



ALBERTA
LIQUOR INDUSTRY
CONFERENCE

2024 ALBERTA LIQUOR INDUSTRY CONFERENCE

October 24, 2024 | Edmonton Airport

Sponsorship Opportunities



A Message from the President

As we reflect on the past year, it's clear that we've faced unprecedented challenges as liquor retailers in Alberta. From regulatory changes to economic uncertainties, the landscape of our industry has been constantly evolving, presenting us with both obstacles and opportunities.

The Alberta Liquor Store Association (ALSA) has been steadfast in our commitment to supporting our members through these trying times. However, it's important to acknowledge that despite our collective efforts, the road has been tough, especially in light of government policies that have directly impacted our businesses.

Throughout the year, we've seen the introduction of initiatives that have posed significant challenges to our industry. From the implementation of liquor sales in grocery stores to the introduction of controlled entrances, these measures have undoubtedly tested our resilience as liquor retailers.

Despite these challenges, I'm proud to say that our members have demonstrated remarkable perseverance and adaptability in the face of adversity. Whether it's implementing innovative strategies to enhance customer experiences or advocating for our interests at the highest levels, our community has shown incredible strength and determination.

As we look ahead, it's clear that there are still uncertainties on the horizon. However, I want to assure you that ALSA remains fully committed to advocating for our members and supporting you in every way possible. Whether it's through lobbying efforts, educational initiatives, or networking opportunities, we will continue to be a strong and unified voice for liquor retailers in Alberta.

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 2024 annual Alberta Liquor Industry Conference (ALIC) on October 24 at the Renaissance Edmonton Airport Hotel.

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 2024 event will celebrate Alberta's liquor industry's resilience and adaptability as we look to the future.

Event Details

Alberta Liquor Industry Conference
October 24, 2024 | Renaissance Hotel Edmonton
International Airport

8AM Registrtation
9AM - 5PM Conference Events

Conference Partners



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.

Presenting 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 2024 and main sponsor of Keynote Luncheon

TITLE SPONSOR BENEFITS:

- Company logo on all digital marketing collateral and event communications
- Verbal sponsor recognition at welcome address, closing address, Keynote Luncheon
- Opportunity to introduce the keynote speaker (pre-recorded video)
- Opportunity for one 30-min video chat with keynote address

DIGITAL BENEFITS:

- Logo on ALIC and ALIC 2024 on page as title sponsor of ALIC 2024
- Logo on pre-event delegate promotional emails as title sponsor of ALIC 2024 (all)
- Logo on post-event delegate promotional emails as title sponsor of ALIC 2024 (all)
- Recognition on ALSA and ALIC's website
- All ALIC 2024 social media posts to include logo

CONFERENCE BENEFITS:

- Logo with sponsor recognition on stage
- Eight conference passes

Sponsorship Opportunities

Platinum Sponsor - \$7,000 | Three Available

Named as PLATINUM Sponsor of ALIC 2024:

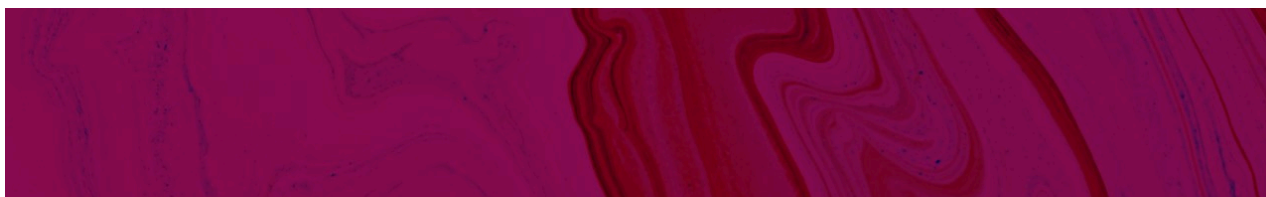
- Verbal sponsor recognition at welcome and closing address
- Logo with sponsor recognition on screen prior to two Q&A sessions

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:

- Branded lounge for the conference
- Branded table for conference
- Six complimentary conference passes



Gold Sponsor - \$5,000 | Five Available

Named as GOLD Sponsor of ALIC 2024:

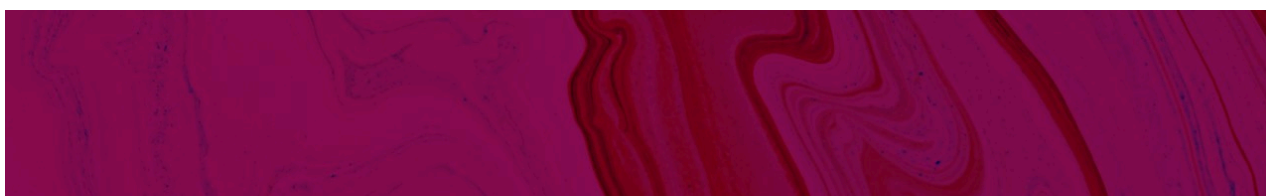
- Verbal sponsor recognition at welcome and closing address
- Logo with sponsor recognition on screen prior to two Q&A sessions

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:

- Branded table for conference
- Six complimentary conference passes



Sponsorship Opportunities

Silver Sponsor - \$3,000 Seven Available

Named as Silver Sponsor of ALIC 2024:

- 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:

- Branded table for conference
- Four complimentary conference passes

Bronze Sponsor - \$2,000 Seven Available

Named as Bronze Sponsor of ALIC 2024:

- 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:

- Branded table for conference
- Four complimentary conference passes

Sponsorship Inquiries

For more information, please contact
Ivonne Martinez at ivonnem@alsaweb.ca.

Exhibitor Opportunities

Exhibitor Table Only - \$750 Multiple Available

Branded 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 Wine Reception.

Includes 2 tickets to the conference.

Exhibitor Inquiries

For more information, please contact Howard
Riddel at memberservices@alsaweb.ca.

Sponsorship Form

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:

- ☐ \$10,000 Title Sponsor ☐ \$2,000 Bronze Sponsor
- ☐ \$7,000 Platinum Sponsor ☐ \$750 Exhibitor Table
- ☐ \$5,000 Gold Sponsor
- ☐ \$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.