2018

Alberta Association of Agricultural Societies

# Annual Convention & Tradeshow

Delegate Registration Package

Watch our website for updates and additional information

www.albertaagsocieties.ca or go to our website and download our AAAS App!!!

**February 9th-11th, 2018**

**Edmonton, Alberta**

**Edmonton Inn & Conference Center**

**(Formally known as the Ramada Inn)**

# "Back to the Future"

The 2018 Alberta Association of Agricultural Societies Convention & Tradeshow is going to be a time to celebrate our successes and start telling our stories! We are excited to host this celebration in Edmonton and offer our members a great time to get together, get to know each other, spend time learning, as well as to open up the discussion of ways to improve and build on what we do. We are excited to embrace the theme this year and have spent a lot of time creating sessions and workshops that are sure to benefit everyone who attends.

Check out our website for ongoing updates and don't forget to enter into our Marketing Competition Awards with new categories, classes and judging criteria that was updated last year!

**Watch the AAAS website for updates and the detailed agenda containing the Pre-Conference Sessions and Workshops, Speakers, and Session Descriptions!!!**

**www.albertaagsocieties.ca**

## Inside This Package you will find additional information on:


**Where to Stay**.....Pg 3
**Saturday Night Awards Gala**.....Pg 4
**Important Dates**.....Pg 4
**Marketing Competition, Awards Program & Student Scholarship**.....Pg 5
**Tradeshow**.....Pg 6
**Showcase**.....Pg 6
**Silent Auction**.....Pg 6
**Annual General Meeting**.....Pg 7
**Delegate Requirements**.....Pg 7
**Tentative Agenda**.....Pg 8
**Delegate Registration Form**.....Pg 11-12
**Sponsorship Form**.....Pg 13


***Who is the Alberta Association of Agricultural Societies?***

*The Alberta Association of Agricultural Societies (AAAS) is the recognized Provincial Association representing the 293 agricultural societies and their communities. AAAS is dedicated to the leadership and support of agricultural societies in Alberta and is the primary advocate for issues that affect the quality of life of our members. The AAAS Board of Directors consists of 10 volunteers representing six regions and our service members. Each of the 293 societies is governed by a minimum of 12 volunteer directors.*

EDMONTON INN
& CONFERENCE CENTRE

Formally known as the Ramada Conference Center

11834 Kingsway Avenue NW
Edmonton, AB T5G 3J5

Toll Free: 1-888-747-4114 Direct: 780-454-5454

Email: reservations@reservations@edmontoninn.ca

Website: www.edmontoninn.ca

**Reservation Group Name:** Alberta Association of Agricultural Societies

**Reservation Group Code**: 4941680

*Standard Guestroom Rate: $125.00 per night + taxes*

*Business Class Guestroom Rate: $135.00 per night + taxes*

***The cutoff date for reserving rooms in the room block is Friday January 15, 2018**. After this date it is at the hotel's discretion whether to accept additional reservations, which will be subject to prevailing rates and availability.*

****Guestroom cancellation without penalty is 15 days prior to arrival***

# Volunteering

**We welcome Region 3** as the hosting region for the 2018 annual AAAS Convention & Tradeshow! If you or members of your agricultural society can spare some time, contact the AAAS office at 780-427-2174 or you can view what positions are still available at https://www.volunteersignup.org/MQQHD Additional volunteers from any region are always needed and certainly appreciated!

# Saturday Night Awards Gala

The Saturday Night Awards Gala is a themed night for our delegates to have some fun with the theme our host region has come up with for the night, making it an energetic evening full of laughter and some creative costumes to celebrate our winners in the Marketing Awards Competition. Many of our delegates participate by wearing creative outfits and we always look forward to seeing everyone's interpretation of that year's theme!

So join us this year as we head ***"Back to the Old West"*** All of you "*Back to the Future"* fans may piece together that our theme this year comes from the third movie in the sequel!

