

Sponsorship & Tradeshow Package



**BANFF PORK
SEMINAR**
JANUARY 7-9, 2020

Reasons to Sponsor BPS

World-class Speakers

The 2020 program contains an excellent lineup of world-class speakers and offers a blend of plenary speakers and practical workshops. The full program for the 2020 Banff Pork Seminar will be posted as soon as it is available at www.banffpork.ca.

Networking

The Banff Pork Seminar offers sponsors a unique opportunity to network with all of the major pork industry players. Past sponsors have told us they attend the Banff Pork Seminar because “the people who make the decisions are in attendance.” If you want to talk to industry leaders from all sectors supplying the pork industry, there's a good chance they're going to be in Banff in January.

Delegates attending recent seminars represented Canadian production from over 420,000 sows— 1/3 of the Canadian sow herd, and approximately 30% of the 742 attendees in 2019 identified themselves as producers.

Meeting Space

Hold meetings with your staff and/or potential customers at the Fairmont Banff Springs Hotel the week of the Banff Pork Seminar. The hotel offers many options for meetings, meals and events that are sure you meet your needs.

Location, Location, Location

If one key to a successful conference is location, we couldn't ask for a better spot than breathtaking Banff, Alberta. Sponsors and delegates can ski, snowshoe, shop, hike, and explore in world-renowned Banff National Park.

Something for Everyone

The educational aspect of BPS is first-rate, but it is also a great team-building opportunity. For folks in production, at what other event do you have the chance to connect with each other and with the industry, have some fun, and learn something at the same time? The Banff Pork Seminar is an opportunity for a break from day-to-day operations and a chance to recharge your batteries. Over the years, there's been strong support for the event to be held where producers get to be away from their farms.

BPS delivers “the whole package”

Top speakers addressing the most relevant topics of the day make this event consistently popular. With multiple breakout sessions, delegates have opportunity to select the ones most applicable to them. The common denominator for all sessions is that they are grounded in a fundamental concern for the profitability of the pork industry.

A large part of the success of the seminar is the continued financial support from the many pork industry partners. As a not-for-profit maintaining reasonable registration fees and offering such a strong roster of speakers would be impossible without financial support from companies such as yours. We, the BPS Advisory Committee, are sincerely thankful for your contributions.

Sponsorship Opportunities

Sponsors with complimentary black & white ads may also submit a full-colour copy of their ad to be used in electronic copies of proceedings. All delegates receive an electronic copy of the proceedings with their registration package and printed copies are available for purchase.

Please submit a high resolution logo for use on seminar promotional materials (EPS, AI, PNG or JPEG). Register by September 1st to be included in the registration brochure.

Sustaining Sponsor (\$7,500)

Choose to Sponsor:

- Registration Bags – 1 available
- Name Tag Lanyards – 1 available
- Conference Flash Drives (with BPS proceedings) – 1 available
- Hotel Guest Key Cards (logo design on front of keycards) – 1 available
- BPS Conference App (includes 4 scrolling banner ads on the app) – 1 available

Sustaining Sponsors receive:

- Complimentary exhibitor display booth
- One complimentary delegate registration per \$7,500 sponsorship
- Complimentary full-page, full-color advertisement in conference proceedings
- Logo displayed on Banff Pork Seminar website with link to sponsor company website
- Sponsor recognition with logo on social media
- Logo displayed on main stage at plenary sessions
- Logo displayed on item sponsored (700+ delegates in attendance)
- PowerPoint slide included in slideshow at all sessions
- Acknowledgement in registration brochure and conference program
- Acknowledgement of sponsorship at registration desk and in published seminar proceedings
- Use of the “Proud Sponsor of BPS” logo for one year
- Opportunity to include a promotional item in BPS registration kits
- Opportunity to have the BPS office send email invitations to delegates for your meetings/events during the week of BPS
- Opportunity to reserve complimentary meeting space for Wednesday January 8 and/or Thursday January 9, 2020, if staying onsite at the Banff Springs Hotel (space is limited)

