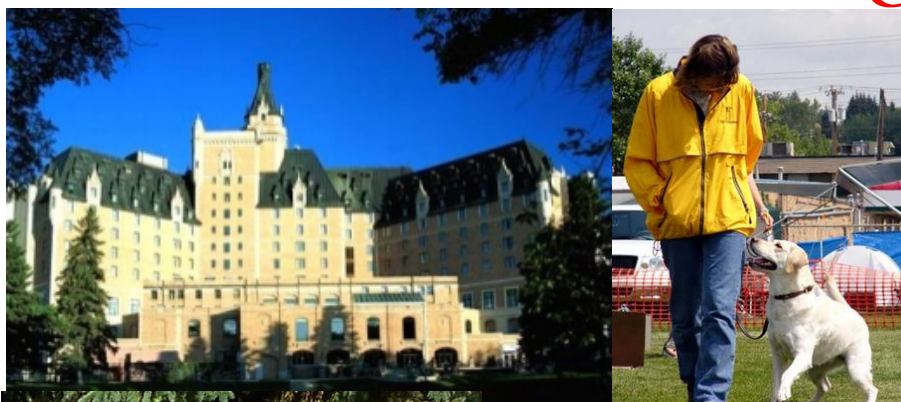




CAPPDT

Canadian Association of Professional Pet Dog Trainers
**11th Annual Conference &
Market Place**

“Ain’t Misbehaving”



**May 18 – 20, 2007
Delta Bessborough Hotel
Saskatoon, SK Canada**

SPONSORSHIP PACKAGE

Who We Are

The Canadian Association of Professional Pet Dog Trainers is a group of approximately 500 trainers from Newfoundland to British Columbia, to the United States and beyond. They are dedicated to continual education and search for best practices for the benefit of pet dogs and their owners. Since 1993, the Association has helped trainers from across Canada stay in touch and learn from each other through seminars, annual conferences, and quarterly newsletters.



Our members are entrepreneurs, full-time trainers, part-time trainers, experienced and beginners, whose advice is trusted by tens of thousands of pet dog owners across Canada.

Our Annual Conference

Since its inception in 1995, the CAPPDT Annual Conference and Market Place has been held every spring and has attracted an average of 250 professional dog trainers, members of CAPPDT and prospective members each year. The event spans a three-day weekend (Friday to Sunday) and features prominent trainers and other animal professionals from around the world, including such past presenters as Dr. Ian Dunbar, Brian Kilcommons, Bruce Fogle, Jean Donaldson, Gary Wilkes, Sue Sternberg, Donna Duford, Sarah Wilson, Gary Priest, Roger Abrantes, Dr. Pamela Reid, Bonnie Bergen, Wendy Volhard, Gail Fisher, Turid Rugaas and more. This year we are proud to have confirmed world-class renowned speakers such as **Dr. Stanley Coren, Dr. Ian Dunbar, Robyn Hood, Dr. Jesus Rosales-Ruiz, Heather Logan, Darcie Jennings, Tammy Dekens CPDT, Sue Ailsby, Cheryl Bartlett, Dr. Altina Wickstrom, Joan Orr and Keiley Abbott.** The 2007 conference will also feature a forum on Breed Specific Legislation.



Sponsoring CAPPDT 2007

Corporate sponsorships for the 2007 Annual Conference are available. Affiliating your brand or product line with the CAPPDT Annual Conference demonstrates your company's commitment to the education of professional pet dog trainers for the benefit of dogs and their owners. You will receive high-profile branding opportunities in the marketing campaign for the conference as well as at the event, influencing hundreds of trainers whose advice is trusted by tens of thousands of pet dog owners from around the world every year. Public interest in canine training and sports has never been higher in Canada. We all have an opportunity to participate in shaping the communities where we live through the promotion of education and certification of Professional Dog Trainers.

Corporate sponsors may provide logos for display in the conference brochure, up to a four-page glossy insert in the delegate workbook, and branded gifts to delegates. Sponsors receive VIP passes to attend the conference. Many other opportunities for branding are available to corporate sponsors.

