



# 2018 SPONSORSHIP OPPORTUNITIES

## BENEFITS

### All sponsors receive recognition in:

- Registration<sup>1</sup> and on-site<sup>2</sup> print programs
- Two issues of the OVMA newsletter (one pre-<sup>2</sup> & one post-MVC)
- Sponsor feature on MVC website
- MVC social media profiles
- MVC mobile app
- Conference proceedings<sup>2</sup>
- On-site signage
- Interactive exhibitor profile with pin drop (if exhibiting)

### Other benefits include:

- 1 Appreciation Point<sup>3</sup> awarded for each \$1,000 of sponsorship
- Additional benefits based on sponsorship level and events/items sponsored

## SPONSORSHIP LEVELS

### Platinum: \$25,000+

- One set of pre- and post-MVC mailing labels
- Full-page ad in Registration<sup>1</sup> and On-Site<sup>2</sup> programs
- Place in New Product Showcase

### Gold: \$10,000–\$24,999

- One set of pre-MVC mailing labels
- Half-page ad in Registration<sup>1</sup> and On-Site<sup>2</sup> programs
- Place in New Product Showcase

### Silver: \$5,000–\$9,999

- One set of pre-MVC mailing labels
- Quarter-page ad in Registration<sup>1</sup> and On-Site<sup>2</sup> programs
- Place in New Product Showcase

### Bronze: Up to \$4,999

- Notebook ad in On-Site<sup>2</sup> program

## CONTACT

### Sponsorship

Carmel Martin, Director of Education  
 crm@ohiovma.org  
 www.mvcinfo.org/sponsors

### Marketing & Advertising

Krysten Bennett, Communications Director  
 kdb@ohiovma.org  
 www.mvcinfo.org/marketing

### Exhibiting

Cindi Rains, Exhibits Manager  
 car@ohiovma.org  
 www.mvcinfo.org/exhibitors

## ATTENDEE ITEMS

### Conference Proceedings Flash Drive ..... \$10,000

- Logo on flash drive
- Designate user login and password for online access
- Company feature and Web site link on flash drive
- Recognition in attendee confirmation emails

### Attendee Name Badge ..... \$5,000<sup>4</sup>

- Sponsor graphic on bottom third of back of badge

## EDUCATION

### CE Track (pages 2–5) ..... Full (6 hours): \$3,000 • Half: \$1,750

- Logo on print/online session grid
- Opportunity to provide session presider<sup>5</sup>
- Recognition in promo slide in session rooms<sup>5</sup>
- Logo/company name on podium in session room
- Opportunity to ask one question in post-event survey for attendees of sponsored sessions<sup>5</sup>

### Educational Grants ..... \$3,000

### Hands-On Labs (page 5) ..... From \$1,750

- Logo on print/online session grid
- Recognition in confirmation email sent to lab attendees
- Logo/company name on podium in session room

### Equipment & Supplies ..... Loan and/or Donation

- Logo on print/online session grid
- Recognition in confirmation email sent to lab attendees
- Logo/company name on podium in session room

## SOCIAL & NETWORKING

### MVC Sunday Lunch ..... Premier: \$5,000 • Contributing: \$2,500

- Logo on event-specific signage
- Logo on print, online and digital event promotions
- Opportunity to introduce speaker (Premier Sponsor only)
- Opportunity to greet 400 attendees at event

### Connection Corner: Student/DVM Networking Lunch (2 available) ..... \$2,000

- Logo on on-site event signage
- Logo on print, online and digital event promotions
- Logo and company name on podium placard
- Logo on DVM roster given to participants
- Opportunity to place sponsor brochures on lunch tables
- Opportunity to greet 150 student and DVM participants

### Student Appreciation Reception ..... Premier: \$5,000 • Contributing: \$2,500

- Logo on on-site event signage
- Logo on print, online and digital event promotions
- Opportunity to greet attendees at event
- Opportunity to introduce keynote speaker

### Meals & Refreshments:

#### Speaker Meals: \$2,000/day

- Logo in speaker emails
- Logo on on-site event signage
- Recognition in Speaker Dining Room

