American Animal Hospital Association
Long Beach 2010 Yearly Conference

Long Beach Convention and Entertainment Center
Long Beach, California
March 18 – 21, 2010

Sponsorship Opportunities
### AAHA Yearly Conference

Over the past 76 years, AAHA has established itself as a leader in helping veterinary practices thrive. Our yearly conferences have developed a reputation for cutting-edge education and outstanding networking opportunities with peers and experts across the country. In 2008, AAHA introduced the new, condensed, three and one-half day program. Attendees placed tremendous value on being able to receive superior CE without having to spend as much time away from their practices.

Exposure through corporate sponsorship and support of the AAHA yearly conference puts you in front of the veterinary industry’s most progressive and successful practice teams and the veterinary field’s best experts. This prominent recognition and company participation allows you to take full advantage of the one-on-one interaction among everyone at the conference.

AAHA is committed to helping veterinary practice teams work together more effectively to provide high-quality small animal care. AAHA’s conference has something for every member of the veterinary team: practice owners, veterinarians, managers, veterinary technicians, assistants, client relations specialists, receptionists and students. You choose which sessions or events best fit your company strategies to enhance your objectives for the year.

#### AAHA Long Beach 2010 Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Platinum Sponsor</td>
<td>$125,000</td>
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</tr>
<tr>
<td>Gold Sponsor</td>
<td>$60,000</td>
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<td>Silver Sponsor</td>
<td>$20,000</td>
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<td>Bronze Sponsor</td>
<td>$5,000</td>
<td>$19,999</td>
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<tr>
<td>Session Sponsor</td>
<td>$3,000</td>
<td>$4,999</td>
</tr>
<tr>
<td>Associate Sponsor</td>
<td>$2,000</td>
<td></td>
</tr>
</tbody>
</table>

NEW for 2010!

Simply select the level of sponsorship and exposure you want by committing to the above levels of sponsorship. First options and rights of refusal are given to returning sponsors based on their participation at AAHA Phoenix 2009. The remaining sessions are then made available on a first come basis after returning sponsors have made their initial commitments.

Sponsorships are invoiced and due by January 2010. All sponsorships are payable in U.S. dollars only.

### Conference Format for 2010

The AAHA Conference will open on Thursday, March 18, 2010 at 8 am and conclude on Sunday, March 21, 2010 at 12:00 pm.
The American Animal Hospital Association offers a wide range of sponsorship opportunities to help build traffic in the exhibit hall and to your booth, increase your company’s visibility and show your support of the veterinary industry.

## Attendee Profile

<table>
<thead>
<tr>
<th>Dates</th>
<th>Veterinarians</th>
<th>Technicians, Assistants &amp; Support Staff</th>
<th>Practice Managers</th>
<th>Students, Other Professionals</th>
<th>Exhibitors</th>
<th>Guests</th>
<th>Totals</th>
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<td>2009 Phoenix</td>
<td>1,362</td>
<td>446</td>
<td>270</td>
<td>165</td>
<td>802</td>
<td>538</td>
<td>3,583</td>
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<td>2008 Tampa</td>
<td>1,331</td>
<td>516</td>
<td>294</td>
<td>102</td>
<td>920</td>
<td>500</td>
<td>3,663</td>
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<td>2007 Denver</td>
<td>1,370</td>
<td>829</td>
<td>295</td>
<td>141</td>
<td>1000</td>
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<td>3,930</td>
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<tr>
<td>2006 Long Beach</td>
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<td>629</td>
<td>317</td>
<td>106</td>
<td>900</td>
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<td>863</td>
<td>314</td>
<td>149</td>
<td>800</td>
<td>237</td>
<td>3,651</td>
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<td>2004 Tampa</td>
<td>1,233</td>
<td>298</td>
<td>197</td>
<td>90</td>
<td>600</td>
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<td>2003 Phoenix</td>
<td>1,259</td>
<td>420</td>
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<td>809</td>
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<tr>
<td>2002 Boston</td>
<td>1,061</td>
<td>447</td>
<td>140</td>
<td>104</td>
<td>816</td>
<td>n/a</td>
<td>2,568</td>
</tr>
</tbody>
</table>

**CALL 800/252-2242 TODAY!** The American Animal Hospital Association will work with you to create a customized yearly conference sponsorship and advertising package.
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<td>Thursday Morning Networking Sessions</td>
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<td>Student Program</td>
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</tr>
</tbody>
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# Contacts

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Lakewood, CO 80228  

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Stay up-to-date on the 2010 Yearly Conference by checking the AAHA Long Beach Yearly Conference website regularly. Find it at: [www.aahanet.org/ahalongbeach2010](http://www.aahanet.org/ahalongbeach2010)
AAHA Long Beach 2010 Corporate Sponsorship Benefits

Platinum Level Sponsorship Benefits (minimum of $125,000)

