

Your Brand Your Identity

HOW TO GET
YOUR
MESSAGE TO
TEXAS
VETERINARIANS



TVMA Strategic Sponsorship Program

We are excited to introduce the 2009 TVMA Strategic Sponsorship Program. This program is complete with multiple sponsor options designed to give you maximum recognition for your marketing dollars. Sponsorship levels are designed to track the total value of your commitments over a seven month period beginning January 1, 2009. You, as a sponsor, should be recognized for your support as a whole. This program does just that. Cash donations are calculated at 100% of their value, while in-kind donations are credited at 50% of retail value.

Your sponsorship dollars are used to enhance education and networking opportunities for over 3,350 TVMA members, 1,093 registered veterinary technicians, 425 veterinary students and 680 certified veterinary assistants who make up our membership. A Strategic Sponsorship is the best way to leverage your support for TVMA while gaining maximum exposure for new products and new marketing campaigns.

TVMA Annual Conference

- Social Events
- Speakers
- Wet Labs (equipment & supplies)
- Promotional Products

TVMA Center for Veterinary Economics

LEVELS OF SPONSORSHIP

ULTIMATE SPONSORSHIP - \$15,000

(\$7,500 minimum cash requirement due by March 1, 2009. Balance due July 1, 2009)

- One full page black & white ad in the Texas Veterinarian for 3 issues. (valued @ \$1,875)
- Three time use of the meeting room located at TVMA headquarters. Room has full media capabilities. Must be scheduled a month in advance and use is based on availability. (Valued@ \$1,200)
- A 50% discount on fixed position banner ad in the classified ad section of TVMA website for a period of six months. (valued at \$2,400)
- TVMA membership mailing labels for a one-time mailing. (valued @ \$400)
- Reserved VIP table at the TVMA President's Celebration and TVMF Auction Fundraiser.
- Complimentary tabletop exhibit during at annual conference. (valued @ \$350)
- 4 complimentary registrations to the TVMA annual conference. (valued @ \$1,340) *This a great way to reward your most valued clients.*
- Your company's promotional flyers in conference registrant packets. (average attendance 350 DVMs, 75 Techs)
- Your company's promotional flyers distributed to registrants attending any in-house meeting that does not have an exclusive sponsor.
- Recognition in conference program and on signage at the meeting.

PREMIUM SPONSORSHIP - \$10,000

(\$5,000 minimum cash requirement due by March 1, 2009. Balance due by July 1, 2009.)

- One half page black & white advertisement in the Texas Veterinarian for 3 issues. (valued @ \$1,290)
- Two time use of the meeting room located in TVMA headquarters. Room has full media capabilities. Must be scheduled a month in advance and use is based on availability. (Valued@ \$800)
- A 30% discount on fixed position banner ad in the classified ad section of TVMA website for a period of six months. (valued at \$1,440)
- Complimentary tabletop exhibit at annual conference. (valued @ \$350)
- 2 complimentary registrations to annual conference. (valued @ \$670) *This a great way to reward your most valued clients.*
- Your company's promotional flyers in conference registrant packets. (average attendance 350 DVMs, 75 Techs)
- Your company's promotional flyers distributed to registrants attending any in-house meeting that does not have an exclusive sponsor.
- Recognition in conference program and on signage at the meeting.

STANDARD SPONSORSHIP - \$5,000

(\$2,500 minimum cash requirement due by March 1, 2009. Balance due by July 1, 2009.)

- One 1/4 page black & white advertisement in the Texas Veterinarian for 3 issues. (valued @ \$900)
- One time use of the meeting room located in TVMA headquarters. Room has full media capabilities. Must be scheduled a month in advance and use is based on availability. (Valued@ \$400)
- 1 complimentary registration to the annual conference. (valued @ \$335)
This a great way to reward your most valued client.
- Tabletop exhibit at annual conference. (valued @ \$350)



Strategic Sponsorship Program

Contact: Ellen Forsythe, CMP @ eforsythe@tvma.org

EVENT SPONSORSHIP - 2009 TVMA ANNUAL CONFERENCE

TVMA Auxiliary Chili Cook-off - \$2,000 sponsor

Saturday, March 7, 2009 2:00-5:00 p.m.

(Full payment due by March 1, 2009)

Omni Hotel - San Antonio

Anticipated Attendance: 100

Fun, food, drink and laughter when 12 teams square off to prove who can make the best chili in the veterinary profession in Central Texas. This sponsorship would cover beverages for the Saturday afternoon refreshment break and the cost of prizes awarded to best cook-off teams. Prizes will be awarded for the following categories:

First Place – \$500 • Second Place – \$100 • Third Place – \$50

People's Choice – 2 complimentary registrations to the 2010 TVMA Conference

President's Celebration/TVMF Auction Fundraiser - \$5,000 sponsor

Saturday, March 7, 2009 7-11 p.m.

