

Conference Summary

We are excited to be hosting the 2020 Virtual Conference as a joint, online event as a collaborative effort between the Alberta Society of Professional Biologists, the Association of the Chemical Profession of Alberta, and the Association of Alberta Forest Management Professionals. We are the professional regulatory bodies registering biologists, chemists, and forest management professionals in the province of Alberta.

This collaborative event enables these organizations to build relationships with other professional regulators while offering the opportunity to improve professional competencies of the regulated professionals we license. The conference will strengthen the organizations' professional profiles, facilitate inter-disciplinary training and networking, and provide professional education that supports continuing competence and career-long learning for regulated professionals.

Context

The organizations provide professional, technical, and education sessions to regulated registrants on an annual basis. This year marks the first collaborative conference.

Format

Like many organizations, in response to COVID-19, the usual in-person delivery has moved to an online, virtual format. Speakers will present to attendees via online webinars which include opportunities for live chat, question and answer sessions with presenters, and context populated networking. Attendees will tailor their educational experience from a range of professional speakers across various disciplines and multiple content themes. They will engage in context-populated networking throughout the conference, access video and text-chat in networking lounges, attend customizable and interactive booths in the exhibitor hall, and select from unlimited free resources in the virtual library.

Exhibitor Experience

The 2020 Virtual Conference is our annual showcase event and an opportunity for companies to exhibit products and services and network with the industry. We recognize that shifting to online events results in drastic changes to the exhibitor experience. That is why we want to connect with you to give you a clear, complete picture of your return on investment as a 2020 Virtual Conference exhibitor.

We have heard from exhibitors that networking is an integral component of these events and have conducted extensive and thorough research of virtual conferencing platforms to maximize your experience. The Nextech/Inferno AR system we are using for our event supports customizable and interactive virtual booths, including: customizable branding and advertisement, variable format content uploads, live text-chat with attendees, video chat, and contact cards. To see how the exhibitor booths look and function, please see our [BOOTH BROCHURE](#) and [DEMO VIDEO](#).

Exposure

In addition to a purchased booth, sponsors and exhibitors can expect exposure across the conference platform, and opportunities to connect with audiences in sessions and scheduled networking portions. Exhibitor logos will be featured in select organizational distributions and publications and within the virtual platform.

Event Details

Hosts

- Alberta Society of Professional Biologists
- Association of Chemical Profession of Alberta
- Association of Alberta Forest Management Professionals

Target Audience

The audience will be a group of inter-disciplinary professionals working within the province. Our respective registrant bases include 2100 professional biologists, 500 professional chemists, and 1600 forest management professionals working in government, industry, consulting, and academia across Alberta.

Date and Location

- Wednesday, December 2 and Thursday, December 3, 2020
- 8:30 am – 4:00 pm
- Live-online, virtual conference platform hosted by Nextech AR/Inferno AR

Rates and Support

For more information on rates and services, please see the [EXHIBITOR PACKAGE](#). We are interested in ensuring the value we are offering is in alignment with your company needs so we are open to ideas that you have that can optimize your return on investment.

Our staff is available to assist in the creation of your virtual booth and Nextech will train all speakers and exhibitors how to use the platform and optimize the functionality of the booths.

Contact

We recognize that an online space changes the way exhibitors will interact with guests and we hope to connect with you to discuss expectations and requirements so we can deliver a space that works for you. We are available to discuss your needs and look forward to chatting with you. Connect with us at Shonellew@aafmp.ca or Carlar@aafmp.ca.

We look forward to working with you.

Alberta Society of Professional Biologists
Association of Chemical Profession of Alberta
Association of Alberta Forest Management Professionals

2020 VIRTUAL CONFERENCE

The [Association of Alberta Forest Management Professionals \(AAFMP\)](#), the [Association of the Chemical Profession of Alberta \(ACPA\)](#), and the [Alberta Society of Professional Biologists \(ASPB\)](#) invite you to attend the 2020 Virtual Conference. The associations are delivering multi-disciplinary educational and training sessions to benefit the professional practices of Forestry, Chemistry, and Biology in Alberta., This is a virtual platform where all of the professions can come together to learn, network, and grow our community.