- Ten (10) complimentary AAHA Long Beach 2010 conference registrations selected by you to show your support of top clients.
- One (1) rotating kiosk prominently located outside the exhibit area in a high traffic area at no charge. All coordination handled by AAHA.
- One (1) banner, no larger than 15’ X 15’, with corporate logo in color prominently hung in a high traffic area at no charge.
- Additional kiosks and banners available to platinum sponsors for purchase in the Exhibit Hall at half price. Half price for additional kiosks are $2,500 each and banners are $1,250 each.
- One (1) list of all pre-registered conference attendees will be provided at no charge for marketing use to promote your sponsored sessions.
- One (1) list of all registered conference attendees will be provided after the conference to follow up with a mailing.
- Color corporate logos featured in all conference signage, programs and on AAHA website.
- On hold message recognition at AAHA Headquarters for six (6) months, October 2009 thru March 2010, acknowledging your contribution to the AAHA yearly conference.
- Corporate logo featured on welcome letter from AAHA President given to attendees upon check-in at conference hotels.
- Carpet sign recognizing exhibitor as sponsor in Exhibit Hall.
- Opportunity for recognition at beginning of each sponsored session.
- Option to purchase four (4) hours of corporate symposia time in educational programming with no competing symposia at that time.
- Opportunity to supply room moderators for sponsored sessions. Commitment to provide moderators needed by December 1, 2009.
- Unlimited exhibitor badges for corporate employees attending the conference and working your booth.
- Invitation to VIP Sponsor Activity with AAHA Executive Committee at the yearly conference.
- Extra day to set up Exhibit Hall area space at convention center.
- Access to full online conference proceedings.
- Tier two “Map Your Show” advertising, which includes e-mail capability, company description and corporate logo. Some sponsor coordination required (uploading logo, company description, etc.)
- Acknowledgement and thank you in Trends magazine following yearly conference.

Gold Level Sponsorship Benefits ($60,000 - $124,999)

- One (1) rotating kiosk located in the Exhibit Hall at no charge. All coordination handled by AAHA.
- One (1) banner, no larger than 15’ X 15’, with corporate logo hung in the Exhibit Hall at no charge.
- Additional kiosks and banners available for purchase in the Exhibit Hall at half price. Half price for additional kiosks are $2,500 each and banners are $1,250 each.
- Black & white corporate logos featured in all conference signage, programs and on AAHA website.
• Carpet sign recognizing exhibitor as sponsor in Exhibit Hall.
• On hold message recognition at AAHA Headquarters for two (2) months (February and March), acknowledging your contribution to the AAHA yearly conference.
• Option to purchase three (3) hours of corporate symposia time in educational programming.
• One (1) mailing list of pre-registered attendees for promotional efforts.
• One (1) list of all registered conference attendees will be provided after the conference to follow up with a mailing.
• Ten (10) exhibitor badges for corporate employees attending the conference and working your booth.
• Invitation to VIP Sponsor Activity with AAHA Executive Committee at the yearly conference.
• Acknowledgement and thank you in Trends magazine following yearly conference.

Silver Level Sponsorship Benefits ($20,000 - $59,999)
• Invitation to VIP Sponsor Activity with AAHA Executive Committee at the yearly conference.
• Limited kiosks and banners available for purchase in the Exhibit Hall. Full price for kiosk are $5,000 and banners are $2,500.
• Black & white corporate logos featured in conference program sponsor pages and on AAHA website sponsor pages.
• Carpet sign recognizing exhibitor as sponsor in Exhibit Hall.
• One (1) mailing list of pre-registered attendees for promotional efforts at half price.
• One (1) list of all registered conference attendees will be provided after the conference to follow up with a mailing.
• Option to purchase two (2) hours of corporate symposia time in educational programming.
• Six (6) exhibitor badges for corporate employees attending the conference and working your booth.
• Acknowledgement and thank you in Trends magazine following yearly conference.

Bronze Level Sponsorship Benefits ($5,000 - $19,999)
• Two (2) exhibitor badges for corporate employees attending the conference and working your booth.
• Limited kiosk panels available for purchase in the Exhibit Hall. Full price for kiosk panels are $1,500.
• Signage with corporate name at each sponsored session or event.
• Corporate name featured in conference program sponsor pages and on AAHA website sponsor pages.
• Carpet sign recognizing exhibitor as sponsor in Exhibit Hall.
• One (1) mailing list of pre-registered attendees for promotional efforts at half price.
• One (1) list of all registered conference attendees will be provided after the conference to follow up with a mailing.
• Acknowledgement and thank you in Trends magazine following yearly conference.
Session Level Sponsorship Benefits ($3,000 - $4,999)
- One (1) exhibitor badge for corporate employees attending the conference and working your booth.
- Limited kiosk panels available for purchase in the Exhibit Hall. Full price for kiosk panels are $1,500.
- Signage with corporate name at each sponsored session or event.
- Corporate name featured in conference program sponsor pages and on AAHA website sponsor pages.
- Carpet sign recognizing exhibitor as sponsor in Exhibit Hall.
- One (1) mailing list of pre-registered attendees for promotional efforts at half price.
- One (1) list of all registered conference attendees will be provided after the conference to follow up with a mailing.
- Acknowledgement and thank you in *Trends magazine* following yearly conference.

