



2020 Western Canadian Dairy Seminar

SPONSORSHIP AND EXHIBITOR GUIDE

**Cambridge Hotel & Conference Centre
Red Deer, Alberta**

March 10 – 13, 2020



www.wcds.ca

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IMPORTANT DEADLINES

October 16, 2019	Sponsorship drive email to past sponsors
November 5, 2019	Sponsorship drive email to potential new sponsors
November 18, 2019	Deadline to include sponsor name in printed brochure
November 26, 2019	Cambridge Hotel room block (fills quickly) and online registration open
January 2, 2020	Sponsor advertisement deadline (please review the new guidelines)
February 11, 2020	Early-bird registration deadline
February 24, 2020	Exhibitor booth Certificate of Insurance due
March 10 – 13, 2020	See you in Red Deer!

LOCATION

The 2020 Western Canadian Dairy Seminar will be held at:

Cambridge Red Deer Hotel & Conference Centre (*formerly the Sheraton Hotel*)
3310 – 50 Avenue
Red Deer
AB T4N 3X9

Tel: 1-800-662-7197 or 403-346-2091
Website: www.cambridgereddeer.com

CONTACT US

Conference Coordinator: Kate Davies
Email: wcds@ualberta.ca
Phone: 780-492-3236
Website: www.wcds.ca

INTRODUCTION

Dear All,

The **38th annual Western Canadian Dairy Seminar** will be held **March 10 – 13, 2020** at the Cambridge Hotel & Conference Centre in Red Deer, Alberta. The program and sponsorship opportunities for the 2020 Seminar are included in this guide.

The Western Canadian Dairy Seminar (WCDS) has had more than 860 delegates attend in each of the last 4 years. The success of the Seminar as an extension tool is evident as approximately 41% of the delegates continue to be producers and farm employees. Another 41% are from industry, with the balance from government, university/college and the media.

The success of the Seminar is largely due to the support of our sponsors. Your support is greatly appreciated and allows us to attract the best speakers, which has been the corner stone of our success, and assists in keeping the registration fees reasonably priced.

IMPORTANT NOTICES:

1. **Proceedings** will no longer be printed. Proceedings will be available **electronically** (i.e., on USB, via the WCDS Conference App, and on the WCDS website after the Seminar).
2. **Advertisement sizes** have changed and all advertisements can be submitted in **colour**. Please review the advertisement guidelines carefully (page 10).
3. A WCDS **Conference App** will be available to 2020 WCDS delegates and sponsors. See pages 6-9 for conference app sponsorship opportunities.

Sponsorship is offered on a first-come, first-served basis. Sponsorship opportunities will be available exclusively to past sponsors from **October 16, 2019** (an email will be sent to past sponsors) until **November 4, 2019** (4 pm MST). After which time the remaining sponsorship opportunities and booths will be opened up (via email on **November 5, 2019**) to potential new sponsors. Sponsors will receive many benefits according to their category of contribution. See pages 6-9 for more details.

Display booths will again be available for sponsors in the Exhibition Hall at the Cambridge Hotel. As these go quickly I urge you to reply as soon as possible if you wish to reserve a booth.

To indicate your choice, please complete the attached **Sponsor Reply Form** (page 19) and email to wcds@ualberta.ca

Thank you for your support which enables the Western Canadian Dairy Seminar to continue to be the top dairy extension seminar in North America.

Yours sincerely,

Kate Davies on behalf of

Michael Koornneef
Farm Credit Canada
Chair, WCDS Finance Committee



Western Canadian Dairy Seminar

March 10 – 13, 2020

Cambridge Hotel, Red Deer, Alberta

Looking Beyond 2020

Tuesday, March 10, 2020

10:00 a.m. – 5:00 p.m. **Pre-Conference Farm Tour:** This tour will visit three local dairy farms with the focus on progressive and innovative dairy managers.

Optional, separate registration required.

1:30 p.m. – 4:30 p.m. **Workshop:** Milk as a Diagnostic Tool for Nutritional Management. Facilitator: **Rick Grant, William H. Miner Agricultural Institute** (Max 75).

Optional, separate registration required.

6:30 p.m. - 9:00 p.m. **Registration**

8:00 p.m. - 10:00 p.m. **Opening Reception**

Wednesday, March 11, 2020

Morning Plenary Session

8:30 Welcome – **Nelson Dinn, University of British Columbia, Chair, WCDS Advisory Committee**
Introductory Remarks and Conference Overview – **Divakar Ambrose, Alberta Agriculture and Forestry, Co-chair, WCDS Program Committee**

Session I: Future Matters

8:50 **Keynote Speaker**
Can You Use Technology to Uber Proof Your Business? – **Marty Seymour, Farm Credit Canada**

9:50 **Nutrition Break**

10:20 Identifying Gaps in Building Bridges: Working Towards a Sustainable Dairy Industry – **Nina von Keyserlingk, University of British Columbia**

11:05 Sustainability of Animal Agriculture in the Global Food System – **Robin White, Virginia Tech**

11:50 **Speaker Panel**

12:10 **Lunch**

Afternoon Concurrent Sessions

Session II: Secrets of Healthy Feeding

1:40 Relationships between Fibre Digestibility and Particle Size for Lactating Dairy Cows – **Rick Grant, William H. Miner Agricultural Institute**
Recipient of the 'Alberta Animal Nutrition Lectureship'

2:20 Corn Silage: Managing the Manageable – **Bill Mahanna, Pioneer Hi-Bred**

3:00 **Nutrition Break**

3:30 Managing Dietary Variation to Maintain or Improve Efficiency – **Bill Weiss, Ohio State University**

4:10 Feeding for a Healthy Liver: The Role of Methionine and Choline in Transition Cows – **Heather White, University of Wisconsin-Madison**

4:50 **Speaker Panel**

Session III: Human and Cattle Well-Being

1:40 The 5 Habits of Highly Effective Farmers – **Lisa McCrea, Agwest Veterinary Group**

2:20 How to Do More for Mental Health in Agriculture – **Adelle Stewart, The Do More Agriculture Foundation**

3:00 **Nutrition Break**

3:30 Transporting Cattle in 2020: Research and Regulation Update – **Karen Schwartzkopf-Genswein, Agriculture and Agri-Food Canada**

4:10 Three Ways to Lose Money on the Farm: A View from the Udder – **Ronald Erskine, Michigan State University**

4:50 **Speaker Panel**

Evening Banquet

6:00 Cash Bar

7:00 Supper

Entertainment – Comedian **Matt Falk**

Thursday, March 12, 2020**Morning Plenary Session****Session IV: Student Research and Producer Panel**

8:30 **Student Research Presentation Competition**
Five graduate students will present their dairy-related research findings

9:50 **Nutrition Break**

10:20 **Bio-Security Management – Producer Panel Presentations**
Three dairy producers will discuss different aspects of bio-security management on their farms

11:40 **Producer Panel**

12:00 **Lunch**

Afternoon Concurrent Sessions**Session V: Nurturing the Next Generation**

1:30 **Effects of Pre-partum Cow Management on Health and Performance of Calves – Geoffrey Dahl, University of Florida**

2:10 **Advances in Colostrum and Milk Feeding – Michael Steele, University of Guelph**

2:50 **Nutrition Break**

3:20 **Rethinking Ruminant Acidosis in Dairy Calves – Anne Laarman, University of Alberta**

4:00 **Economics of Raising Dairy Replacement Heifers – Michael Overton, Elanco Animal Health**

4:40 **Speaker Panel**

Session VI: Enhancing Herd Fertility

1:30 **Trouble-Shooting Reproduction Issues – Jocelyn Dubuc, University of Montreal**

2:10 **Potential Impact of Viral Diseases on Conception Rates in Cattle – Claire Wathes, Royal Veterinary College, United Kingdom**

2:50 **Nutrition Break**

3:20 **New Strategies to Maximize Pregnancy Outcomes – Jeffrey Stevenson, Kansas State University**

4:00 **Genetics and Economics of Using vitro-Produced Embryo Transfer in Dairy Herds – Albert De Vries, University of Florida**

4:40 **Speaker Panel**

5:00 **Cocktail Reception**

Friday, March 13, 2020**Morning Plenary Session****Session VII: Herd Health – Protect, Monitor, Investigate**

8:30 **When (Before) Disaster Strikes: Preparation For a Disease Outbreak – Keith Lehman, Alberta Agriculture and Forestry**

9:10 **Investigating Fetal Calf Loss – Cameron Knight, University of Calgary**

9:50 **Nutrition Break**

10:20 **Use of Big Data to Monitor Herd Health – Heather White, University of Wisconsin-Madison**

11:00 **Antibiotic Therapy: It's Not the Drugs, It's How We Use Them – Ronald Erskine, Michigan State University**

11:40 **Speaker Panel**

12:00 **Closing**

SPONSORSHIP OPPORTUNITIES

NEW FOR 2020

- **WCDS Conference App:** Want your company logo and information in the palm of delegates' hands? For \$50 you can have your company listed in the WCDS Conference App sponsor directory. Within the App sponsor directory, there is opportunity to include your company name, logo, link to company website and other information.
 - Starting at the 2020 Seminar, paper copies of the **Seminar proceedings will no longer be printed**. The reasons include:
 - The high cost of printing and limited number of paper copies sold
 - A large number of USB's given out or sold at the 2019 Seminar (i.e., USB's are more popular)
 - A reduction in printing supports the Seminar's goal of being more environmentally sustainable
- Proceedings will be available **electronically** on USB, via the WCDS Conference App, and on the WCDS website after the Seminar.
- The WCDS **Advertisement Guidelines** have changed. Please review the advertisement guidelines carefully. Advertisement **sizes** have changed and all advertisements can be submitted in **colour** as a **jpeg** file.

