

#CAARcon2019



2019 **CAAR**
CONFERENCE

FEB. 12 - 14, 2019 | WINNIPEG, MB

**STRENGTHENING
THE BUSINESS OF
AG RETAIL**

**REGISTRATION OPENS
MONDAY OCT. 15**

2019 CAAR CONFERENCE STRENGTHENING THE BUSINESS OF AG RETAIL

Now in its 24th year, the CAAR Conference is the leading business conference for ag retailers and is designed specifically to bring the agriculture industry together.

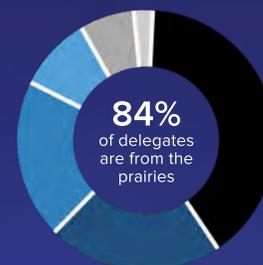
Hosted at the RBC Convention Centre and Delta Hotels Winnipeg from February 12 - 14, 2019, the 2019 CAAR Conference will feature networking events and an exceptional lineup of panelists and speakers focusing on strengthening the business of ag retail.

WHY YOU NEED TO ATTEND THE 2019 CAAR CONFERENCE

1. Stay informed with industry trends and updates
2. Strengthen your business skills
3. Affordable rates for everyone
4. Networking and face-to-face time with new and existing customers and partners
5. Support your industry and association



TYPES OF DELEGATES:



LOCATION OF DELEGATES:



FEB. 12 - 14, 2019 | WINNIPEG, MB

300+ attendees

45+ exhibitors

170+ represented companies

16+ hours of face-to-face networking time

2019 CAAR CONFERENCE EVENT HIGHLIGHTS



Icebreaker Cocktail Reception

Tuesday, Feb. 12 | 5:00 - 7:00 pm

Kick off the conference and celebrate Canada's Ag Day on Tuesday evening with the Icebreaker Cocktail Reception, a great opportunity to mix and mingle with friends and make new connections in your industry.

Roundtable Discussions - NEW FOR 2019!

Wednesday, Feb. 13 | 8:00 - 9:00 am

The newest networking event at the CAAR Conference is the roundtable discussions, designed for delegates to be grouped together to discuss key issues affecting agriculture today.

The opportunity to learn from one another and gain insight into different aspects of the business will help to forge connections and promote a spirit of community. Please note that there are limited spaces available, so it's recommended you register early for your preferred session. **Reserve your spot during registration which opens on October 15!**



Pro-Ag Investments Auction

Wednesday, Feb. 13 | 1:30 - 3:00 pm

Help support your industry by participating in the exciting Pro-Ag Investments Auction by either donating items to the auction or bidding at the event!

All proceeds support the association and a wide range of initiatives that focus on strengthening the Canadian ag industry.

CAAR's Choice Awards Banquet

Wednesday, Feb. 13 | 6:00 - 11:00 pm

Celebrate the achievements of your industry peers at the CAAR's Choice Awards Banquet. Now in its 12th year, the awards dinner recognizes the accomplishments of some of the best and brightest in the ag retail sector.

Following the awards ceremony, CAAR is pleased to present James Cunningham, your comedy entertainment who is equal parts comedian and foodie. Featured on Just For Laughs, Halifax Comedy Fest, and Last Comic Standing for his stand up comedy, he is the host of Food Network Canada's hit show Eat St., which gives audiences a curbside view of North America's tastiest, messiest, and most irresistible street food.

James Cunningham
Banquet Comedian



For more details, visit caar.org/caar-conference

2019 CAAR CONFERENCE REGISTRATION

WHAT'S INCLUDED IN YOUR PASS?

Retailer and Supplier passes include access to all events at the 2019 CAAR Conference excluding the CAAR's Choice Awards Banquet, tickets are available at an additional cost and can be purchased when registering online.

Exhibitor passes include one 10x10 booth and access to all events at the 2019 CAAR Conference including the CAAR's Choice Awards Banquet.

Exhibiting companies have the option to register booth workers at a discounted rate, **booth worker passes** include access to all events at the 2019 CAAR Conference excluding the CAAR's Choice Awards Banquet, tickets are available at an additional cost and can be purchased when registering online.

