



ALPACA ONTARIO
SPRING EXPO 2022
Virtual Conference

April 23, 2022

A full-day conference-style event
presented by Alpaca Ontario

Email: Springshow@alpacaontario.ca
for more details and information



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Alpaca Ontario Spring Expo 2022

April 23, 2022

After a two-year hiatus, Alpaca Ontario is excited to announce the Spring 2022 Expo, hosted virtually, April 23rd, 2022! A day-long conference-style event not to be missed!

This year's content and activities have been curated to educate and connect Alpaca owners both in Ontario and across the globe. With exciting international speakers, participants will have an opportunity to learn from and experience Alpaca husbandry like never before. Due to the unique nature of on-line events - for the first time international speakers will be sharing current alpaca-related stories and issues as it impacts on all alpaca owners and enthusiasts. It's a global discussion!

About:

Alpaca Ontario represents the collective interests of over 80 member farms in the province, promoting awareness of the alpaca industry, developing the fibre value chain, offering education for its members, promoting highest quality alpaca husbandry & breeding practices and networking amongst members.

As an organization, Alpaca Ontario works with other national and international alpaca bodies to promote and advocate for the alpaca industry in the province and worldwide.



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Session Highlights

*Confirmed at time of release subject to change

Keynote Opening Session – *Alpacas Worldwide – European Perspective* – Robin Näsemann – Germany

Robin comments on the world of alpaca from a global perspective. The alpaca industry is changing like never before. Hear first-hand how the global alpaca community is responding. An inspiring way to start the day-long event!

Session 1 – *In the Show-Ring* – Robin Näsemann, Germany

Show Judging includes years of training and certification. Join Robin as he outlines his approach to show-judging alpaca from around the world. Everything you need to know to ready an alpaca for the show-ring! Q&A to follow

Session 2 – *Fibre & Fleece* – Robin Näsemann, Germany

A look at the adjudication process when judging fibre & fleece. Learn to benchmark your fleece against others in this rare opportunity to be up-front and personal with an international fibre judge. Q&A to follow

Session 3 – *The Business of Farming* – OMAFRA, Canada

Grants and other government programs for the alpaca farmer are discussed in this informative presentation outlining what's available from the provincial government, including financial support and business planning tools and resources. Q&A to follow

Session 4 – *Sanctioned Shows in Canada and the Role of Alpaca Canada* – Paityn Eid – President, Alpaca Canada, Canada

What is the status of in-person sanctioned shows in Canada and what role does Alpaca Canada play in those shows? Hear from Paityn Eid, President of Alpaca Canada, as she outlines the value of membership in this national organization. Q&A to follow

Session 5 – *Geronimo! The Most Famous Alpaca in the World!* – Heather MacDonald, United Kingdom

For all the wrong reasons – Geronimo is a headline-hitting story that needs to be shared. Hear from Geronimo's owner about the alpaca unnecessarily put to death by the UK government. A story of caution for all alpaca owners! Moderated Q&A to follow

Session 6 – *All About Yarn* – Nancy Carr, Canada

An exploration into the complexities of alpaca yarn including what yarn weights are suitable for what grade of fleece, explaining terms such as ply, yarn weights/grist, yarn labels, communicating with a fibre mill, and how to market yarn.

Q&A to follow

Session 7 – *COVID-19 and the Link with Alpaca* – Benjamin Murrell, Assistant Professor, Sweden

An alpaca's bloodstream may seem like an unlikely place to search for COVID-19 treatment, but Swedish researchers say their unusual approach has uncovered a minuscule antibody with the ability to block coronavirus from entering human cells. Join Dr Murrell the Author of the research paper in this informative session. Moderated Q&A to follow

Session 8 – *Alpaca 101 – An Introduction to Alpacas and Alpaca Farming* – Heather Candler, Oak Hills Alpacas, Canada

Considering raising alpacas and want to know more? Join Heather Candler, a 13-year alpaca farmer who has helped more than 25 farm families launch their alpaca farms to learn more about why we raise alpacas, basic care, shelter, nutrition, breeding, and how the business of alpaca farming works. Q&A to follow.



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Sponsorship Opportunities

With the shift to virtual, Alpaca Ontario has attracted speakers who are well-known internationally allowing Sponsors of the event the chance to showcase their support locally and position themselves on a global scale.

An exciting package of sponsorship opportunities have been created to suit all levels of support including:

A unique opportunity to be in-front of a captive alpaca farming audience, including members of Alpaca Ontario and alpaca enthusiasts from around the world.

Conference Sponsorship Opportunities

- Presenting Sponsor @ \$1,000 **SOLD**
- Session Sponsors @ \$500
- Registration Sponsor @ \$350 **SOLD**

Experience Sponsors Opportunities

- Alpaca After-Hours Party Sponsor - \$500 **SOLD**
- Auction & In-kind Sponsors - GIK

Other Opportunities

- Exhibitors Plus - \$150
- Exhibitors - \$100
- Supporters - GIK

Sponsorships can also be customized and tailored to suit your marketing needs. To confirm or learn more, email:
springshow@alpacaontario.ca



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Presenting Sponsor - valued at \$1,000 **SOLD**

Event Opportunities

- Exclusive category recognition as Presenting Sponsor
- Logo placement on each presentation throughout the day
- Expo registration for up to six guests
- Invitation for six to the Alpaca After Hours Experience, including three Experience packages

