



## **BVNA CONGRESS 2009**

### **8 - 10 OCTOBER**

### **KETTERING CONFERENCE CENTRE**

Sponsorship is an effective way to target a specific niche market and offers a number of benefits to companies. These include increasing brand loyalty, creating awareness and raising the profile of a product or company as well as reinforcing a brand's image. As a sponsor, you will benefit from increased exposure by having a full colour logo in the Congress Guide and on the BVNA website and the free inclusion of a leaflet into every delegate bag.  
(all prices are subject to VAT where applicable)

#### **REGISTRATION DOCUMENT**

##### **\*SPONSORED BY BURGESS PET CARE\***

Sponsorship includes the price of printing the registration document, which is used to promote the event and the lecture programme. Within the registration document there will be space for an A5 full colour advertisement together with printed acknowledgement of the sponsoring company within the document.

#### **SOCIAL EVENTS**

##### **HAPPY HOUR £1,800**

This includes beer, wine, soft drinks and nibbles. Sponsorship will also be recognised with signs placed in the catering area.

##### **CHARITY QUIZ NIGHT - FRIDAY**

##### **EXCLUSIVE SPONSORSHIP £475**

##### **\*SPONSORED BY PROTEXIN VETERINARY\***

BVNA are holding a quiz night to be held at the Kettering Park Spa Hotel on Friday 8<sup>th</sup> October, in aid of the Charity of the Year for 2010 - Animals Asia. Exclusive sponsorship covers the whole event which will be mentioned on the night and the sponsor will be permitted to have a display in the function room.

##### **CHRISTMAS PARTY NIGHT - SATURDAY**

Christmas is the theme for this year's Saturday night social event which will take place at Kettering Conference Centre on 9<sup>th</sup> October.

##### **PRE-DINNER DRINKS £900**

Vouchers will be supplied to everyone who purchases a ticket for this event.

Your logo will be printed on each voucher, signs placed in the bar area and the BVNA President will verbally thank you on the night.

##### **WINE £1,250**

2 bottles of wine will be served to each table. Your logo will be printed inside each menu and the BVNA President will verbally thank you on the night.

##### **DISCO & FANCY DRESS PRIZES £480**

##### **\*SPONSORED BY PROTEXIN VETERINARY\***

Your logo will be printed inside each menu, the DJ will acknowledge sponsorship throughout the evening and the BVNA President will verbally thank you on the night and ask you to present a bottle of champagne to the best dressed male and female.

##### **RAFFLE PRIZES £300**

##### **\*SPONSORED BY DORWEST HERBS\***

Your logo will be printed inside each menu and the BVNA President will verbally thank you on the night.

##### **PHOTOGRAPHER**

Your logo will be printed inside each menu and the BVNA President will verbally thank you on the night.

#### **AWARDS CEREMONY**

##### **WELCOME RECEPTION £500**

Coffee and Danish pastries will be served on arrival to all delegates who attend this ceremony. You will be permitted to have a display in the reception area during the welcome reception and the BVNA President will verbally thank you during the opening speech.

#### **CATERING**

##### **PACKED LUNCHES**

**FRI £3,000**

**SAT £4,500 \*SPONSORED BY VETPLUS\***

**SUN £3,500**

Sponsorship will include branding and an insert into every lunch bag.

##### **TEA & COFFEE**

##### **COMMERCIAL EXHIBITION**

**FRI £1,500 SAT £2,650 SUN £1,900**

Signs acknowledging the sponsor will be placed in the catering area

**TEA & COFFEE****WORKSHOPS****£600 ALL THREE DAYS**

Signs acknowledging the sponsor will be placed in the catering area outside the workshop rooms.

**EXHIBITORS LOUNGE**

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**PRICE ON APPLICATION**

The sponsoring company can have a display in the lounge and may also have marketing material available.

**RELAXATION AREA £4,000**

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Belinda Plant from Relaxology.com can be on hand to provide Indian head massage and reflexology foot massage. Everyone is always grateful for somewhere to 'chill' for a few moments.

They provide qualified, insured and experienced staff who can also act in a promotional/marketing role. The service they provide always leaves the sponsor very happy as they attract a great deal of interest to their product.

The staff can wear t-shirts with the sponsors company logo and message and work in a heavily branded environment.

Pre show invites can be sent out in order to 'treat' their special clients and they are keen to promote the sponsor by ensuring that a business card is taken for every client visiting the area and a questionnaire completed on their behalf.

**DELEGATE BAGS (1400)**

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**DELEGATE BAGS £3,000****\*SPONSORED BY BAYER ANIMAL HEALTH\***

Sponsorship includes production of the bags with the sponsoring company's logo and message along with a FREE leaflet insertion into the bag.

