

BUSINESS MEMBERSHIP APPLICATION

****New for 2022 – choose from a 1 or 2-year business membership****

- 2022 (1 Year) \$126.00 Expires December 31, 2022**
 2022 and 2023 (2 Years) \$210.00 Expires December 31, 2023

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: _____ *Bus Phone: _____

*Business Email: _____ *Bus Website: _____

*Social Media Links: _____

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 membership@albertaequestrian.com Logo 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 business 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.** Owner/Contact information is for AEF purposes only.

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 the categories that apply (Max 4)

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

PAYMENT – GST registration #12971 4697 All fees are non-refundable

Please indicate: **2022 (One Year) @ \$126.00 (Incl GST) – Expires December 31, 2022**
 2022 and 2023 (Two Years) @ \$210.00 (Incl GST) – Expires December 31, 2023
SUBMIT the completed application to: membership@albertaequestrian.com
Applications can also be mailed or faxed – contact information on page 1

Cheque Number: _____ Please make payable to Alberta Equestrian Federation

Cardholder Name: _____

Cardholder Signature: _____

Visa/MasterCard: _____

Expiry: _____

CSV: _____

E-transfers are accepted by the AEF.

[Send to: info@albertaequestrian.com](mailto:info@albertaequestrian.com)

Please indicate Your Business Name in note section.

Benefits of being a Business Member

Exclusive marketing opportunities and special discounts! With over 16,000 members all 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. Four (4) businesses are randomly selected per issue.

Free Listing on our Website

Business listing includes logo, web and social media links, contact information, description and 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 8,000 issues are distributed to members and tack stores by mail or digitally.

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 8,000 printed and 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)

*Benefits are subject to change at the discretion of the AEF.



AlbertaEquestrian



alberta_equestrian