

Partnership and exhibition proposal

Friday 14 January – Sunday 16 January 2022

- World-class speakers
- Sponsors and exhibitor zone
- Live chat with Q&A
- 3 days
- Student Networking Event

Australian Veterinary Student Group (AVSG) Virtual Conference 2022

Book online - <https://www.ava.com.au/education-events/sponsor-exhibit/about/?eid=EV001137>

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About the Australian Veterinary Student Group (AVSG)

The Australian Veterinary Student Group (AVSG) was established in 2020 as the most newly formed group of the Australian Veterinary Association.

The AVSG represents students enrolled in a veterinary science degree studying to become a registrable veterinarian in Australia, in one of the universities accredited by the Australasian Veterinary Boards Council or via the National Veterinary Examination.

Governed by students for students, it provides them with support and prepares them for practice and professional life.

The AVSG group:

- Advocates on behalf of students
- Provides member benefits and services that are relevant to student needs
- Provides bespoke continuing professional development opportunities, including webinars and network forums to meet future employers
- Assists students to build on leadership, business and governance skills
- Prepares students for entering practice

For more information about the AVSG, please visit:
<https://www.ava.com.au/member-services/my-ava-groups/student/>

About the Australian Veterinary Association

The Australian Veterinary Association was formed 100 years ago and is the peak national body representing the Australian veterinary profession, delivering a range of services and benefits of the highest quality to members. Our vision is a global community that respects and values the benefits of enhanced animal health, welfare, and production. Our mission is to represent the veterinary profession with one voice, and to serve the interests of members.

To achieve our mission, the AVA:

- provides leadership and expert scientific advice on animal health, welfare, conservation, public health, biosecurity, and agriculture
- promotes the veterinary profession and advocates AVA policy to government and the community
- sets standards of professional excellence
- provides a forum for professional support and the exchange of information and ideas
- facilitates continuing education for members and the profession
- provides valuable member benefits.

Membership is made up of veterinarians in practice, industry, government, and academia as well as students.



The Virtual Conference brings together the next generation of veterinarians over 3 days of high quality CPD, networking and social sessions and delves into the questions they encounter in their studies.

Your audience

Due to the nature of our conference remaining virtual, it is estimated that the event will attract over 500 students from across Australia who are eager to learn, gain exposure to advances in veterinary products and innovations and network with each other.

Attendees can range from students in undergraduate Science/Bioscience degrees, Veterinary Science students, Doctor of Veterinary Medicine from across the country. The range includes students starting their second year of study, to students in their final year of education.

The annual student conference has always been an excellent opportunity for sponsors to expose students to a variety of different veterinary fields and industries that they have not considered as career options. It is also an opportunity for them to familiarise themselves with several types of veterinary tools and products.

Why sponsor?



Reach over 500 veterinary students in one place (and through on demand content over the next six months)



Virtual attendees will be keen to learn and will be receptive to new ideas



Highlight your continuing commitment to the industry



By aligning your brand with the AVA, you are not only reaching your target audience through a highly respected association; you are helping to strengthen our education program and improve the goods and services our members offer to their clients.

Partnership Opportunities

Maximise your visibility to your key target market by becoming a partner of the Australian Veterinary Student Group (AVSG) Virtual Conference 2022.

Platinum sponsor partnership

1 opportunity available

\$6,000 (incl. GST)

Benefits include:

- 6 months exposure – live and on demand
- Acknowledgment as the Platinum partner of the AVSG Virtual Conference 2022 sponsor
- Entitlement to use the phrase “Platinum partner of the AVSG Virtual Conference 2022”
- Exclusive offer
- Dedicated sponsors webpage
- 1 x Plenary sponsor acknowledgment
- 2 x 30 minute live sponsor presentation (content to be agreed with Scientific Convenor)
- 3 x session/talks sponsor opportunities including:
 - 3 minute promotional break for session sponsor or promotional slide (provided by sponsor)
- 40 word sponsor description read by the Session Chair at the beginning of the stream (provided by sponsor)
- Dedicated partners webpage
- Opportunity to participate in Virtual ‘Goody Bag’
- Acknowledgment on selected promotional material leading up to, during and for 3 months post event
- Four (4) exhibitor registration including scientific sessions
- AVSG Virtual Conference 2022 banner for use on your promotional materials

Gold sponsor partnership

Multiple opportunities available

\$4,000 (incl. GST)

Inclusions:

- 6 months exposure – live and on demand
- Acknowledgment as the Gold partner of the AVSG Virtual Conference 2022 sponsor
- Entitlement to use the phrase “Gold sponsor of the AVSG Virtual Conference 2022”
- 1 x 30 minute live sponsor presentation (content to be agreed with Scientific Convenor)
- 2 x session sponsor opportunities
 - 3 minute promotional break for session sponsor or promotional slide (provided by sponsor)
- 40 word sponsor description read by the Session Chair at the beginning of the stream (provided by sponsor)
- Dedicated partners page on virtual conference webpage
- Opportunity to participate in Virtual ‘Goody Bag’
- Acknowledgment on selected promotional material leading up to, during and for 3 months post event
- Two (2) exhibitor registration including scientific sessions
- AVSG Virtual Conference 2022 banner for use on your promotional materials

Session sponsor

3 opportunities – sold

\$1,500 (incl. GST)

Inclusions:

- 6 months exposure – live and on demand
- Acknowledgment as the session sponsor
- Opportunity to supply speaker for session topic (content to be agreed with the Scientific Convenor)
- 40 word sponsor description read by the Session Chair at the beginning of the stream (provided by sponsor)
- Dedicated exhibition page on virtual conference webpage
- Opportunity to participate in Virtual ‘Goody Bag’
- Acknowledgment on selected promotional material leading up to, during and for 3 months post event
- One (1) exhibitor registration including scientific sessions
- AVSG Virtual Conference 2022 banner for use on your promotional materials

Social event sponsor

Two opportunities available

\$1,000 per night

Inclusions:

- Sponsor intro by chair and video or promotional slide (3 min) – to be provided by sponsor
- Branded exhibitor listing on the virtual conferencing platform
- Invitation to social event
- Acknowledgment on selected promotional material leading up to, during and for 6 months post event
- AVSG Virtual Conference 2022 conference banner for use on your promotional materials

Exhibitor only

6 months exposure – live and on demand

\$200 (incl. GST)

Inclusions:

- Dedicated exhibitor listing page on virtual conference webpage
- Acknowledgment on selected promotional material leading up to, during and for 6 months post event
- AVSG Virtual Conference 2022 conference banner for use on your promotional materials



Virtual 'Goody Bag' sponsor

\$200 (incl. GST)

Sponsors need to supply 500 promotional offers.

Benefits include:

- 6 months exposure – live and on demand
- AVSG Virtual Conference 2022 banner for use on your promotional materials

Suggested items/offers/discounts students desire:

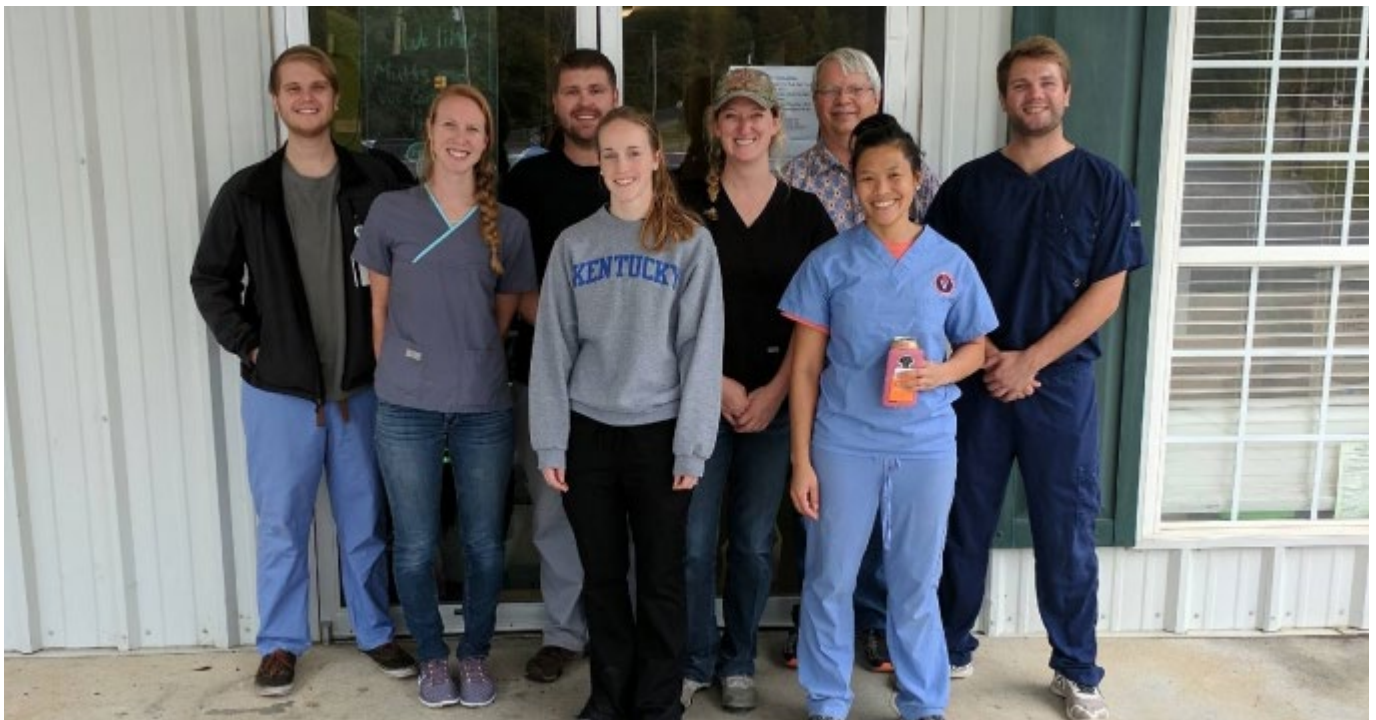
- Stethoscopes
- Suture Instruments and/or kits (Forceps, Needle Drivers, etc)
- Mini Vet Guide
- Textbook vouchers/discount codes

- Dr Woof Scrub discount codes
- Pizza discount codes/vouchers
- McDonald's Coffee vouchers
- Fun Sock Company/The Sock Co discount codes
- Menulog/Uber eats discount codes
- Dan Murphies voucher/discount codes
- Fun Top Company discount codes
- Bucket Hat discount codes – (e.g. City Beach etc)

Virtual platform

AVSG Virtual Conference 2022 will be delivered by Zoom and the AVA Sched Platform - <https://avsgconference2022.sched.com/>

Example of branded sponsors page



Money Matters

All amounts stated in this prospectus are in Australian Dollars and are inclusive of GST.

Book online at

<https://www.ava.com.au/education-events/sponsor-exhibit/about/?eid=EV001137>

Conditions of payment

The full amount will be required 7 days from receipt of an invoice to secure your sponsorship package preference.

Payment methods

1. Tax invoice – an invoice will be raised for payment.
2. Direct bank transfer – please contact the Conference Secretariat for bank account details.
3. Credit card – Visa and MasterCard accepted.

Cancellation

Requests for cancellations must be submitted in writing.

- If cancellation is accepted, 50% of the contracted cost to exhibit will be retained.
- If cancellation occurs within two (2) weeks of the commencement of the exhibition/virtual event, 100% of the contracted
- See the Terms and conditions for more information.

Policies

The size and location of all logos included in conference collateral, on the conference website or conference signage will be at the discretion of the Conference Secretariat and will reflect the level of commercial support given. There is to be no sale or promotion of products or services that conflict with AVA policy. Nor is there to be sale or promotion of any unregistered products unless an application for registration has been lodged with the APVMA and it is stated on the promotional material that the product is not registered, and an application has been lodged. The conference organisers have the right to

remove any products from display that they feel are inappropriate without penalty. To view the current AVA policies, visit www.ava.com.au.

Avoiding Use of Dog Breeds with Exaggerated Features in Marketing Policy

AVA does not include dog breeds with exaggerated features, or images of

these breeds in:

1. Any form of advertising in print and digital AVA products
2. Exhibits at AVA conferences and events (either as 'models' or in photographic images)
3. Any other form of marketing undertaken under the AVA brand

Background

Certain dog breeds have serious health and welfare problems because they've been bred with exaggerated features, to achieve a particular look.

These exaggerated features include brachycephaly (shortened heads), dwarfism (shortened limbs), and excessive skin folds. This policy aims to remove the use of these animals from:

1. All forms of advertising in print and digital AVA products
2. Exhibits at AVA conferences and events (either as 'models' or in photographic images)
3. Any other form of marketing undertaken under the AVA brand.

This policy relates to the audiences of advertisers, exhibitors and sponsors.

In recent years there has been a rise in the popularity of certain breeds of dogs, especially the brachycephalic breeds such as Pugs, French Bulldogs and Boston Terriers, but also other breeds with exaggerated features such as dwarfism and excessive skin folds. With this rise in popularity, we've seen a parallel increase in the use of these breeds in advertising. Unfortunately, these exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more

comfortable life. It is important that advertisers move away from using these breeds, as this drives their popularity without addressing the animal welfare and health implications.

In 2016, the AVA partnered with RSPCA Australia to develop the Love is Blind campaign which aims to raise awareness of the animal welfare issues associated with particular exaggerated features, and encourage breeders to change their breed standards to select for more normal, healthy features.

In keeping with this campaign, the AVA will no longer use certain breeds in marketing associated with the AVA brand.

Guidelines

The following guidelines should be observed with regard to use of breeds with exaggerated features.

The dog breeds governed by this policy are:

- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels
- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

The above list is not exhaustive and may be amended from time to time.

- Advertisers, exhibitors and sponsors should avoid use of breeds with the exaggerated features identified, and instead replace with a range of other healthy breeds.
- There may be exceptions made where the intention of the use of the breeds listed is to raise awareness of the health and welfare issues associated with their exaggerated features.
- The AVA will develop a library of images of accepted breeds for advertisers, exhibitors and sponsors to use should they need to access acceptable images.
- The AVA will include in AVA Terms and Conditions for Rate Cards and Prospectuses' that materials and 'models' that breach this policy will not be accepted.

Thank You

AVSG Student Committee

- Alice Arnold
- Brianna O'Brien
- Bridget Webster
- Paul Christensen
- Kate Nash
- Alex Hockton
- Elizabeth Khor
- Dr. Gemma Chuck
- Dr. Susan Maxwell

Executive Officer

Dr Ragaei (Reggie) Shenouda, BVSc
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