The 2020 Virtual Conference will include research and development, workplace management topics, industry speakers, technical training, networking and association updates. Through these sessions each association will make information available on the practices of Forestry, Chemistry, and Biology.

We invite you to attend this conference as an exhibitor and influence the professional promise of the 1,600 Forestry, 500 Chemistry, and 2100 Biology professionals who are committed to the public's interest. In attendance will be forest management professionals, professional chemists and biologists, senior administration, and leaders from stakeholder groups.

The conference will be delivered through a virtual platform which will bring information from high quality speakers and provide opportunity for participants to interact with each other, speakers, and event sponsors.



Networking Sponsor

\$1500+

- ✓ 1 medium interactive exhibitor booth
- ✓ Recognition at one of the keynote address'
- ✓ Showcase opportunity at online event
- ✓ ¼ page advertisement and an article in the Association's corresponding newsletter's
- ✓ 2 complementary tickets which includes participation in sessions
- ✓ Coffee break sponsorships
- ✓ Hosting break-out room at networking session
- ✓ Company name and logo displayed at event
- ✓ Promotion in weekly registrant distributions
- ✓ Lunch-hour information session with Association members pre or post-event



Medium Booth Exhibitor

\$1000

- ✓ 1 medium interactive exhibitor booth
- ✓ Showcase opportunity at online event
- ✓ ¼ page advertisement in the Association's corresponding newsletters distributions
- ✓ 1 complementary ticket which includes participation in sessions
- ✓ Coffee break sponsorships
- ✓ Hosting break-out room
- ✓ Company name and logo displayed at event
- ✓ Promotion in the weekly registrant distributions.



Small Booth Exhibitor

\$500

- ✓ 1 small interactive exhibitor booth
- ✓ 1 complementary ticket which includes participation in select sessions
- ✓ Coffee break sponsorships
- ✓ Company name and logo displayed at event
- ✓ Promotion in the weekly registrant distributions.

FOR MORE INFORMATION
ON INTERACTIVE BOOTHS
VISIT THE [BOOTH GUIDE](#)
AND THE [DEMO VIDEO](#)

Customized solutions available upon request.

To reserve an exhibitor booth, please contact AAFMP

#320, 3203 - 93 Street Edmonton, Alberta, Canada T6N 0B2 • info@aafmp.ca • 780-761-8733



