



2021 Annual Convention Bonus Bag Co-Sponsorship

December 4 – 8
Music City Center
Nashville, Tennessee

EXHIBIT “A”

OVERVIEW OF SPONSORSHIP

Upon entrance to the AAEP trade show and exhibit hall, convention attendees will have the opportunity to pick up a “bonus” bag with the AAEP logo prominently displayed on the front. In this bag, we would like to include a piece of bonus material from each company that participates in this co-sponsorship.

PACKAGE BENEFITS

This co-sponsorship offers two options for a collateral marketing piece to be placed inside approximately 2,000 AAEP Bonus Bags:

- **OPTION 1 – Flat marketing piece or trinket (*sponsorship price \$990*)**
 - The flat marketing piece is limited to a one-page insert or brochure no larger than 8.5 x 11” (catalogs, pamphlets, multi-page brochures will not be considered). You are encouraged to use part of or the entire insert to inform AAEP members of your show offerings or opportunities they may take advantage of at your booth.
 - The trinket marketing piece is limited to one trinket included within each bonus bag. This item **MUST** be pre-approved by AAEP prior to shipment. Trinket is limited to no more than 8 ounces in weight and 10 inches in height (i.e., key tag, weight tape, etc.). *Pens, notepads and*

lanyards will not be considered, as these are existing AAEP sponsorships.

- **OPTION 2** – Any two pieces from options above (***sponsorship price \$1,900***)
 - A combination of both flat and/or trinket marketing pieces may be included within each bonus bag (i.e., two flat marketing pieces or two trinket marketing pieces or one flat and one trinket marketing piece).

This co-sponsorship is limited to 25 participants and on a first-come basis.

All paper/trinket insert materials **must** be pre-approved by the AAEP prior to shipment. Please submit a PDF proof of your paper/trinket marketing piece for approval **before October 29** to dkirkland@aaep.org. Submission of materials after this date WILL NOT be considered.

Your company's marketing piece must be produced and arrive at the AAEP office no later than **Wednesday, November 10** to be included in these bags.

Materials must ship to:

AAEP/BONUS BAG Stuffing
Attn: Dana Kirkland
4033 Iron Works Pkwy
Lexington, KY 40511

This co-sponsorship offers many exposure opportunities and can be instrumental in developing a continued relationship with the AAEP and its over 9,000 DVM and student members worldwide.