



**SASKATCHEWAN'S
PREMIER
— BEEF EVENT —**

**January 18 – 20, 2012
at the Saskatoon Inn**

The Saskatchewan Beef Industry Conference (SBIC) brings all aspects of the beef industry together in one venue for three days in January, 2012. The third annual SBIC will offer a more compact schedule to build more effective exposure and a stronger return on investment for sponsors and trade show exhibitors.

With a full house of producers, industry leaders and decision-makers gathered under one banner SBIC provides a rare opportunity to share your sales message with a diverse, highly qualified and engaged audience.

SBIC is very grateful for the continued support of loyal sponsors and trade show exhibitors. We look forward to welcoming new and returning supporters to the 2012 conference and to working with each of you to create the profile you want at this event.

Detailed information about sponsorship opportunities and trade show display space is attached. The range of opportunity is broad, and so is our attitude toward ensuring your success at SBIC.

Please call or email me for more information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Shannon McArton".

Shannon McArton
Conference Coordinator
Office: 306-488-4725
Cell: 306-731-7610
Fax: 306-488-4903
E-mail: shannon.mcarton@sasktel.net

*Become a Sponsor
of*

**SASKATCHEWAN'S
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STERLING: \$2,000.00

Sterling Sponsors will receive:

- A complimentary trade show display space in a prime location (\$500 value)
- Two full conference registrations, including all meal tickets (\$450 value)
- An opportunity to include two promotional items in all delegate packages
- Prominent logo recognition:
 - On the SBIC website, with a brief corporate profile and link to your site
 - On all conference signage, promotional material and post-event ads
 - On conference and banquet table tent cards
 - In conference media releases

PRIME: \$1,500

Prime Sponsors will receive:

- 50 per cent discount on one trade show display space (\$250 + GST)
- Two full conference registrations, including all meal tickets (\$450 value)
- An opportunity to include one promotional item in all delegate packages
- Prominent logo recognition:
 - On the SBIC website
 - On all conference signage, promotional material and post-event ads
 - On conference and banquet table tent cards
 - In all conference media releases

AAA: \$1,000

AAA Sponsors will receive:

- One full conference registration, including all meal tickets (\$225 value)
- \$100.00 discount on 8' x 10' trade show display space (\$400.00 + GST)
- Recognition:
 - On the SBIC website
 - On all conference signage and print materials
 - On conference and banquet table tent cards

AA: \$500

AA Sponsors will receive recognition:

- On the SBIC website
- On conference signage and promotional material
- On conference and banquet table tent cards

OPPORTUNITIES FOR IN-KIND SUPPORT

SBIC is interested in pursuing unique opportunities for exchange of mutually beneficial services that will build a stronger customer experience for conference delegates or enhance promotion of the event.

Please contact Shannon McArton at 306-731-7610 or shannon.mcarton@sasktel.net for more information.

TRADE SHOW DISPLAY SPACE 8' X 10' - \$500.00 PLUS GST

Each 8'x10' display space includes:

- 8' backdrop drapery and 3' draped side wings
- 6' draped table and two chairs
- 110 volt electrical outlet (one)
- Internet access
- Exhibit security (evenings only)
- Exhibitor listing in delegate packages (if confirmed by September 30/11)
- Exhibitor listing on SBIC website
- One full conference registration including all receptions and meals

AUCTION ITEMS

All sponsors and trade show exhibitors have the opportunity to provide featured products or other merchandise to the SBIC auction program. A percentage of sale proceeds will be invested in programming that supports youth participation in the beef industry.



SBIC 2012

Sponsorship and Tradeshow Agreement

This signed agreement will confirm your support of SBIC 2012 as a sponsor and/or tradeshow exhibitor. Please complete this form and return:

By Mail: SBIC Conference, c/o Shannon McArton Box 71, Dilke, SK S0G 1C0

By Fax: 306-488-4903 or scan and e-mail to shannon.mcarton@sasktel.net

Company Name: _____

Contact Name: _____ **Signature:** _____

Address: _____

Telephone: _____ **Cell phone:** _____

E-mail: _____ **Fax:** _____

Sponsorship Option	Total Sponsorship Value	Total Cost, with Display Space
<input type="checkbox"/> Sterling (includes tradeshow space)	\$2,000.00 (+)	\$2,000.00 (+)
<input type="checkbox"/> Prime (tradeshow space \$250 + GST)	\$1,500.00	\$1,762.50
<input type="checkbox"/> AAA (tradeshow space \$400 + GST)	\$1,000.00	\$1,420.00
<input type="checkbox"/> AA (tradeshow space \$500 + GST)	\$500.00	\$1,025.00
<input type="checkbox"/> Tradeshow space (no sponsorship)	\$0.00	\$525.00
<input type="checkbox"/> In-kind support		

Total \$ _____

If you are a Sterling Sponsor, will you use your complimentary display space? Yes No

Please provide the logo you want to represent your company in a quality suitable for print and electronic reproduction (.jpg, .tif, or .eps) to shannon.mcarton@sasktel.net.

AUCTION FUNDRAISER:

Will you be supporting the auction with a donated item? Yes No

PREFERRED METHOD OF PAYMENT:

Please invoice me for the total amount indicated, at the address above.

VISA/MasterCard: _____ Expiry date: _____

Cardholder name: _____ Signature: _____