



**Canadian Animal Health  
Laboratorians Network**

**Réseau canadien des travailleurs  
des laboratoires de santé animale**

# Sponsorship Opportunities

## 17<sup>th</sup> Annual Meeting

Canadian Animal Health Laboratorians Network

Réseau canadien des travailleurs des laboratoires de santé animale

University of Manitoba

June 10-13, 2018



**CAHLN**  
**Canadian Animal Health  
Laboratorians Network**

**Réseau canadien des travailleurs  
des laboratoires de santé animale**

## 17<sup>TH</sup> ANNUAL MEETING

### SPONSORSHIP OPPORTUNITIES

The Canadian Animal Health Laboratorians Network (CAHLN) is pleased to invite you to be a sponsor of the upcoming national annual meeting, set to take place on June 10-13, 2018 at the University of Manitoba.

CAHLN is recognized for its leadership and contribution to veterinary science and technology. This annual meeting will bring together professionals involved in the animal health diagnostics laboratory sector from industry, science, academia and government.

The annual meeting is designed to:

- promote the exchange of information on trends, techniques and research in the field of animal health diagnostics
- identify issues of common concern in this area
- provide excellent networking opportunities
- facilitate relationships between organizations and scientists who work in the field of animal health diagnostics in Canada

The annual meeting will also be a valuable opportunity to stimulate collaborative networks of professionals and promote the professional development and leadership of students.

The following sponsorship packages detail the benefits and features provided to sponsors of the 17<sup>th</sup> CAHLN Annual Meeting.

# PLATINUM SPONSOR PACKAGE - \$5,000

## Platinum Sponsor benefits include:

- Two complimentary annual meeting registrations.
- Two complimentary Tuesday night gala registrations.
- One complimentary tabletop exhibit.
- Full-page ad in web-based and printed annual meeting program.
- Listing as a Platinum Sponsor in web-based annual meeting program, website, on-site signage, sponsorship loop and annual meeting proceedings.
- Option to include corporate literature and/or a promotional item in each delegate bag/package.
- Logo placement in annual meeting promotional e-blasts.

In addition, the Platinum Package includes a CHOICE OF ONE of the following value-added options below:

Platinum Value-added Options	Benefit Description
<b>Opening of Monday Plenary</b> (1 opportunity available)	Provides the opportunity to reach the entire delegation.
<b>Featured sponsor of Delegate Bag/Package</b> (1 opportunity available)	Logo printed on this re-usable item that will be given to all delegates.
<b>One of the featured sponsors of the Sunday Networking Reception</b> (2 opportunities available)	An opportunity to give away a promotional item at the networking reception. Your organization will be formally thanked at the beginning of the event.

## DIAMOND SPONSOR PACKAGE - \$2,500

### Diamond Sponsor benefits include:

- One complimentary annual meeting registration.
- Two complimentary Tuesday night gala registrations.
- One complimentary tabletop exhibit.
- Half page ad in web-based and printed annual meeting program.
- Listing as a Diamond Sponsor in web-based annual meeting program, website, on-site signage, sponsorship loop and annual meeting proceedings.
- Option to include corporate literature and/or a promotional item in each delegate bag/package.

In addition, the Diamond Package includes a CHOICE OF ONE OF THE FOLLOWING value-added options below:

Diamond Value-added Options	Benefit Description
<b>Featured sponsor of the Sunday Keynote Speaker</b> (1 opportunity available)	An opportunity to address delegates at the podium and give away a promotional item at the Sunday Keynote presentation.
<b>Featured sponsor of the Monday Health Breaks</b> (2 opportunities available)	Opportunity to reach the entire delegation by welcoming delegates from the podium and giving away a promotional item at the health breaks.
<b>Featured sponsor of Annual Meeting Proceedings</b> (1 opportunity available)	Each annual meeting delegate will receive the proceedings on a custom CD ROM or in an alternative media option. Enhance your visibility after the annual meeting is over with placement of your logo on the CD ROM cover or in an alternative media option.

# GOLD SPONSOR PACKAGE - \$1,500

## Gold Sponsor benefits include:

- One complimentary annual meeting registration.
- One complimentary Tuesday night gala registration.
- One complimentary tabletop exhibit.
- Quarter page ad in web-based and printed annual meeting program.
- Listing as a Gold Sponsor in web-based annual meeting program, website, on-site signage, sponsorship loop and annual meeting proceedings.
- Option to include corporate literature and/or a promotional item in each delegate bag/package.

