



2022 SPONSORSHIP & ADVERTISING PACKAGE



2022 ABC SPONSORSHIP & ADVERTISING PACKAGE

Healthy honey bees are essential for beekeeping and for a sustainable society. The Alberta Beekeepers Commission supports over 175 dedicated commercial beekeepers, who care for over 315,000 honey bee colonies, producing on average over 35 million pounds of pure honey per year, making Alberta the largest producer of honey in Canada.

Alberta honey bees also provide essential pollination services for canola seed production.

Canola growers buy \$1 billion worth of seed per year to grow this signature crop, whose total economic impact surpasses \$25 billion per year. By partnering with the Alberta Beekeepers Commission on an annual sponsorship, your organisation can not only take advantage of a cost-effective way to gain valuable brand exposure, but you are also contributing to the health and sustainability of the Alberta beekeeping industry.

For further info, please contact:

Jules Ham jules.ham@albertabeekeepers.ca

2022 KEY EVENTS

ANNUAL INTEGRATED PEST MANAGEMENT WORKSHOP (IPM)

February 11 & 12, 2022 | Hilton DoubleTree West Edmonton, Alberta

HONEY BBQ CONTEST – PORKAPALOOZA

May 28 - 29, 2022 | Sherwood Park, Alberta

ANNUAL BEEKEEPER FIELD DAY IN SOUTHERN ALBERTA

Date TBA, June, 2022 | Southern Alberta

CHOPS AND CROPS INDUSTRY EVENT

Date TBA, November, 2022 | Edmonton, Alberta

ANNUAL ABC CONFERENCE & TRADE SHOW

December 1 & 2, 2022 | Fantasyland Hotel Edmonton, Alberta

**Dates are subject to change due to extenuating circumstances like weather and current health protocols*

EVENT SPONSORSHIP

ABC Annual Conference & Trade Show

This event is often viewed as one of the standout annual events on the beekeeping calendar by our producers, providing them with the opportunity to take a well-earned break after a busy season and the opportunity to connect with friends, other beekeepers, industry, and suppliers from across the province and the world.

Alberta is the number one honey producing province in Canada, and third largest honey producer in North America. Benefit from potential business growth opportunities by engaging with our membership of over 175 commercial beekeepers, showcasing your business and promoting your people, services, products, brand and organization.

Benefits	Gold Sponsor SOLD	President Luncheon \$2000	Digital Program \$2000	Beekeeper Award SOLD	Lanyard Sponsor \$1500	Drones Hockey SOLD	Hospitality Night \$800	Coffee Break \$500
Number of sponsorships available	1	1	1	1	1	1	Multiple	Multiple
Complimentary Conference & Trade show registration	2	1	X	X	X	X	X	X
Complimentary trade booth	1	X	X	X	X	X	X	X
Logo & URL link on ABC event sponsor page on website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Company info listed on digital event app: Whova.com	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
1 x full-page ad included in Bee News Magazine	Yes	Yes	Yes	X	X	X	X	X
Logo to appear on the lanyard name tag	X	X	X	X	X	X	X	X
Pull up banner on display throughout the conference	Yes	X	X	X	Yes	X	X	X
Opportunity to include materials in the delegate bag	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor mention during the conference	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo displayed during catering breaks	X	Yes	X	X	X	X	Yes	Yes
Sponsor thank you & logo included Bee News Magazine following the conference	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

