



2023 AAEP Annual Convention Diversity, Equity & Inclusion Social Hour

*Thursday, November 30, 5:00 – 6:00 p.m.
AAEP Trade Show, to coincide with the AAEP Trade Show Reception
San Diego, California*

EXHIBIT "A"

OVERVIEW OF SPONSORSHIP

Continuing to make the equine veterinary profession more welcoming for people from all walks of life, a Diversity, Equity & Inclusion Social Hour will be hosted by the AAEP's DEI Committee. This event provides a valuable opportunity for attendees to connect with colleagues who are passionate about growing DEI in equine practice. Perhaps even more importantly, the social hour also creates a setting in which attendees from underrepresented groups in equine practice can establish a support network for their career endeavors in the profession.

The social hour will immediately follow the Diversity, Equity & Inclusion session on the convention educational program; session attendees will be encouraged to convene in the trade show for connection.

Sponsorship will also align your company with the respected image of the AAEP Annual Convention and provide additional exposure opportunities. This event will offer hors d'oeuvres with hosted wine and beer.

The Diversity, Equity & Inclusion Social Hour is tentatively scheduled to take place in the Product Demo Theater on Thursday, November 30 from 5:00–6:00 p.m. within the Trade Show, coinciding with the AAEP Trade Show Reception.

A representative of the sponsoring company will be able to briefly address attendees at the start of the reception.

AMOUNT OF SPONSORSHIP

The Diversity, Equity & Inclusion Social Hour sponsorship package is an exclusive opportunity available to one (1) company for \$3,000.

BENEFITS

The Diversity, Equity & Inclusion Social Hour sponsorship offers the following opportunities:

- Title “Sponsored by Company, with or without product mention.”
- Continuation of this reception in the future, sponsoring company will have first right of refusal for exclusive sponsorship.

Printed Recognition

- Company and/or product logo recognition on signage at the entrance to the reception (*i.e., Company logo, Company name or Company logo and product tagline*).
- Company and/or product text recognition in the official convention program (*i.e., Sponsored by “Company”, or Sponsored by “Company, maker/manufacturer/distributor of “Product”*).
- Company logo recognition included on “Thank You” sponsor page of the official convention program.

Digital Recognition

- Sponsor of this event could be mentioned and included within AAEP’s social media outlets and publications, including but not limited to Facebook, AAEP Website, *AAEP News, Convention Daily* and *Spur of the Moment* e-newsletter.
- Company recognition/logo on all Diversity, Equity & Inclusion Social Hour mentions including, where applicable, signage and e-blasts to targeted AAEP members.
- Company logo and/or company recognition on the AAEP’s Convention website at <https://convention.aaep.org/>, promoting the 69th Annual Convention in San Diego.

- Company logo placed within the Exhibitor section of the 2023 AAEP Convention App.

On-Site Recognition

- Opportunity for the sponsoring company to address the audience at the beginning of the reception (company rep will be given a few brief moments to extend a greeting [non-promotional], if so desired).
- Floor decal placed for you near your booth entrance throughout duration of the AAEP trade show, indicating your Annual Convention sponsorship.
- Sponsoring company may provide up to three (3) pop-up banners for display within proximity of the reception area.
- Company or product logo on sponsorship banner in the registration area of the AAEP Annual Convention.

Other

- Mailing list of convention pre-registrants after October 30.
- Mailing list of convention attendees, post-convention. List will be provided after December 11.