



MID-ATLANTIC ANIMAL CARE & FIELD SERVICES CONFERENCE

Building a Culture of Collaboration in Animal Welfare

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

Hosted by the Humane Rescue Alliance,
Professional Animal Workers of Maryland,
and St. Hubert's Animal Welfare Center



CONFERENCE OVERVIEW/DESCRIPTION

THE MID-ATLANTIC ANIMAL CARE & FIELD SERVICES CONFERENCE,

the first of its kind, will provide a critical opportunity to build collaboration among animal control agencies, shelters, rescues, and other key stakeholders in our region. This event will provide information and guidance from fellow practitioners, as well as regional and national experts on a range of issues, challenges, and solutions relevant to animal welfare agencies in our region. The overarching theme of the conference is coalition building – working together to save lives, learn and engage in best practices, and focus on what unites us as an industry.

REASONS TO SUPPORT THE MID-ATLANTIC ANIMAL CARE & FIELD SERVICES CONFERENCE

The Humane Rescue Alliance (HRA), Professional Animal Workers of Maryland (PAWS), and St. Hubert's Animal Welfare Center believe that by bringing our local shelters and animal control agencies together we can raise the standard of care for all animals in our region by connecting areas of need with places of opportunity. Unlike many other national conferences which focus on management-class policy and procedure, this will be one of only a few animal welfare conferences to provide skill based training, continuing education, and professional development opportunities for "boots on the ground" staff and those engaged in field work. For many of our colleagues, traveling far distances for a national conference is not feasible or affordable. This event is a unique opportunity to invest in the talent and future leaders within our region while addressing the inequities in accessing education and resource sharing opportunities within our industry.

April 8 – 10, 2020 | Princess Royale Hotel | 9100 Coastal Highway | Ocean City, MD 21842

APRIL 8: 6:00 PM **Welcome Reception**

APRIL 9: 8:00 AM – 5:00 PM **Conference**
6:00 PM **Reception**

APRIL 10: 8:00 AM – 5:00 PM **Conference**

AUDIENCE

Over 200 animal welfare advocates from the mid-Atlantic region, including: Delaware, District of Columbia, Maryland, New Jersey, Pennsylvania, Virginia, and West Virginia. Attendees will be staff from animal control agencies, animal shelters, adoption centers, and rescue organizations.

OUR IMPACT/ABOUT US

The Humane Rescue Alliance (HRA), Professional Animal Workers of Maryland (PAWS), and St. Hubert's Animal Welfare Center are embarking on this collaborative effort to affect positive change in the Mid-Atlantic region. There are very few training opportunities for our animal control agencies, and even fewer conferences with a focus on field work and day-to-day shelter operations. Because we believe that coalition building is the key to success, this conference seeks to help agency leadership provide useful education and professional development, while also fostering a culture of collaboration and relationship building between agency teams.



ABOUT THE HUMANE RESCUE ALLIANCE

The Humane Rescue Alliance (HRA) has protected and served the animals of the DC community for more than 145 years and serves tens of thousands of animals annually.

The broad range of programs offered include: rescue and adoption, humane law enforcement, low-cost veterinary services, animal care and control, behavior and training, spay-neuter services, humane education, and many others. The organization is dedicated to ensuring the safety and welfare of all animals, bringing people and animals together, and working with all communities to support these relationships. HRA is based in Washington, DC, the only major urban area in the country that has all of its animal protection programs and services unified in one organization, making the Humane Rescue Alliance a model for the nation. humanerescuealliance.org

The Humane Rescue Alliance of Washington, D.C., and St. Hubert's Animal Welfare Center of New Jersey merged in July 2019 to create the first regional, multi-state animal care, adoption, field services, and community support organization in the nation. The combined organization offers rescue and care for animals in need, protection from cruelty and harm, community support programs that keep pets with their families, and a premier transport program that invests in partner communities to solve pet overpopulation issues long-term and nationwide. Both organizations advocate for positive change to create a world where all animals can thrive.



ABOUT ST. HUBERT'S ANIMAL WELFARE CENTER

Founded in 1939, St. Hubert's Animal Welfare Center is dedicated to the humane treatment of animals. Its services to the community include pet adoption and animal rescue, humane education, a pet helpline, pet training, professional education and pet loss support. St. Hubert's Animal Welfare Center has shelters in Madison, North Branch, and Ledgewood, NJ and its dog training and behavior school in Madison. sthuberts.org



ABOUT PROFESSIONAL ANIMAL WORKERS OF MARYLAND

Professional Animal Workers of Maryland, Inc. is an organization which encourages and assists in the professional development of organizations and individuals engaged in animal control, animal welfare and animal sheltering within Maryland. The goals of PAWS are to provide education, training, legislative assistance and mutual fellowship for its members.

