



Welcome Valued Industry Partners to SVMA 2020!

The SVMA Conference is the largest annual event in Saskatchewan that brings together large, mixed and small animal veterinary professionals, plus government, academia and many visitors from across Western Canada. The Saskatchewan Veterinary Medical Association continues to grow, now encompassing 790+ licensed Veterinarians and 460+ Registered Veterinary Technologists.

2020 is a new decade and carries with it a modern vibe. In celebration of this, we are introducing some new and special features to the SVMA Conference, AGM and Trade Expo. This is going to be our most exciting conference event yet – for attendees, and for our industry partners!

Our headline speaker this year is veterinary celebrity Dr Andy Roark. He will be presenting three plenary hours on how to drive change in your practice at our Friday evening opening event and four more for the large and companion animal streams on Saturday. For this reason alone, we expect to have boosted attendance at our 2020 Conference. In addition, attendee favourite Dr Howard Seim will be back with us again to present seven hours on small animal internal medicine.

This year we are debuting a new mobile conference app that will provide real-time information and engagement for attendees while linking sponsors and exhibitors directly to them before, during and after the conference. There will also be a photo mosaic wall that captures real-time images and builds them into a huge digital mosaic to celebrate the modern vibe, engage and connect participants.

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 following pages. If you are considering exhibiting at the 2020 Trade Expo, please note space is limited and every year we sell out, so reserve your booth soon.

This is going to be an exciting conference year. We hope you'll join us!

SPONSORSHIP OPPORTUNITIES

Levelled Sponsorship Packages 2
2020 CE Program 3
Social Events 4
Meals and Breaks 4
Conference Guide Ads 4

TRADE EXPO

Costs and Inclusions 5
Trade Expo Layout and Schedule 5
Shipping and Drayage 6
Sheraton Cavalier Hotel 6
Terms and Conditions 6

REGISTRATION FORM	... 7/8
--------------------------	---------

2020

SVMA CONFERENCE, AGM AND TRADE EXPO

2020 SPONSORSHIP PACKAGES

ALL SPONSORSHIP PACKAGES INCLUDE AN EXHIBIT BOOTH.	DIAMOND 5000	GOLD 3000	SILVER 2000	BRONZE 1200
Exclusive sponsorship of the Awards Banquet Saturday Sept 12, From 5:30 pm	√			
Your name/logo on conference bag	√			
Conference bag insert/promo item (you supply)	√			
Additional exhibit booth space (largest size available) or other option of comparable value	√	√		
Tickets to Awards Banquet	4	2	2	
Ad in Official Conference Guide or other option of comparable value	Full page OBC or best	Full page	Half page	
Ad in August 2020 issue of SVMA News	Full page	Half page	Half page	
Name & link on conference website and mobile app	√	√	√	√
Exhibit booth (largest size available)	√	√	√	√



OTHER 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:

CONTINUING EDUCATION – 2020 CE PROGRAM

Sponsorship of CE sessions offers a great way to associate your company’s name with progress in veterinary science. CE sponsorship identifies you as the exclusive session sponsor on the SVMA website, on the new mobile conference app and in the CE proceedings.

PLENARY SESSIONS

3H	Dr Andy Roark	Practice Management and Communication	<i>SOLD</i>
2H	Dr Keelan Lewis	Associate Retention	\$ 1000

LARGE ANIMAL

2H	Dr Andy Roark	Practice Management and Communication	<i>SOLD</i>
3H	Dr John Campbell	Disease Investigations: Interesting Cases	\$ 750
2H	Dr Bruce Wobeser	Post-mortems: Interesting Cases	\$ 750
3H	Dr Michael Pesato	Small Ruminant Diseases	\$ 1000
1H	Dr Trent Wennekamp	Bovine Respiratory	\$ 400
1H	Dr Anatoliy Trokhymchuk	Antimicrobial Resistance	\$ 400
3H	Dr Dane Tatarniuk	Equine wound management	\$ 1000

COMPANION ANIMAL

2H	Dr Andy Roark	Practice Management and Communication	<i>SOLD</i>
7H	Dr Howard Seim	Small animal internal medicine and surgery	\$ 2000
2H	Dr Jennifer Loewen	Critical Care	\$ 750
3H	Dr Loic Legendre	Canine Dental	\$ 1000

WET LABS

4H	Dr Candace Lowe	Companion Animal- Dentals	<i>SOLD</i>
4H	Dr Fritz Schumann	Large Animal– Getting the most out of your post-mortem	\$ 1000
4H	Troy Miller	Practice Management- The Working Mind	\$ 1000

NEW TECH OPTIONS

SVMA 2020 is bringing some new tech on board to enliven the conference experience and connect you with attendees in new ways. Check these out:

MOBILE APP

Our new mobile app is going to expand your opportunities to connect with conference attendees! Registrants will be invited to communicate and connect with each other and your company's representatives in advance of, during and following the conference. All sponsors and exhibitors will be connected with the mobile app.

