



International
Society for
Applied
Ethology

2018 CONGRESS OF THE INTERNATIONAL SOCIETY FOR APPLIED ETHOLOGY
Charlottetown, Prince Edward Island, Canada
Monday July 30th to Friday August 3rd 2018
ATLANTIC VETERINARY COLLEGE
UNIVERSITY OF PRINCE EDWARD ISLAND

SPONSORSHIP OPPORTUNITIES

ISAE 2018 offers numerous sponsorship opportunities for all companies or organizations, large and small. Examples of sponsorship benefits

- Support for research and knowledge transfer to improve animal welfare
- Promote your organisation and products
- Network and build relationships with others working to improve the lives of animals
- Advertise your support for this important, influential and positive event

Supporters can choose to contribute to a specific event at the meeting as indicated below and will receive the benefits indicated under each package. Selection for sponsorship of specific events will be assigned on a 'first come first serve' basis. The organising committee will be pleased to discuss recognition and benefits tailored to meet your organization's needs and corporate marketing strategies.

Platinum Sponsor - \$POA

The Platinum Sponsor would be a major sponsor of the overall conference and will receive:

- Recognition from podium at the Congress opening
- Logo on Congress website, registration package and main signage
- Link to organization website from Congress website
- Full page advertisement in the digital proceedings
- Opportunity for exhibit booth (provided by the sponsor) in the registration area
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Two complimentary full meeting registrations
- Two complimentary Banquet tickets

Diamond Sponsor - \$20,000

Conference Banquet Package

The Diamond Sponsor will receive:

- Recognition from podium at Banquet opening
- Logo on Banquet menus
- Logo on Congress website
- Link to organization website from Congress website



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- Full page advertisement in the digital proceedings
- Opportunity for exhibit booth (provided by the sponsor) in the registration area
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Two complimentary full meeting registrations
- Two complimentary Banquet tickets

Gold Sponsor - \$15,000

Excursions Package

- Recognition from podium during Excursion announcements
- Logo on Excursion information fact-sheets
- Logo on Congress website
- Link to organization website from Congress website
- Full page advertisement in the final program & digital proceedings
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area
- Two complimentary full meeting registrations
- Two complimentary Excursion tickets

Ruby Sponsor - \$10,000

Welcome Reception Package

- Recognition from podium at welcome reception
- Logo on Congress website
- Link to organization website from Congress website
- Half page advertisement in the digital proceedings
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area
- One complimentary full meeting registration

Ruby Sponsor - \$10,000

Farewell Party Package

- Recognition from podium at Farewell Party
- Logo on Congress website
- Link to organization website from Congress website
- Half page advertisement in the digital proceedings
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area
- One complimentary full meeting registration

Ruby Sponsor - \$10,000

Poster Sessions Package

- Recognition from podium at welcome reception
- Logo on display at Poster Sessions
- Logo on Congress website

- Link to organization website from Congress website
- Half page advertisement in the digital proceedings
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area
- One complimentary full meeting registration

Emerald Sponsor - \$3,000

Plenary Speaker Package (7 available)

- Recognition from podium at plenary opening
- Logo on display before start of presentation
- Logo on Congress website
- Link to organization website from Congress website
- Quarter page advertisement in the final program & digital proceedings
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area

Silver Sponsor - \$2,500

Lunch Package (4 available)

- Recognition from podium at lunch break notification
- Logo on display during lunch break
- Logo on Congress website
- Link to organization website from Congress website
- Quarter page advertisement in the digital proceedings
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area

Silver Sponsor - \$2,500

Lanyards Package

- Logo on lanyards for delegate badges
- Logo on Congress website
- Link to organization website from Congress website
- Quarter page advertisement in the final program & digital proceedings
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area

Silver Sponsor - \$2,500

Registration Package

- Logo on Congress website
- Link to organization website from Congress website
- Quarter page advertisement in the digital proceedings
- Conference gifts provided by the sponsor can be included in the registration package
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive

- Opportunity for exhibit booth (provided by the sponsor) in the registration area

Silver Sponsor - \$2,500

Graduate student bursary

- Logo on Congress website
- Link to organization website from Congress website
- Quarter page advertisement in the digital proceedings
- Conference gifts with sponsors logo can be included in the registration package
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area

Bronze Sponsor - \$1,500

Conference Break Package (7 available)

- Recognition from podium at break notification
- Logo on Congress website
- Link to organization website from Congress website
- Quarter page advertisement in the digital proceedings
- One piece of technical or corporate literature can be included in the conference registration package that attendees will receive
- Opportunity for exhibit booth (provided by the sponsor) in the registration area

