2024 AAETT Conference Sponsorship Opportunities

The Annual AAETT Conference
June 27-30, 2024
Asbury University
Wilmore, KY

Sponsors will have the opportunity to reach their target audience and join us in our goal: to unite and educate equine care professionals for the benefit of the horse.

About the Conference

Annually, the members of AAETT join together for one of the most important equine educational events of the year. Join fellow equine professionals & enthusiasts for four days full of classes, wet labs, and demos provided by leaders in the equine care industry.
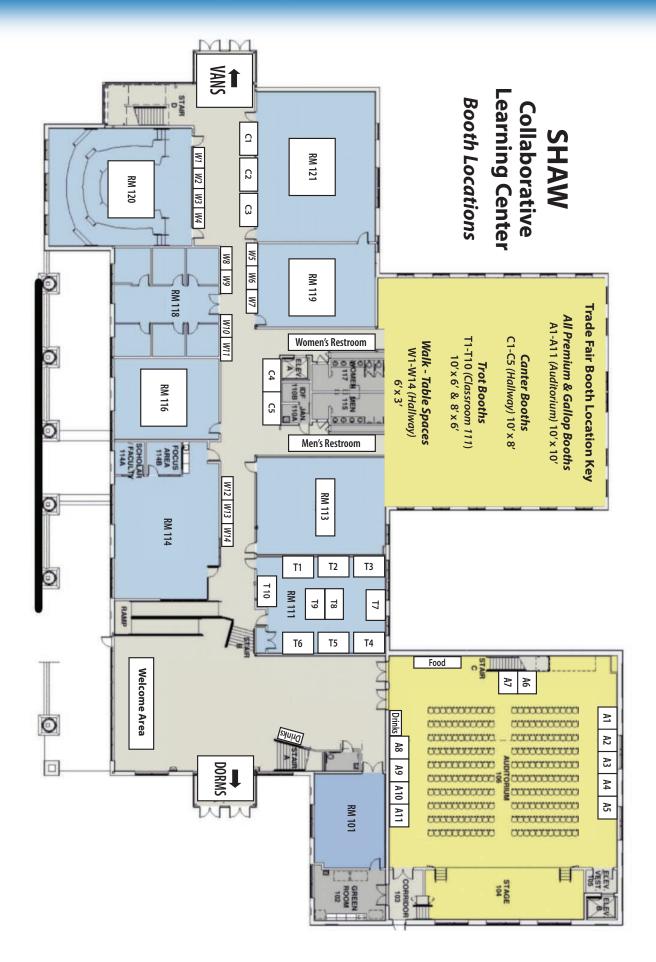
Sponsorship Tiers — Event & On-Site Benefits

Tier	Max Qty	Price / Sponsor	Staffed Booth	Dinner Presentation	On Stage	Banners: Food Areas	Banners: Barn Arena	Sponsor Slideshow	Vendor Demo
Premier Sponsorship: Dinners	2	$3,500	10'x10'	✓	✓	✓		Full Screen	✓
Lunch Sponsors	3	$1,500	10'x10'		✓	✓		Full Screen	✓
Transportation Sponsor *	2	$1,200	10'x10'		✓		✓	Full Screen	✓
Gallop	4	$750	10'x10'				✓	1/4 Screen	
Canter	5	$600	10'x8'				✓	5 on Page	
Trot	10	$450	10'x6' or 8'x6'				✓	Graphic Bullet List	
Walk	14	$250	Table Only					Text List	

Sponsorship Tiers — Program, Website, Social & Email Benefits

Tier	Max Qty	Program: Ad Size (Back Cover Logo)	Website Marketing: Logo	Website Marketing: Link (Site or Soc Med)	Social Media: Qty of Posts	Social Media: Upgrade to Boost	Email Quantity	Attendee Email List
Premier Sponsorship: Dinners	2	Full Page with Bleed (Back Cover Logo)	✓	✓	6	$10 - $50	6	✓
Lunch Sponsors	3	Full Page with Bleed	✓	✓	5	$10 - $50	5	✓
Transportation Sponsor *	2	Full Page	✓	✓	5	$10 - $50	5	✓
Gallop	4	Full Page	✓	✓	4	$10 - $50	4	
Canter	5	Half Page	✓	✓	3	$10 - $50	3	
Trot	10	1/4 Page	✓	✓	2	$10 - $50	2	
Walk	14	Link, Logo, & QR Code	Text Only	✓	1	$10 - $50	1	