SPONSORSHIP OPPORTUNITIES

As a sponsor of the Mid-Atlantic Animal Care & Field Services Conference your organization will be promoted within the animal welfare community. Your sponsorship will show your support of the people who work daily to help both animals and members of our communities, often handling difficult circumstances with limited resources.

SPONSORSHIP DEADLINE

To guarantee name/logo placement on the following materials, the sponsorship agreement, logo, and payment must be received by March 6, 2020.

MONETARY SPONSOR BENEFITS	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,250
VISIBILITY & RECOGNITION					
Exclusive sponsor of portion of event (exhibit hall, sessions, or custom). Logo on all pre-event and onsite materials that mention this portion of the event.	✓				
Special recognition during Opening Remarks with an opportunity to address attendees on Thursday morning (5 minutes)	✓	✓			
Conference registration for (10) people	✓				
Conference registration for (6) people		✓			
Conference registration for (4) people			✓		
Conference registration for (2) people				✓	
Opportunity to include materials in conference attendee gift bag	✓	✓	✓	✓	
(1) exhibitor booth, to include: table with linen and two chairs. <i>*size and location of booth varies based on sponsorship level</i>	✓	✓	✓	✓	✓
Name/logo included on event website	✓	✓	✓	✓	✓
Name/logo included on event promotional materials	✓	✓	✓	✓	✓
Name/logo included in printed event program	✓	✓	✓	✓	✓

CUSTOM SPONSORSHIPS ARE AVAILABLE UPON REQUEST.

If there is something specific your organization would like to sponsor or a benefit you're interested in receiving please let us know. We would love to create a custom sponsorship that meets your needs.



EXHIBITOR OPPORTUNITIES

As an exhibitor at the Mid-Atlantic Animal Care & Field Services Conference your organization will have the opportunity to reach dozens of organizations and agencies who would potentially become new customers and clients, and hundreds of attendees who can learn about your products and services, including any new and innovative offerings you may have.

EXHIBIT AREA DATES AND TIME

THURSDAY, APRIL 9 8:00 AM – 5:00 PM

FRIDAY, APRIL 10 8:00 AM – 1:15 PM

Setup will be available on Wednesday, April 8 from 4:00 PM – 7:00 PM and Thursday, April 9 from 7:00 AM – 8:00 AM.

Breakdown will be Friday, April 10 from 1:15 PM – 4:00 PM.

DEADLINE

To guarantee placement in the exhibit hall, the agreement, logo, and payment must be received by March 6, 2020.

MONETARY SPONSOR BENEFITS	ATTENDING EXHIBITOR \$350
VISIBILITY & RECOGNITION	
(1) exhibitor booth, to include: table with linen, two chairs, and tabletop sign with organization name/logo	✓
Breakfast, lunch, and refreshment breaks during conference Thursday and Friday for two people (booth staff)	✓
Recognition as an exhibitor with company name on conference website	✓



SPONSORSHIP & EXHIBITOR AGREEMENT

SPONSORSHIP & EXHIBITOR LEVELS

- \$15,000** Diamond Level
- \$10,000** Platinum Level
- \$5,000** Gold Level
- \$2,500** Silver Level
- \$1,250** Bronze Level
- \$350** Exhibitor

IN-KIND DONATION *(Please provide a description of what items you're donating.)*

IN-KIND DONATION VALUE: \$ _____

Company Name: _____

Primary Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

PLEASE EMAIL, FAX, OR MAIL COMPLETED FORM TO: emiller@humanerescuealliance.org | #202-723-5409

PLEASE MAKE CHECKS PAYABLE TO: Humane Rescue Alliance

PAYMENT SHOULD BE RECEIVED BY: March 6, 2020

MAIL TO: Humane Rescue Alliance | c/o Emily Miller | 71 Oglethorpe St NW | Washington, DC 20011

The Humane Rescue Alliance, Professional Animal Workers of Maryland, and St. Hubert's Animal Welfare Center are 501©3 not-for-profit organizations. All contributions are tax deductible to the fullest extent of the law. Please consult a tax advisor or financial consultant as to the amount that may be deductible for you. Sponsorships can include registrations and advertising.