Pearl Sponsor - \$1,150

Exhibitor Package

- Logo on Congress website
- Link to organization website from Congress website
- Quarter page advertisement in the final program & digital proceedings
- Exhibit booth (provided by the exhibitor) in the registration area

Opal Sponsor – up to \$1,000

Supporter Package

- Logo on Congress website
- Link to organization website from Congress website

DONATION OF GOODS

Offers of donations of the following conference goods are welcome:

- 300 conference bags
- 300 conference lanyards and vinyl pouch badge holders
- 300 conference gift items, such as water bottles, USB drives, pens, and note pads.

Opportunities from different levels can be combined to reach a higher level of sponsorship. Let us work with you to find the sponsorship that best fits your organization's needs and objectives, or work with you to select different opportunities to reach the level of sponsorship desired.

Package	Amount	Specific event	Registration	Tickets to event	Exhibition booth provided by exhibitor	Recognition from podium	Logo main signage	Logo registration package	Logo on website	Link from website	Advert in digital proceedings	Literature in registration package
Platinum	POA	Overall conference	✓ ✓	✓ ✓	✓	✓	✓	✓	✓	✓	✓	✓
Diamond	20,000	Banquet	✓ ✓	✓ ✓	✓	✓			✓	✓	✓	✓
Gold	15,000	Excursions	✓ ✓	✓ ✓	✓	✓			✓	✓	✓	✓
Ruby	10,000	Welcome reception	✓	✓	✓	✓			✓	✓	✓	✓
	10,000	Farewell party	✓	✓	✓	✓			✓	✓	✓	✓
	10,000	Poster session	✓	✓	✓	✓			✓	✓	✓	✓
Emerald	3,000 each	Plenary speaker x 7				✓			✓	✓	✓	✓
Silver	2,500 each	Lunch x 4				✓			✓	✓	✓	✓
	2,500	Lanyards						✓	✓	✓	✓	✓
	2,500	Registration bags						✓	✓	✓	✓	✓
	2,500 each	Graduate student bursary							✓	✓	✓	✓
Bronze	1,500 each	Session breaks x 7				✓			✓	✓	✓	✓
Pearl	1,150	Exhibitor			✓				✓	✓	✓	✓
Opal	<1,000	Supporter							✓			

EXHIBITOR ARRANGEMENTS

Please discuss your requirements with us so that we can do our best to accommodate your needs. The following provides information on the arrangements for exhibitors.

Exhibitor badge

One exhibitor's badge will be provided per exhibitor. The exhibitor's badge will provide access for one person to the exhibition area, refreshments during conference breaks and a conference lunch on Tuesday July 31st, Wednesday August 1st, Thursday August 2nd and Friday August 3rd 2018. An additional fee is payable to access other conference events and for additional persons.

Location

Exhibitors will be located in the Atlantic Veterinary College building near the area used for conference registration, conference breaks and poster display. This will maximise the interaction between conference attendees and exhibitors.

Facilities provided

Exhibitors will be allocated a space (size and location to be negotiated) in the exhibition area in chronological order. On request, a table and chair will be provided. The provision of an exhibit booth and all other items are the responsibility of the exhibitor. Exhibitors will not be permitted to conduct any advertising or business on the University of Prince Edward Island campus outside of the allocated exhibition space. If you have any other requirements, please discuss them so that we can try and accommodate your needs.

Dates and times of exhibition

No Exhibitor will be allowed access to the exhibition area until the agreed fees have been paid. Exhibitors will have access to their exhibition space during normal conference hours. Access at other times will only be possible by arrangement with the conference organisers.

Set-up and dismantling of exhibition stand

Exhibitors can gain access to the exhibition area and arrange their exhibit between 9.00 h and 18.00 h on Monday July 30th 2018. Exhibitors must remove all of their exhibition materials, articles and other possessions by 17.00 h on Friday August 3rd 2018. The conference organisers will be entitled, at the risk and expense of the Exhibitor, to remove and dispose of all items which have not been removed by the Exhibitor from the University of Prince Edward Island Campus by 17.00 h on Friday August 3rd 2018. Exhibitors must make their own arrangements for storage, delivery and pick-up of materials before or after the conference.

Transfer of space

Exhibitors are not permitted to sublet their stand or lend it to a third party, either in part or as a whole. No changing of stands among the exhibitors may take place without the consent of the Organizer.

