2020

MEMBER REPORT

Growing, Strengthening, and Transforming Feline Health and Welfare

American Association of Feline Practitioners
Veterinary Professionals Passionate About the Care of Cats
As we close 2020, we can all agree it has been a challenging year. Despite the many obstacles presented, we were able to remain nimble, and transition to provide members with needed online and virtual resources. Like all of you, the AAFP was tested during the ongoing pandemic, but we've remained resilient and dedicated to our members, partners, sponsors, and the veterinary community through our constant efforts to elevate the standards of feline care. We are pleased to report continued growth, the development of new resources and educational efforts, and a variety of accomplishments throughout the year.

Our strategic goals remain our focal point, however, we were able to make adjustments this past year so that we could concentrate on providing our members, non-members, and cat caregivers with the education and support they needed to navigate these uncharted circumstances. In 2021, we will continue to focus on the goals in our strategic plan by transitioning the way in which we develop, communicate, and deliver programs and services to position us for continued success in the future. Our dedicated board, volunteers, and headquarters staff have been essential in putting our vision into action and making the necessary changes to drive results.

Enhancing feline resources proved not only to benefit our members, but extended our horizon for enhancing the care for cats.

Where We’ve Been. Where We’re Heading.

**PROVEN:**
- Launch of First-Ever eConference
- Pivot to a Robust Virtual Annual Conference
- New Technology Advancements in eLearning Center
- Launch of Cat Friendly Certificate Program
- Two Updated Guidelines - Feline Retrovirus Management and Feline Vaccination
- Retrovirus Educational Toolkit
- Claw Friendly Educational Toolkit
- Expanded Partnerships and Memberships in South America
- New Webinars, Client Brochures, and Educational Resources
- Trusted Source for Editorial Content & Interviews
- Engaging Feline Weekly Newsbrief and Newsletters

**OPPORTUNITY:**
- New Educational Toolkits Upcoming: End of Life and Hypertension
- Expansion of Cat Friendly Certificate Program
- Guidelines Launch Planned for 2021: Life Stages and Senior Care
- Guidelines Development Beginning in 2021: FIP Part 1 and Feline-Friendly Handling
- New Live and On-Demand Webinars
- Spring into Feline Medicine - Spring Virtual Conference Series
- New Marketing Campaigns for Cat Friendly Homes and Cat Friendly Practice®
- New Membership Benefits
- Annual Conference: Anesthesia, Analgesia, & Surgery

Our perseverance has provided us with increased energy and excitement as we hit the ground running into 2021 by developing new programs, services, and educational efforts all towards a feline-forward future.

Sincerely,

**Dr. Kelly A. St. Denis, MSc, DABVP (Feline), President**

**Heather O’Steen, CAE, Chief Executive Officer**

2021 BOARD OF DIRECTORS

- **President**
  - Dr. Kelly A. St. Denis

- **President-Elect**
  - Dr. Michelle Meyer

- **Treasurer**
  - Dr. Colleen Currigan

- **Past President**
  - Dr. Lauren Demos

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- Dr. Marcus Brown (2020-2022)
- Dr. Diana Lafer (2019-2021)
- Dr. Ken Lambrecht (2020-2022)
- Dr. Paula Monroe-Aldridge (2020-2022)
- Dr. Kira Ramdas (2019-2021)
- Dr. Dale Rubenstein (2019-2021)
- Dr. Tammy Sadek (2020-2022)

AVMA Delegate, Dr. Marcus Brown

AVMA Alternate Delegate, Dr. Colleen Currigan

Board Intern, Dr. Ashlie Saffire
Introduction

The American Association of Feline Practitioners invested time, knowledge, and resources to overcome the hurdles 2020 presented. As our members were challenged to continue providing vital veterinary services for felines during the ongoing pandemic, we provided them with many new virtual educational opportunities despite these obstacles. We held a Virtual eConference on April 2, offered several new webinars, published Feline Vaccination Guidelines, created a Retrovirus Digital Toolkit, transitioned to a Virtual Conference in October, launched the Cat Friendly Certificate Program, and translated Cat Friendly Practice® materials into Portuguese and Spanish.

The American Association of Feline Practitioners (AAFP) supports its members in improving the health and welfare of cats through high standards of practice, continuing education, and evidence-based medicine.

