



Win ‘VIP experience’ with early-bird registration for Canadian Beef Industry Conference

May 15, 2018

CALGARY, AB — Excitement is building as a diverse, information-packed agenda focused on “Sharing Common Ground” takes shape for the 2nd annual Canadian Beef Industry Conference (CBIC).

Along with attractions such as current topics, fun opportunities, a new venue, and the chance to have a great time with beef industry participants from across the country, now there is even more reason to reserve a spot early – as CBIC announces the opportunity to win a ‘VIP Experience’ at the Calgary Stampede by taking advantage of early bird registration before June 15, 2017.

“We are very pleased with the strong interest and registrations that are coming in so far for this year’s conference,” says Allana Minchau, Director of the Canadian Beef Industry Conference. “We encourage everyone interested to register early, to ensure they reserve a spot and take advantage of early registration rates available before June 15. The opportunity to win a VIP Experience at Calgary Stampede is another great incentive to register early. We appreciate the support of the International Agriculture and Agri-Food Committee of the Calgary Stampede for making this possible.”

The VIP Experience package, planned for the July 15 afternoon of Calgary Stampede, includes: VIP experience for the afternoon with a Calgary Stampede Director, lunch in the Brand Room, and rodeo tickets to the Wild Card Saturday performance.

The CBIC agenda for August features a diverse range of topics and speakers, including a keynote talk by Jon Montgomery, 2010 Vancouver Winter Games gold medalist and the current host of *Amazing Race Canada*. Additional highlights include talks by social license expert Bruce Vincent, market outlooks, and a popular “*Bov-Innovation*” series of educational presentations and interactive workshops for producers.

The conference will also cover a wealth of interesting and engaging topics related to the National Beef Strategy, specifically it's Connectivity pillar, along with educational sessions, interactive workshops and live cattle demonstrations. A number of entertainment, social, and recreational opportunities – including a Ranch Rodeo Showdown – are included in the program, as well as the semi-annual and annual meetings of several stakeholder groups. In addition, conference attendees and speakers will receive free parking at the Calgary Stampede grounds.

Visit www.canadianbeefindustryconference.com for more information. Follow the Canadian Beef Industry Conference on [Twitter](#) and [Facebook](#).

The CBIC is hosted as a joint collaboration by the Beef Cattle Research Council (BCRC), Canada Beef, the Canadian Beef Breeds Council (CBBC) and the Canadian Cattlemen's Association (CCA).

Contact

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