aware of these time lines. The Trade Expo will be open from 5:00- 7:00 pm for the Friday night Welcome Reception and continue Saturday between 9:30 am and 4:00 pm. After 4:00 pm Saturday, the Trade Expo will close for booth teardown. Please do not begin booth teardown prior to this time. Exhibitors are asked to complete teardown and have freight ready for shipment by 5:30 pm on Saturday.

FRIDAY SEPTEMBER 6	1:00 – 4:30 PM	SETUP
	5:00 – 7:00 PM	WELCOME RECEPTION / DINNER
SATURDAY SEPTEMBER 7	9:30 AM – 4:00 PM	TRADE EXPO OPEN
	9:50 – 10:30 AM	MORNING BREAK
	12:20 - 1:30 PM	LUNCH
	3:20 – 4:00 PM	AFTERNOON BREAK, PRIZE ANNOUNCEMENTS
	4:00 – 5:30 PM	TEARDOWN

The 2019 Trade Expo will be located in the Trentino ballroom area of the Delta Regina Hotel. The entire Trade Expo area is carpeted, with a layout designed to distribute foot traffic as equally as possible throughout the space. White spaces are still available.



2019 SVMA CONFERENCE
REVISED TRADE EXPO LAYOUT

DELTA REGINA HOTEL
2ND FLOOR LOBBY



SHIPPING / DRAYAGE

Hub City is the official display company and freight handler for SVMA 2019. Additional items such as specialty chairs/tables, lighting, furniture or flooring can be ordered directly from them. Shipping information and deadlines will be available from the SVMA website under **2019 SVMA Conference / Trade Expo**.

DELTA REGINA HOTEL

A block of rooms is available at the Delta Regina Hotel, located at 1919 Saskatchewan Drive, for the reduced rate of \$160/night during the conference. Parking in the adjacent above-ground parkade is included. Book your rooms online through our website (www.svma.sk.ca) by Aug 05, 2019 (subject to availability) for the guaranteed conference rate.

The Delta Hotel is approximately 5km from the Regina International Airport. Taxi service is readily available in front of the airport. The hotel does not provide a shuttle to or from the airport, but shuttles can be arranged through <https://www.airportshuttles.com>.

TERMS AND CONDITIONS FOR EXHIBITING

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 2019 SVMA Conference communications until full payment and paperwork have been received.

Cancellation Policy – Cancellations received before July 31, 2019 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 Expo 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.

2019 SVMA CONFERENCE EXHIBITOR/SPONSOR REGISTRATION FORM

The deadline for inclusion of company names/logos in printed conference materials is **June 30, 2019**.
Of course, I am available anytime to answer all your questions or discuss different sponsorship options.
Please complete the following and email to sgauthier@svma.sk.ca or fax to (306) 975-0623.
Space is already limited, so don't wait to book!

YOUR INFORMATION

Company name for billing _____ Not-for-profit? (Y/N) ____

Company name as you wish it to appear in conference materials:

Order Contact: _____ Email _____

Address _____

City _____ Prov _____ PC _____

LEVELLED SPONSORSHIP PACKAGES

- | | | |
|---|---|---|
| <input type="checkbox"/> PLATINUM \$ 5000 | <input type="checkbox"/> SILVER \$ 1500 | <input type="checkbox"/> EXHIBITOR \$ 800 |
| <input type="checkbox"/> GOLD \$ 3000 | <input type="checkbox"/> BRONZE \$ 1000 | |

EXHIBIT BOOTH INFORMATION

Preferred location 1st _____ 2nd _____ 3rd _____

Names of booth attendees (extra booth attendees \$80 per person)

(1) _____ (2) _____

(3) _____ (4) _____

_____ Extra attendees x \$80 /ea = Total \$ _____

CONFERENCE GUIDE DISPLAY ADS

- | | |
|--|--|
| <input type="checkbox"/> Standard full page \$ 400 | <input type="checkbox"/> Outside Back Cover \$ 600 |
| <input type="checkbox"/> Standard half page \$ 300 | <input type="checkbox"/> Inside Back Cover \$ 500 |
| | <input type="checkbox"/> Inside Front Cover \$ 500 |

CE SESSION SPONSORSHIP

- Plenary Session **\$ 1000**
- Mini sessions **\$ 1000** *Preferred Speaker / Session Title*
- Any one CE session **\$ 400** _____
- Any 2 CE sessions **\$ 750** _____
- Any 3 CE sessions **\$ 1000** _____
- Any 4 CE sessions **\$ 1200** _____

SOCIAL EVENT SPONSORSHIP

- Welcome Reception** Friday September 6, 5:00 – 7:00 pm **\$ 1000**
- UnWINEd for Wellness** Friday September 6, 7:00 – 9:00 pm ~~**\$ 1000**~~ **SOLD**
- Awards Night Banquet** Saturday September 7, from 5:30 pm ~~**\$ 2000**~~ **SOLD**
Featuring Comedian Ted Morris, DVM

MEAL AND BREAK SPONSORSHIP

- Breakfast Buffets** **\$ 750** daily Friday Sept 6 Saturday Sept 7 Sunday Sept 8
- Lunch Buffets** **\$ 1000** daily Friday Sept 6 ~~Saturday Sept 7~~ Sunday Sept 8
- Coffee Stations** **\$ 1000** daily Friday Sept 6 Saturday Sept 7 Sunday Sept 8

TOTAL ORDER VALUE \$ _____

Payment method: Visa MasterCard Invoice/cheque by mail (payable to SVMA)

CC Number _____ Expiry date _____

Card Holder Name (please print) _____

THANK YOU FOR YOUR SUPPORT!