We are the trusted leaders in feline health and welfare for the veterinary community and cat caregivers.

MISSION

We uphold high standards for the endeavors of the Association on behalf of our members and the community, acting with integrity, honesty, and respect in all of our individual pursuits and collective initiatives.

PROFESSIONALISM

We lead with science, providing trusted and evidence-based information. We support veterinary teams in their education and awareness of feline health and welfare, increase the standards of care for cats, and encourage the ongoing pursuit of knowledge.

SCIENCE-BASED

We commit to convene and nurture a diverse community of individuals, and respect the dimensions of diversity among us and the populations we serve. We further value the differences in ideas, perspectives, and people in our community in order to foster an environment of inclusion in pursuit of excellence in feline medicine and surgery.

DIVERSITY

We practice prudent financial decision-making and accountability, as well as demonstrate commitment, passion, and leadership to our members.

ACCOUNTABILITY

We practice positive and effective communication, promote individual and organizational growth, work as a cohesive team, and support leadership decisions to be one voice for the Association.

RESPECT

MISSION AND MEMBER-DRIVEN

2020 Member Report | 2
How We Engage

As we continue to improve the overall standards of care for cats, we are committed to providing our members with educational resources, information, and access to new programs and benefits in order to build a strong feline-focused foundation. Supporting our members has and will always be part of our core purpose. Being able to provide our members with evolving benefits to capture and engage them is essential.

2020 TOP RANKED MEMBERSHIP BENEFITS

- Feline Practice Guidelines
- AAFP Professional Website (www.catvets.com)
- Feline Welfare Position Statements
- Cat Friendly Practice® Program
- Journal of Feline Medicine and Surgery (JFMS)
- AAFP Free On-demand Webinars
- Client Brochures
- Marketing Efforts - Educating Cat Owners
- Cat Friendly Certificate Program
- Scratching Post Bi-monthly Newsletter
- Feline Weekly Newsbrief
- AAFP Cat Caregiver Website (www.catfriendly.com)

NEW IN 2021

- NEW AAFP MEMBERSHIP BENEFITS
  In early 2021, our Board will meet to strategize new membership benefits and ideas for the future based on the feedback received from our Membership Surveys. There is so much potential to provide our members with new valuable benefits that would continue to grow their skill set.
- NEW AAFP MEMBER MARKETING MATERIALS
- ADDITION OF AAFP COMPANY MERCHANDISE WEBSITE
ASSOCIATE MEMBERSHIP

The Associate Membership program is a strategic networking and outreach initiative to connect the AAFP with established veterinary associations and industry organizations in Central and South America. The AAFP is working closely with local partners and volunteers to understand the current standards of care and collaborate on how to offer the AAFP’s high standard of educational material and best practices in a way that is accessible to these communities.

The core benefit of the Associate Membership program is access to AAFP materials, including the Cat Friendly Practice® (CFP) program and the JFMS. This outreach began in 2019, however the initiative officially launched when CFP veterinary professional resources and client education brochures were translated into both Spanish and Portuguese in 2020.

Early response to the Associate Membership program has been very positive! Membership applications were immediate, with over 70 Associate Members. Promotion for membership and Cat Friendly Practice® continues as well. Our partner in Argentina offered an introductory webinar on creating a Cat Friendly Practice® to over 600 interested members and key opinion leaders; our sponsor in Brazil, Royal Canin, has also promoted our new membership through local and digital events, as well as helped with translating resources and Practice Guidelines. Our Associate Membership was also featured in industry magazines in Brazil and Columbia.

NEW IN 2021

○ EXPANSION OF ASSOCIATE MEMBERSHIP PROGRAM IN SOUTH AND CENTRAL AMERICA

The new year brings new and exciting opportunities for the AAFP. We are listening to established leaders in the region to create the highest impact in their communities, and we are working with local partners to bring the Cat Friendly Practice® designation to new clinics and teaching hospitals. The positive output from our current partnerships has created opportunities to expand the Associate Membership program into Mexico, Uruguay, and Columbia. There is a tremendous show of interest in translating additional AAFP materials to Spanish and Portuguese, including Practice Guidelines, and our volunteer groups and industry partners are ready to make this a reality.

