

**35<sup>th</sup> ANNIVERSARY ALBERTA HORSE CONFERENCE**  
**January 13-15, 2017**  
**Sherwood Park Community Centre, Alberta, Canada**

**SPONSORSHIP / EXHIBITOR INFORMATION**

**BENEFITS OF SPONSORSHIP**

**Promotion** – All sponsors are listed on our website and in pre-conference social media communications. Sponsors registered by October 18<sup>th</sup> will be published in the conference promotional brochure and in the Delegate Manuals distributed to all attendees of the conference.

**Exhibit Hall Booth** – Each sponsor is supplied with a 10' wide tiled booth space at the Sherwood Park Community Centre in The Agora Hall including an 8' table, two chairs, electricity and high speed wireless internet access. Booth assignments will be made on November 4<sup>th</sup>. Additional tables, risers, access to forklift etc. can be arranged by contacting 780-886-9809. All additional requirements will be charged directly to your organization by the Sherwood Park Community Centre.

**Conference Passes** – Complimentary passes for the conference (see below for quantity) are provided with all sponsorships. Sponsors may purchase additional passes at the rate of \$75.

**TYPES & COSTS OF SPONSORSHIP**

**Payment is due upon registration for all sponsorships. Payment may be made by cheque. No GST is due on sponsorships.**

**Standard Sponsor - \$450** Includes exhibit hall booth (as above) plus two conference passes and promotion (as above).

**Coffee Break Sponsor (3 only) - \$1,000**

Includes all benefits of Standard Sponsorship plus:

- “hosted by” signage on the coffee service tables during assigned break
- logo and link on HIAA web site
- logo and recognition in Delegate Manual
- small logo on conference delegate bag
- \*sponsor items (2) included in conference packages
- logo placement in on-screen promotion segment in session rooms
- 2 additional conference passes

**Break-Out Session Sponsor - \$1,250**

Includes all benefits of Standard Sponsorship plus:

- \*banner signage in Session Room
- logo and link on HIAA web site
- logo and recognition in Delegate Manual
- small logo on conference delegate bag
- \*sponsor items (2) included in conference packages
- logo placement in on-screen promotion segment in session rooms
- 2 additional conference passes

### **Plenary Session Sponsor (3 only) - \$2,000**

Includes all benefits of Standard Sponsorship plus:

- \*banner signage in Session Room
- logo and link on HIAA web site
- logo and recognition in Delegate Manual
- medium logo on conference delegate bag
- \*sponsor items (2) included in conference packages
- showing of promotional video in Exhibit Hall
- ad placement in on-screen promotion segment before and after sessions in session rooms
- 4 additional conference passes

### **Friday Evening Welcome Sponsor – Friday evening (1 only) - \$2,500**

Includes all benefits of Standard Sponsorship plus:

- \*banner signage in Exhibit Hall
- logo and link on HIAA web site
- logo and recognition in Delegate Manual
- \*sponsor items (2) included in conference packages
- showing of promotional video in Exhibit Hall
- medium logo on conference delegate bag
- name and logo on complimentary beverage tickets
- “hosted by” signage at cheese tray serving stations
- 4 additional conference passes

### **Saturday Afternoon Barn Sponsor – (1 only) - \$2,500**

Includes all benefits of Standard Sponsorship plus:

- \* hosted by banner signage at the barn
- \*banner signage in Exhibit Hall for duration of conference
- logo and link on web site
- logo and recognition in Delegate Manual
- \*sponsor items included in conference packages
- medium logo on conference delegate bag
- 4 additional conference passes

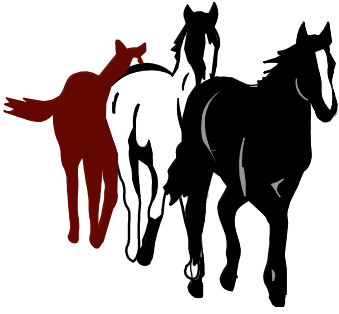
\*All banners and conference package items to be provided by sponsors.

### **Saturday Evening Reception and Entertainment Sponsor – (1 only) - \$5,000**

Includes all benefits of Standard Sponsorship plus:

- \*banner signage in the Reception Hall during event
- \*banner signage in Exhibit Hall for duration of conference
- “hosted by” signage at food and beverage serving stations
- logo and link on web site
- logo and recognition in Delegate Manual
- \*sponsor items included in conference packages
- showing of promotional video in Exhibit Hall
- large logo on conference delegate bag
- 6 additional conference passes

\*All banners and conference package items to be provided by sponsors.



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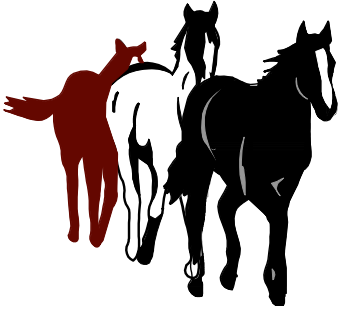
**EXHIBIT HALL SCHEDULE**

Set Up	Friday, Jan 13	1:00 pm to 6:30 pm
Opening Evening	Friday, Jan 13	7:00 pm to 10:00 pm
Show	Sat, Jan 14	10:00 am to 5:30 pm *6:00pm dinner break, info to follow
	Sun, Jan 15	10:00 am to 2:00 pm
Move Out	Sun, Jan 15	2:00 pm

**ACCOMMODATIONS**

A complete listing of host hotels and local amenities in Sherwood Park will be available September 2016.





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**SPONSORSHIP / EXHIBITOR APPLICATION**

Please complete the following information as you would like to see it published in the promotional materials and return the completed form to:

**Horse Industry Association of Alberta, 97 East Lake Ramp NE, Airdrie, Alberta T4A 0C3**  
**Include payment with your registration. Registrations can be faxed to 403-948-2069.**

Company Name: \_\_\_\_\_

Same information as provided in 2016 (published in Delegate Manual)

Contact (for administration): \_\_\_\_\_

Contact (published in materials): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

15 words or less about your organization: \_\_\_\_\_

Qty	Type of Sponsorship	Cost	Total
	Standard	\$ 450	
	Coffee Break (3 only)	\$1,000	
	Break-Out Session	\$1,250	
	Plenary Session (3 only)	\$2,000	
	Friday Evening (1 only)	\$2,500	
	Sat. Afternoon Barn (1 only)	\$2,500	
	Saturday Evening (1 only)	\$5,000	
	Additional Representatives	\$75	
<b>Total Amount Enclosed</b>			

**Returning Sponsors:**

Due to change of venue, sponsorship booths will be re-allocated to accommodate the new tradeshow layout. If you have any questions about the new layout, please contact Gary Millar at 780-499-9219.

**Conference Pass Names – 2 per Standard Sponsorship** (if unknown, provide by December 15<sup>th</sup>):

- |          |          |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |



**Office Use Only**

Payee			
Amount		Date Received	
Cheque #		Booth #	