

## 2010 ACVIM Forum Sponsorship Levels and Benefits

SPONSOR BENEFITS	Diamond	Platinum	Gold	Silver	Bronze	General
	>\$150,000	\$75,000-\$149,999	\$50,000-\$74,999	\$25,000-\$49,999	\$10,000-\$24,999	< \$10,000
Complimentary privilege to hang banner in public areas at ACVIM Forum (\$3,000 value) <i>Locations for hanging based on ACVIM and facility regulations</i>	Privilege to hang TWO banners included in sponsorship level Option to purchase privilege to hang one additional banner at \$3,000 <i>Sponsor to provide artwork, production and labor charges</i>	Privilege to hang ONE banner included in sponsorship level Option to purchase privilege to hang one additional banner at \$3,000 <i>Sponsor to provide artwork, production and labor charges</i>	N/A	N/A	N/A	N/A
Eligible to purchase privilege to hang large banner (15x15') in Exhibit Hall <i>Locations for hanging based on ACVIM and facility regulations</i> <i>Limit 4 signs per company</i>	Privilege fee \$2,500 <i>Sponsor to provide artwork, production and labor charges</i>	Privilege fee \$2,500 <i>Sponsor to provide artwork, production and labor charges</i>	Privilege fee \$2,500 <i>Sponsor to provide artwork, production and labor charges</i>	N/A	N/A	N/A
Eligible to purchase privilege to display meter sign at ACVIM Forum (\$1,500 value) Privilege fee for additional meter board signs \$1,500 each	Privilege to display TWO meter board signs included in sponsorship level <i>Sponsor to provide artwork, production and labor charges</i>	Privilege to display ONE meter board sign included in sponsorship level <i>Sponsor to provide artwork, production and labor charges</i>	Eligible to purchase privilege for meter board sign (\$1,500) <i>Sponsor to provide artwork, production and labor charges</i>	Eligible to purchase privilege for meter board sign (\$1,500) <i>Sponsor to provide artwork, production and labor charges</i>	N/A	N/A
Additional Exhibitor Badges Each 10'x10' exhibit space receives 4 complimentary badges (\$250 value each)	10 additional complimentary badges. Additional badges available for purchase at \$250 each	5 additional complimentary badges. Additional badges available for purchase at \$250 each	Additional badges available for purchase at \$250 each	Additional badges available for purchase at \$250 each	Additional badges available for purchase at \$250 each	Additional badges available for purchase at \$250 each
Conference Bag Inserts (\$1,500 value) Option to purchase additional inserts at \$1,500 each <i>Sponsor pays production, shipping, and handling</i>	Two inserts included	One insert included	Option to purchase first insert at 35% discount	Option to purchase first insert at 25% discount	Option to purchase first insert at 15% discount	\$1,500 each
Discounted Commercial Presentation (\$5,000 value for 2-hour session) <i>Sponsor responsible for all expenses outlined in Commercial Presentation Guidelines</i>	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$5,000
ACVIM Diplomat mailing labels Non-electronic (\$300 value)	Included	Included	\$300	\$300	\$300	\$300
Electronic ACVIM Forum Registration List (\$500 value)	Three requests allowed	Two requests allowed	One request allowed	One request allowed	One request allowed	\$500
Full Page Four-Color Ad in E-Registration Brochure (\$2,300 value) and/or Final Program (\$1,800 value) <i>Sponsor to provide artwork electronically</i>	Two Ads: 1) E-Registration Brochure 2) Back cover of Final Program	One Ad in <u>either</u> the E-Registration Brochure <u>or</u> Final Program Placement within publication determined by ACVIM	40% Discount on One Ad in <u>either</u> the E-Registration Brochure <u>or</u> Final Program Placement within publication determined by ACVIM	30% Discount on One Ad in <u>either</u> the E-Registration Brochure <u>or</u> Final Program Placement within publication determined by ACVIM	10% Discount on One Ad in <u>either</u> the E-Registration Brochure <u>or</u> Final Program Placement within publication determined by ACVIM	E-Registration Brochure Ad(s) \$2,300 each and/or Final Program Ad(s) at \$1,800 each Placement within publication determined by ACVIM
Exhibit Booth Signage indicating Sponsorship Level	Provided	Provided	Provided	Provided	Provided	N/A
Hot link to sponsor's website within sponsors & exhibitor listings on ACVIM Forum website (\$300 value)	Included	Included	Included	Included	\$300	\$300
ACVIM Forum Web Banner Ad (\$1,000 value)	Included	75% Discount	50% Discount	30% Discount	20% Discount	\$1,000
Logo next to Sponsored Events in ACVIM Forum Final Program	Color logo	Color logo	Color logo	Color logo	Color logo	Color logo
Logo in ACVIM Forum E-Registration Brochure, Final Program Sponsor Listing and website**	Color logo	Color logo	Color logo	Color logo	Color logo	Sponsor name listing-no logo
Logo on main ACVIM Forum sponsor sign**	Color logo	Color logo	Color logo	Color logo	Color logo	Sponsor name listing-no logo
"Sponsor Level" Badge Ribbons	Provided	Provided	Provided	Provided	Provided	Provided
ACVIM Forum Proceedings CD (\$49 value each) One complimentary copy per exhibiting company	10 additional copies	5 additional copies	1 additional copy	1 additional copy	\$49 each	\$49 each
Technician Moderator Registration for ACVIM Forum	Included ONLY if sponsoring the Veterinary Technician Scientific Sessions	N/A	N/A	N/A	N/A	N/A

**KEY \*\* Logo size proportionate to Sponsorship Level when space allows**