



2010 SPONSORSHIP PACKAGE

March 17th & 18th, 2010

Westerner Park

Red Deer, Alberta

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CORPORATE PROMOTION PROGRAM

The Alberta Pork Congress is pleased to offer high profile corporate promotion opportunities which are available only to Alberta Pork Congress corporate members.

Consider the promotional options listed below and choose your preferred promotion...

Bronze for \$500-\$999
Silver for \$1000-\$1999
Gold for \$2000-\$2999
Platinum for \$3000 and up.

OWN THE TRADE SHOW FOR A DAY!

Your welcome to show attendees will receive high visibility and regular reference in public announcements. The popular strolling entertainer will be a roving advertisement of your company. In addition to the Gold promotion benefits, each attendee will receive a plastic carry bag with your logo prominently featured. A great way to promote your company name!

Wednesday, March 17th \$1,500
Thursday, March 18th \$1,500

BANQUET, WEDNESDAY, MARCH 17th

Every year the banquet is even better than the last! This once-a-year opportunity combines a social event with business opportunities. Your corporate logo will appear in the banquet menu.

- Banquet Wine \$1,500
- Banquet Dessert \$1,000
- Banquet Entertainment \$750
- Banquet Chocolates \$1,500
- Banquet Entrée (Crown Roast) \$5,000

Served as a sit-down meal; one crown roast placed at each table to be carved by an appointed guest.

- Banquet Aprons \$1,000

Your corporate logo will be printed on the banquet aprons. Guests will be wearing an apron with your corporate logo and will take it home as a memento.

BBQ, THURSDAY, MARCH 18th

A favorite at the annual "Almost Famous" BBQ.

BBQ Pork Chops \$5,000

Exclusive Promotion Partial Promotion

Barbecue Entertainment \$1,500 4 @ \$500

With more than 1000 attendees there is no better way to leave your corporate mark on the crowd. Sponsor the barbecue entertainment!

Branding Opportunities

Lanyards for Exhibitors \$1,500

Your corporate logo'd lanyards provided to all exhibitor staff.

Attendee name badges \$500

Your corporate logo on label style name badges provided to all attendees with accompanying signage with your corporate branding

Internet Café \$500

Your corporate website displayed on internet café computers on trade show floor for both days. We provide the computers and connection!

Swine & Cheese Reception

Wii Fun! \$500

Be the sponsor of the reception entertainment, we provide the Wii and you provide the fun for everyone! We will purchase a Wii on your behalf for use during the event and to give away at the end of the evening. Pre-event promotion, your logo on signage at event and recognition in the Show Guide.

Door prizes for attendee draws

Donate prizes (logo's or otherwise) to be used for door prizes throughout the two day trade show. Recognition in Show Guide and on door prize signage.

Attendance Incentive Gifts \$1,000

Logo'd incentive gifts for the first 100 attendees each day! Recognition in the Show Guide and on site signage.

Coffee & Cookie Time \$1,000

Sponsor the daily coffee and cookie break at 2:00pm right on the trade show floor! Recognition in the Show Guide and onsite signage. Bring your staff by to mix and mingle with attendees as they enjoy a break! Two available.

Street Signs \$300 each

- **Strolling Entertainer** (*Dan the Balloon Man*) \$750 per day 2 @ \$500
- **Hanging Banners** \$1,000 each 3 @ \$500
- **Show Guide advertising** (see insert for rates)

ENTERTAINMENT PROMOTION

A little amusement and diversion after a day of business on the Tradeshow floor is always anticipated. In addition to the Gold and Platinum benefits, your corporate banner will be displayed during the event, and your corporate logo will appear in the banquet menu.

AWARDS VIDEO PRODUCTION

The following opportunities have always been in high demand:

Farm Team Award

The *Farm Team Award* seeks to recognize the farm unit which operates in an exemplary manner through commitment and longevity of the staff and virtues of hard work and cooperation. The award celebrates the dedication of the team toward working together for the success of the farm.

-Industry Leadership Award

The *Pork Industry Leadership Award* seeks to honour individuals whose efforts reflect a commitment above and beyond the accepted expectations of the pork industry. The award also seeks to recognize individuals whose actions have become a valuable asset to the pork industry. It also acknowledges individuals whose actions have become models for peer recognition.

Lifetime Achievement Award

The *Lifetime Achievement Award* seeks to honour individuals who have played an integral role in advancing the pork industry. The award celebrates their long-term commitment and unwavering dedication to the industry.

SHOW GUIDE ADVERTISING

To promote your organization at the trade show, the Alberta Pork Congress offers high profile recognition opportunities, available to corporate members only. Link your name with Alberta Pork Congress as an industry leader and achieve greater visibility.

Show Guide Advertising

(One colour - all measurements are in inches)

- Full page (trim size 7 x 9 1/2) \$550
- Two third page (trim size 7 x 6 2/3 or 4 2/3 x 9 1/2)\$425
- Half page (trim size 7 x 4 3/4 or 3 1/2 x 9 1/2).....\$400
- Inside front cover/inside back cover (8 x 10)\$1,000
- Centre fold \$2,000
- One third page (trim size 7 x 3 1/3 or 2 1/3 x 9 1/2).....\$375
- Quarter page (trim size 3 1/2 x 4 3/4).....\$275

To promote your organization at the trade show, the Alberta Pork Congress offers high profile recognition opportunities, available to corporate members only. Link your name with Alberta Pork Congress as an industry leader and achieve greater visibility.

Platinum Level Benefits \$3000 plus

1. Full page advertisement in the Show Guide
2. Promotional level and logo recognition in the Show Guide
3. Banner with your official name displayed for sponsorship recognition
4. Corporate name mention (four times) during the Tradeshow
5. One 10' x 10' booth in the Tradeshow
6. Recognition on the Alberta Pork Congress website (www.albertaporkcongress.com) and link to your website for six months.

Gold Level Benefits \$2,000 - \$2,999

1. Half page advertisement in the Show Guide
2. Promotional level and logo recognition in the Show Guide
3. Banner with your official name displayed for sponsorship recognition
4. Corporate name mention (three times) during the Tradeshow
5. Recognition on the Alberta Pork Congress website (www.albertaporkcongress.com) and link to your website for six months.

Silver Level Benefits \$1,000 - \$1,999

1. Quarter page advertisement in the Show Guide
2. Promotional level and logo recognition in the Show Guide
3. Banner with your official name displayed for sponsorship recognition
4. Corporate name mention (twice) during the Tradeshow
5. Recognition on the Alberta Pork Congress website (www.albertaporkcongress.com) and link to your website for three months.

Bronze Level Benefits \$500 - \$999

1. Promotional level and logo recognition in the Show Guide
2. Banner with your official name displayed for sponsorship recognition
3. Corporate name mention (once) during the Tradeshow
4. Plaque of Recognition for display in your administration office.

Please contact the Alberta Pork Congress office to discuss these opportunities and any other suggestions that you may have. The Alberta Pork Congress is open to in-kind sponsorship ideas and considerations.