



2021 Annual Convention Hi-Def Advertising Package

*December 4–8
Music City Center
Nashville, Tennessee*

EXHIBIT “A”

OVERVIEW

Amplify your company’s on-site exposure among the thousands of veterinary professionals in attendance during the 2021 AAEP Annual Convention with a high-definition, large screen advertisement.

Two (2) 90-inch, hi-def monitors will be placed strategically within the Music City Center to deliver your company’s message through a rotating 4-color advertisement for the duration of the convention.

One monitor will be placed within the AAEP Connect Area, prominently located inside the trade show; the second monitor will be placed in the highly trafficked hallway near the main session ballrooms.

AMOUNT OF SPONSORSHIP

The Hi-Def Advertising package is limited to 16 advertisements, and a co-sponsoring company may purchase multiple advertisements. Each advertisement is \$1,500 and sold on a first-come basis.

POTENTIAL BENEFITS

The Hi-Def Advertising package offers the following opportunities:

- Continuation of this offering in the future, co-sponsoring companies will have right of first refusal for co-sponsorship;
- Advertisements will run Sat., Dec. 4 – Wed., Dec. 8 outside the main ballroom area and Sun., Dec. 5 – Tues., Dec. 7 in the AAEP Connect (trade show) area;
- No less than 120 rotations per screen, per day;
- Rotations appear approximately every 20-30 seconds;
- Company logo placed within the Exhibitor section of the 2021 AAEP Convention App.

SPECIFICATIONS for ADVERTISEMENT ARTWORK

File type: JPG 72dpi

File size: 1080 wide x 1920 tall – vertical ad

Deadline for artwork: Advertisement files should be sent to dkirkland@aaep.org by **November 15**.

See Examples Below:

