



*Traceability and Assurance Systems
Bridging the Gaps*

Sponsorship Package

Canadian Cattle Identification Agency is pleased to host Traceability Symposium 2016 in Calgary, Alberta, on November 2nd and 3rd. This event will bring together governments, industry and the private sector to identify gaps, share successes and lessons learned – **bridging the gaps** as traceability moves forward in Canada and globally.

We anticipate more than 200 delegates from across Canada, United States of America, European Union, Australia and New Zealand representing governments, universities, research centres and programs, the private sector and industry will attend this two-day symposium and tradeshow.

Traceability Symposium 2016 offers a unique opportunity to maximize company visibility and exposure to traceability leaders from around the world. Sponsorship of this event is an effective way to promote your company's products and services to a targeted audience, and demonstrate your support for traceability initiatives moving forward.

Sponsorship opportunities range from \$1,000 for the Bronze Sponsorship package to \$20,000 for the **exclusive** Diamond Sponsorship package. Exhibition space is available for Diamond, Platinum, Gold and Silver Sponsors.

Details regarding each level of sponsorship are provided in the following table. For more information on the sponsorship opportunities available or to discuss how we can tailor a plan that will address your unique communications and business objectives, please contact us at info@traceabilitysymposium.ca.

Join the discussion!

DIAMOND SPONSOR

\$20,000

- An exclusive opportunity for one sponsor only
- Logo on nametags
- Sponsorship recognition for Keynote Speaker
- Four (4) full, two-day symposium registrations
- Four (4) pre-tour registrations – choose one of the three tours:
 - 1st Choice* Southern Alberta Institute of Technology (SAIT) Radio Frequency Identification (RFID) International Committee for Animal Recording (ICAR) Test Lab Tour in Calgary, Alberta, November 1/16, 1-4:30 p.m.
 - 2nd Choice* Cattleland Feedyards Ltd Tour in Strathmore, Alberta, November 1/16, 1-5 p.m.
 - 3rd Choice* Buffalo Horn Ranch in Eagle Hill, Alberta, November 1/16, 1-5 p.m.
- Logo on event website homepage plus sponsor page with a link to the sponsor's website



*Traceability and Assurance Systems
Bridging the Gaps*

- One Trade Show Booth (includes one 10' x 10' draped booth with 8' back-wall drape and 3' high sidewall drape, one 6' x 2' skirted table, two folding chairs, Wi-Fi access, one standard 15 amp/120-volt outlet)
- Logo on PowerPoint loop at Plenary Sessions and Meals
- Recognition at Welcome Address, both days

PLATINUM SPONSOR

\$10,000

- Recognition on sponsor signage (choose one only) - sponsor of one plenary session **OR** the after dinner speaker on November 2/16. Both include recognition on signage and table cards.
- Three (3) full two-day symposium registrations
- Three (3) pre-tour registrations – choose one of the three tours:
 - 1st Choice* Southern Alberta Institute of Technology (SAIT) Radio Frequency Identification (RFID) International Committee for Animal Recording (ICAR) Test Lab Tour in Calgary, Alberta, November 1/16, 1-4:30 p.m.
 - 2nd Choice* Cattleland Feedyards Ltd Tour in Strathmore, Alberta, November 1/16, 1-5 p.m.
 - 3rd Choice* Buffalo Horn Ranch in Eagle Hill, Alberta, November 1/16, 1-5 p.m.
- Logo on event website homepage plus sponsor page with a link to the sponsor's website
- One Trade Show Booth (includes one 10' x 10' draped booth with 8' back-wall drape and 3' high sidewall drape, one 6' x 2' skirted table, two folding chairs, Wi-Fi access, one standard 15 amp/120-volt outlet)
- Logo on PowerPoint loop at Plenary Sessions and Meals
- Recognition at Welcome Address, both days

GOLD SPONSOR

\$5,000

- Recognition on sponsor signage (choose one only) - sponsor of dinner on November 2/16 **OR** one concurrent session (both include recognition on signage and table cards).
- Two (2) full, two-day symposium registrations
- Two (2) pre-tour registrations - choose one of the three tours:
 - 1st Choice* Southern Alberta Institute of Technology (SAIT) Radio Frequency Identification (RFID) International Committee for Animal Recording (ICAR) Test Lab Tour in Calgary, Alberta, November 1/16, 1-4:30 p.m.
 - 2nd Choice* Cattleland Feedyards Ltd Tour in Strathmore, Alberta, November 1/16, 1-5 p.m.
 - 3rd Choice* Buffalo Horn Ranch in Eagle Hill, Alberta, November 1/16, 1-5 p.m.
- Logo on event website homepage plus sponsor page with a link to the sponsor's website
- One Trade Show Booth (includes one 10' x 10' draped booth with 8' back-wall drape and 3' high sidewall drape, one 6' x 2' skirted table, two folding chairs, Wi-Fi access, one standard 15 amp/120-volt outlet)

