

EDUCATIONAL SPONSORSHIPS

Support our speakers!

Companion Animal Sessions:

Cardiology | 4 sessions | Dr. Barret Bulmer (Michigan State University)

Dermatology | 3 sessions | Dr. Greg Griffeth (Penn Vet)

Emergency & Critical Care | 14 sessions | Dr. Manuel Boller (Penn Vet), Dr. Dan Fletcher (Cornell University), Dr. Katrina Hopper (University of California – Davis) and Dr. Elizabeth Rozanski (Tufts University)

Internal Medicine | 4 sessions | Dr. Rebecka Hess (Penn Vet) and Dr. Elizabeth Rozanski (Tufts University)

Interventional Radiology | 3 sessions | Dr. Matt Beal (Michigan State University) and Dr. Dana Clarke (Penn Vet)

Ophthalmology | 4 sessions | Dr. Elizabeth Giuliano (University of Missouri)

Orthopedic Surgery | 3 sessions | Dr. Ann Caulfield (Penn Vet), Dr. Jay McDonnell (Penn Vet) and Dr. Mike Schlicksup (Penn Vet)

Pain Management | 3 sessions | Dr. Giacomo Gianotti (Penn Vet), Dr. Paula Larenza (Penn Vet) and Dr. Hiroki Sano (Penn Vet)

Radiology | 4 sessions | Dr. Martha Larson (Virginia Maryland Regional College of Veterinary Medicine) and Dr. Wilfried Mai (Penn Vet)

Soft Tissue Surgery | 4 sessions | Dr. Heidi Phillips (Penn Vet) and Dr. Bryden Stanley (Michigan State University)

Special Species Medicine | 3 sessions | Dr. Jill Heatley (Texas A&M University)

Other Tracks:

Equine | 14 sessions | Dr. Tamara Dobbie (Penn Vet), Dr. Amy Johnson (Penn Vet), Dr. Joanne Hardy (Texas A&M University), Dr. David Levine (Penn Vet), Dr. Eric Parente (Penn Vet) and Dr. Mary Utter (Penn Vet)

Food Animal | 14 sessions

Veterinary Technician | 7 sessions

INDIVIDUAL SESSION/SPEAKER – \$750 PER SESSION

- >> Company name on conference website and registration brochure (distributed to more than 6,500 people)
- >> Company name and logo on signage at session and on Power Point slide in room
- >> Display table outside of seminar room (during sponsored talk only)
- >> If more than three individual sessions sponsored receive:
 - > \$500 discount on exhibit booth
 - > ¼-page ad in on-site program book (\$250 value)

FULL TRACK (7 SESSIONS) – \$5,000

- >> One (1) booth in the main exhibit hall (\$1,500 value)
- >> One (1) ½-page ad in on-site program book (\$500 value)
- >> Company name on conference website and registration brochure
- >> Company name and logo on signage at each session and on Power Point slide in room
- >> Display table outside of seminar room (during sponsored talks only)

WET LABS & WORKSHOPS

Provide funding or equipment for one of several wet labs offered on Friday, March 9, 2012.

Small Animal Wet Labs and Workshops

(Ryan Hospital – Philadelphia, PA)

- >> CPCR Lab
- >> Dentistry: Tooth Extraction Techniques for Veterinarians
- >> Dentistry: Nerve Blocks and Oral Charting Workshop for Veterinarians and Technicians
- >> Emergency Radiographic Lab / Ultrasound Images
- >> Exotics Wet Lab for Veterinarians
- >> Emergency Procedures for Veterinarians

Equine Wet Lab and Workshops

(New Bolton Center - Kennett Square, PA)

- >> Equine Ultrasound Lab
- >> Farrier Workshop

Please contact Darleen Coles at 215-746-2421 or coles@vet.upenn.edu for more details and sponsorship benefits.

MARKETING OPPORTUNITIES

Be recognized by top veterinary professionals in the region!

PROMOTIONAL ITEM SPONSORS

Display your company name or logo on one of several items distributed to all attendees at the Conference. Sponsor is responsible for vendor selection, design* and purchase of 1,200 of their sponsored item. Promotional items include:

- >> **Conference Bags**
- >> **Lanyards with Badge Holder**
- >> **Notebooks**
- >> **Pens**

Call Darleen Coles at 215-746-2421 for availability.