Sponsorship Opportunities

Premier Plus Sponsor (\$4,000)

Choose to Sponsor:

- Wednesday Morning Plenary Session – 1 available
- Thursday Morning Plenary Session – 1 available
- Closing Keynote (Thursday) – 1 available
- Luncheon (Wednesday or Thursday) – 4 available (2 each day)
- Welcome Reception (Tuesday evening) – 2 available
- Evening Shuttle Bus – 2 available

Premier Plus Sponsors receive:

- Complimentary full-page black & white advertisement in conference proceedings
- Logo displayed on Banff Park Seminar website with link to sponsor company website
- Sponsor recognition with logo on social media
- Logo displayed on signage at event sponsored (700+ delegates in attendance)
- PowerPoint slide included in slideshow at both plenary sessions
- Acknowledgement in registration brochure and conference program
- Acknowledgement of sponsorship at registration desk and in published seminar proceedings
- Use of the “Proud Sponsor of BPS” logo for one year
- Opportunity to include a promotional item in BPS registration kits
- Opportunity to have the BPS office send email invitations to delegates for your meetings/events during the week of BPS
- Opportunity to reserve complimentary meeting rooms for Wednesday January 8 and/or Thursday January 9, 2020, if staying on-site at the Banff Springs Hotel (space is limited)
- Eligible to reserve a booth in the Sponsor Exhibitor Area



Sponsorship Opportunities

Premier Sponsor (\$3,000)

Choose to Sponsor:

- Breakout Session (sole sponsor) – up to 8 available
- Poster Session (your logo displayed on the poster presentation display boards) – 2 available
- George Foxcroft Lectureship (speaker sponsorship) – 1 available
- Conference Pens (donate 700 pens plus \$2,000) – 1 available
- Conference Writing Pads (donate 700 notepads plus \$2,000) – 1 available
- Banner Signage (your logo displayed on signs directing delegates to sessions) – 2 available
- Back Cover & Inside Front Cover of Conference Proceedings (full-page, colour ads) – 1 available

Premier Sponsors receive:

- Complimentary full-page black & white advertisement in conference proceedings
- Link to sponsor website from Banff Pork Seminar website
- Sponsor recognition on social media
- Logo displayed on signage at event sponsored (700+ delegates in attendance)
- PowerPoint slide included in slideshow in one plenary or breakout session
- Acknowledgement in registration brochure and conference program
- Acknowledgement of sponsorship at registration desk and in published seminar proceedings
- Use of the “Proud Sponsor of BPS” logo for one year
- Opportunity to include a promotional item in BPS registration kits
- Opportunity to have the BPS office send email invitations to delegates for your meetings/events during the week of BPS
- Opportunity to reserve complimentary meeting rooms for Wednesday January 8 and/or Thursday January 9, 2020, if staying onsite at the Banff Springs Hotel (space is limited)
- Eligible to reserve a booth in the Sponsor Exhibitor Area



Sponsorship Opportunities

Select Sponsor (\$1,750)

Choose to Sponsor:

- Networking/Coffee Break (choose one from list below) – 4 sponsors per break
 - Wednesday early morning break
 - Wednesday mid-morning break
 - Wednesday afternoon break
 - Thursday early morning break
 - Thursday mid-morning break
 - Thursday afternoon break
- Breakout Session – 2 sponsors per breakout
- FX Aherne Prize for Innovative Pork Production – 2 available

Select Sponsors receive:

- Complimentary half-page black-and-white ad in seminar proceedings
- Acknowledgement of sponsorship on BPS website
- Sponsor recognition on social media
- Logo displayed at the event sponsored (700+ delegates in attendance)
- Use of the “Proud Sponsor of BPS” logo for one year
- Acknowledgement in registration brochure and conference program
- Acknowledgement of sponsorship at registration desk and in published seminar proceedings
- Opportunity to reserve complimentary meeting rooms for Wednesday January 8 and/or Thursday January 9, 2020, if staying onsite at the Banff Springs Hotel (space is limited)
- Eligible to reserve a booth in the Sponsor Exhibitor Area

