



# BCVA Congress

## Exhibition and Sponsorship Opportunities

Riviera International Conference Centre  
13<sup>th</sup> – 16<sup>th</sup> October 2010



## **Introduction**

Following on from another successful congress in Southport last year, where over 500 people attended, this year BCVA heads back to the Riviera International Conference Centre in Torquay.

This is our 6<sup>th</sup> annual congress and, as we build on the success of the previous five, this one is guaranteed to have that special atmosphere that can only be found at a BCVA congress.

The scientific programme promises to have something for all and will follow the format of previous congresses with themed streams running in parallel together with a number of workshops. As ever, and in the true spirit that defines BCVA, congress will include plenty of opportunities for delegates, speakers and sponsors to relax and interact during the social events taking place over the 3 days.

The following brochure details the sponsorship opportunities that have been built upon over the years to help make BCVA Congress the event that serious players working within the cattle veterinary industry want to attend.

The list is by no means exhaustive and, as ever, BCVA are more than happy to try and accommodate any new ideas that you may have to take the whole congress experience forward for our mutual benefit.

Yours sincerely

Declan O'Rourke  
Hon Treasurer

## Sponsorship

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Sponsorship is one of the most effective methods by which companies can reach their desired audience. All sponsor's logos will be included on all congress literature, signage, on theatre screens during all breaks in scientific lectures and acknowledged on the dinner menus.

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### SESSION SPONSORSHIP\*

£ 250 + VAT

The congress sessions will take place over 3 days. You will get the opportunity to sponsor a half hour session. Your company will supply a speaker paying for their registration, travel and accommodation. This also applies in the case where the speakers have already been invited by BCVA. Sponsorship will include your logo on the programme and acknowledgement in all promotional material, as above. Topic/title must be approved by BCVA.

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### 'MEET THE COUNCIL' DRINKS RECEPTION (WEDNESDAY EVENING)

£ 300 + VAT + half the cost of the bar bill (usually about £400)

Over 100 delegates attended this event last year making it a great way to start the congress. It is to be held at the congress hotel, The Grand. Each person will receive two vouchers, one donated by the sponsoring company and one from BCVA. Each voucher will be overprinted with your company logo. Sponsorship of this event will give the opportunity for a senior company representative to say a few words at an appropriate point during the reception as well as acknowledgement in all promotional material.

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### WELCOME DRINKS RECEPTION (THURSDAY EVENING)

£1000 + VAT + cost of wine and beverages

All delegates, VIPs and guests attending the dinner will be given the chance to network with others at the reception to be held in the exhibition area. Sponsorship of this event will give the opportunity for a senior company representative to say a few words at an appropriate point during the reception as well as acknowledgement in all promotional material.

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### DINNER/ENTERTAINMENT (THURSDAY EVENING) PRESIDENTS DINNER, A BLACK TIE EVENT

£5000 + VAT (this amount is for exclusive sponsorship, but any part of the evening could be sponsored separately)

The dinner is to be held at the Conference Centre and will be attended by more than 250 people. Dinner will be followed by music provided by a big band and ballroom dancing with master classes. Sponsorship will include company logo on invitations, tickets and menu cards, plus any relevant signage, the opportunity for a senior company representative to say a few words at an appropriate point in the evening and acknowledgement in all promotional material.

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\* Style, design and content to be approved by the BCVA prior to production

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#### FRIDAY DRINKS RECEPTION

£1000 + VAT + cost of wine and beverages

This could be a themed reception. It's another opportunity for delegates to meet up with other colleagues, trade exhibitors, guests and sponsors before dinner. Sponsorship of this event will give the opportunity for a senior company representative to say a few words at an appropriate point during the reception as well as acknowledgement in all promotional material.

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#### FRIDAY DINNER/ENTERTAINMENT

£2000 + VAT

Friday night will be a much more informal event with dinner followed by entertainment. Sponsorship will include your company logo on invitations, tickets and menu cards, plus any relevant signage, the opportunity for a senior company representative to say a few words at an appropriate point in the evening and acknowledgement in all promotional material.