# Important Deadline Dates

| | |
|---|---|
| **December 12th, 2017** | Special Resolution Submissions Closes - Must be received at AAAS Office 60 days prior to AGM |
| **December 31st, 2017** | Honour Roll Submission Closes |
| **December 31st, 2017** | Scholarship Submission Closes |
| **December 31st, 2017** | Early Bird Registration Closes<br>**Note: Registrations must be postmarked, faxed or emailed no later than December 31st, 2017 to be eligible for the early bird pricing.** |
| **January 11th, 2018** | Copy of special resolutions mailed out to members |
| **January 19th, 2018** | Honour Roll and Scholarship Recipients Notified |
| **January 26th, 2018** | Regular Registration & Meal Ticket Purchases Close<br>**Note: Late Registrations & meal tickets will be charged a $25.00 administration fee after Jan 26th, 2018. (Registrations must be postmarked no later than January 26th, 2018 to avoid the late fee)** |
| **January 26th, 2018** | Cancellation Deadline (written notification is required to be received in the office by Jan 26/18)<br>A $25.00 administration fee per delegate will apply to all cancelled registrations<br>**Note: No Refunds will be issued after January 26th, 2018** |
| **January 31st, 2018** | Ag Society Membership renewal fee due in order to vote at the AGM |
| **January 31st, 2018** | **New!!!** Marketing Competition – **Category 4 Website Deadline**. Entries can be emailed to aaas@gov.ab.ca Judging for this category will happen PRIOR to convention so entries will not be accepted for this category after January 31st, 2018 |
| **January 31st, 2018** | **New!!!** Marketing Competition – **Category 5 Social Media Deadline**. Entries can be emailed to aaas@gov.ab.ca Judging for this category will happen PRIOR to convention so entries will not be accepted for this category after January 31st, 2018 |
| **February 9th/10th, 2018** | Silent Auction Items & Marketing Competition Entries – drop off at Convention |

# Awards Program & Scholarships

## *Honor Roll Nomination:*

Do you know of someone who has made a valuable and noteworthy contribution to the development and advancement of agricultural societies in Alberta?

The Alberta Association of Agricultural Societies invites agricultural societies to nominate a member of their association for their outstanding contribution to the development and advancement of agricultural societies in Alberta. Two members will be awarded the Honorary Life Memberships. Winners will be recognized at the 2018 AAAS Convention on February 9th, 2018. This prestigious award recognizes outstanding volunteers for their dedication to local, regional and provincial levels of agriculture.

The nominating agricultural society will be notified if their nominee is chosen and it is the nominating society's responsibility to ensure the recipient is in attendance to accept the award. AAAS will provide two complimentary dinner tickets for the recipient and one guest. All other ticket requirements must be purchased in advance. **Deadline for nominations is December 31st, 2017.**

Nomination forms can be downloaded by visiting www.albertaagsocieties.ca or by contacting the AAAS office at 780-427-2174.

## *Student Scholarships:*

Nominate a student who has demonstrated leadership! This will be the fourth year that the Alberta Association of Agricultural Societies has partnered with Calgary Stampede and Northlands Park to offer two $1500 awards that will be given to outstanding post-secondary students continuing their education, who have volunteered their time and energy to their communities and agricultural societies. Please consider individuals in your community who could benefit from receiving this award. Applicants must be nominated by their local Agricultural Society. **Deadline for applications is December 31st 2017**

Applications for both the General Scholarship and the Agricultural Scholarship can be downloaded at www.albertaagsocieties.ca or requested by contacting the AAAS office at 780-427-2174.

## *Marketing Competition*

The Marketing Competition provides an opportunity for Agricultural Societies to enter a variety of marketing materials that have been developed to increase attendance at fairs, exhibitions and events; market programs and services offered by an agricultural society; and raise the profile of an agricultural society.

Enter your websites, fair books and posters to have them judged by a panel of experts and admired by your peers. See the ***Marketing Awards Competition Guideline*** on the website for categories, submission rules and judging criteria.

**Prizes in each class are as follows:**

First Place: $75.00, Ribbon & certificate
Second Place: $50.00, Ribbon and certificate
Third Place: Ribbon & certificate

Marketing Competition entry forms will be available at the convention at the Marketing Competition drop off location. If you require clarification or assistance contact the AAAS office at 780-427-2174.
***Note: Category 4 – Website** and **Category 5 Social Media** entry deadline is December 31st by email.

# Tradeshow

The tradeshow is an opportunity to learn about new products and services. Join us at the annual tradeshow and talk business with entertainment booking agencies, fair industry supply companies and industry support associations. If you know of a company interested in participating in the tradeshow or becoming a service member, please have them contact the AAAS office at 780-427-2174 or by email at aaas@gov.ab.ca

We have limited space so we encourage exhibitors to get your tradeshow booth registration form in early!

# Showcase

Showcasing is a great way to have fun and do business at the same time. All entertainment during the convention is performers that have applied for the opportunity to showcase themselves in front of our members.

There are 2 stages the entertainers can perform on so be sure to watch the schedule of when and where they are performing during the convention.

