



**International Symposium of the World Association
of Veterinary Laboratory Diagnosticians**

SPONSORSHIP AND EXHIBITOR PROSPECTUS



Welcome from Co-Chairs

We are pleased to announce that the next International Symposium of the World Association of Veterinary Laboratory Diagnosticians - ISWAVLD 2025, which brings together over 500 participants from across the globe, will be held in Calgary, Canada, from June 12th-14th, 2025. ISWAVLD is the essential meeting place for all veterinary diagnosticians, biologists, veterinarians, students, and other scientists involved in laboratory diagnostics. ISWAVLD 2025 will be hosted by the Canadian Animal Health Laboratorian's Network (CAHLN), representing veterinary laboratorians across Canada. In addition to presenting the latest innovations around diagnostics in all areas of animal health, ISWAVLD 2025 will adopt the "One Health" theme of "Partnerships in Health: from Disease Detection to Prevention" bringing veterinary medicine, human medicine, and industry together. You will absolutely want to accompany us for this event with worldwide visibility, which will be the showcase of all that is best done in 2025 in terms of diagnostics. We would be honored to have you there!

Calgary is home to the newest veterinary school in Canada with a recently expanded veterinary diagnostic laboratory and a DVM student class and campus expanding for August 2025. Join us as we represent CAHLN and WAVLD for ISWALVD 2025. We look forward to seeing you in Calgary for this exciting scientific and social event!

Sincerely,

Dr. Jennifer Davies and Dr. Lindsay Rogers
Symposium Co-Chairs



Why You Should Sponsor/Exhibit

We appreciate that ISWAVLD would not be possible without the involvement and support of our important partners.

- ✿ Become a valued Sponsor or Exhibitor at ISWAVLD 2025 and participate in the premier international event for the veterinary laboratory diagnostician community.
- ✿ Gain significant brand exposure to over 500 key potential customers including government, university, and private individuals and laboratories.
- ✿ Receive maximum exposure through the combined exhibition, refreshment, and poster area.
- ✿ Increase awareness and exposure of your organization via a variety of marketing mediums.
- ✿ Develop business connections and strengthen relationships through face-to-face engagement.
- ✿ Exhibit and generate new leads, develop your brand or launch a new product through the exhibition.
- ✿ Maximize your time and resources by showcasing your organization to a relevant and influential audience in an environment away from the competition of everyday distractions.
- ✿ Ensure your organization stays abreast of current developments and research in the field and use this information to stay ahead of the market.
- ✿ See how your contribution directly influences the industry by participating in this important and exciting event!

Host City & Venue

Nestled at the foot of the iconic Canadian Rocky Mountains, Calgary is a place on the fringe - familiar, but largely undiscovered. From its bustling downtown to character-filled neighbourhoods and unparalleled nature, Calgary is full of secrets, surprises, and stories — and Calgarians are eager to share those experiences with the world. Renowned for its warm western hospitality, Calgary prides itself on being the Ultimate Host City. With one of the world's most modern, welcoming airports, world-class accommodations and venues, an exploding culinary, arts and culture scene, and an impressive list of attractions and activities to suit every type of visitor, Calgary is a city that delivers a remarkable experience from arrival to departure.



ISWAVLD 2025 will be hosted at the Calgary TELUS Convention Centre (CTCC). The CTCC is much more than just a venue; it is a space of community and inspiration where ideas are shared, and meaningful connections are made. Located on the iconic Stephen Avenue in the centre of Downtown Calgary, the CTCC is connected to the Calgary Marriott Downtown Hotel, Fairmont Palliser and Hyatt Regency. The convention neighbourhood has a diverse collection of restaurants, retail shops, live theaters, concert halls, convention facilities, museums, art galleries, and Calgary's business towers. An event at the CTCC is an experience like no other!