(Full payment due by March 1, 2009)

Omni Colonnade Hotel, San Antonio

Anticipated Attendance: 180

Dine as attendees participate in a live and silent auction items (prizes include hotel stays, veterinary supplies, artwork and much, much more). This event benefits the Texas Veterinary Medical Foundation. Great live music will have everyone on the dance floor fired up. This event will also honor a year of service by outgoing and incoming presidents of the Texas Veterinary Medical Association, Texas Veterinary Medical Foundation and Texas Academy of Veterinary Practice.

- All Standard Strategic Sponsorship benefits apply. (refer to list on 2nd page)
- 2 complimentary tickets to the event.
- Logo recognition in conference and event program.
- Your company brochures at each place setting.
- Banner with company logo behind stage at event.

TVMA Installation and Awards Luncheon - \$3,000 Sponsor

Saturday, March 7, 2009 12:15-1:45 p.m.

(Full payment due by March 1, 2009)

Omni Colonnade Hotel, San Antonio

Anticipated Attendance: 200

TVMA members and guest are invited to honor extraordinary veterinarians who have served the profession through leadership in this organization and through service in their community. This important event will recognize practitioners in several categories of practice and one outstanding RVT of the year. AVMA President, Dr. James Cook, will install officers of the incoming Executive Committee.

- Your company's brochure at each place setting.
- 1 complimentary ticket to the event.
- Recognition on banner displayed on the back of stage.
- Recognition in pre-conference promotional materials.
- Conference attendee list with phone numbers and email addresses.



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SPEAKER SPONSORSHIP - 2009 TVMA ANNUAL CONFERENCE

Morning/Afternoon CE Sessions @ 2009 TVMA Annual Conference - \$2,000 per Session
(Balance Due by Feb. 20, 2009)

Anticipated Attendance: 50-200 veterinarians at each session

- Recognition in conference promotional materials, conference program, signage outside seminar room and on TVMA conference information on our website.
- Representative may place promotional brochures in seminar room.
- Conference attendee list with phone numbers and email addresses.

Sponsors of 2 sessions qualify to receive additional benefits as a Standard Partner

Sponsors of 4 sessions qualify to receive additional benefits as a Premium Partner

Sponsors of 7 sessions qualify to receive additional benefits as a Ultimate Partner

Refer to page 2 for detailed listing of benefits.

DETAILED INFORMATION ON SPECIFIC SPEAKERS AND TOPICS IS AVAILABLE UPON REQUEST

COMPANION ANIMAL

FRIDAY, MARCH 6, 2009 – 7:00 to 10:00 p.m.

Canine Heterobilharzia from Diagnosis to Treatment

SPEAKER: Jonathan Fradkin, DVM

Canine Heterobilharzia has been steadily making an appearance in veterinary clinics in Texas. Diagnosis can be difficult, primarily due to the lack of consistent clinical signs and the lack of suspicion by the veterinarian in endemic areas. Learn the latest update on this public health challenge, how to identify it and the methods of treatment.

SATURDAY, MARCH 7, 2009 – 8:00 a.m. to 12:00 p.m.

Endocrine Enigmas: Demystifying Thyroid Disease

SPEAKER: Lee Barteaux, DVM, BS, MRCVS

This lecture will address common misconceptions relating to thyroid disease and the latest advances designed to help practitioners diagnose and treat patients with this disease.

SPONSORED BY:



SATURDAY, MARCH 7, 2009 – 2:00 to 6:00 p.m.

Cobalamin and Folate in Cats and Dogs

SPEAKER: David Williams, DVM, PhD (University of Illinois)

This morning of lecture will review the causes and consequences of abnormalities in cobalamin and folate status, the use of serum assays for these vitamins in the diagnosis of intestinal and pancreatic disease, and the role of vitamin supplementation in management of patients with intestinal and pancreatic disease.



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COMPANION ANIMAL (cont.)

SUNDAY, MARCH 8, 2009 – 8:00 a.m. to 12:30 p.m.

Anesthesia/Pain Management (Pre-Op, Intra, Post-Op and Chronic)

Part One: Perioperative pain and analgesia in dogs and cats

SPEAKER: Alonso Guedes, DVM, PhD, DACVA

This lecture will present current concepts in pain physiology and the applications of multimodal analgesia in anesthetized dogs and cats.