BENEFITS TO SPONSORS

Sponsorship of the Western Canadian Dairy Seminar comes with many benefits. All sponsors will be acknowledged by their category of contribution:

- In pre-Seminar **advertising** material: The WCDS brochure is mailed to over 3,000 individuals
- In the 2020 **proceedings**: A complimentary USB copy of the proceedings is given to every delegate and the proceedings will be available via the Conference App and on the WCDS website after the Seminar
- On the WCDS **website**: Including your company name, logo, and link to company website (depending on the level of sponsorship)
- **On-site** at the Seminar: **Signage** as delegates enter the Exhibit Hall, sponsor sheet included in delegate package, and, depending on the type of sponsorship, company name on the delegate mini program, acknowledgement by the session chair and signage at the entrance to and front of the session room

Please note: Only companies who sponsor the Seminar can reserve a booth. There is a maximum of one booth per company. Sponsorships and booths are offered on a first-come, first-served basis. All sponsorship and booth costs are in Canadian dollars.

DIAMOND

Sponsor receives:

- opportunity to introduce the keynote speaker (*maximum 5 minutes*)
- one item of promotional material in the delegate registration packages
- a display booth at no cost
- one complimentary registration to the 2020 WCDS
- **full page colour advertisement** in the proceedings
- logo displayed on the WCDS website with link to company website
- 6 complimentary banquet tickets
- **New:** Company listed in the WCDS Conference App sponsor directory (complimentary)

D1 **\$6,000** **Keynote Speaker Sponsor (One available)**

PLATINUM

Sponsors receive:

- a display booth at no cost
- one complimentary registration to the 2020 WCDS
- **full page colour advertisement** in the proceedings
- logo displayed on the WCDS website with link to company website
- 6 complimentary banquet tickets
- **New:** Have your company listed in the WCDS Conference App sponsor directory for \$50

P1 **\$3,750** **Registration Bags**
P2 **\$3,750** **Cocktail Reception (Thursday after Sessions)**
P3 **\$3,750** **Sponsorship of Conference USB with Proceedings**
P4 **\$3,750** **Banquet Entertainment (Wednesday evening)**
P5 **\$3,750** **Platinum Seminar Sponsorship**

GOLD PLUS

Sponsors receive:

- one complimentary registration to the 2020 WCDS (banquet tickets sold separately)
- **half page colour advertisement** in the proceedings (Except G3)
- logo displayed on the WCDS website with link to company website
- a display booth for the cost of \$485 (plus GST)
- **New:** Have your company listed in the WCDS Conference App sponsor directory for \$50

G1 **\$2,500** **Plenary Sessions**
G1.01 Session I – Future Matters
G1.02 Session IV – Student Research and Producer Panel
G1.03 Session VII – Herd Health – Protect, Monitor, Investigate

GOLD PLUS sponsorship continued

G2	\$2,500	<i>Sponsorship of Audio-Visual Services (Two available)</i>
G3	\$2,500	<i>Full page colour advertisement - outside back cover of proceedings</i>
G4	\$1,250	<i>Seminar Notepads (also provide notepads)</i>
G5	\$1,250	<i>Lanyards for Name Tags (also provide lanyards – specific lanyards are required - contact Conference Coordinator)</i>
G6	\$1,250	<i>Seminar pens (also provide pens)</i>
G7	\$1,250	<i>Room Key Cards (also provide key cards – contact Conference Coordinator)</i>
G8 New	\$2,500	<i>WCDS Conference App – 2 scrolling banner adverts on the App</i>

GOLD

Sponsors receive:

- one complimentary registration to the 2020 WCDS (banquet tickets sold separately)
- **half page colour advertisement** in the proceedings (Except G13 & G14)
- company name displayed on the WCDS website with link to company website
- a display booth for the cost of \$485 (plus GST)
- **New:** Have your company listed in the WCDS Conference App sponsor directory for \$50

G9	\$1,850	<i>Concurrent Sessions</i>
	G9.01	Session II – Secrets of Healthy Feeding
	G9.02	Session III – Human and Cattle Well-Being
	G9.03	Session V – Nurturing the Next Generation
	G9.04	Session VI – Enhancing Herd Fertility
G10	\$1,850	<i>Conference Speaker (9 available; see pages 4 & 5 for details)</i>
G11	\$1,850	<i>Pre-Conference Farm Tour (including logo on printed tour material)</i>
G12	\$1,850	<i>Research Poster Display Area</i>
G13	\$1,850	<i>Full page colour advertisement - inside front cover of proceedings</i>
G14	\$1,850	<i>Full page colour advertisement - inside back cover of proceedings</i>
G15	\$1,850	<i>Gold Seminar Sponsorship</i>

SILVER

Sponsors receive:

- one complimentary registration to the 2020 WCDS (banquet tickets sold separately)
- **business card sized colour advertisement** in the proceedings (Except S4)
- company name displayed on the WCDS website
- a display booth for the cost of \$550 (plus GST)
- **New:** Have your company listed in the WCDS Conference App sponsor directory for \$50

