



**ALBERTA MAGAZINES CONFERENCE
AND AWARDS 2020**

CALGARY, ALBERTA, MAY 7-8, 2020





ALBERTA MAGAZINES CONFERENCE
AND AWARDS 2020

BE PART OF THE STORY.

MAKE YOUR BRAND A VITAL PART OF
WESTERN CANADA'S LARGEST MAGAZINE
INDUSTRY GATHERING.

Each spring, more than 250 publishers, media professionals and industry leaders gather in Calgary for the Alberta Magazines Conference and Awards Gala. Here, storytellers and publishing entrepreneurs celebrate excellence, learn new skills and build relationships that will guide their decisions and priorities for the coming year.

Connect your brand with an audience of Canadian magazine professionals looking for inspiration and fresh ideas. You'll be part of the best conversation in town—and an essential part of the AMC 2020 experience.

PARTNERSHIP OPPORTUNITIES



| | Banner Sponsor \$5,500 | Feature Sponsor \$3,500 | Contributing Sponsor \$1,200 |
|--|---------------------------|----------------------------|---------------------------------|
| BRAND VISIBILITY | | | |
| Brand an AMC Special Event | ✓ | | |
| Brand an AMC Breakout Session | ✓ | ✓ | |
| Introduce a keynote speaker | ✓ | | |
| Introduce a session speaker | ✓ | ✓ | |
| Receive verbal recognition from AMPA at the AMC | ✓ | ✓ | ✓ |
| PRINT/DIGITAL MEDIA | | | |
| Logo inclusion on all pre-AMC materials, including magazine ads (approx. \$20,000 value), in addition to e-blasts, e-newsletters, press releases, etc. | ✓ | ✓ | ✓ |
| Full-page ad in 2020 Member Catalogue (\$800 value) | ✓ | | |
| Half-page ad in 2020 Member Catalogue (\$400 value) | | ✓ | |
| Acknowledgement on all AMC signage (digital display and signs) | ✓ | ✓ | ✓ |
| Year-round branding on albertamagazines.com (30,000+ visitors annually) | ✓ | ✓ | ✓ |
| Promotional material inclusion in delegate registration packs | ✓ | ✓ | ✓ |
| SOCIAL MEDIA CALLOUT | | | |
| Mentions, links and recognition on social media platforms (4,000+ followers) | ✓ | ✓ | ✓ |
| TRADE SHOW SPACE | | | |
| Exhibition space at the AMC 2020 Trade Show (\$500 value) | ✓ | ✓ | ✓ |
| AMPA PERKS | | | |
| 2020 Associate Membership with AMPA | ✓ | ✓ | ✓ |
| 2020 AMPA Catalogue listing (\$300 value) | ✓ | ✓ | ✓ |
| INVITATIONS | | | |
| Two Full Conference Passes, including an invitation to the Alberta Magazine Awards Gala (\$540 value) | ✓ | | |
| One Full Conference Passe, including an invitation to the Alberta Magazine Awards Gala (\$270 value) | | ✓ | ✓ |

SPONSORING EXCELLENCE



The Alberta Magazine Awards Gala 2020 celebrates outstanding magazine work and the talented people who create it. To sponsor an award category for the industry's most anticipated annual event is to connect your brand with the very best in the business.

AWARDS CATEGORY SPONSOR \$800

ACHIEVEMENT AWARDS

Achievement in Publishing
Best New Magazine
Editor of the Year
Magazine of the Year
Volunteer of the Year

VISUAL CATEGORIES

Art Direction Single Issue
Feature Design
Illustration
Photograph: Essay
Photography: Landscape, Still Life, Architecture
Photograph: People and Portraiture

WRITTEN CATEGORIES

| | |
|----------------------|-----------------------|
| Alberta Story | Feature Writing Short |
| Editorial Package | Fiction |
| Emerging Writer | Poetry |
| Essay | Profile |
| Feature Writing Long | Service Journalism |

INTEGRATED CATEGORIES

Cover
Digital Presence

ADVERTISING OPPORTUNITIES



Be part of the story at the Alberta Magazines Conference 2020.

Contact the AMPA office to find out how you can become a sponsor or book ad space.

403-262-0081 or director@albertamagazines.com

ALBERTA MAGAZINE AWARDS PROGRAM

Secure your company's place in the Alberta Magazine Awards Gala 2020 Program and at albertamagazines.com.

Distribution: 1,000

Full page \$800

Half page \$400

Quarter page \$200

2020 CATALOGUE OF MEMBERS

Place your magazine front and centre in the print version of the 2020 Member Catalogue.

Distribution: 2,000

Full page \$800

Half page \$400



albertamagazines.com