Our Annual Market Place

"Market Place" will be the place to meet, situated on the conference floor in the centre of the conference. Attracting new, exciting, cutting-edge products every year, this is much more than a Market Place – it's an event! Upon opening, the Market Place attracts attendees during every break. Their time is spent talking to vendors, buying products, gathering samples to share with clients and staff, and learning about the industry's newest inventions and solutions. Artists, retailers, and industry specialists share this space, dazzle attendees and sell their wares. For more information on the conference facility please visit: www.deltabessborough.com

Why should you participate?

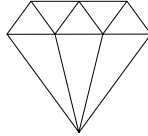
This is the 11th Annual Conference, and is already attracting international interest and some of North America's top speakers, well-known dog training professionals, new dog trainers, veterinary staff and doctors, as well as the dog-owning public.

If you have something to offer the pet dog industry, the dog training industry, or veterinary professionals, there is no better opportunity to showcase your ideas and products than at the CAPPDT Conference in Saskatoon 2007. If you are at all interested in helping to shape the future of dog training in North America, this is one opportunity you can't afford to miss.

Sponsorship of the 2007 CAPPDT Conference will provide opportunity for you to:

1. Publicize your commitment to the CAPPDT.
2. Support the continuing education of dog trainers and encourage ongoing research and product development in the industry.
3. Network with well-known leaders and dog trainers from across North America.
4. Strengthen new and existing relationships with professional dog trainers from across North America, veterinary staff and doctors as well as the dog-owning public.

Be a Gem...



Consider being a sponsor of the 2007 CAPPDT Conference!

For your individualized sponsorship opportunity contact:
Jan Kay at (306) 463-3573 or by email at: conf_007@cappdt.ca.

Five levels of sponsorship available.

SPONSORSHIP LEVELS

Diamond - \$5000

Diamond Corporate Sponsorship, reserved for major members of the pet product community, affords maximum exposure to trainers and the public as a contributor to the education of trainers and the improvement of training in Canada. Features of this sponsorship include:

Pre-Conference and Post-Conference Marketing

- Corporate logo prominently displayed on cover of conference brochure, mailed to our total membership of approximately 500 professional trainers.
- Corporate logo in public advertising of the event including conference brochures. (If logo is received prior to the brochure going to print.)
- Corporate logo displayed on CAPPDT website as well as in the association newsletter advertising of the event: CAPPDT Forum, mailed to our full membership of approximately 500 professional trainers.
- One full page black-and-white ad in national newsletter in each of February and May issues (provide in .pdf format please).
- Permission to include in sponsor's advertising the phrase: "Proud Sponsor of the Canadian Association of Professional Pet Dog Trainers" throughout the year 2007.

Onsite Participation

- Opportunity to provide a senior representative to introduce opening keynote speakers each day of the conference.
- Opportunity to provide branded bags for delegates' arrival package.
- Opportunity to provide branded gifts to be included in delegates' arrival package.
- Opportunity to provide full-colour inserts for delegate binder (up to four (4) pages).
- Inclusion in the "Thanks to Sponsors" page in the delegate binder.
- Opportunity to display banner in the hotel foyer where conference attendees and the general public will see it.
- Opportunity to provide two (2) easel signs announcing Diamond Sponsorship for placement in the registration area and outside the entrance to plenary sessions.
- Opportunity to provide a podium sign for plenary sessions.
- Acknowledgement in Chairperson's opening remarks.
- Diamond-level exhibit space in the conference exhibit hall.

Emerald - \$2500

Emerald Corporate Sponsorship, reserved for high-profile members of the pet product community, affords excellent exposure to trainers and the public as a contributor to the education of trainers and the improvement of training in Canada.

Pre-Conference and Post-Conference Marketing

- Corporate logo on cover of conference brochure, mailed to our total membership of approximately 500 professional trainers.
- Corporate logo in public advertising of the event including conference brochures. (If logo is received prior to the brochure going to print.)
- Corporate logo displayed on CAPPDT website as well as in the association newsletter advertising of the event: CAPPDT Forum, mailed to our full membership of approximately 500 professional trainers.
- Permission to include in sponsor's advertising the phrase: "Proud Sponsor of the Canadian Association of Professional Pet Dog Trainers" throughout the year 2007.