NEW for 2010! Associate Level Sponsorship Benefits ($2,000)
- One (1) exhibitor badge for corporate employees attending the conference and working your booth.
- Limited kiosk panels available for purchase in the Exhibit Hall. Full price for kiosk panels are $1,500.
- Corporate name featured in conference program sponsor pages, on AAHA website sponsor pages and on main sponsor sign.
- Carpet sign recognizing exhibitor as sponsor in Exhibit Hall.
- One (1) mailing list of pre-registered attendees for promotional efforts at half price.
- One (1) list of all registered conference attendees will be provided after the conference to follow up with a mailing.
- Acknowledgement and thank you in *Trends magazine* following yearly conference.

*Commercial Literature may not be placed in session and function rooms.*
### Corporate Sponsor Level Benefits Matrix

#### Sponsor Level

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Session</th>
<th>NEW!</th>
<th>Associate</th>
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</thead>
<tbody>
<tr>
<td>AAHAnet.org Website Recognition</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Acknowledgment/Thank you in <em>Trends</em></td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
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<td>Additional Kiosks/Banners at Half Price</td>
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<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Carpet sign in Exhibit Hall</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
<td>✗</td>
</tr>
<tr>
<td>Corporate Logo on Signage &amp; in Program</td>
<td>Color</td>
<td>B&amp;W</td>
<td>B&amp;W</td>
<td>B&amp;W</td>
<td>B&amp;W</td>
<td>B&amp;W</td>
<td>B&amp;W</td>
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<tr>
<td>Corporate Logo on Sponsor Program Page</td>
<td>Color</td>
<td>B&amp;W</td>
<td>B&amp;W</td>
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<td>✗</td>
<td>✗</td>
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<td>Complimentary Conference Registrations</td>
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<td>Conference Proceedings Online</td>
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<td>3 hrs</td>
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<td>Exhibitor Badges</td>
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<td>10</td>
<td>6</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Extra Day for Exhibit Hall Set-Up</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Free 15’ x 15’ Banner</td>
<td>✗</td>
<td>✗</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Free Rotating Kiosk</td>
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<td>✗</td>
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<tr>
<td>Invitation to VIP Sponsor Activity</td>
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<td>List of Pre-Registered Attendees</td>
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<td></td>
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<td>List of Registered Attendees after Conference</td>
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<td>Logo on Hotel Welcome Letter</td>
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<td>On-Hold Messaging Recognition at AAHA</td>
<td>6 mo</td>
<td>2 mo</td>
<td></td>
<td></td>
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<tr>
<td>Opportunity to Supply Session Moderators</td>
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<tr>
<td>Tier Two “Map Your Show” Advertising</td>
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<td></td>
<td></td>
<td></td>
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<td>Verbal Recognition Before Sponsored Sessions</td>
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<td></td>
<td></td>
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</tr>
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</table>
AAHA Long Beach 2010 General Sessions

AAHA General Session and Brunch – Sponsored
An upscale welcome brunch will be offered to approximately 1,300 attendees at the AAHA Session on Thursday, March 18th. Brunch will be followed up by a special keynote presentation. Sponsor receives:

- The opportunity to welcome all conference attendees on behalf of their company.
- Color gobos inside event rooms along with the AAHA logo.
- Signage acknowledging sponsorship at food and beverage stations and outside the room prior to the session.
- Corporate logo used to recognize sponsorship of this session in all AAHA conference promotion pieces.

AAHA Accredited Practice Breakfast - Sponsored
A buffet style breakfast on Sunday, March 21st will be served to an estimated 700 accredited practice members in attendance followed by a special presentation from a keynote speaker. Sponsor receives:

- Acknowledgement and recognition in front of AAHA Accredited Practice members.
- Color gobos inside event room featuring corporate logo along with the AAHA logo.
- Signage acknowledging sponsorship at food and beverage stations and outside the room prior to the session.
- Corporate logo used to recognize sponsorship of this session in all AAHA conference promotion pieces.