Host City & Venue

The University of Calgary Faculty of Veterinary Medicine and Diagnostic Services Unit

The University of Calgary Faculty of Veterinary Medicine (UCVM) was established in 2005 to meet Alberta's need for highly skilled veterinary graduates to support rural Alberta, production animal and equine industries, animal and human health research, and public health. In a short period of time, UCVM has carved a reputation for itself as place for innovative veterinary education and cutting-edge basic and applied research, now ranking in the top 50 veterinary programs worldwide.

The Diagnostic Services Unit (DSU) provides veterinary anatomic pathology, histopathology, cytology, and bacteriology services to the Alberta veterinary community and researchers. Recent expansion of services at the DSU are the result of unique public and private partnerships to meet the needs of the Alberta livestock communities. The DSU's vision is to be the center of veterinary diagnostic excellence and innovation in Alberta.

Host Organization: The Canadian Animal Health Laboratorian's Network

CAHLN was created in 2002 to promote the exchange of information on trends, techniques and research in the field of animal health diagnostics; provide an opportunity for "networking" to identify issues of common concern in this area; and to facilitate relationships between organizations and scientists who work in the field of animal health diagnostics in Canada.

CAHLN includes people from all specialties of laboratory diagnosis, including specialists in bacteriology, pathology, immunology, virology, parasitology, toxicology and molecular biology.

We strongly encourage graduate students to participate in our network.

Target Audience

ISWAVLD 2025 will bring together over 500 practicing and research diagnosticians, veterinarians, biologists, students and other scientists from all around the world. Elevate your company profile with ISWAVLD 2025!



Sponsorship Opportunities

All Prices in Canadian Dollars	Platinum \$30,000	Gold \$20,000	Silver \$10,000	Bronze \$7,500
Logo with hyperlink on Sponsor page of the Symposium website	✓	✓	✓	✓
Logo on home page of Symposium website	✓	✓		
Organization representative given opportunity to introduce and thank plenary speaker	✓	✓		
Sponsor a session of 30 minutes with speaker of your choice (2 opportunities available)	✓			
Invitation to the Gala Dinner (Complimentary Passes)	4	3	2	1
Complimentary Exhibit booth (10' x 10')	2	1		
Complimentary full delegate registration	4	3	2	1
New Technology Spotlight, 60 sec. video ad to play before sessions start	✓			
Complimentary tote bag insert	✓	✓	✓	
Verbal acknowledgement during the Opening Ceremony, Gala Dinner, and Closing Ceremony by the Symposium Chair	✓	✓		
Company logo and acknowledgement on Sponsor signage in the exhibition area and at Symposium events/session rooms	✓	✓	✓	✓
Ad in the Symposium program book	1 Page	1/2 Page	1/4 Page	Logo
Delegate List	✓	✓		
Access to VIP table at Lunches and Gala Dinner	✓	✓		
Logo on footers of every email sent by Symposium for marketing	✓	✓		

Please note: Marketing obligations will be fulfilled only after payment has been received in full.



Additional Sponsorship Opportunities

**Prices in Canadian Dollars*

Social Event Opportunities

Welcome Reception - \$10,000 CAD | Exclusive Opportunity

The Welcome Reception is included in all full registrations and accompanying person's package. Kicking off the Symposium with a bang! As the Welcome Reception Sponsor of ISWAVLD 2025 you will benefit from the following entitlements:

- 2 pull-up banners at the entrance to the Welcome Reception (to be provided by Sponsor)
- Acknowledgement from the Symposium Co-Chairs
- Reference in the program book and on website

Gala Dinner - \$5,000 CAD | Multiple Opportunities

The Gala Dinner will be a great opportunity for networking. Align your brand with one of the great evenings of the Symposium bringing everyone together for a night of dinner and fun! As a Gala Dinner Sponsor of ISWAVLD 2025 you will benefit from the following entitlements:

- Logo printed on dinner menus
- Pull-up banner at the entrance to the Gala Dinner (to be provided by Sponsor)
- Acknowledgement from the Symposium Co-Chairs
- Reference in the program book and on website

