



**2023 AAEP Annual Convention
Scientific Education
Exclusive Sponsorship Package**

*“Cervical Spine Disease: How to Improve Field Skills”
Friday, December 1 (afternoon)*

*San Diego Convention Center
San Diego, California*

EXHIBIT “A”

OVERVIEW OF SPONSORSHIP

Thousands of equine practitioners will catch the wave when the AAEP’s 69th Annual Convention returns to sunny San Diego for the first time in 15 years. The annual convention has long been a hallmark of practical, evidence-based education, and you can be a part of this year’s event as the exclusive sponsor of this educational session that will help practitioners overcome the challenges inherent in definitively diagnosing the source of neck pain and provide therapeutic modalities from joint injection to rehabilitation for the more common than realized cervical spine issues.

The content of this session has been selected to support the continued implementation of AAEP’s mission statement: *“To improve the health and welfare of the horse, to further the professional development of its members, and to provide resources and leadership for the benefit of the equine industry.”*

Supporting a Scientific Education session enables the sponsoring company to align itself with the quality of expert information that characterizes the session, offers many exposure opportunities and, most importantly, further develops the company’s relationship with the AAEP and its more than 9,000 veterinarian and student members worldwide.

EDUCATIONAL SESSION

Cervical Spine Disease: How to Improve Field Skills

Moderator: Kathryn W. Bills

- 2:00 How to Recognize Common and Uncommon Clinical Presentations, Physical/In-Hand Musculoskeletal and Ridden Exam Findings that Point to Cervical Spine as the Source – Elizabeth J. Davidson
- 2:20 How to Refer a Neurologic Case – Amy L. Johnson
- 2:40 How to Take High-Quality Radiographs of the Equine Cervical Vertebral Column, Troubleshoot Common Issues Encountered in the Field, and Refine Interpretation – Kathryn W. Bills
- 3:00 How to Inject Cervical Articular Process Joints in the Field with Intra-Articular Medication – Elizabeth J. Davidson
- 3:20 How to Use Diagnostic Testing for Neurological Conditions in the Field – Amy L. Johnson
- 3:40 How to Incorporate Physiotherapeutic Modalities for Rehabilitation of the Neurologic Horse – Sherry A. Johnson
- 4:00 END

AMOUNT OF SPONSORSHIP

This Scientific Education Session package is an exclusive sponsorship available to one (1) company for \$6,000.

BENEFITS

The Scientific Education Sponsorship package offers the following opportunities:

- Session sponsorship exclusivity for one (1) company.

Printed Recognition

- 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

- Session sponsor 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 logo placed within the Exhibitor section of the 2023 Convention App.
- 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.

On-Site Recognition

- Company logo included on sponsorship signage near the registration area of the AAEP Annual Convention.
- Floor decal placed for you near your booth entrance throughout the duration of the AAEP trade show, indicating your Annual Convention sponsorship.
- Company and/or product logo recognition on walk-in PowerPoint slides of sponsored session room (*i.e., Company logo, Company name and Product logo, or Company logo and Product tagline*) NOTE: logo used is required in jpeg format.
- Opportunity to incorporate a 15- to 30-second advertisement within electronic signage outside of the session room during the stated session time interval. *Video advertisement must be provided to AAEP in an MP4 file format by October 27.*

Note: Digital Signage is a system that uses an electronic display combining many different types of media and sources into one visually stunning display, making it possible to deliver your message outside of the meeting room throughout the duration of the sponsored session time.

- Opportunity to include same 15- to 30-second video in the session room with the walk-in slides prior to the start of each scientific education session.

On-Demand Recognition

- Above 15- to 30-second video advertisement will be incorporated in front of sponsored education session made available to attendees during the virtual component of the AAEP Convention. These will also be made accessible when sessions become available on-demand.

Other

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