



2022 SPONSORSHIP & ADVERTISING PACKAGE



2022 ABC SPONSORSHIP & ADVERTISING PACKAGE

Healthy honey bees are essential for beekeeping and for a sustainable society. The Alberta Beekeepers Commission supports over 175 dedicated commercial beekeepers, who care for over 315,000 honey bee colonies, producing on average over 35 million pounds of pure honey per year, making Alberta the largest producer of honey in Canada.

Alberta honey bees also provide essential pollination services for canola seed production.

Canola growers buy \$1 billion worth of seed per year to grow this signature crop, whose total economic impact surpasses \$25 billion per year. By partnering with the Alberta Beekeepers Commission on an annual sponsorship, your organisation can not only take advantage of a cost-effective way to gain valuable brand exposure, but you are also contributing to the health and sustainability of the Alberta beekeeping industry.

2022 KEY EVENTS

ANNUAL INTEGRATED PEST MANAGEMENT WORKSHOP (IPM)

February 11 & 12, 2022 | Hilton DoubleTree West Edmonton, Alberta

HONEY BBQ CONTEST – PORKAPALOOZA

May 28 - 29, 2022 | Sherwood Park, Alberta

ANNUAL BEEKEEPER FIELD DAY IN SOUTHERN ALBERTA

Date TBA, June, 2022 | Southern Alberta

CHOPS AND CROPS INDUSTRY EVENT

Date TBA, November, 2022 | Edmonton, Alberta

ANNUAL ABC CONFERENCE & TRADE SHOW

December 1 & 2, 2022 | Fantasyland Hotel Edmonton, Alberta

**Dates are subject to change due to extenuating circumstances like weather and current health protocols*

ANNUAL PARTNER SPONSORSHIPS

Platinum Partner - Annual Package \$5000

Advertising

- **Alberta Bee News magazine**
 - Complimentary quarter page ad in bee news (12 editions per year, including print and digital editions)
 - Complimentary subscription to Alberta Bee News Magazine (12 editions per year, including print and digital editions)
- **Digital communications**
 - *Producer e-news*: Digital advertising (either full colour ad or logo) in monthly producer e-news that is send directly to our membership of over 175 producers.
 - *Website*: Your logo included on the ABC website (www.albertabeekeepers.ca/) and linked to your designated URL (12-month placement)
- **Community Public Presentations**
 - Company logo on any published material

Events

- **Integrated Pest Management Workshop (IPM)**
 - Complimentary display – either staffed booth or table display
 - Complimentary delegate pass for one delegate
 - Opportunity to directly connect with beekeepers and industry
 - Logo/brand included on Annual Partner Sponsorship slide that will loop throughout the event.
- **Honey BBQ Contest – Porkapalooza**
 - Company logo on any ABC promotional print material
 - Acknowledgement of support on ABC social creative assets.

Events *cont.*

- **Annual ABC Annual Conference & Trade Show**
 - Complimentary trade show booth
 - Complimentary delegate pass for one delegate
 - Logo/brand included on Annual Partner Sponsorship slide that will loop throughout the event
 - Opportunity to provide company promotional material/items in delegate kits
 - Opportunity to display promotional banner at event
 - Opportunity to address producers and delegates at the event – either live or pre-recorded (2 – 3 mins)
- **Annual Beekeeper Field Day in Southern Alberta** (Southern Alberta Beekeepers meeting (SAB))
 - Complimentary display – either staffed booth or table display, including promotional material and give aways
 - Complimentary delegate pass for two delegates
 - Opportunity to directly connect with beekeepers and industry
 - Logo/brand included on Annual Partner Sponsorship slide that will loop throughout the event
- **Chops and Crops**
 - Invitation for 1 team member to attend Chops & Crops as an ABC guest

Other

- **Acknowledgement as a valued annual partner at events**
- **Complimentary annual honey gift basket**

ANNUAL PARTNER SPONSORSHIPS

Supporting Partner - Annual Package \$2500

Advertising

- **Alberta Bee News magazine**
 - Complimentary quarter page ad in bee news (12 editions per year, including print and digital editions)
 - Complimentary subscription to Alberta Bee News Magazine (12 editions per year, including print and digital editions)
- **Digital communications**
 - *Producer e-news*: Digital advertising (either full colour ad or logo) in monthly producer e-news that is send directly to our membership of over 175 producers.
 - *Website*: Your logo included on the ABC website (www.albertabeekeepers.ca/) and linked to your designated URL (12-month placement)
- **Community Public Presentations**
 - Company logo on any published material