SHAW
Collaborative Learning Center
Booth Locations

Trade Fair Booth Location Key

All Premium & Gallop Booths
A1-A11 (Auditorium) 10' x 10'

Canter Booths
C1-C5 (Hallway) 10' x 8'

Trot Booths
T1-T10 (Classroom 111)
10' x 6' & 8' x 6'

Walk - Table Spaces
W1-W14 (Hallway)
6' x 3'

VANS

STAIR D

RM 121

RM 120

C1
C2
C3

W1
W2
W3
W4

W5
W6
W7

W8
W9

RM 119

RM 118

W10
W11

RM 116

RM 114

SCHOLAR / FACULTY 114A

FOCUS AREA 114B

W12
W13
W14

Women's Restroom

ELEV. A

IDF 110B
JAN. 110A

WOMEN 117
MEN 115

C4
C5

Men's Restroom

RM 113

T1
T2
T3

T10

RM 111

T9
T8

T7

T6
T5
T4

RAMP

STAIR B

Welcome Area

DORMS

Drinks
STAIR A

RM 101

Food

STAIR C

A7
A6

Drinks

A8
A9
A10
A11

A1
A2
A3
A4
A5

AUDITORIUM 106

GREEN ROOM 102

CORRIDOR 103

STAGE 104

ELEV. VEST. 105

ELEV. B

2024 AAETT Conference
Booth Amenities Chart

Booth Number:	Booth Size	Staffable	Banners Free-Standing	Banners Hang	Electricity
Auditorium					
A1	10'x10'	√	√		√
A2	10'x10'	√	√		√
A3	10'x10'	√	√		√
A4	10'x10'	√	√		√
A5	10'x10'	√	√		√
A6	10'x10'	√	√		Limited *
A7	10'x10'	√	√		Limited *
A8	10'x10'	√	√		√
A9	10'x10'	√	√		√
A10	10'x10'	√	√		√
A11	10'x10'	√	√		√
Canter (Hallway)					
C1	10'x8'	√	√	√	√
C2	10'x8'	√	√	√	
C3	10'x8'	√	√	√	
C4	10'x8'	√	√		Limited *
C5	10'x8'	√	√		Limited *
Trot (Trade Fair Room)					
T1	10'x6'	√	√	√	√
T2	10'x6'	√	√	√	√
T3	10'x6'	√	√	√	√
T4	10'x6'	√	√		√
T5	10'x6'	√	√		√
T6	10'x6'	√	√		√
T7	8'x6'	√	√		√
T8	8'x6'	√	√		
T9	8'x6'	√	√		
T10	8'x6'	√	√		√
Walk (Hallway)					
W1	6'x3'		√		
W2	6'x3'		√		Limited
W3	6'x3'		√		Limited
W4	6'x3'		√		
W5	6'x3'		√	√	√
W6	6'x3'		√	√	
W7	6'x3'		√	√	
W8	6'x3'		√		Limited
W9	6'x3'		√		Limited
W10	6'x3'		√		
W11	6'x3'		√		Limited
W12	6'x3'		√		Limited
W13	6'x3'		√		Limited
W14	6'x3'		√	√	

* Booths noted as "Limited *" for Electricity will need an extension cord and gaff tape to be safe for foot traffic

Premier Dinner Sponsorship $3,500
(or $7,000 exclusive sponsorship)
*Two Max

- Two options available: Friday or Saturday; can choose both for exclusive sponsorship

- Premium 10'x10' Booth space in the Auditorium (all booth items must be self-supporting, or rent pipe & drape)

- 15 Mins Sponsor Presentation during the sponsored dinner, just prior to the Special Guest Speaker