#### Hydration Stations: \$3,000

- Logo on four water coolers in convention center during all four days of MVC

#### Morning Coffee: \$4,000/day

- Logo on event-specific signage
- Recognition in digital and printed marketing materials

## MOBILE & CONNECTIVITY

### Attendee Wi-Fi ..... \$10,000

- Designate login information to promote your company
- Logo on promotional signage and user log-in page
- Recognition in attendee confirmation emails
- Recognition on attendee badge

### MVC Mobile App ..... \$5,000

- Recognition in attendee confirmation emails
- Company icon and feature on home screen
- Photo-based game challenge in app
- Three 15-second banner ads in app
- Logo displayed on splash screen and in all mobile app promotions
- Interactive exhibitor profile with pin drop (if exhibiting)
- Recognition on attendee badge

### Charging Tables (2 available) ..... \$2,000

- 3-foot round or 6-foot rectangle table with chairs
- Recognition in attendee confirmation emails
- Logo decal on tabletop

1. If sponsorship commitment made by Oct. 2, 2017.
2. If sponsorship commitment made by Dec. 1, 2017.
3. Appreciation Point balance determines when you can select your booth for the next Conference.
4. Discount available for Gold- or Platinum-level sponsor.
5. Full 6-hour track sponsors only.



# EDUCATION SPONSORSHIPS

**Note:** All speaker topics described below are one hour long, unless specified otherwise. For an up-to-date list of available CE sponsorships and to learn more about this year’s speakers, please visit [www.mvcinfo.org/sponsors](http://www.mvcinfo.org/sponsors).

To reserve your sponsorship, contact Director of Education Carmel Martin at 614.436.1300 or [crm@ohiovma.org](mailto:crm@ohiovma.org).

## ANIMAL BEHAVIOR

**C.A. Tony Buffington, DVM, Ph.D.**

- Pandora syndrome in cats (3 hr)
- Nutrition and disease prevention
- Talking to pet owners about nutrition
- Nutrition as enrichment

**E'Lise Christensen, DVM, DACVB**

- Puppy and kitten success (2 hr)
- Pets and kids (2 hours)
- Multimodal treatment of storm phobia
- Aggression in dogs and cats (2 hr)
- Treatments for house-soiling dogs
- Medicating behavioral disorders (4 hr)

**Ingrid Johnson, CCBC**

- Feline foraging toys
- Environmental enrichment for cats
- Feline introductions
- Litter box perceptions
- Cat medication tips and tricks
- Medical issues and behavior

**Lisa Radosta, DVM, DACVB**

- Fear Free for cats (4 hr)
- Fear free for dogs (4 hr)

## EQUINE

**Marco Coutinho da Silva, DVM, Ph.D., DACT**

- Equine topics TBA (3 hr)

**Leslie Easterwood, MA, DVM**

- Traumatic eye injuries
- Inflammatory eye conditions
- Infectious keratitis
- Periocular squamous cell carcinoma and sarcoids (2 hr)

**Rebecca Gimenez, Ph.D.**

- Large animal rescue (2 hr)

**Erin Groover, DVM, DACVIM-LA**

- Diagnosing weight loss
- Diagnosing and treating recurrent colic
- Esophageal obstruction
- Field diagnosis of lower respiratory tract disease
- Equine asthma syndrome
- Managing strangles outbreaks

