BEEF Talks

Ideas Worth Sharing

15th Annual

Alberta Beef Industry Conference

February 21-23, 2018
Sheraton Red Deer Hotel

YOUR PRESENCE Has an Impact!

Support your customers and invest in an event they value.

The Alberta Beef Industry Conference & Tradeshow is one of the largest conferences of its kind in Canada, that provides an incredible opportunity to connect with an influential purchasing group that consumes millions of dollars in goods and services each year. This conference puts your firm in front of potential and existing clients, while setting the stage for strong dialogue between you and the attendees.

The Alberta Beef Industry Conference provides a fantastic forum to demonstrate your support for the industry. As you will note on the opposite page, we have a number of signature opportunities that will highlight your commitment to the delegates, the conference, and the industry.

We anticipate a sold out show this year with a limited number of booths and sponsored events. Your prompt response is important to securing your presence.

If you have any questions, please contact the Alberta Cattle Feeders' Association at:

403-250-2509, ext 203 or by email at:
jbrunette@cattlefeeders.ca

On behalf of the conference's five host organizations we thank you for your support.

Be Part of the Scene and be Seen this February '18!

@ABBeefConf

Alberta Beef Industry Conference

Exhibitor Schedule

all times listed below are non-compete times

Wednesday, February 21st

8:00 am – 4:30 pm ..... Registration & Set-up
Set up done at 4:30pm
6:00 pm ..... Tradeshow Reception

Thursday, February 22nd

7:00 am – 8:30 am ..... Networking Breakfast
10:00 am – 11:00 am ..... Coffee & Networking
12:30 pm – 2:00 pm ..... Lunch & Networking
2:30 pm – 4:00 pm ..... Tradeshow open to public
4:00 pm – 5:30 pm ..... Tradeshow Area Reception

Friday February 23rd

7:00 am – 8:30 am ..... Networking Breakfast
9:30 am – 10:30 am ..... Coffee & Networking

We encourage you to invite local customers from the Red Deer area to join us between **2:30pm - 4:00pm on Thursday, February 22nd**. The tradeshow will be open to the public during this time.

Keynote presentation by

The Right Honourable:

Stephen Harper, PC

Details and registration online at:

www.abiconference.ca

Conference Schedule

Schedule subject to change

Wednesday, February 21st

9:00 am ..... Registration
9:30 am ..... Pre-conference workshop
6:00 pm ..... Tradeshow Reception

Thursday February 22nd

8:15 am – 9:15 am ..... Opening Address
9:15 am ..... Speaker Session
10:00 am ..... Coffee
11:00 am – 12:30 pm ..... Speaker Session
12:30 pm ..... Lunch
2:00 pm – 4:30 pm ..... Speaker Sessions
4:00 pm ..... Tradeshow Reception
6:15 pm ..... Taste of Alberta & Live Auction

Friday, February 23rd

8:30 am ..... Speaker Session
9:45 am ..... Coffee
10:30 am – 11:30 am ..... Speaker Session

Taste of Alberta Auction

Suppliers who donate items for the silent and live auction will have their items plus signage displayed in the ballroom all day Thursday and during the auction that evening. We are restricting the live auction to a maximum of 20 items. To find out how you can donate, please contact Jennifer Brunette at 403-250-2509 or jbrunette@cattlefeeders.ca

Sponsorship

Prime Sponsor | $10,000 Plus

- A customized event or speaker of your choice with company logo recognition and stage time prior to the speakers presentation
- One (1) complimentary 10 x 10 booth plus two (2) registrations
- One (1) 1/3 page ad in Alberta Beef magazine with the option to upgrade
- One (1) 30 word listing and premium placement in directory and website
- Recognition on conference signage, logo and link on conference website front page and sponsor page
- Insert in delegate bags

