

# Alberta Beef Industry Conference

February 28 & 29, 2024 | Hyatt Regency, Calgary



Photo by: Roth and Ramberg



[REGISTER ONLINE HERE](#)



# Your Presence Has An Impact!

Support your customers and invest in an event they value.

The Alberta Beef Industry Conference provides an incredible opportunity for your organization to:

- connect with an influential purchasing group that consumes millions of dollars in goods and services each year
- get in front of potential and existing clients
- we set the stage for meaningful conversations between you and the attendees
- demonstrate your support for the industry

We anticipate another sold out event this year. Booths and sponsored events are limited, so your prompt response is essential to secure your presence.

*On behalf of the conference's host organizations, we thank you for your support and consideration.*

## Who We Are

The Alberta Beef Industry Conference is the largest of its kind in Canada, hosted by five provincial beef industry organizations — Alberta Beef Producers, Alberta Cattle Feeders' Association, Alberta Auction Markets Association, Alberta Livestock Dealers and Order Buyers Association, and the Western Stock Growers' Association.

In 2003, these organizations recognized the importance of bringing producers together to address issues and concerns of regional, national and international scope. Provincially, these organizations represent cattle producers who collectively own 5 million head of cattle.

## Who Attends

The Alberta Beef Industry Conference has been the premier meeting place for leaders in the beef industry for 21 years. The annual, sold-out event attracts a unique blend of on-farm decision makers from throughout western Canada. Unlike other comparable events, the Alberta Beef Industry Conference is a forum for primary producers with over 80% of our attendees being owners/operators or critical staff of these privately held operations.

## Why It Matters

Producers who attend this event do so voluntarily. On top of the resources they personally invest, many of them have also dedicated countless hours to our conference host organizations. They take great pride in offering an event to fellow producers that is cost effective, informative, and provides valuable peer to peer camaraderie. Investment in the Alberta Beef Industry Conference is an investment in your customers and an event they value.

## Exhibition Schedule

All times listed below are non-compete

### Wednesday, February 28

8:00 am – 12:00 pm ..... Registration & Set-up

**All booths must be set by 12:00 pm**

1:00 pm ..... Afternoon Opening Reception

5:30 pm ..... Evening Reception & Networking

### Thursday, February 29

7:00 am – 8:30 am ..... Networking Breakfast

9:45 am – 10:30 am ..... Coffee & Networking

12:00 pm – 2:00 pm ..... Lunch & Networking

4:00 pm – 5:30 pm ..... Reception

### Friday, March 1

7:30 am ..... Teardown



@ABBeefConf



Alberta Beef Industry  
Conference



# SPONSORSHIP OPPORTUNITIES

**All Sponsorships are Customizable**  
Contact Jennifer to build your perfect sponsorship:  
403-250-2509 or jbrunette@cattlefeeders.ca

EXPOSURE	Prime \$15,000	AAA \$12,500	AA \$10,000	Steakholder \$7,500	Booth \$3,000
<i>Choice of:</i> Mainstage Screen Sponsor, Opening Reception, Taste of Alberta, Hosted Reception (2 available), Keynote Speaker, Emcee Sponsor, Supported Onsite Media Coverage <i>OR</i> One of the lower level offerings	X				
<i>Choice of:</i> Branded Hotel Room Keys, Welcome Gifts for Hotel Rooms, Lunch, Hosted Reception (2 available) <i>OR</i> One of the lower level offerings		X			
<i>Choice of:</i> Coffee Break, Breakfast, Reusable Water Bottles, Refreshment Station, Registration Desk <i>OR</i> One of the lower level offerings			X		
<i>Choice of:</i> Event Name Tags and Lanyards, Wifi, Charging Stations				X	
Special Acknowledgment in the Members Only Newsletter Upon Conference Conclusion	X	X	X	X	
<i>Not interested in any of the above?</i> Sponsor one of our General Session Speakers <i>based on speaker fees</i>	X	X	X	X	
Full Attendee Registrations	4	3	2	1	1
Discounted Registrations	4	3	2	1	1
Taste of Alberta Dinner Tickets	4	3	2	1	
Acknowledgment in External Conference Marketing & Promotion	X	X	X		
Linked Logo and Company Description on Website	X	X	X	X	
Customized Social Media Posts	5	3	2	1	
Onsite Promotion Through Social Media, Signage, and Verbal Recognition	X	X	X	X	
Secured Meeting Space During the Conference - 2 Hour Block	X	X	X		
Promotion Through Conference Partners' Individual Communications Channels	X	X	X	X	
Booth Display, Visual Display or Additional Attendee	X	X	X	X	X
30 Word Listing on Conference Website	X	X	X	X	X

*\*Some sponsorship options may have additional costs associated to them*

## TASTE OF ALBERTA DINNER AND AUCTION

What do race cars, cowboy hats, prime rib, and charity have in common? They all play a role in the most exciting evening at the conference! This famed event sells out every year and features dining, entertainment, both silent and live auctions, and one heck of a good time. Creative promotion options are available during the event, we want to promote your company in an engaging and noticeable way. You will want to be part of this highly anticipated event!

