



ALBERTA  
LIQUOR INDUSTRY  
CONFERENCE

# 2026 ALBERTA LIQUOR INDUSTRY CONFERENCE

October 8, 2026 | Marriott Hotel,  
Calgary

**Sponsorship  
Opportunities**



## A Message from the President

Alberta's liquor retail industry continues to evolve at a rapid pace. Over the past year, retailers have faced significant challenges, including rising operating costs, shifting consumer purchasing habits, increased competition, and regulatory changes that impact how we do business.

At the same time, our industry has demonstrated remarkable resilience and adaptability. Independent retailers remain a vital part of communities across Alberta, providing exceptional customer service, product expertise, local employment, and responsible retailing practices.

As the industry continues to change, the Alberta Liquor Store Association remains focused on advocating for a fair and competitive marketplace. From addressing policy and taxation issues that affect retailers, to working with government and regulators on new opportunities such as lottery sales in liquor stores, ALSA is committed to ensuring the voice of Alberta's liquor retailers is heard and respected.

Now more than ever, it is important that we remain engaged, informed, and united. Together, we can influence the decisions that shape our industry, strengthen our businesses, and continue delivering value to the communities we serve.

Thank you for your continued support, participation, and commitment to Alberta's liquor retail industry. ALSA is proud to represent you, and we look forward to working together to build a strong and successful future.

See you soon,

Ivonne Martinez  
President  
Alberta Liquor Store Association



# About the Alberta Liquor Industry Conference (ALIC)

The Alberta Liquor Store Association in partnership with the Alberta Gaming, Liquor & Cannabis and Connect Logistics will be hosting the 2026 annual Alberta Liquor Industry Conference (ALIC) on October 8 at the Marriott Hotel in Calgary.

This event is an excellent opportunity for all sectors of the Alberta Liquor Industry to come together, see each other again and to discuss topics of interest, network and learn about the new trend and products in Alberta.

The 2026 event will celebrate Alberta's liquor industry's resilience and adaptability as we look to the future.

## Event Details

Alberta Liquor Industry Conference  
**October 8, 2026 | Marriott Hotel**  
**Calgary, Alberta**

**8AM Registrtation**

**9AM - 5PM Conference Events**



Our promise is to ensure responsible gaming and liquor choices that delivers economic and social benefit to Albertans. Driven by a bold and balanced approach, AGLC is a leader in creating progressive gaming and liquor experiences trusted and enjoyed by Albertans. AGLC is committed to operating according to the following values:

**INTEGRITY:** We play by the rules, do the right thing and do what we say we'll do.

**RESPECT:** We create an environment where each individual is valued and heard, and celebrate the diversity that makes us stronger.

**COLLABORATION:** Together we are better. Working as a team and with our partners we achieve extraordinary results.

**INNOVATION:** We imagine the possibilities. We challenge ourselves to look beyond what is to what can be.

**EXCELLENCE:** We are all leaders. We work with passion, pride and purpose and own our part in the success of the team.



ALSA was formed in 1994 following privatization of Alberta's liquor industry. It has grown to represent more than 570 independent retail liquor stores from every community across Alberta. Our diverse membership includes small, medium and larger-sized businesses, some of which have multiple locations. A unified voice in their dealings with government, the public, the media, and others in the liquor industry; and a forum for the exchange of ideas, trends and leading practices that promote customer service, industry well-being, and an industry code of ethics.

## Partner Sponsor



Connect is solely responsible for the warehousing and distribution of spirits, wines, coolers, and import beer in Alberta. Connect Logistics Services does not buy or take possession of any product. Instead, liquor suppliers and agents continue to own their product until it is sold. Alberta's unique liquor model has generated dramatic growth and led to the construction of a new liquor distribution centre. The facility is approximately 543,000 square-feet, with 473,000 square-feet of warehouse space and will serve as the main distribution centre for spirits, wine and imported beer.

# Sponsorship Opportunities

## Title Sponsor - \$10,000 | One Available

Recognition as TITLE Sponsor of ALIC 2026 and main sponsor of Conference Luncheon

### **TITLE SPONSOR BENEFITS:**

- Company logo on all digital marketing collateral and event communications
- Verbal sponsor recognition at welcome and closing address PLUS, Conference Luncheon
- Opportunity to introduce the speaker (pre-recorded video or in person)

### **DIGITAL BENEFITS:**

- Logo on ALIC and ALSA homepage as title sponsor of ALIC 2026
- Logo on pre-event delegate promotional emails as title sponsor of ALIC 2026 (all)
- Logo on post-event delegate promotional emails as title sponsor of ALIC 2026 (all)
- Recognition on ALSA and ALIC's website
- ALIC 2026 social media posts to include logo

### **CONFERENCE BENEFITS:**

- Exhibitor Table
- Eight conference passes

# Sponsorship Opportunities

## Platinum Sponsor - \$7,000 | Three Available

Named as PLATINUM Sponsor of ALIC 2026:

- Verbal sponsor recognition at welcome and closing address
- Logo with sponsor recognition on screen prior to two Q&A sessions

### DIGITAL BENEFITS:

- Logo on ALIC and ALSA homepage
- Logo on pre-event delegate promotional e-mails (two)
- Recognition on ALSA + ALIC website
- Two standalone social media mentions as Platinum Sponsor

### CONFERENCE BENEFITS:

- Exhibitor table for conference
- Six complimentary conference passes



## Gold Sponsor - \$5,000 | Five Available


Named as GOLD Sponsor of ALIC 2026:

- Verbal sponsor recognition at welcome and closing address
- Logo with sponsor recognition on screen prior to two Q&A sessions

### DIGITAL BENEFITS:

- Logo on ALIC and ALSA homepage
- Logo on pre-event delegate promotional e-mails (one)
- Recognition on ALSA + ALIC website
- One standalone social media mention as Gold Sponsor

### CONFERENCE BENEFITS:

- Exhibitor table for conference
  - Six complimentary conference passes
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# Sponsorship Opportunities

## Silver Sponsor - \$3,000 Seven Available

Named as Silver Sponsor of ALIC 2026:

- On screen logo recognition at welcome and closing address

### **DIGITAL BENEFITS:**

- Logo on ALIC and ALSA homepage
- Logo on pre-event delegate promotional e-mail (one)
- One social media mention as part of "thank-you to our sponsors" post

### **CONFERENCE:**

- Exhibitor table for conference
- Four complimentary conference passes

## Bronze Sponsor - \$2,000 Seven Available

Named as Bronze Sponsor of ALIC 2026::

- On screen logo recognition at welcome and closing address

### **DIGITAL BENEFITS:**

- Logo on ALIC and ALSA homepage
- One social media mention as part of "thank-you to our sponsors" post

### **CONFERENCE:**

- Table for conference
- Four complimentary conference passes

## Sponsorship Inquiries

For more information, please contact  
Ivonne Martinez at [ivonnem@alsaweb.ca](mailto:ivonnem@alsaweb.ca).

# Exhibitor Opportunities

## Exhibitor Table Only - \$750 Multiple Available

Exhibitor table throughout conference to showcase your product and meet with retailers, staff and key stakeholders.

Table will be prominently placed throughout duration of the conference including the luncheon and the Reception.

Includes 2 tickets to the conference.

## Sponsorship Inquiries

For more information, please contact  
Ivonne Martinez at [ivonnem@alsaweb.ca](mailto:ivonnem@alsaweb.ca).

# Sponsorship Form

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**Please return completed form to:**

**EMAIL:** ivonnem@alsaweb.ca, info@alsaweb.ca

**FAX:** (780) 485-5182

**MAIL:** ALSA, 2707 Ellwood Drive SW, Edmonton, AB T6X 0P7

## Sponsorship Level:

- |  |  |
|--|--|
| <input type="radio"/> \$10,000 Title Sponsor   | <input type="radio"/> \$2,000 Bronze Sponsor |
| <input type="radio"/> \$7,000 Platinum Sponsor | <input type="radio"/> \$750 Exhibitor Table  |
| <input type="radio"/> \$5,000 Gold Sponsor     |  |
| <input type="radio"/> \$3,000 Silver Sponsor   |  |

Company Name : \_\_\_\_\_

Contact Person: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Mailing Address : \_\_\_\_\_

City/Prov: \_\_\_\_\_ Postal Code: \_\_\_\_\_

## Payment Information:

- Please send me an invoice
- I have enclosed a cheque made payable to the Alberta Liquor Store Association
- Please charge my Mastercard or Visa credit card:  
Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ CVS: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Thank You For Your Support!

Once we receive your completed sponsorship form, ALSA will contact you to discuss arrangements, sponsorships benefits and recognition.

