



**ALBERTA  
LIQUOR INDUSTRY  
CONFERENCE**



**2019 Sponsor  
& Exhibitor  
Opportunities**

**OCTOBER 16-17, 2019 ♦ Edmonton, Alberta**



## EDMONTON, OCTOBER 16-17, 2019

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**THE WESTIN EDMONTON HOTEL:** 10135 100 Street NW, Edmonton, Alberta

**ROGERS PLACE:** 10220 104 Avenue NW, Edmonton, Alberta

### About the Alberta Liquor Industry Conference

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The Alberta Liquor Store Association in partnership with the Alberta Gaming, Liquor & Cannabis and Connect Logistics will be hosting the annual Alberta Liquor Industry Conference (ALIC) in Edmonton, Alberta on October 16-17 at The Westin Edmonton Hotel and Rogers Place. ALIC is an excellent opportunity for all sectors of the Alberta Liquor Industry to come together to discuss topics of interest, network and learn about the new trends and products in Alberta.

For the eighth annual conference we will be celebrating Alberta's liquor industry through seminars, panels, a trade show, and a keynote luncheon.

The conference provides opportunities to interact with industry representatives from the Alberta liquor industry and focus on the the unique entrepreneurial environment that has been able to flourish under the Alberta Model.

### JUST ADD ALBERTA trustmark for Alberta Made Products

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Look for the Just Add Alberta trustmark coming to bars, restaurants and your local retailer! Launched July 2019, the Just Add Alberta trustmark is a tool for retailers to highlight and showcase the quality of Alberta Made mead, beer, fruit wine and spirits through education, exposure and promotion.

Visit [alsaweb.ca](http://alsaweb.ca) and [justaddalberta.com](http://justaddalberta.com) for more information.



#ALIC2019 Sponsorship Opportunities

# CONFERENCE PARTNERS

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## Alberta Gaming, Liquor & Cannabis

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Our promise is to ensure responsible



gaming and liquor choices that deliver 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.

## Alberta Liquor Store Association

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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.

## Connect Logistics

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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.



# KEYNOTE LUNCHEON

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**HONOURABLE TRAVIS TOEWS**, President of Treasury Board and Minister of Finance, Government of Alberta

Minister Toews was elected to the Legislative Assembly of Alberta on April 16, 2019, as the MLA for Grande Prairie-Wapiti.

A lifelong resident of Alberta, Toews and his wife live in the Grande Prairie region and have 3 children and 6 grandchildren. He has considerable business experience, and holds a CPA, CMA accounting designation and, prior to pursuing business interests, spent twelve years in a public accounting practice. In the past fifteen years, he and his wife Kim, have invested in, managed and grown a corporate family cattle ranching operation and an oilfield environmental company.



Toews has served as a Director on a number of local non-profit boards, as well as provincial and national industry boards and committees including the Alberta Beef Producers and the Canadian Agri-Food Trade Alliance. He was elected President of the Canadian Cattlemen's Association in 2010 and served until the term end in 2012. Toews co-chaired the Agri-Innovators Committee for then federal Agriculture Minister, Gerry Ritz.

As a Canadian representative on the Asia Pacific Economic Cooperation committee on food security and a member of the Country of Origin Labelling Canadian World Trade Organization Legal working group, Toews has worked globally to support Canadian interests in international trade. In 2012, he received the QEI Diamond Jubilee Award presented by Prime Minister Stephen Harper and Governor General David Johnston for contributions to Canadian Agriculture and Trade.



**ALAIN MAISONNEUVE**, President and CEO, AGLC



**JODY KORCHINSKI**, Vice-President Liquor Services, AGLC







# SPONSORSHIP OPTIONS & BENEFITS

## PLATINUM SPONSOR

**\$7,000**

Recognition as Platinum Sponsor of ALIC 2019 and main sponsor of Keynote Luncheon

### PLATINUM BENEFITS:

- ◆ Verbal sponsor recognition at Keynote Luncheon
- ◆ Logo with sponsor recognition on podium
- ◆ Logo with sponsor recognition on room signage
- ◆ Opportunity to display literature on tables at Keynote Luncheon
- ◆ Recognition via table tent cards at Keynote Luncheon

### LOBBY:

- ◆ Logo with sponsor recognition on entrance signage
- ◆ Booth in lobby

### DIGITAL BENEFITS:

- ◆ Logo on ALIC and ALSA homepage
- ◆ Logo on pre-event delegate promotional e-mails
- ◆ Logo on post-event delegate promotional e-mails
- ◆ Recognition on ALSA's website for a full year

