Sponsorship Prospectus

As of December, 2017

1. Sponsorship Packages
2. Exhibition Booth
3. Sponsor Shopping List

Organizing Committee
The 30th World Buiatrics Congress 2018 Sapporo
Message from the WBC2018 Sapporo President

On behalf of the Organizing Committee, I would like to express my sincere gratitude for your kind attention toward the WBC2018 Sapporo which is to be held in Sapporo, Japan, 2018.

At the World Buiatrics Congress (WBC) that was held in Cairns in 2014, Sapporo was selected as the place for holding the 30th congress, which will be held in Asia for the first time. It was decided that it will be held from August 28 to September 1, 2018 at Sapporo Convention Center (Sapporo city, Hokkaido).

The World Buiatrics Congress (WBC) is an opportunity for academic interactions related to ruminant animal medicine, and it has a long history. The congress was first held in 1960 in Hannover, Germany, it was established as a worldwide organization at the second congress in Vienna in 1962, and since then it has been held every two years in various places throughout the world.

In association with the holding of WBC, the development of buiatrics is remarkable, and things such as global-scale control measures for infectious diseases, herd management, animal welfare, food safety, environmental hygiene, and stress elimination have become important tasks. It is necessary to always consider the balance between examinations and herd management, and for that reason as well it is probably important to continue to improve specialized knowledge. For production medicine, including buiatrics, it is essential to pursue advanced knowledge and apply it to daily medical care in a developmental way.

The objective of WBC is to share scientific and practical knowledge related to things such as ruminant animal diseases, health management, breeding, production, and disease control. The congress provides an opportunity for exchanges of opinions by not only researchers from universities and research institutions, but also people such as clinical veterinarians and manager veterinarians engaged in the dairy and livestock industry, training veterinarians, graduate students, and veterinary school students. In addition, it can also provide a global-scale postgraduate education opportunity once every two years.

I am certain that the holding of the congress in Hokkaido, which has a thriving dairy and livestock industry, will contribute to further development of the dairy and meat industries, as well as serve as a place for lively opinion exchanges by participants from countries throughout the world and offer an excellent opportunity to obtain the latest academic information.

I would like to ask all of the related parties for your understanding in relation to the holding of the 30th World Buiatrics Congress 2018 Sapporo (WBC2018 Sapporo), and for your guidance and support in order to make it a success.

Motoshi Tajima
President, Organizing Committee
The 30th World Buiatrics Congress 2018 Sapporo
I. Outline of the WBC2018 Sapporo

1. Congress name
   The XXX (30th) World Buiatrics Congress 2018 Sapporo (WBC2018 Sapporo)

2. Dates
   August 28 (Tue.) – September 1 (Sat.), 2018

3. Venue
   Sapporo Convention Center
   (1-1-1 Higashi-Sapporo 6-jo, Shiroishi-ku, Sapporo 003-0006, JAPAN)

4. Hosts
   Organizing Committee for WBC 2018 Sapporo
   The Japanese Society of Farm Animal Veterinary Medicine, Japan Veterinary Medical Association

5. Co-Host
   Hokkaido Veterinary Medical Association

6. Supporting Organizations

7. Delegate Profile
   Approximately 2,000 delegates
   (Including veterinary practitioners working with dairy and beef cattle and other ruminants, scientists from universities and research institutes, consultants for production medicine, professionals from related companies and associations, students of veterinary or animal science schools, and so on.)
8. Purposes and significance of the congress
   1) To share scientific and practical knowledge related to things such as ruminant animal diseases, health management, breeding, production, and disease control in recent years
   2) To provide an opportunity for opinion exchanges related to specialized academia, by holding it in Asia, which has the world’s largest number of dairy and beef cattle being fed
   3) To support the researchers in production medicine who will be responsible for the next generation, and to cultivate human resources

9. History and overview of the congress
   1) Background and history of the congress
      The World Buiatrics Congress (WBC) is an opportunity for academic interactions related to ruminant animal medicine, and it has a long history. The congress was first held in 1960 in Hannover, Germany, it was established as a worldwide organization at the second congress in Vienna in 1962, and since then it has been held every two years in various places throughout the world. At the executive board meeting of the 28th World Buiatrics Congress that was held in Cairns in 2014, a proposal and decision were made to hold the 30th congress in 2018 in Sapporo, Japan, which will be the first place in Asia to hold the congress. Based on that, the 30th World Buiatrics Congress 2018 Sapporo Organizing Committee was launched in August 2015.

