



November 17, 2025

Dear Valued Business Partner and Sponsor,

I am excited to share our next **Annual Feeder Associations Convention** dates and location with you for Year 2026!

We hope we can count on your valued participation and sponsorship of this important industry event again, as it promises to be even bigger and bolder!

DATES: **Convention:** February 6 & 7, 2026 (Friday and Saturday)
 Set-up: February 5, 2026 (Thursday between 3:00pm and 7:00 pm)

LOCATION: **Red Deer Resort and Casino**
 3310 50 Avenue Red Deer, Alberta T4N 3X9
 Tel: (403) 346-2091

THEME: **“Strong Partnerships Leading to Great Opportunities”**

As you know, our event is an invaluable gathering of farmers, producers, and industry professionals across Alberta. Our venue fosters relationship building, developing strategies, and planning for success in 2026 and beyond. This is an opportunity I am sure you wouldn't want to miss.

Enclosed you will find full details on our available Sponsorship package options. FAA Convention 2026 offers you the unique opportunity to reach your target audience in a structured, informative, yet informal setting. Display your company name, goods and services, as well as participate in industry expert sessions and Guest Speaker presentations.

Kindly review and return the enclosed Sponsor Registration Form no later than **January 10, 2026**, to allow us to finalize our Agenda and ensure you are included in our Brochure and Signage.

Meet, greet, mingle, and of course enjoy our event highlights – Friday's Beer & Steak Night with upcoming country music star, Morgan Klaiber and her fabulous band. As well as Saturday's STARS Auction Prime Rib Banquet!

If you have any questions, please contact Craig cguthrie@feederassoc.com or call 844.333.3377

Sincerely,

Georges H. Heureux

Feeder Associations of Alberta Limited (FAA)
100, 5908 50 Street, Leduc, AB. T9E 0R6
Tel: 1-844-333-3377 Fax: 1-587-635-5672
www.feederassoc.com



2026 ANNUAL CONVENTION

February 6 & 7, 2026

“Strong Partnerships Leading to Great Opportunities”

**We invite you to Sponsor and Join Us
at this exciting Venue.**

WHY SPONSOR?

- Industry Decision Makers in Attendance
- All segments; Grasser, Backgrounder, Feeder and Finisher, Cow/Calf and Lamb
- Reach your target audience in a structured, informative, yet informal setting
- Display your company name, goods and services, to an engaged, captive audience
- Participate and sit-in on industry expert sessions and Guest Speaker engagements
- Meet, greet, and mingle with your local producers, business professionals and industry experts

ABOUT US (FAA):

- Established in 1936, we are locally operated Feeder Co-ops (45 Local offices)
- We provide Cattle and Sheep producers with competitive, alternative methods and exclusive programs to finance Feeder Cattle and Sheep
- Over \$550M invested annually, an estimated 20%+ of Alberta's calf crop financed.
- More than 2,500+ Members strong
- Better borrowing options, Exclusive programs and services offer producers the ability to Start-up, Expand, and Diversify.
- Improve cash flow and solidify their potential.
- Administrators for both the Agriculture and Agri-Food Canada's Advance Payments Program (APP) and the Interest Rebate Program for 15+ years
- Our Breeder Finance Program (ABFI), launched in November 2013, and has attracted another key industry sector.
- We continue to improve our programs, systems, and administrative capacity to better serve our members and clients.