**CONGRESS MINI GUIDE £1000 EXCLUSIVE SPONSORSHIP or £500 PER ADVERT**

This A6 Guide is issued to ALL registered delegates on arrival and contains all the essentials needed for a productive Congress. The sponsorship includes full colour advertisements on the inside front and outside back cover.

**LECTURE SYNOPSIS £2,200**

This includes full colour advertisements on the inside front and outside back cover of the Lecture Synopsis. This synopsis contains the CV's and brief notes on each lecture and is issued to every registered delegate on collection of their delegate bags.

**NOTE PADS - FREE ON SUPPLY****\*SPONSORED BY VYGON\***

The sponsoring company can provide their personalised note pads for insertion into every delegate bag FREE OF CHARGE.

**PENS/PENCILS - FREE ON SUPPLY****\*SPONSORED BY VYGON\***

The sponsoring company can provide their personalised pens or pencils for insertion into every delegate bag FREE OF CHARGE.

**CERTIFICATE OF ATTENDANCE £450****\*SPONSORED BY SUPREME PETFOODS\***

ALL delegates (1400) receive a Certificate of Attendance in their delegate bags so that they can keep a record of CPD. Sponsorship covers the printing and insertion of the certificates and would include company branding.

**LEAFLET INSERTS £250**

One A4 sized single sheet can be inserted into the delegate bags.

This option is **FREE OF CHARGE** for companies that are sponsoring other areas.

**STEWARDS**

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**SWEATSHIRTS - FREE ON SUPPLY****\*SPONSORED BY PETPLAN\***

The provision of 30 t-shirts and 30 sweatshirts with the wording Congress Steward printed on the back in various sizes. Company branding can be carried on the front of the t-shirt and sweatshirt.

**LECTURES AND WORKSHOPS**

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**LECTURE £350**

Sponsorship will be acknowledged with the details of the lecture in the Registration Document and Congress Guide. A company logo will be displayed electronically at the start of the lecture and the chairperson will verbally acknowledge the sponsoring company.

You will also be entitled to a FREE insert into the bags issued to every registered delegate.

Any companies sponsoring a lecture will receive 2 complimentary passes to gain access and have marketing materials available.

Alternatively, why not offer to supply a member of staff to speak. This option is FREE if you agree to cover their speaker fees and expenses and you will receive all the benefits above.

Discounts are available if a company wants to sponsor two or more lectures (subject to availability). There is also an opportunity to sponsor a complete stream of lectures at a reduced cost. Please contact BVNA for more details.

#### **WORKSHOP £450**

A company can sponsor an entire workshop at the above cost or they may hold this FREE OF CHARGE if they supply a speaker and the equipment required.

A company logo can be displayed during the workshop.

You will also be entitled to a FREE insert into the bags issued to every delegate.

Discounts are available if a company wants to sponsor two or more workshops (subject to availability). Please contact BVNA for more details.

#### **ADVERTISING BANNERS & POP UP DISPLAY STANDS £300**

Limited space is available for exhibiting companies wishing to hang a banner from the balcony overlooking the exhibition hall or display a pop up stand in the foyer area.

The maximum size for banners is 1m x 3m and they must be delivered to the BVNA office prior to the start of Congress.

The maximum size for pop up display stands is 1m wide.

The company will be responsible for removing their own banner/pop up stand at the close of the Congress.

THIS AREA OF ADVERTISING DOES NOT INCLUDE A FREE DELEGATE BAG INSERT.

#### **CHARITY FUNDRAISING £500**

The cost includes printing of the raffle tickets with the sponsor's logo for sale, circulation and promotion prior to and during Congress.

The winning tickets will be drawn on the Sunday afternoon and future press coverage of the winners can be carried out post-congress.

All funds raised with the sale of raffle tickets will be donated to the BVNA Charity of the Year for 2010, which is **Animals Asia**. More information on the charity can be found on their website at [www.animalsasia.org](http://www.animalsasia.org)

#### **COURTESY TRANSPORT £1500**

##### **MINIBUSES**

Complimentary minibuses and drivers are provided during all 3 days to collect and return delegates to major train stations and local hotels.

The sponsoring company can have a sign acknowledging their sponsorship in the window of the minibuses and also have the opportunity to provide literature for delegates to pick up whilst in transit.

**REMEMBER, EVERY SPONSORING COMPANY CAN HAVE A FREE INSERT INTO THE DELEGATE BAGS.**

**THAT'S 1,400 OPPORTUNITIES TO PROMOTE YOUR COMPANY!!**

BVNA would like to thank all companies who exhibit and sponsor the Congress. Without your support, BVNA would not be able to continue to offer and provide an exciting and value for money congress.

Acknowledgements will be made for sponsorship in the Congress Guide and the inclusion of logos where possible (dependent on timing).