Take this opportunity to speak with entertainers and book them for your fair or event. We ensure we have a broad variety of entertainment and a variety of price points for our membership. If you provide entertainment at any of your events this is a great opportunity for you to see them in action and if they are available for your event! Make sure your attraction-booking staff and volunteers come with a budget in mind.

If you know of an entertainer that may be interested in showcasing during our convention showcase application forms can be found on our website at www.albertaagsocieties.ca

# Silent Auction

**Donate an item to the silent auction and raise your profile among the AAAS Membership**. One of a kind belt buckles; spa packages; agricultural society jackets; limited edition prints; and other hand crafted items are just some of the items which are typically featured in the silent auction. These items, donated by our members, supporting corporations and business associates, make the annual silent auction a tremendous success and the proceeds assist in providing resources, educational programming, and communication tools for our members. Donations can be dropped off at the convention or sent to the AAAS office if you are unable to attend.

***NOTE:*** *Please ensure that you provide the Silent Auction Committee with the market value of the item you wish to donate.*

# Thursday Night By-Law Review Workshop

We will be offering the Bylaw review workshop again on Thursday February 8, 2018 at the Edmonton Inn & Conference Center from 6:30pm – 9:30pm. Please register at aaas@gov.ab.ca by January 26, 2018 so that we can have your last approved set of bylaws the Department of Agriculture has on file for you in addition to having enough materials for everyone. We will be providing a Best Practice set of bylaws and reviewing what areas may be missing or not covered currently in your bylaws

# Annual General Meeting

**The AAAS Annual General Meeting will take place on Saturday February 10th, 2018.**

## *Agriculture Society Membership*

Agricultural Society Membership renewal fee must be received by January 31st 2018 to be in good standing and eligible to vote at the Annual General Meeting

## *Voting Rights*

- Every agriculture society in good standing has one vote.
- Previous annual meeting minutes will be distributed at the registration desk in the delegate bag, and the voting paddle for each member organization must be picked up at the entrance of the annual meeting. If the voting paddle is lost, it cannot be replaced.

## *Resolutions*

- Special Resolutions to change AAAS Bylaws –must be received at the AAAS office 60 days prior to the AGM - December 12th, 2017.
- A copy of such special resolution(s) will be sent by the AAAS office to all agricultural societies' offices that are members, 30 days prior to the annual meeting – January 11th, 2018. Members will be asked to review any recommended changes and prepare to vote at the annual meeting on Saturday, February 10th, 2018.

## *Motions*

- **ALL** motions must be provided **IN WRITING** to the annual-meeting recording secretary at the time of presentation from the floor at the annual meeting.

**For more information, contact the AAAS Office at *780.427.2174* or e-mail: *aaas@gov.ab.ca***

# 2017 Delegate Registration Requirement

**Agriculture Society Membership - in good standing**

Convention delegates must be a member of an Agriculture Society in good standing, with fully paid memberships.

**Fees:**
- Early Bird Registration $409.50 (Includes GST, 6 meals & coffee breaks)—Deadline December 31st, 2017
- Regular Registration $462.00 (includes GST, 6 meals & coffee breaks)—Closes January 26th, 2018
- One Day Regular Registration $288.75 (incl. GST, meals & coffee breaks)—Closes January 26th, 2018
- Additional Meal Tickets for spouses and guests (see registration form for details) - Closes Jan 26th, 2018.

***NOTE: Registration and meal ticket orders after January 26th will be charged a $25.00 admin late fee.***

**Cancellation Policy:**

To obtain a refund, **written notice of cancellations must be received at the AAAS office by January 26th 2018**. A $25.00 cancellation fee per delegate will be assessed. **NO REFUNDS** after this date.

# *2018 Convention Agenda*
# *Ramada Conference*
***Tentative as of November, 2017***

## Thursday February 8, 2018

| | | | |
|---|---|---|---|
| 6:00 | P.M. – | 9:30 P.M. | **Registration** |
| 6:30 | P.M. – | 9:30 P.M. | Bylaw Review Workshop - **Pre-registration required by January 26th, 2018**<br>Financial Management Workshop - **Pre-registration required by January 26th, 2018**<br>To Register call 780-427-2174 or by email aaas@gov.ab.ca |