Long Beach Briefs and Continental Breakfast - Sponsored
On Friday, March 19th, a healthy continental breakfast will precede two meeting rooms each concurrently featuring ten minute topical scientific and management briefs specific to each audience. Both rooms, on the same time schedule, allow attendees to easily access either of the two briefs being presented. Schedule of topics and presenters to be posted in the Final Conference Program. Sponsor receives:

- Acknowledgement in each room via audio visual representation and an opportunity to be recognized in each room on behalf of their company.
- Color gobos or similar signage featuring corporate logo along with the AAHA logo.
- Signage acknowledging sponsorship at food and beverage stations and outside the room prior to the session.
- Corporate logo used to recognize sponsorship of this session in all AAHA conference promotion pieces.
Conference Take-Homes

Conference Proceedings - Sponsored
A highly valued reference by all attendees, sponsorship of the AAHA yearly conference proceedings includes print, CD-ROM and on-line versions. Copies are provided to all conference attendees and a link to the online version will be sent to all AAHA practices including those not in attendance. This exposure reaches far beyond just those able to attend the conference. Sponsor receives:

- Corporate logo featured on the package sleeve and on the face of each CD and print copy.
- Multiple e-mails sent to all AAHA members providing link to on-line version and thanking Hill’s for the generous sponsorship of the proceedings.
- Corporate logo featured on AAHAnet.org with the proceedings from the conference.

Conference Tote Bags - Sponsored
The Conference Tote bag is the most visible piece given to attendees that features both the AAHA logo and sponsor corporate logo. AAHA and the sponsor work together to select the bag and the design. Sponsor produces the 2,800 conference bags. Design and use of the AAHA logo must meet AAHA graphic standards. AAHA to see and approve design by December 1. Sponsor receives:

- A dollar value of $30,800 toward sponsorship level.
- Corporate logo featured on each bag used in Long Beach.

Conference Education Journals & Pens - Sponsored
This necessary notebook for all conference-goers will feature both the AAHA logo and the sponsor’s corporate logo on the cover with notepaper inside. AAHA will produce the 2,800 journals that will be given to conference attendees upon registration. Sponsor will supply 2,800 corporate pens by March 1, 2010. Sponsor receives:

- Corporate logo featured on the cover of the education journal specially designed for AAHA Long Beach.
- Two (2) advertisements within the portfolio.

Conference Lanyards - Sponsored
Provided to conference attendees upon registration, these custom designed lanyards will feature the sponsor’s corporate logo with the AAHA logo. The lanyards are designed to hold attendee badges. AAHA will produce the 2,800 lanyards. Sponsor receives:

- Corporate logo featured on conference lanyards that all attendees wear to display name tags at the conference.

Are you interested in AAHA yearly conference sponsorship, but do not see anything that meets your needs? We are happy to work with you to develop a customized opportunity and tailored sponsorship plan.
Corporate Symposia

Symposia time is only available to Platinum, Gold and Silver Level sponsors. Sponsoring your own corporate symposium is one of the best ways to get your educational message to your primary audience. These individualized offerings are held within the regular programming and are split into 50 minute sessions. Non-competing, four (4) session symposium time is available to Platinum sponsors to further showcase their message within the conference; only one track will be offered on Thursday, Friday and Saturday.

With a corporate symposium, the sponsor chooses the topic, speaker, length and delivery mode. Sponsor is responsible for all speaker-related costs. AAHA provides the room, basic audio visual set-up (which includes LCD projector, one screen, one wireless lavaliere microphone and laser pointer), signage and inclusion in the conference materials if commitment is received before the deadline. Available on a first-come, limited basis. Please contact Jan Trumpeter, DVM or Christine Sawick to discuss the scheduling of a corporate symposium.

- Three (3) four-session non-competing symposia, held on Thu 3/18, Fri 3/19 & Sat 3/20 - $5,500/each - Platinum Sponsors only
- Four (4) three-session symposia on Sun. 3/21 - $5,000/each
- Two (2) two-session symposia Fri 3/19 & Sat 3/20 - $5,000/each
- Sponsor will receive one (1) bag insert promoting corporate symposium in conference bag received by all attendees. Sponsor provides 2,800 one-page, 8 x 11 or smaller inserts to be delivered to AAHA Headquarters by March 5, 2010.
- Food and beverage functions allowed in sponsored symposium-only receptions following presentation if desired. Food and beverage costs are extra and are not included in sponsorship package.

Sunrise Sessions - Sponsored

AAHA starts off Saturday morning bright and early with two (2) Sunrise Sessions before the start of the regular educational program. The hour long sessions provide attendees with an additional opportunity to obtain CE. Sunrise Sessions are limited to one (1) per sponsor and can be sponsored for $3,000 plus the cost of food.

- Two sessions do not compete with any other conference event.
- Sponsor is responsible for providing topic and speaker.
- AAHA provides basic AV setup with one (1) podium microphone.
- Session is marketed in all conference communications if information is received by print deadlines.
- Option of purchasing a bag insert at half price to promote session.
Thursday Morning Networking Sessions

Timely Topics - Sponsored
Sponsor these informal round table dialogues about hot topics facing the veterinary industry. With two separate sessions, each table discussion is facilitated by a subject matter expert. Sponsor receives:
- Signage outside and inside presentation room.
- Acknowledgement in AAHA promotional pieces for sponsored sessions with commitment before print deadlines.
- Website acknowledgement on AAHAnet.org.

