



# 2020 Virtual Seminar Series

## Sponsorship Program

# Beyond Trends, Risk & Trust



## 8 Seminar Sessions

Learn tips for Leadership in Crisis

Hear from Leading Industry Experts

Connect with Canadian Regulators

Discuss Current and Future Economic & Trade Perspectives

## Why invest in the CAHI Virtual Seminar Series?

As a sponsor of the 2020 Virtual Seminar Series, you demonstrate your commitment to a viable and profitable animal Canadian health industry.

You will reach and gain profile with our industry's key leaders and decisionmakers.

- **Speak & Engage** – share insights with our audience
- **Connect** – and build new partnerships
- **Inspire** – demonstrate your leadership and inspire our audience with your corporate vision

We are the trade association representing the developers, manufacturers and distributors of animal pharmaceuticals, biologics, feed additives and animal pesticides that keep animals healthy.

**The Canadian Animal Health Institute is the unified voice for the animal health industry in Canada**

**Book your sponsorship package today!**

Colleen McElwain  
Programs Director  
[cmcelwain@cahi-icsa.ca](mailto:cmcelwain@cahi-icsa.ca)  
519-763-7777

## Program Overview

**Boost Your Brain** - *Dr. Brynn Winegard, Business Brain Expert*

**Leading Through the Storm** – *Dr. Robyne Hanley-Dafoe, Resiliency and Workplace Wellness Expert*

**Trust-Building Transparency Workshop** – *JJ Jones, Centre for Food Integrity*

**Canadian Regulatory Panel** – *Connect with leaders at Health Canada and the Canadian Food Inspection Agency, Facilitated by CommuniVET*

**Economics & Trade, Implications for Animal Agriculture** – *Economist Kevin Greir and Phil Boyd, Executive Director at the Turkey Farmers of Canada, Moderated by Dr. Rob Bell, Bio Agri Mix*

**Transformation in Agriculture, Canada's Place in the Global Economy** – *Dr. Evan Fraser, Arrell Food Institute, University of Guelph and Al Mussell, Agri-Food Economic Systems, Moderated by Dr. Rob Bell, Bio Agri Mix*

**Status of Veterinarian Mental Health** – *Colin Siren, Kynetec & Dr. Kathy Keil, Merck along with PhD candidate Jennifer Perret, Ontario Veterinary College*

**Responding to COVID-19** – *What business leaders should know, presented by PwC Canada*

## CAHI Members & Partners

COVID-19 and the social distancing measures to help control its spread have made 2020 a year like no other. The health and safety of our members, staff and stakeholders is of utmost importance and as such, CAHI has adapted its in-person Annual Convention into a Virtual Seminar Series to share knowledge and tools which will help us navigate these uncertain times.

Helping Canadians to understand the benefits of animal health products relative to their risks has always been one of CAHI's primary goals. Engaging with animal owners, veterinarians, our public and government officials about the need for animal health products to promote good animal health and welfare is as important now as it was in 1968.

Included in this brochure is our 2020 Virtual Seminar Series Sponsorship Program. For alternate sponsorship opportunities please contact Colleen McElwain at [cmcelwain@cahi-icsa.ca](mailto:cmcelwain@cahi-icsa.ca). In order to acknowledge our sponsors in our event materials, we would appreciate hearing from you as soon as possible.

Thank you,  
**Annual Convention Committee**

---

## Thank you to our 2019 Sponsors

Animalytix

Associated Veterinary Purchasing Co.  
Ltd.

ATS Healthcare

Beeler Consulting Inc.

BioMedEx

Farm Credit Canada

Feedlot Health Management Services  
Ltd.

Glacier Media

- Canadian Cattlemen
- Farmtario
- Western Producer
- Country Guide
- Manitoba
- Cooperator
- Grainews
- Le Bulletin des agriculteurs
- AlbertaFarmer

Hills Pet Nutrition

IDEXX Laboratories Canada

Impact Vet – A Division of AgData Ltd.

Kynetec

Lynden International Logistics

Merck Animal Health

Ontario Farmer Publications

Phibro Animal Health

Veterinary Purchasing Co. Ltd.

Zoetis

## CANADIAN ANIMAL HEALTH INSTITUTE

160 Research Lane, Suite 102, Guelph, Ontario N1G 5B2

Ph: 519-763-7777 Email: [cahi@cahi-icsa.ca](mailto:cahi@cahi-icsa.ca) Website: [www.cahi-icsa.ca](http://www.cahi-icsa.ca)

Twitter: [@cahi\\_icsa](https://twitter.com/cahi_icsa) Facebook: [@CdnAnimalHealth](https://www.facebook.com/CdnAnimalHealth) LinkedIn: [@canadian-animal-health-institute](https://www.linkedin.com/company/canadian-animal-health-institute)



# CAHI 2020 Virtual Seminar Series Sponsorship Program

Sponsorship Level	Value	Features	Free Seminar Registrations	Verbal Recognition	Website
Platinum	\$5,000	<ul style="list-style-type: none"> <li>Company logo and corporate message/ad on displayed before and after each seminar presentation</li> </ul>	2 people @ eight seminars	<ul style="list-style-type: none"> <li>Opening and closing remarks for each seminar session</li> </ul>	Listed on each seminar session page
Gold	\$4,000	<ul style="list-style-type: none"> <li>Company logo and corporate message/ad on displayed before and after each seminar presentation</li> </ul>	1 person @ eight seminars	<ul style="list-style-type: none"> <li>Opening and closing remarks for each seminar session</li> </ul>	Listed on each seminar session page
Silver	\$2,500	<ul style="list-style-type: none"> <li>Company logo and corporate message/ad on displayed before and after each seminar presentation</li> </ul>	Discounted seminar registrations - \$15 off 16 seminar registrations	<ul style="list-style-type: none"> <li>Opening and closing remarks for each seminar session</li> </ul>	Listed on each seminar session page
Keynote Speaker	\$4,000	<ul style="list-style-type: none"> <li>Company logo and corporate message/ad on displayed before and after seminar session</li> <li>Opportunity to introduce the seminar speaker(s)</li> </ul>	1 person @ eight seminars	<ul style="list-style-type: none"> <li>Opening and closing remarks for the sponsored seminar session</li> </ul>	Featured on the seminar session page
Graphic Design	\$2,500	<ul style="list-style-type: none"> <li>Company logo and corporate message/ad on displayed before and after a seminar session (of your choosing, if not already sponsored)</li> </ul>			Featured on the seminar program page and in the 2019/20 CAHI Annual Report
Contributing	\$1,000	<ul style="list-style-type: none"> <li>Logo included in group slide at the conclusion of all seminars</li> </ul>		<ul style="list-style-type: none"> <li>General recognition during closing remarks</li> </ul>	

Ads will also be shared by CAHI on Twitter as a special recognition for applicable levels of sponsorship