



**2021 AAEP Annual Convention
Educational Sponsorship**

*“Lifestyle & Wellness: Understanding Generational Differences in Equine Practice”
Tuesday Afternoon, December 7*

*Music City Center
Nashville, Tennessee*

EXHIBIT “A”

OVERVIEW OF SPONSORSHIP

Lifestyle & Wellness: Understanding Generational Differences in Equine Practice

Moderator: Robert P. Franklin

- 1:30 Relevant Leadership: Leading & Communicating Effectively in the Multi-Generational Workplace – *Jay McChord*
- 2:45 Break
- 3:00 Panel: Veterinary Medicine Across the Generations – *Moderators: Jay McChord and Jennifer Settlage*
- 4:30 End

The content of this session has been selected to support the continued implementation of AAEP’s mission statement: *“To improve the health and welfare of the horse, to further the professional development of its members, and to provide resources and leadership for the benefit of the equine industry.”*

Sponsoring this educational session enables the sponsoring company to align itself with the quality of expert information that characterizes the session, offers many exposure opportunities and, most importantly, further develops the company’s relationship with the AAEP and its more than 9,000 veterinarian and student members worldwide.

AMOUNT OF SPONSORSHIP

This Education Session package is an exclusive sponsorship available to one (1) company for \$5,000.

BENEFITS

The Education Sponsorship package offers the following opportunities:

- Session sponsorship exclusivity for one (1) company.

Printed Recognition

- Company and/or product text recognition in the official convention program (*i.e., Sponsored by “Company”, or Sponsored by “Company, maker/manufacturer/distributor of “Product”*).
- Company logo recognition included on “Thank You” sponsor page of the official convention program.

Digital Recognition

- Sponsor of this event could be mentioned and included within AAEP’s social media outlets and publications, including but not limited to Facebook, AAEP Website, *AAEP News*, *Convention Daily* and *Spur of the Moment* e-newsletter.
- Company logo placed within the Exhibitor section of the 2021 Convention App.

On-Site Recognition

- Company logo included on sponsorship signage near the registration area of the AAEP Annual Convention.
- Floor decal placed for you near your booth entrance throughout duration of AAEP trade show, indicating your Annual Convention sponsorship.
- Company and/or product logo recognition on walk-in PowerPoint slides of sponsored session room(s) (*i.e., Company logo, Company name and Product logo, or Company logo and product tagline*) NOTE: logo used is required in jpeg format.
- Opportunity to incorporate a 15- to 60-second advertisement within electronic signage outside of session room during the stated session time interval. *Video advertisement must be provided to AAEP in a WMV or MOV file format by November 15.*

Note: Digital Signage is a system that uses an electronic display combining many different types of media and sources (i.e., video – AVI, MP4, MOV; Text and Graphics – Microsoft PowerPoint, JPG, PNG images, etc.) into one visually stunning display, making it possible to deliver your message outside of the meeting room throughout the duration of the sponsored session time.

- Opportunity to provide one 15- to 30-second advertisement that will be included in the session room with the walk-in slides prior to the start of the scientific education session. Sponsor is responsible for video advertisement creation and must provide to AAEP in a MP4 file by November 15.

Other

- Mailing list of convention pre-registrants after October 31.
- Mailing list of convention attendees, post-convention. List will be provided after December 15.