



2018 AABP Sponsorship Opportunities
Sept. 13-15, 2018
Phoenix, Arizona

AABP Partners,

The American Association of Bovine Practitioners appreciates your support of the AABP Annual Conference. In 2018, the conference will be held in beautiful, sunny Phoenix, Arizona.

AABP would like to invite you to sponsor one or more of our activities surrounding and during the conference. Below are select opportunities available for sponsorship. To be included in the AABP printed program, which is mailed to all members and posted online, please contact Geni Wren at gwren@aabp.org by April 30 if you are interested in a sponsorship. Sponsorships taken after that time will be included in the pocket guide distributed at the conference and in other signage.

New this year! Sponsor Levels

AABP will list sponsors in materials as:

- Bronze (\$1500 in total sponsorship)
- Silver (\$3,000 in total sponsorship)
- Gold (\$6,000 in total sponsorship)
- Platinum (Over \$6,000 in total sponsorship)

2018 AABP Sponsorships

Bovine Bucks Lunch Tickets for Thursday and Friday, Sept. 13-14

Attendees are given a voucher in their registration packets redeemable for lunch which is served in the Exhibit Hall. Full sponsors will be recognized with logos on lunch vouchers, signage, mentions in the official AABP Pocket Guide and in other sponsorship recognition activities.

- **Full sponsorship - \$15,000/day, for Thursday or Friday (exhibitors not included in vouchers)**
NEW! Full sponsors may provide signage at the entrance of the lunch line, as well as exclusively distribute promotional table tents on lunch tables or 1 piece of literature per seat at the lunch tables. Full sponsorship for either day also allows the sponsor, if desired, to require attendees to pick up their Bovine Bucks at the sponsor's booth. Materials subject to prior AABP approval.
- **Partial sponsorship: \$5,000 for each partial sponsorship, 6 partial sponsorships maximum (3 Thursday, 3 Friday)**

Partial sponsors may provide signage at the entrance of the lunch line, as well as distribute 1 piece of literature per seat. NOTE: there may be other sponsors' literature present on seats.

Milk/Coffee Breaks During Scientific Sessions

All of that CE makes attendees thirsty! Milk and coffee breaks are an integral part of any successful AABP conference. In 2018 AABP offers more opportunities to support these much-needed breaks for both our Preconference Seminar days and our AABP conference days.

Sponsors will also be recognized with signage, mentions in the official AABP Program and Pocket Guide and in other sponsorship recognition activities. Sponsors may provide logo'd cups and napkins to be used at the breaks (if partial sponsors, logo'd items will be distributed equally among all break stations).

Milk/Coffee Breaks During Preconference Seminars

- Full sponsorship of all preconference seminar breaks (Sunday-Wednesday) - \$9,000
- Sunday and Monday (combined), Sept. 10: Breaks for preconference seminars at - \$1,000
- Tuesday, Sept. 11: Breaks for preconference seminars - \$3,000
- Wednesday, Sept. 12: Breaks for seminars - \$6,000

Annual Conference Milk/Coffee Breaks (Thurs-Sat)

Morning and afternoon breaks on Thursday, Sept. 13 and Friday, Sept. 14; morning break on Saturday, Sept. 15. Thursday and Friday breaks are in the Exhibit Hall, Saturday breaks are outside of scientific session rooms.

- \$15,000 for full sponsorship of all five conference milk/coffee breaks
- \$3,000 per morning or afternoon break; or \$5,000 for a whole day (Thursday or Friday)
- \$3,000 for Saturday break

Wine & Cheese Reception in the Exhibit Hall Before a Night on the Town!

- **Partial Sponsorship - \$5,000 for each partial sponsorship**

The Wine & Cheese Reception has been a big hit with attendees before their open night on the town. This year the reception will be repeated for one hour 5:30-6:30 pm Thursday evening, Sept. 13, in the Exhibit Hall, and attendees can then explore the great restaurants and nightlife of Phoenix. The wine and cheese reception has stations scattered throughout the exhibit hall and a variety of cheeses and crackers to help attendees wind down from the day, meet up with friends and plan their evening out!

Be part of this exciting reception for only \$5,000 for a partial sponsorship. Sponsors will also be recognized with signage, mentions in the official AABP Program and Pocket Guide and in other sponsorship recognition activities. Sponsors may provide logo'd napkins to be used at the food

and beverage stations (if partial sponsors, logo'd items will be distributed equally among all stations).

General Support of the Annual Conference

- **Cost: \$1,500, \$3,000 or \$6,000**

AABP also welcomes its partners to support general costs associated with the annual conference. Sponsors are recognized in slide sets, signage and in AABP materials.

EXHIBIT HALL OPPORTUNITIES

***New Product Showcase**

- Cost: \$300

AABP vendors with a new product(s) are invited to participate in the New Product Showcase which is a dedicated area of the trade show where you can give your new products some extra exposure. New Product Showcase area – 4"x30" skirted table for displaying new product/information, with an 11x18" easel sign with logo, \$300.

***AABP App Lead Retrieval**

- Cost: \$100

In addition to the AABP App for attendees, this app will enable AABP vendors/exhibitors to scan a member's QR codes on name badges to retrieve contact information for sales lead retrieval. Apps will be available at least one month prior to the meeting in the Google Play and Apple's App Store. Search for AABP in the appropriate stores.

* For New Product Showcase and Lead Retrieval options, contact Exhibits Manager Dr. Charlie Hatcher at exhibits@aabp.org.