Events

- Integrated Pest Management Workshop (IPM)
 - Opportunity to provide promotional material/swag for event registration table.
 - Opportunity to directly connect with beekeepers and industry
 - Logo/brand included on Annual Partner Sponsorship slide that will loop throughout the event
- Honey BBQ Contest – Porkalooza
 - Company logo on any ABC promotional print material
 - Acknowledgement of support on ABC social creative assets.

Events *cont.*

- **Annual ABC Annual Conference & Trade Show**
 - Logo/brand included on Annual Partner Sponsorship slide that will loop throughout the event
 - Opportunity to provide company promotional material/items in delegate bags
 - Opportunity to display promotional banner at event
- **Annual Beekeeper Field Day in Southern Alberta** (Southern Alberta Beekeepers meeting (SAB))
 - Opportunity to provide promotional material/swag for event registration table.
 - Opportunity to directly connect with beekeepers and industry
 - Logo/brand included on Annual Partner Sponsorship slide that will loop throughout the event

Other

- **Acknowledgement as a valued annual partner at events**
- **Complimentary annual honey gift basket**

ANNUAL PARTNER SPONSORSHIPS

BOOKING FORM

Please select one:

Sponsorship Opportunity	Total
<input type="checkbox"/> Platinum Partner Package	\$5000 + GST = \$5250
<input type="checkbox"/> Supporting Partner Package	\$2500 + GST = \$2625

Please accept \$ toward the ABC Annual Partner Sponsorship to promote our organisation.

Contact name :

Business name:

Address:

City:

Province/state:

Postcode:

Email:

Website:

FaceBook:

Twiter:

Instagram:

EVENT SPONSORSHIP

ABC Annual Conference & Trade Show

This event is often viewed as one of the standout annual events on the beekeeping calendar by our producers, providing them with the opportunity to take a well-earned break after a busy season and the opportunity to connect with friends, other beekeepers, industry, and suppliers from across the province and the world. direct connection to the Alberta beekeeping and honey industry and our membership of over 175 commercial beekeepers.

Alberta is the number one honey producing province in Canada, and third largest honey producer in North America. Benefit from potential business growth opportunities by engaging with our membership of over 175 commercial beekeepers, showcasing your business and promoting your people, services, products, brand and organization.

Benefits	Gold Sponsor \$4000	President Luncheon \$2000	Digital Program \$2000	Beekeeper Award \$1500	Lanyard Sponsor \$1500	Drones Hockey \$1000	Hospitality Night \$800	Coffee Break \$500
Number of sponsorships available	1	1	1	1	1	1	Multiple	Multiple
Complimentary Conference & Trade show registration	2	1	X	X	X	X	X	X
Complimentary trade booth	1	X	X	X	X	X	X	X
Logo & URL link on ABC event sponsor page on website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Company info listed on digital event app: Whova.com	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
1 x full-page ad included in Bee News Magazine	Yes	Yes	Yes	X	X	X	X	X
Logo to appear on the lanyard name tag	X	X	X	X	X	X	X	X
Pull up banner on display throughout the conference	Yes	X	X	X	Yes	X	X	X
Opportunity to include materials in the delegate bag	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor mention during the conference	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo displayed during catering breaks	X	Yes	X	X	X	X	Yes	Yes
Sponsor thank you & logo included Bee News Magazine following the conference	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

EVENT SPONSORSHIP

Annual Beekeeper Field Day in Southern Alberta

Our annual Southern Alberta Beekeepers (SAB) Meeting is a tailored event designed to bring together beekeepers, pollinators, seed companies, researchers, and industry to connect and learn in the field (or a beekeeper's honey house!).

Featuring practical updates on Best Management Practices (BMP's) and with a focus on pollination, this event aims to deliver knowledge transfer and foster collaboration with stakeholders from across the industry.