Part Two: Post-operative pain management in dogs and cats

SPEAKER: Laura Peycke, DVM, DACVS

This lecture will focus on the recognition and management of immediate post-operative pain management issues in dogs and cats.

Part Three: Management of Chronic Pain - Pharmaceutical and Physical Medicine

SPEAKER: Richard Wall, DVM, DAVP

This lecture will be directed toward the primary care small animal veterinarian. The presentation will cover the recognition and management of the chronic pain patient with a brief introduction to what chronic pain really is.

EQUINE

FRIDAY, MARCH 6, 2009 – 7:00 to 10:00 p.m.

Anesthesia and Pain Management in the Horse

SPEAKERS: Alonso Guedes, DVM, PhD, DACVA and Lori Bidwell, DVM, Dipl. ACVA

This lecture will expose participants to fundamental information related to the use of anesthesia and managing their patient's pain. Included in this session are the principles and physiologic basis of pain management. The various medical aspects of pain management will be presented and practical multimodal strategies will be discussed.

SATURDAY, MARCH 7, 2009 – 8:00 a.m. to Noon

Veterinary Equine Dental Exams and Procedures

SPEAKER: Cleet Griffin, DVM, ABVP (TAMU)

Going to the dentist annually is not only necessary for humans; it is an important part of equine health. Annual Veterinary exams are extremely important for horses young and old to help ensure the animal's comfort and performance. Dr. Griffin can testify that horses are known to develop a number of veterinary problems that can cause pain and lead to poor performance. If these problems are not resolved there can be serious consequences; colic, choke, sinus infection, and poor athletic performance. Learn to give a proper dental exam and to identify dental abnormalities.



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EQUINE (cont.)

SATURDAY, MARCH 7, 2009 – 2:00 to 6:00 p.m.

Upper Respiratory Tract Infection (URTI) and Schistosomiasis

SPEAKER: Noah Cohen, VMD, MPH, PhD, Dipl. ACVIM (TAMU)

Upper respiratory infections are analogous to the Common Cold in humans, and they are usually caused by Equine Influenza Virus and Equine Herpes Virus (Types I and IV). The illnesses caused by these viruses are more commonly known as "Flu" and "Rhino." Equine Influenza has been implicated as the primary cause of upper respiratory infection in horses. This lecture will cover the latest information on diagnosing and treating these common infections.

FOOD ANIMAL

FRIDAY, MARCH 6, 2009 – 7:00 to 10:00 p.m.

Infectious Diseases

SPEAKERS: James Keen, DVM and Jeff Ondrak, DVM (Great Plains Veterinary Educational Center Veterinary and Biomedical Sciences, U. of Nebraska)

The incidence of Trichomoniasis (commonly called "Trich") infection in cattle appears to be significantly increasing in many areas of the west. As a result, most of the states in the western United States have imposed Trichomoniasis regulations, either to prevent entry of infected animals or to deal with the disease in cattle within the states, or both. Trich can be an important cause of economic loss in cattle operations that use natural service. This disease is caused by a protozoan organism called "trichomonas foetus". Testing for "trichomonas foetus" is usually done on breeding bulls by performing a preputial wash and inoculating the sample into special culture media. If one bull is found positive, you should assume that the whole herd is exposed. Find out the latest on the costly disease and what officials are doing to protect the cattle industry.

Sunday, March 8, 2009 – 8:00 a.m. to 12:30 p.m.

Bovine Trichomoniasis Testing Certification

SPEAKER: TBA

The Texas Animal Health Commission has been urged by a number of members of the cattle industry to develop Trichomoniasis regulations and testing for Texas. In nearly all states with regulations, private veterinary practitioners must be certified to collect the sample from the bull, and laboratories must be approved in the state where the bull is being tested. The incidence of Trichomoniasis (commonly called "Trich") infection in cattle appears to be significantly increasing so the time of practitioner certification is upon us. This session will provide information and testing certification for the mixed and bovine practitioner.



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PRACTICE MANAGEMENT

Friday, March 6, 2009 – 7:00 p.m. to 10:00 p.m.

Owner vs. Associate: Resolving the Battle Before It's a War

SPEAKER: Christine Merle, DVM, MBA, CVPM (Brakke Consulting)

You found your long awaited associate veterinarian and things are great. Right? Find out how to make sure that your associate bonds with the practice and how to ensure that this one stays for the long haul.

Saturday, March 7, 2009 – 2:00 p.m. to 6:00 p.m.

What Pet and Equine Owners REALLY Think

SPEAKER: Christine Merle, DVM, MBA, CVPM (Brakke Consulting)

Recent studies reveal new information on how our clients think and use our services. Learn about the demographics of various types of pet owners, the influence veterinarians have on their product choices and just what they think about online pharmacies!