Catering Opportunities

Lunch Break \$4,000 CAD | Multiple Opportunities

Align your brand with the daily catering of tasty lunch breaks served to all participants. As a Lunch Break Sponsor of ISWAVLD 2025, you will benefit from the following entitlements:

- A tabletop sign for each catering station will be displayed featuring the Sponsor's logo
- Reference in the program book and on website

Coffee Break \$3,000 CAD | Multiple Opportunities

Align your brand with the daily catering of delicious morning and afternoon breaks served to all participants. As a Coffee Break Sponsor of ISWAVLD 2025 you will benefit from the following entitlements:

- A tabletop sign for each catering station will be displayed featuring the Sponsor's logo
- Reference in the program book and on the website

Water Stations - \$4,000 CAD | Exclusive Opportunity

Water stations will be placed in convenient locations around the venue providing participants with complimentary access to fresh drinking water. As the Water Stations' Sponsor of ISWAVLD 2025 you will benefit from the following entitlements:

- Sponsor logo on all water stations
- Reference in the program book and on the website



Additional Sponsorship Opportunities

**Prices in Canadian Dollars*

Educational Opportunities

Poster Session Sponsor - \$5,000 CAD | Multiple Opportunities

Be the hosted sponsor of the poster sessions. As the Poster Session Sponsor of ISWAVLD 2025 you will benefit from the following entitlements:

- A tabletop sign at each table will be displayed featuring the Sponsor's logo
- Opportunity to present the Student Poster Awards
- Reference in the program book and on website

Lunch Symposium Sponsor - \$15,000 CAD | Multiple Opportunities

Sponsored symposia provide you with the opportunity to independently host a lunch symposium for participating delegates. Information regarding the sponsored symposium will be made available on the website and app for delegates to review prior to the Symposium.

As a Lunch Symposia Sponsor of ISWAVLD 2025 you will benefit from the following entitlements:

- Marketing of your session content via the website (subject to Committee approval).
- Opportunity to create your own session with targeted message to attending delegates.
- Opportunity to brand the session room (subject to Committee approval).
- Opportunities for networking, database collection, distribution of company literature, targeted messaging to delegates attending your session, incentive program rollout and engagement, etc.

Advertising Opportunities

Charging Station - \$5,000 CAD | Exclusive Opportunity

Align your company brand with the Symposium Charging Station. With the increasing reliance on mobile phones and tablets, no-one needs to be offline because of a flat battery. Facilitate the opportunity for participants to be able to charge their devices to ensure they can remain in communication throughout the Symposium.

- Company logo displayed on the customized branding of the charge station units that will be placed in high traffic areas throughout the center.
- Opportunity to place company literature (e.g. flyers, brochures) at the charging stations (to be provided by the Sponsor).

Sponsor of Digital Abstracts - \$3,000 CAD | Exclusive Opportunity

Promote your brand as the Abstracts Sponsor of ISWAVLD 2025. Logo recognition on the abstract program with hyperlink to your company's website.



Additional Sponsorship Opportunities

**Prices in Canadian Dollars*

Wi-Fi Sponsor - \$5,000 CAD | Exclusive Opportunity

Be the exclusive sponsor of ISWAVLD 2025 Wi-Fi available in the common areas and session rooms of the Calgary TELUS Convention Centre.

- Customized Wi-Fi login page
- Reference in the program book and on website

Supporter Spotlight Ad - \$2,500 CAD | Multiple Opportunities

Ad at the bottom of ONE (1) of our pages on the Symposium Website. Pages where we can place the Ad are: Speaker, Agenda, Fees, FAQ and Registration. Ad would include:

- Company Name • 150 Words
- Video—2 min. max
- URL Link

Program Book Ad

Full Page - \$2,000 CAD

Half Page - \$1,200 CAD

¼ Page - \$800 CAD

Further Opportunities

Lanyards - \$8,000 CAD | Exclusive Opportunity

Your organization's logo prominently displayed around every attendee's neck!

