

AMT

Balance ♦ Strength ♦ Performance

ADVANCED MYOGRAPHIC TECHNOLOGIES

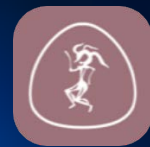
Exclusive Distributor of CURO Diagnostics Products



ESTI™ Equine



ESTI™ Canine



ESTI™ Clinic

The **CURO** uses muscle contraction data recorded by special muscle sensors and unique algorithms developed through research – enabling a totally new, non-invasive, innovative and finally a precise way of following muscle function.

The CURO Mk II System



RACE-approved continuing education programs are widely recognized by veterinary professionals as quality courses which help them meet their compliance obligations for licensure.



CURO RACE CE Conference at **OBS Nov. 14th, 2023**



Read the CURO Feature Story in EE's March/April 2021 Issue

"Revealing the Unseen"
and
Dr. Jill Chavers Equine Health Column
"The CURO"



Read Dr. Jill's Equine Health Column in EE's May/June 2021

"Unraveling the Layers of Lameness"
and
New Technology for Equine Sports
Medicine using the CURO



Read Dr. Jill's Equine Health Column in EE's July/Aug. 2021

"CONNECTING all the pieces"
and
Advanced Myographic Technologies
New CURO Mk II Wireless Unit
Conference **COMING THIS FALL Ad**

The CURO system uses very sensitive sensors to measure the pressure waves that skeletal muscles generate when they are active. The word CURO means "I Care" and was chosen as a name for this technology since it allows us to care for the way we train and rehabilitate humans, horses and dogs. It has not been possible before now to assess muscle function in a non-invasive and real-time manner and in such an accurate fashion as is capable using the CURO, so now at long last we can truly care for our people and our animals.

*Revolutionary
CURO MK II Wireless
Technology!*



Come Join!

ADVANCED MYOGRAPHIC TECHNOLOGIES

2022-2023 **ESTi™** by **CURO** Mk II "Revealing the Unseen" Conference

4-Quarterly AMT Conference Events Per Year with LIVE Broadcast Streaming Value

The AMT - CURO Conference Organizers



EXCLUSIVE DISTRIBUTOR OF **CURO** DIAGNOSTICS

AMT Leadership Group
All-inclusive representation from
Marion County's Equine Industry

The Executive Members of Advanced Myographic Technologies is comprised of professional athletes, successful breeders, trainers, event venues, vet clinics, manufacturers, feed companies and a variety of stakeholders representing a diverse cross-section of the horse industry in Marion County. This Leadership Group is responsible for the formation of the AMT and served as its navigator through the AMT - CURO Conference "**Revealing.... The Unseen**" and will subsequently oversee the development and implementation of the AMT Strategic Business Plan. The list of those involved with AMT to date is concise but growing daily. Here is just a small selection of the AMT Leadership Group:

- | | |
|--------------------------|----------------------------------|
| T. Paul Bulmahn | GoldMark Farm |
| Denis C. Potvin | NHL Hall of Fame 4x Stanley Cup |
| George Issacs | Bridlewood Farm |
| Jenna Rovira | StoneStreet Farm |
| Raymond Di Maria | Highland Oaks Farm/RSD Media |
| Tom James | Master of Ceremonies |
| Falk Peter | Olympic Medalist, Dressage |
| Dr. Adrian Harrison, PhD | Inventor/Founder ESTi™ by CURO |
| Dr. Alison Morton, DVM | UF Veterinary Hospital at WEC |
| Dr. Emma McCullough | Orthopedic Sports Medicine |
| Helle Dueholm | Founder & CEO FinesseBridles |
| Dr. Michael Torres, MD | Chief Medical Officer, SVP & CEO |
| Dr Julia Tomlinson | BVSc MS PhD Mg Dir. TC Rehab |
| Bill/Noelle Vander Brink | Elite Equestrian Magazine |

The AMG signal can be followed in real-time using both Android and Apple platforms

The New CURO units weigh less than an ounce and are made of titanium for strength and durability

CURO-Diagnostics' Revolutionary Design

EXCLUSIVE DISTRIBUTOR OF **CURO** DIAGNOSTICS

Advanced Myographic Technologies
P.O. Box 1302
Anthony, Florida 32617

Contact us at
info@myographytech.com
Or visit us on the web
www.myographytech.com