Virtual Exhibition Booth Guide for Exhibitors

SMALL 2D Booth





MEDIUM 2D Booth

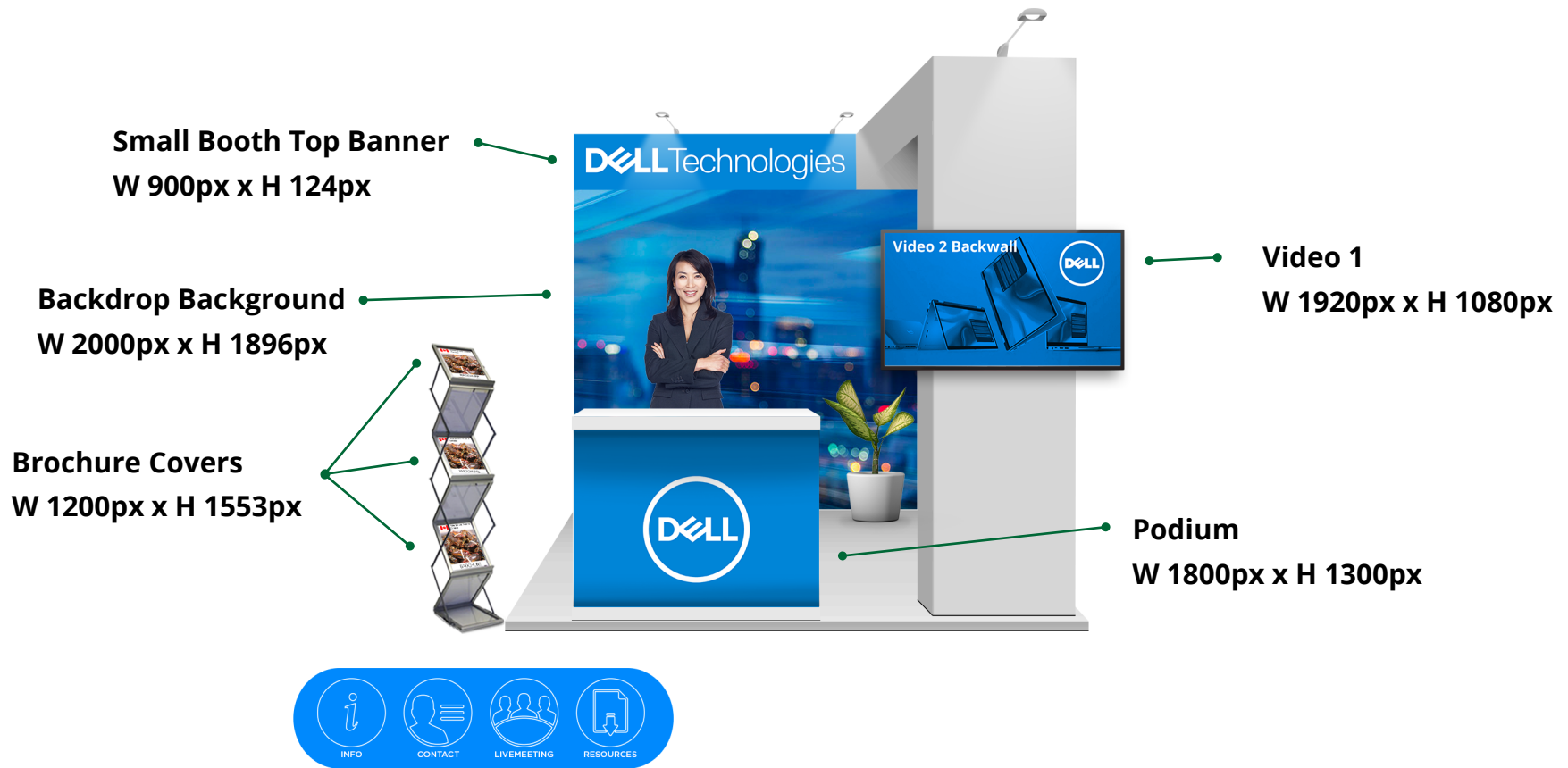


2D Booth Specs



Booths Size Requirements	SMALL	MEDIUM
Preview		
Video Thumbnails	1 thumbnail - Jpeg - 1920 x 1080	1 thumbnail - Jpeg - 1920 x 1080
Actual Video	1 video - mp4 - 1920 x 1080	1 video - mp4 - 1920 x 1080
Pull-up Banners	None	2 banner - Jpeg - 783 x 2000 pixels
Small Banner	None	None
Podium	Jpeg - 1800 x 1300 pixels	Jpeg - 1800 x 1300 pixels
Info	Max. 100 Words exhibitor company description	Max. 100 Words exhibitor company description
Contact	Contact info of booth personel, in vCard, pdf, excel, etc.	Contact info of booth personel, in vCard, pdf, excel, etc.
LiveMeeting	Link to an open room in live meeting platform of choice (webex, hangouts, zoom, bluejeans, MS teams, etc.)	Link to an open room in live meeting platform of choice (webex, hangouts, zoom, bluejeans, MS teams, etc.)
Resources	x1 PDF of brochures, product sheets, infographics, powerpoint file, etc	x1 PDF of brochures, product sheets, infographics, powerpoint file, etc