EARLYBIRD REGISTRATION DEADLINE: NOVEMBER 30TH, 2018

**REGISTER BEFORE
DECEMBER 1ST AND
SAVE UP TO \$70!**

EARLYBIRD PRICING

CAAR MEMBERS:

Retailer Pass: \$275
Supplier Pass: \$575

Exhibitor Pass: \$1,495
Booth Worker: \$475
only available to exhibiting companies

NON-MEMBERS:

Retailer Pass: \$575
Supplier Pass: \$975

Exhibitor Pass: \$2,495
Booth Worker: \$675
only available to exhibiting companies

REGISTER FOR A CHANCE TO WIN UP TO \$1,000!

Register for the 2019 CAAR Conference between October 15 & December 21 for a chance to win one of ten weekly draws for a \$100 VISA Gift Card.

Registrants are re-entered into each weekly draw so the earlier you register, the more chances you have to win!

sponsored by



2019 CAAR CONFERENCE HOST HOTEL

Rates starting at \$159/night.

Book your hotel stay at the Delta Hotels Winnipeg, attached to the RBC Convention Centre, where CAAR has negotiated an exclusive price for conference attendees and will serve as the host hotel.

Visit caar.org/caar-conference for more details.

Reservation Deadline: January 21, 2019.



#CAARcon2019

2019 CAAR CONFERENCE

AT-A-GLANCE AGENDA

All conference events are hosted in the RBC Convention Centre unless otherwise stated

TUESDAY FEBRUARY 12

- 4:00 - 5:00 pm CAAR's Annual General Meeting
Hosted at the Delta Hotels Winnipeg
- 5:00 - 7:00 pm Icebreaker Cocktail Reception celebrating Canada's Agriculture Day #CdnAgDay
Hosted at the Delta Hotels Winnipeg

WEDNESDAY FEBRUARY 13

- 7:30 - 8:00 am Breakfast on the Tradeshow Floor
- 8:00 - 9:00 am Roundtable Discussions
pre-registration required, limited seating
- 9:00 - 9:10 am Opening of the 2019 CAAR Conference
- 9:10 - 9:40 am Industry Updates
- 9:40 - 10:00 am Sponsor Spotlight
- 10:00 - 10:30 am Coffee Break on the Tradeshow Floor
- 10:30 - 11:30 am Farmer Panel Discussion
- 11:30 - 11:40 am Sponsor Spotlight
- 11:40 am - 12:30 pm Mental Health Awareness in the Ag Retail Industry
Lesley Kelly, Do More Ag Foundation
- 12:30 - 1:30 pm Lunch on the Tradeshow Floor

WEDNESDAY FEBRUARY 13 CONTINUED

- 1:30 - 3:00 pm CAAR Pro-Ag Investments Auction
- 3:00 - 5:30 pm Industry Networking Events
- 6:00 - 11:00 pm CAAR's Choice Awards Banquet
followed by comedian, James Cunningham

THURSDAY FEBRUARY 14

- 7:30 - 8:00 am Breakfast on the Tradeshow Floor
- 8:00 - 8:10 am Sponsor Spotlight
- 8:10 - 9:10 am Unleashing Your Disruptive Behaviour
Graham Sherman, Co-Owner of Tool Shed Brewing Company
- 9:10 - 9:20 am Sponsor Spotlight
- 9:20 - 10:20 am Panel Discussion: Mergers & Acquisitions
See caar.org for confirmed panelists
- 10:20 - 11:00 am Coffee Break on the Tradeshow Floor
- 11:00 - 11:50 am Does Your Lender Understand Your Business Needs?
Speaker from Meyers Norris Penny
- 11:50 am - 12:00 pm Sponsor Spotlight
- 12:00 - 12:45 pm Networking Lunch on the Tradeshow Floor
- 12:45 - 1:45 pm Business Management
Dr. Sylvain Charlebois, 'The Food Professor'
- 1:45 - 2:00 pm Closing of the 2019 CAAR Conference
- 2:00 - 3:00 pm CAAR Member Forum



CAAR PRO-AG INVESTMENTS AUCTION

Wednesday, Feb. 13 | 1:30 - 3:00 pm

THREE WAYS TO SUPPORT CAAR

Support CAAR by donating product, bidding on items or making a direct donation to the CAAR Pro-Ag Investments Auction.