Benefits	Gold Sponsor \$1000	Lunch Sponsor \$500	Coffee Breaks \$250	
Number of sponsorships available	1	1	Multiple	
Complimentary display - either staffed booth or table display/banner	Yes	X	X	
Complimentary delegate pass for two delegates	Yes	X	X	
Opportunity to directly connect with beekeepers	Yes	Yes	Yes	
Logo included on sponsorship slide at the event	Yes	Yes	Yes	
Sponsor mention during the conference	Yes	Yes	Yes	
Acknowledgement in all digital/creative assets	Yes	Yes	Yes	
Company logo on any ABC promotional print material	Yes	Yes	Yes	
Banner displayed at main catering table	X	Yes	X	
Logo displayed at coffee break table	X	X	Yes	

EVENT SPONSORSHIP

Integrated Pest Management Workshop (IPM)

This event is designed to bring together beekeepers, industry groups and leaders, researchers, and specialists to engage, learn, and share best practice through a series of presentations, panel discussions, interactive sessions, and activities. The theme for the 2022IPM Workshop is:

'VARROA MITES, VIRUSES AND THEIR MANAGEMENT'. This event will focus on topics including:

- Supporting bee health and nutrition
- Managing bee diseases and pests
- Showcasing innovative solutions to beekeeping challenges
- Highlighting the latest in bee research
- Creating a healthy and sustainable beekeeping industry

Benefits	Gold Sponsor \$1000	Hospitality Night \$500	Coffee Breaks \$250	
Number of sponsorships available	1	1	Multiple	
Complimentary display – either staffed booth or table display/banner	Yes	X	X	
Complimentary delegate pass for two delegates	Yes	X	X	
Opportunity to directly connect with beekeepers	Yes	Yes	Yes	
Logo included on sponsorship slide at the event	Yes	Yes	Yes	
Sponsor mention during the conference	Yes	Yes	Yes	
Acknowledgement in all digital/creative assets	Yes	Yes	Yes	
Company logo on any ABC promotional print material	Yes	Yes	Yes	
Opportunity to display banner at hospitality night	X	Yes	X	
Logo displayed at coffee break table	X	X	Yes	

EVENT SPONSORSHIP

Honey BBQ Contest – Porkapalooza

Alberta Porkapalooza is a world-class cooking competition, sanctioned by the Kansas City Barbeque Society (KCBS). The competition features prizes awarded in various categories by type of meat Pork, Chicken, Ribs and Brisket. For 2022 Porkapalooza will be continuing with a family friendly model welcoming 31 teams to the Half Moon Lake Campground and Resort in Alberta on May 29, 2022.

The ABC is pleased to partner with Porkapalooza in 2022 to host an ancillary Honey BBQ Competition as part of this highly engaging event. This inaugural Honey BBQ Competition is an open and unofficial (non-KCBS) competition, that will feature a range of teams going ‘meat to meat’ to develop a unique BBQ dish that features pure Alberta honey.

Benefits	1st Prize Sponsor \$1500	2nd Prize Sponsor \$1000	3rd Prize Sponsor \$500	
Number of sponsorships available	1	1	1	
Opportunity to provide promotional material/swag for inclusion on the ABC event table during the event	Yes	X	X	
Banner placed within judging area on competition day	Yes	Yes	X	
Sponsor mention at the presentation of the 1st prize	Yes	X	X	
Acknowledgement by ABC on all digital/creative assets	Yes	Yes	Yes	
Company logo on any ABC promotional print material	Yes	Yes	Yes	