- Large Pop-Up Banner on stage (max width 4', max height 10')

- Banner above food & beverage tables in Auditorium (horizontal: max width 6', max height 2.5'; vertical: max width 2.5', max height 4')

- Large banner in arena where all demos & hands-on sessions with horses will occur (max width 8', max height 3.5')

- Full-page slide on PowerPoint intro credits & slideshow played throughout the day on the auditorium screen

- Vendor demonstration / presentation option available during main Conference schedule

- Full size page ad in the program, with bleed - inside front or back cover (sponsor supplied, all content must be within print margins, background color will bleed to page edges, 8.75"w x 11.25"h portrait layout)

- Logo on Conference Program Back Cover

- Marketing on AAETT website, Conference page (sponsor supplied graphics and links):
    - Your logo graphic
    - Link to your website & social media

- 6 Social Media posts about Vendor (graphic and verbiage supplied by vendor), with a thank you for sponsoring the Conference - if a single sponsor becomes the exclusive Premium Dinner sponsor, this will be 12 Social Media posts. They can be different ads, but the sponsor must provide them with details of preferred timing.
    - Option to boost social media posts with additional cost of $10-$50 per post - vendor preference of price and post

- Prominent social media tags on posts about Conference (links or hashtags provided by sponsor)

- 6 Email ads sent to entire AAETT Contact List through our database

- Email contact information from Conference attendees

Daily Lunch Sponsorship $1,500
(or $4,500 exclusive full-weekend sponsorship Friday, Saturday, and Sunday) *Three Max

- Three options available: Friday, Saturday or Sunday; can choose all 3 for exclusive sponsorship

- Premium 10'x10' Booth space in the Auditorium (all booth items must be self-supporting, or rent pipe & drape)

- Banner above food & beverage tables in Auditorium (horizontal: max width 6', max height 2.5'; vertical: max width 2.5', max height 4')

- Large banner in arena where all demos & hands-on sessions with horses will occur (max width 8', max height 3.5')

- Full-page slide on PowerPoint intro credits & slideshow played throughout the day on the auditorium screen

- Vendor demonstration / presentation option available during main conference schedule

- Full size page ad in the program, with bleed - prominent location (sponsor supplied, all content must be within print margins, background color will bleed to page edges, 8.75"w x 11.25"h portrait layout)

- Logo on Conference Program Back Cover

- Marketing on AAETT website, Conference page (sponsor supplied graphics and links):
    - Your logo graphic
    - Link to your website & social media

- 5 Social Media posts about Vendor (graphic and verbiage supplied by vendor), with a thank you for sponsoring the Conference - if a single sponsor becomes the exclusive Lunches Sponsor, this will be 12 Social Media posts. They can be different ads, but the sponsor must provide them with details of preferred timing.
    - Option to boost social media posts with additional cost of $10-$50 - vendor preference of price and post

- Prominent social media tags on posts about Conference (links or hashtags provided by sponsor)

- 5 Email ads sent to entire AAETT Contact List through our database

- Email contact information from Conference attendees

Conference Transportation Sponsorships
$1,200 / Van
(Up to 2 Vans) *Two Max

• **Premium 10'x10' Booth space in the Auditorium**
 (all booth items must be self-supporting, or rent pipe & drape)

• **Magnetic sponsor logo on sides of vans with up to 2 logo magnets / van**
 (magnets provided by vendor)

• **Large banner in arena where all demos & hands-on sessions with horses will occur**
 (max width 8', max height 3.5')

• **Full-page slide on PowerPoint intro credits & slideshow played throughout the day**
 on the auditorium screen

• **Full page ad in the program – prominent location (sponsor supplied, 8.75"w x 11.25"h portrait layout)**

• **Logo on Conference Program Back Cover**

• **Marketing on AAETT website, Conference page (sponsor supplied graphics and links):**
        • **Your logo graphic**
        • **Link to your website & social media**