For further info, please contact:
Jules Ham jules.ham@albertabeekeepers.ca

TRADE SHOW EXHIBITOR PACKAGE

Exhibit Booth Package - \$700

2022 Conference & Trade Show

December 1 & 2, 2022

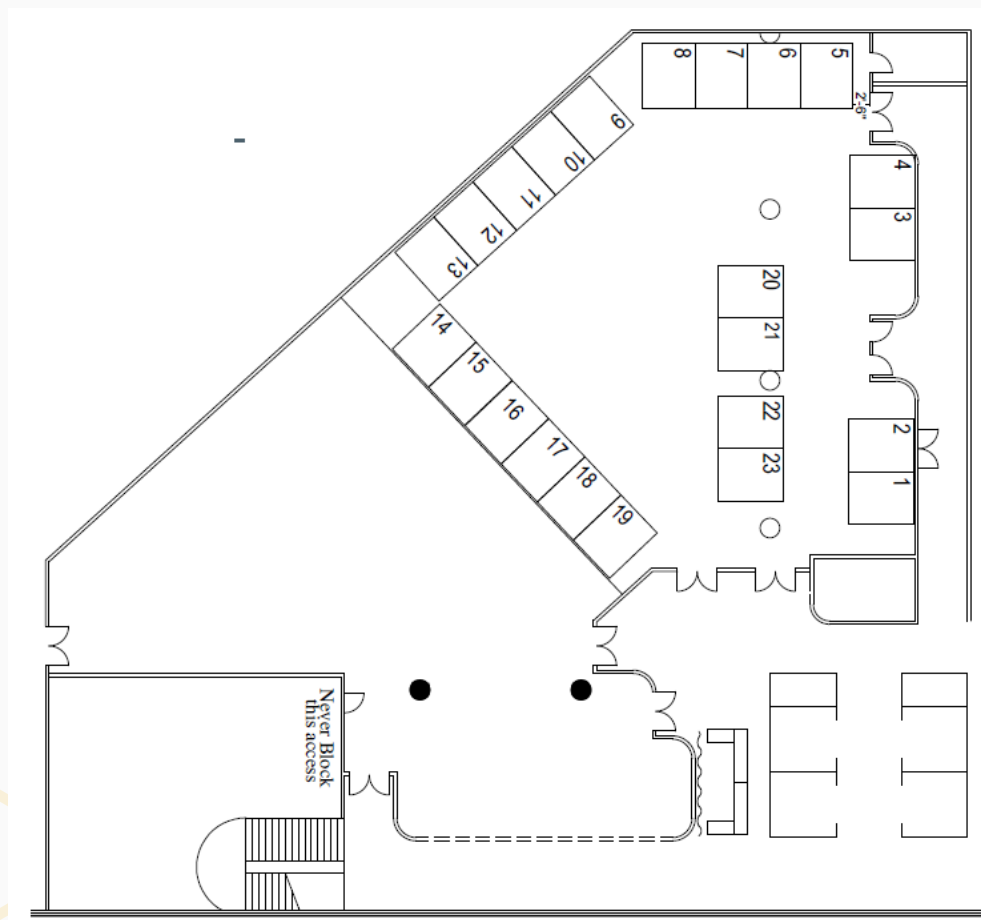
Fantasyland Hotel Edmonton

17700 87 Ave NW, Edmonton, AB T5T 4V4

Join us as a trade show exhibitor and enjoy the opportunity to showcase your business and connect directly with event delegates and other industry leaders.

Exhibit booth package includes:

- One delegate pass for booth representative
- All delegate meals
- Booth space (8' x 8') includes one six-foot draped table and two chairs, one 600-watt duplex outlet
- Great brand exposure with all coffee breaks and hospitality night taking place in the exhibits hall to maximize exhibitor traffic



BOOKING FORM

EVENT SPONSORSHIP & TRADE SHOW BOOKING FORM

Event

ABC Annual Conference & Trade Show - Sponsorship

SOLD Gold Sponsor

President Luncheon Sponsor | \$2000

Digital Program Sponsor | \$2000

SOLD Beekeeper Award Sponsor

Lanyard Sponsor | \$1500

SOLD Drones Hockey Sponsor

Hospitality Night Sponsor | \$800

Coffee Break Sponsor | \$500

ABC Annual Conference & Trade Show - Trade Show Booth

Exhibit Booth Package | \$700

Please tick the appropriate box above, complete the below contact information, and email completed form to jules.ham@albertabeekeepers.ca

