BC POULTRY CONFERENCE

MARCH 11-12, 2027

THE WESTIN BAYSHORE, VANCOUVER

Partner with BC's poultry community.

2027
SPONSOR OPPORTUNITIES

Be noticed.
Connect.
Grow your flock.

The 2027 event expects to host over 400 attendees.

Farmers, producers, business owners, and others together over 2 days of learning and reconnecting.

You'll want to be there.

Welcome.

We are excited to host the 9th annual British Columbia Poultry Conference. The main event will take place March 11 -12, 2027, in downtown Vancouver.

Each year, this gathering brings together industry partners, producers, and leaders from across BC and Canada.

Building on the momentum of past events, the conference offers a welcome space to collaborate, share insights, discuss emerging trends, and strengthen our sector. Alongside informative AGMs, attendees have ample opportunity to reconnect during receptions and celebrate together at our signature Gala dinner — and connect with others like you.

Your business or organization, as a sponsor, plays an integral role in supporting BC's poultry sector. Partnering with us gives your business a direct, meaningful platform to showcase your expertise, connect with key decision-makers, and invest in the future of our farming community.

We look forward to seeing you at the 2027 conference.

Sincerely,
BC Poultry Conference Planning Committee
and its collaborating organizations

BC CHICKEN GROWERS' ASSOCIATION
Matthew Burgsma
Shannon Ardell

BC CHICKEN MARKETING BOARD
Dale Krahn
Woody Siemens
Michael Prins

BC EGG MARKETING BOARD
Erin Duetta-Gill
Nathalie Darwin

BC BROILER HATCHING EGG COMMISSION
Stephanie Nelson

BC TURKEY MARKETING BOARD
James Krahn
Natalie Veles

Conference Profile.

The BC Poultry Conference is the leading, annual event for producers, growers, and industry partners.

You'll be noticed.

- Identify new clients in your target market
- Build relationships face-to-face
- Showcase support of the industry
- Offer services to business owners
- Increase brand awareness

It brings all four poultry sectors — table eggs, hatching eggs, chicken, and turkey — together in one conference.

This conference is built around a spirit of growth and innovation. It offers a timely opportunity to connect and share ideas on the issues shaping day-to-day operations—from animal care, policy shifts, and sustainable practices to food safety, market dynamics, urban-rural relations, and public trust.

Together, we look to strengthen our relationships and our shared vision for our industry — for all of BC.

Fast Facts.

400+ attendees
25+ sponsors
4 commodities
2 days
1 conference

Wednesday, March 11 - Friday, March 12, 2027

The Westin Bayshore Vancouver, BC

WHO'S COMING

+ Poultry farmers across BC
+ Canadian industry leaders
+ Local politicians
+ Agricultural media
+ Supply chain members
  including financial institutions, equipment suppliers, feed mills, hatcheries, graders, processors, distributors, and more.

Schedule, 2026 Gallery, and more at bcpoultryconference.ca

Your Opportunities At-A-Glance.

bcpoultryconference.ca

Opportunity	Price	Number Available	Includes: Printed Program Ad	Includes: Exhibitor Table	Includes: Comp. Registration
Gala Dinner (Friday)	$12,000	1	1 page	1	6
Gala Dinner Wine	$6,000	1	1/2 page		2
Gala Dinner Centrepieces	$5,500	1	1/4 page		2
Conference Emcee	$6,000	1	1/2 page		2
Gala Reception	$8,000	1	1/2 page	1	2
Exhibitor Reception (Thurs)	$7,000	1	1/2 page	1	2
Lunch w Industry Updates (Thurs)	$7,000	1	1/2 page	1	2
Lunch w Keynote (Fri)	$8,500	1	1/2 page	1	2
Breakfast (Thurs)	$5,000	1	1/4 page		2
Breakfast (Fri)	$5,000	1	1/4 page		2
“Nest Box” Coffee Bar (Thurs)	$4,000	1	1/4 page		2
“Nest Box” Coffee Bar (Fri)	$4,000	1	1/4 page		2
Conference Lanyard	$9,000	1	1/2 page	1	2
Hotel Room Welcome Gift	$8,000	1	1/2 page	1	2
Conference Wi-Fi	$5,500	1	1/4 page		2
Attendee Bag	$5,500	1	1/4 page		2
Hotel Room Keycard Holder	$5,500	1	1/4 page		2
Event Photographer	$4,000	1	1/4 page		2
Draw Prizes	$2,000 - $4,000	5	Designated ad		1
Attendee Bag Gift Insert	$750				
Exhibitor Table	$3,500	8		1	2
Print Program Ad - full	$2,000	6	1 page		
Print Program Ad - half	$1,000	12	1/2 page		
Quarter Page Program ad	$750	12	1/4 page		

Secure your opportunity. **CONTACT US**

Shannon Ardell
bcpcsponsorship@gmail.com

James Krahn
jameskrahn@krahngroup.com

Matt Burgsma
matthew@bcchickengrowers.ca

Gala Dinner

PREMIUM EVENT

400 Attendees
Friday, March 12

Gala Dinner

$12,000

The Gala Dinner, hosted by our emcee Kevin Lim, is the highlight of the BC Poultry Conference. Attendees wrap up the conference in style with exceptional food and exciting awards—all in the company of industry friends and colleagues.

