



2012 Livestock Care Conference
Defining the Future
March 21 & 22
Holiday Inn 67th Street Red Deer, AB
www.afac.ab.ca/lcc

SPONSORSHIP AND EXHIBITOR PROSPECTUS

Alberta Farm Animal Care (AFAC) is an association started in 1993 by the livestock producers of Alberta with the goals to:

- promote responsible, humane animal care;
- engage in discussion with the public
- monitor and participate in issues and legislation, and;
- encourage animal care research.

AFAC is the first livestock organization to form a working partnership with the provincial animal protection agency – the Alberta SPCA. AFAC is also a partner within the Alberta Livestock Protection Network. When it comes to animal welfare, AFAC believes that industry-driven change is the best way to improve, and to ensure that animals are raised for food in a humane fashion.

Alberta Farm Animal Care is partnering with Alberta Veterinary Medicine Association to host the 2012 Annual Livestock Care Conference (LCC), held March 21st and 22nd in Red Deer, Alberta. This conference provides an opportunity for researchers, industry, students, government and the public to address challenges and trends in animal care. The main focus of the 2012 LCC will be on current improvements in animal welfare from around the world, and how these can be implemented here in Alberta. This conference is an excellent opportunity to showcase your company/organization. Attendance at last year's event was superb, attracting over 150 delegates (including producers, industry, government, etc) and this number is expected to grow significantly in 2012.

There are however many expenses connected with executing such an event and we rely on funding from granting agencies and from the support of local, provincial and national businesses.

Marketing opportunities include:

- Ample networking opportunities at breaks and lunch
- Face-to-face time with the experts
- Increase your network and presence in the industry
- Exhibit space at the event
- Identity and logo placement
- Complimentary registration fees
- Demonstrating support for AFAC's goal to promote responsible animal care within and for the AB livestock industry

Sponsorship opportunities are designed to provide maximum value and exposure to sponsors. Please review the enclosed sponsorship package to discover which level of sponsorship would fit your organization's needs. We would be pleased to entertain any additional or alternate suggestions you may have for recognition. If you wish to purchase a sponsorship or have questions regarding the opportunities, I would be happy to speak to with you. You can reach me at the coordinates below. Further information on the conference can be found on our website at <http://www.afac.ab.ca/lcc>

Lorna Baird, Executive Director
Alberta Farm Animal Care - AFAC
General office: 403.662.8050
lorna@afac.ab.ca
www.afac.ab.ca



In partnership with



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AGENDA

MARCH 21, 2012

- 7:00 p.m. **AFAC Annual General Meeting**
- 8:00 p.m. **Talking Posters**
Welfare Labeling in Comparison with Recommended Codes of Practice
University of Alberta student presentations
- 8:30 p.m. **Wine and Cheese Reception**

MARCH 22, 2012

- 7:00 a.m. **Registration and continental breakfast**
- 8:15 a.m. **Welcome and conference opening**
- 8:45 a.m. **Setting the scene**
Charlie Arnot, Chief Executive Officer, Centre For Food Integrity, USA
- 9:30 a.m. **Consumer expectations and their economic impact**
Glynn Tonsor, Assistant Professor, Agricultural Economics with
Emphasis in Livestock Extension and Research from Kansas State
University, USA
- 10:15 a.m. **Networking break**
- 10:45 a.m. **New partnerships – history in the making between the United Egg
Producers and the Humane Society of United States**
Gene Gregory, President, United Egg Producers, USA
- 11:15 a.m. **EU swine gestation stall phase out - implications for producers**
Herman Vermeer, Scientist specializing in pig housing, welfare and
behaviour at Wageningen UR Livestock Research, Netherlands
- 12:00 p.m. **Lunch and Awards of Distinction**
- 1:00 p.m. **The retail perspective and how that impacts producers**
TBD
- 1:30 p.m. **Word on the street – consumer perceptions**
Theresa Dietrich, Principal, People Talking Market Research
Services, Ontario
- 2:45 p.m. **Networking Break**
- 3:15 p.m. **Progressive Industry Leaders**
Showcase of innovative AB producers and industry representatives
- 4:15 p.m. **Wrap Up & Closing**

The poster display and exhibitor booths will be accessible prior to the AGM on March 21st and continue into the full conference program on the 22nd.