### PRINT ADVERTISEMENTS:

- ◆ Logo placement in all conference literature and registration packages

### CONFERENCE:

- ◆ Table of eight for Keynote Luncheon
- ◆ Eight full-day conference passes



# SPONSORSHIP OPTIONS & BENEFITS

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## **GOLD SPONSOR \$5,000**

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**Named as Gold Sponsor of ALIC 2019**

- ♦ Verbal sponsor recognition at Keynote Luncheon
- ♦ Logo with sponsor recognition on podium
- ♦ Logo with sponsor recognition on room signage
- ♦ Recognition via table tent cards at keynote luncheon

### **LOBBY:**

- ♦ Logo with sponsor recognition on entrance signage
- ♦ Booth in lobby

### **DIGITAL BENEFITS:**

- ♦ Logo on ALIC and ALSA homepage
- ♦ Logo on pre-event delegate promotional e-mails
- ♦ Recognition on ALSA website for a full year

### **PRINT ADVERTISEMENTS:**

- ♦ Logo placement in all conference literature and registration packages
- ♦ Recognized as sponsors on the liquor retailer conference
- ♦ Four full-day conference passes

## **SILVER SPONSOR \$3,000**

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**Named as Silver Sponsor of ALIC 2019**

### **LOBBY:**

- ♦ Logo with sponsor recognition on entrance signage
- ♦ Booth in lobby

### **DIGITAL BENEFITS:**

- ♦ Logo on ALIC and ALSA homepage
- ♦ Logo on pre-event delegate promotional e-mails
- ♦ Recognition on ALSA's website for a full year

### **PRINT ADVERTISEMENTS:**

- ♦ Logo placement in all conference literature and registration packages

### **CONFERENCE:**

- ♦ Two full-day conference passes

## **BRONZE SPONSOR \$2,000**

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**Named as Bronze Sponsor of ALIC 2019**

### **LOBBY:**

- ♦ Logo with sponsor recognition on entrance signage
- ♦ Booth in lobby

### **DIGITAL BENEFITS:**

- ♦ Logo on ALIC and ALSA homepage
- ♦ Logo on pre-event delegate promotional e-mails

### **PRINT ADVERTISEMENTS:**

- ♦ Logo placement in all conference literature and registration packages

### **CONFERENCE:**

- ♦ Two full-day conference passes

## **EXHIBITOR \$750**

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- ♦ Booth in lobby



# SPONSORSHIP AT A GLANCE

	PLATINUM	GOLD	SILVER	BRONZE
Verbal sponsor recognition at Keynote Luncheon	✓	✓		
Logo with sponsor recognition on podium	✓	✓		
Logo with sponsor recognition on room signage	✓	✓		
Opportunity to display literature on tables at Keynote Luncheon	✓			
Recognition table tent cards at Keynote Luncheon	✓	✓		
Logo with sponsor recognition on show entrance signage	✓	✓	✓	✓
Booth in lobby	✓	✓	✓	✓
Logo on ALIC and ALSA homepage	✓	✓	✓	✓
Logo on pre-event delegate promotional e-mails	✓	✓	✓	✓
Logo on post-event delegate promotional e-mails	✓			
Recognition on ALSA website	✓	✓	✓	
Logo placement in all conference literature and registration packages	✓	✓	✓	✓
Conference passes	8	4	2	2

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 by **September 30, 2019**:

**EMAIL:** ivonnem@alsaweb.ca

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

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

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## Sponsorship Packages

- ☐ \$7,000 Platinum Sponsor
  - ☐ \$5,000 Gold Sponsor
  - ☐ \$3,000 Silver Sponsor
  - ☐ \$2,000 Bronze Sponsor
  - ☐ \$750 Booth in Lobby Only
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## Contact Information

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

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

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

Mailing Address \_\_\_\_\_ City/Prov \_\_\_\_\_

Mailing Address Line 2 \_\_\_\_\_ Postal Code \_\_\_\_\_

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## Payment Information

- ☐ Please send me an invoice
- ☐ I have enclosed a cheque made payable to the Alberta Liquor Store Association
- ☐ Please charge my credit card:

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVS \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

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## Thank You For Your Support!

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

**#ALIC2019 ♦ October 16-17, 2019 ♦ Edmonton, Alberta**

**#ALIC  
2019**