Pet Owner Spending: Are Happy Days Still Ahead?

Reports say that veterinary medicine is recession proof – find out what pet owners have done this past year and what is yet to come. Based on information from surveys including yet to be published in 2008 in 2009.

Sunday, March 8, 2009 – 8:00 a.m. to 12:30 p.m.

Outwit, Outlast, Outserve: Ultimate Survival Strategies

SPEAKER: Joan Fox (owner of Eagle Inspiration-Consulting Firm)

The votes have been tallied and the results are in. Specifically there are exceptions, but in general service still stinks! Influencing productivity, competitiveness, profitability and ultimately survival, service matters. Customer service must be integrated into the DNA of your practice. It means so much more than a friendly smile and courteous greeting. In this high energy, interactive program you will discover the strategies you need to outwit, outlast and profoundly outserve your competition.

Don't forget to order Joan's Book "The Chronicles of Survival – Customer Service Under Siege" on the Conference Registration form for \$20.



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COMPUTER LABS

Saturday, March 6, 2009 – 7:00 to 10:00 p.m.

EXCELlent Epidemiology: Learning to Use the Excel Spreadsheet

SPEAKER: *Wayne D. Schlosser (USDA)*

Veterinarians can get more value from data by using computer spreadsheets like Microsoft Excel. At the conclusion of this workshop, participants will be able to import data, make it ready for analysis, then use Excel functions and commands to describe, tabulate, and chart data, and build contingency tables using Excel pivot tables to evaluate associations between possible risk factors and outcomes.

Lab Fee: \$100 (Enrollment is limited to 15 participants)

Sign-up for this lab can be found under “Wet Labs” on the conference registration form.

Sunday, March 8, 2009 – 8:00 a.m. to 12:30 p.m.

EXCELlent Epidemiology: Using Excel for Veterinary Decision-Making

SPEAKER: *Wayne D. Schlosser (USDA)*

Veterinarians with basic spreadsheet skills want to put them to work. Participants in this workshop will learn to use Microsoft Excel to make better decisions by designing and using deterministic and stochastic models for diagnostic test interpretation, evaluating bio-security plans, and making business decisions.

Lab Fee: \$100 (Enrollment is limited to 15 participants)

Sign-up for this lab can be found under “Wet Labs” on the conference registration form.

DENTAL LECTURES AND LABS

Saturday, March 6, 2009 - 2:00 p.m. to 6:00 p.m.

Basic Dental Radiology/Periodontal Disease - Lecture and Lab

SPEAKERS: *Jonathon “Bert” Dodd, DVM, FAVD, DAVDC & Veronika Kiklevich, DVM, DABVP*

Dental radiographs are absolutely necessary for making a proper diagnosis and for monitoring response to treatment. This lecture will cover why radiographs are so essential, what equipment and materials are needed, technique for taking diagnostic films and how to interpret them. A corresponding wet will follow with participants practicing intra-oral radiography working on film and tube-head positioning, exposure, processing and interpretation. Participants will work in pairs and **MUST** have attended the lecture on radiology and radiography.

Additional Fee: \$300 (must be registered for conference to attend)

Limited: Only 20 attendees will be accepted to participate in this exclusive lab

Sign-up for this lab can be found under “Wet Labs” on the conference registration form.

Following radiology, participants will cover proper cleaning techniques including proper root planning and sub-gingival curettage, sealant use and misuse, open and closed root planning with use of perioceutics, home care recommendations and proper follow-up care.



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DENTAL LECTURES AND LABS (cont.)

Sunday, March 8, 2009 - 8:00 a.m. to 12:30 p.m.

Intermediate Dentistry Radiology/Difficult Extractions/Oral Surgery/Feline Dentistry Lecture and Lab

SPEAKERS: Jonathon "Bert" Dodd, DVM, FAVD, DAVDC & Veronika Kiklevich, DVM, DABVP

This lecture and lab will cover veterinary dental radiographic interpretation, interactive radiology case discussions and hands-on help in technique and positioning. Proper methodology for difficult extractions including sectioning, flaps, proper instrumentation, use of radiography and use of osteoconductive/osteoinductive materials. Assessment and treatment of special feline dental diseases (Resorptive Lesion, Stomatitis) will be further addressed.

Additional Fee: \$300 (must be registered for conference to attend)

Limited: Only 20 attendees will be accepted to participate in this exclusive lab

Sign-up for this lab can be found under "Wet Labs" on the conference registration form.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Sunday, March 8, 2009 - 8:00 a.m. to 12:30 p.m.