   2) Effects of holding the congress in Japan, and effects of holding a public open lecture, etc.
      Holding this congress in Japan will be an excellent opportunity to present the results of production medicine research in Japan to researchers from throughout the world as well as to encourage participation by many researchers, and it will also provide an opportunity for Japan’s veterinarians in this field to conduct direct exchanges with many scientists from throughout the world, and serve as momentum for further development in this field. It will also be possible to represent Asia, which accounts for a large portion of the global population, and to transmit world-class knowledge and technology in production medicine from the producer of “Washoku,” which is a World Heritage.
      By holding a seminar that is open to the public (public open lecture) during the period of the congress, it will be possible to also have consumers come in contact with the activities of veterinarians who are engaged in ensuring the safety of imported animal products and confirm the trustworthiness of food safety, and we hope that it will significantly increase ordinary society’s interest in production medicine, including buiatics.
II. General Information of the Congress

1. Outline

1) Program

Keynote Lecture, Oral Presentation, Poster Presentation, Sponsored Symposium, Public Lecture, Exhibition, Opening Ceremony, Closing Ceremony (TBD)

2) Topics for scientific sessions

Internal Medicine / Surgery / Hoof Health and Lameness / Reproduction, Herd Health and Production Management / Udder Health and Milk Quality / Nutrition and Metabolism / Infectious Diseases 1; Viral / Infectious Diseases 2; bacterial / Infectious Diseases 3; parasital / Welfare and Cow Comfort / Epidemiology and Surveillance / Imaging / Continuing Education / Small Ruminants, Buffaloes, Camelids and Wild Ruminants / Tropical Epidemiology / Public Health and Food Safety / Calves and New Born Diseases / Organic and Alternative Production Systems / Immunology and Pharmacology / Animal Hygiene, Japanese Black Beef Cattle (Wagyu) / Miscellaneous

2. Program Overview (TBD)

<table>
<thead>
<tr>
<th></th>
<th>Morning</th>
<th>Afternoon</th>
<th>Evening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 28 (Tue.)</td>
<td>Registration Opening Ceremony</td>
<td>Keynote Lecture Oral Presentation Poster Presentation</td>
<td>Welcome Reception</td>
</tr>
<tr>
<td>Aug 29 (Wed.)</td>
<td>Keynote Lecture Oral Presentation Poster Presentation</td>
<td>Keynote Lecture Oral Presentation Poster Presentation Sponsored Symposium</td>
<td></td>
</tr>
<tr>
<td>Aug 30 (Thu.)</td>
<td>Keynote Lecture Oral Presentation Poster Presentation</td>
<td>Keynote Lecture Oral Presentation Poster Presentation Sponsored Symposium</td>
<td></td>
</tr>
<tr>
<td>Aug 31 (Fri.)</td>
<td>Keynote Lecture Oral Presentation Poster Presentation</td>
<td>Keynote Lecture Oral Presentation Poster Presentation Sponsored Symposium</td>
<td>Gala Dinner</td>
</tr>
<tr>
<td>Sep 1 (Sat.)</td>
<td>Keynote Lecture Oral Presentation Poster Presentation</td>
<td>Keynote Lecture Oral Presentation Poster Presentation Sponsored Symposium Closing Ceremony</td>
<td></td>
</tr>
</tbody>
</table>
3. **Official Language**
  English  
  (Simultaneous Interpretation for English-Japanese will be available for all sessions. English-French, English-German, English-Spanish will also be available for limited sessions)

4. **Proceedings**
  Program book will be printed and distributed to all the congress participants. Abstracts will also be distributed to participants (stored in CD or USB memory stick)

5. **Countries and Regions**
  Australia, Austria, Brazil, Canada, Chile, China, Egypt, France, Germany, Hungary, India, Israel, Italia, Japan, Philippines, Portugal, Republic of Korea, South Africa, Spain, United Kingdom, United States, and so on.

