

**CANADIAN FORAGE SEED CONFERENCE**  
**FEBRUARY 2020, EDMONTON AB**  
**Sponsorship & Exhibitor Package**

The Peace Region Forage Seed Association is very pleased to be working with the Alfalfa Seed Commission of Alberta, Saskatchewan Forage Seed Development Commission, Saskatchewan Alfalfa Seed Producers Development Commission, and Manitoba Forage Seed Association to host the **7th Canadian Forage Seed Conference** at the Fantasyland Hotel, West Edmonton Mall, Edmonton, Alberta, on **February 25<sup>th</sup> and 26<sup>th</sup>, 2020**.

The goal of this conference is to unite the industry throughout Canada and increase awareness and interest in forage seed production. With the current challenges in Canadian grain markets, we have a great opportunity to increase awareness of the benefits of incorporating forage seed crops into any cropping system. The last time this industry had an opportunity to meet and network was at the last conference in 2006.

**Conference Theme: Forage Seed – Enhancing the Cropping System Resiliency**

**Expected No. of Participants:** over 150 participants

**Demographics Expected:** Forage seed growers, researchers, agribusiness representatives, private and public extension personnel, as well as provincial & federal government from across Canada, the US and potentially representatives from Europe and/or China.

Key topics for discussion during the conference include (please refer to attached draft agenda):

- Forage breeding in Canada
- Grass, Clover and Alfalfa specific sessions
- Cover crop mixes and opportunities
- Crop rotations; economics and benefits
- Technology to monitor crop health

I am writing today to ask that “your association/company” consider sponsoring and/or exhibiting at this conference. Our sponsorship and exhibitor packages are designed to put you front and centre. Take your brand to them by sponsoring the conference, coffee breaks, programs, just to name a few, and get exposure through our advertising, pull up banners, announcements and newsletter. There are benefits associated with each level of support, but in all cases our sponsors will be recognized in conference communication and promotional materials.

As you will see from the attached sponsorship synopsis, there are various levels of support ranging from \$250 to \$3000. I would be pleased to work with you to find what level aligns best with your business objectives and budget.

Big or small, or combined with an exhibitor booth this is one conference where you cannot afford not to be seen.

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In this package you will find the following:

- Draft agenda
- Sponsorship plan
- Exhibitor information and Terms & Conditions
- Sponsorship & Exhibitor Application Form

If you have any questions, please contact myself or Susie Lefferson at 1.877.630.2198 or [coordinator@peaceforageseed.ca](mailto:coordinator@peaceforageseed.ca) and we look forward to hearing from you.

Talon Gauthier  
General Manager  
Peace Region Forage Seed Association  
[www.peaceforageseed.ca/fsconference/](http://www.peaceforageseed.ca/fsconference/)

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**Draft Agenda**

**February 25<sup>th</sup>, 2020**

**8:00 am Breakfast**

**8:50 am Welcome & Housekeeping**

**9:00 am** Seed Yield & Seed Shattering with Different Swathers – *Nicole Anderson, Oregon State University*

**9:30 am** International Market Report - Turf Grasses – *TBA*

**10:00 am** Remote Sensing for Pest Management – *Chris Neeser, Alberta Agriculture & Forestry*

**10:30 am Coffee & Snack Break**

**11:00 am** Forage Breeding in Canada – *Bill Biligetu, University of Saskatchewan*

**11:30 am** International Market Report - Forage Legumes – *Matthew Wright, BrettYoung Seeds*

**12:00 pm Lunch**

**Grass & Clover Sessions**

**Alfalfa Sessions**

**1:30 pm** Perennial Ryegrass Production Systems – *Dave Grafstrom, University of Minnesota*

Western Canada Alfalfa Weevil Project – *Boyd Mori, University of Alberta*

**2:00 pm** Lesser Clover Leaf Weevil Project – *Dan Malamura, University of Saskatchewan*

Control of Parasites in Leafcutter Bees using Herbs & Spices – *Danica Baines, AAFC Lethbridge*

**2:30 pm** Insects in Grass & Clover Crops – *Jennifer Otani, AAFC Beaverlodge*

Lygus in Alfalfa – *Hector Carcamo, AAFC Lethbridge*

**3:00 pm** Growth Regulators in Grasses & Clovers – *Calvin Yoder & Nicole Anderson*

*TBA*

**3:45 pm Coffee & Snack Break**

**4:00 pm** PRFSA Annual General Meeting

**5:30 pm Supper (On Your Own)**

**7:30 pm** Wine & Cheese

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**February 26<sup>th</sup>, 2020**