TRADE SHOW EXHIBITOR PACKAGE

Exhibit Booth Package - \$700

2022 Conference & Trade Show

December 1 & 2, 2022

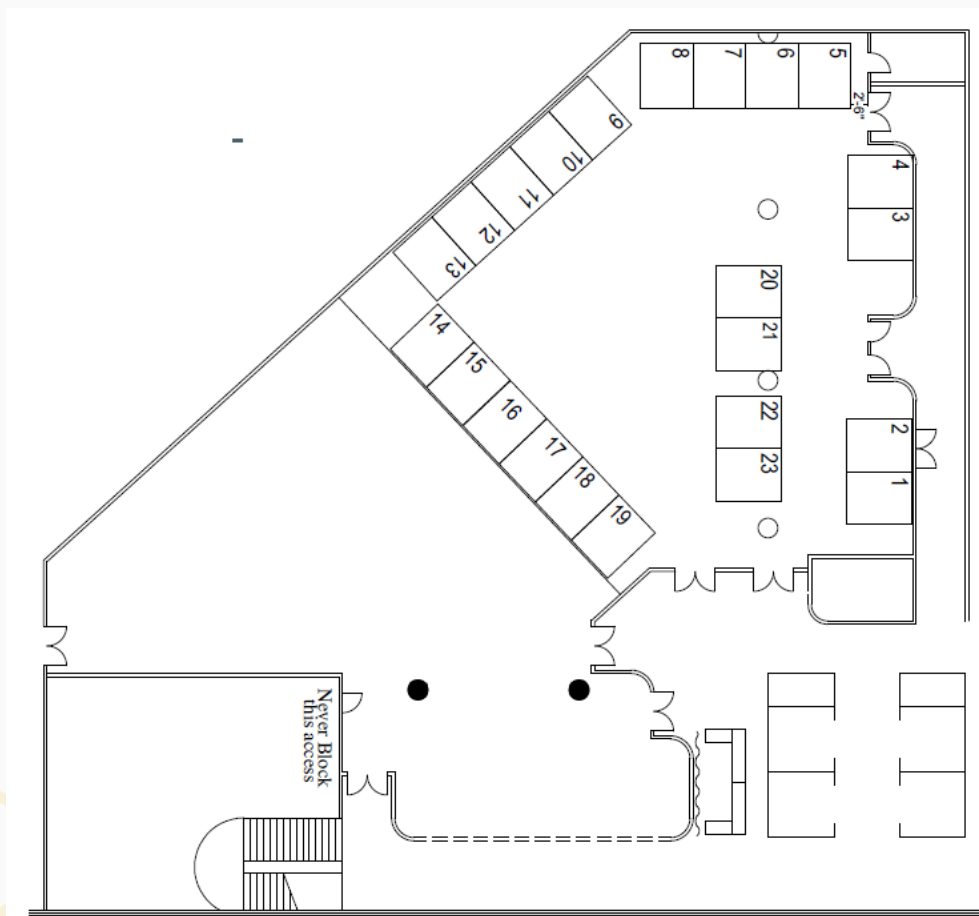
Fantasyland Hotel Edmonton

17700 87 Ave NW, Edmonton, AB T5T 4V4

Join us as a trade show exhibitor and enjoy the opportunity to showcase your business and connect directly with event delegates and other industry leaders.

Exhibit booth package includes:

- One delegate pass for booth representative
- All delegate meals
- Booth space (8' x 8') includes one six-foot draped table and two chairs, one 600-watt duplex outlet
- Great brand exposure with all coffee breaks and hospitality night taking place in the exhibits hall to maximize exhibitor traffic



BOOKING FORM

EVENT SPONSORSHIP & TRADE SHOW BOOKING FORM

Event

ABC Annual Conference & Trade Show - Sponsorship

<input type="checkbox"/> Gold Sponsor	
<input type="checkbox"/> President Luncheon Sponsor	
<input type="checkbox"/> Digital Program Sponsor	
<input type="checkbox"/> Beekeeper Award Sponsor	
<input type="checkbox"/> Lanyard Sponsor	
<input type="checkbox"/> Drones Hockey Sponsor	
<input type="checkbox"/> Hospitality Night Sponsor	
<input type="checkbox"/> Coffee Break Sponsor	

ABC Annual Conference & Trade Show - Trade Show Booth

<input type="checkbox"/> Exhibit Booth Package	
--	--

ABC Annual Beekeeper Field Day in Southern Alberta

<input type="checkbox"/> Gold Sponsor	
<input type="checkbox"/> Lunch Sponsor	
<input type="checkbox"/> Coffee Breaks	

ABC Annual Beekeeper Field Day

<input type="checkbox"/> Gold Sponsor	
<input type="checkbox"/> Lunch Sponsor	
<input type="checkbox"/> Coffee Breaks	

Integrated Pest Management (IPM) Workshop

<input type="checkbox"/> Gold Sponsor	
<input type="checkbox"/> Hospitality Night Sponsor	
<input type="checkbox"/> Coffee Breaks	

Honey BBQ Contest - Porkapalooza

<input type="checkbox"/> 1st Prize Sponsor	
<input type="checkbox"/> 2nd Prize Sponsor	
<input type="checkbox"/> 3rd Prize Sponsor	

