



Call for Sponsorship Proposals: 2021 ANCC Pre-Conference Symposium

The fifth annual Animal Nutrition Conference of Canada (ANCC) is scheduled to take place May 11-13, 2021 at Le Centre Sheraton Montreal, Quebec. The conference will explore topics related to “Precision nutrition and emerging technologies”.

The planning committee invites companies interested in hosting the 2021 ANCC Pre-Conference Symposium to submit their proposals. The symposium is a half-day session immediately preceding the ANCC, and is planned for the morning of Wednesday, May 12th.

Companies will be given the option to host one or more sessions. As in previous years, there is also the option for companies to sponsor the entire symposium and select their own pre-conference theme.

About the ANCC

The ANCC is a dynamic conference that brings together researchers and feed industry specialists to exchange knowledge about the latest scientific developments related to livestock and poultry nutrition. It is the only Canadian conference with a singular focus on animal nutrition. It is organized by the Animal Nutrition Association of Canada (ANAC) along with a committee of academic and industry representatives.

In addition to the strong scientific program, the ANCC showcases industry partners and graduate student research. With a broad range of over 300 participants from industry, academia, and government across Canada and beyond expected to attend, there will be ample opportunities for networking. To experience the networking, knowledge-exchange and learning at ANCC, view a short video with [highlights from 2019](#).

Planning and the COVID-19 Pandemic

It is our strong hope that we will be able to meet in person in Montreal and we will continue to monitor the situation closely. In the event that large gatherings are still not possible in May 2021, then rest assured that ANCC will go ahead with a quality online conference. Our virtual ANCC 2020 attracted over 900 attendees and proved to be a success for our sponsors as indicated in the following testimonial by one of our pre-conference sponsors:

“The platform allowed us to feature a technical expert and speak to a key target audience. The ANCC team was responsive and worked hard to provide value for our sponsorship dollars. They also followed up with metrics so we can make informed decisions in the future.”

Please take a moment to view our [on-demand webinar](#) videos from ANCC 2020 on our website.



Pre-Conference Schedule

The pre-conference symposium will consist of five 40-minute sessions taking place on the morning of Wednesday, May 12th. Companies wishing to sponsor the entire symposium have the flexibility to schedule the morning as desired.

Sponsorship Options

OPTION 1: Sponsor the entire symposium as the title sponsor

- The title sponsor is responsible for providing speakers (including associated costs) for the entire symposium. The sponsor has the option to select their own pre-conference theme OR use the suggested theme: *Emerging Trends in Animal Nutrition*. Proposals should include the theme as well as the speakers and their topics/titles.
- Cost: \$20,000 + taxes
- Sponsors will receive:
 - 6 free conference registrations (in addition to free registration for the speakers),
 - logo on the homepage of the conference website
 - ½ page colour ad in the electronic conference proceedings
 - on-demand webinar of presentations on conference website
 - signage throughout the conference*
 - option to provide a promotional item in the conference bag (350 pieces)*

OPTION 2: Sponsor one, two, or three sessions

- The sponsor is responsible for providing a speaker (including associated costs) for the session(s). The session(s) should fit the pre-conference theme: *Emerging Trends in Animal Nutrition*. Proposals should include the name(s) and affiliation of the speaker(s) as well as a short abstract of the talk (maximum 250 words). The 40-minute slot could include one or two speakers and should not include more than 5 minutes of product or company-specific information (as this has not been well-received by conference attendees in the past).
- Cost: \$5,000 + taxes per sponsor slot
- Sponsors will receive:
 - 1 free registration per sponsored session (in addition to free registration for the speaker(s))
 - logo on the homepage of the conference website
 - ½ page colour ad in the electronic conference proceedings
 - on-demand webinar of presentations on conference website
 - option to display a pop-up in the meal room during breakfast and lunch (provided by sponsor)*
 - tent cards with sponsor logos at meals and breaks *
 - option to provide a promotional item in the conference bag (350 pieces)*



* **Virtual conference contingencies:** If the conference is held virtually, each pre-conference presentation will be offered as a webinar with a live question and answer session. The * sponsorship benefits will be replaced with: logos displayed during webinars, digital handout(s) available to webinar attendees, commercial or static ad during webinars, mini infomercial on the ANCC website, and an option to host an online meeting room.

Submitting a Proposal

Interested companies and organizations are asked to submit their proposals by **September 30, 2020** via email to info@anacan.org.

The conference website is: www.animalnutritionconference.ca

For more information, please contact Sarah Hopkins at shopkins@anacan.org.

Selection Process

The planning committee will consider all submitted proposals. Preference is for the overall program to have both ruminant and monogastric representation of topics that are current, technical and not overly product-specific. Companies will be informed of the selection by October 9th.