First Time Attendee Session - Sponsored
Orientation is particularly important for first-time conference attendees. Sponsor this session where first time attendees learn how to make the most of their AAHA 2010 experience, how to survive all the walking and how to organize their many ideas so they can implement them back at their practices.
Attendees will also have the chance to network during this time. Sponsor receives:
- Signage outside and inside presentation room.
- Acknowledgement in AAHA promotional pieces for sponsored session with commitment before print deadlines.
- Website acknowledgement on AAHAnet.org.

“The First Time Attendee session helped put a personal face on a large event. This session also helped minimize the stress of trying to satisfy all department needs when you are a lone attendee.”

Student Program
Veterinary students are an important target group for AAHA and also for your company. Reach them through an educational program with topics of interest to them. AAHA designs this program with student input.

AAHA Veterinary Student Program & Reception - Sponsored
Educational program open to veterinary students. Reception is for veterinary students and veterinary technician students. ~50-75 attendees
Scientific Programming

Scientific sessions are open to all conference attendees. Friday 3/19 & Saturday 3/20 tracks are $5,500 (6 sessions); Thursday 3/18 tracks are $4,500 (4 sessions each) and Sunday 3/21 tracks are $3,500 (3 sessions each). Some speakers and scheduling are tentative at this time. Sponsors receive:

- Signage outside and inside presentation rooms.
- Acknowledgement in AAHA promotional pieces for sponsored sessions with commitment before print deadlines.
- The option to provide room moderators for sponsored sessions if commitment is made by December 2009 (Platinum Level Sponsors only).

<table>
<thead>
<tr>
<th>Scientific Tracks</th>
<th>6 hrs</th>
<th>4 hrs</th>
<th>3 hrs</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anesthesia – Jeff Ko</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Feline (ABVP) – Tony Buffington</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Neurology – Jon Levine</td>
<td></td>
<td></td>
<td></td>
<td>$4,500</td>
</tr>
<tr>
<td>Oncology – Tim Fan</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Surgery – Ortho – Ross Palmer</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Cardiology – Ashley Saunders</td>
<td>Friday</td>
<td></td>
<td></td>
<td>$5,500</td>
</tr>
<tr>
<td>Clinical Path/Endocrinology – Rick Alleman, Richard Nelson</td>
<td>Friday</td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>ECC – Cindy Otto, Karol Mathews</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>GI – Joerg Steiner, Mike Willard</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Ophthalmology – Ralph Hamor, Alison Clode</td>
<td></td>
<td></td>
<td></td>
<td>$5,500</td>
</tr>
<tr>
<td>Radiology/Ultrasound – David Biller, Brian Poteet</td>
<td></td>
<td></td>
<td></td>
<td>$5,500</td>
</tr>
<tr>
<td>Urology – Stephen DiBartola, Joe Bartges</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Behavior – Sophie Yin, Chris Pachel</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Dentistry – Eliza Krauter, Brook Niemiec</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Dermatology – Randy Thomas</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Endocrinology/Highlights – Richard Nelson, Steve Marks, Joe Taboada, Howard Seim</td>
<td>Saturday</td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Feline – Steve Marks, Joe Taboada, Kerry Ketrion</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Clinical Pharmacology – Dawn Boothe</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Highlights – Alison Clode, Cindy Otto</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Hot Topics – TBD</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Rehabilitation – Julia Tomlinson</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Surgery – Soft – Howard Seim</td>
<td></td>
<td></td>
<td></td>
<td>$3,500</td>
</tr>
<tr>
<td>Wellness/Nutrition – Joe Bartges</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
</tbody>
</table>

A A H A L o n g B e a c h 2 0 1 0 S p o n s o r s h i p O p p o r t u n i t i e s
Practice Management Programming

**Extreme Leadership for Young Professionals Full-Day Program** - **Sponsored**
This full-day program is designed for the new veterinary professional. Along with an educational experience aimed to enhance a new veterinarian’s leadership and management skills, sponsorship of this program will also provide attendees with a nutritious lunch. Sponsors receive:
- Signage outside and inside function room.
- Acknowledgement in AAHA promotional pieces for sponsored session with commitment before print deadlines.
- Three (3) complimentary registrations to the program.
- Website acknowledgement on AAHAnet.org.
- The option to provide a reception following the program for an additional $5,000.

**Management Programming**
AAHA goes the distance in offering a wide array of high level management tracks applicable to veterinarians, practice managers and hospital administrators. All tracks focus on quality and content. Some speakers and scheduling are tentative at this time.