YOUR SPONSORSHIP INCLUDES:

- **Gala Dinner Feature:** Verbal and visual recognition as a premier sponsor during the evening program
- **Speaking Opportunity:** Two-minute podium address during the Gala Dinner
- **Complimentary Passes:** Six full conference registrations
- **Exhibitor Table:** One dedicated display table in the exhibitors' area
- **Program Visibility:** One full-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

The sponsor may also provide an attendee bag insert at their own cost for the event (subject to approval by the Sponsorship Committee.)

Gala Dinner Wine

$6,000

Toast our community! Your partnership provides curated red and white selections — hand-picked by the Conference Committee — to every dining table, offering prominent visibility throughout our premier celebration.

YOUR SPONSORSHIP INCLUDES:

- **Gala Dinner Feature:** Verbal and visual recognition during the evening program
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One half-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Gala Dinner Centrepieces

$5,500

Put your brand in the spotlight during our signature event. As the Centrepieces Sponsor, your organization is featured prominently at every Gala dining table alongside an eye-catching design curated by the Conference Committee.

YOUR SPONSORSHIP INCLUDES:

- **Gala Dinner Feature:** Verbal and visual recognition during the evening program
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One quarter-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Conference Emcee

$6,000

We're pleased to welcome back Kevin Lim as our emcee for two days. A familiar voice across Vancouver morning radio, Kevin brings wit, charm, and seasoned energy to keep our program running seamlessly. Prepare for a memorable time as he guides the conference and hosts our Gala.

YOUR SPONSORSHIP INCLUDES:

- **Gala Dinner Feature:** Verbal and visual recognition during the evening program
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One half-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Lunch - Industry Updates

$7,000

Your brand will be featured prominently alongside attendees' midday meal and from the mainstage while guest speakers deliver industry updates and engage a large audience.

YOUR SPONSORSHIP INCLUDES:

- **Lunch Feature:** Verbal and visual recognition during the meal and presentations
- **Complimentary Passes:** Two full conference registrations
- **Exhibitor Table:** One dedicated display table in the exhibitors' area
- **Program Visibility:** One half-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Gala Reception

$8,000

Raise a glass with delegates as they gather before Friday evening's Gala Dinner. Hosted at the scenic ballroom entrance, this pre-dinner reception is a relaxed hour to chat and unwind.

YOUR SPONSORSHIP INCLUDES:

- **Gala Dinner Feature:** Verbal and visual recognition during the evening program
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One half-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Exhibitors' Reception

$7,000

Position your brand at the center of the action as host of our opening reception. Attendees gather in the exhibitor lounge for savoury hors d'oeuvres, full bar service, and networking time for unmatched face-to-face time with allied trades.

YOUR SPONSORSHIP INCLUDES:

- **Reception Feature:** Visual recognition during the networking event
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One half-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

PREMIUM EVENT
350 Attendees
Friday, March 12

Lunch - Keynote

$8,500

Pairs your company with our marquee keynote address and seated lunch, delivering maximum visibility across the ballroom. Benefit from premier logo placement on the main screens, branded table displays, and verbal acknowledgment from the podium.

YOUR SPONSORSHIP INCLUDES:

- **Lunch Feature:** Verbal and visual recognition during the meal and speaker presentation
- **Complimentary Passes:** Two full conference registrations
- **Exhibitor Table:** One dedicated display table in the exhibitors' area
- **Program Visibility:** One half-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Breakfast

$5,000 *Thursday* **$5,000** *Friday*

Put your company front and centre first thing in the morning as delegates gather for the day ahead. Hosted at the scenic ballroom entrance, this buffet features hot items and continental breakfast classics. Branded buffet signage and entrance displays reach them before sessions begin.

YOUR SPONSORSHIP INCLUDES:

- **Breakfast Feature:** Visual recognition during the meal and service areas
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One quarter-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

"Nest Box" Coffee Bar
& Refreshment Break

$4,000 *Thursday* **$4,000** *Friday*

Treat delegates to their favourite custom brew during the afternoon stretch. From 2:00 to 4:30pm in the exhibitors area, this specialty coffee bar offers craft lattes, espressos, and warm drinks to all. High-impact exposure for you at the mid-day hospitality networking hub!

YOUR SPONSORSHIP INCLUDES:

- **Table Feature:** Visual recognition during the reception and service areas
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One quarter-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

PREMIUM OFFER
400 Attendees
each wearing one

Conference Lanyards

$9,000

Guarantee non-stop visibility with the most prominent, high-frequency item at the event. Lanyards hold name badges and the daily schedule, and are required for entry to all sessions, meals, and receptions — so every delegate wears your logo eeach day.