## FOOD ANIMAL

**Andréia Arruda, DVM, M.S., Ph.D.**

- Tracking pathogen movement

**Barbara Bloetscher**

- Honeybee bacterial infections

**Leah Dorman, DVM**

- Antibiotic use in animal agriculture

**David Erf**

- Dairy genomics

**Francis Fluharty**

- Acidosis prevention

**Eric Gordon, DVM, DACVPM**

- Bovine horning and castration

**Joseph Lozier**

- Potbellied pig husbandry

**Frank Mitloehner**

- Food animal environmental impacts

**Andrew Niehaus, DVM, M.S., DACVS-LA**

- Anesthesia and surgery of the pet pig

**Susan Orosz, Ph.D., DVM, DABVP (Avian), DECZM (Avian)**

- Common medical problems in backyard poultry

**Monique Pairis-Garcia, DVM, Ph.D.**

- Swine welfare

**Eric Pawlowski**

- Organic certification process

**Brian Reed, DVM, MBA**

- Large animal practice management

**Gustavo Schuenemann, DVM, M.S., Ph.D.**

- Protocols for certified organic dairy herds

## HOLISTIC & INTEGRATIVE MEDICINE

**Nell Ostermeier, DVM, CVA**

- Acupuncture (5 hr)
- Pulse and tongue diagnosis

**Pedro Rivera, DVM, FACFN, DACVSMR**

- Veterinary spinal manipulation therapy (2 hr)
- Trigeminal system
- Thoracic limb biomechanics
- Neuroanatomy of TMJ

**Rona Sherebrin, DVM CVA**

- Phytopharmacology (6 hr)

**Lea Stogdale, DVM, DACVIM (Small Animal)**

- Hypo- and hyperadrenocorticism (2 hr)
- Hypocortisolism
- Corticosteroid therapy
- Managing feline chronic kidney disease
- Feline hyperthyroidism



## PET ANIMAL

### ANESTHESIA / PAIN MANAGEMENT

**Gregg Griffenhagen, DVM, M.S., DACVAA**

- Multi-modal anesthesia
- Regional analgesia without ultrasound
- Rational opioid use & alternatives (2 hr)
- ECG interpretation
- Anesthetic guidelines

### AVIAN & LAGOMORPHS

**Barbara Oglesbee, DVM, DABVP**

- Small mammal gastrointestinal diseases (2 hr)
- Dental diseases in exotic companion mammals
- Common cockatiel and budgerigar disorders (2 hr)
- Urinary disorders in exotic companion mammals

### CARDIOLOGY

**Rebecca Stepien, DVM, M.S., DACVIM (Cardiology)**

- Canine mitral valve disease
- Canine and feline heart disease (2 hr)
- Canine pulmonary hypertension
- Atrial fibrillation in dogs and cats

### CLINICAL PATHOLOGY

**Anne Barger, DVM, M.S., DACVP**

- Cytology cases
- Common cutaneous masses
- Lymph node aspiration
- Clinical Chemistry
- Urine sediment
- Red and white blood cell interpretation
- Evaluating peripheral blood smears

### CRITICAL CARE

**Elisa Mazzaferro, M.S., DVM, Ph.D., DACVECC**

- Canine parvoviral enteritis
- Fluid therapy
- Monitoring critical patients
- Trauma case treatment
- Hypoadrenocorticism diagnosis and treatment
- Diabetic ketoacidosis diagnosis and treatment

### DENTISTRY

**Barden Greenfield, DVM, DAVDC**

- Canine extraction techniques
- Feline crown amputation vs. extraction
- Oral oncology in dogs and cats
- Complications of periodontal disease
- Reading dental radiographs
- Marketing dental services

### DERMATOLOGY

**Paul Bloom, DVM, DABVP (Feline/Canine), DACVD**

- Otitis externa treatment
- Antibiotics in small animal dermatology
- Atopic dermatitis

### ENDOCRINOLOGY

**Jon Fletcher, DVM, DACVIM (SAIM)**

- Endocrine topics TBA (6 hrs)

### LIVER

**Adam Rudinsky, DVM, M.S., DACVIM**

- Liver enzymes
- Canine inflammatory hepatopathies
- Feline cholestatic hepatopathies
- Liver biopsy techniques
- Liver diets
- Emerging liver diseases

### ONCOLOGY

**Sue Ettinger, DVM, DACVIM (Oncology)**

- Treating vomiting and inappetence in chemotherapy patients
- Metronomic chemotherapy
- ABCs of early cancer detection
- Splenic masses in dogs
- Canine lymphoma treatment
- Breaking bad news to clients
- Mammary cancer in dogs and cats
- Osteosarcoma survival guide

### NEPHROLOGY

**Catherine Langston, DVM, DACVIM (SAIM)**

- Chronic kidney disease (2 hr)
- Proteinuria diagnosis and management

**Jessica Quimby, DVM, Ph.D., DACVIM**

- Chronic kidney disease (3 hr)

