SECURING THE BOND

The 2019 NAIA Annual Conference | Oct. 25–27, Orlando

Sponsorship Opportunities

2019 NAIA CONFERENCE

ABOUT THE CONFERENCE

The 2019 National Animal Interest Alliance (NAIA) Conference continues a 28-year tradition of bringing together representatives from diverse animal-related fields with a shared interest in animal well-being, the human–animal bond, a passion for working with animals, and a desire for reasonable legislative remedies.

Each year, NAIA plans its conference around topics of current importance to animal professionals, owners, and caregivers, presenting cutting-edge information and rallying the most committed animal enthusiasts to action. This year we continue the 2018 theme of "Uniting to Save Our Endangered Breeds" by focusing on the next step: "Securing the Bond." In addition to presentations on genetics, animal training and maximizing canine fertility, we will hear from experts on protecting animal owners and industries from the threats of activists and overzealous animal cops.

AUDIENCE: 150–200 attendees **VENUE:** Double Tree by Hilton Hotel Orlando at SeaWorld, 407.352.1100

CONFERENCE FORMAT: The schedule and numerous recognition opportunities enable you to grow your knowledge about endangered breeds while building your business/brand awareness among an audience of animal welfare leaders. A lively welcome reception on Friday evening kicks off the conference and is the first opportunity for all sponsors, exhibitors, speakers, and attendees to connect. The schedule for Saturday and Sunday starts with breakfast presentations followed by morning sessions, a lunch presentation, and afternoon sessions. Refreshment breaks are provided, as well as ample time to network. Saturday's dinner, with cocktail hour and live music, offers additional time to connect.

SPEAKERS: Nationally renowned experts in animal science, genetics, conservation, husbandry, veterinary medicine, and advocacy (Confirmed as of August 5, 2019)

- Mark Dunn, Executive VP, AKC Registration and Customer Development
- Martina Greer, DVM, JD, Co-Owner, Veterinary Village and International Canine Semen Bank Wisconsin-Illinois; Animal Legal Resources, LLC; Chair, NAIA Board of Directors
- Sheila Kessler, JD, Partner, Animal Legal Resources, LLC; President, Humane Society of Portage County, WI
- Bonnie Pike, Top Breeder of Cocker Spaniels
- Julian Prager, JD, PA Federation of Dog Clubs; Board Member, Bulldog Club of America; NAIA Board Member
- Elizabeth A. Schuette, Managing Director, The ARK at JFK
- John M. Simpson, JD, Partner, Duane Morris, LLP
- Kay Johnson Smith, President and CEO, Animal Agriculture Alliance
- Patti Strand, NAIA President
- Shelley Wood, Director, ABC Animal Training, Gulf World Marine Park

BECOME A SPONSOR

Your sponsorship of the 2019 NAIA Conference demonstrates your commitment to an issue your customers and employees care deeply about: the welfare of animals. When you sponsor the NAIA Conference, you not only build awareness among conference attendees, but you also reach our entire alliance of animal scientists, veterinarians, pet industry business owners and leaders, dog, cat and bird club enthusiasts, farmers, sportsmen, conservationists, and pet owners. Let NAIA's website, e-news audience, and social media outreach help showcase your commitment to animal welfare. Reciprocal posts/shares, links, and mentions in your business newsletters and other marketing materials bolster the impact of your sponsorship.

ABOUT NAIA: Our mission is to promote the welfare of animals, to strengthen the human-animal bond, and to safeguard the rights of responsible animal owners, enthusiasts, and professionals through research, public information campaigns, and sound public policy. Founded in 1991, NAIA is recognized as an educational resource for the general public and a credible, rational alternative to animal rights extremism. We support animal welfare and the rights of responsible animal owners by:

- Presenting information and resources to help the public expand its knowledge about animals and animal welfare issues through resources such as Discover Animals for children and adults, research initiatives like the Shelter Project, and collaborations with partner organizations;
- Creating programs to improve the care and welfare of animals, such as Homes for Animal Heroes to rehome dogs that contributed to biomedical research; to raise awareness of the role animals have had, and continue to have, in the prevention, cure, and treatment of diseases; and to educate the public about the care research professionals provide to animals;
- Helping local authorities write laws that target irresponsible ownership practices and inhumane treatment of animals while safeguarding the rights of responsible animal owners; and
- Supporting the enforcement of state and federal laws that mandate the proper treatment of animals and provide penalties for animal abuse.

