

August 11-13, 2020  
Penticton Trade & Convention Centre, Penticton, BC

**PARTNERSHIP  
OPPORTUNITIES**



**CANADIAN BEEF INDUSTRY  
CONFERENCE**  
2020

**RIISING TO  
THE  
CHALLENGE**



**5TH ANNUAL**

# **CANADIAN BEEF INDUSTRY CONFERENCE**

**2020**

*\*Please note all packages can be customized and tailored to your organization.*



## **SUPPORTER OF THE CONFERENCE**

*Annual Investment of \$500 plus GST*

As a "Supporter of the Conference" level sponsor, your company will receive:

- Special acknowledgement on the event webpage featuring your corporate logo and a link to your corporate website
- Your logo printed on promotional material including the registration packages



## **FRIENDS OF THE CONFERENCE**

*Annual Investment of \$1,000 plus GST*

As a "Friends of the Conference" level sponsor, your company will receive:

- One (1) banner stand outside conference meeting rooms (maximum dimensions - 33" – 33.25"w x 79"h)
- Special acknowledgement on the event webpage featuring your corporate logo and a link to your corporate website
- Your logo printed on promotional material including registration packages



## **HOT IRON**

*Annual Investment of \$3,000 plus GST:*

As a "Hot Iron" level sponsor, your company will receive:

- Choice of available indoor display/booth (space size 8'x10')
- One (1) complimentary event registration package
- Special acknowledgement on the event webpage featuring your corporate logo and a link to your corporate website
- Your logo printed on promotional material including the registration packages
- A 300x250 rotating ad on the CBIC website for a minimum of 2 months
- *\*Please review our trade show package for full details on this level*



## RIISING TO THE CHALLENGE



# CANADIAN BEEF INDUSTRY CONFERENCE 2020

## HOT IRON PLUS

*Annual Investment of \$5,000 plus GST*



As a "Hot Iron Plus" level sponsor, your company will receive:

- Choice of available indoor display/booth (space size 8'x10')
- Two (2) complimentary event registration packages
- One (1) 20% discounts on early bird registrations for your company/clients
- Two (2) social media posts (content to be provided by sponsor) – One pre conference and one post
- Special acknowledgement on the event webpage featuring your corporate logo and a link to your corporate website
- Your logo printed on promotional material including the registration packages
- A 300x250 rotating ad on the CBIC website for a minimum of 2 months

## BRONZE

*Annual Investment of \$10,000 plus GST*



As a "Bronze" level sponsor, your company will receive:

- Choice of available indoor display/booth (space size 8'x10')
- Three (3) complimentary event registration packages
- Five (5) 20% discounts on early bird registrations for your company/clients
- Sponsor logo featured on the CBIC app
- Two (2) social media posts (content to be provided by sponsor)
- Special acknowledgement on the event webpage featuring your corporate logo and a link to your corporate website
- Your logo printed on promotional material including the registration packages
- A 300x250 rotating ad on the CBIC website for a minimum of 3 months (please also send in a 1200x900 and 1024x512)



## RIISING TO THE CHALLENGE



### SILVER GUITAR

*Annual Investment of \$25,000 plus GST*

As a "Silver Guitar" level sponsor, your company will receive:

- Premium choice of available INDOOR booth space – (space size 8' x 20')
- OPTIONAL: Choice of available OUTDOOR display/booth (space size TBC)
- Four (4) complimentary event registration packages
- Ten (10) 20% discounts on early bird registrations for your clients
- Sponsor logo featured on the CBIC app
- Three (3) social media posts promoting your sponsored event (content to be provided by sponsor)
- The rights to use the 'Official Sponsor of the CBIC' logo
- Special acknowledgement on the event webpage featuring your corporate logo and a link to your corporate website
- Your logo on the wall during opening ceremonies and entertainment evening
- Your logo printed on promotional material including the registration packages
- A 850x105 rotating banner on the CBIC website for a minimum of 2 months
- A 300x250 rotating ad on the CBIC website for a minimum of 1 month (please also send in a 1200x900 and 1024x512)
- Customize your package by selecting one (1) additional item, including but not limited to:
  - » Promotional item for participants
  - » Breakfast/Lunch/Dinner sponsors
  - » Coffee/Refreshment sponsor
  - » Highlighted speaker sponsor and introduction
  - » Tour host
  - » Branding: room key, swag bags, lanyards etc.
  - » Complimentary beverage vouchers



### GOLDEN GRIZZLY

*Annual Investment of \$35,000 - \$45,000 plus GST:*

As the "Golden Grizzly" level sponsor, your company will receive:

