

ALBERTA MEETING & EVENT GUIDE



I can't wait to distribute these copies to our planner network at our next meeting. This will be a great resource for both our titled and non-titled campus planners."

—Andrea Cliff,
Event Administrator,
Department of Medicine,
University of Alberta

"What a fantastic resource! I am proud to support such a great magazine dedicated to our events industry here in Alberta. I love that it is published by Albertans, and provides content relevant to Albertans."

—Brent Taylor,
Managing Partner, Event
Technology Solutions



Innovative Ideas

Written by and for Alberta's Meeting & Special Event Planners

Alberta Meeting & Event Guide

The *Alberta Meeting & Event Guide* was first launched as the *Greater Edmonton Meeting Planner* in 1998. This practical guide to planning Edmonton events was rebranded in 1999 as the *Edmonton Destination Planner*, which was produced annually for fifteen consecutive years. In 2015 we returned to our original editorial mandate PLUS introduced a comprehensive resource guide for planners.

Unique Spaces & Places

Alberta has a wealth of incredible venues, suppliers, and event experts that can pull off the glitziest of affairs to small, intimate gatherings, and this magazine was created to celebrate that. The *Alberta Meeting & Event Guide* will showcase all that Alberta has to offer to anyone—from the first-time event planner to the professional—who is planning a meeting, conference, gala, wedding, or special event.

Divided into two distinct parts, the editorial section of the magazine contains informative editorial with easy to read articles that give insiders information from industry experts.

The resource guide contains listings of suppliers, at-a-glance charts full of helpful information, and formatted ads for increased reader comprehension. The listings are sorted by city and then industry category.

Distribution

Mailed to meeting planners, special event planners, corporate and government planners, and all listed suppliers primarily throughout Alberta. Additional controlled distribution to all MPI and ILEA members in Alberta PLUS hotels, special venues, amateur sports organizations, non-profit organizations, and First Nations offices.



Each issue of the
*Alberta Meeting & Event
Guide* will cover

- News, tips, and what's trending
- Q&A with industry experts who share their tips and experiences in each issue
- Feature editorial will consist of unique venues, professional profiles, emerging trends and industry spotlights

+ Comprehensive
Resource Guide

NEW FOR 2018:

SPRING: Spotlight on Edmonton

FALL: Spotlight on Calgary

Resource Guide

Free Listing

Not guaranteed to be included

Genumark
3672-60 Ave. SE
Calgary T2C 2C7
T: 403-243-0302

INCLUDES:

- Name
- Address
- Phone Number

Basic Listing

\$99

Genumark
3672-60 Ave. SE
Calgary T2C 2C7
T: 403-243-0302
W: genumark.com
Contact: Name +
Accreditation

INCLUDES:

- Name
- Address
- Phone Number
- +
- Website
- Contact Name +
Accreditation



Add Description

(30-40 words)

\$99

Genumark
3672-60 Ave. SE
Calgary T2C 2C7
T: 403-243-0302
W: genumark.com
Contact: Name + Accreditation

Genumark is one of the most experienced companies selling promotional merchandise and corporate uniforms and apparel in Canada. We can help you with items for trade shows (and other events), including apparel for your staff and giveaways.

MEETING & EVENT VENUES / HOTELS

Free Listing

Dow Centennial Centre
8700-84 St.
Fort Saskatchewan T8L 4P5
T: 780-992-6400
Total Meeting Space (Sq. Ft.): 55,050

INCLUDES:

- Name
- Address
- Phone Number
- Total Meeting Space

Grid Listing

\$249

Meeting & Event Venues

Dow Centennial Centre
8700-84 St., Fort Saskatchewan AB T8L 4P5
Tel 780-992-6400 Web fortsask.ca

	TYPE (INDOOR/OUTDOOR)	NO. OF MEETING ROOMS	TOTAL MEETING SPACE (SQ. FT.)	LARGEST ROOM (SQ. FT.)	CAPACITY OF LARGEST ROOM								
					THEATRE	BANQUET	RECEPTION	IN-HOUSE A/V AVAIL.	IN-HOUSE CATERING AVAIL.	WIFI (FREE/PAID/NONE)	AIR CONDITIONING	ACCESSIBILITY	PARKING (FREE/PAID)
Dow Centennial Centre	I	8	55,050	14,000	538	500+	500+	•	•	F	•	♿	F

Hotels

RATE RANGES:

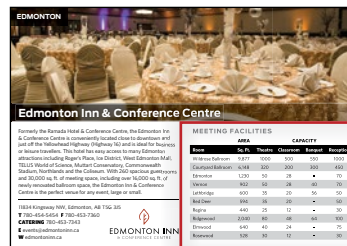
\$—up to 119, \$\$—120-169, \$\$\$—170, \$\$\$\$—over 210

Sheraton Red Deer Hotel
3310-50 Ave., Red Deer AB T4N 3X9
Tel 403-346-2091 Web sheratonhotelledeer.com

	NO. OF ROOMS	NO. OF SUITES	RATE RANGE	MAX NO. GUEST ROOM BLOCK RESTAURANT ON-SITE	AIR CONDITIONING	POOL (INDOOR/OUTDOOR)	SPA/FITNESS/EXERCISE ROOM	NO. OF MEETING ROOMS	TOTAL MEETING SPACE (SQ. FT.)	LARGEST ROOM (SQ. FT.)	CAPACITY OF LARGEST ROOM						
											THEATRE	BANQUET	RECEPTION	IN-HOUSE A/V AVAIL.	WIFI (FREE/PAID/NONE)	MUST USE IN-HOUSE CATERING	ACCESSIBILITY
Sheraton Red Deer Hotel	241	8	\$\$\$	40	•	I	S/F	16	53,000	25,668	1,560	2,208	2,200	F	•	♿	P

Formatted Ad

With a full or half page formatted ad you can showcase all your individual meeting rooms.