\$ 2000 Mobile App Sponsorship (exclusive)

DIGITAL PHOTO MOSAIC

We are celebrating 2020 with a cool new piece of tech called a photo mosaic wall. Digital photos will be snapped throughout the conference and loaded into a program that slowly builds them into a 6' x 9' mosaic wall that will develop in real time in the conference foyer. The finished mosaic will be featured at Saturday night's Awards Banquet. This is sure to be an attention grabber for everyone!

\$ 2000 Mosaic Wall Sponsorship (exclusive)

2020 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 new mobile conference app, and on table signage at the event.

WELCOME RECEPTION

Friday Sept 11, 4:30 – 6:30 pm, Trade Expo Hall

We expect this to be a busy year for the Welcome Reception as it is immediately followed by an evening session with Dr Andy Roark, and along with conference registrants, all additional attendees of that event will be invited to attend the reception (with buffet) at no extra charge.

\$ 1000 (maximum 3 sponsors) **\$ 2000** Exclusive sponsorship

2020 SVMA AWARDS NIGHT BANQUET

Saturday Sept 12, Top of the Inn Ballroom

\$ 2000

MEALS AND BREAKS

Your company's name/logo on signage displayed prominently by food or refreshment stations and with standing cards on each table; recognition as official meal or break sponsor in the Conference Guide/mobile app. All meal/break sponsorship selections are exclusive.

Breakfast buffets	\$ 750 daily	Friday Sept 11 / Saturday Sept 12 / Sunday Sept 13
Lunch buffets	\$ 1000 daily	Friday Sept 11 / Saturday Sept 12 / Sunday Sept 13
Coffee stations	\$ 1000 daily	Friday Sept 11 / Saturday Sept 12 / Sunday Sept 13

DISPLAY ADS IN THE CONFERENCE GUIDE

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



TRADE EXPO

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

INCLUDED WITH YOUR BOOTH

This year, exhibit booths come in two sizes :	
<p>Package A: \$800 10' x 8' draped booth, 8' x 30" skirted table</p>	<p>Package B: \$700 8' x 6' draped booth, 6' x 30" skirted table</p>

Both packages include:

- All meals, breaks and buffets during the Trade Expo for two representatives per booth space. (Additional booth attendees \$80 each.)
- WiFi, electrical supply; two chairs, wastebasket
- Promotion on the SVMA website, mobile app and August 2020 issue of *SVMA News* member newsmagazine
- Recognition in Conference Guide used by all registrants
- Two drink tickets for Friday's **Welcome Reception**

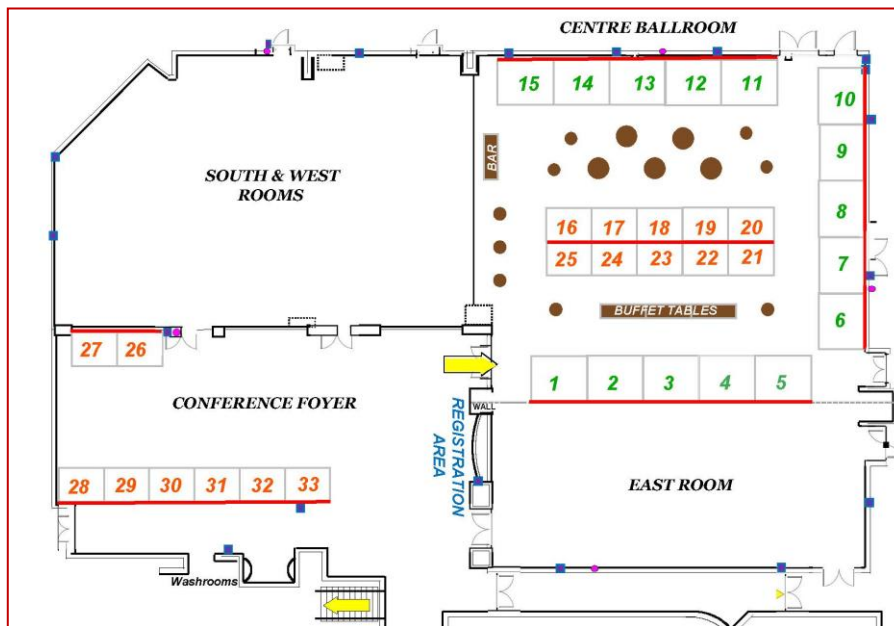
Smaller (Package B) booths will be available at half the regular price (\$350) for non-profit organizations only. Please contact Sue Gauthier to arrange a smaller booth for your non-profit organization, pending availability. SVMA reserves the right to select locations of non-profit booths.

