

INN NOVET

INTERNATIONAL VETERINARY BUSINESS CONFERENCE

OCTOBER 3RD to 5TH, 2010

HÔTEL DES SEIGNEURS OF SAINT-HYACINTHE

SPONSORSHIP

PROGRAM

Organized by :



In collaboration with :



InnoVet 2010, an international meeting for the veterinary industry, will take place in Saint-Hyacinthe from October 3rd to 5th, 2010. The event will focus on new solutions for the industry, aimed at protecting the health of animals during the husbandry process and at ensuring the food safety of meats, from slaughter to the consumer.

This fifth edition of the event is geared to business customers in the animal health industry. Some 200 participants are expected, and will mainly consist of industry managers and professionals.

InnoVet is:

- A unique conference where decision-makers from the veterinary biotechnological industry and related sectors meet;
- A forum for the exchange of information on the latest research and development breakthroughs; and
- A place where business leaders, investors and scientists can share and collaborate.

The theme of the program is:

**“Animal health and food safety:
Solutions to protect the industry”**

SPONSOR

Being an InnoVet 2010 sponsor is an excellent way to connect your company with a highly visible international event while increasing its notoriety and gaining access to the veterinary industry's main decision-makers and researchers.

In order to offer the best possible visibility to our partners, we have developed a sponsorship program that offers several different options. However, we will gladly develop a customized visibility plan according to your organization's specific needs.

Please note that sponsorship opportunities are limited. Should you want more information on our different sponsorship options or to see how they may better meet your organization's needs, please contact:

Mathieu Sévigny
Event organizer

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PROGRAM

During the event, simultaneous translation will be available in English and in French for all the conferences.

MONDAY, OCTOBER 4TH, 2010	
ANIMAL HEALTH SOLUTIONS	
7 : 30 AM	Registration
8 : 00 AM	Welcoming speeches
8 : 30 AM	Honorary chairman introduction Mr Réjean Nadeau, CEO Olymel s.e.c., Quebec, Canada
8 : 40 AM	Healthier animals = Safer Food = Healthier humans Mr Richard A. Raymond Former Nebraska State Health Officer, 1999 to 2005 Former U.S. Department of Agriculture Undersecretary for Food Safety, 2005 to 2008 United States
9 : 20 AM	Contaminants of animal feed : Risks for the health of animals and consumers? Mr Simon M. Shane Department of Epidemiology and Community Health School of Veterinary Medicine, Louisiana State University, Louisiana, United States
10 : 00 AM	Health break Networking
10 : 30 AM	Antimicrobial resistance : initiatives to minimize risks Mr Richard Reid-Smith Public Health Agency of Canada, Ontario, Canada
11 : 00 AM	The battle against viruses: innovations in human and animal virus detection and characterization Mr Yvan L'Homme Canadian Food Inspection Agency, Quebec, Canada
11 : 30 AM	Networking
12 : 00 PM	Lunch and conference
1 : 30 PM	Networking
2 : 00 PM	Challenges of vaccination for animal health and food safety Mr Philip Griebel Vaccine and Infectious Disease Organization (VIDO) - International Vaccine Centre (InterVac) University of Saskatchewan, Saskatchewan, Canada

2 : 30 PM	Economical impacts of emerging diseases : climate change and risk analysis Mr Javier Sanchez Centre for Veterinary Epidemiological Research University of Prince Edward Island, Prince Edward Island, Canada
3 : 00 PM	Elanco Food Solutions : from animal health to food safety Mr Allan Boonstra Elanco Food Solutions, Ontario, Canada
3 : 30 PM	Evolution of animal production systems : impact on animal health, food safety and zoonotic risk Mr Peter Davies College of Veterinary Medicine, University of Minnesota, Minnesota, United States
4 : 15 PM	Networking
6 : 00 PM	Dinner Cocktail

