

South Street  
Murdoch WA 6150  
Australia

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Royal Canin Australia  
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15/05/12

Dear ██████████

**RE: Emergency Medicine Course Sponsorship 2012**

We are pleased to invite Royal Canin to assist the Office of Continuing Education hold a two day course in Emergency Medicine for veterinarians at Murdoch University, Perth.

**Event Details**

The Emergency Medicine course will give veterinarians the opportunity to develop and refine their knowledge and skills in managing emergency conditions commonly encountered in small animal practice over two full days.

The first day will consist of a series of interactive lectures covering shock, cardiopulmonary resuscitation, toxicities, acid-base balance, electrolytes, traumatic brain injury as well as monitoring and diagnostic equipment. The second day will be a practical day allowing participants the opportunity to develop hands on skills in a number of different emergency procedures in both wet and dry lab environments.

The key presenters for the Emergency Medicine course will be Dr Lisa Smart, Dr Melissa Claus and Dr Ryan Ong, all from Murdoch University. All have specialist qualifications and extensive experience in small animal emergency medicine and critical care.

It is anticipated that this course will be very popular. A recent survey performed by the Office of Continuing Education showed that approximately 62% of veterinarians surveyed were interested in emergency medicine continuing education. Additionally, it has been several years since a day course relating to this topic has been held at Murdoch University.

Veterinarians will have the option of registering for the full two day course or just the first day of lectures. The second practical day will be capped at 16 participants; however the first day will be almost unlimited. Previous day courses held at Murdoch University have received anywhere from 30 to 70 veterinarians attending. Veterinarians will be charged a fee for attending the course.

Following the course, the notes will also be offered for sale to other interested veterinarians through the Office of Continuing Education's website.

The confirmed dates for the course are Sunday 22<sup>nd</sup> July and Monday 23<sup>rd</sup> July 2012. Each day will commence at 8:30am or 9:00am and finish at 5:00pm.

### **Partnership Opportunities and Acknowledgement**

We are pleased to invite Royal Canin to support the Emergency Medicine course and continuing education for veterinarians through a co-sponsorship arrangement, alongside IDEXX Laboratories.

Sponsorship benefits will include:

- Access in person to small animal veterinarians.
- Verbal acknowledgement of sponsorship at the beginning of the course.
- Opportunity for your company representative to attend the lectures and mingle with attendees during morning tea, lunch and afternoon tea on both days.
- Opportunity to have a display of products, equipment etc in the same room the morning tea, lunch and afternoon tea breaks will be held on the first day.
- Opportunity to provide promotional material to attendees.
- A copy of the notes for the representative attending or a copy by post.
- Acknowledgement of sponsorship in the lecture notes and opportunity to provide one A4 page of material for inclusion into the lecture notes.
- Acknowledgement on Sponsor page of Continuing Education website.

### **Sponsorship Investment**

The co-sponsorship investment for the two day Emergency Medicine Course is \$3,000 (plus GST).

We would welcome confirmation of participation in this package by Friday 8<sup>th</sup> June 2012.

Please do not hesitate to contact us if you would like more information or to discuss this proposal further. We look forward to hearing from you.

Kind regards,

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