Friday 3/19 & Saturday 3/20 tracks (6 sessions) are $5,500 each; Thursday 3/18 tracks (4 sessions) are $4,500 each; Sunday 3/21 tracks (3 sessions) are $3,500 each. Sponsors receive:
- Signage outside and inside presentation room.
- Acknowledgement in AAHA promotional pieces for sponsored sessions with commitment before print deadlines.
- The option to provide room moderators for sponsored sessions if commitment is made by December 2009 (Platinum Level Sponsors only).

**Special Team Focus Package Management Tracks** - $13,000 ($14,500 value)
- **Friday:** Practice Finance (6 hrs)
- **Saturday:** Practice Team Focus (6 hrs)
- **Sunday:** Practice Team Focus (3 hrs)

**Practice Management Packages** – $17,500 ($19,000 value)
Sponsor selects one practice management track each day (Four tracks total).

<table>
<thead>
<tr>
<th>Management Tracks</th>
<th>6 hrs</th>
<th>4 hrs</th>
<th>3 hrs</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employee Development – Rick Schulkey, Katherin Dobbs</td>
<td></td>
<td></td>
<td></td>
<td>Thursday</td>
</tr>
<tr>
<td>Trends / Hot HR Topics for 2010 – Karen Szymanski, Marla Bradley</td>
<td></td>
<td></td>
<td></td>
<td>Thursday</td>
</tr>
<tr>
<td>Going Paperless EHR – Stephen Pittinger</td>
<td></td>
<td>Friday</td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Practice Finance – Rick Shulkey, Denise Tumblin, Byron Farquer</td>
<td>Friday</td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Recruitment &amp; Retention – Katherine Dobbs, Diane Knight-Kessler</td>
<td>Friday</td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Mediation &amp; Negotiation – Perry Kirby, Laura Garrett</td>
<td>Saturday</td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Practice Team Focus – Denise Tumblin, David Bennett</td>
<td>Saturday</td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Technology – Byron Farquer, Perry Kirby</td>
<td>Saturday</td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Business Development &amp; Marketing – David Bennett</td>
<td></td>
<td></td>
<td></td>
<td>Sponsored</td>
</tr>
<tr>
<td>Going Green – Gwen Griffith</td>
<td></td>
<td></td>
<td>Sunday</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Improving Compliance – Louise Dunn</td>
<td></td>
<td></td>
<td>Sunday</td>
<td>Sponsored</td>
</tr>
</tbody>
</table>
Veterinary Technician Programming

Special technician level tracks will improve technical skills in veterinary practice every day. Some speakers and scheduling are tentative at this time. Tracks will be offered individually if not picked up as a package. Friday 3/19 & Saturday 3/20 tracks are $5,500 (6 sessions); Thursday 3/18 tracks are $4,500 (4 sessions each) and Sunday 3/21 tracks are $3,500 (3 sessions each). Sponsors receive:

- Signage outside and inside presentation room.
- Acknowledgement in AAHA promotional pieces for sponsored sessions with commitment before print deadlines.
- The option to provide room moderators for sponsored sessions if commitment is made by December 2009 (Platinum Level Sponsors only).

**Special Package Veterinary Technician Tracks** - $17,500 ($19,000 value)
Sponsor selects one technician track each day (Four tracks total).

<table>
<thead>
<tr>
<th>Individual Veterinary Technician Tracks by Day</th>
<th>Day</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dentistry – Vickie Byard</td>
<td>Thursday 3/18 4 hrs</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Rehabilitation – Juli Dell’Era</td>
<td>Thursday 3/18 4 hrs</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Emergency &amp; Critical Care – Donna Oakley, Alison Gottlieb</td>
<td>Friday 3/19 6 hrs</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Feline Nutrition/Oncology – Joe Bartges, Kathi Smith</td>
<td>Friday 3/19 6 hrs</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Diarrhea, Raw Diet, Internal Medicine &amp; Toxicology – Ann Wortinger, Mindy Bough</td>
<td>Saturday 3/20 6hrs</td>
<td>$5,500</td>
</tr>
<tr>
<td>Ophthalmology/Behavior – Kerry Ketrin, Sophia Yin</td>
<td>Saturday 3/20 6 hrs</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Pain Management – Nancy Shaffran</td>
<td>Sunday 3/21 3 hrs</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Ticks, Fleas &amp; Mosquitoes – Steve Levy</td>
<td>Sunday 3/21 3 hrs</td>
<td>Sponsored</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Individual Veterinary Technician Workshops by Day*</th>
<th>Day</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anesthesia – Kim Spelts</td>
<td>Thursday 3/18 4 hrs</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Restraint &amp; Handling – Sophia Yin</td>
<td>Friday 3/19 3 hrs</td>
<td>$3,500</td>
</tr>
<tr>
<td>Monitoring and Assessment Combined with Mechanical Ventilation – Bea Biddinger</td>
<td>Saturday 3/20 3 hrs</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

