



**New for 2010!**

## **BVA MANAGEMENT SEMINARS**

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**EXHIBITION AND SPONSORSHIP**

**OPPORTUNITIES**

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**Getting the most out of your veterinary  
practice team**

Thursday 22 April 2010

**Getting the most out of your veterinary job**

Friday 23 April 2010

# Introduction

In 2010 the BVA will be launching a series of seminars for veterinary surgeons, assistant veterinary surgeons and practice staff. The first of these will cover the following topics:

- **Getting the most out of your veterinary practice team: Thursday 22 April**  
- a one-day seminar for senior veterinary surgeons
- **Getting the most out of your veterinary job: Friday 23 April**  
- a one-day seminar for assistant veterinary surgeons and junior practice staff

## The programme

The programme for the seminars will cover the following:

- Contracts of employment
- Employment law
- Reaping the rewards of better management
- The practice as a business
- Communication
- Stress management

The content of each day will be adapted according to the audience. More information on the programmes are attached with this document and further details can also be found on the BVA website – [www.bva.co.uk](http://www.bva.co.uk)

We are piloting the management seminars this year in response to feedback from our members about areas of support they need in their careers. The two courses have been designed to focus on employers and employees on separate days so that the course content is targeted to them specifically. We also want delegates to be able to speak freely and ask questions without being inhibited by the presence of their employers or employees.

Numbers attending are expected to be in the region of 30 to 50 per day. Plenty of time will be allowed in the programme for refreshments and networking.

## Sponsorship

Sponsorship of the seminars is an ideal opportunity for organisations to attract and promote their services to veterinary surgeons and the whole veterinary team who are expected to attend from all over the UK. Benefits include increasing brand loyalty, creating awareness and raising a company's or a product's profile as well as reinforcing a brand's image.

Details of sponsorship options and specific benefits are given in more detail on the following pages.

## Venue – British Veterinary Association HQ

The seminars will be held in the brand-new meeting facilities at the British Veterinary Association, 7 Mansfield Street, London W1G 9NQ.

# Exhibition Stands

## Location of stands

The exhibition stands will be located in the Board Room adjacent to where refreshments and lunch will be served making it easy for delegates to visit stands during the breaks.

Please note that there are a limited number of stands available so it is advisable to book early to avoid disappointment.

## Stand fee

**£350 + vat one seminar**

**£600 + vat both seminars**

### The stand fee covers:

- One 6' x 2' trestle table, covered with a white cloth and two chairs
- Space behind the stand for a freestanding display
- 13 amp power point
- Listing in the promotional flyer sent to all graduate BVA members in the UK
- Insert in delegate bags given to all participants at registration
- Complimentary lunch/tea/coffee tickets for up to one member of staff
- Listing on the BVA seminar website as an exhibitor – [www.bva.co.uk/seminars](http://www.bva.co.uk/seminars).

## Incentives to visit stands

As mentioned previously, all refreshments including coffee, tea and lunch will be served in the exhibition area and delegates will be reminded to visit stands by the seminar chair.

**To reserve your stand space contact Katherine Fort on 01243 780615 or [katherine.fort@btinternet.com](mailto:katherine.fort@btinternet.com) and return the booking form at the end of this document.**

## Sponsorship opportunities

Sponsorship is one of the most effective methods of reaching your target audience.

**There is only one opportunity to become the overall seminars sponsor:**

**Platinum sponsor**

**price £1,500 + vat  
Covers both seminars**

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The Platinum sponsorship package is an exclusive sponsorship package with the following benefits:

### **Prestige and positioning**

- Title in all promotional literature and at the seminars as "**Platinum sponsor**" and an opportunity to showcase your organisation as the lead player in the veterinary profession
- Conference chair's announcement at the seminars thanking you as the "**Platinum sponsor**"

### **Marketing**

- Delegate list with name, title, company name and address - two weeks after each seminar (all lists will not include any delegates who have marked data protection box)

### **Branding on promotional literature at the seminars**

- Company logo on front of promotional flyer sent to all veterinary practices in the UK
- 50 word company profile in the promotional flyer containing your full contact details, sent to all veterinary practices in the UK
- 100 word company profile containing your full contact details in the delegate bags handed to delegates on the day
- Opportunity to include an insert in the delegate packs (subject to meeting insertion deadline)