SILVER sponsorship continued

- S1** **\$1,250** **Opening Reception – Tuesday evening (Two available)**
- S2** **\$1,250** **Sponsorship of a Breakfast**
S2.01 Wednesday Breakfast (Two available)
S2.02 Thursday Breakfast (Two available)
S2.03 Friday Breakfast (Two available)
- S3** **\$1,250** **Sponsorship of a Lunch**
S3.01 Wednesday Lunch (Two available)
S3.02 Thursday Lunch (Two available)
- S4** **\$1,250** **Full page colour advertisement in the proceedings**
- S5** **\$1,250** **Sponsorship of the Pre-Conference Workshop**
Milk as a Diagnostic Tool for Nutritional Management
- S6** **\$1,250** **Sponsorship of Exhibitors' Coffee**
- S7** **\$1,250** **Silver Seminar Sponsorship**

BRONZE

Sponsors receive:

- company name displayed on the WCDS website
- a display booth for the cost of \$805 (plus GST)
 - One complimentary registration included with booth (banquet tickets sold separately)
- **New:** Have your company listed in the WCDS Conference App sponsor directory for \$50

- B1** **\$775** **Morning Nutrition Break**
B1.01 Wednesday Morning (Two available)
B1.02 Thursday Morning (Two available)
B1.03 Friday Morning (Two available)
- B2** **\$775** **Afternoon Nutrition Break**
B2.01 Wednesday Afternoon (Two available)
B2.02 Thursday Afternoon (Two available)
- B3** **\$775** **Half page colour advertisement in the proceedings**
- B4** **\$475** **Business card sized colour advertisement in the proceedings**
- B5 New** **\$475** **Sponsorship of plastic booties for the farm tour**

VALUED SERVICE PROVIDERS

e.g., Supply milk for nutrition breaks at the Seminar

ADVERTISEMENT GUIDELINES

NEW FOR 2020

- All advertisements can be submitted in **COLOUR**
- New advertisement **SIZES** – see below
- Must be submitted as an electronic **JPEG** file

ADVERTISEMENT DEADLINE

January 2, 2020

Email advertisement to: wcds@ualberta.ca

NEW ADVERTISEMENT SIZES

FULL PAGE ADVERTISEMENT (including borders around the advert):

9 inches (23 cm) maximum height
6 inches (15.2 cm) maximum width

HALF PAGE ADVERTISEMENT (including borders around the advert):

4 ½ inches (10.8 cm) maximum height
6 inches (15.2 cm) maximum width

BUSINESS CARD SIZED ADVERTISEMENT (including borders around the advert):

2 inches (5 cm) maximum height
3 ½ inches (9 cm) maximum width

ADVERTISEMENT AND UPGRADE OPPORTUNITIES

The majority of Western Canadian Dairy Seminar sponsorship opportunities include a **complimentary advertisement** in the Seminar proceedings.

There are also opportunities to **purchase** the sponsorship of an advertisement in the proceedings. Including a full page (outside back cover, inside front cover, inside back cover, and general), half page, or business card sized advertisement. See pages 7 – 9 for options.

The following rates apply if you wish to **upgrade** your advertisement:

- Addition of a Business Card Sized Advert: \$230.00
- Upgrade from Business Card Sized to Half Page Advert: \$300.00
- Upgrade from Business Card Sized to Full Page Advert: \$740.00
- Upgrade from Half to Full Page Advert: \$440.00

EXHIBITOR INFORMATION

The 75 booth WCDS exhibitor area is a hub of activity during the Seminar. The area combines exhibitor booths, meal service (breakfast and lunch), networking breaks, receptions, and a research poster display area. This creates many opportunities for attendees and sponsors to catch up with friends and colleagues, discuss business as well as network and allow for the exchange of ideas and contact information.

The exhibitor area at the WCDS is open to everyone; including people not registered for the Seminar. However, only registered delegates can enter the session rooms and are provided with meal tickets for meals hosted in the exhibit area.

All exhibitor booths come with one complimentary registration (banquet tickets are sold separately). Additional booth tenders do not need to register for the Seminar if they are not planning on attending the sessions. Individual meal tickets (breakfast, lunch and banquet) can be purchased at the registration desk during the Seminar, if required.

Please note:

- Only companies who sponsor the Seminar can reserve a booth
- There is a maximum of one booth per company
- Sponsorships and booths are offered on a first-come, first-served basis
- All sponsorship and booth costs are in Canadian dollars

EXHIBIT BOOTH DETAILS

All booths include:

- 10' x 10' area with 8' high backwall and 3' high sidewall draping
- 1 – 8' clothed and skirted table, 2 chairs
- 1 – 110 volt power outlet
- Wireless internet access
- The Exhibition Hall is carpeted

If you require a folk lift, additional display booth equipment (i.e., table, chairs, etc.), or to ship to or store items at the Cambridge Hotel please see the:

- **Tradeshow Equipment Rental Listings** on page 15
- **Rental Order Form** on page 16
 - Send to sales@cambridgedeer.com
 - In the subject line include “WCDS Vendor Rental List Form”
- **Exhibitor Shipping Information** on page 17

CERTIFICATE OF INSURANCE

The Office of Insurance and Risk Management at the University of Alberta requests that all WCDS display booth exhibitors carry their own **Commercial General Liability** and provide the WCDS office (wcds@ualberta.ca) with a copy of their **Certificate of Insurance**.

