



74TH ANNUAL GENERAL MEETING & CONFERENCE

JANUARY 13 - 15, 2027

EDMONTON, AB

SPONSORSHIP OPPORTUNITIES

Cultivating Leadership



WELCOME

On behalf of the Board and staff of Alberta Seed Processors, we extend a warm invitation to you to attend our 74th AGM & Conference.

The Alberta Seed Processors Co-operative AGM & Conference is an annual gathering that unites co-operatives, suppliers and industry leaders. It provides a platform for meaningful discussions about current and future trends within the seed & agriculture industry, all while fostering valuable connections and innovative solutions.

The goal of this year's AGM theme of ***Cultivating Leadership***, is designed to highlight growth, future success, and empowerment of our members. Our organization invests in people and connections, builds strong skills from the ground up, and prepares our communities to handle tomorrow's challenges with confidence. Your presence and active participation at the 2027 AGM & Conference will be of immense value, as will your insights and contributions.

Keeping with the cooperative spirit, there is a priority on networking opportunities that result in information exchange and motivation with the goal of building stronger and relevant cooperative businesses. We acknowledge that trusted suppliers are an integral part of our member's business success. To this end the **agenda has been updated** to incorporate more time at breaks to facilitate enhanced tradeshow interactions.

Thank you for being a trusted supplier of our members, and we look forward to seeing you in January!



Uwe Quedenbaum, President



2027 AGM & Conference

Cultivating Leadership

2027 CONFERENCE THEME

Pivoting from last year's theme, "Collaborative Innovation," we are excited to unveil the theme for the 74th AGM & Conference: Cultivating Leadership.

This year's theme recognizes that strong leadership is essential to shaping the future of our industry. Cultivating Leadership invites participants to reflect on the accomplishments and lessons of the past while looking ahead with curiosity, confidence, and a willingness to embrace new possibilities.

Leadership is about more than holding a position—it is about creating momentum, inspiring others, recognizing opportunities, and having the courage to move forward. By cultivating leadership at every level, we can strengthen our organizations, build capacity across the sector, and position the seed processing co-operative industry for long-term growth and success.

The conference sessions will equip participants with valuable insights, practical strategies, and actionable takeaways to help them lead through the opportunities and challenges facing agriculture. Sessions will encourage participants to consider how they can contribute to positive change, foster innovation and collaboration, and turn emerging opportunities into meaningful action.

Staff, directors, and shareholders of seed processing co-ops all have an important role to play in cultivating leadership within their organizations. By building knowledge, developing leadership capacity, and creating space for new ideas and perspectives, co-ops can strengthen their foundations and prepare for the future.

Industry participation in the conference also plays an important role in cultivating leadership across the sector. Coming together to share knowledge, experiences, and ideas builds collective capacity and helps bring greater awareness to opportunities that may otherwise remain unexplored.

Together, we can cultivate the leadership, ideas, and partnerships needed to shape a strong and successful future for our organizations and our industry.



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Join Us in Cultivating Leadership

Industry Engagement

Sponsoring the conference demonstrates the commitment to customers and stakeholders. Sponsorship provides an opportunity to show support for initiatives, events, and gatherings that are meaningful to the association's members and the broader industry. Sponsors can strengthen its relationships with customers, partners, and other stakeholders, fostering a sense of trust and open communication. Sponsorship goes beyond the AGM with a lasting support of activities throughout the year.

Visibility & Brand Awareness

Sponsorship of the conference offers valuable visibility and exposure for the company's brand. With its logo prominently displayed on various conference materials, including marketing collateral, banners, and digital platforms, the cooperative can increase brand recognition and awareness among attendees and industry professionals. This heightened visibility helps to position the sponsor as a trusted and reputable entity within the industry and the community.

Networking & Business Development

Sponsoring the conference provides opportunities for networking and business development. It allows company representatives to connect with key decision-makers, industry leaders, potential partners, and customers in a focused and conducive environment. These interactions can lead to valuable collaborations, partnerships, and business opportunities that can contribute to the sponsor's long-term business success. Networking often results in exposing unfilled business opportunities for our industry partners.

CONFERENCE SCHEDULE OF EVENTS

(subject to change)

Venue: DoubleTree by Hilton, West Edmonton

Wednesday, January 13, 2027

- Morning: Manager's & Operator's Meeting (attendance by invitation)
- Afternoon:
 - **Set up trade show anytime between 1 - 5 pm**
 - Select-a session workshops:
 - Lead with Confidence: Basic HR for Managers and Boards
 - Grounded and Connected: Professional Growth Without the Burnout
 - Registration Desk Opens
 - Ice Breaker Reception, with entertainment & semi-hosted bar

Thursday, January 14, 2027

- **Trade Show**
- Official Conference Opening & Annual General Meeting
 - Cultivating Leadership Interactive Sessions
- Partner Program for spouses/ partners
- Dinner Theatre: ***LEGENDS OF THE 70's & 80's*** <https://mayfieldtheatre.ca/shows/>

Friday, January 15, 2027

- **Trade show**
- Cultivating Leadership Interactive Sessions
- Closing Key Speaker: Ian Hill: Details TBA
- Adjourn @ noon
- Awards Luncheon
- Tradeshow teardown 10:45 am -1:00 pm



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SPONSORSHIP OPPORTUNITIES

	Partner	Platinum \$6000	Gold \$3000	Silver \$1,500	Bronze \$750	Exhibitor \$600
# Of Opportunities Available	4 (Sold Out)	3	8	8	8	subject to availability
Logo included in Event Marketing Materials	Primary Conference Sponsor	Secondary Conference Sponsor	logo & link	logo & link	logo & link	logo
Verbal recognition of sponsorship level at conference	Primary Conference Sponsor	Secondary Conference Sponsor	3 times	Twice	Once	N/A
Visibility – Event Sponsor Opportunities	Primary Conference Sponsor- as negotiated	Sponsorship of: Keynote Speaker, Guest Speaker, Negotiated Others	Sponsorship of: Wifi, Breakfast(2), Audio Visual, Workshops, Negotiated Others	Co- sponsor refreshment breaks	General supporter of conference	N/A
Opportunity to present or speak during conference	As Negotiated	Introduction of guest or keynote speakers	Upon Invitation	Upon Invitation	N/A	N/A
Conference Participation						
Full Conference Registration	2 included	2 included	1 included	\$250/person	\$250/person	\$250/person
Exhibit space	1 included	1 included	\$350/space	\$450/space	\$500/space	\$600/space
Admission to Dinner Theatre	As Negotiated	2 on Reservation	\$100/person	\$100 person	\$100/person	\$100/person

*Customized opportunities available upon request: Connect with us: events@seedprocessors.ca

*Commitments received prior to October 9 will be included in delegate registration packages.

*Commitment deadline October 31, 2026.

*Invoicing will be issued in December with a due date of December 31, 2026.