

12

Reasons to be a Business Member

The Alberta Equestrian Federation (AEF) offers exclusive marketing opportunities and special discounts to our business members. With over 18,000 members, the AEF is positioned to provide your business with cost effective marketing and advertising to suit every business, no matter the size.

Access to Group Commercial Insurance

At preferred rates, through Capri Insurance; call 1-800-670-1877 directly for details.

Ad Placement in AEF ENews

Each month one business member will have their ad included in the main body of the AEF newsletter.

Discounted Advertising Rates

Business Members receive 30% off regular advertising rates for Alberta Bits magazine. Distribution of over 9,000 printed and 5,000 digital issues.

Free Business Listing on AEF Website

Business listing includes logo, link, contact information, description, and can be displayed in up to two categories.

Free Feature in AEF ENews

Each month two business members will be featured in the AEF newsletter and sent to over 18,000 contacts.

Free Listing in Alberta Bits

Business members are listed in the directory section of Alberta Bits. Listing includes your business name and website (hyper-link included in digital issue). Over 9,000 printed editions are distributed to AEF members and tack stores in addition to a digital distribution of over 5,000 individuals.

Highlighted in Alberta Bits

Business members who choose to provide a discount or special offer to AEF members are promoted.

Promote Business Specials, Sales & Events

Free postings on the AEF Calendar of events to promote special events, clinics, sales, etc.

Priority Contact for Sponsorship Opportunities

Your business will be given first opportunity to become involved in upcoming AEF fundraisers, sponsorships, and events.

Referral Program

For each new member your business refers to the AEF, a \$5 credit will be applied towards your membership fee for 2018, to a maximum of the annual cost of renewal.

Referrals to you from AEF

Members reach out to the AEF constantly, and explore our website looking for businesses to contact for various products/services; the AEF ONLY refers our business members to potential customers. Business flyers or literature can be displayed at the AEF office and during trade shows (supplied by your business).

Show Affiliation with the AEF

Display the AEF logo on your website to show customers that you are affiliated with the AEF. Note: logo permission is obtained from the AEF.



**Alberta
Equestrian
Federation.**

100, 251 Midpark Blvd SE, Calgary, AB T2X 1S3

1.877.463.6233 • 403.253.4411

marketing@albertaequestrian.com • www.albertaequestrian.com



AlbertaEquestrian



@AB_Equestrian



alberta_equestrian



**Alberta
Equestrian
Federation**®

2018 Business Membership Application

100, 251 Midpark Blvd SE, Calgary, AB T2X 1S3
 Phone: 403.253.4411 ext. 6 • Toll Free: 1.877.463.6233
 Fax: 403.252.5260 • marketing@albertaequestrian.com
 albertaequestrian.com

Business Membership Fee - \$120.00 (January 1 - December 31)

BUSINESS INFORMATION:	OFFICIAL REPRESENTATIVE INFORMATION:
Name: _____	Name: _____
Address: _____	Position or Title: _____
City: _____	Address: _____
Prov./Territory: _____ Postal Code: _____	City: _____
Telephone: _____	Prov./Territory: _____ Postal Code: _____
E-Mail: _____	Telephone: _____
Website: _____	E-Mail: _____

Representative who will have access to the AEF Membership Verification Database:

Important: Business members receive one vote at all special and general meetings of the AEF. Print the name of the individual who will carry the vote: _____

PLEASE DESCRIBE YOUR BUSINESS: **100 words or less. This description will be published and provides you with the opportunity to reach out and attract customers!*

Business members get their logo on the AEF website!
 Please send a high resolution logo to membership@albertaequestrian.com
 Preferably no smaller than 300 DPI and in JPEG, EPS or PNG format

OFFER A DISCOUNT TO AEF MEMBERS AND ENSURE YOU STAND OUT IN AEF ADVERTISING.
PROVIDE DISCOUNT DETAILS BELOW: **Optional. Gives your business higher ranking on website*

BUSINESS CATEGORIES - Please select a maximum of two categories

Accommodations

Associations and Societies

Arts and Gifts

Includes: fine arts, gifts and photography

Boarding Stables/Equestrian Centres

Breeders and Stud Services

Business Services

Includes: accounting, advertising, bookkeeping, marketing, tax services, etc.

Carriage/Sleigh Rides and Sales

Clothing and Embroidery

Includes: equine related clothing, embroiders, and clothing suppliers

Education

Includes: equine assisted learning, courses, clinicians and schools

Equine Expos and Trade Fairs

Equine Health Care

Equine Products

Equine Sales/Leases

Equine Services

Equine Training

Farm Services and Suppliers

Farriers

Feed and Bedding

Haulers/Shippers

Holidays/Retreats

Includes: bed and bale, guest ranches and trail riding

Miscellaneous Products

Miscellaneous Services

Publications

Includes: print and digital

Rider Health Services

Includes: counselling, massage, physiotherapy and rider fitness

Riding Instructors/Coaches

Tack and Suppliers/Repairs

AGREEMENT AND CONSENT

By completing this application and providing information to the Alberta Equestrian Federation (AEF), I acknowledge and consent to the publication of the information provided in the Public Domain, including but not restricted to the AEF Online Directory and Alberta Bits magazine, and to release the contact information provided above if requested by AEF members and the public.

Authorized Signature: _____

Name (print): _____ Date: _____

I consent to displaying this email address _____ on the AEF website, as contact information for our business.

I consent to receive business news and announcements electronically from the AEF.

PAYMENT (price includes GST)

Annual Business Membership: \$120.00 All fees are non-refundable
Please make cheques payable to: Alberta Equestrian Federation

Cheque Number: _____

Visa/Mastercard Card Number: _____

Expiry: _____ CSV: _____

Card Holder Name (print): _____

Authorizes Alberta Equestrian Federation to charge his/her/business credit card \$120 as indicated above.

Signature: _____