Supporting Sponsor (\$1,250)

Supporting Sponsors receive:

- Acknowledgement of sponsorship on BPS website
- Sponsor recognition on social media
- Use of the “Proud Sponsor of BPS” logo for one year
- Acknowledgement in registration brochure and conference program
- Acknowledgement of sponsorship at registration desk and in published seminar proceedings
- Opportunity to reserve complimentary meeting rooms for Wednesday January 8 and/or Thursday January 9, 2020, if staying onsite at the Banff Springs Hotel (space is limited)



Sponsor Exhibit Area

The Sponsor Exhibitor Area is a high-traffic zone at BPS, and is located in the Presidents Hall. The Sponsor Exhibitor Area is the heart of the seminar's action, with networking breaks and receptions held within the tradeshow room, resulting in very high delegate traffic.

Booths measure 8' deep X 10' wide and include draping, skirted table, 2 chairs, and power. Reserve your space early to be part of the 2020 Exhibitor Area.

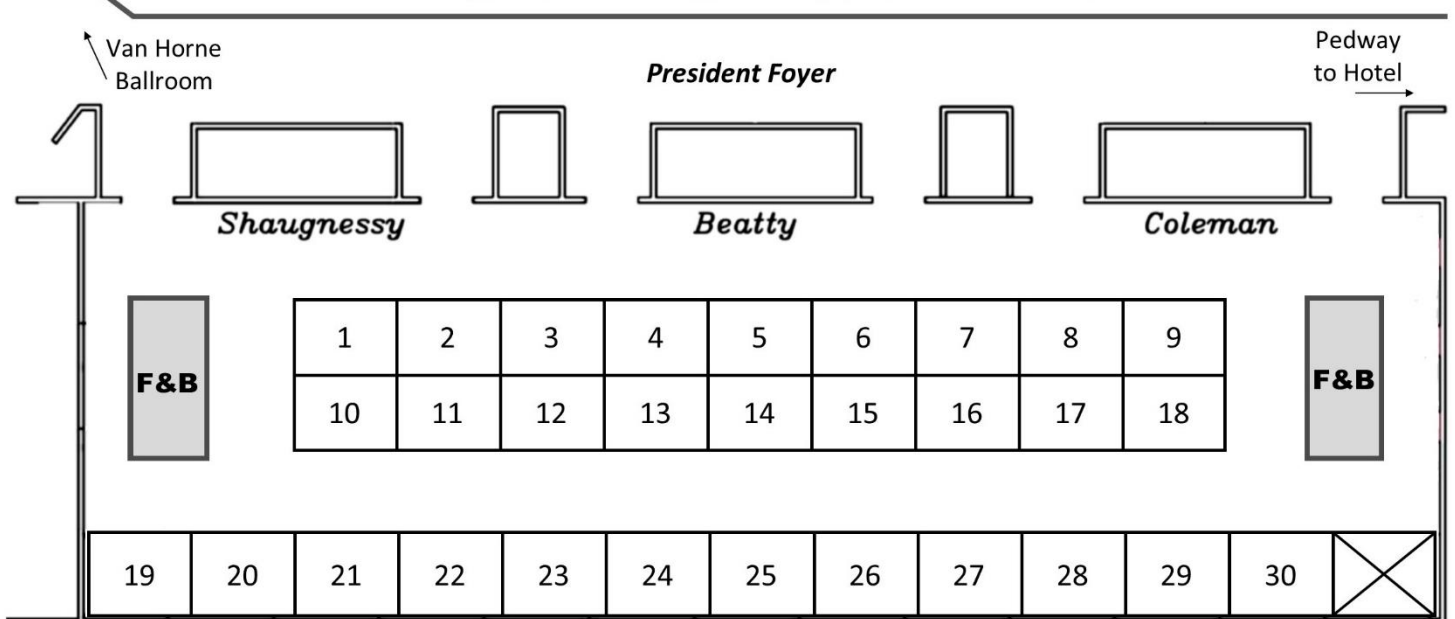
Sponsors at the Select level or above qualify to reserve a display booth. Sponsors who purchased a booth at BPS 2019 will have first opportunity to reserve for 2020 (past sponsors/exhibitors must reply by June 21 2019 to confirm their space for 2020).

