



2021 AAEP Annual Convention Lunch Co-Sponsorship

*December 5–7
Music City Center
Nashville, Tennessee*

EXHIBIT “A”

OVERVIEW OF SPONSORSHIP

The Lunch co-sponsorship promotes a different sponsoring company on each day’s printed lunch vouchers. These vouchers will be distributed to every attendee and exhibitor upon check-in at the Music City Center and used to purchase daily meals within the trade show from Sunday, Dec. 5 through Tuesday, Dec. 7. Each day’s vouchers will bear the name and/or logo of that day’s unique lunch sponsor.

This package provides a wide array of exposure opportunities and leverages the respected images of both the sponsoring company and the AAEP Annual Convention.

AMOUNT OF SPONSORSHIP

The AAEP Lunch co-sponsorship is an opportunity available to as many as three (3) companies, one per day, for \$7,500 each.

PROSPECTIVE BENEFITS

The AAEP Lunch Co-Sponsorship offers the following opportunities:

- Continuation of this event in the future, each sponsoring company will have right of first refusal for exclusive sponsorship.

Printed Recognition

- One (1) full-page, 4-color advertisement within the AAEP's monthly publication, *Equine Veterinary Education (EVE)*. Sponsor may choose one (1) month in which to advertise between the months of October 2021 and March 2022 (*Sponsor is responsible for artwork*).
- Company logo recognition included on "Thank You" sponsor page of the official convention program.

On-Site Recognition

- Company logo on sponsored day of printed lunch vouchers provided to convention attendees and exhibitors (*sponsor is to provide logo for lunch voucher to AAEP by September 15*).
- Company logo and booth number on one tile of each BINGO card (*approx. 2,000 cards will be printed, and one card included within each convention attendee bag*). AAEP will provide individual stickers for the game within sponsoring company's exhibitor packet upon exhibitor check-in.
- Floor decal placed for you near your booth entrance throughout duration of trade show indicating your AAEP Annual Convention sponsorship.
- Company logo recognition included on lunch area signage (not limited to meter boards, floor decals, etc.).
- Company logo on sponsorship signage in registration area of the AAEP Annual Convention.

Digital Recognition

- Company logo included within the exhibitor section of the 2021 AAEP Convention App.

Other

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