CERTIFICATE SUBMISSION DEADLINE **February 24, 2020**

❖ Your insurance company may require the following information:

Insured Name

Your company name

Insured Address

Your company's address

Certificate Holder Name

The Governors of the University of Alberta (Western Canadian Dairy Seminar)

Certificate Holder Address

Department of Agricultural Food & Nutritional Science
4-10 Agriculture / Forestry Centre
University of Alberta
Edmonton, AB T6G 2P5

Nature of Operations

EVENT: Western Canadian Dairy Seminar, March 10 – 13, 2020. Set-up date and time are Tuesday, March 10, 2020 from 12 noon to 6:00 pm and tear-down can begin after 10:20 am on Friday, March 13, 2020

General Liability

Minimum of \$2,000,000

Certificate Holder as Additional Insured

The Board of Governors of the University of Alberta and The Cambridge Red Deer Hotel & Conference Centre as additional insured

EXHIBIT HOURS

Tuesday, March 10, 2020

Move-in and set-up
12:00 NOON – 6:00 PM

Opening Reception
8:00 PM – 10:00 PM

Wednesday, March 11, 2020

Exhibit Hours
7:30 AM – 7:00 PM

Busier times:

Breakfast
7:30 AM – 8:30 AM

AM Nutrition Break
9:50 AM – 10:20 AM

Lunch
12:10 PM – 1:40 PM

PM Nutrition Break
3:00 PM – 3:30 PM

Pre-Banquet Reception
6:00 PM – 7:00 PM

Thursday, March 12, 2020

Exhibit Hours
7:30 AM – 6:30 PM

Busier times:

Breakfast
7:30 AM – 8:30 AM

AM Nutrition Break
9:50 AM – 10:20 AM

Lunch
12:00 NOON – 1:30 PM

PM Nutrition Break
2:50 PM – 3:20 PM

Cocktail Reception
5:00 PM – 6:30 PM

Friday, March 13, 2020

Exhibit Hours
7:30 AM – 10:20 AM

Busier times:

Breakfast
7:30 AM – 8:30 AM

AM Nutrition Break
9:50 AM – 10:20 AM

EXHIBITOR MOVE-IN AND SET-UP

Tuesday, March 10, 2020

12 NOON – 6:00 PM

Booth allocation signs will be posted at two entrances to the exhibit hall. See the map on the next page for sign locations.

EXHIBITOR MOVE-OUT

Friday, March 13, 2020

Tear-down can begin **after** 10:20 AM

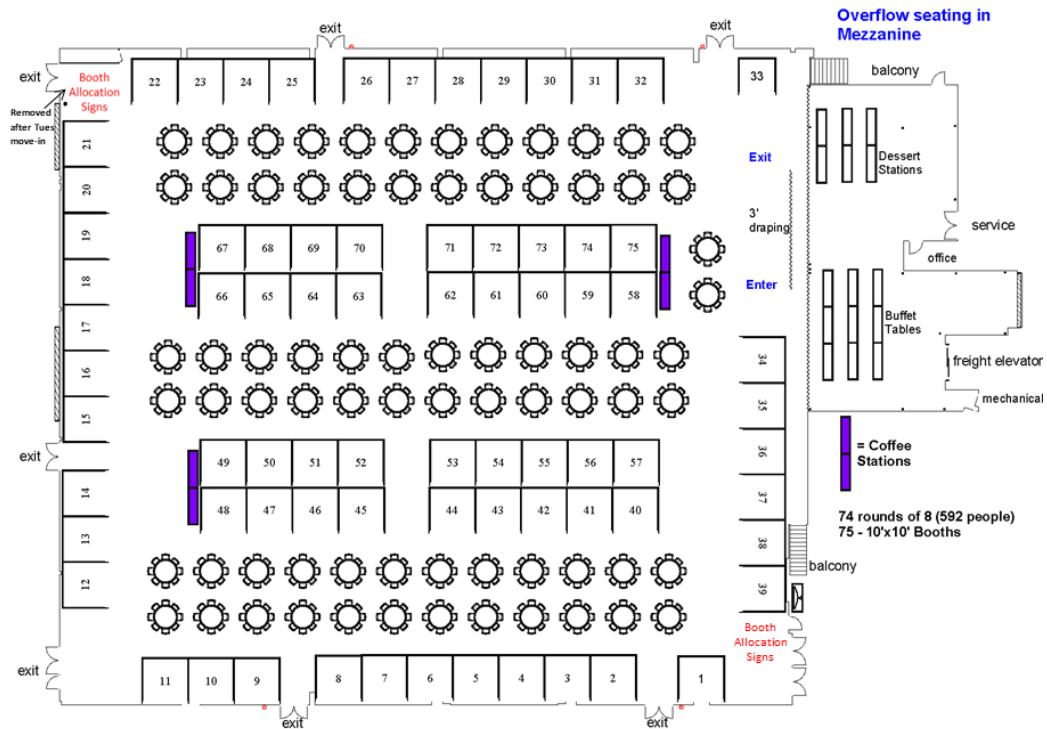
No early move-outs allowed

EXHIBIT BOOTH ASSIGNMENTS

Exhibit booth locations are assigned according to level of sponsorship, in-kind support of the Seminar, and continued support of the Seminar. Every effort is made to accommodate booth location requests and to separate competing companies. However, this may not always be possible. *Final booth location assignments are not negotiable.*