Responsibility

a. Damage

The Exhibitor shall be responsible for any damage done to the premises, fixtures or injury to persons caused by the Exhibitor, his staff or his exhibited articles and exhibition material. No part of any exhibits, signs, posters or displays can be nailed or attached to columns or walls or any parts of the Conference Venue. Any damage to the Conference Venue by an exhibitor shall be the financial responsibility of the exhibitor.

b. Nuisance

Exhibitors must not cause noise or other interference likely to constitute a nuisance to surrounding exhibitors, conference events or university business.

c. Conduct

Exhibitors must abide by all relevant legal and safety provisions, follow directions given by the University of Prince Edward Island Security Services Division and wear their conference identification badge. No hazardous materials or display are permitted. Exhibitors must abide by University of Prince Edward Island fire and safety regulations and instructions.

Insurance

It shall be the responsibility of each exhibitor to maintain such insurance against injury to person or theft, fire damage or loss of property in such amounts as the exhibitor shall deem adequate. Neither the Conference Organisers, nor the Conference Venue will offer the exhibitor any kind of insurance protection.

Security

Normal campus security arrangements will be provided by the University of Prince Edward Island Security Services Division, but in no instance will the conference organisers guarantee the Exhibitor against loss or theft of any kind. The safekeeping of the exhibitor's property is the responsibility of each exhibitor.

Questions of doubt

Any and every matter, which is not covered by the above arrangements and about which there may be any doubt, shall be settled by the Organizer and is subject to the Organizer's discretion.

Alteration of the arrangements

The Organizer reserves the right to alter the arrangements with immediate effect in case of orders from appropriate authorities, or other compelling reason might make it necessary

Written agreement

No contract between the conference organisation and an exhibitor will exist until terms have been agreed and a written contract has been signed by the exhibitor and The University of Prince Edward Island.

SPONSORSHIP PLEDGE FORM

Please accept the following donation in support of the 2018 Congress of the International Society for Applied Ethology. I understand that we will be invoiced for the sponsorship and will receive all of the benefits for sponsors at the level described. Further, I understand that once all of the expenses are met for the specific conference event sponsored, any excess funds will be used to cover general meeting expenses.

Force Majeure Event

Force Majeure Event is defined as and includes any circumstance beyond the will and control of the University of Prince Edward Island that impedes permanent or temporary compliance with the obligations, such as “acts of god” including war, danger of war, government regulations, revolts, strikes, transportation difficulties, fire, earthquake or severe disturbances affecting the 2018 Congress of the International Society For Applied Ethology at the University of Prince Edward Island or its suppliers. In the case of a Force Majeure Event, we will use commercially reasonable efforts to mitigate the effects arising from the Force Majeure Event.

In the event of it being impossible to carry out the 2018 Congress of the International Society For Applied Ethology at the University of Prince Edward Island due to a Force Majeure Event, the University of Prince Edward Island shall only be obligated to reimburse the payments received after deduction of any costs it has incurred in organizing the event up to the date of the Force Majeure Event. The University of Prince Edward Island will not be liable for any payments made to third parties but relative to the 2018 Congress of the International Society for Applied Ethology at the University of Prince Edward Island, such as travel expense.

- | | | |
|--------------------------|------------------|---------------|
| <input type="checkbox"/> | Platinum Sponsor | \$POA |
| <input type="checkbox"/> | Diamond Sponsor | \$20,000 |
| <input type="checkbox"/> | Gold Sponsor | \$15,000 |
| <input type="checkbox"/> | Ruby Sponsor | \$10,000 |
| <input type="checkbox"/> | Emerald Sponsor | \$3,000 |
| <input type="checkbox"/> | Silver Sponsor | \$2,500 |
| <input type="checkbox"/> | Bronze Sponsor | \$1,500 |
| <input type="checkbox"/> | Pearl Sponsor | \$1,150 |
| <input type="checkbox"/> | Opal Sponsor | up to \$1,000 |

Company/organization name (as it is to appear when listed)

Contact Name

Address

City State/Province

Country Zip/Postal Code

Email

Phone (incl. country code)

Please email/mail completed form to: Dr Michael Cockram. Sir James Dunn Animal Welfare Centre, Department of Health Management, Atlantic Veterinary College, University of Prince Edward Island, 550 University Avenue, Charlottetown, PEI, CANADA, C1A 4P3.

Email mcockram@upei.ca Fax 1-902-566-0823 Tel 1-902-566-6785