6. **Past & Future Congresses**

<table>
<thead>
<tr>
<th>Year</th>
<th>Venue</th>
<th>Year</th>
<th>Venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1960 Hannover (Germany)</td>
<td>16</td>
<td>1990 San Salvador da Bahia (Brazil)</td>
</tr>
<tr>
<td>2</td>
<td>1962 Vienna (Austria)</td>
<td>17</td>
<td>1992 St Paul MN (USA)</td>
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<tr>
<td>3</td>
<td>1964 Copenhagen (Denmark)</td>
<td>18</td>
<td>1994 Bologna (Italy)</td>
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<td>4</td>
<td>1966 Zurich (Switzerland)</td>
<td>19</td>
<td>1996 Edinburgh (UK)</td>
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<tr>
<td>5</td>
<td>1968 Opatija (Yugoslavia)</td>
<td>20</td>
<td>1998 Sydney (Australia)</td>
</tr>
<tr>
<td>6</td>
<td>1970 London (UK)</td>
<td>21</td>
<td>2000 Punta del Este (Uruguay)</td>
</tr>
<tr>
<td>7</td>
<td>1972 Philadelphia PA (USA)</td>
<td>22</td>
<td>2002 Hannover (Germany)</td>
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<tr>
<td>8</td>
<td>1974 Milan (Italy)</td>
<td>23</td>
<td>2004 Quebec City (Canada)</td>
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<tr>
<td>9</td>
<td>1976 Paris (France)</td>
<td>24</td>
<td>2006 Nice (France)</td>
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<tr>
<td>10</td>
<td>1978 Mexico City (Mexico)</td>
<td>25</td>
<td>2008 Budapest (Hungary)</td>
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<tr>
<td>11</td>
<td>1980 Tel Aviv (Israel)</td>
<td>26</td>
<td>2010 Santiago (Chile)</td>
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<tr>
<td>12</td>
<td>1982 Amsterdam (The Netherlands)</td>
<td>27</td>
<td>2012 Lisbon (Portugal)</td>
</tr>
<tr>
<td>13</td>
<td>1984 Durban (South Africa)</td>
<td>28</td>
<td>2014 Cairns (Australia)</td>
</tr>
<tr>
<td>14</td>
<td>1986 Dublin (Ireland)</td>
<td>29</td>
<td>2016 Dublin (Ireland)</td>
</tr>
<tr>
<td>15</td>
<td>1988 Palma de Mallorca (Spain)</td>
<td>30</td>
<td>2018 Sapporo (Japan)</td>
</tr>
</tbody>
</table>
1. Sponsorship Packages
Sponsorship Packages

Enhanced options at affordable prices. Sponsorship can be even more effective in combination with separate sponsorship items.

**Platinum Sponsor Package**
¥ 9,000,000- (includes consumption tax)

**Major Sponsor Package**
¥ 5,000,000- (includes consumption tax)

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**Before Congress**
- WBC2018 Sapporo official website
- Listing of company logo and introduction
- Reciprocal links (top page of your company’s website)
- WBC2018 Sapporo Facebook page
- Company announcements
- WBC2018 Sapporo free registration cards (4) *Does not include Gala Dinner
- WBC2018 Sapporo Gala Dinner invitations (4)
- WBC2018 Sapporo exhibition admission tickets (10)

**During Congress period**
- Rights to organize satellite symposiums (45 min session x 4 sessions (max))
- Ad listed in program proceedings (1 page back matter, color)
- Logo listed in abstract book
- Logo listed on registration cards (large)
- Logo displayed on signboard at entrance to venue (large)
- Logo displayed on sponsor board (large)
- Advertisement displayed on on-site screen
- Digital signage advertisement (18 frames *15 min/frame)
- Congress bags (2)
- Congress bag inserts (4)
- Right to use business negotiation room *May not necessarily be for exclusive use.