○ ENHANCED SOCIAL MEDIA CAMPAIGNS

2020 Social Statistics

2.9 Million
SOCIAL IMPRESSIONS

10% OVERALL INCREASE IN FOLLOWERS
80% INCREASE IN LINKEDIN FOLLOWERS
50% INCREASE IN INSTAGRAM FOLLOWERS
32% Followers from Brazil
30% Followers from the U.S.
16% INCREASE IN TWITTER FOLLOWERS
5% INCREASE IN FACEBOOK FOLLOWERS

Feline Weekly
5,000+ SUBSCRIBERS
99% OPEN RATE
19% CLICK THROUGH RATE

CFP Newsletter
(Approved)
2,500+ SUBSCRIBERS
33% OPEN RATE
16% CLICK THROUGH RATE

CFP Newsletter
(In-Progress)
800+ SUBSCRIBERS
34% OPEN RATE
14% CLICK THROUGH RATE

Feline Monthly
(Non-Members)
600+ SUBSCRIBERS
27% OPEN RATE
15% CLICK THROUGH RATE

eNewsletters
SCRATCHING POST
(MEMBERS & TEAM MEMBERS)
5,000+ SUBSCRIBERS
38% OPEN RATE
17% CLICK THROUGH RATE
Education

We concentrated on expanding robust feline education throughout 2020 by offering new webinars, updating the Retrovirus and Vaccination guidelines, creating an online Retrovirus Educational Toolkit, hosting an eConference in April 2020, and moving our Annual Conference in October to a fully virtual platform. We elevated our online educational offerings by having live and on demand sessions so our members and veterinary community could utilize them according to their availability. Based on the results of the 2020 Member Survey, our webinars and Virtual Conference proved extremely popular with members. Taking this into consideration, we will continue to provide more ways to educate our audience through engaging and enriching virtual mediums.

eLEARNING CENTER

Our eLearning Center has proven to be incredibly valuable to our members in providing them with much needed RACE-approved CE that can be accessed at any time. This includes free feline-focused online CE webinars for members, team member subscribers, and CFP cat advocates and special discounts for non-members. 2020 webinars included Feline Upper Respiratory Infections: What’s New presented by Dr. White and Feline Onychectomy: What We Know and What We Don’t Know presented by Dr. Kelly St. Denis.

Additional webinars are being coordinated for 2021. We will also begin to offer webinars live, while offering recorded versions on-demand in our webinar library.

SPRING eCONFERENCE

Our first online eConference was held on April 6, 2020 and had over 500 live attendees. The topic of anesthesia and behavior was spoken upon by two speakers, Drs. Sarah Heath and Sheilah Robertson, for a total of four RACE-approved CE hours. The culmination of work leading up to the event and its launch was very timely due to COVID-19 travel restrictions.

NEW IN 2021

SPRING VIRTUAL ECONFERENCE SERIES

We are excited to present a three-part virtual live CE event.

SPRING INTO FELINE MEDICINE

Members will receive a substantial discount and a variety of CE topics will be presented by expert speakers in a live format.
ANNUAL CONFERENCE

Our 2020 Virtual Conference completely reinvented the design of past conferences by providing a unique and engaging virtual experience. Focusing on Feline Head & Neck: Diseases, Disorders, & More, this feline-specific educational experience was offered both live (October 3 & 4 and 24 & 25) and on-demand (originally through December 31, 2020) in order to prioritize the health, safety, and convenience of members, attendees, staff, exhibitors, and sponsors during the COVID-19 pandemic.

The on-demand and exhibit booth access has been extended for six months, concluding June 30, 2021!

The 2020 Virtual Conference brought our largest audience to date. More than 2,000 attendees connected turning in from the comfort of their home or office.

Those who attended the live weekend dates were able to virtually engage with speakers, presenters, exhibitors, and fellow colleagues. Special sponsored events such as Yoga, Ask the Experts sessions, two Virtual Happy Hours, 28 Video Chat Discussion Forums, and newly added live streaming sessions, made this Virtual Conference a standout in the veterinary community and surpassed all expectations.