**Please note that a Penn Vet representative must approve design.*

ADVERTISING

- >> **Registration Brochure** – Mailed to more than 6,500 veterinary professionals and displayed on Conference website (artwork due by December 1)
- >> **On-site Program** – Distributed to more than 1,000 attendees (artwork due by February 1)
- >> **All ads are four-color**
 - > **Full Interior Page** – \$750 (8" x 10 ½")
 - > **Half Interior Page** – \$500 Horizontal (8" x 5 ½") or Vertical (10 ½" x 3 ½")
 - > **Quarter Interior Page** – \$250 (Vertical - 3 ½" x 4")

SPECIAL EVENT SPONSORSHIPS – \$5,000

Each Special Event Sponsor will receive:

- >> Recognition as the exclusive sponsor for chosen event
- >> One (1) select booth in the main exhibit hall (\$1,500 value)
- >> One (1) company display table during the event chosen
- >> One (1) ½-page ad in on-site program book (\$500 value)
- >> Opportunity to provide company-branded merchandise at event (i.e., napkins, cups/glasses)
- >> Company name and logo on signage at event
- >> Company name on conference website and registration brochure (distributed to more than 6,500 people)

KEYNOTE PRESENTATION AND AWARDS LUNCHEON

Wednesday, March 7, 2012 – 1:00pm

This luncheon will bring all conference registrants together for a special presentation by Dr. Lance Becker, professor of emergency medicine and director of the Center for Resuscitation Science at the University of Pennsylvania Health System. The Penn Vet Alumni Awards of Merit will also be announced.

DEAN'S RECEPTION

Wednesday, March 7, 2012 – 6:00pm

All attendees and exhibitors are invited to attend this evening reception to visit with fellow classmates and Penn Vet's Dean Joan Hendricks.

LUNCH WITH THE EXPERTS

Thursday, March 8, 2012 – 1:00pm

This special luncheon gives registrants the opportunity to participate in an interactive discussion with some of the conference faculty.

YOUNG ALUMNI LUNCHEON

Thursday, March 8, 2012 – 1:00pm

This is a wonderful opportunity for Penn Vet's most recent graduates (Classes of 2001 to 2011) to reconnect with fellow classmates.

EXHIBIT BOOTH LAYOUT

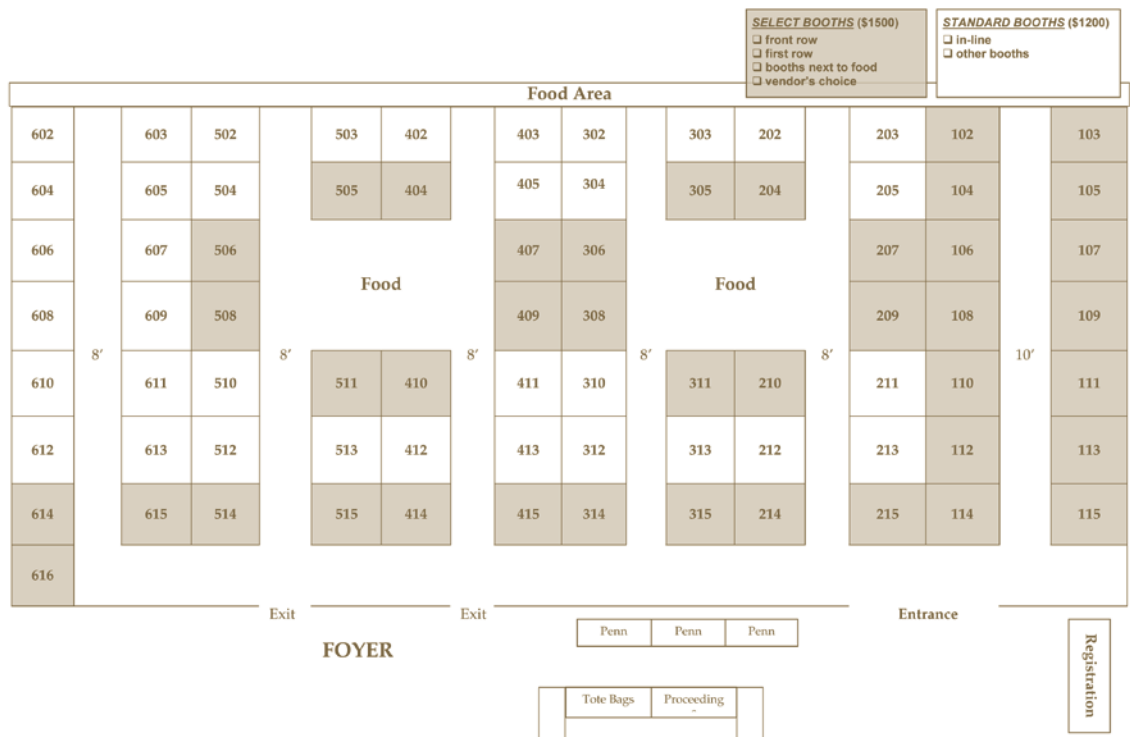


EXHIBIT BOOTH SPONSORS

Sheraton City Center Hotel (Philadelphia, PA)

March 7-8, 2012

Enjoy two days of brisk traffic in 15,000 square feet of exhibit space.