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**Before Congress**
- WBC2018 Sapporo official website
- Listing of company logo and introduction
- Reciprocal links (top page of your company’s website)
- WBC2018 Sapporo Facebook page
- Company announcements
- WBC2018 Sapporo free registration card (1) *Does not include Gala Dinner
- WBC2018 Sapporo Gala Dinner invitations (2)
- WBC2018 Sapporo exhibition admission tickets (5)

**During Congress period**
- Ad listed in program proceedings (1 page back matter, color)
- Logo listed in abstract book
- Logo displayed on signboard at entrance to venue (medium)
- Logo displayed on sponsor board (medium)
- Advertisement displayed on on-site screen
- Digital signage advertisement (16 frames *15 min/frame)
- Congress bags (2)
- Congress bag inserts (2)
- Right to use business negotiation room *May not necessarily be for exclusive use.
Sponsorship Packages

Enhanced options at affordable prices. Sponsorship can be even more effective in combination with separate sponsorship items.

**Standard Sponsor Package**

¥ 2,500,000- (includes consumption tax)

**[Before Congress]**
- WBC2018 Sapporo official website
  - Listing of company logo and introduction
  - Reciprocal links (top page of your company’s website)
- WBC2018 Sapporo Facebook page
  - Company announcements
- WBC2018 Sapporo free registration card (1) *Does not include Gala Dinner
- WBC2018 Sapporo Gala Dinner invitation (1)
- WBC2018 Sapporo exhibition admission tickets (2)

**[During Congress Period]**
- Ad listed in program proceedings (1/2 page back matter, color)
- Logo listed in abstract book
- Logo displayed on signboard at entrance to venue (small)
- Logo displayed on sponsor board (small)
- Advertisement displayed on on-site screen
- Digital signage advertisement (8 frames *15 min/frame)
- Congress bag (1)
- Congress bag inserts (1)
- Right to use business negotiation room
  *Not for exclusive use.
## Sponsorship Packages

### Promotion before Congress

<table>
<thead>
<tr>
<th>Item</th>
<th>Platinum</th>
<th>Major</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBC2018 Sapporo official website</td>
<td>✓ (large)</td>
<td>✓ (medium)</td>
<td>✓ (small)</td>
</tr>
<tr>
<td>Listing of company logo</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Listing of company intro</td>
<td>Approx. 800 characters</td>
<td>Approx. 400 characters</td>
<td>Approx. 200 characters</td>
</tr>
<tr>
<td>Reciprocal links</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>WBC2018 Sapporo Facebook page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Listing of company announcements</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Registration cards &amp; invitations</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Free registration card</td>
<td>4</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Invitations to Gala Dinner</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Admission tickets to exhibition</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
</tbody>
</table>

### Promotion during Congress

<table>
<thead>
<tr>
<th>Company exhibitions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space</td>
</tr>
<tr>
<td>Sessions</td>
</tr>
<tr>
<td>Satellite symposiums (45 minutes/session)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Materials distributed to participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad listed in program proceedings</td>
</tr>
<tr>
<td>Logo listed in abstract book</td>
</tr>
<tr>
<td>Logo listed on registration cards</td>
</tr>
<tr>
<td>Congress bag inserts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Signs at meeting venue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo displayed on signboard at entrance to venue</td>
</tr>
<tr>
<td>Logo displayed on sponsor board</td>
</tr>
<tr>
<td>Advertisement displayed on on-site screens</td>
</tr>
<tr>
<td>Digital signage advertisement</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provision of Congress bag</td>
</tr>
<tr>
<td>Rights to use business negotiation rooms</td>
</tr>
</tbody>
</table>

* Prices displayed are inclusive of consumption tax.
* The above package plans are currently under consideration. Contents and prices are subject to change.
2. Exhibition Booth
Exhibition Booth

【Basic company exhibition booth】
3m×3m

※Design and contents are subject to change.