FLOOR PLAN OF EXHIBIT HALL

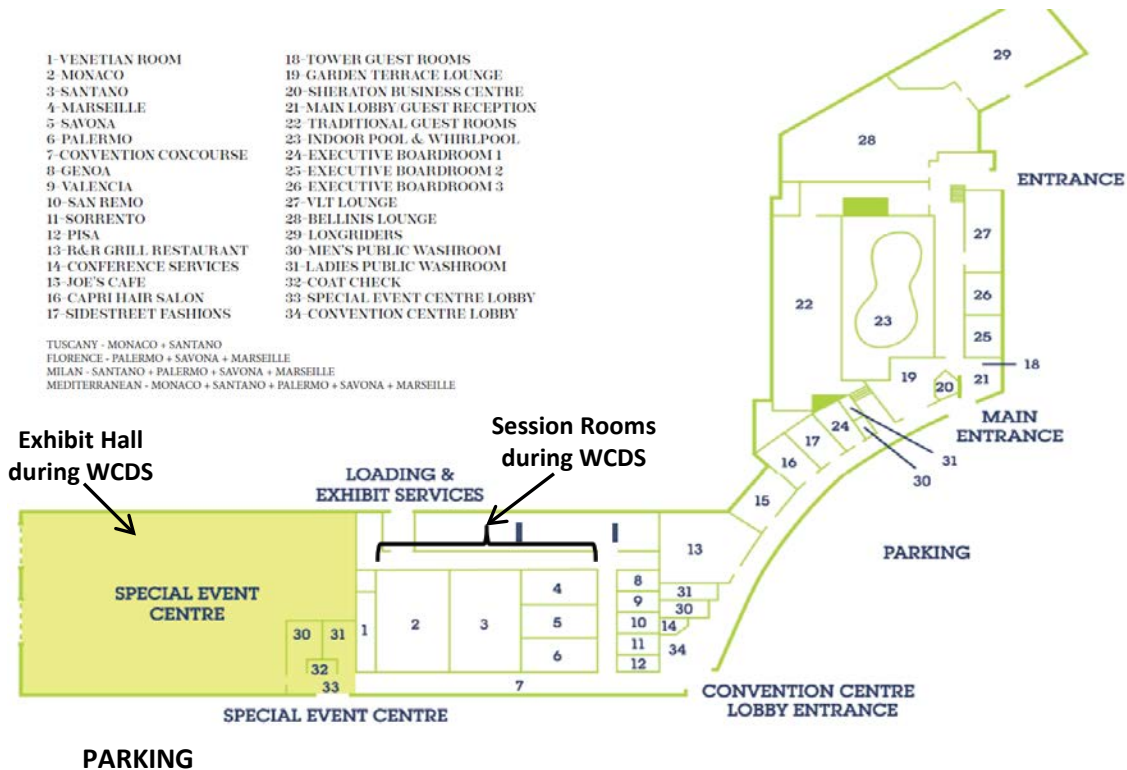
Exhibit Hall: Special Events Centre



FLOOR PLAN OF CAMBRIDGE HOTEL & CONFERENCE CENTRE

- 1- VENETIAN ROOM
- 2- MONACO
- 3- SANTANO
- 4- MARSEILLE
- 5- SAVONA
- 6- PALERMO
- 7- CONVENTION CONCOURSE
- 8- GENOA
- 9- VALENCIA
- 10- SAN REMO
- 11- SORRENTO
- 12- PISA
- 13- B&R GRILL RESTAURANT
- 14- CONFERENCE SERVICES
- 15- JOE'S CAFE
- 16- CAPRI HAIR SALON
- 17- SIDESTREET FASHIONS
- 18- TOWER GUEST ROOMS
- 19- GARDEN TERRACE LOUNGE
- 20- SHERATON BUSINESS CENTRE
- 21- MAIN LOBBY GUEST RECEPTION
- 22- TRADITIONAL GUEST ROOMS
- 23- INDOOR POOL & WHIRLPOOL
- 24- EXECUTIVE BOARDROOM 1
- 25- EXECUTIVE BOARDROOM 2
- 26- EXECUTIVE BOARDROOM 3
- 27- VLT LOUNGE
- 28- BELLINIS LOUNGE
- 29- LONGRIDERS
- 30- MEN'S PUBLIC WASHROOM
- 31- LADIES PUBLIC WASHROOM
- 32- COAT CHECK
- 33- SPECIAL EVENT CENTRE LOBBY
- 34- CONVENTION CENTRE LOBBY

TUSCANY - MONACO + SANTANO
 FLORENCE - PALERMO + SAVONA + MARSEILLE
 MILAN - SANTANO + PALERMO + SAVONA + MARSEILLE
 MEDITERRANEAN - MONACO + SANTANO + PALERMO + SAVONA + MARSEILLE