Booths are 8 ft. x 10 ft. and include (1) 6 ft. skirted table, (2) chairs, an identification sign and a wastebasket. Double booths will be discounted \$100.

STANDARD BOOTH – \$1,200

SELECT BOOTH – \$1,500

Located in high traffic areas

SPECIAL SERVICES BOOTH (NON-PROFIT)

Contact Darleen Coles at coles@vet.upenn.edu or 215-746-2421.

New Bolton Center (Kennett Square, PA)

March 9, 2012

Vendor Showcase

NEW IN 2012! A wonderful opportunity to interact with equine and large animal practitioners.

TABLE DISPLAY – \$250

>> BREAKFAST WITH THE EXHIBITORS

Thursday, March 8, 2012

A special breakfast will be served in the Exhibit Hall on Thursday, March 8 at 7:30am to give registrants more time to visit with your company!

3 WAYS TO REGISTER

Online www.vet.upenn.edu/PAC2012
By Fax 215-573-3544
By Mail Penn Annual Conference
University of Pennsylvania
School of Veterinary Medicine
3800 Spruce St., Suite 172E
Philadelphia, PA 19104

ORGANIZATION NAME _____

CONTACT NAME & TITLE: _____

ADDRESS _____

PHONE _____

E-MAIL _____ WEBSITE _____

Exhibit Booths – Sheraton City Center Hotel – Thursday and Friday, March 7 and 8, 2011

<input type="radio"/> Select Single Booth	\$1,500	\$
<input type="radio"/> Select Double Booth	\$2,900	\$
<input type="radio"/> Standard Single Booth	\$1,200	\$
<input type="radio"/> Standard Double Booth	\$2,300	\$

Booth Choices (Please select your top choices from the floorplan)

1. 2. 3. 4. 5. 6. 7. 8.

Exhibit Title: _____

Sales Representatives (3 person maximum)

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Equine and Large Animal Vendor Showcase – New Bolton Center - Friday, March 9, 2011

<input type="radio"/> Table Display	\$250	\$
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Educational Sponsorships

<input type="radio"/> Individual Session(s) # of sessions: _____ Session Topic(s) or Speaker Name(s): _____	\$750	\$
<input type="radio"/> Full Track (or 7 total sessions) Session Topic(s) or Speaker Name(s): _____	\$5,000	\$

Marketing Opportunities

Promotional Item Sponsor Conference Bags Name Badges Notebooks Pens

Registration Brochure Advertising <input type="radio"/> Full Page (\$750) <input type="radio"/> Half Page (\$500) <input type="radio"/> Quarter Page (\$250)	\$
On-site Program Book Advertising <input type="radio"/> Full Page (\$750) <input type="radio"/> Half Page (\$500) <input type="radio"/> Quarter Page (\$250)	\$

Special Event Sponsorships

<input type="radio"/> Special Presentation & Award Luncheon	\$5,000	\$
<input type="radio"/> Dean's Reception	\$5,000	\$
<input type="radio"/> Lunch with the Experts	\$5,000	\$
<input type="radio"/> Young Alumni Luncheon	\$5,000	\$

PAYMENT

TOTAL AMOUNT \$ _____

CREDIT CARD: MASTERCARD VISA AMERICAN EXPRESS

CARD NUMBER: _____ EXP. DATE _____

CARDHOLDER NAME (PRINT) _____

BILLING ADDRESS: _____

CARDHOLDER SIGNATURE: _____

CHECK: PLEASE MAKE PAYABLE TO "TRUSTEES OF THE UNIVERSITY OF PENNSYLVANIA" AND MAIL TO ADDRESS ABOVE.

FOR MORE INFORMATION CONTACT DARLEEN COLES, SPECIAL EVENTS COORDINATOR, AT 215-746-2421 OR COLES@VET.UPENN.EDU.



Penn Annual Conference
University of Pennsylvania
School of Veterinary Medicine
3800 Spruce Street, Suite 172E
Philadelphia, PA 19104-6047

Address Service Requested

112th

**Penn Annual
Conference**
Emergency & Critical Care

112

112th Penn Annual Conference

EMERGENCY & CRITICAL CARE
March 6, 2012 through March 9, 2012

PennHIP – Tuesday, March 6, 2012
Full Conference – Wednesday and Thursday,
March 7 and 8, 2012
Wet Labs – Friday, March 9, 2012

FULL CONFERENCE AT

**Sheraton Philadelphia
City Center Hotel, Philadelphia, PA**

Come be a part of Penn Vet's annual continuing education conference with access to more than 1,000 practicing animal health care providers of all specialties, in addition to veterinary technicians and students. Enjoy a variety of sponsorships and exhibitor opportunities to allow optimal time with our participants.