- Electricity: 100V / 0.5kw
- 2-socket outlet: 1
- Company sign: Company/org name
- Table: 1
- Chair: 2
- Tablecloth: 1

￥400,000-

※Images are for illustrative purposes only.

*Layout will be decided by organizers.
*Please contact the secretariat;
1) if you would prefer to use a company logo.
2) if the table is not required, please indicate this in the form.
3) if you need to use more power than 100V / 0.5kw.

*Prices displayed are inclusive of consumption tax.
※Images are for illustrative purposes only.
3. Sponsor Items (Shopping List)
We have prepared the following sponsored items to increase your presence during the Congress period. Use these in combination with the Platinum, Major, or Standard packages.

1. [Additional exhibition booth] 3m×3m

- Electricity: 100V / 0.5kw
- 2-socket outlet: 1
- Company sign: Company/org name
- Table: 1
- Chair: 2
- Tablecloth: 1

¥400,000-

※Design and contents are subject to change.

※Images are for illustrative purposes only.

*Prices displayed are inclusive of consumption tax.
Sponsor Items

2-1 [Advertisement displayed on outside back cover of program proceedings]
- A4 size
- 1 page
- Color
- Advertisement copy should be provided by the sponsor as the final copy in eps format.

¥400,000-

2-2 [Advertisement displayed on inside front cover of program proceedings]
- A4 size
- 1 page
- Color
- Advertisement copy should be provided by the sponsor as the final copy in eps format.

¥300,000-

2-3 [Advertisement displayed on inside back cover of program proceedings]
- A4 size
- 1 page
- Color
- Advertisement copy should be provided by the sponsor as the final copy in eps format.

¥300,000-

2-4 [Advertisement displayed as 1 page back matter in program proceedings]
- A4 size
- 1 page
- B&W
- Advertisement copy should be provided by sponsors as the final copy in eps format.

¥150,000-

2-5 [Advertisement displayed as 1/2 page back matter in program proceedings]
- A4 size
- 1/2 page
- B&W
- Advertisement copy should be provided by sponsors as the final copy in eps format.

¥75,000-

*Prices displayed are inclusive of consumption tax.
※Images are for illustrative purposes only.
Sponsor Items

2-6 【Mini-program】

- Company logo will be included on the cover.
- Logo data should be provided by sponsors as the final copy in eps format.

Corporate logo
Inside front cover

Limited to 3 companies

¥300,000-

2-7 【Advertisement displayed on WBC app】

- Free mobile app for iOS and Android to view abstracts during the Congress period.
- Footer banner advertisement.
- Posting time will be adjusted according to the number of companies submitting applications.

Limitied to 5 companies

¥200,000-

2-8 【Advertisement displayed on digital signage】

- Exhibition hall, near reception
- 15 minutes / frame
- Image data should be provided by sponsors as the final copy in JPG format.

¥50,000-

2-9 【Advertisement displayed on on-site screen】

- 5 sites
- Ad displayed in loop as participants change in venues for keynote speeches and oral presentations.
- Advertisement copy should be provided as 1 PowerPoint slide by the sponsor as the final copy.

Limited to 1 company

Corporate logo

¥100,000-

※ Images are for illustrative purposes only.

* Prices displayed are inclusive of consumption tax.
## Sponsor Items

### 3-1 [Congress bag]
- 2,000 bags
- Logos of each company printed on Congress bags
- Fabric and shape specifications may change.
- Limited to 8 companies
- ¥500,000-

### 3-2 [Notebooks]
- Logo printed on existing notebook
- A5 size
- 2,000 notebooks
- Company’s advantage of logo printing
- Limited to 5 companies
- ¥140,000-

### 3-3 [1-color FRIXION pen]
- Logo printed on existing pen
- 1 company name placed on 1 place
- Placed in PP bag
- Planned production: 2,000
- Limited to 1 company
- ¥700,000-

### 3-4 [Name tag strap]
- Logo and company name printed on strap
- 2,000 straps
- Limited to 1 company
- Please contact the organizers after applying for strap specifications.
- ¥1,000,000-

