

**2018 - 2019 Extended BUSINESS MEMBERSHIP**

**MEMBERSHIP FEE \$170.00 (September 1, 2018 – December 31, 2019)**

100, 251 Midpark Blvd SE, Calgary, Alberta | P: 403.253.4411 ext 1 | P: 877.463.6233 | F: 403.252.5260  
albertaequestrian.com | membership@albertaequestrian.com

**BUSINESS INFORMATION \* Denotes information will be displayed publicly**

\*Business Name: \_\_\_\_\_

\*Business “**Store Front**” Address (if applicable): \_\_\_\_\_

\*City/Town: \_\_\_\_\_ \*Prov/Terr: \_\_\_\_\_ Postal Code: \_\_\_\_\_

\*Business Phone: \_\_\_\_\_ \*Business Email: \_\_\_\_\_

\*Business Website: \_\_\_\_\_

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Owner/Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_ Email: \_\_\_\_\_

City/Town: \_\_\_\_\_ Prov/Terr: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Person (over 18) to carry vote at AEF Special and Annual General Meetings: \_\_\_\_\_

***Please submit a high resolution Business logo by email to be displayed with your listing on our website. Preferably 2MB and in JPEG, EPS or PNG format.***

**PUBLICATION CONSENT**

I consent and agree to the publication of the contact information above (indicated by the asterisk \*) to be displayed on the AEF website, in Alberta Bits magazine, and in the Public Domain, including but not restricted to the AEF Online Business Directory. **If you do not wish to have some information publicly displayed, please do not fill in that specific information.**

Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

NOTE: Authorized signee must be a legal signing authority for the Business.

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

**OPTIONAL - OFFER A DISCOUNT TO AEF MEMBERS AND ENSURE YOU STAND OUT IN ADVERTISING**  
Gives your business higher ranking on our website and in Alberta Bits Magazine

## MEMBERSHIP VERIFICATION

Access to the AEF membership verification to verify a member's status is granted if your business offers a discount to AEF Members, or your facility requires an AEF Membership for patrons. If applicable, please indicate the person to have Membership Verification Status: \_\_\_\_\_

I \_\_\_\_\_ understand and agree that access to AEF membership verification is a privilege. I acknowledge that information accessed by me is to remain confidential and utilized only for its intent. I will not share this status with anyone. I agree to adhere to the AEF Privacy Policy. \_\_\_\_\_

Signature

## BUSINESS CATEGORIES – Please select a *maximum* of two (2) categories

- |  |  |
|--|--|
| <input type="checkbox"/> Accommodations  | <input type="checkbox"/> Equine Services   |
| <input type="checkbox"/> Associations and Societies  | <input type="checkbox"/> Equine Training   |
| <input type="checkbox"/> Arts and Gifts - <i>fine arts and gifts</i>   | <input type="checkbox"/> Farms Services and Suppliers  |
| <input type="checkbox"/> Boarding Stables / Equestrian Centers   | <input type="checkbox"/> Farriers  |
| <input type="checkbox"/> Breeder / Stud Services   | <input type="checkbox"/> Feed and Bedding  |
| <input type="checkbox"/> Business Services – <i>accounting/bookkeeping, marketing, tax services, advertising, etc.</i> | <input type="checkbox"/> Haulers / Shippers  |
| <input type="checkbox"/> Carriage / Sleigh Rides   | <input type="checkbox"/> Holiday Retreats – <i>bed &amp; bale, guest ranches, trail riding</i>                   |
| <input type="checkbox"/> Clothing and Embroidery – <i>equine related clothing, embroiders</i>                          | <input type="checkbox"/> Miscellaneous products and services   |
| <input type="checkbox"/> Education – equine assisted learning, courses, clinicians, schools                            | <input type="checkbox"/> Photography   |
| <input type="checkbox"/> Equine Expos and Trade Fairs  | <input type="checkbox"/> Publications – <i>print and digital</i>   |
| <input type="checkbox"/> Equine Health Care  | <input type="checkbox"/> Rider Health Services – <i>counselling, massage, physiotherapy, rider fitness, etc.</i> |
| <input type="checkbox"/> Equine Products   | <input type="checkbox"/> Riding Instructors / Coaches  |
| <input type="checkbox"/> Equine Sales / Leases   | <input type="checkbox"/> Tack Sales / Suppliers / Repairs  |

**PAYMENT – \$170.00 includes GST. GST registration #12971 4697 All fees are non-refundable**

Cheque Number: \_\_\_\_\_

*Please make cheque payable to Alberta Equestrian Federation*

Visa/MasterCard: \_\_\_\_\_ Expiry: \_\_\_\_\_ CSV: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

E-transfers are accepted by the AEF.

Contact [info@albertaequestrian.com](mailto:info@albertaequestrian.com) for security question and answer.

# Benefits of being a Business Member

**Exclusive marketing opportunities** and special discounts! With over 18,000 members across Alberta, 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 CapriCMW Insurance; call 1-800-670-1877 directly for details. (AEF Business Membership *does not* include insurance coverage)

## Free Feature in Enews

Business members are featured in our electronic newsletter sent to over 18,000 contacts.

## Free Listing on our Website

Business listing includes logo, link, contact information, description and two business categories; business members offering a discount are highlighted.

## Free Listing in Alberta Bits Magazine

Business members are listed in the directory section of Alberta Bits. Directory listing includes business name and website (or contact information). Digital issue includes a hyperlink to your business website. Over 9,000 printed issues are distributed to members and tack stores in addition to a digital distribution to over 5,000 individuals, together reaching over 10,000 households.

## Highlighted in Alberta Bits

Business members who choose to provide a discount or special offer to AEF members are highlighted and promoted in Alberta Bits.

## 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.

## Promote Specials, Sales & Events

Free postings on our Calendar of Events to promote your special events, clinics, sales, etc.; most visited page.

## Sponsorship Opportunities

Businesses are given the first opportunity to become involved in upcoming AEF Fundraisers, sponsorships and events!

## We Refer your Business

Members reach out to us constantly, and explore our website looking for businesses to connect with for various products and services; we **ONLY** refer our business members to potential customers!

Business flyers or literature can be displayed at our office and during trade shows and events (supplied by your business).

## Referral Program

For each new member your business *refers to the AEF* a \$5 credit will be applied toward your next year's membership fee *to a maximum of the annual cost to renew*. Simply have the new member mention your business name when they sign up for an AEF membership.

## Show Your Affiliation with the AEF

Display AEF's logo on your website to show customers that your affiliation (logo use guidelines and permission obtained from the AEF)



AlbertaEquestrian



@AB\_Equestrian



alberta\_equestrian