In addition, the Gold Package includes a CHOICE OF ONE OF THE FOLLOWING value-added options below:

Gold Value-added Options	Benefit Description
<b>Featured sponsor of Lanyards</b> (1 opportunity available)	Logo printed on delegate lanyards.
<b>One of the featured sponsors of the Monday Lunch</b> (2 opportunities available)	Logo on signage at the event.
<b>One of the featured sponsors of off-site event Transportation</b> (2 opportunities available)	Logo displayed in vehicle and on off-site event signage
<b>Featured sponsor of the Gala</b> (1 opportunity available)	An opportunity to address delegates at the podium and give away a promotional item at the Gala.

## SILVER SPONSOR PACKAGE - \$1,000

### Silver Sponsor benefits include:

- One complimentary annual meeting registration.
- One complimentary tabletop exhibit.
- Business card-sized ad in web-based and printed annual meeting program.
- Listing as a Silver Sponsor in web-based annual meeting program, website, on-site signage, sponsorship loop and annual meeting proceedings.
- Option to include corporate literature and/or a promotional item in each delegate bag/package

In addition, the Silver Package includes a CHOICE OF ONE OF THE FOLLOWING value-added options below:

Silver Value-added Options	Benefit Description
<b>One of the featured sponsors of the Tuesday Health Breaks</b> (2 opportunities available)	Logo on signage and opportunity to give-away corporate literature or a promotional item during selected Refreshment Break.
<b>Featured sponsor of the Post-Annual Meeting Evaluation</b> (1 opportunity available)	An electronic survey will be sent to all delegates following the annual meeting. Your logo will be included in this e-mail as the featured sponsor of this evaluation.
<b>Opening of Tuesday Technical Sessions</b> (1 opportunity available)	Provides the opportunity to reach the entire delegation.

## BRONZE SPONSOR PACKAGE - \$500

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### Bronze Sponsor benefits include:

- One complimentary annual meeting registration.
- Listing as a Bronze Sponsor in web-based annual meeting program, website, on-site signage, sponsorship loop and annual meeting proceedings.
- Option to place corporate literature and/or a promotional item in each delegate bag/package.

In addition, the Bronze Package includes a CHOICE OF ONE OF THE FOLLOWING value-added options below:

Bronze Value-added Options	Benefit Description
<b>Featured sponsor of a block of Concurrent Educational Sessions</b> (4 opportunities available)	Support a block of concurrent educational sessions that compliment your organization's mandate. Your logo will be included on signage.
<b>Featured sponsor of Poster Sessions</b> (1 opportunity available)	Logo on signage and opportunity to give-away corporate literature or a promotional item during poster session.
<b>Opening of Wednesday Technical Sessions</b> (1 opportunity available)	Provides the opportunity to reach the entire delegation.

## FRIEND OF CAHLN PACKAGE - \$300

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### Friend of CAHLN benefits include:

- Listing as a Friend of CAHLN in web-based annual meeting program, website, on-site signage, sponsorship loop and annual meeting proceedings.

In addition, the Friend of CAHLN Package includes a CHOICE OF ONE OF THE FOLLOWING value-added options below:

Cooper Value-added Options	Benefit Description
<b>Logo placement and link on the CAHLN website (17<sup>th</sup> annual meeting webpage)</b> (1 opportunity available)	Direct exposure to those browsing the CAHLN annual meeting webpage.
<b>One of the featured sponsors of the Wednesday Health Break</b> (1 opportunity available)	Logo on signage and opportunity to give-away corporate literature or a promotional item during selected Refreshment Break.



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## ATTENDEE BAGS/PACKAGES - \$ 300\*

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Get your name out there! Create walking billboards for your organization and help delegates stay organized. Many attendees use these bags year-round, for many years in fact.

- Prominently display your company name/logo throughout the annual meeting and after.
- One opportunity available.

\* plus the cost of printed bags (or you can supply your own)

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## LANYARDS - \$ 300\*

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All registrants, volunteers and guests wear them every day of the annual meeting as a convenient way to keep their badge handy when checking into sessions.

- Picture your company name and logo being worn every day during the annual meeting and after.
- One opportunity available.