AAA sponsor | $7500

- Exclusivity for an event/speaker of your choice & presentation
- One (1) complimentary 10 x 10 booth
- One (1) 1/6 page ad in Alberta Beef magazine with the option to upgrade
- One (1) 30 word listing and premium placement in directory and Website
- Recognition on conference signage, website and print material
- Insert in delegate bags

AA sponsor | $5000

- Exclusivity for an Event/Speaker of your choice
- One (1) 30 word listing and premium placement in directory
- Recognition On Conference Signage, Website and Print Material
- Insert in delegate bags

Steakholders | $2500

- One (1) 30 word listing and premium Placement in directory
- Recognition on conference signage, website and print material

Supporters | $1500

- Logo recognition on all conference signage, website and print material

Additional listings for the directory in multiple categories may be purchased

Heavy equipment displays

Exhibitors also have the option of pre-arranging heavy equipment displays in the tradeshow area. In order to display heavy equipment you must contact Jennifer Brunette at 403-250-2509.

Av requirements

If have you any av requirements, please contact the AV department at the Sheraton Hotel at 403-598-5371.

Social media

Generate some buzz for your booth by following us on Twitter

@ABBeefConf
#ABBeefConf

Suppliers Showcase

The Suppliers Showcase provides a one-stop marketplace for delegates to connect with suppliers. Each year, delegates - armed with a shopping list - network with industry representatives to purchase and support tradeshow supporters. The tradeshow also provides a forum for delegates to catch up on industry news by connecting them with service agencies relevant to the industry.

Each Suppliers Showcase booth includes:

- 2 full conference registrations (includes all meals and functions)
- 10 x 10 carpeted booth space
- 8' table, two chairs, and one (1) 110-volt 15-amp outlet
- 30 word listing in the official business directory.

Suppliers Circle

This area is along the corridor from the main session room to the exhibitor hall. It provides the opportunity to be seen by our delegates as they exit the main seminar meetings and head towards the tradeshow area. This space is ideal for exhibitors who may want to network with delegates as they pass by or simply to leave printed material in an unmanned display. Equipment cannot be displayed in this area.

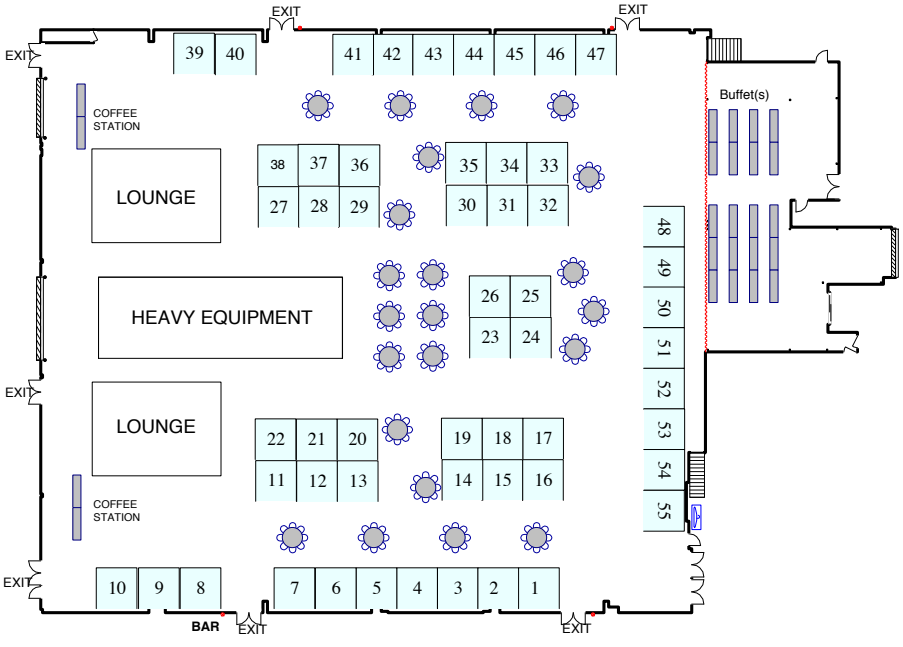
Each Suppliers Circle space includes:

- 1 full conference registration (includes all meals and functions)
- 6 x 10 booth space
- 8' table, one chair, carpet
- 30 word listing in the official business directory

Additional listings for multiple categories may be purchased by contacting Alberta Beef Magazine at 403-250-1090

2018 Tradeshow Floorplan

In order to accomodate all requests, the floorplan is subject to change. Booths are assigned on a first come, first served basis. Please submit all booth requests early.