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#### DELEGATES BAGS\*

£1250 + VAT + cost of bags and printing (approx £3500)

Bags will be handed to delegates on arrival at the Congress. This sponsorship opportunity offers the benefit that many delegates continue to use the bags after the event, thus giving ongoing promotion for the sponsoring company. Sponsorship will include your company logo on the front of the bag and acknowledgement in all promotional material. The bags can be either sourced by BCVA or by the sponsoring company.

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#### UMBRELLA SPONSORSHIP\*

£500 + VAT + cost of umbrellas

Umbrellas can be either sourced by BCVA or by the sponsoring company. There is a short distance to walk between the conference centre and the hotels and in October an umbrella could be very useful. Also there is the benefit that a lot of delegates will use the umbrellas after the event giving ongoing promotion to the sponsor. Sponsorship will include the company logo on the umbrella, which would be handed to delegates on arrival and acknowledgement in all promotional material.

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#### NOTEPAD SPONSORSHIP\*

£250 + VAT + cost of notepads

Notepads can be either sourced by BCVA or the sponsoring company. This type of sponsorship is always much appreciated by delegates and often they continue to use the notepad after the event. Sponsorship will include your company logo on the notepads which will be included in the delegate bags and acknowledgement in all promotional material.

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#### PEN SPONSORSHIP\*

£250 + VAT + cost of pens

This type of sponsorship is always much appreciated by delegates. Sponsorship will include your company logo on the pens which will be included in the delegate bags and acknowledgement in all promotional material. Pens can be either sourced by BCVA or the sponsoring company.

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#### LANYARDS/BADGE HOLDERS\*

£500 + VAT + cost of lanyards and badges

Lanyards are becoming very popular with delegates for attaching mobile phones to after the event. Sponsorship will include your company name/logo on the lanyards which will be handed to delegates on arrival and acknowledgement in all promotional material. The lanyards and badges can be either sourced by BCVA or by the sponsoring company.

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#### DELEGATE BAG INSERT\*

£250 + VAT

An opportunity to promote your company through an A4 leaflet or flyer, a CD, DVD, other original items or gifts in the delegate bags given to each delegate on their arrival.

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#### STEWARD SPONSORSHIP\*

£2500 + VAT + cost of polo-shirts and printing

Eight veterinary students are enlisted to help things to run smoothly. Students wear the polo-shirts throughout the day and attend all scientific sessions. They are highly visible at the question and answer times when passing the microphone to delegates. These shirts would have your company name/logo on them and can be sourced by BCVA or the sponsoring company. Many stewards from past meetings still wear their shirts offering the company ongoing promotion.

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#### POSTER BOARDS

£500 +VAT

There will be a poster session running throughout the Congress and boards will be displayed in the exhibition area. This has proved popular with delegates in the past and many will spend time looking around the posters. Sponsorship of the event would mean your company name/logo being advertised in a prominent position on each board used as well as acknowledgement in all promotional material.

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\* Style, design and content to be approved by the BCVA prior to production

Deliveries will only be accepted from Tuesday 12<sup>th</sup> October and all deliveries should be marked in **big** writing for the attention of Maria Sofiano, c/o BCVA, Riviera International Conference Centre, Chestnut Avenue, Torquay, Devon TQ2 5LZ

If you wish to make a bid for any of the sponsorship opportunities at Congress please complete and return this form to the BCVA Office giving your 1<sup>st</sup> and 2<sup>nd</sup> choices by Friday 16<sup>th</sup> April 2010.

	1 <sup>st</sup> choice	2 <sup>nd</sup> choice
Session sponsorship		
Meet the Council drinks reception (Wednesday)		
Welcome Drinks Reception (Thursday)		
Presidents Dinner/Entertainment (Thursday)		
Friday Drinks Reception		
Friday Dinner/Entertainment		
Delegate bags		
Umbrellas		
Notepads in bags		
Pens in bags		
Lanyards		
Delegate bag insert (A4 leaflet, CD, DVD, etc)		
Steward sponsorship		
Poster Boards		
Any ideas you may have		

Contact name	
Company name	
Company address	
Tel	
Email	

All sponsors will need to send a high quality logo in a TIFF or Jpeg format electronically to the BCVA Office at [office@cattlevelvet.co.uk](mailto:office@cattlevelvet.co.uk).