\* plus cost of printed lanyards (or you can supply your own).

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## USB FOR PROCEEDINGS - \$ 300\*

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Support an environmental friendly option to hand-in annual meeting proceedings.

- Prominently display your company name/logo on the annual meeting hardware to store conference proceedings.
- One opportunity available.

\* plus the cost of printed usbs (or you can supply your own)

# SPONSOR CONTRACT

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**Contact Information** (as it is to appear in published materials). Please print.

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province/State: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Website: \_\_\_\_\_ Tel: \_\_\_\_\_

E-mail: \_\_\_\_\_

## Sponsor Level

- Platinum: \$5,000     
  Diamond: \$2,500     
  Gold: \$1,500     
  Silver: \$1,000  
 Bronze: \$500     
  Friend: \$300

Choice of value-added option: \_\_\_\_\_

Acceptance. The undersigned is authorized to commit to the conditions of this contract:

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

Please accept this contract as your proof of payment due. Invoices for the amount owing will only be issued upon request. This application must be accompanied by the total amount due.

Sponsor benefits will not be honoured until payment is received. **Payment is due no later than April 1, 2018.**

Method of payment

- Cheque (payable to CAHLN/RCTLSA)

## Please complete and return to:

17<sup>th</sup> CAHLN Annual Meeting

C/O Aline Tezcucano

545 University Cres, Winnipeg, MB R3T 5S6 E-mail: [aline.tezcucano@gov.mb.ca](mailto:aline.tezcucano@gov.mb.ca)

# TERMS AND CONDITIONS

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## **CHANGES AND CANCELLATIONS**

CAHLN reserves the right, at its sole discretion, to change the date or dates upon which the annual meeting is held or to cancel the annual meeting and shall not be liable in damages or otherwise by reason of any such change or cancellation, other than to refund in full any amounts paid by the Sponsors to CAHLN.

CAHLN also reserves the right, at its sole discretion, to cancel this contract with no refund if, in CAHLN's opinion, the Sponsor's actions and/or conduct are misaligned with the event objectives or are objectionable to CAHLN or to other participants.

A Sponsor may cancel this contract provided written notice is received by CAHLN, in which case no monies paid by the Sponsor will be refunded.

## **ASSIGNMENT**

The Sponsor shall not assign this contract or any part thereof or permit same to be used by any other person, without the prior written consent of CAHLN. Any attempt to do so will render this contract null and void and will result in immediate cancellation of this contract with no refund.

## **CONDUCT**

CAHLN reserves the right at any time to alter or remove printed material, products, signs, lights or sound if, in CAHLN's opinion, the Sponsor's actions and/or conduct are objectionable to CAHLN or to other participants.

## **COMPLIANCE**

The Exhibitor is responsible for compliance with all applicable laws, bylaws, ordinances, regulations, requirements, codes and standards, including those with respect to fire, safety, health and environmental matters and shall ensure that all equipment, materials and goods used by the Exhibitor so comply.

**INDEMNITY**

The Exhibitor shall indemnify and hold harmless CAHLN from and against any loss, injury or damages whatsoever suffered by CAHLN as a result the Exhibitors failure to comply with the terms and conditions of this contract or as a result of the Exhibitors participation in the trade show, including without limitation, any third party claim against CAHLN with respect to loss, injury or damage sustained or suffered by any other exhibitor/sponsor, the owner of the building, attendees of the exhibition, and their respective directors, officers, agents and employees.

**LOSS OR DAMAGE**

In consideration of the Exhibitors participation in the trade show, Exhibitor hereby releases CAHLN, their directors, officers, agents and employees from any and all claims, losses, or damages whatsoever suffered or sustained by the Exhibitor in connection with the show, including, without limitation, any claims for loss or theft of property, personal injury, or loss of business or profits, whether arising from any act of CIFST or otherwise.

Permission from the Banquet or Sales Department at the University of Manitoba must be obtained prior to taping, tacking or placing sticky tack on walls or any other surfaces. Signage must not block exit doors. Any damage caused by the exhibitor will be the responsibility of the exhibitor.

**SECURITY**

Although the annual meeting halls are locked at the end of the day, we cannot guarantee the security of the rooms during closed hours. The CAHLN annual meeting committee and/or the University of Manitoba are not responsible for items left behind. Please take any valuables with you when you leave.