TRADE EXPO SCHEDULE AND LAYOUT

Set up time is 2:00 – 4:00 pm on Friday Sept 11, 2020. 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 timelines. The Trade Expo will be open from 4:30 - 6:30 pm for the Friday evening 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 11	2:00 – 4:00 PM	SETUP
	4:30 PM – 6:30 PM	WELCOME RECEPTION WITH BUFFET DINNER
SATURDAY SEPTEMBER 12	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 2020 Trade Expo is located in the Centre Ballroom and Conference Foyer areas of the Sheraton Cavalier Hotel. The entire Trade Expo area is carpeted, with a layout designed to distribute foot traffic as equally as possible.



Booths numbered **1 through 15** are **10' wide x 8' deep** (Package A)

Booths numbered **16 through 33** are **8' wide x 6' deep** (Package B)

SHIPPING / DRAYAGE

Hub City is the official display company and freight handler for SVMA 2020. Additional items such as specialty chairs, tables, lighting, other furniture or flooring can be ordered directly from them. Shipping information and deadlines will be available on the SVMA website under 2020 SVMA Conference / Trade Expo.

SHERATON CAVALIER HOTEL

A block of rooms is available at the Sheraton Cavalier Hotel, located at 612 Spadina Crescent East in Saskatoon, for the reduced rate of \$159/night during the SVMA conference. Book your room through our website (www.svma.sk.ca) by Aug 10, 2020 for the guaranteed conference rate (subject to availability).

The Sheraton is approximately 8 km from the Saskatoon International Airport. Taxi service is readily available in front of the Saskatoon airport. The hotel does not provide a shuttle to or from the airport, but shuttles can be arranged through <https://www.airportshuttles.com/saskatoon.php>.

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 2020 SVMA Conference communications until full payment and paperwork have been received.

Cancellation Policy – Cancellations received before July 31, 2020 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 from available booths at the package level purchased and 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.

2020 SVMA CONFERENCE EXHIBITOR/SPONSOR REGISTRATION FORM

The deadline for inclusion of company names/logos in printed conference materials is **June 30, 2020**.
I am available anytime to answer all your questions or discuss different sponsorship options that will work for you.
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 or N

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

Order Contact: _____ Email _____

Address _____

City _____ Prov _____ PC _____

2020 SPONSORSHIP PACKAGES

DIAMOND \$ 5000 GOLD \$ 3000 SILVER \$ 2000 BRONZE \$ 1200

EXHIBIT BOOTH PACKAGES

PACKAGE A \$ 800 PACKAGE B \$ 700 Neither- The booth is included with my sponsorship.

Preferred booth location 1st _____ 2nd _____ 3rd _____

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

(1) _____ (2) _____

(3) _____ (4) _____

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

NEW: TECH OPTIONS

Mobile App \$2000 Digital Photo Mosaic Wall \$ 2000

CONFERENCE GUIDE DISPLAY ADS

- Standard full page **\$ 400**
- Standard half page **\$ 300**

- Outside Back Cover **\$ 600**
 - Inside Back Cover **\$ 500**
 - Inside Front Cover **\$ 500**
-

CE SESSION SPONSORSHIP

Preferred Speaker / Session Title

- Any one CE hour **\$ 400**
- Any 2 CE hours **\$ 750**
- Any 3 CE hours **\$ 1000**
- Any 4 CE hours **\$ 1200**
- Any Wet Lab (4 hrs) **\$ 1000**

SOCIAL EVENT SPONSORSHIP

Welcome Reception

Friday September 11, 4:30 – 6:30 pm

- Welcome Reception (up to 3 sponsors) **\$ 1000**

Awards Night Banquet

Saturday September 12, from 5:30 pm

- Exclusive Awards Night sponsorship **\$ 2000**
-

MEAL AND BREAK SPONSORSHIP

- Breakfast Buffets** **\$ 750 daily** Friday Sept 11 Saturday Sept 12 Sunday Sept 13
 - Lunch Buffets** **\$ 1000 daily** Friday Sept 11 Saturday Sept 12 Sunday Sept 13
 - Coffee Stations** **\$ 1000 daily** Friday Sept 11 Saturday Sept 12 Sunday Sept 13
-

TOTAL SPONSORSHIP ORDER \$ _____

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!