YOUR SPONSORSHIP INCLUDES:

- **Highly Visible:** Visual recognition during the entire conference
- **Complimentary Passes:** Two full conference registrations
- **Exhibitor Table:** One dedicated display table in the exhibitors' area
- **Program Visibility:** One half-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Hotel Room Welcome Gift

$8,000

Deliver a memorable personal welcome that sets the tone for the whole event. Working with the Organizing Committee, you provide a tailored gift delivered to each attendee's guest room before they arrive — a thoughtful way to make a standout first impression.

YOUR SPONSORSHIP INCLUDES:

- **Featured Item:** Visual recognition upon arrival that goes home with attendees
- **Complimentary Passes:** Two full conference registrations
- **Exhibitor Table:** One dedicated display table in the exhibitors' area
- **Program Visibility:** One half-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Conference Wi-Fi

$5,500

Deliver one of the most widely used amenities at the event. As the exclusive wifi sponsor, you pick the network password, so your brand name is literally typed by delegates as they get online. Plus placement on registration signage, displays, and program guides.

YOUR SPONSORSHIP INCLUDES:

- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One quarter-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Attendee Bag

$5,500

Maximize your reach with continuous brand exposure across all three days. As exclusive bag sponsor, you work with the committee to design an attractive, reusable bag carrying your logo and event branding. A bag is handed to each guest at check-in filled with approved inserts.

YOUR SPONSORSHIP INCLUDES:

- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One quarter-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Hotel Room Keycard Holders

$5,500

Connect with delegates the moment they arrive in Vancouver. At check-in, every guest receives their room key inside your custom-branded holder — making you the first brand they meet, and one they see each time they enter their room over three days.

YOUR SPONSORSHIP INCLUDES:

- **Recognition:** Visual recognition every time a guest gains access to their room or hotel amenity
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One quarter-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Event Photographer

$4,000

Help capture memorable moments of the event. From candid networking shots to award celebrations, the photographer will document the energy, fun, and highlights of the conference. You can be part of delivering those visual memories.

YOUR SPONSORSHIP INCLUDES:

- **Recognition:** Verbal and visual recognition during event program
- **Complimentary Passes:** Two full conference registrations
- **Program Visibility:** One quarter-page feature advertisement in the official Event Program
- **Digital Presence:** Prominent display advertising featured throughout the event

Draw Prizes

$4,000 *Grand Prize* **$2,000** *Prizes (4)*

Create excitement and goodwill by presenting one of our official draw prizes. With the Sponsorship Committee, you select a standout prize package, awarded to a lucky delegate during a key meal.

Prizes: Deliver mid-day or evening excitement with featured prize giveaways awarded directly during Thursday and Friday lunch.

Grand Prize: Take centre stage during the Gala Dinner as the exclusive presenter of the premier prize draw — the conference's headline giveaway.

YOUR SPONSORSHIP INCLUDES:

- **Recognition:** Verbal and visual recognition during the time of the draw
- **Complimentary Pass:** One full conference registration per draw prize sponsor
- **Program Visibility:** Designated advertisement in the official Event Program
- **Digital Presence:** Your logo recognized on the event website and announced in email

Attendee Bag Gift

$750

Delight conference-goers with your special swag, promotional giftware, or snack item, which will be included in their registration bag. (Flyers and other print material will not be accepted)

YOUR SPONSORSHIP INCLUDES:

- **Featured Take-Away:** Every registrant goes home with your chosen gift item
- **Digital Presence:** Your logo recognized on the event website

Items must be provided at your cost, delivered to our planning team at least two weeks prior to the event.

Exhibitor Table

$3,500

Participate in the trade show with your booth on display in the Exhibition Hall. Attendees frequently walk through; the Nest Box Coffee Bar is also there, offering daily complimentary beverages. The hall will be an especially busy place when it hosts the Exhibitors' Reception.

YOUR SPONSORSHIP INCLUDES:

- **Complimentary Passes:** Two full conference registrations
- **Exhibitor Table:** One dedicated display table in the exhibitors' area
- **Digital Presence:** Prominent display advertising featured throughout the event

Printed Program Advertisements

$2,000 *Full Page*
$1,000 *Half-Page*
$750 *Quarter-Page*

Every attendee receives a printed conference program magazine upon registration. It's their go-to source of information about the conference schedule, special events, venue map, and of course, our valued sponsors.

Printed Program:
8.5"x11" magazine, 24-28 pages, full colour

Artwork specs and deadlines will be provided upon confirmation of sponsorship. Ads must be submitted according to required artwork specifications. Planning Committee members reserve the right to deny any advertising content.

YOUR SPONSORSHIP INCLUDES:

- **Featured Take-Away:** Every registrant goes home with your advertisement
- **Digital Presence:** Prominent display advertising featured throughout the event

Secure your opportunity.

To discuss more or to confirm your choice, contact a member of the BC Poultry Conference Sponsorship Committee:

Shannon Ardell
bcpcsponsorship@gmail.com

James Krahn
jameskrahn@krahngroup.com

Matt Burgsma
matthew@bcchickengrowers.ca