Booths are \$900 + GST* (includes 1 complimentary conference registration; additional booth tenders need to register for the conference)

Please note there are no refunds on booth fees.

Please contact the BPS Coordinator at pork@ualberta.ca or 780-492-3651 if you have questions.

Exhibitor Area: Presidents Hall



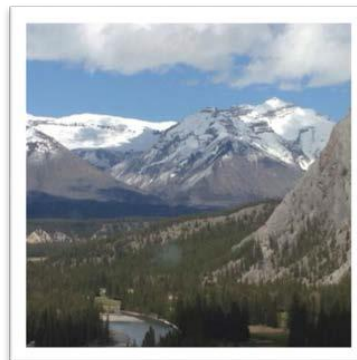
Stay at the Banff Springs

Staying onsite for the 2020 Banff Pork Seminar means experiencing the luxury of the Fairmont! Not only is it convenient to stay where all conference sessions and events will take place, but you'll want to stay to experience unparalleled accommodations, award-winning dining, superb amenities, and breathtaking views.



You won't miss out on the nightlife in Banff! Although the options at the Banff Springs are plenty, if you must spend time at your favourite watering hole in downtown Banff, **we will make it easy for you** to get there and back to the Banff Springs at the end of the night with our **complimentary evening shuttle service for delegates staying onsite.**

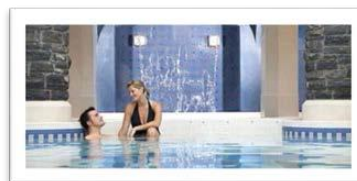
Extended hours will accommodate your desired travel times, making sure you get your fill of the nightlife and get back to the Banff Springs Hotel safely. Shuttles will run at approximately a 15-minute frequency (details TBA). In the morning, you'll wake up onsite and sessions will be just steps away from your room!



The Banff Springs Hotel offers over 600 guest bedrooms with a wide range of accommodation options and breathtaking views, all at very special BPS pricing.

Bonus Features

- Join the Fairmont President's Club for access to **complimentary**
- **wireless internet** and other perks.
- Banff Pork Seminar delegates and sponsors staying onsite receive highly reduced parking rates of \$12/day (charged directly to your room).
- The Fairmont Banff Springs Hotel is a huge complex with recreation facilities, a roster of activities and shopping available onsite!



Dining at the Banff Springs Hotel

The Banff Springs features multiple dining options for guests and delegates in a wide variety of styles and sizes. Please see the Fairmont Banff Springs website for more information.



For details about the points above, **please contact the BPS Conference Coordinator** at pork@ualberta.ca or 780-492-3651.

Information on hotel rooms, meeting space, and a link to book your accommodations online is available at www.banffpork.ca/accommodations-travel

More info on the Banff Springs Hotel can be found at www.fairmont.com/banffsprings



Plan the Perfect Meeting

Do you have an important meeting that needs to happen around January? Or want to make the best use of colleagues or clients gathered in the same place at the same time? Schedule your own meetings at The Banff Springs Hotel between January 6 and 10 and let the Banff Pork Seminar assist you!

BPS sponsor groups who have booked accommodations onsite may reserve complimentary meeting space for **January 7-9, 2020** (limited space available, reserved first-come first-served). These rooms can be booked for just an hour or two or all day. Meeting rooms can accommodate up to 16 people.

If you are planning a larger meeting, a formal dinner, brainstorming sessions, a reception, or even a bowling tournament, the Banff Springs Hotel can make it happen! Meeting space of all kinds is available in the hotel January 6-10, 2020. Catering can be ordered à la carte and AV equipment/support is available (room rental and charges will apply).