TRADESHOW EQUIPMENT RENTAL LISTINGS

PROJECTORS / COMPUTERS

LCD Projector - 4500 Lumens	195
LCD Projector - 5000 Lumens	225
LCD Projector – 6000 Lumens	275
Laser Projector – 8500 Lumens	450
Laptop with Office 365	125

SCREENS

4' Tripod Portable Screen	50
6' Tripod Portable Screen	50
8' Tripod Portable Screen	60

DVD / CD

DVD Player	30
Single CD Player	25
5 Disc Multi-Changer	30

ACCESSORIES

Flipchart with paper & markers	40
Flipchart (no paper)	30
Poster Easel	20
Whiteboard – Small	40
Whiteboard – Large (4' x 6')	55
Wireless Presentation Mouse	30
Laser Pointer	25

MONITORS / TV's

24" LCD Monitor	40
32" LCD Monitor	50
55" LCD TV with Stand	125
65" LCD TV with stand	200

FURNITURE & ACCESSORIES

Love Seats	100
each	
Side Chairs	60 each
Coffee Tables	45 each
End Tables (4 available)	30 each
Padded Chair	10
Deluxe Leather Office Chairs	35

Stool with Back	20
Wastebasket	10 each
Coat Rack with 40 Hangers	40 each
Chrome Stanchion (12)	25 each

TABLES

Clothed and Skirted Table (4', 6' or 8')	40
Tall Cocktail Tables	40

CONNECTIONS

CAT 5e Network Patch (per connection)	75
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POWER

Extension Cords	15
Powers Bars	15
AC Power Drop	25
15 Amp Single Phase/120 Volt (standard Outlet)	40
20 Amp Single Phase/120 Volt Outlet	50
50 Amp Single Phase/208 Volt (Access)	175
8/15 Amp Single Phase Circuits (50 Amp Breakout Panel)	250
100 Amp 3 Phase (Exhall)	400
400 Amp 3 Phase (Exhall Only)	600

TECHNICAL STAFF

Onsite Technical Staff (6 am - 6pm, Mon to Fri)	75 per hour
After Hours (6 pm – 6 am, minimum 1 hour)	90 per hour

SERVICES AVAILABLE

Sign/Banner Hanging with hooks (per sign/banner)	75
Forklift Loading/Unloading	50 per pallet
Labor/Loading/Unloading	75 per hour
Material Handling & Storage	10
Small	
Medium	20
Large	30

RENTAL ORDER FORM

G.S.T. #R104089404

Booth #: _____



BILLING ADDRESS

SHOW LOCATION

Name of Company		Name of Show	
Name of Client		Dates of Show	
Address		Room	
City/Province or State	Postal Code / ZIP Code	Purchase Order No.	EO #
Telephone No.	Email	Order Taken By	Date Rec'd

Quantity	Description of Rental	Unit Price	Amount

SPECIAL INSTRUCTIONS:

Date: _____ Group: _____

I, _____ hereby authorize the Cambridge Red Deer Hotel to charge the items listed above to my credit card.

Credit Card: Visa _____ MasterCard _____ Amex _____

Credit Card#: _____ Expiry Date: _____

Signature: _____

SUB-TOTAL	
G.S.T	
LESS DEPOSIT	
PAY THIS AMOUNT	\$

PLEASE READ THE FOLLOWING:

- The renter agrees to pay rental to the Cambridge Red Deer Hotel for equipment at the rate indicated until the said goods are returned.
- The renter agrees to use said equipment or goods in a careful and proper manner and to assume responsibility to the amount of replacement cost of the of the equipment or goods for any reason including from loss or damage by fire, theft, transportation, accident, misuse or neglect.
- The renter agrees that he/she will not make any claim against the Cambridge Red Deer Hotel and that he/she will indemnify and hold harmless Cambridge Red Deer Hotel from liability arising from any injury, loss, or damage to persons or property occurring directly or indirectly from the use of possession of said equipment or goods.

The renter acknowledges that he/she understands the terms of this rental agreement.

_____ AUTHORIZED SIGNATURE



EXHIBITOR SHIPPING INFORMATION

**Cambridge Red Deer Hotel & Conference Centre
Shipping & Receiving Department
Phone: 587.876.0770**

**Email: shipping@cambridgereddeer.com
Hours: Monday-Friday 8:00am-4:30pm**

Please note that the Hotel cannot accept C.O.D. Shipments, Deliveries or Duty Charges.

RECEIVING ITEMS

To facilitate the efficient handling of all items received by the Cambridge Red Deer Hotel in conjunction with your hotel stay, please ensure all cartons and envelopes are addressed as follows:

**Cambridge Red Deer Hotel / Shipping & Receiving
3310-50th Avenue
Red Deer, Alberta T4N 3X9
Attention: (Recipient's Name/Company)
Reference: (Name of Event & Start Date of Event)
Booth #: (If applicable) Room Name: (Name of Event Space)
Catering Consultant Name: (Hotel Catering Contact Name)
Customs Broker: (Name of Custom Broker if applicable)**

Please contact Cambridge Red Deer Hotel Shipping & Receiving at 587.876.0770 or via email at shipping@cambridgereddeer.com to inform us of any delivery/pickup.