• **5 Social Media posts about Vendor (graphic and verbiage supplied by vendor),**
 with a thank you for sponsoring the Conference - if a single sponsor becomes the exclusive
 Transportation Sponsor, this will be 10 Social Media posts. They can be different ads, but the sponsor
 must provide them with details of preferred timing.
        • **Option to boost social media posts with additional cost of $10-$50 per post - vendor preference**
          of price and post

• **Prominent social media tags on posts about Conference (links or hashtags provided by sponsor)**

• **5 Email ads sent to entire AAETT Contact List through our database**

• **Email contact information from Conference attendees**

Gallop Sponsorship $750
Four Max

• Premium 10'x10' Booth space in the Auditorium
  (all booth items must be self-supporting, or rent pipe & drape - see Booth Amentities Chart for details)

• Large banner in arena where all demos & hands-on sessions with horses will occur
  (max width 8', max height 3.5')

• 1/4-page slide on PowerPoint intro credits & slideshow played throughout the day
  on the auditorium screen

• Full page ad in the program – prominent location (sponsor supplied, 7.75"w x 11"h portrait layout)

• Logo on Conference Program Back Cover

• Marketing on AAETT website, Conference page (sponsor supplied graphics and links):
        • Your logo graphic
        • Link to your website & social media

• 4 Social Media posts about Vendor (graphic and verbiage supplied by vendor),
  with a thank you for sponsoring the Conference
        • Option to boost social media posts with additional cost of $10-$50 per post - vendor preference
          of price and post

• Social media tags on posts about Conference (links or hashtags provided by sponsor)

• 4 Email ads sent to entire AAETT Contact List through our database

Canter Sponsorship $600
Five Max

- 10'x8' Booth space in the Shaw CLC Hallway
  (certain booths can hang banners while others must be free-standing, pipe and drape available for rent.
  see Booth Amenities Chart for details)

- Large banner in arena where all demos & hands-on sessions with horses will occur
  (max width 8', max height 3.5')

- 1/5-page slide on PowerPoint intro credits & slideshow played throughout the day
  on the auditorium screen

- Half page ad in the program (sponsor supplied, 7.25"w x 5.25"h landscape layout)

- Logo on Conference Program Back Cover

- Marketing on AAETT website, Conference page (sponsor supplied graphics and links):
  - Your logo graphic
  - Link to your website & social media

- 3 Social Media posts about Vendor (graphic and verbiage supplied by vendor), with a thank you
  for sponsoring the Conference
  - Option to boost social media posts with additional cost of $10-$50 per post - vendor preference
    of price and post

- Social media tags on posts about Conference (links or hashtags provided by sponsor)

- 3 Email ads sent to entire AAETT Contact List through our database

Trot Sponsorship $450

- 10'x6' or 8'x6' Booth space in the Shaw CLC Classroom 111
  (certain booths can hang banners while others must be free-standing, pipe and drape available for rent.
  see Booth Amenities Chart for details)

- Banner in arena where all demos & hands-on sessions with horses will occur
  (max width 6', max height 2.5')

- Graphic included on PowerPoint intro credits & slideshow played throughout the day
  on the auditorium screen

- Quarter page ad in the program (sponsor supplied, 3.75"w x 5"h portrait layout)

- Marketing on AAETT website, Conference page (sponsor supplied graphics and links):
  - Your logo graphic
  - Link to your website & social media

- 2 Social Media posts about Vendor (graphic and verbiage supplied by vendor), with a thank you
  for sponsoring the Conference
  - Option to boost social media posts with additional cost of $10-$50 per post - vendor preference
    of price and post

- Social Media tags on posts about Conference (links or hashtags provided by sponsor

- 2 Email ads sent to entire AAETT Contact List through our database

Walk Sponsorship $250

• 6'x3' Table space in the Shaw CLC Hallway
  (unstaffed; certain booths can hang banners while others must be free-standing,
  pipe and drape available for rent - see Booth Amenities Chart for details)

• Business or individual name included on PowerPoint intro credits & slideshow played throught the day
  on the auditorium screen

• Website link, logo, and QR code (all sponsor supplied) included in the program

• Marketing on AAETT website, Conference page (sponsor supplied links):
      • Your company name
      • Link to your website & social media

• 1 Social Media post about Vendor (graphic and verbiage supplied by vendor), with a thank you
  for sponsoring the Conference
      • Option to boost social media posts with additional cost of $10-$50 per post - vendor preference
        of price and post

• Social media tag on post about Conference (links or hashtags provided by sponsor)

• 1 Email ad sent to entire AAETT Contact List through our databas

Annual Sponsorship Information

• DON'T FORGET - Annual AAETT Sponsors get discounts on Conference Sponsorships!