Promotional Benefits

- Premium logo recognition on all marketing and promotional materials including:
 - Official event logo
 - All digital event collateral and communications
 - Sponsor page on the official 2022 Expo digital program
 - 2022 Expo website and registration page, with link to corporate website
 - Expo platform main page
- Exclusive sponsorship announcement e-blast sent to all Alpaca Ontario members
- Recognition during Expo Welcome and Closing remarks
- Full-page corporate advertisement in official 2022 Expo digital Program
- Inclusion on social media initiatives, with a minimum of two exclusively branded posts, featured on all Alpaca Ontario platforms
- Logo recognition on any event advertising, including print, broadcast, and web
- All Exhibitor Plus+ benefits



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Session Sponsors - valued at \$500

Event Opportunities

Category recognition as a Session Sponsor

Expo registration for up to three guests

Invitation for three to the Alpaca After Hours Experience, including one Experience package

Promotional Benefits

- Premium logo recognition on all marketing and promotional materials including:
 - Some digital event collateral and communications
 - Sponsor page on the Official 2022 Expo digital Program
 - 2022 Expo website landing page, with link to corporate website
 - Expo platform Session pages
- Recognition during Expo Welcome remarks
- Exclusive logo recognition on the lower-third presentation skin during your sponsored Session
- Recognition during introduction of your sponsored Session
- Half-page corporate advertisement in official 2022 Expo digital Program
- Inclusion on social media initiatives, including any posts pertaining to your sponsored Session, featured on all Alpaca Ontario platforms
- Logo recognition on some event advertising, including print, broadcast, and web
- All Exhibitor Plus+ benefits



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Registration Sponsor - valued at \$350 **SOLD**

Event Opportunities

- Exclusive category recognition as the Registration Sponsor
- Expo registration for two guests
- Invitation for two to the Alpaca After Hours Experience, including one Experience package

Promotional Benefits

- Premium logo recognition on all marketing and promotional materials including:
 - Some digital event collateral and communications
 - Sponsor page on the Official 2022 Expo digital Program
 - 2022 Expo website landing page and registration page, with link to corporate website
- Exclusive recognition on Expo registration confirmation page, received by all participants following registration
- Recognition during Expo Welcome and Closing remarks
- Quarter-page corporate advertisement in official 2022 Expo digital Program
- Inclusion on some social media initiatives, with a minimum of one exclusively branded post, on all Alpaca Ontario platforms
- Logo recognition on some event advertising, including print, broadcast, and web
- All Exhibitor Plus+ benefits



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Alpaca After-Hours Experience Sponsor - valued at \$500 **SOLD**

Registrants re-group after the day-long conference with a virtual cocktail hour featuring live entertainment, Mary-Ann English Spin-off results, Photo Contest Winner and More!

Registrants will receive an “Experience” Package prior to the event with cocktail items. Raise a glass in celebration and network virtually with attendees!

Event Opportunities

- Exclusive Category recognition as the Alpaca After-Hours Sponsor
- Expo registration for two guests
- Invitation for four to the Alpaca After Hours Experience, including two Experience packages

Promotional Benefits

- Premium logo recognition on all marketing and promotional materials including:
 - Some digital event collateral and communications
 - Sponsor page on the Official 2022 Expo digital Program
 - 2022 Expo website landing page, with link to corporate website
 - Expo platform main page
- Recognition during Expo Welcome and Closing remarks
- Logo recognition the lower-third presentation skin during Alpaca After-Hours Experience
- Half-page corporate advertisement in official 2022 Expo digital Program
- Inclusion on some social media initiatives, including posts pertaining to the Alpaca After-Hours Experience, featured on all Alpaca Ontario platforms
- Logo recognition on some event advertising, including print, broadcast, and web
- All Exhibitor Plus+ benefits



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Marketplace Exhibitor Opportunities

Expo Exhibitor PLUS+ valued at \$150

A unique opportunity to promote your business and services to attendees of the Spring Expo 2022. Virtually meet Expo participants one-on-one! Feature your showroom, products and more in this virtual sales-call.

- Category recognition as an Expo Exhibitor PLUS+
- Discounted Expo registration rate
- Enhanced Expo platform functionality, including ability to virtually meet with Expo participants
- Logo recognition on some marketing and promotional materials including
 - Some digital pre-and-post event collateral and communications
 - Expo Exhibitor page on the Official 2022 Digital Expo Program
- Inclusion on some social media initiatives, on all Alpaca Ontario platforms

Expo Exhibitor - valued at \$100

Promote your business and products with this basic marketplace opportunity including a direct links to your business website.

- Category recognition as an Expo Exhibitor
- Discounted Expo registration rate
- Logo recognition on some marketing and promotional materials including:
 - Some digital pre-and-post event collateral and communications
 - Expo Exhibitor page on the Official 2022 Digital Expo Program
 - 2022 Expo Exhibitor page, with link to corporate website
- Inclusion on some social media initiatives, on all Alpaca Ontario platforms

Supporters valued at \$50

Don't have a business to promote? Support Spring Expo 2022 with a financial contribution towards this virtual event!

- Category recognition as a Supporter on Expo main platform
- Recognition during Expo Welcome and Closing remarks
- Annual recognition on the home page of the Alpaca Ontario website



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In-Kind Opportunities

Gift-In-Kind Supporter - GIK

A unique opportunity to promote your service or product and contribute in-kind contributions that will assist in the success and growth of both the Spring Expo and Alpaca Ontario

- Category recognition as an Event Supporter
- Discounted Expo registration rate
- Logo recognition on the Expo platform and during event component where item is featured or activated
- Annual recognition on the home page of the Alpaca Ontario website