Edmonton Inn & Conference Centre

MEETING FACILITIES

Room	Sq. Ft.	Theatre	Classroom	Banquet	Reception
Wildrose Ballroom	9,877	1000	500	550	1000
Courtyard Ballroom	6,148	320	200	300	450
Edmonton	1,230	50	28	-	70
Vernon	902	50	28	40	70
Lethbridge	600	35	20	56	50
Red Deer	594	35	20	-	50
Regina	440	25	12	-	30
Ridgewood	2,040	80	48	64	100
Elmwood	640	40	24	-	75
Rosewood	528	30	12	-	30

MEETING FACILITIES

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Rates

DISPLAY ADS		1x	2x	3x
MAIN BOOK	Back Cover			
	Inside Covers			
	Double Page Spread	For Rates please		
	Full Page	call 780-465-3362 or email		
	2/3 Page Vertical	sales@tanneryoung.com		
	1/2 Page Horizontal			
	1/3 Page Square			

FORMATTED ADS		1x	2x	3x
RESOURCE GUIDE	Full Page			
	1/2 Page Horizontal			
	1/4 Page Square			
	1/8 Page Vertical			
	Business Card Horizontal	For Rates please		
	LISTINGS	call 780-465-3362 or email		
	Basic Listing	sales@tanneryoung.com		
	Add Description			
	Grid Listing			

Deadlines

	BOOKING	MATERIAL	STREET
FALL 2017	Sep 15, 2017	Sep 22, 2017	Oct 2017
SPRING 2018	Mar 15, 2018	Mar 22, 2018	Apr 2018
FALL 2018	Sep 13, 2018	Sep 20, 2018	Oct 2018

Contacts

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Tanner Young Publishing Group

#1, 9301 50 Street, Edmonton, AB T6B 2L5 Canada
780-465-3362 | tanneryoung.com

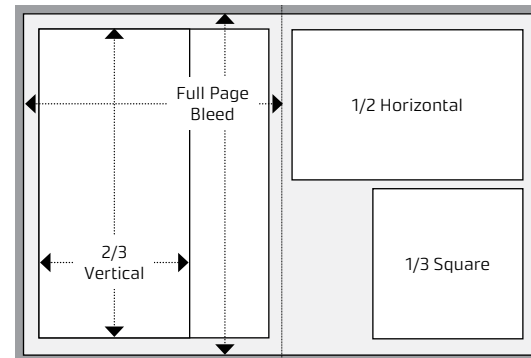
Main Book Display Ad Sizes

	Dimensions (width x depth)
Full Page Bleed	8.125" x 10.75" Trim 8.625" x 11.25" Bleed 7.125" x 9.75" Live area
2/3 Page Vertical (one available)	4.625" x 9.875"
1/2 Page Horizontal	7.125" x 4.875"
1/3 Page Square	4.625" x 4.875"

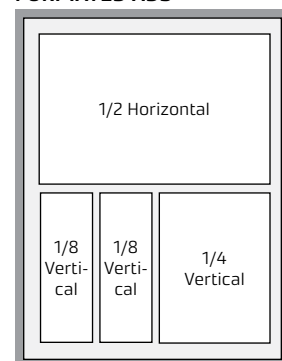
Resource Guide Formatted Ads

Ads are built by the Tanner Young art department. Images and text are provided by the advertiser. Includes a maximum of 3 proofs.

DISPLAY ADS



FORMATTED ADS



Ad Policies

- The publisher will not assume any responsibility for advertising reproductions that do not conform to the requirements listed below.
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements.
- All advertising is subject to acceptance by the publisher.
- The publisher reserves the right to add a keyline to fractional ads to differentiate them from editorial.
- Late receipt of ad materials or changes are subject to additional charges.
- The publisher owns all rights to advertisements and related media produced by the company. Advertiser purchases only space and one time use of artwork.

Ad Requirements

Press Ready Files

- Please build your ad to the exact size specified, with no excess white surrounding the image area.
- Ads intended to bleed should be built to the publication's Trim Size with images extending beyond that by an additional 1/4" on all sides. For safety, keep all essential elements (text & logos) 1/4" inside the trim.
- Crop marks are not required; if you choose to include them, position them outside of the bleed area.
- Press-ready files must be supplied in PDF/X-1a format to comply with industry standards.

- All files must be supplied in CMYK colour mode. Any non-process colours (i.e. RGB, Pantone) will be converted to CMYK. The publisher will not be responsible for any colour shifts that may result from this conversion.
- All fonts must be embedded.
- All images must be a minimum resolution of 300 dpi at 100% size.
- The combined ink density of CMYK colours should not exceed 300%.
- Do not apply trapping to PDF files.

Proofs

- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference).
- Hard-copy proof must be generated from the same PDF file that is supplied for publishing.

Supplied Material For Ad Design Services

- Up to 1/4 page ads: image size minimum 6" x 4" at 300 dpi.
- Half-page and full-page ads: image size minimum 8" x 10" at 300 dpi.
- Text in digital format.

Web Ready Files

- Web optimized files (JPG, GIF, PNG), maximum file size 100 KB.
- Include 1 pixel border.

Delivery Information

- EMAIL** traffic@tanneryoung.com up to 10 MB
- HIGHTAIL** hightail.com/u/Tanner-Young-Publishing-Group
- COURIER** Tanner Young Publishing Group
#1, 9301 50 Street, Edmonton, AB T6B 2L5 Canada