- Premium choice of available INDOOR booth space (space size 8' x 20')
- OPTIONAL: Choice of available OUTDOOR display/booth (space size TBC)
- Exclusive happy hour or other hosting opportunity on one (1) night of the conference
  - » Promoted on CBIC social media (four posts; content to be provided by sponsor)
  - » Promoted in CBIC official program schedule
  - » Sponsor to determine extra elements (entertainment, signage etc.) at own cost
- Four (4) complimentary event registration packages
- Ten (10) 20% discounts on early bird registrations for your clients
- The rights to use the 'Official Sponsor of the CBIC' logo
- Five (5) social media posts promoting your sponsored event (content to be provided by sponsor)
- Sponsor logo featured on the CBIC app
- Special acknowledgement on the event webpage featuring corporate logo & link to your corporate website
- Your logo on the wall during opening ceremonies. Signage during the entertainment evening.
- A 850x105 rotating banner on the CBIC website for a minimum of 2 months
- A 300x250 rotating ad on the CBIC website for a minimum of 1 month (please also send in a 1024x512 and 940x788)
- Your logo printed on promotional material including the registration packages
- Customize your package by selecting two (2) additional items, including but not limited to:
  - » Promotional item for participants
  - » Breakfast/Lunch/Dinner sponsors
  - » Coffee/Refreshment sponsor
  - » Highlighted speaker sponsor and introduction
  - » Tour host
  - » Branding: room key, swag bags, lanyards etc.
  - » Complimentary beverage vouchers

## GET THE FACTS

# CANADIAN BEEF INDUSTRY CONFERENCE 2020

### 2019 IN CALGARY, ALBERTA



**675** members of the beef supply chain came together at CBIC 2019



Over **70** different organizations chose to support the conference as Partners or sponsors

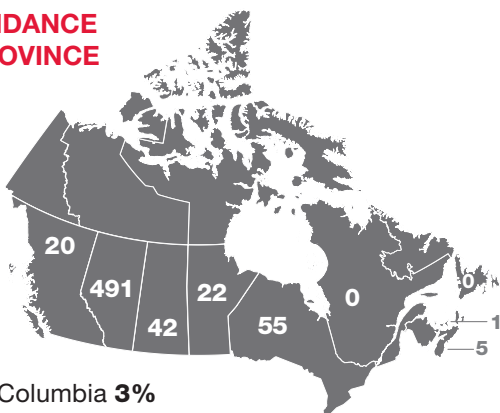


Over **60%** of attendees are the decision makers of their operation



**26%** of attendees first hear of the conference through social media (2018 survey results)

### ATTENDANCE BY PROVINCE



British Columbia **3%**

Alberta **77%**

Saskatchewan **7%**

Manitoba **3%**

Ontario **9%**

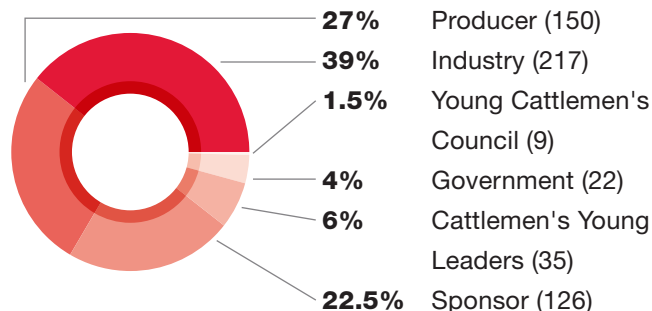
**1%** PEI

**1%** Nova Scotia

**0%** Quebec/New

Brunswick, Newfoundland

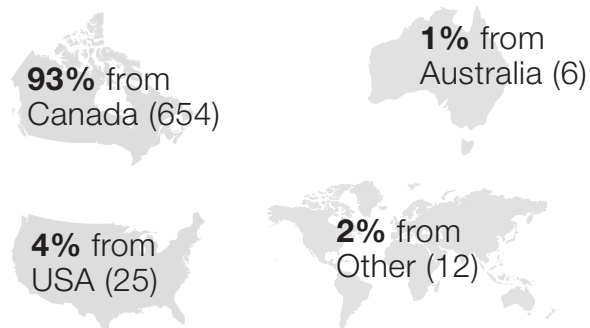
### REGISTRATION TYPES



Producers were represented by:

- **70%** Cow-calf producers
- **18%** feedlot owners
- **12%** by other

### ATTENDANCE BY COUNTRY



**43%** of the conference attendees were between the age of 25-44.

Age	Count	Percentage
19 - 24	5	6%
25 - 34	20	23%
35 - 44	18	21%
45 - 54	16	18%
55 - 64	20	23%
65 and over	8	9%

## GET THE FACTS

# CANADIAN BEEF INDUSTRY CONFERENCE 2020

### 2018 IN LONDON, ONTARIO



Overall event experience for CBIC 2018 was rated **positively** by **98.91%** of survey respondents



