2025 AAEP Annual Convention
Scientific Education
Exclusive Sponsorship Package

"In-Depth: Smarter Horse Racing Through Technology and Imaging"
Tuesday, December 9 (afternoon)

Colorado Convention Center
Denver, Colorado

EXHIBIT "A"

OVERVIEW OF SPONSORSHIP

Thousands of equine practitioners will head west to "Explore New Frontiers" in equine practice as the AAEP's 71st Annual Convention returns to Denver, Colorado. The annual convention has long been a hallmark of practical, evidence-based education, and you can be a part of this year's event as the exclusive sponsor of this In-Depth session by positioning your brand in front of a highly engaged audience and reinforce your commitment to advancing equine veterinary medicine.

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."*

Supporting a Scientific Education 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.

EDUCATIONAL SESSION

In-Depth: Smarter Horse Racing Through Technology and Imaging

Moderator: Sara Langsam, VMD

Enhancing Equine Performance and Welfare: The Role of Wearable Technology in Racehorses (45 min)
    Chris Kawcak
AAEP's Wearable Biometric Sensor Request for Proposal and Subsequent Study (20 min)
    Sara Langsam, VMD
Advanced Imaging (45 min)
    Kyla Ortved
Current status of equine injuries in racing and what is on the horizon (45 min)
    Tim Parkin
Panel (25 minutes)
    Kawcak, Langsam, Ortved, Parkin

AMOUNT OF SPONSORSHIP

This Scientific Education Session package is an exclusive sponsorship available to one (1) company for $6,000.

BENEFITS

The Scientific 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

- Session sponsor 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 2025 Convention App.

<u>On-Site Recognition</u>

- 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 the duration of the AAEP trade show, indicating your Annual Convention sponsorship.

- Company and/or product logo recognition on walk-in PowerPoint slides of sponsored session room *(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 30-second advertisement within electronic signage outside of the session room during the stated session time interval. <u>*Video advertisement must be provided to AAEP in an MP4 file format by **November 10**.*</u>

    Note: Digital Signage is a system that uses an electronic display combining many different types of media and sources 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 include same 15- to 30-second video in the session room with the walk-in slides prior to the start of each scientific education session.

<u>On-Demand Recognition</u>

- Above 15- to 30-second video advertisement will be incorporated in front of sponsored education session made available to attendees during the virtual component of the AAEP Convention. These will also be made accessible when sessions become available on-demand.

<u>Other</u>

- Mailing list of convention pre-registrants after October 31.

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