



NEW IN 2016

Become **THE OFFICIAL PARTNER** of
Every veterinarian is talking about it



Do not miss this exceptional offer to be an official sponsor of the series.

As an official sponsor, you will get the following:

- Mention of your sponsorship during the 4 shows of *Every veterinarian is talking about it*.
- A 30 second advertising at the beginning and at the end of the 4 shows.
- Presentation of your logo and mention of your sponsorship in every document, ad and mailings to members regarding the show.
- Logo and mention of your sponsorship in the articles relating to the show in the *Le Rapporteur* magazine.

**DO NOT MISS
THIS UNIQUE OPPORTUNITY!**

EXCLUSIVE SPONSORSHIP
For only \$15,000, you get all of these benefits!

SHARED SPONSORSHIP:
2 sponsors: \$9,000 3 sponsors: \$6,000

OTHER SPONSORSHIPS FOR THE SHOW

You can also take advantage of these shows to promote your products and services when buying time during the commercials when the show is broadcasted.

There are only eight (8) minutes of commercial break available to companies and that is for the 4 shows of 90 minutes each.

If you want to be seen, do not wait!

You must supply the audiovisual material.

COMMERCIAL BREAK
\$1,000 / 15 seconds \$1,500 / 30 seconds

Tentative
broadcasting
dates

2016 PROGRAM SCHEDULE

1ST EPISODE

November 9, 2016 at 9 pm

Quebec technicians in animal health

During this show, different animal health stakeholders will be reunited to discuss the status of the animal health technicians within the profession, their certification and the various specialties. Representatives from veterinary associations and technicians in animal health as well as professionals in both fields will take part in the discussion.

Is it possible to achieve better wages in this profession? What is the impact of the certification in veterinary hospitals? What will happen to the technicians who are not certified? What will the future hold for them?

These questions will be debated. Do not miss your chance to be part of the discussion.

2ND EPISODE

November 16, 2016 at 9 pm

Quebec veterinarian specialists; a new generation that changes everything!

We will debate this question around the table. General practitioner veterinarians, veterinary specialists and representatives of the Order will debate their point of view. Is it more or less complicated to refer a case today than it was in the past? Is veterinary medicine becoming too specialized?

3RD EPISODE

December 7, 2016 at 9 pm

Promoting your business; yes, but at what cost?

With the arrival of social media, the medical world has changed. This revolution has brought many advantages, such as greater visibility, for the improvement of the profession.

However, some incidents reminded us of the hazards of this tool.

Is this a necessary evil or an opportunity to be seized?

During this show, we will discuss with the victims of social media and the experts who will give us some tools and explain how to use them efficiently along with tips on how to manage a delicate situation or a crisis when it happens.

4TH EPISODE

December 14, 2016 at 9 pm

Animal abuse; a real moral dilemma for the veterinarian and his or her team!

Around the table, different stakeholders from the government, the Order of Quebec veterinarians and representatives from different regions where a law similar to Bill 54 exists will demystify the implementation of this law and its repercussions on the profession.

What is the role of the veterinarian in preventing animal abuse? Please join us to find out!