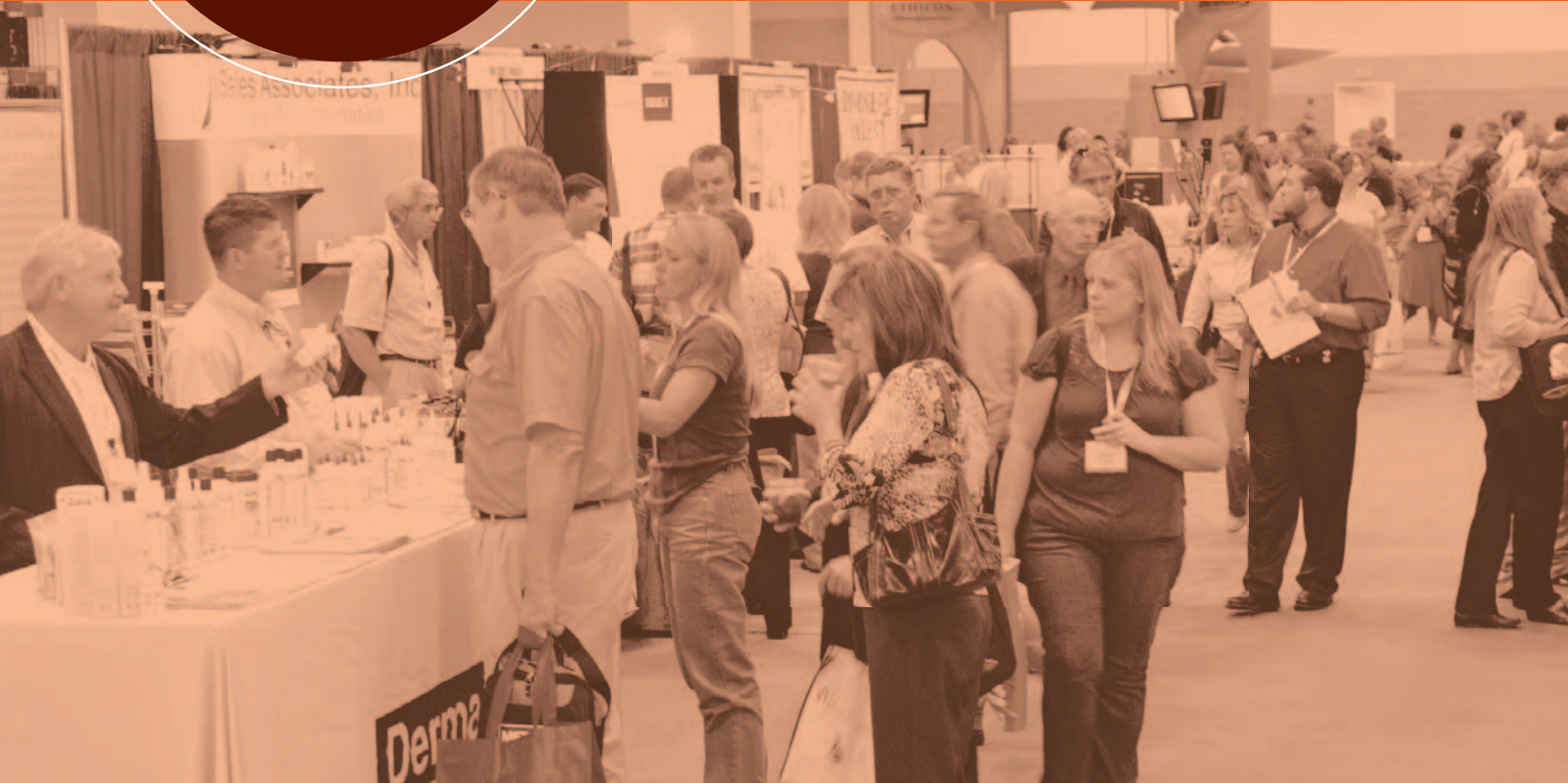




The Premier Conference
to **Network & Sell**



Sponsorship & Marketing OPPORTUNITIES

September 20-23, 2012 | Dallas, TX
Dallas Convention Center



www.SWVS.org

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Southwest Veterinary Symposium, LLC.