### ADDITIONAL OPPORTUNITY

#### AUCTION ITEM DONATION

Highlight your company brand, products, and show your industry support.

- Item Specific Signage • Social Media Exposure • Live Auction & Silent Auction Items Accepted
- Logo & Company Acknowledgment - Visual & Announced
- Discounted attendee rate for items with a value of \$3,000 or more



## Tradeshow Booths

Our tradeshow booths provide 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 participants. The tradeshow also provides a forum for delegates to catch up on industry news by connecting them with service agencies relevant to the industry. The best part? The tradeshow shares space with all of our meals and happy hour events to guarantee traffic right to your booth!

**Booths 1-10** are tabletop visual displays  
♦ table and power

**Booths 11-30**  
♦ 8 x 6 draped  
♦ table, chair and power

### Company Description

Please e-mail your 30-word company description to [jbrunette@cattlefeeders.ca](mailto:jbrunette@cattlefeeders.ca) before December 15, 2023

## REGISTRATION DEADLINE

**January 4, 2024**

Booths are assigned on a first come, first served 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 4th are subject to a 50% charge on fees. No refunds after January 5th, 2024.

Should public health measures restrict the event from taking place a full refund minus administration fees will be issued within 60 days of our formal event cancellation announcement.

Please have auction items delivered to the ACFA by February 1, 2024.

Registration can be started online at [www.abiconference.ca](http://www.abiconference.ca). Once we have received your information, we will contact you directly to finalize details, booth location, and attendees.

Questions or Concerns? Contact us today at:

Alberta Cattle Feeders' Association

#6, 11010 46th Street SE

Calgary, AB T2C 1G4

Ph: 403-250-2509

E: [jbrunette@cattlefeeders.ca](mailto:jbrunette@cattlefeeders.ca)

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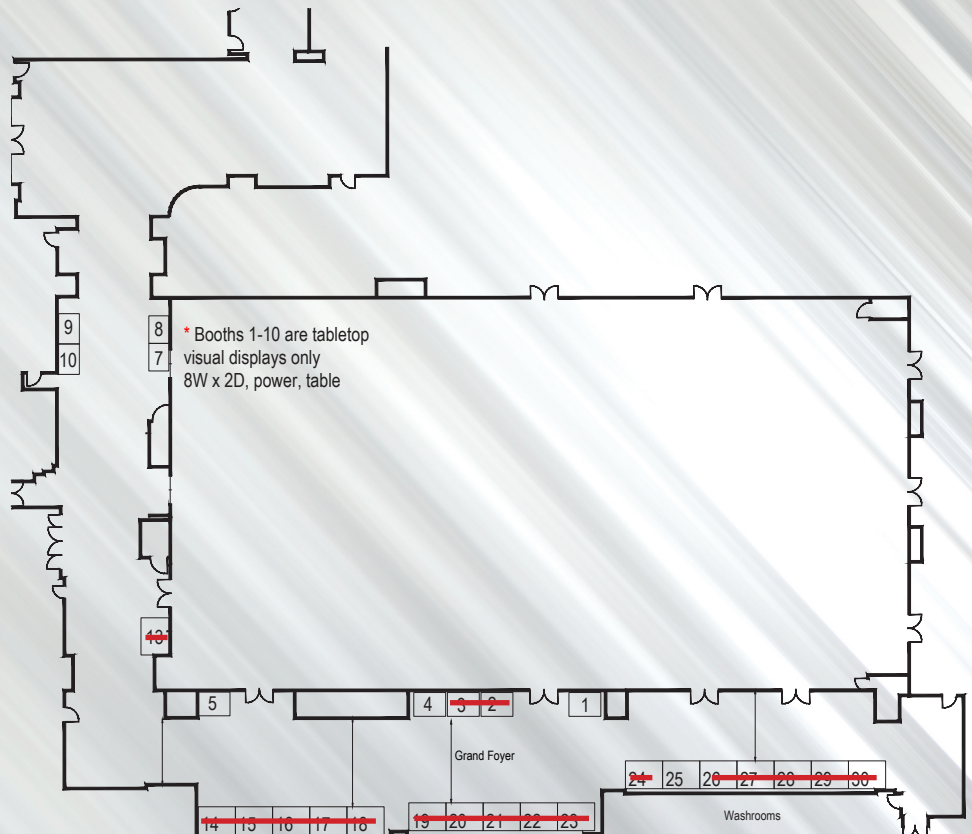
## 2024 Hotel Information

**Hyatt Regency**  
700 Centre St. S  
Calgary, AB

Room rate code will be provided once registration is complete.

## 2024 Tradeshow Floorplan

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



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, illness or death resulting from the show or occupancy of the space allotted as per this agreement.