- Sponsor's logo and Symposium logo on Lanyards (logo to be provided by the sponsor, lanyards will be produced by the organizer)
- Reference in the program book and website

Tote Bags - \$8,000 CAD | Exclusive Opportunity

Your company logo along with the Symposium logo printed on the tote bags given to all delegates at the registration desk. Great visibility for your company with your logo on the shoulder of the delegates!

- Company logo and Symposium logo on tote bags (logo to be provided by the sponsor, bags will be produced by the organizer)
- Reference in the program book and website

Water Bottles - \$8,000 CAD | Exclusive Opportunity

Your company logo along with the Symposium logo printed on the water bottles given to all delegates in the tote bag. Great exposure both on-site and after the event!

- Company logo and Symposium logo on water bottles (logo to be provided by the sponsor, water bottles will be produced by the organizer)
- Reference in the program book and website



Additional Sponsorship Opportunities

**Prices in Canadian Dollars*

Hotel Key Cards - \$4,000 CAD | Exclusive Opportunity

Includes company logo on custom hotel key cards. Company to design card based on specifications and pay for cards. Symposium Secretariat will order cards.

Pad and Pen's - \$3,000 CAD | Exclusive Opportunity

Guarantee each attendee receives your company advertisement! Supply notepads and pens or pencils with your company's logo to be included in the tote bag given to all delegates (to be produced and supplied by the Sponsor).

Tote Bag Insert - \$1,500 CAD | Multiple Opportunities

Company will design and print materials to provide to ISWAVD Secretariat. No larger than 8.5" w x 11" h. Can be front/back full color (to be produced and supplied by the Sponsor).

Volunteers T-Shirts - \$2,500 CAD | Exclusive Opportunity

All front-line volunteer staff at the Symposium will wear specially designed and easily recognizable shirts with the Symposium logo. The sponsor must provide the logo. Sponsor's logo to be printed on the sleeve.

Additional Branding Opportunities – Please reach out for customized packages including branding of the entrance, escalators, stairs, windows, restrooms, and pillars.



Exhibitor Opportunities

The ISWAVLD 2025 exhibition has been designed to provide a strong value proposition for all exhibitors. Located in the Calgary TELUS Convention Centre, the exhibition will be fully integrated into the Symposium program. Morning and afternoon breaks will be served within the Exhibit Hall. The Welcome Reception will also be held in the Exhibit Hall to further increase networking opportunities.

Exhibition Booth

\$6,500 CAD | 10' x 10' draped booth or equivalent space only for a custom-built stand.

Included in the cost of exhibiting is one (1) x exhibition booth which will include the following:

- 8' high draped back wall
- 3' high draped side walls
- 2 fabric chairs
- One 6' x 2' skirted table
- 1 waste basket
- Electricity
- Booth ID sign

Registration

- Two (2) x complimentary exhibitor registrations per booth. All additional exhibitor badges will cost \$400 plus tax each.

The exhibitor badge entitles:

- Full access to the exhibition area and to your company's own sponsored sessions
- Access to the opening ceremony and welcome reception
- Lunch and coffee breaks

Company Promotion

- Company name and booth number (when allocated) on Exhibitor page of the Symposium website
- Company name and acknowledgement in the designated Exhibitor section of the Symposium mobile app
- Company logo and acknowledgement on Sponsor/Exhibitor signage in the exhibition area

Note: Any extra services / furniture must be arranged by the client and charged directly to the client by the facility.

Logistics

Exhibitors move-in and move-out dates as well as detailed shipping instructions and more will be communicated to all exhibitors in a separate exhibitors' manual closer to the Symposium start.



Contact Information

To book a sponsorship package or exhibit space, assist your decision making, or should you have any requests for customized sponsorship packages, please contact the Symposium Secretariat:

ISWALVD Secretariat

c/o Venue West Conference Services Ltd.

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