9101 LBJ Freeway, Suite 460

Dallas TX 75243

(972) 664-9800

(972) 664-9805 fax

www.SWVS.org

Dr. Charles Helwig, DVM

Executive Director

chelwig@swvs.org

About SWVS



SOUTHWEST VETERINARY SYMPOSIUM (SWVS) is the premier veterinary conference for profitable face-to-face interaction, networking, sales and professional development opportunities.

Our annual 4-day conference draws more than 3,000+ Veterinary industry professionals seeking high-quality continuing education and the latest advancements in veterinary products and services from industry leaders just like you.

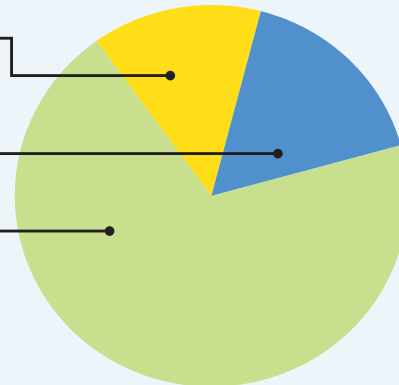
Who Attends SWVS?

Types of Practices

22% Academia, Government, Industry, Military, etc.

24% Sole Proprietor

54% Multi-Doctor Practice



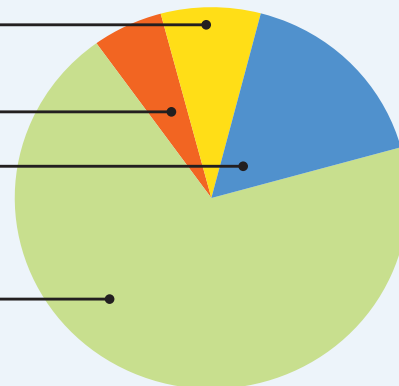
Attendee Statistics

10% Office Staff & Practice Managers

7% Students

22% Technicians

61% DVMs



Become an SWVS Sponsor

As a Sponsor at the largest veterinary conference in the Southwest, you will realize a return on your marketing investment by:

- **EXTENDING YOUR BRAND** reach to over 3,000 SWVS website visitors, monthly
- **PROMOTING YOUR ORGANIZATION** to over 20,000 veterinary professionals nationally
- **INTRODUCING YOUR PRODUCTS AND SERVICES** to 2,500+ qualified buyers, face-to-face, including over 1,500 DVMs

76%

of Exhibitors noted that **SWVS exceeded their expectations in number of Attendees and Sales Leads.**

Data from the SWVS 2010 Attendee Survey

Sponsorship Levels

Select one of our pre-defined Sponsorship Packages or create a package that meets your unique needs and helps you attain the Sponsorship Level you desire!

- **PLATINUM**—Investment over \$75,000
- **DIAMOND**—Investment over \$50,000
- **GOLD**—Investment over \$25,000
- **SILVER**—Investment over \$10,000
- **BRONZE**—Investment over \$5,000

Complete Sponsor Level and Benefit detail can be found on the following page.

