



72ND ANNUAL GENERAL MEETING

January 15-17, 2025

Double Tree Inn 16615-109 Ave, Edmonton, AB

INFORMATION FOR SPONSORS & EXHIBITORS

Here is information pertinent to the event:

Meetings, Breakfasts, Lunches, Wednesday workshops and 'Ice-Breaker' events are open to all sponsors and exhibitors that have a fully paid registration. If you are registered for the event, you are highly encouraged to participate in the sessions, as topics pertaining to the seed industry will be discussed, and having as many different perspectives as possible creates a more meaningful event. Dinner theatre tickets were separated from registration fees, and need to be purchased separately.

To register for the event contact monica.klaas@seedprocessors.ca.

Remember to make your own hotel reservations!

The extended deadline to reserve at our group rate is December 17, 2024

To book via phone:

780-484-0821 or Toll Free at 1-855-610-8733 and ask for the ALBERTA SEED PROCESSORS ANNUAL CONFERENCE 2025 Room Block.

To book on line:

<https://www.hilton.com/en/attend-my-event/yegnmdt-90u-140abbe7-6542-4aaf-a1e3-1800a4c50c63/>

- Trade Show: Exhibit space is in the Ballroom Area in the Alpine Lakes Rooms
 - Trade Show access doors are near the back of the hotel.
 - Each Exhibitor is assigned one 6 to 8-foot skirted table.
 - Tables will be assigned; please look for your business name on the table.
 - Set up commences any time from 1:00- 4:00 pm on Wednesday, January 15th.
 - Tear down can commence any time after 11:00 am on Friday, January 17th.
 - Expect peak traffic during the refreshment breaks, which are noted on the agenda.
 - Agenda updates will be posted on seedprocessors.ca as they become available.

Should you have any questions or require any assistance, please do not hesitate to contact:

Monica Klaas 403 489 9999 or monica.klaas@seedprocessors.ca

Thank You!

*Your Support and Participation is Very Much
Appreciated*



72ND ANNUAL MEETING “THE SKY’S THE LIMIT”

JANUARY 15, 16, 17, 2025

DOUBLE TREE BY HILTON WEST EDMONTON

FORMAT: IN-PERSON

TENTATIVE SCHEDULE OF EVENTS

(Subject to change)

Wednesday, January 15

8:30 AM – 12:00 PM	Manager’s meeting (<i>Manager’s & invited guests</i>)
1:00 PM – 4:00 PM	Select-A-Session, Business Development Training
1:00 PM – 7:00 PM	Trade Show set-up
4:00 PM – 7:00 PM	Registration
7:00 PM – 12:00 AM	Welcome Reception & Entertainment

Thursday, January 16

8:00 AM – 5:00 PM	Business Meeting with Guest Speaker
9:00 AM – 4:30 PM	Partner Program
8:00 AM – 5:00 PM	Trade Show
12:00 PM - 1:00 PM	Awards Luncheon
5:30 PM – 11:00 PM	Dinner Theatre (<i>limited tickets</i>)

Friday, January 17

8:00 AM – 12:00 PM	Business Meeting
8:00 AM – 11:00 AM	Trade Show
11:00 am- 1:00 PM	Trade Show move out
11:00 AM -12:00 PM	Keynote Speaker- Tyler Smith
12:00 PM – 1:00 PM	Long Service Award Recognition Luncheon