SPONSORSHIP OPPORTUNITIES

All sponsorships of $1,000+ include exhibit space, upon request. Preference for event and speaker/panel session recognition is provided on a first-come, first-served basis.

PRESENTING SPONSOR $15,000
Take top billing on all marketing materials and receive recognition at all conference events, including the Saturday dinner. Use the occasion for sharing from the podium your organization's special contribution to the cause of breed preservation.

DIAMOND SPONSOR $10,000
In addition to premiere marketing recognition, you may choose to be recognized as a sponsor of the Welcome Reception, one of the lunches, or a speaker/panel session.

PLATINUM SPONSOR $7,500
In addition to prominent marketing recognition, as a valued sponsor at this level, you may choose to sponsor a breakfast or speaker/panel session.

GOLD SPONSOR $5,000
Allow us to showcase your commitment to breed preservation. Choose a speaker/panel session to sponsor or allow us to choose for you.

SILVER SPONSOR $2,500
Enjoy an array of recognition benefits, including social media marketing and click-through links on NAIA's website. As a special thank you, your logo will be included on signage for the coffee/refreshment stations.

WELL WISHER $1,000
Boost your brand through additional marketing recognition before, during, and after the conference. Also included is a second invitation to the Welcome Reception or Saturday dinner for a guest, upon request.

EXHIBITOR $500
Showcase your products and services as an exhibitor, forge new relationships, and receive conference registration, including all meals and events.

DEADLINES	
Sept 27	Sponsor logos/ads
Oct 4	Exhibitor display requests

2018 CONFERENCE SPONSORS

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SPONSORSHIP BENEFITS

	Presenting Sponsor $15,000	Diamond Sponsor $10,000	Platinum Sponsor $7,500	Gold Sponsor $5,000	Silver Sponsor $2,500	Well Wisher $1,000	Exhibitor $500
Most prominent recognition on all signage and marketing	✓						
Opportunity to address attendees	✓	✓	✓				
Opportunity to provide exclusive, branded item as event favor	✓	✓	✓				
Special recognition, upon request	Saturday Dinner	Welcome Reception, Lunch, or Speaker/ Panel Session	Breakfast or Speaker/ Panel Session	Speaker/ Panel Session			
VIP seating at all meals and special events	✓	✓	✓	✓			
Social media recognition	✓	✓	✓	✓			
Logo on digital and print event signage	✓	✓	✓	✓	✓		
Logo and link on website	✓	✓	✓	✓	✓	✓	
Number of registrations included	6	4	4	2	2	1	1
Recognition in conference program	Full-page ad	1/2 page ad	1/4 page ad	1/4 page ad	Logo	Logo	Logo
One 6-foot exhibitor display table	✓	✓	✓	✓	✓	✓	✓

SPONSORSHIP COMMITMENT FORM

CONTACT INFORMATION

Company Name _____

Contact Name & Title _____

Street Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

BILLING INFORMATION (IF DIFFERENT FROM ABOVE)

Contact Name & Title _____

Email _____ Phone _____

SPONSORSHIP LEVEL

- ○ Presenting Sponsor $15,000
- ○ Diamond* $10,000
- ○ Platinum* $7,500
- ○ Gold* $5,000
- ○ Silver $2,500
- ○ Well Wisher $1,000
- ○ Exhibitor $500
- ○ Other $_____

For Sponsors of $1,000+ Would you like an exhibitor table? ○ Yes ○ No

PAYMENT

○ Check enclosed ○ Invoice me ○ Credit card (Circle One): Visa Mastercard AmEx Discover

Cardholder Name _____

Card Number _____ Expiration Date _____ CVC Code _____

Signature _____ Today's Date _____

NAIA PO Box 66579 Portland OR 97290 Fax 503.227.8592 events@NAIAonline.org

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