### NEUROLOGY

**Dennis O'Brien, DVM Ph.D. DACVIM (Neurology)**

- Genomics for clinicians (2 hr)
- Motor system and myopathies (2 hr)
- Recognizing/treating movement disorders (2 hr)

### OPHTHALMOLOGY

**Amber Labelle, DVM, M.S., DACVO**

- Ophthalmology topics TBA (6 hrs)

### RADIOLOGY

**David Biller, DVM, DACVR**

- Radiology topics TBA (6 hrs)

### SOFT TISSUE SURGERY

**Howard Seim, DVM, DACVS**

- Surgical management of gastric dilatation-volvulus
- Anal saccullectomy (0.5 hr)
- Intestinal anastomosis
- Four-ligature splenectomy (0.5 hr)
- Canine cystic calculi
- Feline perineal urethrostomy (0.5 hr)
- Brachycephalic syndrome (0.5 hr)
- Wound management

### THERIOGENOLOGY

**Autumn Davidson, DVM, M.S., DACVIM**

- Canine estrous cycle
- Prepartum & postpartum disorders (2 hr)
- Eutocia and dystocia
- C-section techniques



## PRACTICE MANAGEMENT

### Camala Bailey, CPA, CVA

- Financial basics
- Budgeting and cash flow
- Managing with meaningful metrics
- Understanding income, taxes, and value (2 hr)
- Increasing practice profits

### Anthony Bartels, DVM, MBA

- Student loan repayment strategies (3 hr)

### Dawn Burdette

- Revenue-increasing strategies (4 hr)

### Maria Druse

- Human resources topics TBA (6 hr)

### Eric Garcia

- Instagram marketing
- Facebook strategies (2 hr)
- Branding your practice online
- Online reputation management
- Improving local visibility online

### David Haeussler, DVM

- Establishing a staff training system
- Mentoring new veterinarians
- Internship for future practice owners

### Mike Ita

- Information technology topics TBA (6 hr)

### Cynthia Kidd, DVM; Tim Kolb, DVM; and Kim Riker-Brown, DVM

- Current regulatory issues

### Chad Lehman, MBA

- Department of Health radiography rules

### Cameron McNamee

- Pharmacy board update

### Justin Mohler

- Sales tax laws (2 hr)

### Brenda Tassava, CVPM, CVJ

- Adapting for Millennial employees
- On-boarding and handbook practices
- Performance evaluations
- Recruiting, hiring and training (3 hr)

## PUBLIC HEALTH

### Jeff Hayes, DVM, M.S.

- Zoonotic diseases in your backyard

### Rebecca Ita, MPH-VPH

- Dangerous dog legislation

### Tony Forshey, DVM; Leslie Lovett; Nicholas Wagner, DVM; and Susan Skorupski, DVM

- Veterinarians in government (3 hr)

### Dimitria Mathys

- Antimicrobial resistance (0.5 hr)

### Megin Nichols, DVM, MPH, DACVPM

- Infectious disease topics TBA (6 hr)

### Jeanette O'Quin, DVM, MPH

- Rabies control efforts in Ethiopia

### Erin Osborne

- Zika virus (0.5 hr)

### Renate Reimschuessel, VMD, Ph.D.

- Reporting food-related illnesses

### Amber Singh, DVM, MPH

- Zoonotic disease program

### Tara Smith, Ph.D.

- Zoonotic antibiotic resistance
- MRSA in unexpected places
- Implications for epidemics today
- Vaccine hesitancy and denial

### Dennis Summers, DVM

- State and federal regulatory updates

### Vaughn Taylor-Lehman, DVM

- Food Safety Inspection Service

### Thomas Wittum, Ph.D.

- Antimicrobial stewardship

## SHELTER

### Elizabeth Berliner

- Managing a parvovirus outbreak

### Jennifer Brandt, Ph.D.

- Compassion satisfaction

### Rachel Finney, CAWA; Sharon Harvey, M.A.; Allison Lash; and Melissa Simmerman, DVM

- Shelter panel – topic TBA

### James Gaynor, DVM, M.S., DACVAA, DAIPM

- Managing arthritis in shelter dogs
- Updates on pain management and anesthesia (2 hr)