Any amount of sponsorship in this proposal could be negotiable. To discuss any of these opportunities or any other ideas you may have, please contact Lisa Brett, Sponsorship Coordinator.

#### **The British Veterinary Nursing Association Limited**

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## SCIENTIFIC PROGRAMME - FRIDAY

Management/Client Communication	Dentistry/ Alternative Therapies	General Nursing/Nutrition	VN Educators/ Advanced Nursing
You can walk the walk, but can you talk the talk? <b>Clare Spencer</b>	Dental examination and charting <b>John Robinson</b> Sponsored by Molar	The role of nutrition in the recovery of the diarrhoea patient <b>James Kyffin</b> Sponsored by Protexin Veterinary	Assessment methods: thinking outside the box <b>Julie Ouston</b> Sponsored by MYF Training
Informed consent - pie in the sky? <b>Carol Gray</b>	Intra-oral radiography <b>Lisa Milella</b> Sponsored by Molar	Management of the cat with cystitis <b>Angie Hibbert</b> Sponsored by Intervet Schering-Plough	Assessing practical competency: educational issues & practical implications for VN educators <b>Perdi Welsh</b>
The benefits and ease of promoting pet insurance to clients in practice <b>Charlotte Maude</b> Sponsored by Petplan	The role of the VN in the successful management of our dentistry patients <b>Claire Bloor</b> Sponsored by Molar	Post neutering clubs <b>Jan Stevenson</b>	Developing the reflective practitioner <b>Dawn Platten</b>
Time management and day planning <b>Sarah Noyce</b>	The changing role of the VN and dentistry <b>Claire Bloor</b>	What is osteopathy & how is it applied in the treatment of animals <b>Kate Lockwood &amp; Sharon Winkler</b> Sponsored by SOAP	Supporting students in practice: the role of a clinical coach <b>Lynda Sibson</b>
Nurse consulting: how to be operationally efficient <b>Kristie Fairbanks</b> Sponsored by Onswitch	An introduction to zoopharmacognosy - discover the fascinating process by which animals self medicate <b>Dena Schwartz</b> Sponsored by The Holistic Approach	Nutrition <b>Speaker TBC</b> Sponsored by PFMA	What makes a septic patient special? <b>Sam McMillan</b>
How to differentiate between a locum and an employee <b>Nicky Ackerley</b>	An introduction to complementary medicine and alternative veterinary medicine <b>Christopher Day</b>	Obesity - the biggest canine welfare crisis of the next 10 <b>Adrian Pratt</b> Sponsored by Hill's Pet Nutrition	Vascular access - a guide to placement and care <b>Lucy Goddard</b>
SQP's - what use are they to you in practice? <b>John Blackwell</b> Sponsored by AMTRA	Homeopathy in small animal practice <b>Holly Mash</b>	Getting to goal and beyond! <b>Christine Stalker</b>	Gold standard care of cats with chronic kidney disease <b>Dr Sarah Caney</b> Sponsored by Vet Professionals

## SCIENTIFIC PROGRAMME - SATURDAY

Equine Nursing	General Nursing	Student Nursing	Advanced Medical
Equine ECG reading & interpretation <b>Gayle Hallowell</b>	ECG interpretation <b>Charlotte Pace</b>	From cradle to cage - post orthopaedic care <b>Julian Hoad</b> Sponsored by Veterinary Instrumentation	Hyperthyroidism: surgery or iodine 131? <b>Nicola Read</b>
Equine fluid therapy <b>Ben Portus</b> Sponsored by Dechra	Feline hyperthyroidism and canine hypothyroidism <b>Heidi Heath</b> Sponsored by Dechra	Ticks and tick borne diseases <b>Rachel Ballantyne</b> Sponsored by Merial Animal Health	Nosocomial infections: Where? Why? How? <b>Samantha Morgan</b> Sponsored by Animalcare
Equine bereavement: how to support grieving horse owners <b>Dr Sue Dawson</b>	Working abroad as a volunteer <b>Kym Barratt</b> Sponsored by TOLFA	Be the best theatre nurse: tips on how <b>James Farrell</b>	Ventilation and ventilators <b>Liz Armitage-Chan</b>
Loading difficulties, underlying motivations and life-long solutions <b>Katie Wade</b>	Blood borne parasites <b>Kathleen Tennant</b>	Too much of a good thing - animal hoarding <b>Iain MacFarlane</b> Sponsored by Cats Protection	Degenerative Mitral Valve Disease (DMVD) <b>Charlotte Pace</b>
Current concerns in equine skin disease: an update <b>Karen Coumbe</b>	Feline Shelter medicine <b>Maggie Roberts</b> Sponsored by Cats Protection	Client compliance - the key to improving client welfare <b>Sally Bowden</b>	Advanced imaging: the technetium scan <b>Chris Warren-Smith</b>
African Horse Sickness <b>Iain Boardman</b> Sponsored by Wildlife Information Network	The new VN qualification <b>Speaker TBC</b> Sponsored by RCVS	Echo-location: an introduction to cardiac ultrasound <b>Julian Hoad</b>	Advanced pain management <b>Susanna Taylor</b> Sponsored by Dechra