Contact name :

Business name:

Address:

City:

Postcode:

Province/state:

Email:

AVERTISING ALBERTA BEE NEWS MAGAZINE

ALBERTA BEE NEWS

AD RATES - 2022

Alberta Bee News magazine features a **dual** print and digital publication format. Benefits of this dual publication format include:

- Six full colour print editions, plus six full colour digital editions published each year (alternating months) and sent to all Alberta commercial beekeepers and honey producers as well other industry members and subscribers.
- Benefit from a full color, gloss, printed magazine distributed month one, followed by a full color, interactive digital magazine edition published and distributed on issuu.com the following month.
- Benefit from interactive ad click throughs to your website URL on your digital ads, drawing the audience to your website.
- Updated ad rates to reflect this dual publication format, offering additional value and marketability of your product or service.

AD RATES

	1 Issue	3 Issues	6 Issues	12 Issues
Full page	\$ 400	\$ 960	\$ 1,680	\$ 2,880
Half page	\$ 250	\$ 600	\$ 1,050	\$ 1,800
Quarter page	\$ 130	\$ 312	\$ 546	\$ 936
Eighth page	\$ 70	\$ 168	\$ 294	\$ 504

CLASSIFIEDS (Employment/For Sale/Wanted)

	1 Issue	3 Issues	6 Issues	12 Issues
1-100 words	\$ 30	\$ 72	\$ 126	\$ 216
101-200 words	\$ 35	\$ 84	\$ 147	\$ 252
201-300 words	\$ 40	\$ 96	\$ 168	\$ 288
301-400 words	\$ 45	\$ 108	\$ 189	\$ 324

EDITION SCHEDULE

Print	Digital
Jan	Feb
Mar	April
May	June
July	August
Sep	Oct
Nov	Dec

INQUIRIES

Please contact Jules Ham on:
Jules.ham@albertabeekeepers.ca
 +1 780.489.6949



DIMENSIONS

Full Page:	7.5" x 9.5"
1/2 Page:	7.5" x 4.625"
1/4 Page:	3.625" x 4.625"
1/8 Page:	3.625" x 2.1875"

Ads not matching the specified sizes will be adjusted.

FULL PAGE

ACCEPTED FORMATS

1. Press-quality PDF
 2. EPS with fonts outlined
 3. TIFF (minimum 300 dpi)
- Files under 10 MB may be emailed to office@albertabeekeepers.ca.

1/2 PAGE

1/4 PAGE

1/8 PAGE

1/8 PAGE

SPECS

Ads run in CMYK only. We cannot be responsible for colour accuracy. Please do not use drop-shadows on ad borders.

ENGAGEMENT METRICS

Engaging with beekeepers & honey producers across the industry

At albertabeekeepers.ca, and through e-newsletters and social media, beekeepers and honey producers from across Alberta and Canada are engaging with the ABC and our industry supporters in new and ever-increasing ways.

By partnering with the Alberta Beekeepers Commission on an annual sponsorship or event opportunity, your organization can not only take advantage of a cost-effective way to gain valuable brand exposure, but you will be also contributing to the health and sustainability of the Alberta beekeeping industry.

ALBERTA BEE NEWS

12 editions per year

Print edition readership **300+**

Digital edition readership **350+**

Over **60%** of readers are Alberta commercial beekeepers

SOCIAL MEDIA

Over **1.8K** Monthly Active Users (MAU) on albertabeekeepers.ca

Over **1300** FB followers
[@albertabeekeepers](https://www.facebook.com/albertabeekeepers)

Over **1000** Insta followers
[@albertabeekeeperscommission](https://www.instagram.com/albertabeekeeperscommission)

Over **280** Twitter followers
[@ABCbeekeepers](https://twitter.com/ABCbeekeepers)

E-NEWSLETTERS

12 producer direct communications to our membership a year

Over **50%** higher open rate compared to average industry standard