## Friday February 9, 2018

| | | | |
|---|---|---|---|
| 8:00 | A.M. – | 6:30 P.M. | **Registration** |
| 8:00 | A.M. – | 6:30 P.M. | Silent Auction/Poster & Marketing Competition Drop-Off |
| 8:30 | A.M. – | 12:00 P.M. | ***Pre-Conference Workshops*** |
| 12:00 | P.M. – | 1:00 P.M. | Lunch Buffet |
| 12:30 | P.M. – | 4:15 P.M. | Tradeshow open |
| 12:30 | P.M. – | 3:45 P.M. | Entertainment Showcase (Small Stage) |
| 1:00 | P.M. – | 2:00 P.M. | New Delegate Orientation |
| 4:15 | P.M. – | 4:30 P.M. | **OPENING CEREMONIES** |
| 4:45 | P.M. – | 5:45 P.M. | Minister & MLA Forum |
| 6:00 | P.M. – | 6:30 P.M. | Cocktails & Entertainment Showcase (Main Stage) |
| 6:30 | P.M. – | 7:30 P.M. | Dinner – Buffet |
| 7:30 | P.M. – | 8:30 P.M. | Presentations & Speaker |
| 8:30 | P.M. – | 10:00 P.M. | Entertainment Showcase (Main Stage) |
| 10:00 | P.M. – | 2:00 A.M. | Hospitality Room (Toonie Bar) |

## Saturday February 10, 2018

| | | | |
|---|---|---|---|
| 7:30 | A.M. – | 11:00 A.M. | **Registration** |
| 7:30 | A.M. – | 8:30 A.M. | Breakfast Buffet |
| 8:30 | A.M. – | 9:15 A.M. | AAAS Year in Review |
| 9:00 | A.M. – | 10:00 A.M. | Silent Auction & Marketing Competition Drop Off |
| 9:00 | A.M. – | 4:30 P.M. | Silent Auction Open |
| 9:30 | A.M. – | 10:30 A.M. | **Regional Meetings** |
| 10:45 | A.M. – | 12:00 P.M. | ***Select-A-Sessions*** |
| 12:00 | P.M. – | 1:00 P.M. | Lunch Buffet |
| 12:00 | P.M. – | 3:30 P.M. | Tradeshow open |
| 12:30 | P.M. – | 2:15 P.M. | Entertainment Showcase (Small Stage) |
| 2:30 | P.M. – | 4:00 P.M. | ***Select-A-Sessions*** |
| 4:15 | P.M. – | 5:15 P.M. | **AGM** |
| 6:30 | P.M. – | 7:00 P.M. | Cocktails & Entertainment Showcase (Main Stage) |
| 7:00 | P.M. – | 8:30 P.M. | Gala Awards Banquet (Themed Evening) – “Back to the Old West” |
| 8:30 | P.M. – | 10:30 P.M. | Entertainment Showcase |
| 10:30 | P.M. – | 2:00 A.M. | Hospitality Room (Toonie Bar) |

## Sunday February 11, 2018

| | | | |
|---|---|---|---|
| 8:30 | A.M. – | 9:30 A.M. | Breakfast Buffet |
| 8:30 | A.M. – | 10:00 A.M. | Silent Auction Pick Up |
| 9:30 | A.M. – | 11:00 A.M. | **Keynote Address** |
| 11:00 | A.M. – | 11:30 A.M. | **Closing** |

# Registration Form

# 2018 Annual Convention
# Delegate Registration Form

**Name of Agricultural Society/Company**_____ **Region**_____

**Address:**_____ **City:**_____ **P.C.**_____

**Ph #: (  )**_____-_____ **Email:**_____

**Registration Fees:**

| | |
|---|---|
| Early Bird (Prior to Dec 31st, 2017) | $409.50 (already includes $19.50 GST) |
| Regular (Jan 1st, 2018 – Jan 26, 2018) | $462.00 (already includes $22.00 GST) |
| One Day Fee (Prior to Jan 26, 2018) | $288.75 (already includes $13.75 GST) |
| Late Fee (After Jan 26, 2018) | $25.00* |

*If space is available as of Jan 26, 2018 registrations will be open to non-members at a non-member rate of $598.50 (inc. GST)*

***Late Fee is charged per registration form – not per delegate**

****Cancellation/Refund Deadline –** To obtain a refund **written notice of cancellation must be received** at the AAAS office by January 26th, 2018. A $25.00 Administration Fee will apply per delegate cancellation. No refunds after this date.