## SCIENTIFIC PROGRAMME - SUNDAY

Current Issues/Wildlife	Behaviour	Exotics	Advanced Surgical
Hedgehogs in the veterinary practice <b>Kay Bullen</b> Sponsored by British Hedgehog Preservation Society	Feline environmental enrichment - creating a cat friendly home <b>Francesca Riccomini</b> Sponsored by Royal Canin	Critical & emergency care of rabbits <b>Simon Girling</b> Sponsored by Protexin Veterinary	Septic peritonitis <b>Paul Aldridge</b>
Administering first aid and nursing oiled birds <b>Richard Thompson</b>	Feline obesity - a behavioural approach <b>Sarah Heath</b> Sponsored by Royal Canin	A guide for VN's on the herpetological frontline <b>Matthew Rendle</b>	CPCR - a practical approach <b>Louise Clarke</b>
BVNA AGM and Presidential handover	Owner behaviour in the veterinary surgery - how to help them help their animals <b>Dr Anne McBride</b>	Selective feeding in exotics <b>Molly Varga</b> Sponsored by Supreme Petfoods	Small animal laparoscopy and thoracotomy <b>Laura Owen</b> Sponsored by Veterinary Endoscopy Services
Puppy love - Is everyone doing their bit? <b>Bill Lambert</b> Sponsored by The Kennel Club	Using pheromones: practical applications <b>Prof. Daniel Mills</b> Sponsored by CEVA Animal Health	Common issues with presenting Guinea pigs <b>Molly Varga</b>	Nursing the GDV patient <b>Louise O'Dwyer</b>
Mending broken bears <b>Judy Blythe &amp; Hayley Walters</b> Sponsored by Animals Asia	Wolf dogs - their behaviour and temperament <b>Kirsty Peake</b> Sponsored by COAPE	Husbandry of snakes and lizards and its practical application in the consulting room <b>Anna Meredith</b>	Fluid therapy: beyond maintenance <b>Shailen Jasani</b> Sponsored by Dechra
Pathology of stranded marine mammals <b>Dr Paul Jepson</b>	OCD-like stress conditions in companion animals: understanding fixated and stereotypical behaviour <b>Dr David Sands</b> Sponsored by Intervet Schering-Plough	Common diseases of the snake and lizard, their diagnosis and treatment <b>Anna Meredith</b>	Analgesics in the perioperative period <b>Mike Davies</b> Sponsored Fort Dodge

## SCIENTIFIC PROGRAMME - WORKSHOPS

<u>Friday</u>	<u>Saturday</u>	<u>Sunday</u>
Suturing - all tied up in knots <b>Hilary Orpet</b> Sponsored by Ethicon	Herpetological anaesthesia <b>Matthew Rendle</b>	Practical applications of clicker training in practice <b>Fiona Whelan</b> Sponsored by The Company of Animals
Hydrotherapy: Rehabilitation that makes a splash! <b>Leonie Hedland</b> Sponsored by Westcoast Animal Rehabilitation Ltd	Ultrasound for nurses <b>Richard Doyle</b>	Rabbit Workshop x 2 <b>Matt Brash</b> Sponsored by Burgess Pet Care
RCVS Trust Grant Applications <b>Tracy Mayne</b> Sponsored by The RCVS Trust	The benefits of why practices should be involved with National Pet Month <b>Phil Sketchley</b> Sponsored by NOAH	Understanding the heart and the ECG <b>Charlotte Pace</b>
Periodontal practical <b>John Robinson &amp; Lisa Milella</b> Sponsored by Kruse and Centaur Services Ltd	Canine aggression <b>Francesca Riccomini</b>	Physiotherapy techniques for the VN and putting them into practice <b>Sarah Dalton</b>
Stress management - practical techniques for those working in veterinary practice <b>Sarah Noyce</b>	Surgical skills for the VN - nursing the thoracostomy patient <b>Paul Aldridge &amp; Louise O'Dwyer</b> Sponsored by Vygon	Bandaging <b>Rachel Baugh</b> Sponsored by Harper Adams University College
Client communication - practical techniques to use within practice <b>Speaker TBC</b> Sponsored by Merial Animal Health		Rabbit Workshop x 2 <b>Matt Brash</b> Sponsored by Burgess Pet Care