Another exciting new offering was the virtual exhibit hall where attendees could visit and explore a variety of companies and organizations. The exhibit hall consisted of 52 exhibitor booths which provided unique ways to virtually engage with attendees through video chatting, reviewing material handouts in PDF format, links to company products, give-away items, and a button to request more information. The booths were viewed more than 29,400 times with over 14,400 asset clicks.
NEW IN 2021

ANNUAL CONFERENCE: FELINE ANESTHESIA, ANALGESIA, SURGERY

The AAFP 2021 Conference is scheduled to take place in Phoenix, Arizona from September 30 to October 3, 2021 at the Phoenix Convention Center. We are excited to present this conference format in a hybrid model, which aims to provide a truly unique and customizable opportunity for the entire veterinary community. At this time veterinary attendance onsite may be limited by the Convention Center, but we will assess this further as the planning progresses. The onsite conference will include most of the similar features in the past such as a bustling exhibit hall, pre-conference day, social events, and Lunch and Learn CE. Both general session feline tracks will be live-streamed to virtual attendees who will be able to watch the presentations in real-time providing the benefit of allowing more attendees to participate, as well as access to those who may not be able to travel. Additionally, both onsite and virtual attendees will have on-demand access to the presentations to allow further learning, and allow onsite attendees the opportunity to view sessions from concurrent tracks they may have missed.

AAFP CONFERENCE ATTENDEE HISTORY

<table>
<thead>
<tr>
<th></th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
</tr>
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<tbody>
<tr>
<td>Veterinary Professionals</td>
<td>1,187</td>
<td>1,437</td>
<td>1,891</td>
</tr>
<tr>
<td>Students</td>
<td>52</td>
<td>58</td>
<td>76</td>
</tr>
<tr>
<td>Exhibitors and Guests</td>
<td>228</td>
<td>296</td>
<td>71</td>
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<tr>
<td>Total Attendees</td>
<td>1,467</td>
<td>1,733</td>
<td>2,018</td>
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<tr>
<td>First Time Attendees (non-exhibitor)</td>
<td>489</td>
<td>615</td>
<td>776</td>
</tr>
</tbody>
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"AAFP rocked this conference! Especially given the circumstances of 2020, this conference went above and beyond my expectations! Well done, AAFP!"

"I got to sit in my comfy clothes with my cat and still earn CE credits and learn new things. I also appreciated not having to travel and staying safely at home during COVID."

"The VERY best part was that it was virtual. No traveling, sleeping in hotel rooms, eating restaurant food. The (very close) next best thing was the selection of speakers - I learned SO MUCH (and I keep up, and have been practicing over 30 years). Several of my current patients will immediately benefit from things I learned here. I can’t thank you enough for the depth and quality of the feline CE you’ve provided."

"Excellent speakers. Nice balance of science and practical application. Very compassionate approach to caring for cats."
AWARDING STUDENTS AND YOUNG VETERINARIANS

We are proud to offer scholarships to veterinary students and young veterinarians who are passionate about feline medicine. Our 2020 sponsors included Purina-Pro Plan Veterinary Diets, who sponsored the Student Awards, and Royal Canin who sponsored Young Veterinarian Scholarships. Recipients of these scholarships and award programs received complimentary conference registrations to further their education and gain access to meaningful networking and roundtable discussion groups.

Through our partnership with the WINN Feline Foundation, we awarded two scholarships in the spring, one for feline clinical practice and one for feline clinical research scientist. We are thrilled to offer these joint scholarships to aid future veterinarians.

AAFP EDUCATION AT OTHER CONFERENCES

The AAFP feels it is vitally important to provide feline education to every veterinary professional. We partner with well-regarded and highly attended veterinary conferences and coordinate speakers to present on much needed feline content at these conferences.
Practice Guidelines

In 2020, we published two feline guideline updates to the veterinary community in the Journal of Feline Medicine & Surgery (JFMS).

**FELINE RETROVIRUS MANAGEMENT**
(January 2020)
[www.catvets.com/retroviruses](http://www.catvets.com/retroviruses)

These Guidelines focus on feline leukemia virus (FeLV) and feline immunodeficiency virus (FIV) infections, which are found in cats worldwide. The spread of these viruses can be minimized through education, testing, and vaccinations.

**FELINE VACCINATION**
(September 2020)
[www.catvets.com/vaccinations](http://www.catvets.com/vaccinations)

In a joint release with the American Animal Hospital Association (AAHA), updated feline vaccination Guidelines stressed the need for an expanded understanding by veterinary professionals of individualized feline risk factors to determine a proper preventive healthcare plan.