*Technician workshops have a limited registration.*
Evening Lectures

Additional opportunities are available for those CE enthusiasts that desire more after a full day. These two-hour sessions are held on Thursday 3/18 and Friday 3/19. Each two-hour session is $3,500. Sponsors receive:

- Signage outside and inside presentation room.
- Acknowledgement in AAHA promotional pieces for sponsored sessions with commitment before print deadlines.
- The option to provide room moderators for sponsored sessions if commitment is made by December 2009 *(Platinum Level Sponsors only).*

<table>
<thead>
<tr>
<th>Evening Lectures</th>
<th>Day</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical Care – Cindy Otto, Karol Mathews</td>
<td>Thursday 3/18</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Rehabilitation – Juli Dell’Era</td>
<td>Thursday 3/18</td>
<td>Sponsored</td>
</tr>
<tr>
<td>Urology – Joe Bartges, Stephen DiBartola</td>
<td>Thursday 3/18</td>
<td>$3,500</td>
</tr>
<tr>
<td>Blood Film – Rick Alleman</td>
<td>Friday 3/27</td>
<td>$3,500</td>
</tr>
<tr>
<td>Bone Pile – Steve Marks, Joe Taboada</td>
<td>Friday 3/27</td>
<td>$3,500</td>
</tr>
<tr>
<td>Dental Film Readings – Brook Niemiec, Kate Knutson</td>
<td>Friday 3/27</td>
<td>$3,500</td>
</tr>
<tr>
<td>Radiology/Ultrasound – David Biller, Brian Poteet</td>
<td>Friday 3/27</td>
<td>$3,500</td>
</tr>
</tbody>
</table>
Specialty Group Receptions, Special Events and Other Opportunities

Held on the evening of the first full day of the conference, AAHA holds receptions for a variety of veterinary practice team groups. Target a specific group, show your interest and commitment in their development and success with your reception sponsorship.

Sponsors receive:
- Signage outside and inside reception room.
- Acknowledgement in AAHA promotional pieces for sponsored sessions with commitment before print deadlines.
- The opportunity to attend and network with attendees at sponsored receptions.
- Food and beverages as part of reception sponsorship.

Specialty Group Receptions

**Veterinary Management Institute Alumni / Veterinary Leadership Academy Alumni Reception** - $5,000
This reception has been a long standing tradition at AAHA’s yearly conference. Sponsor this interactive group, which is at the forefront of decision making and interactive solutions. ~100 attendees

**Distance Education Veterinary Technician Program Reception** - $3,500
Students of AAHA’s Distance Education Veterinary Technician Program gather and interact on a social and professional level. ~60 attendees

**Practice Manager & Administrator Reception** - Sponsored
Practice managers and hospital administrators know the value of relationships and take advantage of this rare opportunity to interact and discuss the state of the profession around the country. Be there to support these innovators and decision makers. ~150 attendees

**Helping Pets Foundation VIP Reception** - Sponsored
Pets in need around the country need your support. By sponsoring this reception, you show your support of the AAHA Helping Pets Fund and our sick or injured pets. ~125 attendees
Special Events

**AAHA Fun Night - Sponsored**
On Saturday 3/20, with the conference in full swing, end the day hosting conference attendees to some fun complemented with light hors d’oeuvres and beverages.
Sponsor receives:
- Acknowledgement in AAHA promotional pieces with commitment before print deadlines.
- AAHA will plan entire event.
- Recognition at the event.
- The opportunity to address Fun Night attendees.
- List of pre-registrants for mailing regarding sponsored event.
- Website acknowledgement on AAHA.net.org.

**AAHA President’s Dinner - Sponsored**
Host an evening of food and entertainment on Friday 3/19 evening for leaders and guests of AAHA at the invitation-only evening event. Mingle with the best in the profession for an entire evening in a casual atmosphere. Sponsor receives:
- Signage at entrance and inside function room.
- Acknowledgement in special invitation sent to invitees.
- Limited time to address all in attendance during the function.
- The opportunity to attend and network with attendees.

**Two (2) Exhibit Hall Happy Hours - Sponsored**
The Friday 3/19 and Saturday 3/20 evening happy hours are always popular with light snacks, beer, wine and non-alcoholic beverages in the Exhibit Hall. Sponsor receives:
- Signage in the Exhibit Hall.
- Acknowledgement in AAHA promotional pieces for sponsored sessions with commitment before print deadlines.
- Recognition during the reception.
- Website acknowledgement on AAHA.net.org.