Small Booth



Small Booth



Podium
W 1800px x H 1300px

Brochure Cover
W 1200px x H 1553px



Small Booth Top Banner
W 900px x H 124px



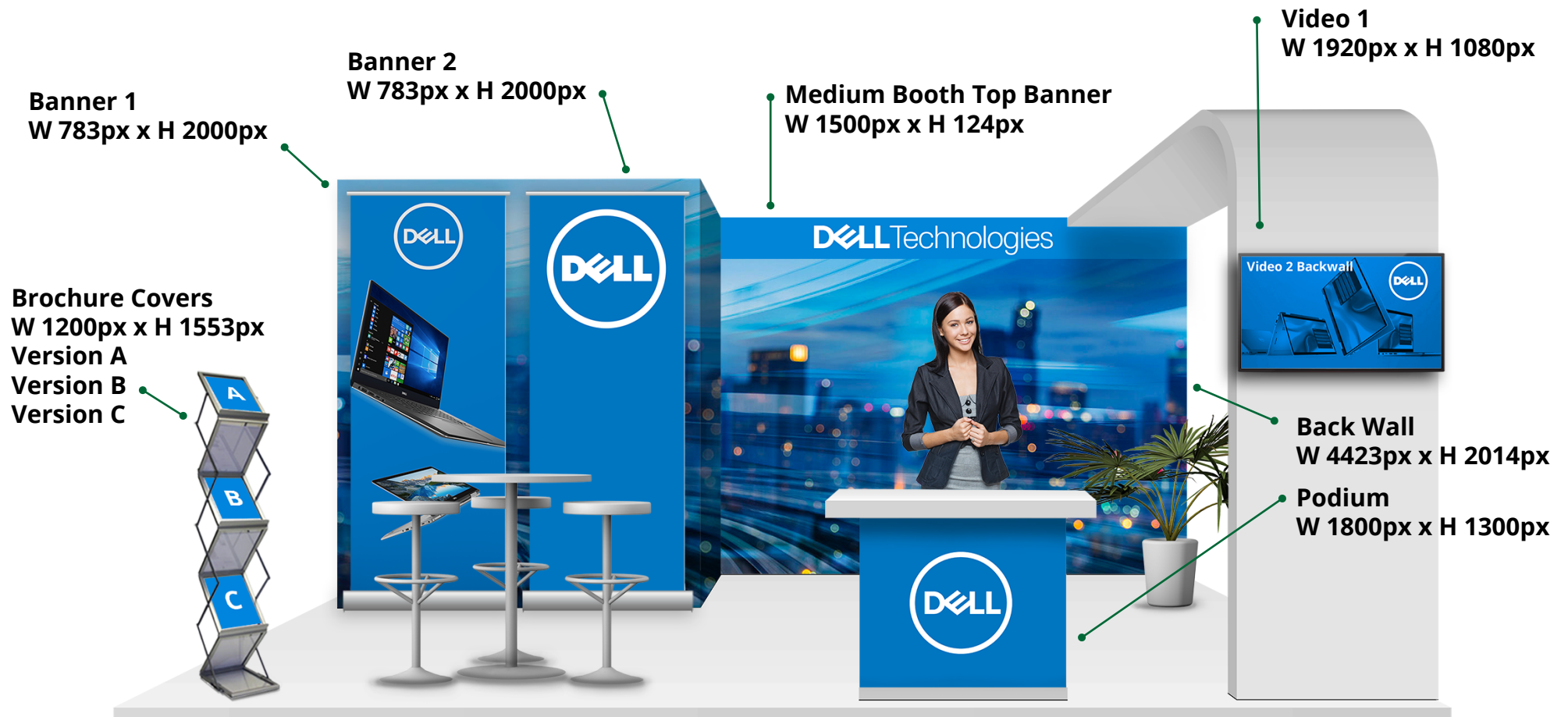
Backdrop Background
W 2000px x H 1896px



Video 1
W 1920px x H 1080px



Medium Booth



Medium Booth



DELLTechnologies

Medium Booth Top Banner
W 900px x H 124px



Banner 1
W 783px x H 2000px



Banner 2
W 783px x H 2000px



Booth Backwall
W 4423px x H 2014px



Video 1
W 1920px x H 1080px



Podium
W 1800px x H 1300px



Brochure Cover
W 1200px x H 1553px



2020 Fall Education Session Exhibitor Guide

Welcome

Thank you for joining us for the 2020 AAFMP virtual conference. We are glad to include you as part of the exhibition. This guide will include information to help you participate in this event. If you have any questions after reading this guide, please contact the Education Outreach Lead.