NEW IN 2021

- Launch of Updated Life Stages and Senior Care Guidelines
- Begin development of FIP Part 1: Diagnosis, Prevention and Management and Updating Feline-Friendly Handling
- Release of Educational End of Life Toolkit and Hypertension Toolkit

Educational Toolkits

**FELINE RETROVIRUS TOOLKIT**
[www.catvets.com/retrovirus-toolkit](http://www.catvets.com/retrovirus-toolkit)

April 2020 brought the release of a new Retrovirus Educational Toolkit developed from the AAFP Retrovirus Testing and Management Guidelines. The Toolkit, sponsored by IDEXX, contains information about transmission, outcomes of infection, diagnosis, prevention, management, treatment, frequently asked questions (FAQs), and client resources.

**CLAW FRIENDLY EDUCATIONAL TOOLKIT**

In December 2020, the AAFP launched the robust Claw Friendly Educational Toolkit to provide resources to the veterinary community and support our Cat Friendly Practices® decision not to declaw. This Toolkit has been endorsed by Cat Healthy, CATalyst Council, and the International Society of Feline Medicine (ISFM). The Toolkit contains in-depth information including a review and summary of scientific literature, scratching educational resources, frequently asked questions from both client and veterinary practices, free webinars, sample phone counseling scripts, sample practice implementation plans, real-life practice experiences, client resources, and more.
EXPANSION OF ASSOCIATE MEMBERSHIP PROGRAM IN SOUTH AND CENTRAL AMERICA

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DEVELOPMENT OF NEW CAT FRIENDLY PRACTICE® MATERIALS

NEW IN 2021

Established by the AAFP and the International Society for Feline Medicine (ISFM), the Cat Friendly Practice® Program is a global initiative designed to elevate care for cats by reducing the stress for the cat, caregiver, and the entire veterinary team. The Cat Friendly Practice® Program has been leading the movement to make veterinary care less stressful for cats and their caregivers since 2012 by providing support and in-depth, quality educational content to help veterinary professionals better understand the unique needs of cats. A Cat Friendly Practice® designation shows prospective clients that a practice has taken the extra time and steps to have the ability to consider each cat’s experience and care.

This year the CFP Committee updated the Guide to Becoming a Cat Friendly Practice® in order to enhance information on pain and sedation, as well as content on compounding medications. Additionally, time was spent developing a comprehensive Cat Friendly Certificate Program for individuals. Over time, we have understood there may be some barriers for clinics to become Cat Friendly Practices®. This new Cat Friendly Certificate Program allows a team member to obtain feline knowledge and skills. Individuals within the veterinary community can now gain the knowledge needed to enhance their understanding of cats, and increase feline standards of care. This certificate serves as a mark of distinction amongst colleagues, increases the momentum of the Cat Friendly Practice® Program, and provides practices with a new way to on-board and train new staff.

EXPANSION OF ASSOCIATE MEMBERSHIP PROGRAM IN SOUTH AND CENTRAL AMERICA

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DEVELOPMENT OF NEW CAT FRIENDLY PRACTICE® MATERIALS

MARKETING OF THE CAT FRIENDLY CERTIFICATE PROGRAM
2020 CFP Survey Results

SATISFACTION RATE from CFPs: 99%
WOULD RECOMMEND CFP program to other veterinary professionals: 99%

1,006 DESIGNATED CAT FRIENDLY PRACTICES® as of December 18, 2020
331 IN PROGRESS

IMPROVED KNOWLEDGE: 92%
INCREASED VISITS: 81%
and feline care among practice staff due to CFP program
from better feline care/CFP marketing

Top Benefits

LESS STRESS on feline patients
HIGHER SATISFACTION among current cat clients
SHOWS YOU CARE about your feline patients
IMPROVED CLIENT RETENTION more frequent visits by existing cat owner clients
MORE STAFF TIME AND ATTENTION with each feline patient

Received Positive Feedback from Clients on Being a CFP: 76%
Increased Revenue Due to Being a CFP: 70%

Being a Cat Friendly Practice is an educational and uplifting experience for our team and clients. It sets us apart from other practices.