# Provisional Programme BCVA Congress 2010 Torquay

Thursday 14th October

<b>Friesian</b>				
<b>10:30</b>	President's Welcome			
<b>10:35</b>	Opening Address : The Lowe Report 1yr on Prof Lowe			
<b>11:30</b>	What we want from our vet Large Estate Manager			
<b>12:00</b>	What we want from our vet Roger Evans Family Dairy Farmer			
<b>12:30</b>	<b>LUNCH</b>			
			<b>Workshops</b>	
	<b>Friesian</b>	<b>Hereford</b>	<b>Shorthorn</b>	<b>Jersey</b>
<b>13:30</b>	<b>Minerals</b> Mineral Survey David Black Practitioner	<b>Fertility analysis session</b> Submission forms – what's it worth? Eamon Watson VLA	BCVA Medicines Group update Colin Lindsay	Large Animal Rescue Jim Green Hampshire Fire and Rescue Service
<b>14:00</b>	Copper: Deficiency or molybdenum - The debate continues, where does toxicity fit in Pete Bone	NMR data set Aurelien Madouasse Nottingham University		
<b>14:30</b>	Selenium Jim Willshire Practitioner	James Breen <i>Kindly sponsored by</i> QMMS		
<b>15:00</b>	<b>Refreshment Break</b>			
<b>15:30</b>	<b>Parasite session</b> Anthelmintic resistance – The Evidence Mounts	Uterine prolapse Wendy Wapenaar University of Nottingham	NMR data set Aurelien Madouasse Nottingham University	James Breen <i>Kindly sponsored by</i> QMMS
<b>16:00</b>				
<b>16:30</b>				
<b>17:00</b>				
<b>17:30</b>	<b>Finish</b>	<b>Finish</b>		
<b>18:00</b>				Clinical Club Uterine prolapse Wendy Wapenaar University of Nottingham

	<b>Friesian</b>	<b>Hereford</b>	<b>Shorthorn</b>	<b>Jersey</b>	
<b>09:00</b>	<b>Welfare</b> Dairy Cow Welfare Chris Wathes FAWC		NMR data set Aurelien Madouasse Nottingham University	Large Animal Rescue Jim Green Hampshire Fire and Rescue Service	
<b>09:30</b>	Capital investment and dairy cow welfare Phil Alcock	RCS Advisory group Bill Reilly BVA president			
<b>10:00</b>		David Bartram			
<b>10:30</b>		A dyslexic's tail James Russell Practitioner			
<b>11:00</b>	<b>Refreshment Break</b>				
<b>11:30</b>	Nigel Gibbens Defra				
<b>12:30</b>	<b>AGM</b>				
<b>13:30</b>	<b>LUNCH</b>				
<b>14:30</b>	<b>Keynote speaker</b>				
<b>15:00</b>	Summary of the Recent and Current Research that Shows the Contrasting "Capacities" of the Modern Holstein Prof Jock Macmillan Australia		A dyslexic's tail James Russell Practitioner	Tb Group Update Neil Blake	
<b>15:30</b>	<b>Refreshment Break</b>				
<b>16:00</b>	<b>Calf session</b> Calf Diarrhoea		David Bartram		
<b>16:30</b>	Colostrum Care of neonatal calf				
<b>17:00</b>	Therapy				
<b>17:30</b>	<b>Finish</b>	<b>Finish</b>			Clinical Club
<b>18:00</b>					