CAAR's CHOICE Awards

For more information about the CAAR's Choice Awards, go to caar.org.

Application Deadline: Dec. 7, 2018

Applications are currently being accepted in the following categories:

- **RETAILER OF THE YEAR AWARD**
sponsored by Bayer CropScience Inc.
- **AGRONOMIST OF THE YEAR AWARD**
sponsored by J.R. Simplot AgriBusiness
- **RETAILER HALL OF FAME AWARD**
sponsored by Univar Canada
- **4R NUTRIENT STEWARDSHIP AGRI-RETAILER AWARD**
sponsored by Fertilizer Canada

2019 CAAR CONFERENCE

SPEAKER LINEUP

Industry Updates

Wednesday, Feb. 13 | 9:10 - 9:40 am

Stay informed and up-to-date on the current and upcoming issues affecting the ag retail industry.

Farmer Panel Discussion

Wednesday, Feb. 13 | 10:30 - 11:30 am

Listen to our panel of farmers to help you gain a different perspective and adjust how you do business.

Mental Health Awareness in the Ag Industry

Wednesday, Feb. 13 | 11:40 am - 12:30 pm

Stress, anxiety, depression, emotional exhaustion and burnout can happen when working in agriculture. By collaborating with the entire industry, we can and will make a substantial impact!

Sponsored by Farm Credit Canada

Lesley Kelly

Do More Ag Foundation



Unleashing Your Disruptive Behaviour

Thursday, Feb. 14 | 8:10 - 9:10 am

After watching Graham's presentation and insights, you'll walk away incredibly inspired and with a clear path to unleashing your own disruptive behaviour to transform your business.

Graham Sherman

Co-Owner of Tool Shed Brewing Company

Speaker Panel: Mergers & Acquisitions

Thursday, Feb. 14 | 9:30 - 10:30 am

Gain insight from companies within the ag industry who have recently experienced mergers and acquisitions to understand the transition and how it will impact the ag retail market.

Does Your Lender Understand Your Business Needs?

Thursday, Feb. 14 | 11:00 - 11:50 am

Learn how to communicate with your financial institution so they better understand your business needs and also determine what they're able to do for you.



Business Management

Thursday, Feb. 14 | 12:45 - 1:45 pm

Strengthen your knowledge through Dr. Charlebois' presentation, with his current research in food distribution, security and safety, 'The Food Professor' will share insight from his studies in the ag industry.

Sylvain Charlebois

'The Food Professor'

For more details, visit caar.org/caar-conference

2019 CAAR CONFERENCE

TRADESHOW EXHIBITORS

REGISTERED EXHIBITORS as of September 10th, 2018

AGI	Keg River Chemical Corp.	AGI - NuVision
Decisive Farming	Marcus Construction	Storage Systems Construction Corp.
DyTerra Corporation	MaXfield Inc.	Stueve Canada Ltd.
FWS Group of Companies	Meridian Manufacturing Inc.	Tronia Systems Ltd.
GFS Projects	Nexus Ag by Univar	Western Financial Group Insurance Solutions
GSI / InterSystems	Norseman Structures	
Hi Tech Installations Ltd.	North Star Systems Inc.	
John Deere Financial	Novid Inc.	
J.R. Simplot AgriBusiness	Nutrien	

EXHIBITOR SPACE STILL AVAILABLE - 60% SOLD

For more information about exhibiting at the conference and to view the tradeshow map, go to caar.org/caar-conference. **Exhibitor registration closes November 30, 2018.**

#CAARcon2019

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Interested in becoming a sponsor or need more information? Please contact Lisa Defoort, Event & Creative Manager of CAAR at lisa@caar.org or 204-989-9313.