TUESDAY, OCTOBER 5TH, 2010	
PRE-HARVEST AND POST-HARVEST INTERVENTIONS TO ASSURE FOOD SAFETY	
7 : 30 AM	Registration
8 : 05 AM	Welcoming speech
8 : 15 AM	Animal agriculture and food safety in Canada : a look forward Mr Al Mussel George Morris Centre, Ontario, Canada
9 : 00 AM	HACCP (Hazard Analysis Critical Control Points) : application of new technologies to control risks Mrs Ann Letellier Chaire de recherche en salubrité des viandes Faculty of veterinary medicine, Université de Montréal, Quebec, Canada
9 : 30 AM	Control of E. Coli 0157:H7 from farm to fork Mr Tiruvoor G. Nagaraja College of Veterinary Medicine, Kansas State University, Kansas, United States
10 : 00 AM	Health break Networking
10 : 30 AM	New strategies to control Campylobacter Mr Philippe Fravalo Chaire de recherche en salubrité des viandes Faculty of veterinary medicine, Université de Montréal, Quebec, Canada

11 : 00 AM	Alternatives to chlorine as a sanitizer in poultry processing : novel approaches for reducing microbial contamination of fresh poultry Mr Arthur Hinton Richard B. Russell Research Center United States Department of Agriculture, Georgia, United States
11 : 30 AM	Networking
12 : 00 PM	Lunch and conference
1 : 30 PM	Networking
2 : 00 PM	Telepathology to serve slaughter plants : a communication tool for a faster decision making Mr Yves Robinson Canadian Food Inspection Agency, Quebec, Canada
2 : 30 PM	Innovations in slaughter plants waste management Mr Jean-François Hince Bio-Terre Systems inc., Quebec, Canada
3 : 00 PM	Innovations and trends in washing and disinfection Mr Pierre Stewart West Penetone inc., Quebec, Canada
3 : 30 PM	Risk management in an increased constraint environment : a challenge for the industry Mr Sylvain Fournaise Olymel s.e.c., Quebec, Canada
4 : 30 PM	Maple Leaf : new consumer demands and innovations for products and process To be confirmed Maple Leaf Consumer Foods inc., Ontario, Canada
5 : 00 PM	Closing speech

SPONSORSHIP PROGRAM

SPONSORSHIP	Availability	Cost	Public acknowledgement	Representative at opening conference	Place at head table	Acknowledgement during media relations	Number of passes	Booth in the exhibition hall	Advertising space in the official program	Promotional pamphlet	Logo on web site
Platinum	1	\$15,000	X	X	X	X	5	X	1 page	X	X
Gold	1	\$10,000	X		X	X	5	X	1/2 page	X	X
Silver	1	\$7,500	X		X	X	3	X	1/4 page	X	X
Bronze Conference lunch	2	\$5,000	X		X		2		Logo	X	X
Bronze Dinner cocktail	1	\$5,000	X				2		Logo	X	X
Welcome cocktail	1	\$2,500	X				2		Logo		X
Health break	2	\$4,000	X				1		Logo		X
Promotional products	1	\$3,000	X				1		Logo		X
Booth	10	\$2,000					1		Logo		X

PLATINUM

COST: \$15,000

AVAILABILITY: 1

This sponsorship entitles you to:

- Public acknowledgements during the event;
- The participation of one of your representatives during the opening of the conference;
- A suite available to you and your guests;
- A place at the head table for each conference lunch;
- Recognition as the event's main sponsor during media relations;
- Five passes to the event;
- Five invitations to the dinner cocktail on October 4th;
- A booth in the exhibition hall;
- A full page ad in the conference's final program;
- Insertion of your organization's promotional pamphlet in the participant's kit;*
- Your organization's name or logo:
 - On all promotional documents;
 - On the registration form;
 - On the posters thanking sponsors on the event site;
 - On the cover of the participant's kit;
 - On the home page of the event's web site;
 - In the "Sponsors" section of the event's web site, with hyperlink;
- Your organization's name or logo in all advertizing material pertaining to the event.