**Thursday Afternoon, Friday Morning and Saturday Morning Refreshment Breaks, Held Outside the Meeting Rooms - $6,000/each or All 3 for $15,000**
Greet attendees during the conference with sponsored refreshment breaks in the afternoon on Thursday 3/18 and the mornings of Friday 3/19 and Saturday 3/20. These will be set up outside the meeting rooms. Sponsors receive:
- Signage at beverage stations.
- Acknowledgement in AAHA promotional pieces for sponsored sessions with commitment before print deadlines.
- Website acknowledgement on AAHA.net.org.
Friday and Saturday Exhibit Hall Refreshment Breaks - $6,000/each or both for $10,000

Coffee and other refreshments will be served on Friday 3/19 afternoon and Saturday 3/20 afternoon in the Exhibit Hall. Four (4) stations will be strategically positioned in the Exhibit Hall. Sponsors receive:

- Signage at each station in Exhibit Hall.
- Acknowledgement in AAHA promotional pieces with commitment before print deadlines.
- Recognition in announcements during refreshment break.
- Website acknowledgement on AAHA.net.org.

Corporate Receptions - $3,000/each

This is a company’s opportunity to hold its own reception on Thursday 3/18 or Friday 3/19 evening in conjunction with AAHA’s conference. Sponsors receive:

- Signage at entrance.
- Attendee pre-registration mailing list to send reception invitations.
- Event room to fit your needs.
- AAHA’s assistance with event planning.
- Option for acknowledgement in AAHA promotional pieces with commitment before print deadlines.
- Website acknowledgement on AAHA.net.org.

*Food and beverage costs not included in sponsorship package.

**Based on room availability.
Other Sponsorship Opportunities

**Accredited Practice Member Lounge - Sponsored**
A designated area on site for all AAHA Accredited Practice team members to gather, socialize and relax. Open all four (4) days with light beverages and snacks available for AAHA Accredited Practice members. Sponsor receives:
- Signage outside and inside the lounge area.
- Corporate logo with link to sponsor’s website designed into screen saver on computer with internet access.
- Gratitude of Accredited Practice Members for the inclusion of a free phone to use inside the lounge.
- Acknowledgement in AAHA promotional pieces with commitment before print deadlines.

**Cyber Cafés - Sponsored**
Support this busy area utilized by all attendees at some point during the conference; one station placed in the Exhibit Hall and one in the front of the Exhibit Hall, which will always be open. Sponsors receive:
- Two (2) stations, each equipped with eight (8) kiosks with color corporate logo designed into screen saver.
- Link to company website.
- Signage at function.
- Acknowledgement in AAHA promotional pieces with commitment before print deadlines.
- Website acknowledgement on AAHA.net.org.

**Day Care Center at Convention Center - $11,000**
Open during conference hours, this service is greatly appreciated by families and allows more veterinarians to attend the yearly conference knowing their youngsters are well cared for, safe and engaged in age appropriate activities. Sponsor receives:
- Signage at day care entrance and inside day care room.
- Acknowledgement in AAHA promotional pieces with commitment before print deadlines.
- Website acknowledgement on AAHA.net.org.

**Laser Pointers - Sponsored**
Provided to all speakers for their use at the AAHA yearly conference, these quality instruments will remind the presenters of your support long after the conference. This is a highly valued and appreciated way to connect with our speakers. Sponsor receives:
- Logo/or company name along with AAHA prominently displayed on the case and/or instrument.
- Exposure at other engagements since laser pointers are used by speakers at other conferences.
**Speaker and Moderator Hospitality Room** - Sponsored
The central hub for all speakers and session moderators, sponsorship of this room will provide you with access and great exposure to a highly visible contingent. Breakfast and lunch is provided to speakers on the day they are presenting. Sponsor receives:
- Signage at entrance and inside function room.
- Acknowledgement in special communications to speakers.
- Gratitude of speakers.

**Room Keys** - $8,000
Place your message in the hands of meeting attendees in the form of room keys at the host hotels in Long Beach. Artwork needs to be sent to AAHA by January 2, 2010. AAHA will handle the coordination of printing and distributing the key cards. Sponsor receives:
- Repeated exposure to attendees using the specially designed room keys throughout the conference.

**Water Coolers** - Sponsored
Attendees value water throughout the day. Sponsor the water coolers and cups placed throughout the conference center and in the Exhibit Hall for the entire four (4) day conference. Sponsor receives:
- Logo on all water coolers and cups placed in conference center and Exhibit Hall.
- Acknowledgement in AAHA promotional pieces with commitment before print deadlines.
- Website acknowledgement on AAHAnet.org.

**AAHA Staff Breakfast Each Day** - $3,000 for all 4 days
AAHA staff needs a good breakfast to start each day. Receive great exposure and enthusiastic service from all AAHA staff during the conference. Sponsor receives:
- Logo at the four (4) AAHA staff breakfasts.
- Acknowledgement in AAHA promotional pieces with commitment before print deadlines.
- Website acknowledgement on AAHAnet.org.