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For the past four years the New York State Veterinary Conference (NYS-VC) has provided three days of continuing education to hundreds of veterinarians, veterinary technicians, and students from across New York State and throughout the Northeast. The conference has become known as a source for information-packed presentations and engaging hands-on labs. Annual surveys consistently note the quality of the educational program; and with the passage of legislation mandating continuing education for veterinarians and veterinary technicians in New York State, 2011 was our largest conference to date attracting more than 650 attendees. As the new continuing education requirements fully take effect in January 2012, we anticipate this year's conference will draw even more participants and we hope that you will join us September 27-30.

Enclosed for your consideration are the sponsor and exhibitor, speaker and social opportunities for the 2012 Conference. In 2012, we will be able to offer 30 premier vendor tables at \$1,100 each and 13 prime exhibit tables at \$800 each, offered to vendors on a first-come, first-served basis. Sponsors receive a variety of benefits as outlined in the attached flyer and will receive prominent recognition in online and print conference advertisements, as well as throughout the event. Corporate sponsorships help to defray conference expenses keeping it affordable for attendees while enabling us to maintain the high quality of speakers and improve the event.

We are implementing a variety of changes with the 2012 conference in response to feedback provided by 2011 vendors. Some of these changes include a speaker fund opportunity to compliment the social sponsorships. Also based on feedback from vendors and attendees, we plan to lengthen breaks and stagger lunch times and locations to provide additional opportunities for you to speak with potential customers. We have removed the Hagan Room as an exhibit area and will invite the vendors to the welcome reception on Thursday evening.

If you are interested in sponsoring or exhibiting at the 2012 NYS-VC, please contact either Amanda Mott 607-253-3200, <amm36@cornell.edu> for exhibit booths or Carol Merkur 607-253-3897, <cm296@cornell.edu> for sponsorship opportunities.

We look forward to working with you in 2012!

Sincerely,

NYS-VC Committee

*Brought to you by the NYSVMS and Cornell University College of Veterinary Medicine.*