NOVEMBER 2-3, 2016, CALGARY, ALBERTA, CANADA



*Traceability and Assurance Systems
Bridging the Gaps*

- Logo on PowerPoint loop at Plenary Sessions and Meals
- Recognition at Welcome Address, both days

SILVER SPONSOR

\$3,000

- Recognition on sponsor signage (choose one of the following):
 - Transportation sponsor for SAIT RFID Laboratory Tour, Cattleland Feedyards Ltd Tour or Buffalo Horn Ranch Tour; or
 - Sponsor of one refreshment break (with recognition on signage); or
 - Sponsor of poster reception (with recognition on signage and presentation of award); or
 - Sponsor of breakfast buffet (with recognition on signage)
- Two (2) full, two-day symposium registrations
- Two (2) pre-tour registration – choose one of the three tours:
 - 1st Choice* Southern Alberta Institute of Technology (SAIT) Radio Frequency Identification (RFID) International Committee for Animal Recording (ICAR) Test Lab Tour in Calgary, Alberta, November 1/16, 1-4:30 p.m.
 - 2nd Choice* Cattleland Feedyards Ltd Tour in Strathmore, Alberta, November 1/16, 1-5 p.m.
 - 3rd Choice* Buffalo Horn Ranch in Eagle Hill, Alberta, November 1/16, 1-5 p.m.
- Logo on event website homepage plus sponsor page with a link to the sponsor's website
- One Trade Show Booth (includes one 10' x 10' draped booth with 8' back-wall drape and 3' high sidewall drape, one 6' x 2' skirted table, two folding chairs, Wi-Fi access, one standard 15 amp/120-volt outlet)
- Logo on PowerPoint loop at Plenary Sessions and Meals

BRONZE SPONSOR

\$1,000

- One full, two-day symposium registration
- Logo on event website homepage plus sponsor page with a link to the sponsor's website

NOVEMBER 2-3, 2016, CALGARY, ALBERTA, CANADA



*Traceability and Assurance Systems
Bridging the Gaps*

1 PRIVACY POLICY

By registering for the Traceability Symposium you are providing permission to receive emails, telephone calls and mail related to the event. You may opt out of receiving any of these communications by emailing us at info@traceabilitysymposium.ca. You are also providing permission to use any photos and video of the event for promotional purposes.

2 LIABILITY

The event organizer reserves the right to amend this program, make changes to the speaker roster and cancel the Traceability Symposium. In the event of cancellation, the event organizer shall refund all registration fees paid, but shall not be liable for any personal expenses such as hotel, airfare or other costs incurred by any delegate or speaker.

The event organizer shall not be liable for any photos or video taken of participants or event activities and proceedings for promotional purposes. The event organizer reserves the right to and shall be entitled to use any and all photos or video taken during the Traceability Symposium on the conference website, for use in conference materials, either print or web based and/or for promotional purposes.

Attendees agree to all the terms and conditions set forth above including the use of photographic images and their contact information as included in the registration package.

We would be delighted to help you achieve your goals and objectives at this event.

We welcome your questions by:

Web: www.traceabilitysymposium.ca

Email: info@traceabilitysymposium.ca

Toll-free telephone: 1-877-909-2333, press 3

Outside North America telephone: 1-403-275-2083, press 3



*Traceability and Assurance Systems
Bridging the Gaps*

SPONSORSHIP FORM

Please complete and submit this form to confirm your event sponsorship.

First & Last Name: _____

Organization: _____

Telephone: _____ Email: _____

Street Address: _____

City: _____ Prov/Terr/State: _____

Postal / Zip Code: _____ Country: _____

Website: _____

Sponsorship Level: _____ Amount: _____

Sponsorship Level	Amount
Diamond	CAD \$20,000
Platinum	CAD \$10,000
Gold	CAD \$ 5,000
Silver	CAD \$ 3,000
Bronze	CAD \$ 1,000

Note: All sponsorship levels, (except the Bronze Sponsorship) include a 10' x 10' trade show booth.

Reserve me a trade show booth

I do not require a trade show booth

Reserve me an electrical outlet

I do not require an electrical outlet

PAYMENT

Cheque, payable to: Canadian Cattle Identification Agency

Mail cheques to: 7646-8 Street, N.E., Calgary, Alberta, Canada T2E 8X4

Please contact us to request an invoice.

Signature

Date

Scan and email form to info@traceabilitysymposium.ca

We welcome your contact at all times.