



# The 15<sup>th</sup> International Equitation Science Conference

## *Bringing Science to the Stable*

August 19<sup>th</sup>-21<sup>st</sup>, 2019 in Guelph, Ontario, Canada

### SPONSORSHIP CONTACT

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# The 15<sup>th</sup> International Equitation Science Conference – Bringing Science to the Stable – is coming to Ontario for the first time...*and you can be part of it!*

## **A 3-day conference**

This multi-day, multi-disciplinary conference will highlight what science has uncovered about the unique horse-human connection, and how we can improve horse welfare using this knowledge. In line with the ISES mission (see last page for more details), the conference will promote and encourage the application of objective research and advanced practice to improve the welfare of horses in their associations with humans. It will focus on mankind's history with horses, what we have learned about horse-human interactions, and how we can continue to improve our relationships with these amazing animals.

## **Engaging talks**

An engaging lineup of high caliber speakers will be led by the Clever Hans Speaker **Dr. Jonaki Bhattachararyya** (Ethnoecologist and Senior Researcher, Firelight Group) presenting a Canadian perspective with a focus on the cultural relationship between wild horses and indigenous peoples. Keynote speakers include **Dr. Sandra Olsen** (Curator-in-Charge, Biodiversity Institute and Natural History Museum, University of Kansas) presenting a world perspective on our social evolution with horses, **Dr. Camie Heleski** (Senior Lecturer, University of Kentucky) covering current Equitation Science trends and discoveries, and **Dr. Nic de Brouwere** (Head of Welfare, Rehabilitation and Education, Redwings Horse Sanctuary, UK) giving an overview of how human behaviour change into the future can improve equine welfare.

## **A unique, hands-on practical day**

The practical day will give delegates an opportunity to try their hand at large animal rescue when Rusti, a 600-pound horse mannequin, may find himself in trouble. **Dr. Katrina Merkies** (Associate Professor, University of Guelph) and **Dr. Cordelie DuBois** will present the Canadian Codes of Practice and welfare assessment techniques. Business entrepreneurs of sophisticated technology to measure biophysical aspects of ridden and handled horses will showcase their products.

## **Opportunities for your Company**

This sponsorship package is your invitation to become a part of the 2019 ISES international conference and to be remembered as an integral supporter of this event. By aligning your company with our conference, you become an active contributor to a collaborative learning environment and discussions about the latest research and innovations in the equine industry over three consecutive days. With an expected attendance of 200-300 delegates from all over the world, this event will provide you the opportunity to reach a diverse group of world class researchers, undergraduate and graduate students, veterinarians, and practitioners, including riders, coaches, trainers, horse welfare organizations, etc.

*Seize this unique sponsorship opportunity and be a fundamental element of this international conference!*

## 2019 Sponsorship Opportunities

### Maple Leaf Sponsor

Investment: \$10,000+

- 1 available for this conference – single sponsor exclusivity
- Named as title sponsor with company name/logo on all marketing and advertising
- Verbal recognition at the conference
- Printed logo or company-provided banner/flag displayed throughout the conference
- Exhibitor space at the conference
- Opportunity for a 5-10-minute presentation of your company and products at the welcome reception on Sunday, August 18, 2019
- Full page ad inside the front cover of the conference proceedings
- Promotional item provided by company in conference delegate bags
- Extensive social media recognition including logo and link to company website
- Full-screen company logo/ video included on screen presentations displayed during conference breaks
- 2 complimentary registrations to the full conference (over \$1000 value)
- 2 complimentary banquet tickets (held on Tuesday, August 20<sup>th</sup>, 2019)

### Trillium Sponsor

Investment: \$5,000 - \$9,999

- Verbal recognition at conference
- Printed logo or company-provided banner/flag displayed throughout the conference
- Exhibitor space at the conference
- Full-page ad in conference proceedings
- Promotional item provided by company in conference delegate bags
- Strong social media recognition including logo and link to company website
- Half-screen company logo included on screen presentations displayed during conference breaks
- 2 complimentary registrations to the full conference (over \$1000 value)
- 2 complimentary banquet tickets (held on Tuesday, August 20<sup>th</sup>, 2019)

## Gryphon Sponsorship

Investment: \$1,001 - \$4,999

- Verbal recognition at conference
- Exhibitor space at the conference
- Half-page ad in conference proceedings
- Promotional item provided by company in conference delegate bags
- Strong social media recognition including logo and link to company website
- Half-screen company logo included on screen presentations displayed during conference breaks
- 1 complimentary registration to the full conference (over \$500 value)

## Supporter Sponsorship

Investment: \$100 to \$1,000

- Business-card ad in conference proceedings
- Promotional item provided by company in conference delegate bags
- Strong social media recognition including logo and link to company website
- Half-screen company logo included on screen presentations displayed during conference breaks

If you would like to sponsor The 15th International Equitation Science Conference - Bringing Science to the Stable, please contact Kim Sheppard, Communications and Outreach Coordinator, Campbell Centre for the Study of Animal Welfare, U of Guelph, **by February 1, 2019**. This will allow the organizing committee time to make full use of their advertising campaign to promote your company.

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Although sponsorship will give your company the most value and recognition, we are offering the choice of becoming an exhibitor only. Contact Katrina Merkies, ISES 2019 Local Organizing Committee Chair, for more details on exhibitor opportunities:

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## More about the International Society for Equitation Science

The **International Society for Equitation Science (ISES)** is a non-profit organization (UK Registered Charity Number 1176401) that promotes and encourages the application of objective research and advanced practice which will ultimately improve the welfare of horses in their associations with humans.

### ISES Aims:

- to encourage and support basic and applied research into training and welfare of horses.
- to provide an international forum in which scientists can communicate and discuss the results of the above research.
- to encourage links between applied animal behaviour science, veterinary science, psychology and other disciplines.
- to encourage and support the teaching of Equitation Science in research and academic institutions.
- to provide a pool of expertise to national governments, international bodies, industry and to those equine welfare organisations which deal with problems involving equine behaviour, training and welfare.
- to encourage the assimilation of scientific knowledge so as to facilitate its use in relation to practical problems concerning the way horses are trained, managed, housed and cared for.

<http://equitationsscience.com>