### 3-5 [Congress bag inserts]
- 1 A4-sized insert
- Printed materials to be provided by sponsors.
  - (Copies (scheduled): 2,000)
- Inserts will be checked by the Secretariat in advance.
- ¥400,000-

*Inventory will be checked when orders are placed.*
*Prices displayed are inclusive of consumption tax.*
*Images are for illustrative purposes only.*
Sponsor Items

4-1  [Welcome Reception (Aug 28 (Tue))]
  • Company logo displayed on signboard at entrance of Welcome Reception venue to be held on the evening of the Opening Ceremony.
  • Sponsor name and company intro listed on WBC2018 Sapporo official website.
  • Link to sponsor’s website
  • Acknowledgement
  • Number of participants (scheduled): 1,000
  **Limited to 1 company**
  ¥1,500,000-

4-2  [Gala Dinner (Aug 31 (Fri))]
  • Company logo displayed on signboard at entrance of the Gala Dinner venue.
  • Sponsor name and company intro listed on WBC2018 Sapporo official website.
  • Link to sponsor’s website
  • Acknowledgement
  • Number of participants (planned): 400
  **Limited to 1 company**
  ¥3,000,000-

4-3  [Coffee Breaks]
  • 1x in morning and afternoon over 4-day Congress period
  • Company logo displayed at counter, catalogs distributed
  ※Dates for coffee breaks will be informed later.
  **Limited to 4 companies**
  ¥125,000-

4-4  [Lunch Breaks]
  • 12:30–14:00 over 4-day Congress period
  • Company logo displayed at counter, catalogues distributed
  ※Dates for lunch breaks will be informed later.
  **Limited to 4 companies**
  ¥375,000-

4-5  [Congress WiFi sponsorship]
  • Scheduled to be set up in venue 1 and the exhibition venue
  • Company logo displayed on signboard at WiFi spot.
  **Limited to 1 company**
  ¥1,000,000-

4-6  [Hospitality room]
  • Dedicated meeting room or space that can be used during the Congress period for seminars or exhibitions/interviews
  • Specifications for the hospitality room will be left entirely up to the sponsor.
  **Limited to 1 company**
  ¥1,500,000-

*Prices displayed are inclusive of consumption tax.
※Images are for illustrative purposes only.
Application for sponsorship, as follows.  

Company name  ※Company name to be listed on printed matter and official website.

Company name in English

Address 〒

Name of Representative (Person in charge)  Title/Department
Signature

Name of contact person  Title/Department
Signature

Tel
Fax

E-mail

Company URL  ※URL to be listed on printed materials and official website.
http://

Application deadline: Dec 22, 2017 (Fri)

Check (☑) your preferred sponsorship package

1. Application for Sponsorship Packages
   □ Platinum  ¥9,000,000 (incl. tax)
   □ Major  ¥5,000,000 (incl. tax)
   □ Standard  ¥2,500,000 (incl. tax)

   <Application for additional Booth>
   □Basic booth  ¥400,000 (incl. tax) × ___booth(s)

2. Application for Sponsor Items
   Please fill the necessary items in following table.

<table>
<thead>
<tr>
<th>Item No.</th>
<th>Item Name</th>
<th>Quantity</th>
<th>Item Price (incl. tax)</th>
</tr>
</thead>
</table>

3. Application for Exhibition Booth
   □Basic booth  ¥400,000 (incl. tax) × ___booth(s)

   Total (incl. tax)  ¥

※ The location of exhibition booths will be determined by the Secretariat based on order of applications, sponsorship package, and sponsor items.
※ Please note that, in principle, cancellations will not be accepted after the submission of this application form. Please note that in the event of a cancellation, sponsors will be required to pay the sponsorship fee in full.
※ The Secretariat will issue an invoice for lump-sum payment after receipt of this application form.
※ The contents of this publication may change without notice depending on circumstances. Please contact the Secretariat of The 30th World Buiatrics Congress 2018 Sapporo to confirm or for any questions.