** Materials must be forwarded to us by September 10, 2010 at the latest*

GOLD

COST: \$10,000

AVAILABILITY: 1

This sponsorship entitles you to:

- Public acknowledgements during the event;
- A place at the head table for each conference lunch;
- Recognition as the event's main sponsor during media relations;
- Five passes to the event;
- Five invitations to the dinner cocktail on October 4th;
- A booth in the exhibition hall;
- A 1/2 page ad in the conference's final program;
- Insertion of your organization's promotional pamphlet in the participant's kit;*
- Your organization's name or logo:
 - On all promotional documents;
 - On the registration form;
 - On the posters thanking sponsors on the event site;
 - On the home page of the event's web site;
 - In the "Sponsors" section of the event's web site, with hyperlink;

** Materials must be forwarded to us by September 10, 2010 at the latest*

SILVER

COST: \$7,500

AVAILABILITY: 1

This sponsorship entitles you to:

- Public acknowledgements during the event;
- A place at the head table for each conference lunch;
- Recognition as the event's main sponsor during media relations;
- Three passes to the event;
- A booth in the exhibition hall;
- A 1/4 page ad in the conference's final program;
- Insertion of your organization's promotional pamphlet in the participant's kit;*
- Your organization's name or logo:
 - On all promotional documents;
 - On the registration form;
 - On the posters thanking sponsors on the event site;
 - On the home page of the event's web site;
 - In the "Sponsors" section of the event's web site, with hyperlink;

** Materials must be forwarded to us by September 10, 2010 at the latest*

BRONZE / CONFERENCE LUNCH

COST: \$5,000

AVAILABILITY: 2

CHOICE: CONFERENCE LUNCH OF THE OCTOBER 4TH OR 5TH

This sponsorship entitles you to:

- Five minutes speaking from one of your representatives during the opening of the lunch;
- A place at the head table for each conference lunch;
- Your logo on a multimedia presentation;
- Two passes to the event;
- Five invitations to your conference lunch;
- Insertion of your organization's promotional pamphlet in the participant's kit;*
- Your organization's name or logo:
 - On all promotional documents;
 - On the posters thanking sponsors on the event site;
 - On the home page of the event's web site;
 - In the "Sponsors" section of the event's web site, with hyperlink;

** Materials must be forwarded to us by September 10, 2010 at the latest*

BRONZE / DINNER COCKTAIL (OCTOBER 4TH)

COST: \$5,000

AVAILABILITY: 1

This sponsorship entitles you to:

- Five minutes speaking from one of your representatives during the opening of the cocktail;
- Your logo on a multimedia presentation;
- Two passes to the event;
- Five invitations to your cocktail;
- Insertion of your organization's promotional pamphlet in the participant's kit;*
- Your organization's name or logo:
 - On all promotional documents;
 - On the posters thanking sponsors on the event site;
 - On the home page of the event's web site;
 - In the "Sponsors" section of the event's web site, with hyperlink;

** Materials must be forwarded to us by September 10, 2010 at the latest*

WELCOME COCKTAIL (OCTOBER 3TH)

COST: \$2,500

AVAILABILITY: 1

This sponsorship entitles you to:

- Your poster at the welcome cocktail place
- Two passes to the event;
- Your organization's name or logo:
 - On the posters thanking sponsors on the event site;
 - On the home page of the event's web site;
 - In the "Sponsors" section of the event's web site, with hyperlink;

HEALTH BREAK

COST: \$4,000

AVAILABILITY: 2

CHOICE: HEALTH BREAK OF THE OCTOBER 4TH OR 5TH

This sponsorship entitles you to:

- Your poster at the health break place for all day;
- One pass to the event;
- Your organization's name or logo:
 - On the posters thanking sponsors on the event site;
 - On the home page of the event's web site;
 - In the "Sponsors" section of the event's web site, with hyperlink;

PROMOTIONAL PRODUCTS / BADGE AND LANYARD

COST: \$3,000 (materials extra)

AVAILABILITY: 1

This sponsorship entitles you to:

- Your logo on the participants' lanyards;
- Participation in the conference;
- Your organization's name or logo:
 - On the posters thanking sponsors on the event site;
 - In the participant's kit in the "Sponsors" section;
 - In the "Sponsors" section of the event's web site, with hyperlink.

BOOTH IN THE EXHIBITION HALL

COST: \$2,000

AVAILABILITY: 5

This sponsorship entitles you to:

- An 8' x 10' space with a table and two chairs;
- A list of participants;
- Participation in the conference;
- Your organization's name or logo in the "Exhibitors" section of the participant's kit;

We can also develop a customized solution in order to better meet your specific needs.

Each exhibitor must ensure that a representative is present in the booth from 8:00 a.m. to 5:00 p.m. during each day of the conference.