### **Web promotion**

- Logo and 100 word company profile on the BVA seminars webpage – [www.bva.co.uk/seminars](http://www.bva.co.uk/seminars) – including a link from/to your company website

### **Signage**

- One-colour signage in registration area with company logo
- Logo displayed on screen at appropriate points during the seminar

### **Exhibition space**

- **One exhibition stand in a prime position in the exhibition area**
- Up to 2 staff managing exhibition stand who will be provided with complimentary tea / coffee/lunch

## **Delegate bag sponsorship                    £100 + vat + cost of bags**

### **Sponsorship benefits:**

- Company logo on sponsored item
- Reduced price stand in exhibition and related benefits
- Acknowledgement as delegate bag sponsor in all relevant promotional literature including final programme and seminar website

*This sponsorship opportunity offers the benefit that delegates continue to use the delegate bags after the event, thus providing the sponsor with ongoing promotion.*

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## **Delegate name badges and lanyards     £100 + vat + cost of badges, lanyards**

### **Sponsorship benefits**

- Company logo displayed on lanyards
- Acknowledgement as delegate badge sponsor in all relevant promotional literature including promotional flyer and seminar website.

## **Notepads    £100 + vat + cost of notepads**

### **Sponsorship benefits**

- Company logo and contact details displayed on each notepad
- Acknowledgement as notepad sponsor in all relevant promotional literature including the promotional flyer and seminar website.

*This sponsorship opportunity offers the benefit that delegates will continue to use the notepads after the event, thus providing the sponsor with on-going promotion.*

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## **Pens    £100 + vat + cost of pens**

### **Sponsorship benefits**

- Company logo and contact details displayed on each pen
- Acknowledgement as pen sponsor in all relevant promotional literature including the promotional flyer and seminar website.

*This sponsorship opportunity offers the benefit that delegates will continue to use the pens after the event, thus providing the sponsor with on-going promotion.*

**Please note that the sponsorship costs cover both seminars**

<p><b>For further information on any of the above please contact Katherine Fort on 01243 780615 or <a href="mailto:katherine.fort@btinternet.com">katherine.fort@btinternet.com</a> Prices given are a guide only and we will be happy to discuss these with you along with any other ideas you might have to maximise the promotion of your company's products and services.</b></p>
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# 2010 BVA Management Seminars 22 and 23 April 2010

## Exhibition and sponsorship booking form

PLEASE COMPLETE CLEARLY USING BLOCK CAPITALS

First Name: _____	Surname: _____
Position: _____	Company: _____
Address: _____ _____	
_____	Postcode: _____
Tel: _____	Fax: _____
Email: _____	

### EXHIBITION

I wish to reserve a stand for the following seminars:

Thursday 22 April - at a cost of: £ \_\_\_\_\_

Friday 23 April – at a cost of: £ \_\_\_\_\_

Both days – at a cost of: £ \_\_\_\_\_ **Total £ \_\_\_\_\_**

### SPONSORSHIP

I wish to sponsor \_\_\_\_\_

at a cost of: **Total £ \_\_\_\_\_**

**Grand Total £ \_\_\_\_\_**

**Cheque enclosed (made payable to BVA) £ \_\_\_\_\_**

Do you require a 13 amp power point on your stand? Yes [ ] No [ ]

**Payment and cancellation fees**

Please note that a receipted invoice will be sent to you on receipt of this form and payment. Payment for stands and sponsorship must be received within 30 days of the date of the invoice. Sponsorship and stand spaces will not be confirmed until full payment has been made.

In the event of cancellations received in writing, no later than 22 March 2010, the exhibition/sponsorship fee will be returned less 40 per cent to cover administrative expenses. After that date no refunds will be possible.

**Please return this form to:**

Katherine Fort Event Management  
PO Box 623  
Chichester  
West Sussex  
PO19 9GW

Tel: 01243 780615 E-mail: [katherine.fort@btinternet.com](mailto:katherine.fort@btinternet.com)

Name:

Signature:

Date: