



87<sup>TH</sup> ANNUAL  
**Alberta Beekeepers Commission  
Conference and Trade Show**

November 25 - 26, 2021  
Fantasyland Hotel Edmonton

***Strengthening the industry  
through assurance and advocacy***



## Strengthening the Industry Through Assurance and Advocacy

After an extremely challenging year for many families, beekeepers, businesses, industries, and the world, we are pleased to announce that we are planning to host the 87th Annual Alberta Beekeepers Commission Annual Conference & Trade Show event this year – *in person* – at the Fantasyland Hotel.

## ABC Conference & Trade Show event November 25 & 26, 2021

As the world slowly starts move towards safely easing COVID-19 restrictions, we are looking ahead to this year's event and working towards welcoming back our beekeepers and valued industry supporters at our November Conference & Trade Show event.

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.

Having said that, our event will be sure to look a little different this year. As we continue to navigate this evolving landscape, we want to let you know that we are working hard to create a great event for beekeepers and the industry, and we look forward to welcoming you in some capacity this year!

## Sponsorship and Exhibitor Opportunities

Take advantage of both sponsorship and trade exhibitor opportunities (pending restrictions) at this year's Conference & Trade Show event.

Adjustments are being made to the trade show format/layout to support the health and safety of both exhibitors and beekeepers, with the Fantasyland Hotel and staff adhering to highest standards and protocols to ensure guests remain comfortable and safe. More specific information on the trade show logistics will be provided closer to the event.

## Here's why you should be involved in the ABC Conference and Trade Show

**Connection:** This event provides the perfect opportunity to connect and network with producers, researchers, industry experts and bee enthusiasts from across Alberta and the world. The ABC represents over 170 Eligible Producers (EP) from across Alberta, who account for more than 98% of Alberta's 285,000 colonies.

**Expertise:** Discover the latest in bee health, research, technology and innovation with presentations by industry experts, researchers, producers and passionate bee enthusiasts.

**Industry:** Alberta is the number one honey producing province in Canada, and third largest honey producer in North America. Tap into this progressive, innovative, growing industry.

**Opportunity:** Benefit from potential business growth opportunities by showcasing your business and promoting your people, services, products, brand and organization.





## Here's how you can be involved in the ABC Conference and Trade Show:

### **Attend:**

Join us as delegate at this year's conference and enjoy the opportunity to learn, grow your network, and connect with other progressive and innovative industry leaders. Enjoy two days of education, presentations, trade show, hospitality and more.

### **Donate:**

Looking to donate a unique gift or product to help raise awareness of your brand? Consider donating a gift to our silent auction! Monday's hospitality night will play host to our annual silent auction, with all proceeds to be donated to support the Alberta Tech Transfer Program (TTP).

### **Sponsor:**

Take the opportunity to highlight your brand and your support of the Alberta honey industry with one of our unique sponsorship opportunities. From the exclusive Gold Partner sponsor level to sponsoring the annual Drones Hockey Game, we offer a range of opportunities and benefits designed to align to all levels of marketing objectives and budgets.

### **Exhibit:**

Join us as a trade show exhibitor and enjoy the opportunity to showcase your business and talk directly with commercial beekeepers and other industry leaders. Exhibit booth package includes one complimentary delegate pass for booth representatives and booth space (8' x 8') inclusive of one six-foot draped table and two chairs. Enjoy great brand exposure with all coffee breaks and hospitality night taking place in the exhibits hall to maximize exhibitor booth traffic.

## **Want to find out more?**

Contact [jules.ham@albertabeekeepers.ca](mailto:jules.ham@albertabeekeepers.ca)  
or 780.489.6949 if you would like to discuss any of the above opportunities,  
and thank you in advance for your consideration and potential participation!