SPONSORSHIP PACKAGES AVAILABLE

PLATINUM

\$12,500.00

- ✓ Recognition as a Major Sponsor of Convention and Partner
- ✓ Tradeshow booth
- ✓ Logo and sponsorship acknowledgement on PowerPoint in Convention Sessions
- ✓ **Six registration packages** including convention registration and all meal tickets.
- ✓ Your brochure or leaflet in Convention packages (information supplied to us by January 10, 2025)
- ✓ Major sponsor recognition on all signage at convention
- ✓ Logo advertising on our website with links to your site
- ✓ Acknowledgement as a Major Speaker or Banquet Sponsor
- ✓ Opportunity to Address the Delegates directly & introduce sponsored speakers

GOLD

\$5,000.00

- ✓ Recognition as a Key Sponsor of Convention
- ✓ Tradeshow booth
- ✓ Logo and sponsorship acknowledgement on PowerPoint in Convention Sessions
- ✓ **Four registration packages** including convention registration and all meal tickets
- ✓ Your brochure or leaflet in Convention packages (information supplied to us by January 10, 2025)
- ✓ Major sponsor recognition on all signage at convention.
- ✓ Logo advertising on our website with links to your site

SILVER

\$2,500.00

- ✓ Tradeshow booth
- ✓ Sponsorship acknowledgement on PowerPoint in Convention Sessions
- ✓ **Two registration packages** including convention registration and all meal tickets
- ✓ Your brochure or leaflet in Convention packages (information supplied to us by January 10, 2025)
- ✓ Sponsor recognition on all signage at convention.
- ✓ Logo advertising on our website with links to your site.

BRONZE

\$1,500.00

- ✓ Tradeshow booth
- ✓ **Two registration packages** including convention registration and all meal tickets.
- ✓ Sponsor recognition
- ✓ Logo advertising on our website

TRADE SHOW EXHIBITOR

\$950.00

- ✓ Tradeshow Booth (subject to availability, preference given to convention sponsors)
- ✓ **One registration package** including convention registration and all meal tickets.
- ✓ **NEW** this year we have space for some large pieces of equipment right in the trade show area. Space is limited so please reach out early! Equipment space only is a full exhibitor. Equipment as well as Booth Space is \$100 additional charge.

Coffee Sponsor

\$500.00

- ✓ Logo on PowerPoint in trade show during Convention Sessions
- ✓ Signage at the Coffee stations

**Please donate an item in support of our STARS Auction held Saturday evening.
Your support is appreciated**



2026 ANNUAL CONVENTION

February 6 & 7, 2026

Red Deer Resort and Casino, Red Deer, Alberta

Company Name: _____

Contact: _____

Mailing Address: _____

Tel: _____ Fax: _____ Email: _____

PLEASE REGISTER ME FOR: (please check one of the below listed Sponsor package options, **no GST** on sponsor packages)

PLATINUM \$12,500

GOLD \$5,000

SILVER \$2,500

BRONZE \$1,500

COFFEE SPONSOR \$500

TRADE SHOW EXHIBITOR \$950

EQUIPEMENT SPACE \$100

Registration attendees (as per sponsorship provided, additional attendees will require to complete a separate registration):

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

Name: _____

STARS Auction prizes: Yes No Item(s) to be provided: _____

Extra Convention Meal Tickets Available for Purchase

Breakfast \$30 each: Friday # of Tickets _____ Saturday # of Tickets _____ \$ _____

Lunch \$35 each: Friday # of Tickets _____ Saturday # of Tickets _____ \$ _____

Beer & Steak Night (Friday) \$75 each # of Tickets required _____ \$ _____

Banquet & STARS Auction (Saturday) \$75 each # of Tickets required _____ \$ _____

Extra Meals Subtotal: \$ _____

GST (on Meals only) @ 5%: \$ _____

Sponsorship Value: \$ _____

TOTAL (Sponsorship, Extra Meals & GST): \$ _____

Hotel Accommodation Registration: 1-800-662-7197

For guaranteed rates and availability, please book your rooms by **January 6, 2026**

Be sure to identify yourself as a member of the Feeder Associations of Alberta Conference 2026 for preferred pricing.

For Online Hotel Registration: <https://reservations.travelclick.com/108483?groupID=4840196>

Return your completed Registration by January 10, 2026

EMAIL: cguthrie@feederassoc.com or FAX 1-587-635-5672

Questions: Craig at 844.333.3377