Let the Banff Pork Seminar send email invitations to BPS delegates announcing your meetings/satellite events. Premier-level sponsors or higher can request that invitations for their meeting be sent to all registered delegates. BPS will also post notice of these events scheduled January 6-10, 2020 on www.banffpork.ca with a link to your company's website if requested.

Contact the Banff Pork Seminar office at pork@ualberta.ca or 780-492-3651 to inquire about reserving meeting space.



Advertisements & Upgrades

Complimentary Advertisements*: Banff Pork Seminar sponsors at the Select level and above receive a complimentary advertisement in the BPS 2020 proceedings.

Select: half page black & white (12 cm by 9.5 cm)

Premier: full page black & white (12 cm by 20 cm)

Premier Plus: full page black & white (12 cm by 20 cm)

Sustaining: full page colour (12 cm by 20 cm)

**Sponsors may also supply a full colour copy of their ad to be used in electronic copies of the proceedings*

Upgrade Opportunities: You may wish to upgrade your complimentary advertisement

Half page to full page \$250 + GST

Full page black & white to full page colour \$1000 + GST

Additional Pages and Non-Sponsor Advertisements: Sponsors and non-sponsors can purchase additional advertisement space at the following rates

Half page black & white advertisement (12 cm by 9.5 cm)

\$250 + GST

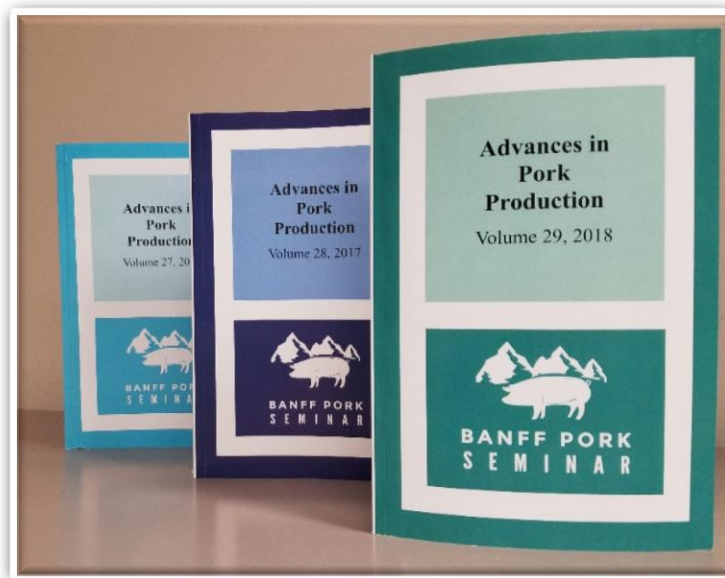
Full page black & white advertisement (12 cm by 20 cm)

\$500 + GST

Full page colour advertisement (12 cm by 20 cm)

\$2000 + GST

Electronic copies of advertisements are due no later than **October 15, 2019**. Ads received after this date will not be included in the proceedings. Please submit your advertisement as a high-resolution, press quality PDF to pork@ualberta.ca.



Sponsor Registration Card

To reserve your sponsorship now, complete this form & send via email to Banff Pork Seminar Coordinator at pork@ualberta.ca (if unable to email, fax to 780-492-5771).

Company Name: _____

Contact Name: _____

Phone: _____ **E-mail:** _____

Billing Address (for Invoicing): _____

City: _____ **Prov/State:** _____ **Postal/Zip Code:** _____

Billing Email (if different than above): _____

Sponsor Level: _____ **Cost:** _____

Event/Item: _____ (ie. coffee break, breakout session, lunch)

Display Booth*: ☐ Yes, I wish to purchase a display booth for \$900 plus GST (space permitting)

**Must be a Select, Premier, Premier Plus or Sustaining level sponsor*

Company Logos: Select, Premier, Premier Plus & Sustaining Sponsors - Please send a high resolution logo to pork@ualberta.ca for use on seminar promotional materials (EPS, AI, PNG or JPEG).

Date: _____ **Signature:** _____

For questions or more info please contact the BPS Office
at 780-492-3651 or pork@ualberta.ca
or visit www.banffpork.ca