## SPONSORSHIP OPTIONS

| <b>Benefits</b>   | <b>Gold<br/>Printer<br/>Sponsor<br/>\$3000</b><br><b>SOLD</b> | <b>President's<br/>Lunch<br/>\$1500</b><br><b>SOLD</b> | <b>Printed<br/>Program<br/>\$1500</b><br><b>SOLD</b> | <b>Beekeeper<br/>Award<br/>\$1000</b> | <b>Lanyard<br/>Sponsor<br/>\$1000</b> | <b>Drones<br/>Hockey<br/>Game<br/>\$1000</b> | <b>Hospitality<br/>Night<br/>Sponsors<br/>\$500</b> | <b>Coffee<br/>Breaks<br/>\$500</b> |
|---|---|--|--|---------------------------------------|---------------------------------------|--|---|------------------------------------|
| Number of sponsorships available  | 1   | 1  | 1  | 1                                     | 1                                     | 1  | Multiple  | Multiple                           |
| Complimentary registration to 2021 AGM, Conference & Trade show             | 2   | 1  | x  | x                                     | x                                     | x  | x   | x                                  |
| Complimentary booth space   | 1   | x  | x  | x                                     | x                                     | x  | x   | x                                  |
| Logo & website link on sponsor section of the event page on the ABC website | Yes   | Yes  | Yes  | Yes                                   | Yes                                   | Yes  | Yes   | Yes                                |
| Logo/name listed in the printed event program                               | Yes   | Yes  | Yes  | Yes                                   | Yes                                   | Yes  | Yes   | Yes                                |
| Full page colour ad in the program  | Yes   | x  | x  | x                                     | x                                     | x  | x   | x                                  |
| Half page colour ad in the program  | x   | Yes  | Yes  | x                                     | x                                     | x  | x   | x                                  |
| Half page company profile/advertorial in the printed program                | x   | x  | Yes  | x                                     | x                                     | x  | x   | x                                  |
| Pull up banner on display throughout the conference                         | Yes   | x  | x  | x                                     | x                                     | 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 in the December edition of Bee News       | Yes   | Yes  | Yes  | Yes                                   | Yes                                   | Yes  | Yes   | Yes                                |
| Logo to appear on the lanyard right above the name tag with the ABC logo    | x   | x  | x  | x                                     | Yes                                   | x  | x   | x                                  |

## Sponsorship Opportunities



# Exhibitor Package

**2021 Conference and Trade Show**  
**Thursday, November 25 & Friday, November 26, 2021**  
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

---

**Cost: \$500**

**Set-up:**

Wednesday, November 24,  
8:00pm - 11:00pm

**Teardown:**

Friday, November 26, from 5:00pm

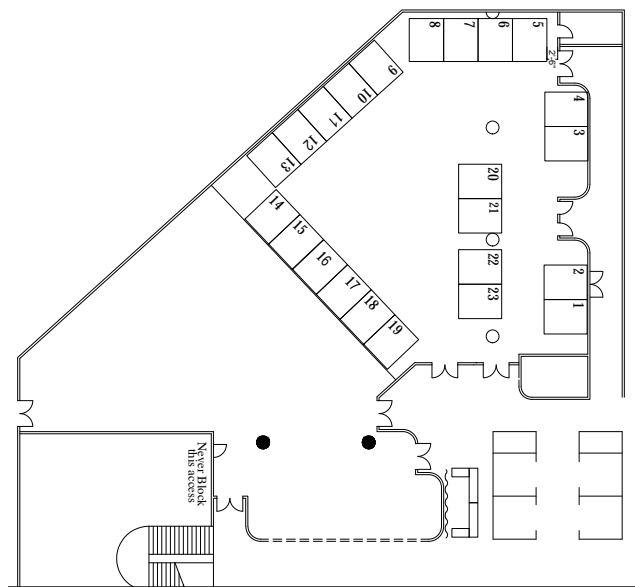
**Room:**

Beverly Hills Ballroom C

**Note:**

*All exhibitor booths must be set-up prior to the commencement of the conference on Thursday, November 25, at 8:00am.*

*\*Exact booth layout and selection options will be available closer to the event.*



# Sponsor / Exhibitor Registration Form

Please complete the below information and email to [jules.ham@albertabeekeepers.ca](mailto:jules.ham@albertabeekeepers.ca) to secure your sponsorship opportunity. We will issue an invoice once we have receive your completed form.

## Company information

|                      |                  |
|----------------------|------------------|
| First Name:          | Last Name:       |
| Title:               | Company:         |
| Address:             |                  |
| City:                | Province:        |
| Country:             | Postal/zip code: |
| Email:               |                  |
| Booth delegate name: |                  |

---

## Sponsorship

Our company wishes to participate in the following way:

| Sponsorship Level         | Amount  | GST   | Total   |
|---------------------------|---------|-------|---------|
| Gold Sponsor              | \$3,000 | \$150 | \$3,150 |
| Presidents Luncheon       | \$1,500 | \$75  | \$1,575 |
| Printed Program           | \$1,500 | \$75  | \$1,575 |
| Beekeeper Award           | \$1,000 | \$50  | \$1,050 |
| Lanyard Sponsor           | \$1,000 | \$50  | \$1,050 |
| Drones Hockey Game        | \$1,000 | \$50  | \$1,050 |
| Hospitality Night Sponsor | \$500   | \$25  | \$525   |
| Coffee Breaks             | \$500   | \$25  | \$525   |
|                           |         |       |         |
| <b>Total</b>              |         |       |         |

## Trade Exhibitor

Our company wishes to participate in the following way:

| Trade Exhibit Booth    | Amount | GST  | Total |
|------------------------|--------|------|-------|
| 1 Trade Booth (8x8)    | \$500  | \$25 | \$525 |
| Additional Trade Booth | \$400  | \$20 | \$420 |
|                        |        |      |       |
| <b>Total</b>           |        |      |       |