| **DELEGATE NAME (Please Print Clearly)**<br>*Note: Delegate meals and GST are already included in the registration prices<br>****Please circle any first time delegates that are attending** | **Early Bird Registration $409.50** (includes $19.50 GST) **Prior to & inc. Dec 31, 2017** | **Regular Registration $462.00** (includes $22.00 GST) **January 1st , 2018 & Later** | **Friday Only $288.75** (includes $13.75 GST) | **Saturday Only $288.75** (includes $13.75 GST) | **SUBTOTAL Per Delegate** |
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**For Office Use Only**

| | |
|---|---|
| **Date application Rec'd** | |
| **Pd Chq #** | |
| **Invoice #** | |

**Subtotal Delegate Registration $**_____

**Late Fee (per registration form) $**_____

**(SECTION A) Total Delegate Registration $**_____

***Transfer subtotal from Section A to page 12***

***Convention delegates must be members of an Agricultural Society in good standing, with fully paid memberships. Please ensure your Agricultural Society is in good standing prior to completion of this form.***

## SECTION (B) – ADDITIONAL MEAL TICKET INFORMATION

| **ADDITIONAL MEAL TICKETS PURCHASED FOR:** (Please Print Clearly) ***Meals are already included in price of the Delegate Registration*** *– these meal tickets are for spouses and guests not already registered as delegates.* | **FRIDAY LUNCH $28 ea** Includes $1.33 GST | **FRIDAY DINNER $47 ea** Includes $2.24 GST | **SATURDAY BREAKFAST $25 ea** Includes $1.19 GST | **SATURDAY LUNCH $28 ea** Includes $1.33 GST | **SATURDAY DINNER $47 ea** Includes $2.24 GST | **SUNDAY BREAKFAST & KEYNOTE SPEAKER $50 ea** Includes $2.38 GST | **SUBTOTAL PER PERSON** |
|---|---|---|---|---|---|---|---|
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**(SECTION B) TOTAL ADDITIONAL MEAL TICKETS $_____**

**SECTION (A) FROM PAGE 11 SUBTOTAL:_____**

**TOTAL SECTION (A) + (B):_____**

***Complete and submit delegate registration form with full payment to:***

**Alberta Association of Agricultural Societies**
**Rm. 100a, J.G. O'Donoghue Building**
**7000 – 113th Street**
**Edmonton, AB**
**T6H 5T6**
**Email: aaas@gov.ab.ca**

As long as the completed registration form is received in the office by the appropriate date (mail/email/fax) early bird and regular registration fees will be honored. No other exceptions will apply.

***NOTE: PLEASE DO NOT COMBINE CONVENTION PAYMENTS, on the same cheque, WITH ANNUAL MEMBERSHIP FEES***

# Sponsorship

Want to show your support? Then become a sponsor of the 2018 AAAS Convention & Tradeshow. Sponsorship helps to offset the cost of hosting the annual event and provides an even greater opportunity for your Agricultural Societies to demonstrate your commitment to the many opportunities provided during the annual convention.

## *Silver Sponsor* — *$1000-$1999*

AAAS Convention
- Company Name on Promotional Items/Materials
- Company Name in Delegate Package (B/W)
- Company Name on Main Entrance Sponsorship sign
- Company Name in Event Program
- Certificate Presentation to Representative

2—Business card ads (B/W) in AAAS Newsletter
Company Name listed on AAAS Website as sponsor

- Company Name in Communication Materials
- Company Name in Post-Convention Thank You Ad
- Company Name in Main Stage Multi Media Presentation
- 1 Full Conference Registration Packages

## *Bronze Sponsor* — *$500-$999*

AAAS Convention
- Company Name on Promotional Items/Materials
- Company Name in Communication Materials
- Company Name in Delegate Package (B/W)
- Company Name on Main Entrance Sponsorship sign

1-Business card ad (B/W) in AAAS Newsletter
Company/Organization Name listed on AAAS Website as sponsor

- Company Name in Main Stage Multi Media Presentation
- Company Name in Event Program
- Certificate Presentation to Representative
- 50% Discount on 1 Delegate Registration Package

## *Friends & Supporters* — *$100-$499*

AAAS Convention
- Company Name on Promotional Items/Materials
- Company Name in Delegate Package (B/W)
- Company Name in Event Program
- Company Name in Main Stage Multi Media Presentation

Company Name listed on AAAS Website

- Company Name in Communication Materials
- Company Name on Main Entrance Sponsorship sign
- Certificate Presentation to Representative

Please contact the AAAS office at 780-427-2174 if you have any questions, or you can include this form along with your sponsorship and forward it to:

Alberta Association of Agricultural Societies
Rm 100a 7000-113th St,
Edmonton, AB T6H 5T6

Name of Sponsoring Ag Society: _____

Amount Sponsored: _____

Sponsorship Level:_____