HAD POSITIVE TEAM DYNAMIC IMPACT WHEN HANDLING, TREATING, AND CARING FOR CATS

WWW.CATVETS.COM/CFP
*364 survey respondents
In October, we officially launched our Cat Friendly Certificate Program which builds on the philosophy of our Cat Friendly Practice® Program. Designed based on the need for specific feline-focused care and continuing education, the Cat Friendly Certificate is for anyone in the veterinary profession who sees cats in practice or has an interest in feline behavior, medicine, and welfare. This new program consists of nine core modules available on-demand, each exploring a unique aspect in feline behavior, the veterinary experience, and health care. Individuals earn RACE-approved CE hours and gain access to a wide variety of additional resources that help demonstrate their personal commitment in caring for cats. Obtaining the certificate will help veterinary professionals learn more about being cat friendly and how to start implementing strategies right away. By completing the certificate program, individuals gain the knowledge, skills, and best in-clinic practices needed to enhance the understanding of cats and increase feline standards of care. Whether they are a practicing veterinarian looking to grow their skill set, or a front office manager who would like to create a more feline-friendly atmosphere, the program offers the guidance needed to provide better feline-focused care to clients and patients. This information can be utilized to achieve career goals and helps individuals to stand out, stay current, and make an impression on clients that lasts.

**BENEFITS OF THE PROGRAM INCLUDE:**
- Enhanced ability to fulfill client and patient needs.
- Builds confidence in working with cats.
- Demonstrates a personal commitment to feline health.
- Helps clinics develop talent and understanding of cats.
- Reinforces the important role feline knowledge and understanding plays in the practice.
- Increases ability to showcase feline expertise while contributing to professional development efforts.
- Offers transferable tools and knowledge.
Educating Cat Caregivers

Cat Friendly Homes, www.catfriendly.com, is our cat owner facing website that provides credible and trustworthy information on a variety of feline topics. This resource was created to help clients learn more about their cat’s natural behaviors, the importance of routine veterinary care, and answer many common questions. In 2021, we aim to update catfriendly.com and make it even more user-friendly. The redesign of the website took a back seat in 2020 due to rearranging priorities with COVID-19, as well as to get additional feedback from cat owners on feline content topics. The Cat Friendly Column, our exclusive e-newsletter, continually and consistently provides educational value to the cat owning public.

CAT2VET DAY

International Take Your Cat to the Vet Day - August 22 - is our largest educational cat owner campaign annually. This year, we promoted the importance of ongoing veterinary care and routine check-ups to keep cats happy and healthy. We shared diverse content, including a series of educational infographics, videos, and social posts through our social media channels to reinforce this message and spread awareness. The social media campaign had more than 500,000 impressions and accumulated over 9500 minutes viewed.

In 2021, we are looking to expand our Cat2Vet Day campaign and incorporate more video components, collaborate with partners on social media platforms, develop more infographics, and diversify ongoing care topics and materials.

NEW IN 2021
- Scratching Resources for Clients
- New Design and Content for Catfriendly.com Consumer Website
- New Client Brochures
- Expanded Cat2Vet Day Marketing Campaign

THE CAT COLUMN (CAT OWNERS):
13,700+ SUBSCRIBERS
19% OPEN RATE
23% CLICK THROUGH RATE

MOST VIEWED VIDEO:
CAT CARRIERS
11.2K VIEWS

MOST VIEWED INFOGRAPHIC:
5 REASONS NOT TO POSTPONE VETERINARY EXAMS
1,270 REACTIONS, COMMENTS, AND SHARES

NEW INFOGRAPHIC:
VETERINARY APPOINTMENTS: ADAPTING TO CHANGE
300 REACTIONS, COMMENTS, AND SHARES
Industry & Organizational Partners

The AAFP would like to thank our 2020 Partnership Sponsors, Cat Friendly Practice® Sponsors, and our Organizational partners for being instrumental in the advancement of our programs and offerings to veterinary professionals, especially during this challenging year. Their generous support allowed the AAFP to continue to provide amazing opportunities to our members and the veterinary community.

PARTNERSHIP SPONSORS

PLATINUM PARTNERSHIP SPONSOR

DIAMOND PARTNERSHIP SPONSOR

GOLD PARTNERSHIP SPONSOR

SILVER PARTNERSHIP SPONSOR

BRONZE PARTNERSHIP SPONSOR
CAT FRIENDLY PRACTICE® SPONSORS

PROGRAM SUPPORTER: WEDGEWOOD PHARMACY

ORGANIZATIONAL PARTNERS

CONFERENCE-ONLY SPONSORS