Contact name :

Business name:

Address:

City:

Postcode:

Province/state:

Email:

ADVERTISING ALBERTA BEE NEWS MAGAZINE

ALBERTA BEE NEWS

AD RATES - 2022

Alberta Bee News magazine features a **dual** print and digital publication format. Benefits of this dual publication format include:

- Six full colour print editions, plus six full colour digital editions published each year (alternating months) and sent to all Alberta commercial beekeepers and honey producers as well other industry members and subscribers.
- Benefit from a full color, gloss, printed magazine distributed month one, followed by a full color, interactive digital magazine edition published and distributed on issuu.com the following month.
- Benefit from interactive ad click throughs to your website URL on your digital ads, drawing the audience to your website.
- Updated ad rates to reflect this dual publication format, offering additional value and marketability of your product or service.

AD RATES

	1 Issue	3 Issues	6 Issues	12 Issues
Full page	\$ 400	\$ 960	\$ 1,680	\$ 2,880
Half page	\$ 250	\$ 600	\$ 1,050	\$ 1,800
Quarter page	\$ 130	\$ 312	\$ 546	\$ 936
Eighth page	\$ 70	\$ 168	\$ 294	\$ 504

CLASSIFIEDS (Employment/For Sale/Wanted)

	1 Issue	3 Issues	6 Issues	12 Issues
1-100 words	\$ 30	\$ 72	\$ 126	\$ 216
101-200 words	\$ 35	\$ 84	\$ 147	\$ 252
201-300 words	\$ 40	\$ 96	\$ 168	\$ 288
301-400 words	\$ 45	\$ 108	\$ 189	\$ 324

EDITION SCHEDULE

Print	Digital
Jan	Feb
Mar	April
May	June
July	August
Sep	Oct
Nov	Dec

INQUIRIES

Please contact Jules Ham on:
Jules.ham@albertabeekeepers.ca
+1 780.489.6949



DIMENSIONS

Full Page:	7.5" x 9.5"
1/2 Page:	7.5" x 4.625"
1/4 Page:	3.625" x 4.625"
1/8 Page:	3.625" x 2.1875"

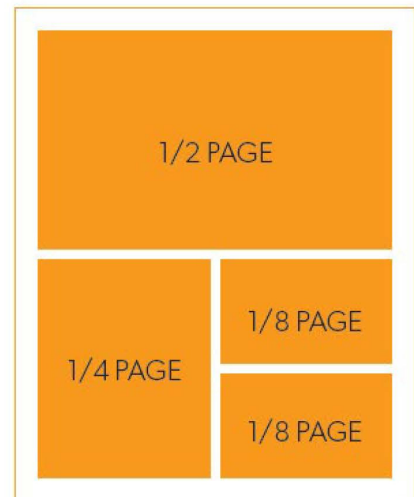
Ads not matching the specified sizes will be adjusted.



ACCEPTED FORMATS

1. Press-quality PDF
2. EPS with fonts outlined
3. TIFF (minimum 300 dpi)

Files under 10 MB may be emailed to office@albertabeekeepers.ca.



SPECS

Ads run in CMYK only. We cannot be responsible for colour accuracy. Please do not use drop-shadows on ad borders.

ENGAGEMENT METRICS

Engaging with beekeepers & honey producers across the industry

At albertabeekeepers.ca, and through e-newsletters and social media, beekeepers and honey producers from across Alberta and Canada are engaging with the ABC and our industry supporters in new and ever-increasing ways.

By partnering with the Alberta Beekeepers Commission on an annual sponsorship or event opportunity, your organization can not only take advantage of a cost-effective way to gain valuable brand exposure, but you will be also contributing to the health and sustainability of the Alberta beekeeping industry.

ALBERTA BEE NEWS

12 editions per year

Print edition readership 300+

Digital edition readership 350+

Over 60% of readers are Alberta commercial beekeepers

SOCIAL MEDIA

Over 1.8K Monthly Active Users (MAU) on albertabeekeepers.ca

Over 1300 FB followers @albertabeekeepers

Over 1000 Insta followers @albertabeekeeperscommission

Over 280 Twitter followers @ABCbeekeepers

E-NEWSLETTERS

12 producer direct communications to our membership a year

Over 50% higher open rate compared to average industry standard