**8:00 am**    **Breakfast**

**9:00 am**    Technology to Monitor Crop Health – *Matthias Loesken, Blackbird Environmental*

**9:30 am**    International Market Report - Forage Grasses – *TBA*

**10:00 am**    Virtual Farm Tour – *Brett Rudd, Idaho*

**10:30 am**    **Coffee & Snack Break**

**11:00 am**    Crop Rotations, Economics & Benefits – *Nityananda Khanal, AAFC Beaverlodge*

**11:30 am**    Prairie Pesticide Minor Use Consortium Overview & Representative Grasses Project Update – *Ron Pidskalny, Strategic Vision Consulting Ltd.*

**12:00 pm**    **Lunch**

**1:30 pm**    Crop Protection Options – *Calvin Yoder or panel*

**2:00 pm**    Cover Crops: Mixes & Opportunities – *Mike Schellenberg, AAFC Swift Current*

**2:30 pm**    Carbon sequestration in Forage Seed Production – *Cedric MacLeod, Canadian Forage & Grassland Association*

**3:00 pm**    **Conference Ends**



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**Exhibit availability**

The number of spaces available is limited to 18 tables and will be reserved on a first come, first served basis. Cut-off date for exhibit bookings is **Friday January 31<sup>st</sup>, 2020**.

**Exhibit fee - \$750**

- Fee includes one six foot draped table and two chairs.
- Any staff or attendants are required to register for the conference.

**Exhibit Hours**

**Tuesday February 25<sup>th</sup>** 9:00am to 5:00pm - two networking breaks and lunch.  
7:30pm to 10:00pm - Networking session.

**Wednesday February 26<sup>th</sup>** 9:00am to 3:00pm - one networking break and lunch.

**Set-up and Tear-down**

- Sponsors and Exhibitors may set up their displays commencing at 7:00am and no later than 10:00am Tuesday February 25<sup>th</sup> 2020.
- All materials on display will remain in place until conference adjournment at 3:00pm on Wednesday February 26<sup>th</sup> 2020.
- Removal of all materials is the responsibility of the owner and must be completed no later than 4:00pm on Wednesday February 26<sup>th</sup> 2020.

*By submitting an exhibitor form the Company/Organization agrees to abide by all rules of signage, posting and fire regulations of the hosting facility.*

**Cut-off date for exhibit bookings is**  
**Friday January 31<sup>st</sup>, 2020**

**TERMS AND CONDITIONS**

**Invoicing**

After submitting your sponsorship/exhibitor form an invoice will be sent to you with details of payment options. A receipt will be issued once payment has been processed.

**Logo Submission**

Please send two files:

A low-resolution .jpg file for web based and electronic use

A high-resolution vector illustration version (e.g. Adobe Illustrator or equivalent) saved to .eps format for print production.

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**Cancellation and Refund Policy**

There will be no refunds of payments made for sponsorships or exhibit spaces. If there are extenuating circumstances please contact the conference coordinator for special consideration.

**Set-up and Tear-down**

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**Limitation of Liability**

All property of the company (or organization) exhibiting or displaying materials will remain in the care, custody and control of the company's designated representative while in transit to or from the primary location and while within the confines of the conference area. Exhibitors are advised to consult with their insurance company regarding coverage of their materials and other property against loss or damage, and public liability insurance against injury to individuals and the property of others.

Each Company (or organization) shall be fully responsible to pay for any and all damages to property owned by the host hotel, its owners or manager, which result from any act or omission of the Company. The Company agrees to defend, indemnify and hold harmless the Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from the Company's use of the property.

The Company agrees to strictly adhere to, and comply with the applicable terms and conditions in this agreement regarding the premises and further the Company shall at all times protect, indemnify, save and hold forever harmless the Peace Region Forage Seed Association, its members and administrators, its directors, contractors and employees from any damage or charges imposed for violation of any law or ordinance, whether occasioned by the negligence of the Company, as well as from any and all loss, cost, damage, liability or expense arising from any accident or other occurrence.

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**SPONSOR AND EXHIBITOR APPLICATION FORM**

Please print out and complete this form; return via mail or email.

Company or Organization Name	
Full mailing address	
Contact Name	
Contact Email	
Contact Phone number	
I have read and accept the terms and conditions and agree to comply. Authorized signature:	

Do you wish to book <b>Exhibitor space?</b> Please Circle one:	YES	NO
<b>Sponsorship package</b> chosen Please Circle one:	<b>Award Presentation</b> \$1,000	<b>Level 4</b> \$3,000
	<b>Level 3</b> \$1,500	<b>Level 2</b> \$750
	<b>Level 1</b> \$500	<b>Wine &amp; Cheese</b> \$500
	<b>Breaks</b> \$500	<b>Program</b> \$250

**For more information or to submit this form please contact Talon Gauthier at:**

Phone: 1.877.630.2198      Email: [coordinator@peaceforageseed.ca](mailto:coordinator@peaceforageseed.ca)

Mailing address:      Peace Region Forage Seed Association  
 904 - 102 Avenue, Dawson Creek, B.C. V1G 2B7