Saturday 16<sup>th</sup> October

**Workshops**

	<b>Friesian</b>	<b>Hereford</b>	<b>Shorthorn</b>	<b>Jersey</b>
<b>09:00</b>	<b>Johnes session</b>	<b>Clinical session</b>	<b>New Graduate session</b> Pain Management in Cattle Chris Hudson	Herd Fertility Prof Jock Macmillan Australia
<b>09:30</b>	Future testing & how it should be used Karen Stevenson Moredun		Fluid therapy and Blood Transfusions Tim Potter	
<b>10:00</b>			Interactive session on Dystocia/C-sections Dominic Alexander	
<b>10:30</b>			Jim Willshire	
<b>11:00</b>	<b>Refreshment Break</b>			
<b>11:30</b>	Keynote speaker		Emergency Slaughter	Herd Fertility Prof Jock Macmillan Australia
<b>12:00</b>				
<b>12:30</b>				
<b>13:00</b>	<b>Lunch</b>			
<b>14:00</b>	<b>Clinical Adult cow Session</b>		<b>Clinical Research Grants</b> The effect of Rectal Palpation on Milk Production, Cortisol Level and Behaviour in Dairy Cattle Gloria Steele	
			Survey into the application of BVD vaccination: farmer use, handling, storage and administration of the vaccine Dawn Meadows	
<b>14:30</b>			An investigation into Onchoerca armillata – a parasite of Cattle in North Cameroon Joe Neary	
<b>15:00</b>			Poster session	
			Poster session	
<b>15:30</b>			Poster session	
			Poster session	
<b>16:00</b>	President to close John Fishwick			

## Exhibition Stands

The stands will be located in the hall adjacent to the lecture theatres. All refreshment breaks and lunches and both Thursday and Friday Drink Receptions will be held in the exhibition area giving you plenty of opportunities to interact with delegates.

Trade stand registration includes space in the exhibition area of 3m x 1.5m, a 1.85m trestle table, 2 chairs and a 13amp power point. Also available are a limited number of double sized spaces (6m x 1.5m, 2 x 1.85m trestle tables, 4 chairs and 2 x 13amp power points). **Please note – table coverings will NOT be provided.**

Access to the exhibition area will be available from 15:00hrs – 18:00hrs on Wednesday 13<sup>th</sup> and from 07:30hrs on Thursday 14<sup>th</sup>. Delegate registration is from 10:00hrs on Thursday.

The trade stand registration form is included in this booklet. Bookings will be taken on a first come first served basis. Representative's registration forms will be sent out at a later date.

**Deliveries will only be accepted from Tuesday 12<sup>th</sup> October and all deliveries should be marked in big writing for the attention of Maria Sofiano, c/o BCVA, Riviera International Conference Centre, Chestnut Avenue, Torquay, Devon TQ2 5LZ**

A room will be provided to store packages for collection on Monday 18<sup>th</sup>. These must be clearly labelled with the return address, a contact name and telephone number. BCVA will not be held responsible for any items mislaid while awaiting collection.



**BCVA Congress**  
**13<sup>th</sup> – 16<sup>th</sup> October 2010**  
**Riviera International Conference Centre, Torquay**

**Trade Stand Registration**

Please return this form to the BCVA office by Friday 6<sup>th</sup> August 2010

Company Name & Address	
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Contact Name	
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Phone Number	
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Email address	
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Single Stand	Price	VAT	Total	
Exhibition Space at BCVA Congress	£640	£112	£752	✓

Double Stand	Price	VAT	Total	
Exhibition Space at BCVA Congress	£1280	£224	£1504	

Registration will not be accepted without payment

**METHOD OF PAYMENT**

Please send completed forms with remittance (in £ sterling) to: BCVA Office, The Green, Frampton-on-Severn, Gloucestershire, GL2 7EP. Tel 01452 740816. Fax 01452 741117. Email office@cattlevet.co.uk

**Details for Payment by BACS**

Account name            British Cattle Veterinary Association  
Sort code                 20-33-83  
Account number        10385190

Please send a remittance advice slip

**Payment by Credit Card**








Credit Card No:..... Issue No. ....

Expiry date: ...../..... Cardholders Signature: ..... CSC (Card Security Code): ..... (The last 3 digits on the signature strip)

Cardholders name: .....

Cardholders address: .....

**Cheques should be made payable to British Cattle Veterinary Association**

**Cancellations** - Refund of registration fee will be given, less 15% administration charge, up to one month prior to the meeting. After this time, a refund cannot be given.



**For further information contact:**

Lorna Price  
BCVA Office  
The Green  
Frampton-on-Severn  
Gloucestershire  
GL2 7EP

Tel: 01452 740816      Fax: 01452 741117  
Email: [lorna@cattlevet.co.uk](mailto:lorna@cattlevet.co.uk)  
Web: [www.bcva.org.uk](http://www.bcva.org.uk)