Sponsorship Levels & Benefits

Benefit	Platinum \$75,000+	Diamond \$50,000+	Gold \$25,000+	Silver \$10,000+	Bronze \$5,000+
Basic Electricity	■ Complimentary	■ Complimentary	■ Complimentary		
Registration Guide	■ Full-Page Ad, Priority Position ■ Enhanced Listing	■ Full-Page Ad ■ Enhanced Listing	■ 1/2-Page Ad ■ Enhanced Listing	■ 1/4-Page Ad ■ Enhanced Listing	■ 1/8-Page Ad ■ Enhanced Listing
On-Site Guide	■ Full-Page Ad, Priority Position ■ Enhanced Listing ■ Logo on Exhibit Hall Map	■ Full-Page Ad ■ Enhanced Listing ■ Logo on Exhibit Hall Map	■ 1/2-Page Ad ■ Enhanced Listing ■ Logo on Exhibit Hall Map	■ 1/4-Page Ad ■ Enhanced Listing	■ 1/8-Page Ad ■ Enhanced Listing
SWVS Website	■ Fixed Home Page Banner Ad ■ Enhanced Listing	■ Rotating Home Page Banner Ad ■ Enhanced Listing	■ Rotating Banner Ad ■ Enhanced Listing	■ Button Ad ■ Enhanced Listing	■ Enhanced Listing
E-Newsletter Blasts*	■ 3 Priority Placement	■ 2 Priority Placement	■ 1 Priority Placement	■ Logo Representation	■ Logo Representation
Postcard Distribution*	■ 3 Priority Placement	■ 2 Priority Placement	■ 1 Priority Placement	■ Logo Representation	■ Logo Representation
New Product Showcase Items	■ 5-minute Presentation ■ Enhanced Listing (Signage) ■ Premium Product Placement ■ Priority Placement in Email Distribution	■ 5-minute Presentation ■ Enhanced Listing (Signage) ■ Product Placement ■ Priority Placement in Email Distribution	■ 5-minute Presentation ■ Enhanced Listing (Signage) ■ Product Placement ■ Placement in Email Distribution	■ 5-minute Presentation ■ Listing (Signage) ■ Product Placement ■ Placement in Email Distribution	
Symposium Signage	✓	✓	✓	✓	✓
Attendee Bag Insert	✓	✓	✓		
Pre- and Post-Symposium Attendee Contact Lists	✓	✓	✓	✓	✓
Participation in the SWVS Industry Summit	✓	✓	✓		

Reserve Sponsorship & Marketing Opportunities



To secure a Sponsorship or Marketing Opportunity, simply complete and return the attached order form. All sponsorship payments are due 30 days after the date of invoice unless other arrangements have been made.

*Note: All opportunities are available on a first-come, first-served basis with first right of refusal in place for 2011 sponsors. Sponsors must confirm with SWVS by **December 1, 2011**, if they wish to sponsor the same item(s) again in 2012.*

Deadlines

Thursday, December 1, 2011First right of refusal for 2011 Sponsors

Friday, March 30, 2012.....Recognition/Advertisement in the 2012 Symposium Registration Guide; distributed to over 12,000 DVMs nationwide

Tuesday, July 31, 2012Recognition/Advertisement in the 2012 Symposium On-site Guide

Contact Information

If you would like more information or a consultation with a marketing liaison to learn how to gain the most from your marketing investment, please contact:

Charles A. Helwig, DVM

Executive Director, Southwest Veterinary Symposium, LLC.

P: (972) 664-9800

E: chelwig@swvs.org

Karie Johnson or Joel Galloway

SWVS Marketing Liaisons, rumr marketing

P: (214) 265-6534

M: (214) 402-5654

E: marketing@swvs.org

Sponsorship Packages

Pre-show Package

▪ Email Sponsorship	\$1,500
▪ Symposium Guide 1/2-page Ad	\$550
▪ Website: Button Ad	\$500
VALUE	\$2,550
COST	\$2,050

On-site Package

▪ Enhanced Logo (Section Pages, Exhibitor Listing & Exhibitor Map)	\$350
▪ On-site Guide: 1/2-page Ad	\$550
▪ Meter Board	\$1,200
VALUE	\$2,100
COST	\$1,700

Post-show Package

▪ Email Sponsorship	\$1,500
▪ Website: Leaderboard Ad	\$1,000
▪ Attendee Survey: Logo	\$150
VALUE	\$2,650
COST	\$2,150

Pre-event Marketing

Electronic Sponsorship

▪ Email Sponsorship	NE	\$1,500
▪ Email Distribution	E	\$2,500
<i>Limited Quantities Available</i>		

Postcard Sponsorship

▪ Postcard Sponsorship	NE	\$1,900
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Email Distribution



Website Leaderboard & Button Ads

E = Exclusive
NE = Non-Exclusive

Advertising

SWVS Registration Guide

■ Back Cover	<i>Elanco</i> – SOLD	
■ Inside Front Cover	<i>Webster</i> – SOLD	
■ Inside Back Cover	<i>Webster</i> – SOLD	
■ Section Divider <i>General Information</i>	<i>E</i>	\$1,900
■ Section Divider <i>Continuing Education</i>	<i>E</i>	\$1,900
■ Section Divider <i>Registration</i>	<i>Merial</i> – SOLD	
■ Section Divider <i>Hotels & Travel</i>	<i>E</i>	\$1,900
■ Full-page	<i>NE</i>	\$1,100
■ Half-page	<i>NE</i>	\$550
■ Quarter-page	<i>NE</i>	\$275
■ Eighth-page	<i>NE</i>	\$150
■ Small Callout	<i>NE</i>	\$275

Proceedings

DVM & Technician / Hospital Personnel

■ Back Cover: Book & Romvelope	<i>E</i>	\$3,800
■ Inside Front Cover: Book	<i>E</i>	\$2,400
■ Track Dividers	<i>NE</i>	\$1,900

Pre-registration Passport

■ Back Cover	<i>Vet Pharm of America</i> – SOLD
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E = Exclusive
NE = Non-Exclusive

Advertising

On-site Guide

■ Back Cover	<i>HILL'S</i> – SOLD	
■ Inside Front Cover	<i>Elanco</i> – SOLD	
■ Inside Back Cover	<i>Webster</i> – SOLD	
■ Section Divider <i>General Information</i>	<i>Erchonia</i> – SOLD	
■ Section Divider <i>Continuing Education</i>	<i>E</i>	\$1,900
■ Section Divider <i>Exhibits</i>	<i>E</i>	\$1,900
■ Section Divider <i>Networking & Social</i>	<i>E</i>	\$1,900
■ Full-page	<i>NE</i>	\$1,100
■ Half-page	<i>NE</i>	\$550
■ Quarter-page	<i>NE</i>	\$275
■ Eighth-page	<i>NE</i>	\$150
■ Small Callout	<i>NE</i>	\$275
■ Logo: Section Pages	<i>NE</i>	\$150
■ Logo: Exhibitor Listing	<i>NE</i>	\$150
■ Logo: Exhibitor Map	<i>NE</i>	\$150
■ Logo: All 3 Locations	<i>NE</i>	\$350

Electronic Advertising

■ Website: Leaderboard	<i>NE</i>	\$1,000
■ Website: Button	<i>NE</i>	\$500
■ Social Media <i>Facebook and Twitter Branding</i>	<i>NE</i>	\$1,000

Registration Guide Section Divider



On-Site Guide Back Cover

On-site Advertising

Banners

■ Corridor Banner	NE	\$2,700
■ Entrance Banner <i>Convention (sample on next page)</i>	Merial –	SOLD
■ Entrance Banner <i>Exhibit Hall</i>	HILL'S –	SOLD
■ Corridor Meter Board <i>(sample on next page)</i>	NE	\$1,200
■ Corridor Gobo	NE	\$1,750
■ Escalator Runner	Elanco –	SOLD
■ Floor Signing <i>36"x48", 9mil matte</i>	NE	\$1,200
■ Aisle Signing	NE	\$1,750

Daily News

Attendees

■ Friday	Elanco –	SOLD
■ Saturday	Elanco –	SOLD
■ Sunday	Elanco –	SOLD

Luncheons, Lounges & Refreshments

■ Luncheon <i>Exhibit Hall</i>	NE	\$10,000
■ Luncheon <i>Meet the Experts</i>	NE	\$250
■ Lounge <i>Technician/Hospital Personnel</i>	HILL'S –	SOLD
■ Lounge <i>Student</i>	E	\$5,000
■ Refreshment Break <i>Exhibit Hall</i>	NE	\$3,000
■ Water Stations	NE	\$750

On-site Advertising

Miscellaneous

■ Badge Holder & Lanyard	VPI Pet Insurance –	SOLD
■ Symposium Bags <i>DVMs</i>	Animal Health –	SOLD
■ Symposium Bags <i>Technicians</i>	Animal Health –	SOLD
■ Communication Center	VIN –	SOLD
■ Speaker Ready Room	E	\$3,500
■ Bag Insert <i>Attendees</i>	NE	\$2,000
■ Hotel Room Key	VPI Pet Insurance –	SOLD
■ Park Bench <i>Exhibit Hall</i>	NE	\$1,950
■ Water Break Stations <i>Exhibit Hall</i>	NE	\$750
■ Meal Ticket Survey	E	\$2,700
■ Symposium T-shirts <i>Sole Sponsorship</i>	E	\$10,000
■ Symposium T-shirts <i>Shared Sponsorship</i>	NE	\$2,500

New Product Center

■ Tabletop Display <i>*additional costs will apply for additional products</i>	\$525
■ New Product Presentation <i>Exhibit Hall</i>	\$575
■ Website <i>New Products Page</i>	\$275

E = Exclusive
NE = Non-Exclusive

On-site Advertising

Shuttle Bus Signage (2 ROUTES / 5 BUSES AVAILABLE)

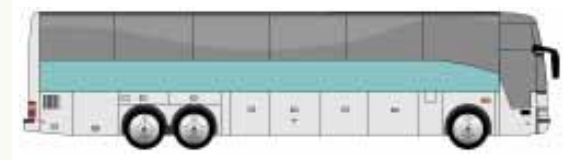
**call (972) 664-9800 for additional details*

Exterior Options

- **Full Ribbon** NE \$1,625 each side
2' high below windows & above cargo doors

- **Queen Kong** NE \$3,375 each side
Below windows between wheel wells

- **King Kong** NE \$4,750 each side
Full height between wheel wells



Interior Options

- **Headrest Covers** NE \$15 each
*300 headrests available
 60 headrests per bus
 Printable area is 9" w x 6" h on each side*

- **Inside Track** NE \$250 each window
*6 or 10 available per bus
 upper 1/3 of windows inside bus
 Printable area is 50" w x 9" h on each side*



Bus Stop Options

- **Meter Board** NE \$1,200 each
Two (2) meter boards available



E = Exclusive

NE = Non-Exclusive

Education

Speaker Sponsorships

Continuing Education

■ Speaker/Scientific Session <i>1/2-day Track</i>	NE	\$3,500
■ Speaker/Scientific Session <i>Full Day Track</i>	NE	\$6,000
■ Interactive Laboratories	NE	\$4,500
■ Meet the Expert Lunch	NE	\$250

Satellite Sessions

■ Industry <i>Thursday</i>	NE	\$2,500 <i>plus F&B</i>
■ Industry Luncheon <i>Friday, Saturday</i>	NE	\$3,500 <i>plus F&B</i>

Elanco, Erchonia, HILL'S, lam's

Clinics

■ Rabies Titer & Booster Clinic	E	\$2,000
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Entrance Banner

E = Exclusive
NE = Non-Exclusive

Social & Networking

Golf Tournament Sponsorship

■ Swag Bag	E	\$1,200
■ Hole Sponsor	NE	\$300
■ Longest Drive	NE	\$500
■ Closest to the Pin	NE	\$500
■ Hole-in-One	Four Seasons –	SOLD
■ Box Lunch	E	\$1,500
■ Drink Cart	Elanco –	SOLD
■ Awards Reception	E	\$1,000
■ Golf Shirts	Elanco –	SOLD
■ Team Prizes	NE	\$375

Receptions

■ The Southwest Experience Celebration*	HILL'S –	SOLD
<i>Friday (5:30 – 9:00pm) *includes entertainment</i>		
■ Exhibit Hall Hospitality Hour	E	\$25,000
<i>Friday, Saturday, Sunday</i>	NE	\$10,000/day
<i>(7:00 – 8:00am)</i>		

Miscellaneous

■ Entertainment	HILL'S –	SOLD
■ SWVS Strategic Planning Sponsorship	E	*CALL



Corridor Meter Board

CE Session Topics and Speakers

NOTE: Presenters are added frequently. Please contact Dr. Helwig (chelwig@swvs.org) for an updated listing.