Summary of Event

The education session is an annual, two-day conference comprised of education sessions, professional networking, trade fair, exhibitors, and the annual general business meeting. The conference will be held on Wednesday, December 2 and Thursday, December 3, 2020.

The AAFMP has partnered with the Association of the Chemical Profession of Alberta (ACPA) and the Alberta Society of Professional Biologists (ASPB) and our audience will include professional chemists, professional biologists, and forest management professionals.

Event Format

The event will be hosted completely online through comprehensive virtual conferencing software. Speakers, exhibitors, and attendees will participate through digital means such as computer, tablet, or mobile device.

Session Format

The exhibitor hall will include a customizable virtual booth that will be attended by you or a representative from your staff. Your booth will include advertising space for banners, logos, and posters, and will host uploads, such as small videos, brochures, and product and services information. You will be able to video conference, network, and text chat with

participants. You can use your booth to provide demos, showcase products, and share information. The conference platform is designed to give you the networking experience of an in-person conference, with the organization and convenience of technology.

Time Commitment

The conference agenda designates specified time blocks dedicated to exhibitors and networking; however, the exhibitor hall will be accessible by participants throughout the conference. A [sample agenda](#) has been included on the last page of this guide.

Exhibitors must be able to attend their virtual booth during the scheduled networking and exhibition hours to participate in live discussion and Q&A with attendees. You can also choose to attend the booth throughout the entire conference to maximize opportunities for networking.

You are asked to provide time to prepare the contents for your virtual booth and any pre-recorded advertisements or demos you plan to deliver. This content will be submitted to an AAFMP conference manager who will manage the development of your booth.

Recordings

Any video presentations you wish to post to your booth must be pre-recorded in either .MOV or Mp4 video files, or using one of the four compatible webinar streaming platforms ([listed](#) in the guidelines). Please refer to the recording and submissions guidelines for all recordings.

Deadlines

Please review the deadlines for submission listed in this guide. There are several submissions required, including promotional



Association of Alberta Forest Management Professionals

material, presentation, supplemental learning resources, and webinar recording.

Submissions

A conference manager will help set up your booth design. Please submit the following materials:

- company logo,
- banners,
- video ads,
- presentation material,
- brochures, product sheets, tech sheets,

Forms of Submission

A Google Drive folder will be set up for you. Please submit all documents and materials to your designated folder by October 31, 2020.

Contact

Shonelle Wilkinson, RPFT
Education Outreach Lead, AAFMP
shonellew@aafmp.ca
780-761-8733, extension 103

Recording and Submission Guidelines		
AAFMP Education Sessions		Fall 2020
<p>The Association of Alberta Forest Management Professionals (AAFMP) presents an annual series of education sessions. The 2020 education sessions will be hosted and attended virtually through a series of live online demonstrations and pre-recorded webinars. The following guidelines have been developed to help with quality and accessibility of all presentations. Please follow the guidelines to your best ability and contact AAFMP if you require any assistance.</p>		Deadline
1.	<p>Recording</p> <p>Pre-recorded content will be uploaded to the virtual conference software. Please record your webinar in one of the following compatible streaming platforms:</p> <ul style="list-style-type: none"> • Google Meets • Microsoft Teams • Web Ex • Zoom <p>Guidelines:</p> <ol style="list-style-type: none"> Protect your bandwidth. Ask others using the same internet signal to stay offline for the duration of your presentation. Have a back-up connection like a cellular hotspot. Where possible, record your presentation to the cloud. Digital links are easy to share with AAFMP. If recording to your computer, ensure you keep a backup. Upload a copy to Google Drive or Dropbox and share with AAFMP. Place the camera slightly above eye level. Don't hold it too low or viewers will be looking up at your chin. Similarly, don't hold it too high or they'll be looking down from great heights. Look at the camera lens while you're recording. If you look at yourself on-screen, your eyes won't be directed at viewers. Hold your camera in landscape orientation, not portrait. 	
2.	<p>Audio</p> <p>Good audio is important to communicate the presentation well. Ensure good quality audio feed at the time of recording.</p> <p>Tips:</p> <ol style="list-style-type: none"> Use a good quality headset with an attached microphone where possible. This will reduce the amount of background noise picked up in the audio feed. Avoid earbuds with the microphone on the wires. They can rub on your clothing causing static and background noise. Avoid using a cell, speakerphone, or computer microphone where possible to reduce background noise. Remove any background noises. 	