**70** different organizations chose to support the conference as Partners or sponsors

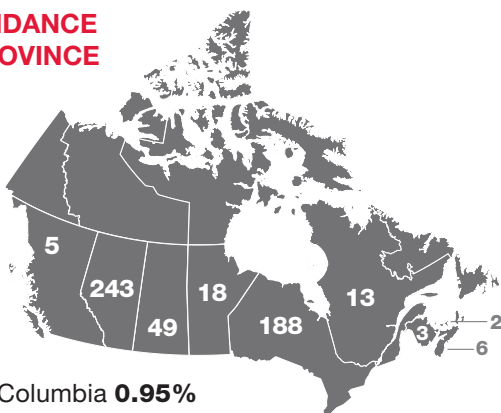


The first year moving the conference out East saw over **500** attendees



Over **10** hours of programming were designated on the trade show floor

### ATTENDANCE BY PROVINCE



British Columbia **0.95%**

Alberta **46.11%**

Saskatchewan **9.30%**

Manitoba **3.42%**

Ontario **35.67%**

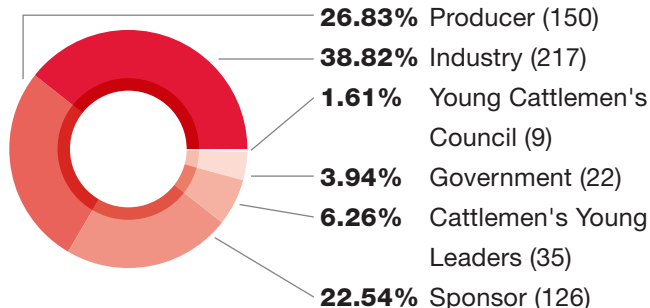
Quebec **2.47%**

PEI **0.38%**

Nova Scotia **1.14%**

New Brunswick **0.57%**

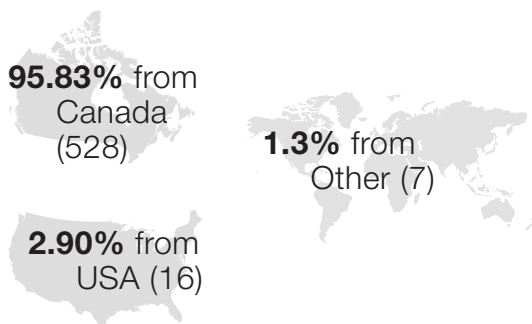
### REGISTRATION TYPES



Producers were represented by:

- **80%** Cow-calf producers
- **15%** feedlot owners
- **5%** by other

### ATTENDANCE BY COUNTRY



**32%** of the conference attendees were between the age of 19-35

Age	Percentage
19 - 24	13.04%
25 - 34	19.57%
35 - 44	25.00%
45 - 54	19.57%
55 - 64	15.22%
65 and over	5.43%
Under 18	2.17%

## RISING TO THE CHALLENGE



# CANADIAN BEEF INDUSTRY CONFERENCE 2020

## PROMOTE YOUR BOOTH

Want to get further reach and exposure for your brand at CBIC 2020? Take advantage of the exclusive opportunities to reach CBIC's attendees in a more personal and up-front way only available to CBIC Exhibitors!

## EXPAND YOUR BRAND

### Style Our Chairs

Want to showcase your clothing boutique or brand? Provide key wardrobe items for our chairs to wear while they emcee throughout the event and receive special mentions and promotion on stage and through social media throughout the event.

**Investment: \$1500**

### Demo Stage

A great opportunity to showcase a feature product or speaker from your company to conference attendees. Located in the tradeshow this stage is interactive and pulls in a lot of attendees! Your demo will be featured in regular programming and will include extra promotion via the website, social media and app!

**Investment: \$2000 - \$5000**

*(dependant on length and slot timing)*

## HEAR WHAT OTHERS HAVE TO SAY ABOUT CBIC

"My highlight of CBIC was networking and personally meeting many new people within the industry."

"This was my first time attending CBIC and believe it was one of my favourite conferences. As a researcher/student, I really enjoyed and learned from every conversation I had with industry people, fellow researchers, and producers. This was a great experience that I think helped me better understand the interests and challenges from multiple beef related sectors. This also helped me network and develop relationships with people that may help me move forward in my future."

"Last year CBIC offered such great networking from all different segments of the industry, from producers to industry members and more. It's a great chance to learn the latest trends, see new technology, and get up-to-date on current issues in this evolving industry all under one roof."

Further sponsorship opportunities are available to showcase your company, product or service even more through our other sponsorship packages from every price range.

Contact us for a customized sponsorship package:

**email** [aminchau@canadianbeefindustryconference.com](mailto:aminchau@canadianbeefindustryconference.com)

**phone** 587.999.7417

**web** [www.canadianbeefindustryconference.com](http://www.canadianbeefindustryconference.com)

# WANT MORE?