



2024/2025 AAEP XP Lab Series Ophthalmology Co-Sponsorship Package

*October 17-20, 2024 – Ocala, Fla. (Peterson Smith Equine Hospital)
Date TBD, 2025 – Arizona
Date TBD, 2025 – Kentucky*

Sponsorship Package

OVERVIEW OF SPONSORSHIP

AAEP is excited to launch AAEP XP, a wet labs-focused experiential learning series through which equine practitioners can level up their practical skills in small-group, hands-on training.

The events will be limited to 20 participants and feature a participant-to-instructor ratio of 4:1. This will ensure optimal learning emphasizing individual engagement with the experts. All XP events will award RACE-accredited CE and be offered three times in different regions of North America, providing geographic convenience for AAEP members.

The first XP series event will take place at the renowned Peterson Smith Equine Hospital in Ocala, Fla., on the topic of ophthalmology. The topic will repeat twice more in the first half of 2025 in Arizona and Kentucky, specific locations and dates for which are still being determined. Future series topics may include ultrasound hind limb & stifle, neurology, dentistry and more.

AMOUNT OF SPONSORSHIP

Co-sponsorship is available and limited to up to three (3) companies. Cost for co-sponsorship is \$6,500 each. The cost of co-sponsorship includes all three events on the series topic.

BENEFITS

AAEP XP co-sponsorship offers the following opportunities:

- Title “Sponsored by Company” in any print and/or electronic promotional materials.
- Continuation of the XP series in the future, sponsoring company will have first right of refusal for co-sponsorship of next topic series.
- Opportunity for up to two (2) sponsor staff to attend each of the three events in the series.

Digital Recognition

- Sponsors of this event will be mentioned and included within AAEP’s social media outlets and publications, including but not limited to Facebook, AAEP website, *Equine Veterinary Education* and *Spur of the Moment* e-newsletter.
- Company logo and/or company recognition on the AAEP’s website at <https://aaep.org/meetings>, promoting the AAEP XP – Ophthalmology events.

On-Site Recognition

- Company and/or product logo recognition in on-site event signage. This may include hard signage and/or walk-in slides prior to the start of presentations.
NOTE: logo used is required in jpeg format.
- Prominent company or logo/text placement and listing as “Sponsor” in all on-site distributed meeting materials.
- Opportunity to set up an education table in a suitable area within proximity of the event area, if space is permitted.
- Opportunity to mingle and collaborate with attendees during each day’s lunch and during the Welcome Reception, hosted on the first evening of the lab series.

Marketing

- One (1) half-page, 4-color advertisement within the monthly *EVE* member publication, available October 2024 – April 2025. The sponsor may choose month and is responsible for artwork. (\$1,000 value).

Other

- Mailing list of meeting pre-registrants after the early registration deadline.
- Mailing list of meeting attendees, post-meeting. A list will be sent upon request after the meeting.

Entertaining

If your representing company is a co-sponsor of the 2024/2025 AAEP XP Series – Ophthalmology, the AAEP welcomes the opportunity for your company to entertain member attendees offsite or reserve a suite within the host hotel, depending on availability, to entertain members prior to the start of each day's meeting or at the conclusion of each day's event.

Please keep in mind that there are other co-sponsors of this meeting and AAEP asks you to be considerate in planning evening events. AAEP also asks that morning or evening entertainment not conflict with the program schedule times or with the Welcome Reception, which will tentatively take place on the first evening of the lab series. If further questions or concerns are warranted, please contact Dana Kirkland at dkirkland@aaep.org.