



2012 MVC SPONSORSHIP OPPORTUNITIES

Midwest Veterinary Conference
Feb. 23–26, 2012

Participation LEVELS

Platinum Invest \$25,000 or more

- Stand-alone recognition in registration area
- One set of pre- and post-MVC mailing labels
- Full-page ad in on-site program
- Platinum Sponsor signage for booth
- One complimentary company flyer to be included in the registration packets mailed to all attendees

Gold Invest \$10,000 to \$24,999

- Sponsor recognition in registration area
- One set of pre-MVC mailing labels
- Half-page ad in on-site program
- Gold Sponsor signage for booth

Silver Invest \$5,000 to \$9,999

- Sponsor recognition in registration area
- One set of pre-MVC mailing labels
- Quarter-page ad in on-site program
- Silver Sponsor signage for booth

Bronze Invest up to \$4,999

- Sponsor recognition in registration area
- Bronze Sponsor signage for booth

All Sponsors Receive:*

- Recognition in pre-, on-site, and post-MVC print materials, including one issue of the *OVMA Observer* and both printed program guides
- Recognition in the new interactive Sponsors in Excellence section on the MVC Web site
- Recognition in Sponsor listing on CD-ROM of Conference Proceedings given to every attendee
- Recognition in on-site Sponsors signage outside the Exhibit Hall and for any sponsored events
- Social networking coverage on OVMA's Twitter and Facebook pages, leading up to and during the MVC
- Sponsor designation in exhibitor listing and Exhibit Hall map sections of the on-site program

**If commitment made by Oct. 3, 2011. Additional deadlines shown on page 2.*

Education OPPORTUNITIES

CE Track Sponsorship

- Full 6-hour CE track \$2,500
- Half 3-hour CE track \$1,250

Specify Track(s): _____

- Logo on agenda grid
- Logo and company name on session room signage
- Company name on podium placard
- Opportunity to provide Session President(s)

Educational Grant \$2,500

- Not tied to any particular speaker
- Receives all general Sponsor marketing opportunities

Wet Labs

- 3-Hour Hands-On Lab \$2,100 (honorarium only)
- 2-Hour Hands-On Lab \$1,600 (honorarium only)
- Equipment & Supplies (Loan and/or donation)

Specify Lab(s): _____

- Logo on agenda grid
- Logo and company name on session room and/or transportation signage
- Company name on podium placard for on-site labs
- Single table for Sponsor brochures inside lab area
- One set of post-event mailing labels of lab attendees (upon request)

Attendee REGISTRATION

In-Kind Donations

Conference Pens

- Quantity 5,000
- Must arrive at George Fern advance warehouse no later than Jan. 27, 2012

Conference Lanyards

- Quantity 5,000
- Must arrive at George Fern advance warehouse no later than Jan. 27, 2012

Networking & Social EVENTS

MVC Sunday Lunch

- Exclusive Sponsorship \$10,000**
 - Logo on on-site event signage
 - Logo on event-specific advertising in registration program and on-site guide
 - Logo on MVC Web site promoting event
 - Opportunity to introduce speaker
 - Opportunity to greet attendees at event entrance
 - All opportunities of a Gold-Level Sponsor
- Co-Sponsorship \$5,000**
 - Logo on on-site event signage
 - Logo on event-specific advertising in registration program and on-site guide
 - Logo on MVC Web site promoting event
 - Opportunity to greet attendees at event entrance
 - All opportunities of a Silver-Level Sponsor

MVC Speaker Breakfast/Lunch

- One-Day Sponsorship \$2,000**
 - Sponsor recognition in registration area
 - Sponsor recognition with logo on event-specific signage
 - Company exposure to all MVC Speakers

Attendee Break Stations

- Coffee Station (Morning service only) \$4,000 per day**
 - Logo on event-specific signage
- Exhibit Hall Break \$4,000 per day**
 - Logo on event-specific signage

Additional ADVERTISING

Increase your visibility by placing an ad in the on-site program! Your ad¹ will be printed in full color. Please reserve your ad early, as we are only able to offer a limited number of each.

- Full-Page Ad 8"x11"..... \$1,250**
- Half-Page Ad 7.75"x5.25"..... \$750**
- Notebook Ad² 7.75"x1.5"..... \$300**

1. Ad templates available upon request. 2. Horizontal or vertical ad. Located in the note section in the second half of the MVC on-site program.

Art REQUIREMENTS

In order to guarantee high-quality promotional materials that accurately portray your company, please use the following guidelines when submitting your logo:

- Acceptable file types: EPS, AI, PSD, PDF, TIFF (Preferred); or JPEG: Used for printed and online marketing. Must be at least 300 dpi.
- Logo should be submitted in color.
- Only electronic files submitted by specified deadlines and in acceptable formats will be included in specified marketing opportunities.

Internet Café

- Exclusive Sponsor \$6,000**
 - Sponsor recognition on MVC Facebook page, plus all shared items
 - Logo on activity-specific signage
 - Logo on computer desktops and link to sponsor Web site
- Co-Sponsorship (2 available) \$3,000**
 - Logo on computer desktops and link to Sponsor Web site
 - Logo on activity-specific signage
 - Sponsor recognition on MVC Facebook page

Wings, Tails & Scales Art Exhibition

- Exclusive Sponsorship \$1,000**
 - Sponsor recognition in registration area
 - Sponsor recognition with logo on activity-specific signage

Past Presidents Breakfast \$500

- Exclusive Sponsorship \$500**
 - Sponsor recognition in registration area
 - Sponsor recognition with logo on event-specific signage

MVC Information Booths

- Sponsorship (2 available) \$1,000 each**
 - Sponsor recognition in registration area
 - Sponsor recognition with logo on area-specific signage

OVMA Business Meeting Co-Sponsor

- Co-Sponsorship \$500**
 - Sponsor recognition in registration area
 - Sponsor recognition with logo on event-specific signage

Due DATES

To ensure your company receives maximum recognition for its sponsorship of the 2012 Midwest Veterinary Conference, we ask that you submit your company logo to us as soon as you select your sponsorship so we may effectively promote your selected events.

- Oct. 3, 2011: For inclusion in all appropriate marketing detailed on page 1.
- Dec. 16, 2011: For inclusion in pre-MVC newsletter and all remaining pre- and post-Conference marketing. (*Excludes registration program*)
- Jan. 23, 2012: For inclusion in all on-site and post-Conference marketing.

More INFORMATION

For more information on sponsorship opportunities or reserving ad space, contact the following:

Sponsorship Opportunities

Liz Rader, *Director of Education & Member Services*
800.662.6862 phone lmr@ohiovma.org e-mail
www.mvcinfo.org/sponsors

Program Advertising

Krysten Pyles, *Communications Director*
800.662.6862 phone kdp@ohiovma.org e-mail
www.mvcinfo.org/marketing