For conference information please visit the www.afac.ab.ca/lcc,
Email lcc@afac.ab.ca or call the AFAC office at (403) 662-8050

AGENDA SUBJECT TO CHANGE WITHOUT NOTICE

SPONSORSHIP CATEGORIES

ELITE LEVEL SPONSORSHIP \$8000+	
Sponsorship Entitlements	<ul style="list-style-type: none"> • Company/organization logo printed on sponsor board and slides projected during breaks* • Company/organization verbal acknowledgment as sponsor of specific keynote and/or speaker presentations (to be announced in conference program and at session introductions) • Company/organization brochure/insert item in delegate package** • Company/organization logo hotlink on AFAC main website indicating 'Thank you for LCC Sponsorship' • Company/organization logo hotlink from conference website sponsor acknowledgement page • Company/organization logo hotlink from conference homepage • 4 complimentary full registrations for company/organization representatives • Single space for promotional display (exhibit area - (8'x10' booth with either a 6 or 8ft. table)) • Corporate signage at the front of the hall**

SUPERIOR LEVEL SPONSORSHIP \$4,000 To \$7999	
Sponsorship Entitlements	<ul style="list-style-type: none"> • Company/organization logo printed on sponsor board and slides projected during breaks * • Company/organization verbal acknowledgment as sponsor of specific keynote and/or speaker presentations (to be announced in conference program and at session introductions) • Company/organization brochure/insert item in delegate package** • Company/organization logo hotlink from conference website sponsor acknowledgement page • Company/organization logo hotlink from conference homepage • 2 complimentary full registrations for company/organization representatives • Single space for promotional display (exhibit area - (8'x10' booth with either a 6 or 8ft. table))

Sponsorship categories continued...

* All sponsors will have logos displayed on a sponsor board in the main meeting room and at the registration desk as well as on slides during breaks

**All brochures and/or signage to be supplied by sponsor

*** On March 21 AFAC will be hosting a seminar for the ALERT Line team (dispatchers, veterinarians), ASPCA, RCMP and ARD Ag Info Centre.

SPONSORSHIP CATEGORIES CONTINUED

PREMIER LEVEL SPONSORSHIP \$1000 To \$3999	
Sponsorship Entitlements	<ul style="list-style-type: none"> • Company/organization logo printed on sponsor board and slides projected during breaks * • Company/organization verbal acknowledgment as sponsor of specific nutritional breaks (2 breaks during the full conference day (March 22) or refreshments for the participants of the Livestock Care Response seminar on March 21)*** or Audio-visual equipment support (to be announced in conference program and at session introductions) • Company/organization brochure/insert item in delegate package** • Company/organization logo hotlink from conference website sponsor acknowledgement page • 1 complimentary full registration

SELECT LEVEL SPONSORSHIP \$500 To \$999	
Sponsorship Entitlements	<ul style="list-style-type: none"> • Company/organization logo printed on sponsor board and slides projected during breaks * • Company/organization brochure/insert item in delegate package** • Company/organization logo and hotlink from conference website sponsor acknowledgement page

- ALERT Line meeting (for ALERT Line dispatchers & veterinarians, SPCA, RCMP, ARD and Ag Info Centre): \$1100
- Meet The Experts Session: \$600
- Wine and cheese reception: \$3600
- Conference continental breakfast: \$1600
- Morning networking break: \$1300
- Afternoon networking break: \$1300
- Conference lunch: \$4600

A sponsor will be noted as a “Sustaining” sponsor if they agree to match or exceed their current year’s contribution for at least one subsequent year.

We are also welcoming exhibitors to our conference! Please see the Exhibitor Information and Policies and the Exhibitor Contract within this document.