Proud Partners of

Presented by

Place Your Company's Name and Logo HERE
By becoming a Sponsor & Partner of AMT's
FIRST Quarterly ESTi™ by CURO Conference

The AMT - CURO Conference - Over 500+ Attendees

"Revealing.... The Unseen"

The AMT-CURO Conference Event "Revealing.... The Unseen"

Read the CURO Story in EE's March/April Magazine

<https://worldquestriancenter.com/volume-ii-2020/>

"Revealing... the Unseen"

Printed in Elite Equestrian Magazine March/April 2021 Issue
Story by: Dr. Adrian Harrison PhD, Dr. Jillian Chavers, DVM
and RSD Media Group



The Advance Myographic Technologies' Conference; "**Revealing.... The Unseen**" is an unprecedented opportunity designed to attract DVMs, MDs, Canine and Equine Trainers, Sports Athletes, Health Club Owners and acoustic myographic technicians to learn about the **NEW Ground Breaking CURO Diagnostic Mk II Wireless Technology**. This 3-day-long Conference and LIVE Demonstration Event will bring together some of Ocala's top Equine, Canine and Human Medical and Training leadership individuals representing the spectrum of top level experts in each of these industries for a unique program designed to educate, to demonstrate and RACE certify the attendees in the use of the CURO Mk II wireless diagnostic instrument testing platform that is totally supported by a strategic implementation and diagnostic use plan for the "**care**" of humans and animals; that's **never been seen before!**

AMT Keynote Speaker: Dr. Harrison, PhD. Inventor & Founder CURO Diagnostics, Aps



The keynote speaker for the AMT - CURO Conference is the **Inventor** and **Founder** who has discovered the first of its kind the **ESTi™ by CURO**, Dr. Adrian P. Harrison, PhD. He is an Associate Professor at Copenhagen University where he teaches physiology to both the Animal Science and Veterinary students.

Since getting his doctorate from Cambridge University he has worked with different aspects of skeletal muscles in a number of species, gradually becoming aware of the need for a simple, accurate and non-invasive technique to measure muscle function and activity in motion. The CURO system grew out of a study of oyster sounds in Portugal, that involved the construction of very sensitive underwater microphones, and research at The British Museum for a book chapter on the Etruscans. It struck Dr. Harrison in 2009 that if he could listen to oysters then it might be possible to listen to the sounds made by contracting skeletal muscles – acoustic myography. After 3 years of testing, Adrian founded CURO-Diagnostics and began to manufacture the first acoustic myography units. It has not been possible before now to assess muscle function in a non-invasive, real-time manner and in such an accurate fashion as is capable using the CURO. We're honored that Adrian is the keynote speaker for the launch of the **New ESTi™ by CURO Mk II** Wireless Unit.

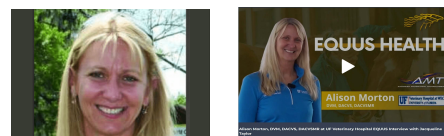
AMT Introduction: Tom James Master of Ceremonies



Tom James, a 2-time Edward R. Murrow Award-winning Sportscaster, is a TV Play-by-Play & Studio Host for multiple college & pro sports for the ESPN family of networks, ESPN Wide World of Sports, & the ASUN Conference. His work includes College Basketball (ESPN), College Football (ESPN), Celebrity Sweat Football game (Super Bowl Weekend), Major League Lacrosse (LSN), College & International Soccer (ESPN), Pro Watercross (CBS Sports Network), Softball (ESPN), Volleyball (ESPN), Baseball (ESPN), Tennis (ESPN). Tom hosted the first-ever show in the new state-of-the-art ESPN Studio at the Disney Complex. Previously, Tom was the Main Sports Anchor (6 & 11 newscasts) for NBC affiliates (Charlottesville, VA & Fort Myers, FL) and has hosted/co-produced three (3) award-winning documentaries on college basketball's March Madness Cinderella story the Florida Gulf Coast Eagles in Dunk City.

Additionally, Tom is a regular event emcee & is currently the Co-host of the award-winning "CEP Weekly Buzz" tv show for the Ocala Metro Chamber & Economic Partnership, the 2020 ACCE National Chamber of the Year.

Dr. Alison Morton, DVM, DACVS, DACVSMR, MSpVM UF Veterinary Hospital at WEC Medical Director



University of Florida Clinical Professor, Medical Director Of Large Animal Hospital.

Dr. Morton is the Medical Director of the UF Veterinary Hospital at World Equestrian Center in Ocala. She is a clinical associate professor at the UF College of Veterinary Medicine and a Diplomat of the American College of Veterinary Surgeons and American College of Veterinary Sports Medicine and Rehabilitation. Dr. Morton has a special interest in equine lameness, rehabilitation and diagnostic imaging.

<https://directory.uflhealth.org/morton-alison#section-certifications>

The AMT - CURO Conference - Event Speakers

"Revealing.... The Unseen"

The AMT-CURO AAVSB | RACECE Conference Event Guests Speakers

DR. JULIA TOMLINSON: (BVSc MS PhD DACVS CCRP CVSMT) Managing Director of TC Rehab & Sports Medicine



She is a board-certified specialist in rehabilitation and sports medicine (Diplomat, ACVSMR) and is a pioneer in the field of canine sports medicine and rehabilitation. She is responsible for founding the American Association of Rehabilitation Veterinarians (AARV) in 2007 and is a past president of the American College of Veterinary Sports Medicine and Rehabilitation (ACVSMR). Dr. Tomlinson has a MSc in ultrasound of the equine sacroiliac joint and a PhD in physiology from NC State, she is also a Certified Manipulative Therapist (animal "chiropractic" equivalent) <https://www.tcrehab.com/>



Balance ♦ Strength ♦ Performance

DR. EMMA McCULLOUGH: (BVM&S MRCVS EDO, DVM)



Dr. Emma McCullough specializes in Equine osteopathy and Equestrian Sports Orthopedic Medicine. She operates her practice in North Carolina, Wellington and Ocala, Florida

Alvie Equine Vet
Wellington, FL
704 302-5672
emma@alvieequine.com

HELLE DUEHOLM: (Founder, Inventor & CEO)



In 2020, at Copenhagen University of Denmark, Helle commissioned a scientific study of the FinesseBridles and found it highly recommended that FinesseBridles are **anatomically designed** for the health and welfare of horses. This is the only Bridle in the world that's been tested scientifically.



Unique group achievements:

- The first to identify and document equine myofascial lines
- The first to use multi-frequency bioimpedance to assess muscle health in horses
- The first to identify and examine myodural bridges along the spine of horses
- The first to monitor muscle function in real-time using acoustic myography
- The first to identify and explore the structure and function of the equine lateral raphe
- The first to document the effects of myofascial release in horses
- The first to monitor suspensory ligament function in health and disease
- The first to measure effects of photobiomodulation in horses

AMT - ESTi™ by CURO HFF OBS Summit **Sponsor Nov. 16, 2023**

AMT - ESTi™ by CURO AAVSB RACE Event **OBS Nov. 14th, 2023**



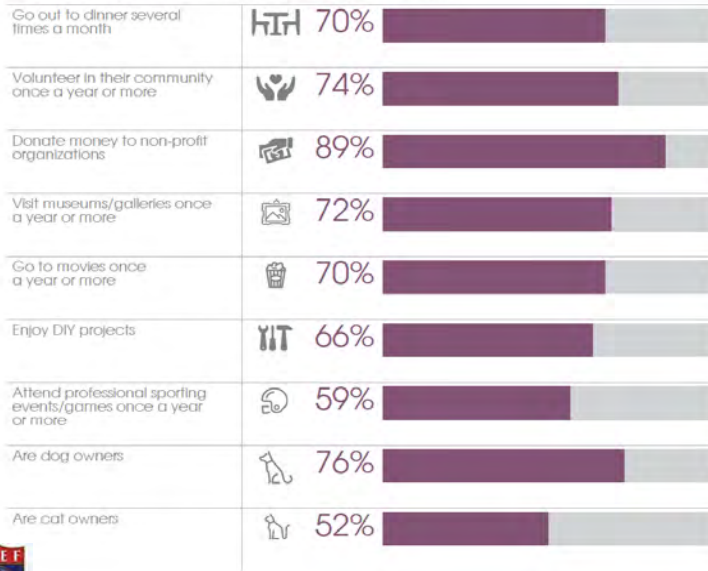
Why Sponsor?

Equestrian businesses have a proven track record of passionate loyalty to products and services that support their common interests in this community. Many of our Ocala Industry Leaders' equine services contribute tens of millions of dollars into our overall Marion County economic growth and tax base on an annual basis.

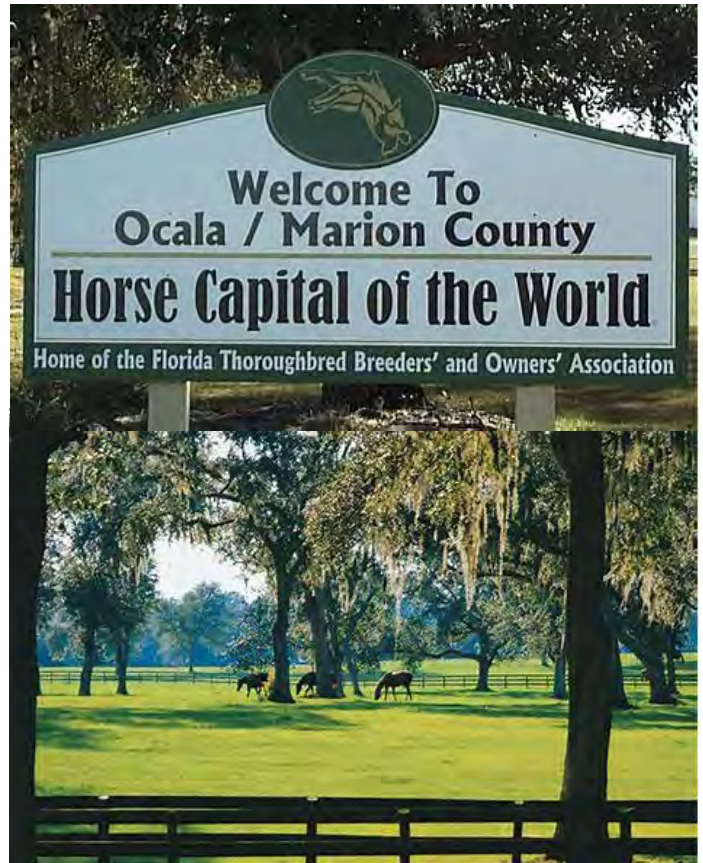
Numbers support why Ocala/Marion County lives up to the moniker of "Horse Capital of the World." According to the 2018 American Horse Council Economic Impact Study of Horse Ownership in Marion County, there are 80,260 equines in the county with an economic impact of \$2.3 billion.

Equestrians

are also very active outside of equestrian sports



Source: USEF 2017 Sponsor Survey



"Advanced Myographic Technologies, LLC is a company dedicated to implementing new state-of-the-art diagnostic medical and veterinarian myographic instrument devices for the Human, Equine and Canine industries designed to market, sell, promote, educate, strengthen and assist these industries and their many stakeholders who CARE for people and their precious animals. The mission of the AMT management group includes a major advancement in the CARING for our most precious resources, people and animals. It is a very unique winning formula that AMT brings to our great City of Ocala and magnificent Marion County"

Equine Consumer Purchasing

Average Annual Expenditure

Horse Feed	\$371 million
Trailers	\$337 million
English Tack and Saddlery	\$152 million
Equine Health Care	\$325 million
Fencing	\$144 million
Stable Supplies	\$132 million
Equestrian Apparel	\$73 million
Equestrian Blankets and Sheets	\$36 million
Helmets	\$10 million

Source: United States Equestrian Federation



Sponsorship Opportunities: A Customized Approach

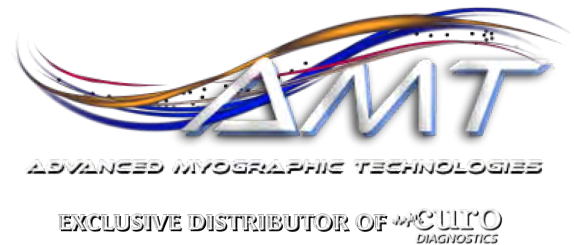
Advance Myographic Technologies and Events

Given the scope of the corporation and the multitude of programs and communications to be delivered over the next few years including the Quarterly AMT Conference Events and the **NEW** AMT - CURO Mk II Wireless Technology Demonstrations, we believe AMT can offer Sponsors a unique and value-based program specifically designed to support their corporate marketing goals. The AMT Company is a new and long overdue entity needed in our community which we believe, based on our Conference Event plan and an outpouring of corporate and media inquiries to date, that our coverage in the Ocala Marketplace will be extensive and ongoing on many media platforms.