Registration can be completed online at: www.abiconference.ca

BEEFTalks Ideas Worth Sharing

Alberta Beef Industry Conference

February 21-23, 2018 at the Sheraton Red Deer Hotel

REGISTRATION DEADLINE FEBRUARY 2, 2018

Booths are assigned on a first come first serve basis. Final decisions for placement rest with the conference organizers. If your booth preferences are not available, we will assign another booth and communicate this information to you. We reserve the right to refuse admittance to any exhibitor. Payment must accompany registration. Confirmation will be forwarded to you upon receipt of your registration and payment.

Cancellations prior to January 15 are subject to a 50% charge on fees. No refunds after January 15, 2018.

Please email Jennifer a copy of your company description (max 30 words). To ensure inclusion in print materials, please return your registration by December 8, 2017.

Please have auction items and delegate bag inserts to the ACFA by February 1, 2018.

Send and make payment payable to:

Alberta Cattle Feeders' Association
#6, 11010 46Th Street SE
Calgary, AB T2C 1G4
Fax: 403-209-3255
E: jbrunette@cattlefeeders.ca

Please email your 30 word company description to Jennifer Brunette at jbrunette@cattlefeeders.ca

Suppliers Circle
Number of Booths (8 Available) _____ x $1050.00

Suppliers Showcase
Number of Booths (58 Available) _____ x $1732.50

Booth Preference
CHOICE # 1 _____ CHOICE # 2 _____ CHOICE # 3 _____

Additional Delegates or Meal Tickets

Full Delegate _____ x $446.25 One Day Thursday _____ x $414.75

Full Delegate Registration Includes All Coffee Breaks, Lunch, And Evening Dinners

Meal Tickets - Wednesday _____ x $89.25

Meal Tickets - Thursday _____ x $99.75 **PRICES INCLUDE GST**

Sponsorship & Donations | Please indicate amount (GST Exempt)

Sponsor Level & Amount _____

Auction Donation _____

_____ I will bring the item _____ Item will be delivered to ACFA

_____
Primary Contact Name

_____
Company

_____
Primary Contact Email

_____
Mailing Address

_____
Postal Code Phone Fax

_____
Delegate Name DelegateName

_____
Additional Delegate Name Additional DelegateName

_____
Credit Card Number Exp. Signature

Payment: Cheque or Credit Card (Visa or MasterCard only)
For Credit Card Payments an ebill will be sent once your registration has been received by ACFA

Hotel Information

Sheraton Hotel & Conference Centre
3310 – 50 Ave Red Deer Alberta
Toll Free Reservations: 1-800-662-7197

Sandman Hotel
2818 Gaetz Ave Red Deer Red Deer Alberta
Toll Free Reservations: 1-800-726-3626

Black Knight Inn
2929 – 50 Ave Red Deer Alberta
Toll Free Reservations: 1-800-661-8793

Red Deer Lodge
4311 – 49 Ave Red Deer Alberta
Toll Free Reservations: 1-800-661-1657

Disclaimers: All suppliers and equipment of any kind brought onto the premises by the exhibitor before, during or after the show shall be at the exhibitor's own risk. Tradeshow management, facility management and their employees and agents shall be protected and indemnified from all claims made by or on account of loss or damage to property, injury or death resulting from the show or occupancy of the space allotted as per this agreement.