### David Hunt

- Poultry flocks or fighters

### Cynthia Kidd, DVM; Tim Kolb, DVM; and Kim Riker-Brown, DVM

- Regulatory impacts on shelter medicine

### Ehren Melius

- Temporary shelters (3 hr)

### Brad Shear, CAWA and Jim Tedford, CAWA

- Animal transport best practices

### Dennis Summers, DVM

- Resources and red flags



## STAFF DEVELOPMENT

### Tracy Dowdy, CVPM

- Relationship-centered practices
- Identifying vision and strategic plan
- Building a self-reliant team
- Setting standards
- System development
- Measuring performance

### Brandon Hess, CVPM, CCFP

- Compassion fatigue (3 hr)
- Effective client communication
- Dealing with client complaints and difficult conversations
- Exceptional client and patient experiences

### Heather Romano

- Understanding and working with Millennials
- Becoming a loving leader (2 hr)
- Giving effective feedback
- Evolving compensation expectations
- Training Millennial employees

### Candiss Schneider, MBA

- Trustworthy leadership (2 hr)
- Time management techniques
- Crucial conversations and confrontations (2 hr)
- Servant leadership

## SMALL RUMINANTS

### Turi Aarnes, DVM, M.S., DACVAA

- Sedation and analgesia in ruminants

### Thomas Frew, DVM

- Scrapie update

### C. Austin Hinds

- Anemia in small ruminants (2 hr)

### Jeffrey Lakritz, DVM, Ph.D., DACVIM, DACVCP

- Managing clinical ketosis

### Rory Lewandowski

- Parasite management and control

### Mark Lyons, DVM

- Scrapie and chronic wasting disease

### Erin Runcan, DVM, DACT

- Male Breeding Soundness Exam
- Breeding Management and Infertility

### Patty Scharko

- Poisonous plants
- Feet problems
- Trace minerals
- Common small ruminant problems

### Pamela Walker, DVM, M.S., ACVIM (LAIM)

- Camelid 101

## WELLNESS

### David Bartram, DVM

- Enhancing mental well-being
- U.K. perspectives on veterinary wellness and support
- Management competencies for reducing stress
- New veterinary technologies
- Technology for animal health and welfare

## HANDS-ON LABS

### Leanne Garrett

- Tick identification

### Barden Greenfield, DVM, Dipl. AVDC

- Dental extraction

### Amy Newfield

- CPR techniques for small animals

### Lisa Radosta, DVM, DACVB

- Fear Free restraint for dogs

## TECHNICIAN

### Ric Berlinski, DVM

- Proper restraint of exotic patients
- Avian and reptilian hematology
- Chelonian medicine basics

### Alison Gottlieb, BS, CVT, VTS (ECC)

- Feline focus
- Urethral obstruction
- Feline trauma (2 hr)
- Recognizing and managing pain (2 hr)

### Amy Habing, DVM, DACVR

- Contrast agents and studies introduction
- Contrast studies of the urinary tract
- Abdominal ultrasound

### Chastity Ketchum, CVT, VTS (SAIM)

- Anesthesia
- Blood pressure
- Nursing care
- Pericardial effusion
- Hyperbilirubinemia
- Pancreatitis

### Carolina Medina, DVM, DACVSMR, CVA

- Rehabilitation therapy & exercises (2 hr)
- Massage therapy

### Amy Newfield, CVT, VTS (ECC)

- CPR recommendations (2 hr)
- Accessing difficult veins

### Rachel Poulin, RVT, VTS (SAIM)

- Diabetes & diabetic ketoacidosis (2 hr)
- Inflammatory bowel disease
- Leptospirosis
- Fanconi syndrome
- Basics of animal husbandry and common technician mistakes

### Melissa Spooner, LVT, VTS (Behavior), B.S., KPA-CTP

- Ways to improve animal behavior
- Force-free methods
- Socialization
- Canine communication
- Post-op behavioral recommendations
- Common pet owner questions

### Grace VanHoy, DVM

- Technician topics TBA (3 hr)