AMT does not have nor offer any one-size fits all "cookie-cutter" sponsorship programs at the top tier of our sponsor packages. Rather we are opting to design a specific customized program based on a sponsor's marketing needs and goals in order to achieve success. We have a vast array of marketing inventory that the AMT sales staff can package in direct response to a very successful overall corporate promotional campaign that fits any sponsor's objectives on an annualized **Quarterly** basis.

BENEFIT OPTIONS

- Sponsor identity on AMT marketing materials
- Naming rights to the event, sessions & hospitality
- Advertisements in the Official AMT News letter
- Banners and Signage displayed throughout the venue and high traffic areas
- Social Media Coverage
- VIP table at the AMT Events or Demonstrations
- VIP parking and special event passes
- Logo placement on promotional materials
- Logo and/or banner placement on Official website
- Special Award & Certification Presentation
- Press Conference presence on logo wall
- Product placement in high visibility areas
- Exhibition or promotional booth on high traffic area
- Access to event email marketing list for eblasts
- Company or Product Logo website link to AMT.com
- AMT Quarterly Conference & Webinar Events
- Official Custom Partnership Programs with AMT
- Meet-n-Greet with Celebrity Industry Guests
- Photograph/Autograph session with Celebrities



A small sample of AMT's marketing inventory:

- Title and/or Presenting sponsorship of Advanced Myographic Technologies *Quarterly Conference Events*
- Title sponsorship of the AMT Quarterly Conference and CURO Demonstration Events
- Title sponsorship of the AMT's CURO Diagnostic educational myographic technology programs
- Presenting sponsorship of individual breakout sessions at the AMT - CURO Conference Events
- Presenting or Official sponsor of AMT's "*Revealing... the Unseen*" Quarterly Conference Demonstrations
- Vendor Display areas at AMT Quarterly Events or CURO Diagnostic Demonstration Events
- On-Site Branding, Product Sampling, Signage, Displays & Distribution of Promotional Items
- AMT's Regional and Local Media Press Releases & Coverage inclusion
- Mailings to AMT CURO Clientele (print and/or electronic)
- AMT's Website, Webinars, LIVE Streaming Demonstrations and Social Media Links
- AMT's Official CURO Diagnostic Product Quarterly Technology News Letter Advertising and Customized AMT "sponsor-specific" marketing opportunities

Sponsor Recognition Packages

Sponsorship Levels & Benefits

Title - AMT - Conferences - \$25,000 ea.

Exclusive naming rights and customized "official" category sponsor branding campaign. There are three (3) categories: AMT Organization Title, AMT Partner Title and Quarterly Conference Events. Title Sponsor is recognized in the title of each category, event, and all related branding efforts. Premium marketing and Large signage at event(s), online, print and digital event marketing and social media. Customized product placement and branding efforts. Customized VIP Conference Events hospitality, luncheon, dinner and AMT Product Demonstrations experience for sponsor, clients and guests.

Presenting - AMT Events - \$15,000 ea.

Exclusive naming and official partnership event presentation rights to the AMT Sub-Title of the AMT Organization, There are three (3) Presenting and three AMT Event categories for sponsorship. AMT Organization Title or Demonstrations. Premium marketing and medium signage at events, online, print and digital event marketing and AMT social media. Customized branding efforts. Customized quarterly VIP events, meet-n-greet Celebrity Speakers and onsite hospitality experience for sponsor, clients and guests. Includes all other VIP items.

Platinum - AMT Events - \$10,000 ea.

Official Partner rights during quarterly events or product placement and brand exposure at events. There are ten (10) AMT Official Partner Categories for sponsorship. Event Luncheons, Dinners and for associated special events and parties. Official AMT Partner mentions and small signage during events, logo on event volunteer T-shirt, vendor space at Conference events, small event signage, acknowledgment in event program or small ad placement.

Gold - AMT Conferences - \$7,500 ea.

Naming rights to AMT Organization Events. There are six (6) AMT Program Pillars for sponsorship. VIP area during Conference events. Product sampling giveaways during events, vendor space at event, event small signage, event program advertising and acknowledgment in program. Includes other items for AMT Demonstrations and Organization events.

Silver - AMT Conferences - \$5,000 ea.