Please give us a call or email to register for sponsorship!
 For other conference information please visit www.afac.ab.ca/lcc
 or
 Call the AFAC office at 403-662-8050

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EXHIBITOR INFORMATION AND POLICIES

Exhibit Dates	March 21 st and 22 nd (Set-up-between 1:00- 6:00 pm on the 21 st or before 8:00 am on the 22 nd).
Facility & Location	Holiday Inn 67 th Street 6500 67 th Street Red Deer, AB T4P1A2
Fees	\$500 per single space and \$800 per double space. Exhibit fees also include one general conference registration. Extra representatives will be charged conference registration fees. Conference fees prior to February 29 th are \$155 and after that date \$175 (GST not included).
Reservation	To reserve your space(s), submit the enclosed exhibitor contract accompanied by your company cheque or Paypal (lcc@afac.ab.ca) payment. Reservations are first-come, first-served.
Exhibit Space	Singles are 8 ft. X 10 ft. Spaces include a draped table and two chairs. Other furnishings and equipment to be provided by the Exhibitor, with arrangements made through the LCC service contractor. Contact AFAC prior to the conference should you need to discuss your set-up.
Use of Booth	All exhibits and demonstrations must be confined to the exhibit space.
Schedule	Exhibit Hours: March 21, 6:00 p.m. to 10:30 p.m. and March 22, 8:00 a.m. to 4:00 p.m. Breakdown: March 22, 2012 following the conclusion of the last afternoon break (approx. 4:00 p.m.). No breakdown of exhibits is allowed prior to 4:00 p.m. without permission from AFAC. Exhibitors who violate this policy may not be permitted to exhibit at LCC in future years.
Registration	Exhibitor badges will be provided for each company representative and may be picked up at the LCC Registration Desk on March 21 st and 22 nd . Representatives' names should be submitted on the Exhibitor Contract.
Security	The LCC assumes no liability whatsoever for materials in the Exhibitor's space. While security will not be provided, the Exhibit area will be locked at the end of exhibit hours each day.
Lodging	Lodging information and a copy of the conference program are available on the conference website www.afac.ab.ca/lcc .
Contract	Application to exhibit at the 2012 LCC becomes a contract upon acceptance. The LCC reserves the right to assign Exhibitor location in the Exhibit area, with space assigned based upon the number of required exhibits and past participation at meetings. The LCC will make reasonable shifts in location for the benefit of the exhibitor or the betterment of the Exhibit area.
Deadlines	A signed Exhibitor Contract must be received by Feb 28, 2012 Space is reserved on a first-come, first-served basis. Please remit the enclosed contract with your payment.



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EXHIBITOR CONTRACT

Company/Organization: _____

Contact: _____

Address: _____

Phone: _____ E-mail: _____

Representative(s) who will be attending the conference - Please list names and e-mail addresses below:

NOTE: Space is limited and will be assigned on a first-come, first-served basis, based on receipt of contract and payment.

Booth/Display Space:

____ Single \$500 ____ Double \$800
____ Extra representative(s) Registration fee (prior to February 28th \$155 + GST OR after \$175 + GST)

Payment should be submitted with this form no later than February 28, 2012.

Total Fees: \$ _____

Application to display at the Livestock Care Conference (LCC) becomes a contract upon acceptance. The LCC reserves the right to assign Exhibitor location in the Exhibit area, with space assigned based upon the number of required exhibits and past participation in the LCC. The LCC will make reasonable shifts in location for the benefit of the Exhibitor or the betterment of the Exhibit area. No Exhibitor may sublet booth space to another company and/or individual. We, the Exhibitor, agree to comply with the Exhibitor Information & Policies.

Exhibitor Name (please print): _____

Exhibitor Signature: _____ Date: _____

Payment:

____ Cheque: Make check payable to Alberta Farm Animal.
____ Paypal (via our account lcc@afac.ab.ca)

Remittance:

Mail this contract along with payment to: Alberta Farm Animal Care, Cambrian PO Box 75028, Calgary, AB, T2K 6J8 **-OR-** Fax to: (403) 663 3035 **-OR-** Email to: lcc@afac.ab.ca

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2011 Livestock Care Conference

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SUNTERRA
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To report livestock care concerns **CALL**
1-800-506-2273
Supported by Alberta's Livestock Industry