Companion Animal

Stephen Birchard, DVM, Soft Tissue Surgery
Philip A. Bushby, DVM, Pediatrics
Hazel Carney, DVM, Feline Medicine
Sharon Center, DVM, Liver Disease
Dennis Chew, DVM, Urology
Paul L. DeMars, DVM, Geriatrics, Fluid Therapy
Dennis DeNicola, DVM, Clinical Pathology

Sponsored by IDEXX

Alison Diesel, DVM, Dermatology
Amara Estrada, DVM, Cardiology
Mary B. Glaze, DVM, Ophthalmology
Gary S. Goldstein, DVM, Dentistry
Darryl L. Millis, DVM, Rehabilitation
Greg K. Ogilvie, DVM, Oncology
Philip Padrid, DVM, Respiratory
Brian A. Poteet, DVM, Ultrasound
Sheilah Robertson, DVM, Pain Management
Todd Tams, DVM, Gastrointestinal
Todd A. Tobias, DVM, Orthopedics
Valerie Tynes, DVM, Behavior

Cross-Species

Gail Golab, DVM, Animal Welfare Lectures & Master Class
Wesley Bissett, DVM, Disaster Preparedness
USDA Supplemental Accreditation Training

Equine

Carolyn Arnold, DVM & Cleet Griffin, DVM, Dentistry
Ann Marie Chapman, DVM, Internal Medicine
Jake Hersman, DVM & Robert Cole, DVM, MRI/Imaging
Sheilah Robertson, DVM, Equine Pain Management

Non-Traditional/Exotics

Barbara Heidenreich, Avian Master Class
Doug Mader, DVM, Reptile
Hayden Nevill, DVM, Zoo/Wildlife
Gregory Rich, DVM, Small Mammal
Brian Speer, DVM, Avian

Food Animal

Joe C. Ables, DVM, Cervids
Joel Hammond, Use of Technology in Rural Practice
Sandra Morgan, DVM, Food Animal Toxicology
Pierre Yves Mulon, DVM, Surgery Topics
Jason Osterstock, DVM, DNA Testing
Allen J. Roussel, DVM, Physical Examination
Mike Tripp, DVM, Show Pig Medicine
Brad White, DVM, Marketing & Management

Practice Management

Jon Dittrich, DVM, Finance & Operations
Amanda Donnelly, DVM, Client Services
Gary Glassman, CPA, Finance
Mark Opperman, CVPM & Sheila Grosdidier, RVT, Marketing *Sponsored by VetStreet*
Brenda Tassava, CVPM, Social Media

Technician/Hospital Personnel

Michael Beard, DVM, Medical Records
Kara Burns, RVT, Small Animal Nutrition
Harold C. Davis, RVT, ECC Topics
Daniel Green, DVM, Pain Management
Annie Mills, RVT, Dentistry
LeMac Morris, DVM, Practical Approach to Infectious Disease Control
Sponsored by Boehringer Ingelheim
Stephen Pittenger, DVM, Technology in Practice
Paula Plummer, RVT, Endocrine System/
Diabetic Patient
Lindsey Scanson, RVT, Anesthesia
Katy Wadell, RVT, Pediatric Emergencies

Office Personnel (Saturday Program)

Sheilah Grosdidier, RVT
Sponsored by VetStreet
Mark Opperman, CVPM
Sponsored by VetStreet

Additional Offerings

- Hospital Design Conference
- Interactive Labs
- Meet the Experts Luncheons
- Workshops
- Sunday Worship Service – *open to all*
- Master Classes

2012 Sponsorship & Marketing Opportunities

Order Form

Sponsor Information

Contact Name _____
Company Name _____
Mailing Address _____
Telephone _____ Fax _____
Email _____

Enter Your Selection(s) Below

Opportunity	Amount
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Sponsorship Investment \$ _____	

Payment Method

SWVS Federal Tax # 42-1538369

Make all checks payable to **Southwest Veterinary Symposium** (in U.S. dollars)

To pay by credit card, complete all information below and fax to **(972) 664-9805**

Amount \$ _____ VISA MasterCard American Express

Card Number _____ Expiration Date _____

Billing Address _____ Billing Zip Code _____

Cardholder's Name (please print) _____

Authorizing Signature _____

Questions

Charles A. Helwig, DVM

Executive Director

Southwest Veterinary Symposium, LLC.

P: (972) 664-9800

E: chelwig@swvs.org

Karie Johnson

SWVS Marketing Liaison

rumr marketing

P: (214) 265-6534

E: marketing@swvs.org

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