

2021- 2022 Extended BUSINESS MEMBERSHIP

MEMBERSHIP FEE \$178.50 - Expires: December 31, 2022

120, 251 Midpark Blvd SE, Calgary, Alberta | P: 403.253.4411 ext 6 | 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: _____

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

PAYMENT – \$178.50 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.
 Send to: info@albertaequestrian.com
 Please indicate Business Name in note section.

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 Commercial General Liability

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. 4 Businesses randomly selected per issue.

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



alberta_equestrian