• For Sponsors wishing to hang banners in booths which must be free-standing, pipe and black
  draping can be rented to accommodate those needs

• Upgrades are available (inquire for pricing):
       • Program ad sizes
       • Ad size on PowerPoint on Auditorium screen
       • Quantity of Social Media Posts & Email Advertising

• Rectangular tables, chairs, and black tablecloths are available for rent at an additional cost

Item	Price
8' Table	$ 28.00
8' Tablecloth	47.00
6' Table	27.00
6' Tablecloth	47.00
Chairs	2 Included
Pipe & Drape	110.00

Banner Specifications

• See Booth Amenities Chart on page 4 to determine banner opportunities for each sponsorship tier
  and booth location. If the booth selected does not allow for hanging banners, and you wish to hang them,
  pipe & black draping can be rented to allow that.

Electrical Availability

• See Booth Amenities Chart on page 4 to determine electrical availability for each sponsorship tier
  and booth location. Please note that booths noted as "Limited" for Electrical access have fewer outlets nearby,
  and / or may require an extension cord covered with gaff tape to supply electricity to the booth.

Program Specifications

• Print program will be 8.5"x11" total dimensions
• Specifications for submissions from Sponsors:
    - Full Page w/ Bleed (Inside Covers): 8.75"w x 11.25"h (portrait layout)
    - Full Page Ads: 7.75"w x 11"h (portrait layout)
    - 1/2 Page Ads: 7.25"w x 5.25"h (landscape layout)
    - 1/4 Page Ads: 3.75"w x 5"h (portrait layout)
    - Business Card Ad (1/8 Page): 3.5"w x 2"h (landscape layout)

2024 AAETT Conference
Overall Schedule

		Tuesday, June 25th, 2024	
TBD	TBD	HEAL Equine Manual Lymphatic Drainage Certification Course	TBA
TBD	TBD	Equine Cupping USA Certification Course	Second Wind Farm, Wilmore, KY
		Wednesday, June 26th, 2024	
TBD	TBD	HEAL Equine Manual Lymphatic Drainage Certification Course	TBA
10:00	5:00	Early Check-In (Presenters & Attendees)	Shaw CLC Lobby
10:00	5:00	Vendor Setup	Shaw CLC 1st Floor
		Thursday, June 27th, 2024	
7:00	6:00	Check-In (Presenters & Attendees)	Shaw CLC Lobby
7:30	8:00	Vans to Barns for Wet Labs (Vans will Transport as-Needed All Day	Shaw CLC Parking Lot
7:30	8:00	Breakfast Bites (Paid Breakfast Tickets Only), Coffee, Tea	Shaw CLC Lobby
8:00	5:00	Vendor Setup; Trade Fair Open at Option of Each Sponsor	Shaw CLC 1st Floor
8:00	6:00	Local Activities (Outside Vendors) for Attendees not doing Paid Wet	Shaw CLC Parking Lot
8:00	11:00	Paid Wet Labs (Added Cost, Pre-Registration Required)	Shaw Classrooms & Barn
11:00	12:00	Lunch (Paid Lunch Tickets Only)	Shaw CLC Auditorium & Barn
12:00	3:00	Paid Wet Labs (Added Cost, Pre-Registration Required)	Shaw Classrooms & Barn
3:00	3:30	Break	
3:30	6:30	Paid Wet Labs (Added Cost, Pre-Registration Required)	Shaw Classrooms & Barn
		Dinner on Own	
		Friday, June 28th, 2024	*NOTE: Shaw CLC is not available until 1:30 pm*
7:00	12:00	Check-In (Presenters & Attendees)	Bayless Arena
7:00	8:00	Vans to Barns for Wet Labs	Shaw CLC Parking Lot
7:30	8:00	Breakfast Bites (Paid Breakfast Tickets Only), Coffee, Tea	Bayless Arena
8:00	9:30	Educational Wet Labs	Bayless Arena, Classroom, & Barns
9:30	9:45	Break	
9:45	11:15	Educational Wet Labs	Bayless Arena, Classroom, & Barns
11:15	11:30	Break	
11:30	1:00	Educational Wet Labs	Bayless Arena, Classroom, & Barns
1:00	1:30	Vans to Shaw CLC for Classroom Sessions	Bayless Parking Lot
1:00	2:00	Boxed Lunches (Paid Lunch Tickets Only)	Shaw CLC Room 120
1:00	5:30	Trade Fair Open	Shaw CLC 1st Floor
1:30	2:15	Introductory Session by AAETT, Key Note Speaker: TBA	Shaw CLC Auditorium
2:15	2:30	Break	
2:30	3:15	Panel Discussion: TBA	Shaw CLC Auditorium
3:15	3:30	Break	
3:30	4:30	Educational Classroom Sessions	Shaw CLC Classrooms
4:30	5:30	Break	
5:30	7:30	Dinner & Networking; Special Guest Speaker	Shaw CLC Auditorium