	<ul style="list-style-type: none"> i. Turn off any air conditioners or other noisy devices. They often get picked up by the mic and are much louder on the recording. ii. Record away from pets or other people. iii. Turn off any computer alerts and silence phones. iv. Mute your computer speakers so you do not get any feedback. e. Present in a small, quiet room where echo will be reduced, and you will not be interrupted. f. If using a free-standing microphone, place it on a thick book and be careful not to tap on the table or move around much while recording. 	
3.	<p>Visual</p> <p>A virtual conference requires engagement. Participants need a visual connection with their presenter.</p> <p>Guidelines:</p> <ul style="list-style-type: none"> a. Use your webcam. Participants are more engaged when they can see you. b. Clean your webcam before recording your webinar. Dust or smudges will affect the visual quality. c. Wear clothing that is a solid colour and contrasts to your background. Busy fabric patterns are distracting. <p>Background</p> <ul style="list-style-type: none"> d. Set your background to be clean, simple, and decluttered. Where possible, record with a blank wall or backdrop behind you. Too much background can be distracting. e. Sweep the room for any materials that should not be in the visual recording. f. Check the visual in your test recording. <p>Lighting</p> <ul style="list-style-type: none"> g. Record in a well-lit area and check the lighting in a test-recording. h. When you're recording, always face the light source as much as possible, so it casts your whole face in light. If the light is behind you, it will cast you in silhouette. i. Avoid overhead light. Low overhead lighting can cause shadows and poor picture quality. Turn your computer if necessary and place natural light or a bright lamp so it lights your face. 	
4.	<p>Quality</p> <p>Test the quality of your equipment, presentation, and recordings.</p> <p>Guidelines:</p> <ul style="list-style-type: none"> a. Test your conferencing/recording platform before you record so you are comfortable navigating it and can find things quickly. b. Test a small sample of your presentation in a 2-5 minute test recording to check for any audio/visual issues, background noises, or other items needing to be addressed. c. Scan your presentation for errors. 	



5.	Promotional Material Promotional materials let the conference attendees know who you are. Guidelines: Please provide AAFMP with the following materials: <ul style="list-style-type: none"> a. Include a brief company bio (100 word max) b. Company logo c. Video thumbnails d. mp4 AAFMP will link resources provided to your presentation space in the virtual conference platform.	October 31
6.	Additional Materials You may choose to include one additional resource that can be uploaded to your booth. Please provide your choice of: <ul style="list-style-type: none"> a. brochure b. product sheet c. infographics d. PowerPoint AAFMP will link resources provided to your presentation space in the virtual conference platform.	October 31
7.	Timing Plan to have all recordings and promotional material to the AAFMP by the deadlines specified in this guide. This gives staff time to coordinate materials across all presenters to ensure a professional conference and timely promotion.	
8.	Contact Shonelle Wilkinson, RPFT Education Outreach Lead, AAFMP shonellew@aafmp.ca 780-761-8733 extension 103	





