



Alberta Beekeepers Commission  
AGM, Conference and Trade Show

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# 87th ANNUAL

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November 2-3, 2020  
Fantasyland Hotel Edmonton



## Sponsorship and Exhibitor Opportunities

We're pleased to announce the 2020 Alberta Beekeepers Commission AGM, Conference, and Trade Show will be taking place this November at the Fantasyland Hotel in Edmonton. We're excited to once again welcome eligible producers, industry partners, special guests, and all bee enthusiasts to this one and a half day event.

Every year this conference brings together producers, industry professionals, researchers, experts, industry partners and special guests from across Alberta and the world, to learn, network, share knowledge and expertise, and enjoy the opportunity to socialize.

Bringing together over 180 delegates from across the industry, this is Alberta's premier beekeeping event of the year, featuring one and a half days of presentations, panel discussions, demonstrations, networking, trade exhibitions, hospitality, hockey and more!

## 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 303,500 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 one and a half days of workshops, presentations, activities and hospitality.

### **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 event delegates and other industry leaders. Exhibit booth package includes two complimentary delegate passes for booth representatives and booth space (8' x 10') 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.

### **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 action, with all proceeds to be donated to charity.

## **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 Opportunities

(sponsor levels matrix)

<b>GENERAL SPONSORSHIP</b>								
<b>Benefits</b>	<i>Gold Partner Sponsor \$3000</i>	<i>Presidents Luncheon \$1500</i>	<i>Printed Program \$1500</i>	<i>Beekeeper Award \$1000</i>	<i>Lanyard Sponsor \$1000</i>	<i>Drones Hockey Game \$1000</i>	<i>Hospitality Night Sponsors \$750</i>	<i>Coffee Breaks \$500</i>
Number of sponsorships available	1	1	1	1	1	1		
Complimentary registration to 2019 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
Pull up banner at specified event	x	Yes	x	x	x	Yes	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

# Exhibitor Package

2020 AGM, Conference and Trade Show

Monday, November 2 – Tuesday, November 3, 2020

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:

- Two delegate passes for booth representatives
- All delegate meals
- Booth space (8' x 10') 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: \$600**

## Set-up:

Sunday, November 1, 2020  
from 3:00 pm – 7:00 pm.

## Teardown:

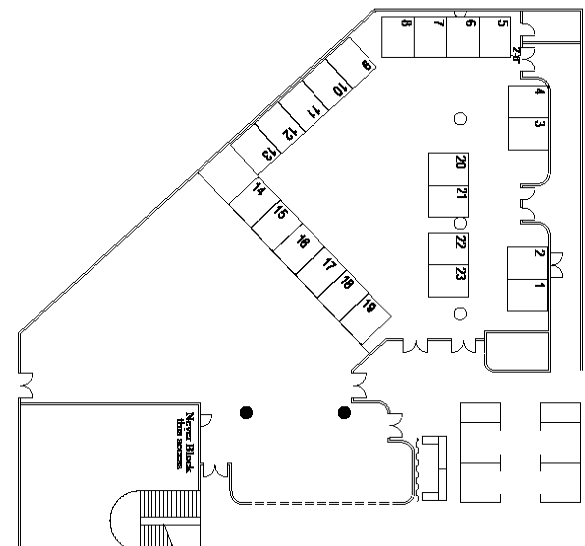
Tuesday, November 3, 1:00 pm

## Room:

Beverly Hills Ballroom C

## Note:

All exhibitor booths must be set-up prior to the commencement of the conference on Monday, November 2, at 8.00am



# Sponsor / Exhibitor Registration Form

Please complete the below information, save the document, and email to [jules.ham@albertabeekeepers.ca](mailto:jules.ham@albertabeekeepers.ca) to secure your sponsorship opportunity. Please send cheque payment with the completed form to: Alberta Beekeepers Commission, 11434-168 Street #102, Edmonton, Alberta, T5M 3T9.

## Company information

First Name:	Last Name:
Title:	Company:
Address:	
City:	Province:
Country:	Postal/zip code:
Phone:	Email:
Booth delegate name 1:	Booth delegate name 2:

*Please send all cheque payments addressed to:*

Alberta Beekeepers Commission, 11434-168 Street #102, Edmonton, Alberta, T5M 3T9.

## 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	\$750	\$37.50	\$787.50
Coffee Breaks	\$500	\$25	\$525
Trade Exhibitor	\$600	\$30	\$630
<b>Total</b>			

## Trade Exhibitor

Our company wishes to participate in the following way:

Trade Exhibit Booth	Amount	GST	Total
1 Trade Booth (8x10)	\$600	\$30	\$630.00
Additional Trade Booth	\$450	\$22.50	\$472.50
<b>Total</b>			