First-Ever TVMA Sporting Clay Tournament

TVMA is excited to add the up and rising sport of clay shooting to the conference program in 2009. We invite you to sponsor a team, donate a prize (cash or merchandise) or serve as the lunch sponsor for the First Ever TVMA Sporting Clay Tournament to be held at the National Shooting Complex in San Antonio. A Lewis Class Scoring System will be used and each contestant will have a 100-round course. Contestants can bring their own guns or use the loaner guns that are available at no extra charge. Shells, ear and eye protection as well as cold drinks and water are included in the entry fee. Safety instructions will be provided at the beginning of the tournament as well as clay shooting instructions. Entries will be accepted as an individual or as a team. Our intention is to offer cash and other great prizes to be awarded in both the individual and team categories at the "Welcome Reception" that evening at the Omni Colonnade Hotel.

Premier Tournament Sponsor - 5 Free Shooters* (\$5,000)

Tournament Naming Rights, Underwrite Range Opening & Fees, Recognition on Tournament Banner, 5 Shooters, Program Recognition, Sign Recognition at Conference Hotel

Big Game Sponsor – 3 Free Shooters* - \$2,000

Underwrite Food/Beverage, Program Recognition, Sign Recognition at Conference Hotel

Double Barrel Sponsor – 2 Free Shooters (2 Available) - \$1,500

Underwrite Door Prizes, Program Recognition, Sign Recognition at Conference Hotel

Target Sponsor – 1 Free Shooter* \$1,000

Underwrite Team Trophy, Program Recognition, Sign Recognition at Conference Hotel

Station Sponsor (10 Available) - \$500

No free shooters, Dedicated Station Sponsor Sign, Program Recognition, Sign Recognition at Conference Hotel

Double Barrel (Unlimited) - \$250

1 Shooter free, Program Recognition

**Limited number of sponsorships (1 only)*



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In-Kind Sponsor Opportunities

We are currently looking for allied industry friends who are interested in additional ways to get their product or brand name in front of Texas veterinarians and their staff. Below you will find several sponsor options for the upcoming annual conference that can help you reach your goal. Please remember that if you would like to be a sponsor, levels are determined by the accumulative value of your commitment over a seven month period. Cash donations are valued at 100% of their value while in-kind donations are valued at 50% of retail value. Besides name and brand recognition on in-kind item donations, additional benefits are as follows:

Benefits for contributions under \$500:

- Recognition in conference promotional materials, on signage and on TVMA website.
- Recognition in conference program.

Benefits for contributions between \$500-\$1000:

- Recognition in conference promotional materials, on signage and on TVMA website.
- Conference attendee list with phone numbers and email addresses.
- Recognition in conference program.

Benefits for contributions over \$1000-\$3000:

- Recognition in conference promotional materials, signage outside seminar room and on TVMA website.
- Conference attendee list with phone numbers and email addresses.
- Recognition on screen, when audio visual equipment is utilized at the event.
- Recognition in conference program.
- Representative may place promotional brochures in refreshment area.

ITEMS AVAILABLE FOR SPONSORSHIP

Donation of product, services or equipment for the silent auction fundraiser scheduled to be held Saturday, March 7, 2009 at the TVMA President's Celebration. All proceeds go to the Texas Veterinary Medical Foundation.

500 logo pens to be placed in each conference attendee bag

500 plastic badge holders w/colorful logo lanyards

There is no better way to get your name in front of conference attendees than to have them wear your logo around their necks. Badge Holders with lanyards must be worn by attendees for admittance into every event and seminar.

500 vinyl notebook w/writing pads with the sponsoring company's name and/or logo on the cover placed in each conference attendee bag. The annual conference will feature quality seminars on the hottest topics. Attendees will appreciate a pad notebook to take notes.

Beverage and light snacks to be served to conference attendees during seminar breaks on Sat. am, Sat. pm and Sun. am in the exhibit area

500 conference programs – The conference program is the single most read piece at any meeting. The sponsoring company name and logo will be placed on the front cover. TVMA will also insert a two-sided marketing piece provided by company in each and every program handed to conference attendees.

500 conference bags with the sponsoring company's name and/or logo on the side to be handed out to every conference attendee.

SPONSOR AMOUNT FOR ITEM

Value for donated items should be submitted by supplier when commitment is made in order to determine benefit level.

\$500 monetary donation –or– an in-kind product donation will be accepted

\$1,000 monetary donation –or– an in-kind product donation will be accepted

\$1,500 monetary donation –or– an in-kind product donation will be accepted

\$1,500 monetary donation per break

\$3,000 monetary donation

\$3,000 monetary donation. In-kind donations will not be accepted for this particular item.