Association of Alberta Forest Management Professionals

Sample Agenda

Day 2 - Thursday, December 3, 2020						
	Workplace and Teams Management	Regulated Professions	AAFMP Specific Content	ASPB Specific Content	ACPA Specific Content	
8:55 AM	Welcome					Access: OPEN
9:00 AM	Plenary: The United Nations Declaration on the Rights of Indigenous People in Alberta and its Impact on Alberta's Forest Sector					
9:15 AM	Sandy Carpenter, LLB., Canadian Regulatory & Indigenous Law					
9:30 AM	Sequence: D2-P1					Access: OPEN
9:45 AM						
10:00 AM	Update on Forestry Education Heath Schnieder, NAIT & Ellen Macdonald, UofA Sequence: D2-M1	Trends in Regulated Professions; update Carla Rhvart, Executive Director, AAFMP Sequence: D2-RP1	Public Involvement in Planning Herbicide Proerams Milo Mihailovich, RPF, Mihailovich Enterprises Sequence: D2-F1	ASPB Session Sequence: D2-B1	ACPA Session Sequence: D2-C1	
10:15 AM		Access: OPEN	Access: AAFMP	Access: ASPB	Access: ACPA	
10:30 AM	A Career Roadmap: Chart the course and navigate the stages of your career.					
10:45 AM						
11:00 AM	Gail Kastning, Purposeful Careers	Conflict of Interest Sandy Carpenter LLB. Canadian Regulatory & Indigenous Law and Tamara Bews, LLB. Sequence: D2-RP2	Building and Reclaiming Roads Darren Henshaw, RFT, Senior Engineering Technician, Ministry of FLNR Sequence: D2-F2	Orphan Wells Program Sequence: D2-B2	Orphan Wells Program Sequence: D2-C2	
11:15 AM		Access: OPEN	Access: AAFMP	Access: ASPB	Access: ACPA	
11:30 AM	Sequence D2-M2					
11:45 AM						
12:00 PM	Professional Lunchbox: Networking and Exhibitor Show					
12:15 PM						
12:30 PM						Access: OPEN
12:45 PM	Unconscious Bias					
1:00 PM	Deborah Howes, Foundation of Administrative Justice	Forestry 4.0: Automation of Forest Operation Francis Charette, FPInnovations Sequence: D2-F3	Interdisciplinary Teams in Rec/Rem Sequence: D2-INT1	Interdisciplinary Teams in Rec/Rem	Interdisciplinary Teams in Rec/Rem	
1:15 PM		Access: AAFMP				
1:30 PM	Sequence: D2-M3	Access: OPEN				Access: OPEN
1:45 PM						
2:00 PM	Networking and Exhibitor Show					
2:15 PM	Internationally Trained Workers software demo	Gender Equity in Canada Forest Sector Initiative Luc Rainville, President, Canadian Institute of Forestry / Institut forestier du Canada Kelly Cooper, President, Centre for Social Intelligence Sequence: D2-ND1				
	Kimberley Worthington Sequence: D2-ND1	Access: OPEN	Sequence: D2-ND2	Access: OPEN		Access: OPEN
2:30 PM						
2:45 PM						
3:00 PM	Plenary: Can-masks					
3:15 PM	Johan Foster, Orlando Rojas, UBC					
3:30 PM	Sequence: D2-P2					Access: OPEN
3:45 PM	Closing Remarks					Access: OPEN



#320, 3203 – 93 Street NW
Edmonton, AB, T6N 0B2
780-761-8733

Contact:
Education Outreach Lead
shonellew@aafmp.ca

Asset Collection Guide

What We need from You

- Logo- Transparent PNG
 - Large Logo (380px x 68px)
 - Small Logo (80px x 80px)EPS, AI, SVG, & PSD also accepted
- Branding Guide if not available please provide:
 - Fonts
 - Hex, PMS, RGB Colors
 - Style application of logo
- Any visuals you would like to include in the design of the site.
 - Images for backgrounds
 - Partner or sponsor branding
 - Banners or advertising

A Google Drive folder will be provided for you to drop your assets in. Please label all content clearly and send follow up email to your Project Manager to let them know when assets have been added to the folder.