Onsite Participation

- Opportunity to provide branded gifts to be included in delegates' arrival package.
- Opportunity to provide full-colour inserts for delegate binder (up to two (2) pages).
- Inclusion in the "Thanks to Sponsors" page in the delegate binder.
- Opportunity to display banner in the hotel foyer where conference attendees and the general public will see it.
- Opportunity to provide one (1) easel sign announcing Emerald Sponsorship for placement outside the entrance to plenary sessions.
- Acknowledgement in Chairperson's opening remarks.
- Emerald-level exhibit space in the conference exhibit hall.

Sapphire - \$2000

Sapphire Corporate Sponsorship, reserved for high-profile members of the pet product community, affords excellent exposure to trainers and the public as a contributor to the education of trainers and the improvement of training in Canada.

Pre-Conference and Post-Conference Marketing

- Corporate logo on cover of conference brochure, mailed to our total membership of approximately 500 professional trainers, next to New Trainer Development Program.
- Corporate logo in public advertising of the event including conference brochures. (If logo received prior to the brochure going to print.)
- Corporate logo displayed on CAPPDT website as well as in the association newsletter advertising of the event: CAPPDT Forum, mailed to full membership of approximately 500 professional trainers.
- Permission to include in sponsor's advertising the phrase: "Proud Sponsor of the Canadian Association of Professional Pet Dog Trainers" throughout the year 2007.

Onsite Participation

- Opportunity to provide branded gifts to be included in delegates' arrival package.
- Opportunity to provide full-colour inserts for delegate binder (up to two (2) pages).
- Inclusion in "Thanks to Sponsors" page in delegate binder.
- Opportunity to provide one (1) easel sign announcing Sapphire Sponsorship for placement outside the entrance to plenary sessions.
- Acknowledgement in Chairperson's opening remarks.
- Sapphire-level exhibit space in the conference exhibit hall.

Ruby - \$1500

Ruby Corporate Sponsorship affords excellent exposure to trainers and the public as a contributor to the education of trainers and the improvement of training in Canada. Features of this sponsorship include:

Pre-Conference and Post-Conference Marketing

- Corporate logo inside conference brochure, mailed to our total membership of approximately 500 professional trainers.
- Corporate logo in public advertising of the event including conference brochures. (If logo is received prior to the brochure going to print.)
- Corporate logo displayed on CAPPDT website as well as in the association newsletter advertising of the event: CAPPDT Forum, mailed to our full membership of approximately 500 professional trainers.

Onsite Participation

- Opportunity to provide branded gifts to be included in delegates' arrival package.
- Opportunity to provide one page full-colour insert for delegate binder.
- Inclusion in "Thanks to Sponsors" page in delegate binder.
- Opportunity to provide one (1) easel sign announcing: "Refreshments Provided by (Sponsor's logo) for placement in refreshment area for afternoon refreshments.
- Ruby-level exhibit space in the conference exhibit hall.

Pearl - \$1000

Pearl Corporate Sponsorship affords excellent exposure to trainers and the public as a contributor to the education of trainers and the improvement of training in Canada. Features of this sponsorship include:

Pre-conference and Post-conference Marketing

- Corporate logo inside conference brochure, mailed to total membership of approximately 500 professional trainers.
- Corporate logo in public advertising of the event including conference brochures. (If logo is received prior to the brochure going to print.)
- Corporate logo displayed on CAPPDT website as well as in the association newsletter advertising of the event: CAPPDT Forum, mailed to our full membership of approximately 500 professional trainers.

Onsite Participation

- Opportunity to provide branded gifts to be included in delegates' arrival package.
- Inclusion in "Thanks to Sponsors" page in delegate binder.
- Opportunity to provide one (1) easel sign announcing: "Refreshments Provided by (Sponsor's logo) for placement in refreshment area for morning refreshments.
- Pearl-level exhibit space in the conference exhibit hall.

For your individualized sponsorship opportunity please contact Jan Kay at (306) 463-3573 or by email at conf_007@cappdt.ca.