

# CANADIAN BEEF INDUSTRY CONFERENCE

## Canadian Beef Industry Conference Hosting Application Guidelines

### General Information

These are meant as guidelines for use by provincial cattle associations, provinces, cities or any other entities interested in coordinating the hosting of the Canadian Beef Industry Conference (CBIC).

CBIC is an annual event held every August as the meeting place for the Canadian beef industry. It is a collaboration of the Beef Cattle Research Council, Canada Beef, Canadian Beef Breeds Council and Canadian Cattlemen's Association. CBIC is held every other year (the odd years, 2017, 2019 etc.) in Calgary, Alberta and on the even years (2018, 2020 etc.) it rotates around the country.

These guidelines are intended to provide information and general requirements for the selection of the host city of CBIC in the even years, starting in 2020.

### Benefits of being the Host Province/City

- Your Province/City is showcased to the entire Canadian beef industry (and to some extent the global beef industry).
- Increased opportunities for local beef industry players to have others from across the beef industry supply chain "in their backyard" allowing them better exposure.
- Allows local beef producers to attend the meeting place and see what is happening in the Canadian beef industry for a lower cost (no or less travel required).
- Estimated to generate over \$1 million of economic benefit in the local community.

### Basic Criteria for the Host Province/City

- An event venue with:
  - seating for at least 500 and up to 850 delegates at a banquet;
  - room to hold a tradeshow with 50-60 tradeshow booths;
  - easy access to over 250 hotel rooms per night available for conference delegates at rates reasonable for conference delegates; and
  - ability to hold at least 5 concurrent events (ranging from small private meetings, to sessions to public board/committee meetings).
- Evidence of a large amount of beef industry activity in the surrounding area and likelihood of attracting 400+ beef producers (cow/calf and feedlot operators).
- A proven base of volunteers comprising of a core group (about 10 - 15) dedicated to help with planning for the year leading up to the conference and access to a large group (about 30) event time volunteers.
- An agreement from the local provincial cattle association to support the event including host a beef industry tour open to all delegates (by separate ticket).
- Close proximity to an airport with regularly scheduled flights from across the country.

### Process

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- Approximately 2 - 4 years before the anticipated event date CBIC shall start accepting applications to be a host.
- Applications must be in by June 1 of the year two years prior to the year in which the event being applied for will occur.
- CBIC will review the applications and contact all applicants to seek further clarification, notify them of success moving into the 2<sup>nd</sup> round, or notify that their application has not been successful.
- CBIC will select up to 3 applicants to move into the 2<sup>nd</sup> round which CBIC will visit (at its own cost) in the fall of the application year.
- Once a decision is made by the CBIC Board (anticipated fall of the application year or early the next spring) all round 2 applicants will be informed.