There are ten (10) sponsorships for this category. Demonstration and sponsor partnership vendor spaces at all 4 AMT Quarterly Conference Events, small event signage, event promotional program advertising, AMT websites, social media and digital advertising, promotional item sample giveaways.

AMT can customize sponsorships to meet your marketing and sales goals.



Sponsorship Agreement



ADVANCED MYOGRAPHIC TECHNOLOGIES

EXCLUSIVE DISTRIBUTOR OF **ACURO**
DIAGNOSTICS

AMT Sponsorship Agreement

Advanced Myographic Technologies ("AMT"), henceforth known as the "Company" and _____, henceforth known as "Sponsor," enter into this agreement freely and willingly on the ____ day of _____ 2023.

The covenants of this agreement are as follows:

The Event: The AMT - CURO "Quarterly Conference Events"

Sponsor agrees to provide sponsorship (details below) to Advanced Myographic Technologies and its 4 Quarterly Conference Events to be held at different and unique facilities, businesses and extraordinary farms throughout Marion County; henceforth known as "Event."

The Sponsorship:

Sponsor agrees and has chosen to provide Company with The _____ Sponsorship Package as detailed in the Sponsor Recognition Packages for AMT and its Event. The Sponsor has hereby agreed to the price for such Sponsorship at \$_____ which is due and payable to the Company upon the signing of this Agreement.

Benefit:

In exchange for this sponsorship, Company agrees to provide _____ with sponsorship benefits as a _____ Sponsor of Advanced Myographic Technologies for one-year, with " _____ by" naming rights to the events, as outlined in the Sponsor Recognition Packages _____ attached herein.

Delivery:

Sponsor agrees that the item(s) listed here in Exhibit A and the Payment thereof will be delivered to Company no later than _____, _____, 2023, via Regular Postal Delivery and Bank Wire Transfer as detailed in Exhibit B attached herein.

Relationship:

This agreement represents the only relationship between the Company and Sponsor. No other relationship between the two entities exists, implied or otherwise.

Name: _____

Name: _____

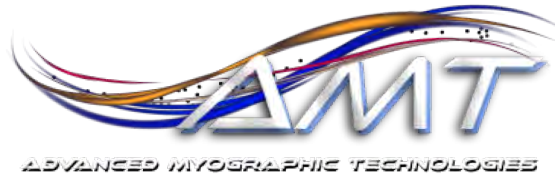
Advanced Myographic Technologies, LLC

EXHIBIT A

Company Sponsor Signature

Please Print and fill out this form. Use this page's backside for Specific Customized Program Details and list of any additional services or marketing needs you have that fits your objectives.

Sponsorship Agreement



EXCLUSIVE DISTRIBUTOR OF *MACCULO*
DIAGNOSTICS

AMT Sponsorship Agreement Payment

BANK WIRE INSTRUCTIONS

Money Transfers For:

Advanced Myographic Technologies, LLC

P.O. Box 1302

Anthony, Florida 32617

Email: RSD@myographytech.com

Beneficiary Bank:	SouthState Bank of Florida, NA
Beneficiary Bank Address:	1101 First Street South Winter Haven, FL 33880
ABA/Routing Number:	063114030
Swift Code: (International Wire ONLY)	CSBKUS33
For further credit to:	
Beneficiary Name:	Advanced Myographic Technologies, LLC
Beneficiary Address:	1032 E. Silver Springs Boulevard Ocala, Florida 34470
Telephone Number:	352-368-6800
Account Number:	8010001090456

NOTE: Please send to Advanced Myographic Technologies's email addresses listed above the Authorized Confirmation of the Bank Wire Transfer Order for tracking and delivery verification. Thank You

If paying by Certified Check
Please Mail Payment to:

Advanced Myographic Technologies, LLC

P.O. Box 1302

Anthony, Florida 32617

EXHIBIT B

Corporate and individual sponsors are invited to participate at any level.
For more information on partnership opportunities please contact:

AMT Members
Learning Programs
mail@myographytech.com



RSD Media Group
(203) 984-8585
(352) 456-8338
RSD@myographytech.com



Advanced Myographic Technologies
P.O. Box 1302
Anthony, Florida 32617

For Further Information
Contact us at
info@myographytech.com

Or give us a call to setup a
meeting at (352) 456-8338



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www.myographytech.com

The CURO Mk II System

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