2024 AAETT Conference
Overall Schedule

Saturday, June 29th, 2024			
7:30	8:00	Vans to Barns for Wet Labs	Shaw CLC Parking Lot
7:30	8:00	Breakfast Bites (Paid Breakfast Tickets Only), Coffee, Tea	Bayless Arena
8:00	9:30	Educational Wet Labs	Bayless Arena, Classroom, & Barns
9:30	9:45	Break	
9:45	11:15	Educational Wet Labs	Bayless Arena, Classroom, & Barns
11:15	12:15	Boxed Lunches	Bayless Arena
11:30	12:15	Vendor Wet Labs	Barns
12:15	12:45	Break, Vans to Shaw CLC for Educational Classroom Sessions	Bayless Parking Lot
12:15	5:30	Trade Fair Open	Shaw CLC 1st Floor
12:45	1:30	Working Round Tables (by Region)	Shaw CLC Auditorium
1:30	1:45	Break	
1:45	2:45	Educational Classroom Sessions	Shaw CLC Classrooms
2:45	3:00	Break	
3:00	4:00	Educational Classroom Sessions	Shaw CLC Classrooms
4:00	4:15	Break	
4:15	5:15	Panel Discussion: TBA	Shaw CLC Auditorium
5:15	5:30	Break	
5:30	7:30	Dinner & Networking; Special Guest Speaker	Shaw CLC Auditorium
Sunday, June 30th, 2024			
7:30	8:00	Vans to Barns for Wet Labs	Shaw CLC Parking Lot
7:30	8:00	Breakfast Bites (Paid Breakfast Tickets Only), Coffee, Tea	Bayless Arena
8:00	9:30	Educational Wet Labs	Bayless Arena, Classroom, & Barns
9:30	10:00	Break, Vans to Shaw CLC for Educational Classroom Sessions	
9:30	3:00	Trade Fair Open	Shaw CLC 1st Floor
10:00	10:45	Round Table Recap	Shaw CLC Auditorium
10:45	11:00	Break	
11:00	12:00	Educational Classroom Sessions	Shaw CLC Classrooms
12:00	12:30	Break, Boxed Lunches (Paid Lunch Tickets Only)	Shaw CLC Auditorium
12:30	1:30	Panel Discussion: TBA	Shaw CLC Auditorium
1:30	2:00	Closing Speaker (& Award Presentation)	Shaw CLC Auditorium
2:00	5:00	AAETT Committee Sign-Ups, Committee Meetings	Shaw CLC Classrooms
3:00	5:00	Vendor Teardown	Shaw CLC 1st Floor