SHIPPING ITEMS

To facilitate the efficient handling of all items shipped out of the Hotel please ensure the following steps have been taken:

- Client notifies the Courier Company of their choice of the total number of items, time of pickup and location. Our Shipping & Receiving Office is open Monday-Friday from 8:00am-4:30pm. Holiday hours are subject to change.
- All items are clearly labeled with a Forwarding Address
- All items are clearly labeled with a Client Return Address and Account Number
- Ensure that all waybills and needed paper work are attached for a quick and easy return. If we are returning more than 1 item; we require return address labels for all items (i.e. booths or boxes) that are being returned. All items going to the USA need commercial invoices

FORKLIFT

A Forklift with Operator is available for unloading / loading pallets at the following rates: Regular Size Pallet: \$50.00/per Over Size Pallet or Equipment: \$100.00/per
Please contact Cambridge Red Deer Hotel Shipping & Receiving at 587.876.0770 or via email at shipping@cambridgereddeer.com prior to delivery/pickup to make Forklift arrangements.

STORAGE

Storage Space is limited; any shipments received more than 3 business days prior to your arrival or maintained more than 3 business days following will be subject to storage charges of \$50.00 per week. The Hotel is not responsible for the return of items; all arrangements must be made by the client before their departure with their preferred courier. Failure to make return shipping arrangements will result in additional shipping and handling fees.

QUESTIONS

For any questions, contact the Sales & Catering Office at 403-755-1150 or email sales@cambridgereddeer.com.

REGISTRATION INFORMATION

The majority of WCDS sponsorship options and all exhibitor booths come with one complimentary registration (banquet tickets are sold separately). Additional booth tenders do not need to register for the Seminar if they are not planning on attending the sessions. Individual meal tickets (breakfast, lunch and banquet) can be purchased at the registration desk during the Seminar, if required.

If you wish to **purchase additional registration(s)**, you can include them on the 'Sponsor Reply Form' (page 19) when submitting your sponsorship request. Alternatively, online registration will be open and a downloadable registration form available on **November 26, 2019** at:

www.wcds.ca/registration

REGISTRATION FEES

The full registration fee includes a USB copy of the proceedings, three breakfasts, two luncheons, five nutrition breaks, and two evening receptions (including a drink ticket for the Thursday evening reception). Banquet tickets are sold separately. Part registrations (i.e., one-day or two-days) are available. All registration fees are in Canadian dollars and include GST.

- Early-bird registration: **\$295** on or before **February 11, 2020**
 - Must be completed online or post-marked no later than February 11, 2020
- Late registration: **\$345** after February 11, 2020
- One-day registration (Wed or Thurs): **\$150**
- Friday morning only registration: **\$80**
- Student registration: **\$85**

Optional:

Pre-Conference Farm Tour: **\$50** – maximum 90 people

Pre-Conference Workshop: **\$65** – maximum 75 people

Banquet Ticket: **\$50**

Additional proceedings (on USB): **\$15** – registration includes a USB copy of the proceedings

For **cancellations** received prior to **February 25, 2020**, registration fees will be refunded minus a \$50 administration fee. Cancellations received **after February 25 will not be refunded**. Substitutions are permitted.

Online registration will close at 12 noon MST on Friday, March 6, 2020 for our March 10 – 13, 2020 Seminar. After that, we will be accepting registrations **onsite** at the Cambridge Hotel, Red Deer starting at **6:30 pm on Tuesday, March 10, 2020**.

March 10 - 13, 2020
Sponsor Reply Form



Please e-mail the signed *Sponsor Reply Form* to Kate Davies at wcds@ualberta.ca
A confirmation and invoice will be sent to you when this form is received in the WCDS office.
Sponsorship isn't confirmed until we receive the signed form. Any questions please call 780-492-3236

Company Name

Please type your company name as you would like it to appear on all WCDS-related sponsor recognition

Contact Person

Phone

Address

City/Town

Province/State

Postal/Zip Code

Email

1. I wish to **sponsor package** First Choice -

Second Choice -

Sponsorship Package Cost:

2. **Display Booths are SOLD OUT for the 2020 Seminar**

3. Have your company listed in the WCDS Conference App sponsor directory for an additional cost of **\$50.00**

Yes No

4. **Complimentary registration** (if applicable) will be in the name of:

5. As a Diamond, Platinum, Gold Plus, Gold or Silver sponsor (except for Sponsorship Packages G3, G12, G13 or S4) do you wish to place a **complimentary advertisement in the Proceedings?**

Yes No

6. I wish to purchase **banquet ticket(s)** for Wednesday, March 11, 2020 x \$50.00 each =

Registration does not include a banquet ticket. Banquet tickets are sold separately.

7. If you wish to purchase extra registration(s) please give name, company, town/city, province and the registration below:
Full registration: \$295, One-day (Wed or Thurs, please indicate): \$150, Fri morning only: \$80, Farm Tour (Tues): \$50, Workshop (Tues): \$65. You can only register for the tour or workshop if registered for a portion of the seminar (Wed-Fri).

TOTAL AMOUNT =

Signature:

Date: