



Sponsorship and Exhibition Prospectus

20 November 2021

Unusual Pet and Avian Veterinarians Virtual Conference 2021



Book online: <https://www.ava.com.au/education-events/sponsor-exhibit/about/?eid=EV001000>

KNOWLEDGE

AVA
100
YEARS AND BEYOND



**UNUSUAL PET
AND AVIAN
VETERINARIANS**

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About the Unusual Pet and Avian Veterinarians Group

The Unusual Pet and Avian Veterinarians Group was formed in 2013, bringing together two separate veterinary groups which shared similar interests. The group promotes discussion about the medicine and surgery of pet species other than dogs and cats such as lizards, birds, turtles, frogs, native Australian mammals, rabbits, guinea pigs, rats and mice, ferrets and even tarantulas. With changes in licensing laws and people's lifestyles, the choice of family pet might not be a dog or cat, but one of another dozen species. The increase in ownership of unusual pets has resulted in a corresponding need for veterinarians to feel competent with the treatment of pets not traditionally covered in the undergraduate curriculum. For more information about the Unusual Pet & Avian Veterinarians group, please visit: <https://www.ava.com.au/member-services/my-ava-groups/unusual-pet-avian/>



The Virtual Conference brings together the profession with with 4.5 hours of a combination of high quality CPD, networking and social sessions and delves into the questions encountered in the veterinary practice and industry today. It is an event not to be missed and offers a flexible and on-demand virtual format!

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.

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.

About the Unusual Pet and Avian Veterinarians Virtual Conference 2021

Due to current COVID-19 restrictions the annual Unusual Pet and Avian Veterinarians Conference (UPAV) 2021 has now transformed into our first virtual conference on Saturday 20 November 2021. This quote from Lord of the Rings has been on my mind:

“I wish it need not have happened in my time,” said Frodo. “So do I,” said Gandalf, “and so do all who live to see such times. But that is not for them to decide. All we have to decide is what to do with the time that is given us.”

And thus we again pivot to an online offering for our annual conference instead of our normal face-to-face gathering. We’ve selected several fabulous topics, so do join us for the ‘Conference that Once More Wasn’t To Be’ on 20 November 2021. We’ve scheduled this event for Saturday afternoon, hoping that as many of you as possible can come after kids’ sport, morning work, and associated life maintenance.

Our Education Coordinator, Dr Tegan Stephens has curated six quality CPD sessions that will be held in the new format of 12 minutes presentation and 3 minutes for question and answer.

A pivotal part of the joy of a UPAV conference was basking in the glow of fellow Unusuals. We shall try to recapture some of that this year with a number of special events. Prior to the CPD sessions, we will offer an opportunity for students to network with our Unusual colleagues and provide an overview of the day in the life of an Unusual Practitioner. We will also be hosting our famous “Unusual Trivia”, run by our own Trivia Master, Dr Tristan Rich, following our virtual Conference afternoon. We compete for glory!!

As COVID-19 continues to teach us all ‘non-attachment’ to outcomes, I hope that our members are well in mind and body, and are managing to find some happiness in their lives. I think particularly of those currently in lockdown, and those separated from family and friends.

Your audience

It is estimated that the conference will attract over 100 international and local delegates. Delegates will comprise of practicing veterinarians, academics, interns, residents, nurses and students. The focus will consist of both practical medicine and surgery in avian, mammal and reptile species.

Who will attend?

The 2021 UPAV Conference will attract an extensive mix of decision-making professionals from all fields of the veterinary profession including:



**Corporate
employed
veterinarians**



Nurses



**Practice owners
/ principals**



Academics



**Corporate
private
veterinarians**



**Graduating
students**



**Members
of the industry**

Top Benefits for sponsors and exhibitors



Reach a broad audience

Going virtual opens the door for a larger audience globally and promotes rich engagement. All you need is an internet connection and some relatively brief time set aside.



Prolonged exposure

Visibility and interaction during the live event PLUS six months following the event when attendees have access to on-demand.



Giving back to the profession

Be seen as a partner who's actively engaged in understanding the issues your clients and prospects face. We want the veterinary community to recognise the contributors who give back to the profession.



Dedicated event page

Your dedicated Company Profile listing including branding, profile and link to your website.



Sponsorship Opportunities

Maximise your visibility to your key target market by becoming a sponsor of the 2021 Unusual Pets and Avian Virtual Conference.

Sponsorship options provide:

- Captured target audience
- Opportunity to promote and discuss your products during the conference
- Cost effective, results driven marketing
- Potential to increase your sales
- Cost effective alternative to mainstream advertising

Speaker Platinum Sponsor \$2,500 (incl. GST)

One exclusive opportunity available

Benefits include:

- 6 months exposure – live and on demand
- Acknowledgment as the Platinum sponsor of the Unusual Pets and Avian Virtual Conference 2021 sponsor
- Entitlement to use the phrase “Platinum sponsor of the Unusual Pets and Avian Virtual Conference 2021”
- 40-word Sponsor description read by the Session Chair at the beginning of the conference – to be provided by sponsor
- Sponsor video or promotional slide (3 min) – to be provided by sponsor
- Opportunity to provide a speaker for one 15 minute session on Saturday 20 November 2021 of the scientific program. Topic and content to be agreed by Scientific Convenor
- Branded sponsor page on the virtual conferencing platform
- Company logo, bio and website
- Acknowledgment on selected promotional material leading up to, during and for 6 months post event
- Four (4) exhibitor registration including scientific sessions
- Unusual Pets and Avian Virtual Conference 2021 banner for use on your promotional materials

Example of Branded sponsors page



The screenshot shows a navigation bar with 'Schedule', 'Speakers', 'Sponsors', 'Attendees', and 'Map'. Below this is a profile card for 'Boehringer Ingelheim Animal Health'. The card includes a profile picture, the text 'AVA Silver supporter', the company name 'Boehringer Ingelheim', and a brief description: 'Boehringer Ingelheim Animal Health is now the second largest company in the global animal health market, and is the top provider worldwide of parasiticides and vaccines for both production animals and pets. Boehringer Ingelheim is committed to researching, developing and manufacturing an innovative range of animal health solutions for the veterinary profession and pet owners.'

Gold sponsor - \$1,500 (incl. GST)

Two opportunities available

- 6 months exposure – live and on demand
- Acknowledgment as the Gold sponsor of the Unusual Pets and Avian Virtual Conference 2021 sponsor
- Entitlement to use the phrase “Gold sponsor of the Unusual Pets and Avian Virtual Conference 2021”
- 40-word Sponsor description read by the Session Chair at the beginning of one nominated session (to be agreed with AVA)
- Sponsor video or promotional slide (3 min) – to be provided by sponsor
- Branded sponsor page on the virtual conferencing platform
- Company logo, bio and website
- Acknowledgment on selected promotional material leading up to, during and for 6 months post event
- Two (2) exhibitor registration including scientific sessions
- Unusual Pets and Avian Virtual Conference 2021 banner for use on your promotional materials

Exhibitor only - \$200 (incl. GST)

- 6 months exposure – live and on demand
- Branded exhibitor listing on the virtual conferencing platform
- Acknowledgment on selected promotional material leading up to, during and for 6 months post event
- One (1) exhibitor registration excluding scientific sessions
- Unusual Pets and Avian Virtual Conference 2021 conference banner for use on your promotional materials

Social Event Sponsor - \$750 (incl. GST)

One opportunity available

Sponsor the famous “Unusual Trivia” event.

- Sponsor intro by chair and video or promotional slide (3 min) – to be provided by sponsor
- Branded exhibitor listing on the virtual conferencing platform
- Acknowledgment on selected promotional material leading up to, during and for 6 months post event
- Unusual Pets and Avian Virtual Conference 2021 conference banner for use on your promotional materials



The Fine Print - Terms and Conditions

Competing Products and Services - Clause 41

The AVA reserves the right to refuse to enter into a contract, or to restrict the activity of a sponsor, exhibitor or advertiser, when in the view of the AVA the product, exhibits, images or advertising content will:

- Not comply with AVA policies and values.
- Not comply with the relevant Australian Standards or legislation
- Contravene contractual relationships with commercial partners that we are legally bound to including Credit card providers, Health/Professional Indemnity, Business Insurance and online Vet Bookings
- Directly promote membership of a competing veterinary membership association to AVA members and potential members.

Privacy Policy

The Australian Veterinary Association Ltd (AVA) supports good privacy practice, and aims to manage personal information in an open and transparent way. Our policy sets out how the AVA aims to comply with the Privacy Act 1998 (Act) and the Australian Privacy Principles (APP's) which came into force on 12 March 2014. View AVA Privacy Policy or visit www.ava.com.au/privacypolicy. By attending you give AVA permission use any written comments on our evaluation forms in our communications.

Money matters

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

1. Requests for cancellations must be submitted in writing.
2. If cancellation is accepted, 50% of the contracted cost to exhibit will be retained.
3. If cancellation occurs within two (2) weeks of the commencement of the exhibition, 100% of the contracted cost to exhibit will be retained.
4. 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:

- a. Any form of advertising in print and digital AVA products
- b. Exhibits at AVA conferences and events (either as 'models' or in photographic images)
- c. 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:

- a. All forms of advertising in print and digital AVA products
- b. Exhibits at AVA conferences and events (either as 'models' or in photographic images)
- c. 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.